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## BEYOND THE THEORY Building Real Campaigns with Generative AI

**Monday, May 5 | 2:00 PM – 3:00 PM**



COLLABORATION  
STAGE

HYATT REGENCY HUNTINGTON  
BEACH RESORT & SPA



**Kristi Fickert**

Senior VP, Growth & Marketing | Kurie



**Justin Jones**

AI Evangelist | Hyly.AI



BEYOND THE THEORY BUILDING REAL CAMPAIGNS WITH GENERATIVE AI

# Meet Your Guides



**Kristi Fickert**

Senior VP, Growth & Marketing | Kurie




**Justin Jones**

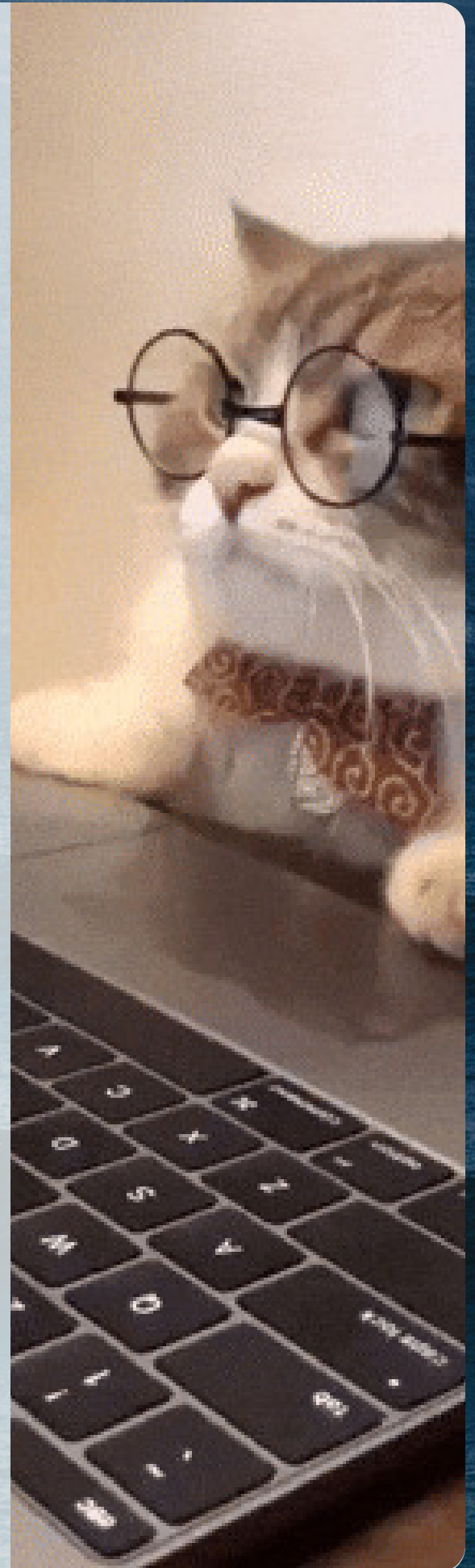
AI Evangelist | Hyly.AI



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# Workshop: Open a Listing and Community Site

- ✓ AI Reality Check for Multifamily
-  Campaign Framework with AI Collaborator
-  Creative Construction & Hands-on building
-  Tools and Insights to Take Home



