

# Unleashing the Power of LLM's

## Revolutionizing Marketing strategies

April 11th

# Agenda

1. Introduction to LLM's
2. Layers of Generative AI
3. Optimizing marketing metrics
4. How marketing changed with AI
5. Building your own LLM with Amazon Partyrock

## Let's know each other a bit



🚀 Passion: Driving exponential growth for businesses

🌍 Global impact: India, North America and Europe

🦄 Unicorn touch: Played a pivotal role in growing startups like

👉 Writesonic: Lead growth story from 0-10 million US\$

👉 Appknox : Lead growth story from 0-1 (10k to 250K MRR)

👉 Darwinbox: A unicorn story (Current valuation 1 billion)

Teenage triumph : Co-Founded a marketing agency at age of 20 worked with over 300+ clients like GE, Uber which was later acquired.

## Introduction



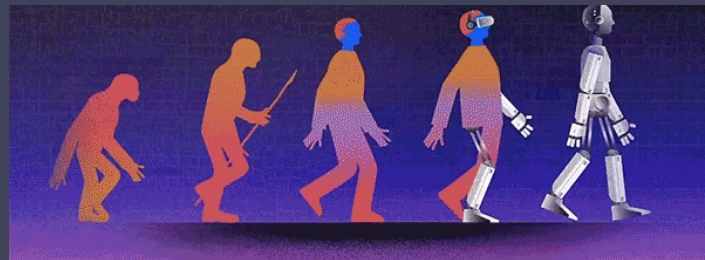
LLMs (Leveraged Learning Machines) are transforming marketing strategies by leveraging artificial intelligence to analyze massive amounts of data, enabling businesses to make data-driven decisions. Let's discuss an overview of LLMs and their impact on marketing, showcasing the power and potential they hold for revolutionizing the industry.

## The Technology Stack



The complex technology underpinning generative AI is expected to evolve rapidly at each layer, which has broad business implications. Consider that the amount of compute needed to train the largest AI models has grown exponentially—now doubling every 3.4 to 10 months, according to various reports. Cost and carbon emissions are therefore central considerations in adopting energy-intensive generative AI.

## Layers of generative AI



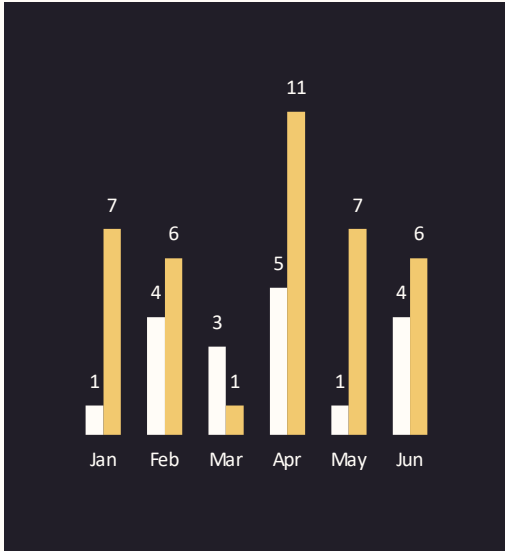
|                   |   |
|-------------------|---|
| Applications      | Generative AI and LLMs will be accessible to users in cloud via API's and being embedded directly into applications |
| Fine-tuning       | The importance of model-fine tuning will create demand for multidisciplinary skills                                 |
| Foundation Models | The market will rapidly mature and diversify with more pre-trained models   |
| Infrastructure    | Data centres will need retrofitting   |

Customizing marketing efforts through LLM's for better  
engagement

# Optimize your marketing metrics

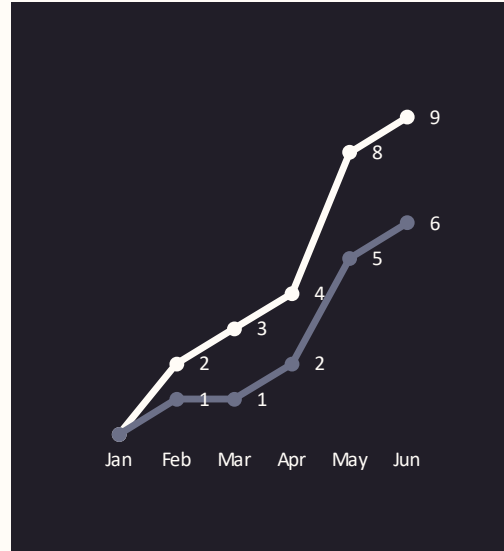
## Conversion Rate

Improve customer acquisition and optimize conversion rates.



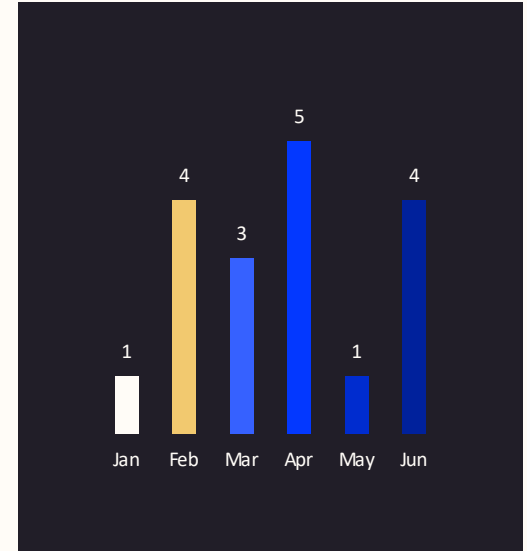
## ROI Analysis

Maximize return on investment with data-driven insights.



## Customer Segmentation

Identify target segments and personalize marketing strategies.



## Use cases



01

### Search for data

🚀 Crunch numbers like a pro: Create custom formulas and equations for easy calculations.



02

### Sales intelligence

🚀 Learn about your customer : Understand what sells and what doesn't.



03

### Data analytics

🚀 Move From Asking What Customers Are Doing And Start Seeing Why They Do It.



# Big ML DEMO

# Amazon party rock demo

<https://partyrock.aws/u/gvschaitanya/laRIAJZBo/SEO-Assistant>

# Challenges

## Adoption Hurdles

Ensuring buy-in from stakeholders, training employees, and integrating new systems.



## Data Privacy

Navigating privacy regulations and maintaining customer trust.





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