

What Business-to-Education Marketers Think of Generative Artificial Intelligence Right Now

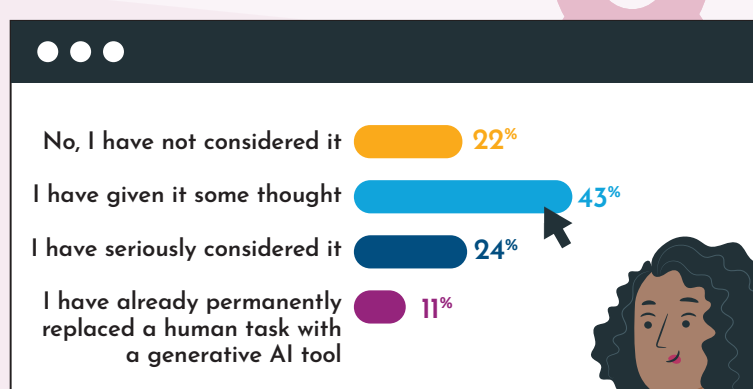
Survey Says: ChatGPT and Its Fellow Bots Are Here to Stay

Whether it's ChatGPT, Bard, Edge, DALL-E or yet another buzzworthy tool that's launched since a human being at CB&A wrote this sentence, the new batch of generative AI is the talk of the education industry, the marketing world, and pretty much everyone else.

To determine if business-to-education (B2E) professionals are doing more than just talking about generative AI, we fielded a brief pulse survey, asking several key questions to better understand if and how these new tools are impacting education marketing teams today...and where they might go in the future.

Consider the Chat Bot

Q: Have you considered using a generative AI tool to permanently execute one or more education marketing task(s) previously executed by a human?



It's clear that respondents see potential to permanently replace some marketing tasks with AI; 75% of respondents are considering it or have already done so. Less than a year ago, this sort of thinking was far from the mainstream, but attitudes have changed as the technology has rapidly improved and gained traction. This is no longer a question of "if". It's now more of a "when, what, and how?".



A Daily Date with the Bots

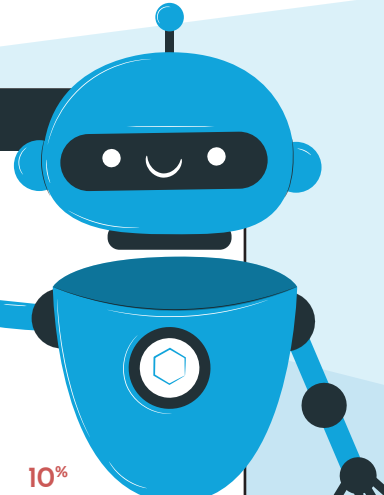
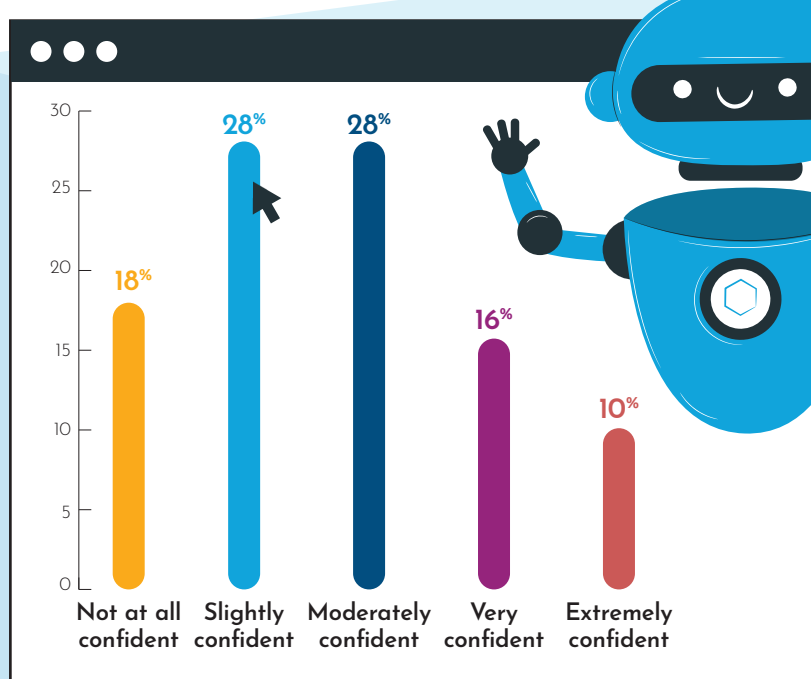
Q: When, if ever, do you expect you will use a generative AI tool daily in your education marketing role?