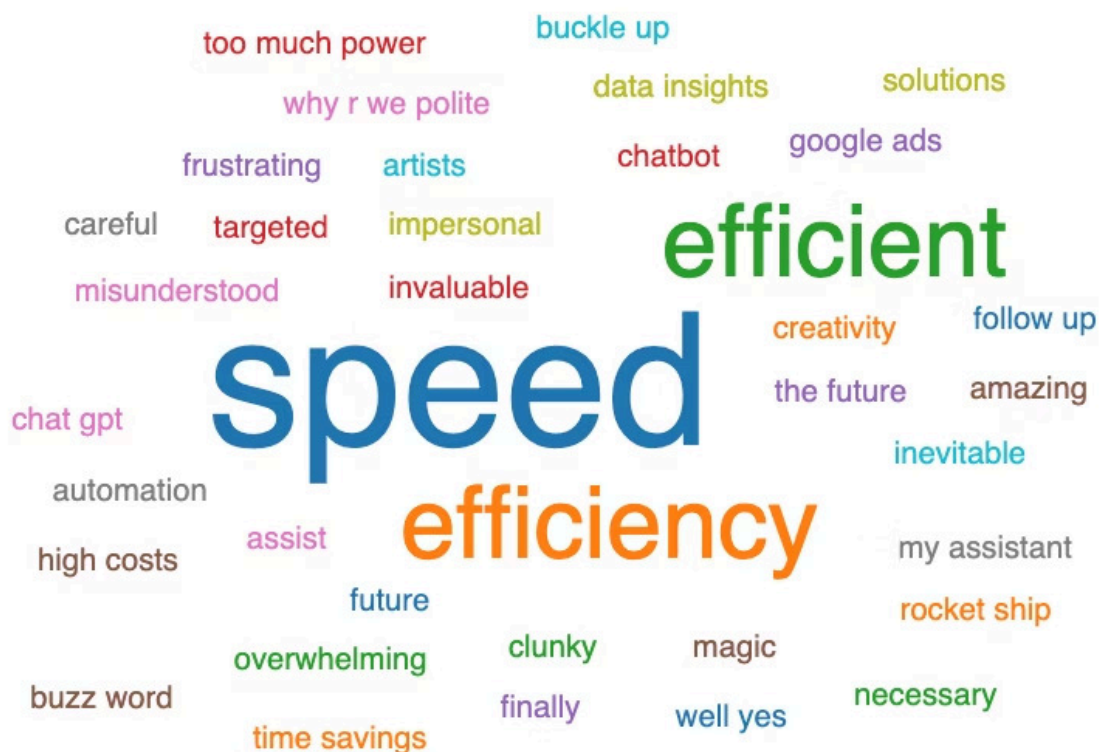


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# What's the First Word You Think of When You Hear "AI in Marketing"?

Poll Results

42 Answers





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# Be honest — what's your vibe on AI in marketing or operations right now?

 I'm basically besties with my fave LLM — we text daily

 AI-curious — it's in my tabs... next to 27 unread emails

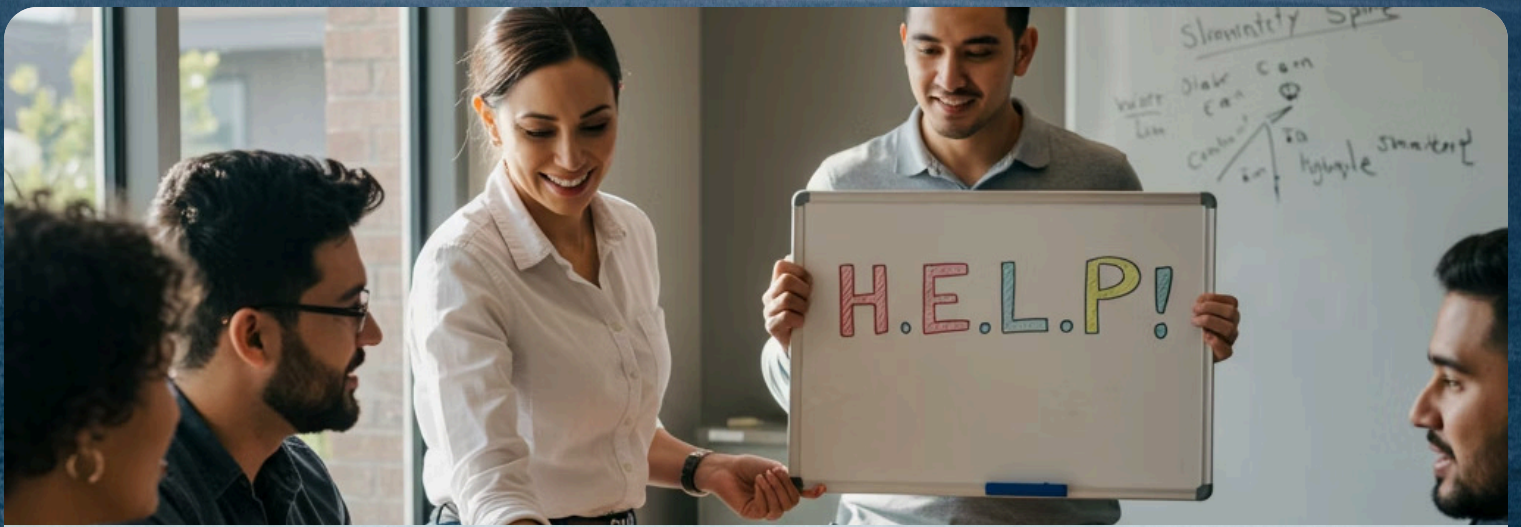
 We've had a fling — nothing serious, just a few automations

