



REPORT

# Generative AI

The Impact of Generative AI on SEO and Content Marketing teams

USES, EXPECTATIONS, AND PERSPECTIVES



In partnership with **HubSpot**

**SURVEY** conducted with over **500 SEO and Marketing professionals.**



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# Introduction

As competition in search engines intensifies every year, SEO and content marketing have established themselves as true pillars of any effective marketing strategy. These disciplines enable companies to generate sustainable, long-term traffic while delivering ROI in the medium and long term.

The years 2023 and 2024 have marked an unprecedented revolution in the digital marketing sector: the rapid rise of generative AI is redefining the landscape of digital marketing, offering new opportunities for large enterprises in pursuit of excellence and performance.

This white paper is aimed at decision-makers in large organizations eager to seize this unique opportunity. Semji conducted an in-depth study **among 458 SEO and content marketing professionals** from various sectors and different company sizes. Our goal is to provide you with valuable, actionable insights based on robust quantitative data and relevant qualitative testimonies.

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Through this study, discover how the integration of AI within your teams can revolutionize your processes and boost your performance.

With Semji, make AI your most powerful ally in conquering the digital market of tomorrow.



Generative AI, with its advanced content processing and creation capabilities, is redefining the practices and strategies of SEO and content marketing professionals. Companies are exploring how this technology can enhance efficiency, boost creativity, and maximize return on investment.

Discover how businesses are leveraging generative AI to transform their SEO and content marketing strategies: elevate your performance and maximize your gains by exploring the results of this study.

### This study has two main goals:

- **To map out the current uses** of generative AI within companies, highlighting the specific tasks where it is most beneficial and the perceived advantages by users.
- **To identify the expectations and challenges** marketing professionals are facing with AI, so as to provide useful recommendations that will lead to an optimal and successful adoption and integration within the existing process.

# Context & Goals



# Methodology

**This study is based on an extensive survey conducted with 458 SEO and content marketing** professionals from small businesses, SMEs, and mid-market to enterprise-level companies. Data collection was carried out through detailed questionnaires and in-depth testimonies, allowing for a thorough analysis of current trends and perceptions.

The results are segmented by the level of SEO maturity within the companies, providing a comparative view of practices and priorities across organizations at different stages of their SEO journey.

By offering a synthesis of the key trends and future perspectives, Semji aims to guide companies and decision-makers in their adoption of generative AI, maximizing benefits while anticipating challenges.

## 01.

### Quantitative study

A survey was sent to over 1,000 participants from the HubSpot and Semji databases, resulting in 463 responses collected

## 02.

### Qualitative study

Individual interviews were conducted with 30 key account clients from the Semji database to gain deeper insights into their challenges surrounding