A significant majority of respondents are either already using a generative AI tool in their daily work or plan to do so within a year. These tools only entered the public consciousness in the past several months, but have quickly captured B2E professionals' imaginations. We look forward to seeing which tools and uses become commonplace in education marketing, and which lose steam.

Confidence is Key

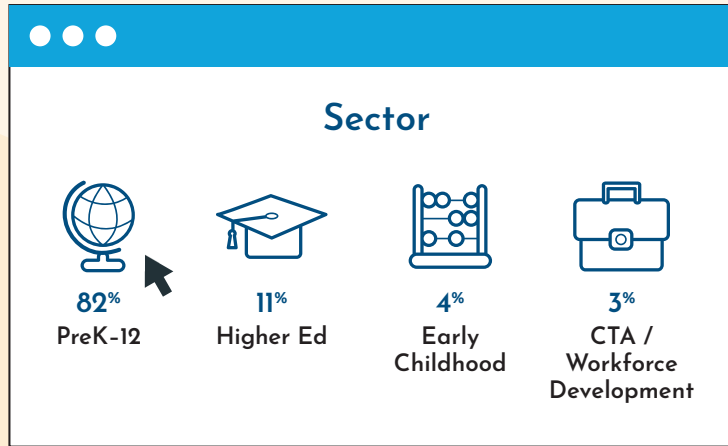
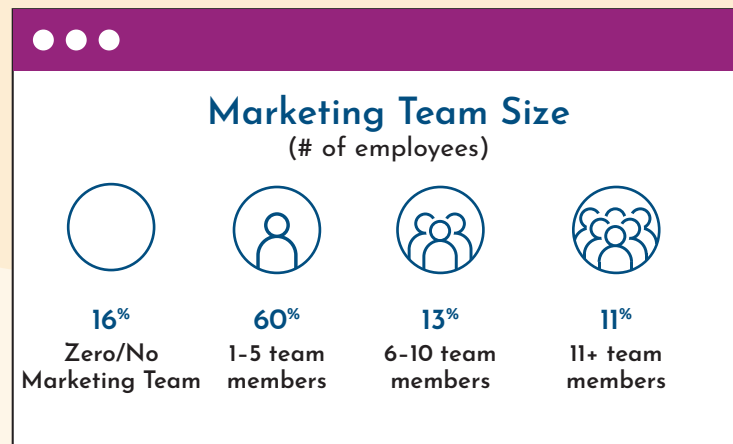
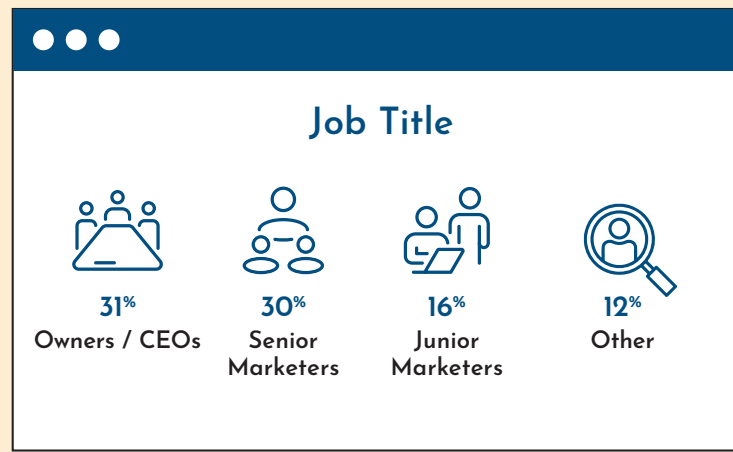
Q: How confident are you that generative AI tools will make you a better education marketer?

New innovations often arrive with a mix of excitement and apprehension, yet it's clear that our respondents are already experiencing or envisioning ways that these tools will improve and augment their existing skills, potentially giving those who embrace them an edge.



Who We Heard From

Our Education Vendor Respondents (96 total)



Education is all about adaptation, and it's heartening to see that our vendor community is approaching this new wave of innovation with an open mind. We look forward to seeing the unique ways B2E marketers incorporate this next generation of tools into their marketing efforts.

To learn what our respondents are hearing from their customers at the school and district level about generative AI, read our blog post: [This is What Education Marketing Leaders Are Hearing From Customers about ChatGPT](#)



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