 Observing from afar — sipping coffee and watching the chaos unfold

 AI? I still trust my gut... and my color-coded spreadsheets

 I thought AI stood for “Another Initiative” — adding it to the to-do list... eventually





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## Tech Isn't the Problem — Training Is



**56%** say they **don't receive hands-on training** on the tools they're expected to use



**66%** are **rarely intimidated** by new technologies



**72%** say the technologies they have to use at work **help them do their job.**



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# Enterprise-Level AI, Real-World Payoff



**2.5x**

more value created by organizations that deeply integrate AI



**79.3%**

fewer collaborators needed on AI-driven projects



**45%**

reduction in perceived mental load when using AI tools



**47%**

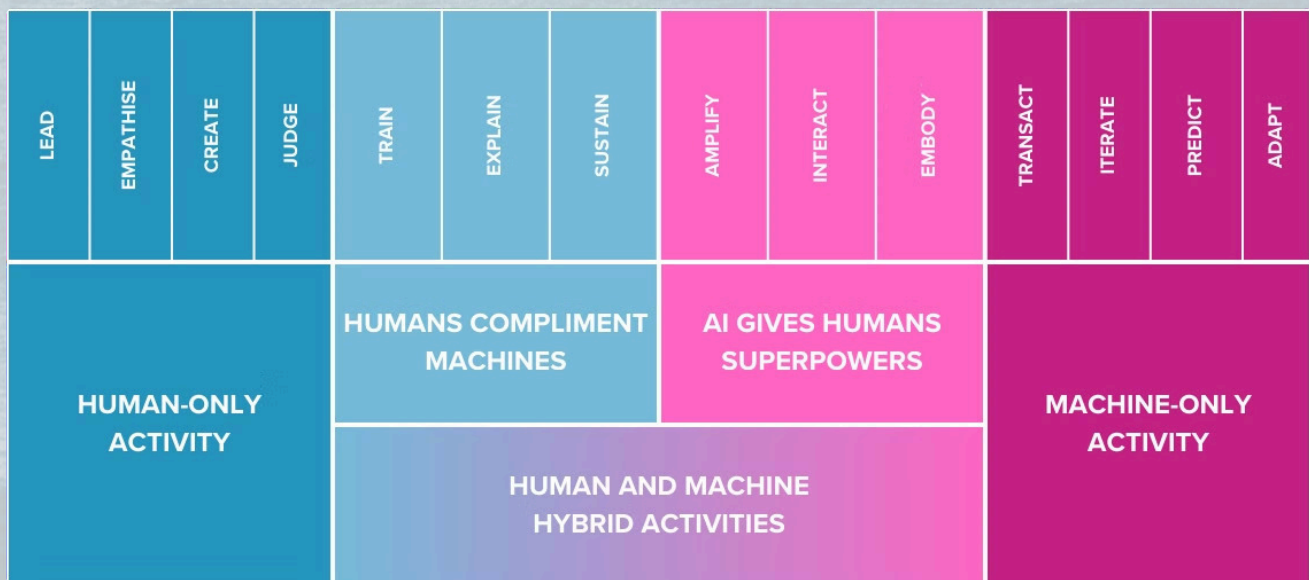
of organizations using generative AI in marketing and sales report revenue increases

*Sources: Accenture, Making Reinvention Real with GenAI (2024); Stanford AI Index Report (2025)*

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# The Power of Human + Machine Synergy

AI isn't just about automation or assistance—it's about **hybrid intelligence** where humans and machines enhance each other.



*Human + Machine: Reimagining Work in the Age of AI by Paul R. Daugherty, H. James Wilson*



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**LET'S GET TO  
WORK.**

**. Better. Wo**





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## When the Call Comes In: "Traffic's Down, We Need Marketing"



Performance is slipping — fast.



Budget? Frozen.



Team? Already stretched thin.



Expectations? Still sky-high.



You need to act now — but you're juggling listings, tours, renewals, and reports.



No new tech. No new help. Just you, your creativity, and the clock.