# Companies and respondents profile

**COMPANY SIZE**

**ROLES**

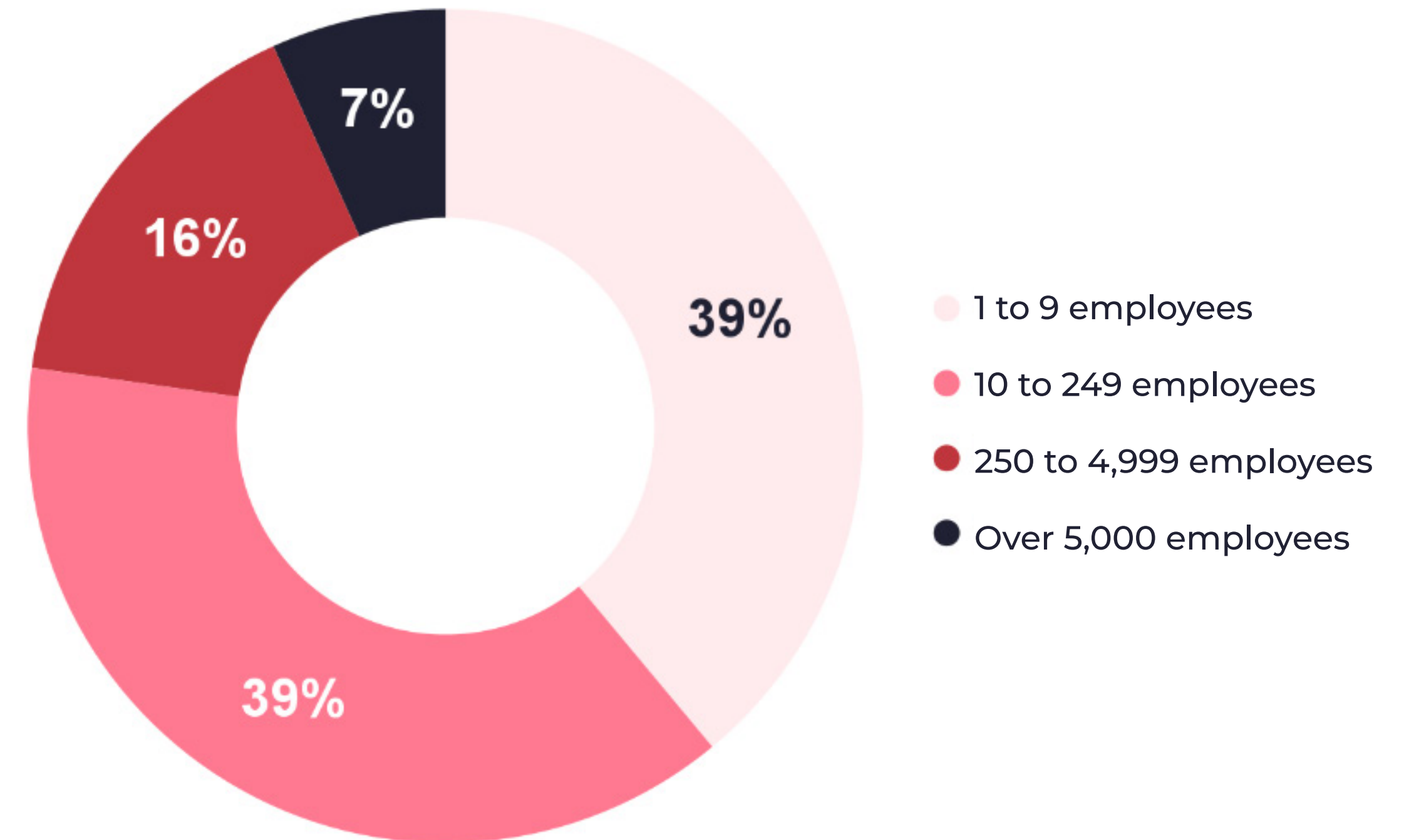
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# Distribution of companies by size

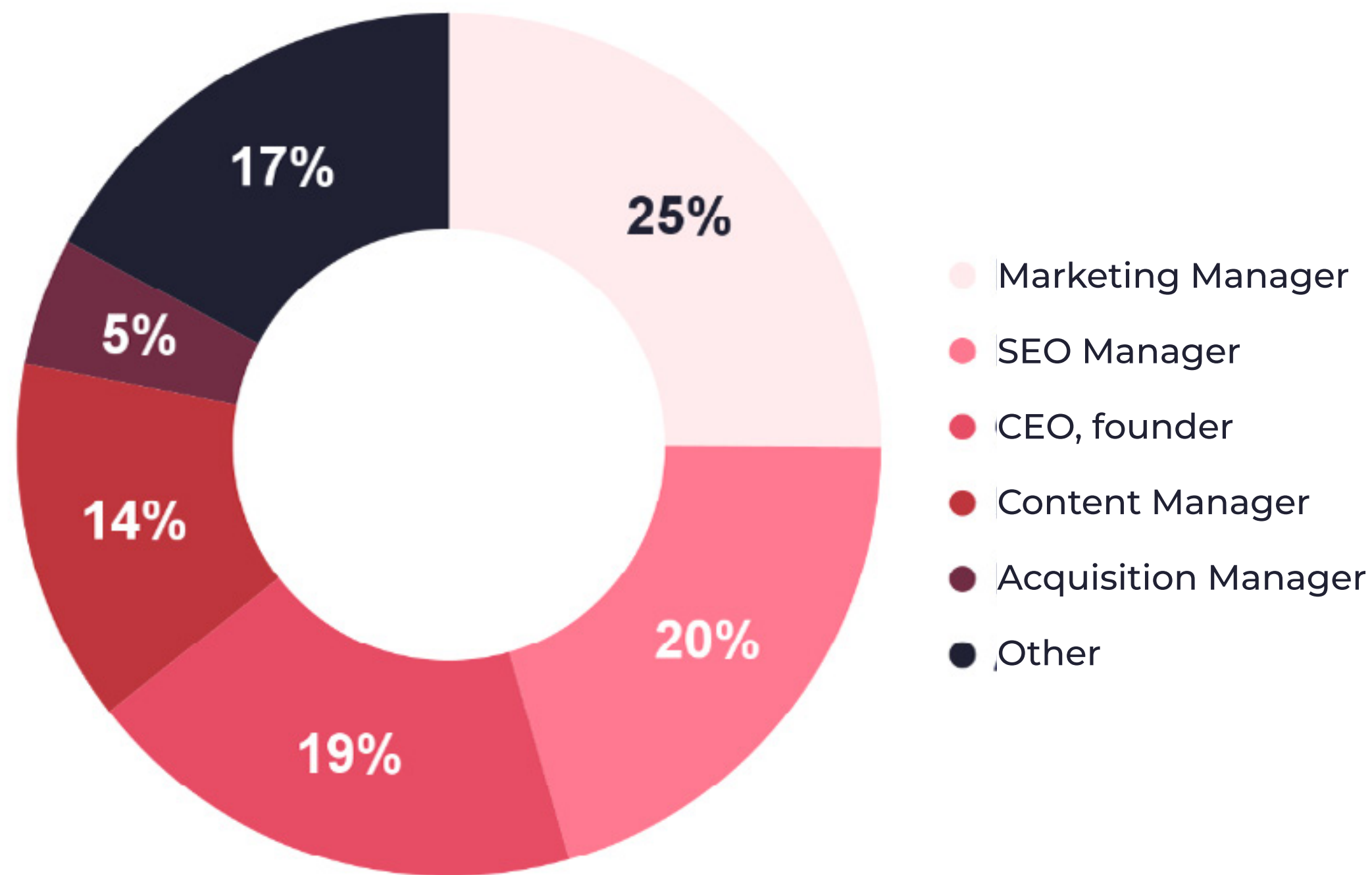
**To dive deeper into the uses and challenges of AI within content marketing and SEO teams**, we gathered insights and testimonials from over 400 experts in marketing, SEO, and content marketing in France.