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# Your Campaign Blueprint: You + AI Today



## Plan

Map your campaign foundation with clear objectives.



## Review

Use AI to review, refresh, and refine existing assets.



## Assess

Let AI uncover hidden gaps, emotional angles, and opportunities.



## Execute

Launch faster by using AI for drafting, scripting, and scaling creative.





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## Step 1 – PLAN the Landscape



**Anchor your strategy in trends, timing, and human needs.**

- 1 Forecast leasing trends using market signals
- 2 Map seasonality to campaign timing
- 3 Surface resident motivations from reviews and personas
- 4 Create objectives that drive campaign results



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# Build the Blueprint Before You Build the Campaign

 What You're Doing	 How to Use AI
<b>Set Campaign Goals</b>	Prompt AI: “Given this property's leasing performance, market trends, and target audience, suggest 3 measurable campaign goals I should focus on (e.g., increasing tours, improving application rates, boosting visibility for 2BR units).”
<b>Forecast Trends</b>	Ask GPT to analyze leasing behavior based on move-in season, location, or pricing tiers — e.g., “What leasing patterns should I expect in Austin for a 2BR in July?”
<b>Map Seasonality</b>	Use AI to identify past marketing spikes or dip periods based on review dates, lead traffic, or CRM exports
<b>Understand Motivations</b>	Paste 30 resident reviews and ask: “Summarize the top 3 reasons people love this community. What emotional needs do these reflect?”
<b>Set Direction</b>	Use AI to brainstorm 3 possible campaign directions based on audience pain points and amenity strengths





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## Step 2 – REVIEW What Exists



**Strengthen your assets, tighten your message.**

- 1 Evaluate current marketing assets for strength and gaps
- 2 Check brand voice and tone consistency across channels
- 3 Audit CTAs and landing pages for clarity, urgency, and emotional pull
- 4 Review social posts for effectiveness and engagement quality



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# Strengthen What You Already Have

 What You're Doing	 How to Use AI
<b>Evaluate Current Copy</b>	Prompt: “Review this ad/email/social copy. Where is it confusing, flat, or missing emotional engagement? Suggest clear improvements.”
<b>Check Brand Voice and Tone</b>	Prompt: “Analyze this copy. Is it consistent with a [professional, playful, luxury, approachable] brand voice? Suggest tone corrections.”
<b>Review CTAs and Landing Pages</b>	Prompt: “Audit this CTA and landing page. Suggest stronger action phrases and emotional hooks to improve click-through.”
<b>Assess Social Posts</b>	Prompt: “Rank these posts by likely engagement strength. Rewrite 2 captions to be more emotionally resonant and clear.”
<b>Suggest Internal Refreshes</b>	Prompt: “Summarize key weaknesses in this marketing sample set and recommend a quick content improvement plan.”



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## Step 3 – ASSESS the Gaps

**Find market opportunities your competitors are missing.**

- 1 Analyze competitors to uncover missed emotional hooks
- 2 Compare your product positioning to local market noise
- 3 Spot opportunities to outstory, not just outspend
- 4 Use AI to surface gaps and shape smarter messaging

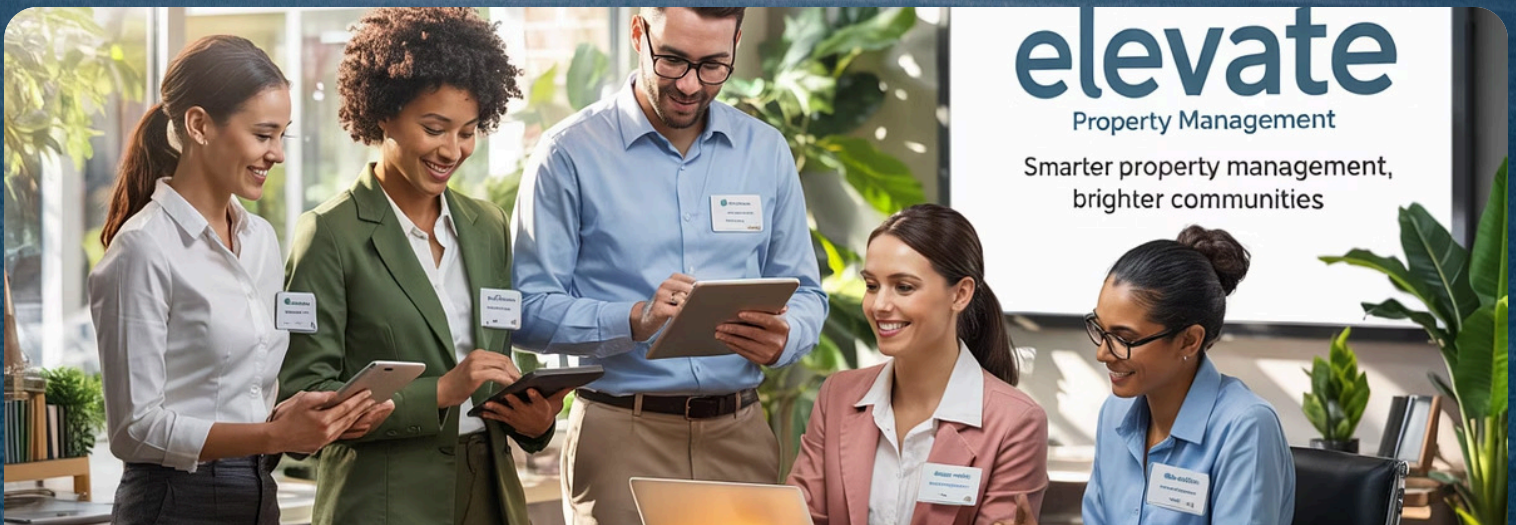


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# Own the Emotional Whitespace

🔍 What You're Doing	💡 How to Use AI
<b>Analyze Competitor Reviews</b>	Prompt: “Summarize the top frustrations and compliments from reviews of [competitor communities]. What emotional needs are unmet?”
<b>Compare Product Positioning</b>	Prompt: “Based on this amenity and location data, suggest ways we can better differentiate from nearby properties.”
<b>Spot Emotional Gaps</b>	Prompt: “Analyze these competitor marketing messages. Where are they failing to connect emotionally with renters?”
<b>Shape Smart Messaging</b>	Prompt: “Based on this market research, suggest 3 campaign angles that position our community as the emotional choice.”





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## Step 4 – EXECUTE the Campaign

**Build fast, create emotionally, scale smarter with AI.**

- 1 Turn insights into action across channels
- 2 Draft ad headlines, emails, and social posts
- 3 Script short-form videos and talk tracks
- 4 Use AI to accelerate drafts without losing brand voice



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# Create, Launch, Refine — Faster

🔍 What You're Doing	💡 How to Use AI
<b>Write Ad Headlines</b>	Prompt: “Create 5 ad headlines under 30 characters that highlight [pet-friendly living / upgraded kitchens / flexible leases]. Focus on emotional appeal.”
<b>Draft Social Media Posts</b>	Prompt: “Write 3 Instagram captions promoting [newly renovated 2BRs], friendly, energetic, 125 characters max.”
<b>Script Short Videos</b>	Prompt: “Write a 30-second video script for a TikTok or Reel showing a [sunny 2BR apartment] with a playful voice and a soft CTA.”
<b>Create Email Starters</b>	Prompt: “Draft a 3-line email promoting a limited-time leasing special with a friendly, neighborly tone.”
<b>Personalize for Personas</b>	Prompt: “Adjust this marketing copy to speak directly to [young professionals / empty nesters / pet owners] using relatable emotional hooks.”



## Beyond the Theory: Building Real Campaigns with Generative AI

# Your campaign strategy is built. Now bring it to life.

### Mapped the Landscape

Forecasted leasing trends, surfaced resident motivations, and set emotional campaign anchors.



### Reviewed Existing Assets

Audited your ad copy, CTAs, social posts, and refreshed your voice and messaging.

### Assessed the Market

Analyzed competitor gaps, emotional whitespace, and identified where you can connect better.



### Executed Smarter

Built ads, scripts, captions, and emails — using AI to create faster, stay consistent, and drive results.



# Creativity is Intelligence Having Fun

You now have a smarter way to create campaigns, faster ways to scale your ideas, and a clear system to move forward. This is just your starting line.



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Thank you for joining our session!



**Justin Jones**

AI Evangelist | Hyly.AI

**Click the links below to stay connected with our community!**

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**2** [Connect with Justin Jones on LinkedIn](#)

**3** [Join the AI XChange on Revyse](#)