The respondents come from various types of companies, ranging from small businesses to key accounts, with a majority representing SMEs: 39% belong to companies with 1 to 9 employees, and 39% belong to companies with 10 to 249 employees.

Size of the company



## Role



# Role in companies by size

The respondents represent a broad spectrum of decision-makers and specialists in digital marketing, including:

- Marketing Professionals (25%)
- SEO Specialists (20%)
- Executives (CEOs or Founders) (19%)
- Content Professionals (14%)
- Acquisition Specialists (5%)



# Current use of AI in marketing

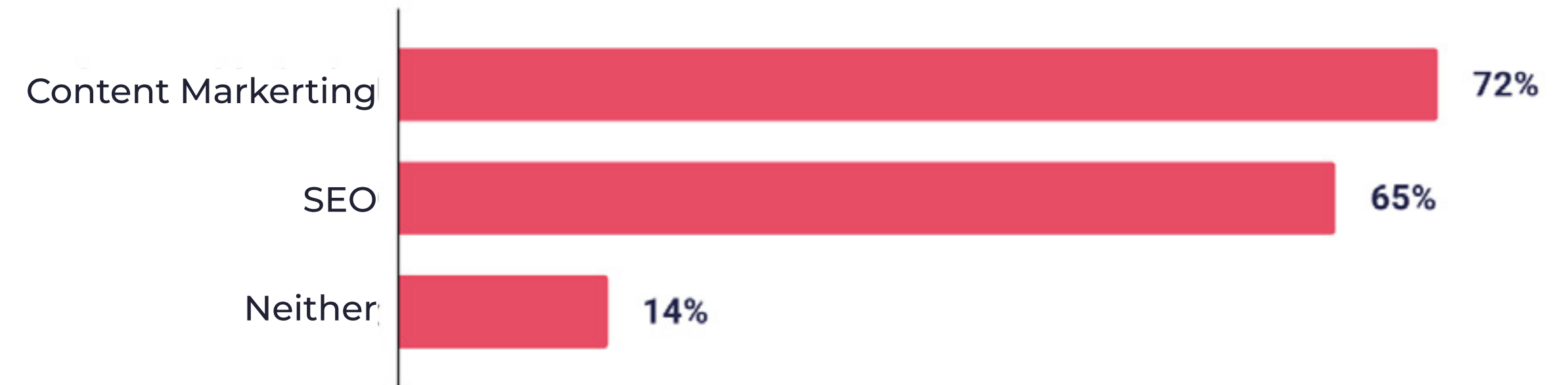
GENERATIVE AI

CONTENT PRODUCTION

05

# Main areas of application for AI in marketing

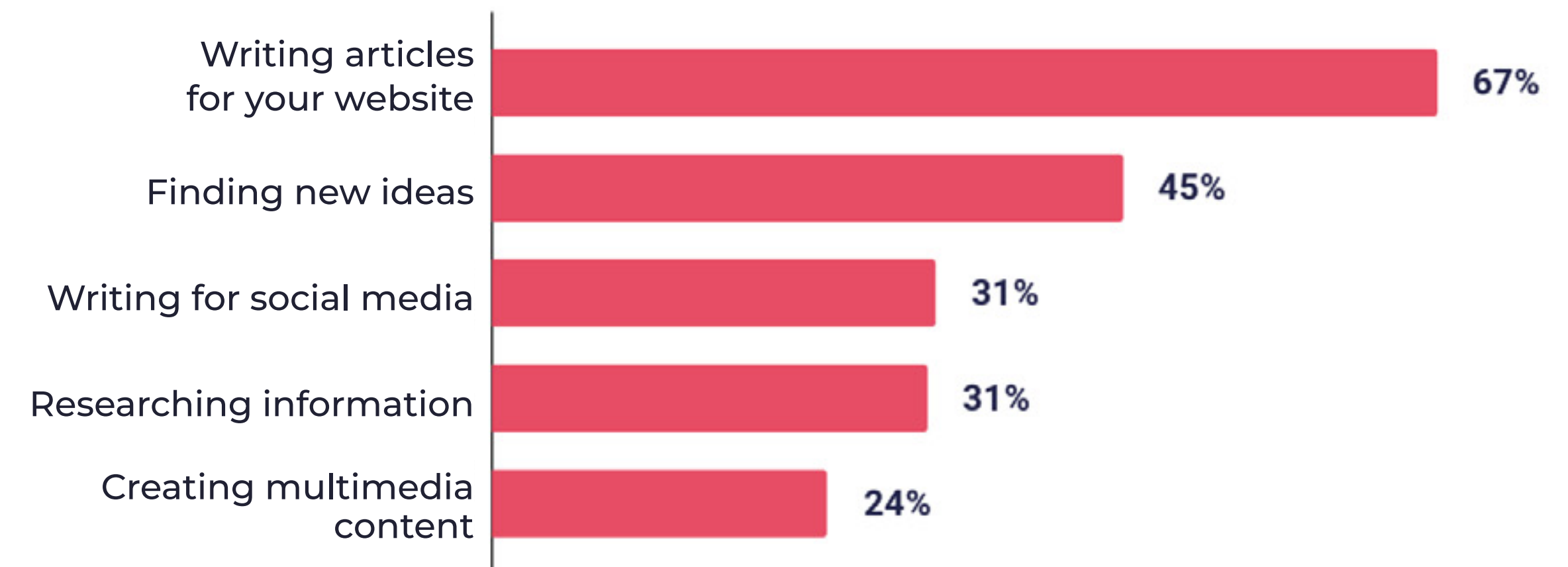
**The results indicate that 86% of companies are currently using generative AI**, highlighting a rapid adoption of this innovative technology in the professional landscape. Among these users, 72% use AI for Content Marketing, while 65% use it for SEO.



# Main tasks for which marketing teams use AI

**In terms of content production, one-third of companies produce fewer than five pieces of content per month,** while two-thirds produce more than five, highlighting an increased need for AI tools to optimize production.

The tasks most commonly automated with the help of AI include writing articles for websites (67%), researching new ideas (45%), creating content for social media (31%), gathering information (31%), and producing multimedia content (24%).



# Insights

1.

**AI is transforming how we manage priorities** by enabling us to execute tasks that were previously relegated to the back burner. This reorganization optimizes our operational efficiency and enhances our ability to achieve strategic goals.

2.

**AI is becoming a powerful lever for bridging skill gaps** within teams. For instance, with AI generation of images, a company can complete projects that require skills not possessed by its team members.

**These early figures demonstrate the growing importance of AI in Content Marketing and SEO, offering companies a unique opportunity to improve efficiency and productivity.**

By integrating AI into their processes, teams can focus on higher-value tasks, transform gaps into growth opportunities, and maintain a consistent and innovative content production.



**Michel Lechenault**

***Directeur éditorial web***

**PAP**



The AI is my assistant, I provide it with all my field survey notes as input, and it writes with my thoughts, research and desires.

I can research the things I want to see. Big time saver!

# Levels of AI integration in content writing

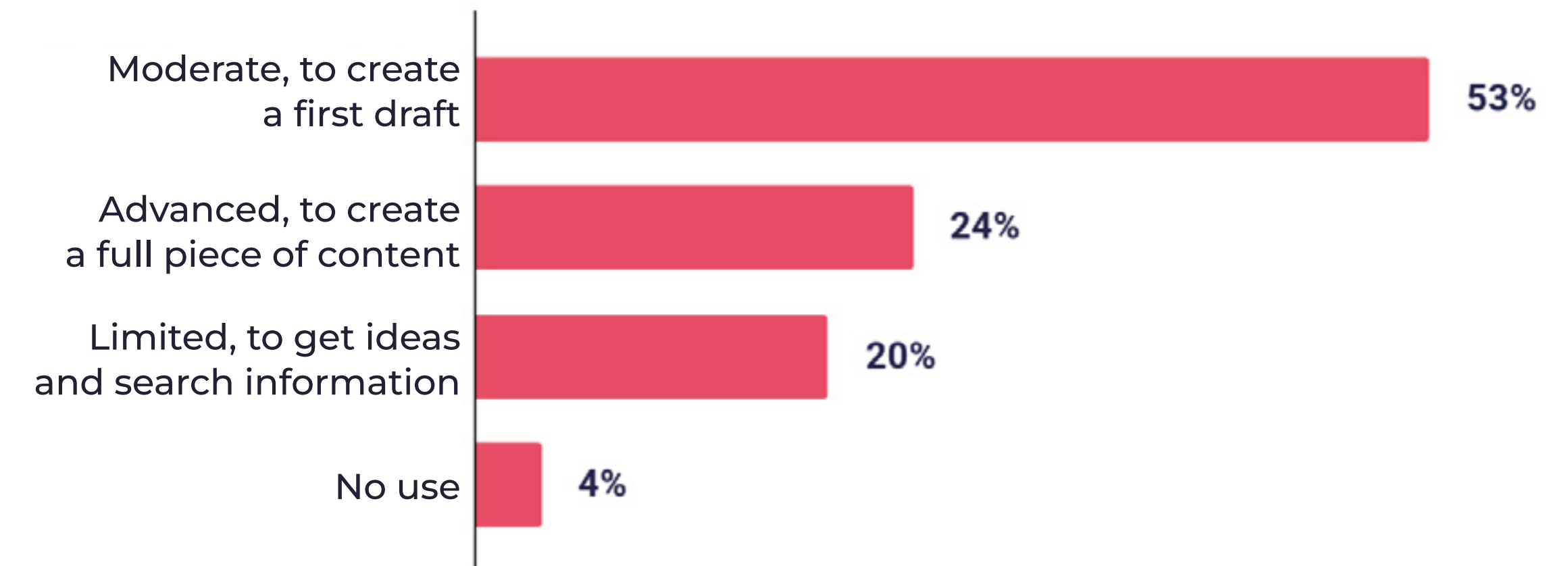
## Approaches to writing content with AI vary by profile:

53% of professionals use a moderate approach to generate a first draft ; 24% adopt an advanced approach to generate complete content ; 20% limit AI use to idea generation and information research.

A moderate approach, where humans can maintain control and guide AI, allows for the combination of human creativity with the efficiency of automation. For instance, a writer can use AI to create an article structure, which they can then enrich and refine.

This enables the rapid generation of structured, SEO-optimized drafts, saving valuable time.

For teams that adopt an advanced approach, AI can produce nearly complete articles, requiring only minor adjustments. This method is particularly useful for recurring content such as newsletters, where speed and consistency are essential.





**Jihane Bensouda**

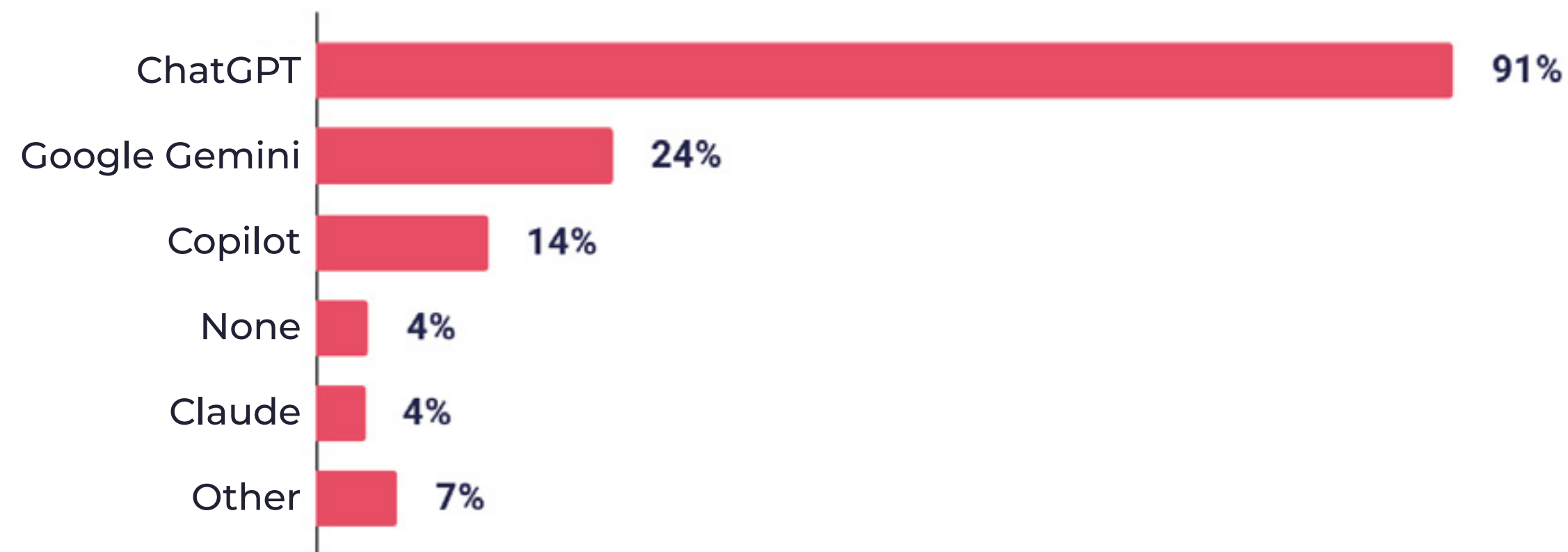
***Responsable du  
contenu numérique***



For non-technical subjects, AI enables us to generate a first content version quickly.

For more complex topics, we'll use AI to provide ideas for outlines and paragraphs.

# Chatbots most used by professionals



The most widely used chatbots in the professional world are ChatGPT (91%), Gemini (24%), and Microsoft's Copilot (14%). These results highlight the popularity and reliability of these tools in content creation.

AI tools like ChatGPT, Gemini, and Microsoft's Copilot can automate content creation, enabling teams to quickly produce articles, blogs, product descriptions, and other forms of content with minimal human intervention.

## Here's how each tool contributes:

### ChatGPT

ChatGPT is widely adopted for its ability to generate diverse content, from blog posts to video scripts, with a high degree of personalization based on user-provided guidelines.

### Gemini

Gemini comes equipped with specific SEO features, helping generate search engine-optimized content, which enhances online visibility.

### Copilot

Copilot, on the other hand, seamlessly integrates with Microsoft's suite of tools, making collaboration and efficiency in content creation processes easier.



**Marianne Joly**  
**Content Manager**  
**l'Étudiant**



By using ChatGPT, we were quickly able to optimize a school directory to match a competitor's high volume of published content.

By feeding the AI with our data, we were able to produce several thousand directory entries, which was a great success.

# Insight

## 3.

**To maximize the quality of AI-generated content**, providing high-value input data is essential. This approach ensures relevant results aligned with our quality standards.

### **Semji Tips:** **Keep an eye on LLM models**

The fast evolution of natural language processing (LLM) models offers immense opportunities for Content Marketing and SEO teams. Staying up-to-date with the latest advances in this field is essential to fully leverage these technologies and remain competitive. One of the key recommendations is to **keep track of LLM updates and innovations**, as each new development can open up new use cases and significantly improve the performance of content strategies. *(e.g. Gemini Pro 1.5 => video processing and 1 million tokens, i.e. 10 times more than ChatGPT)*



# Benefits and Challenges of Generative AI

QUANTITY

QUALITY

06

# Main benefits and challenges of AI observed by respondents

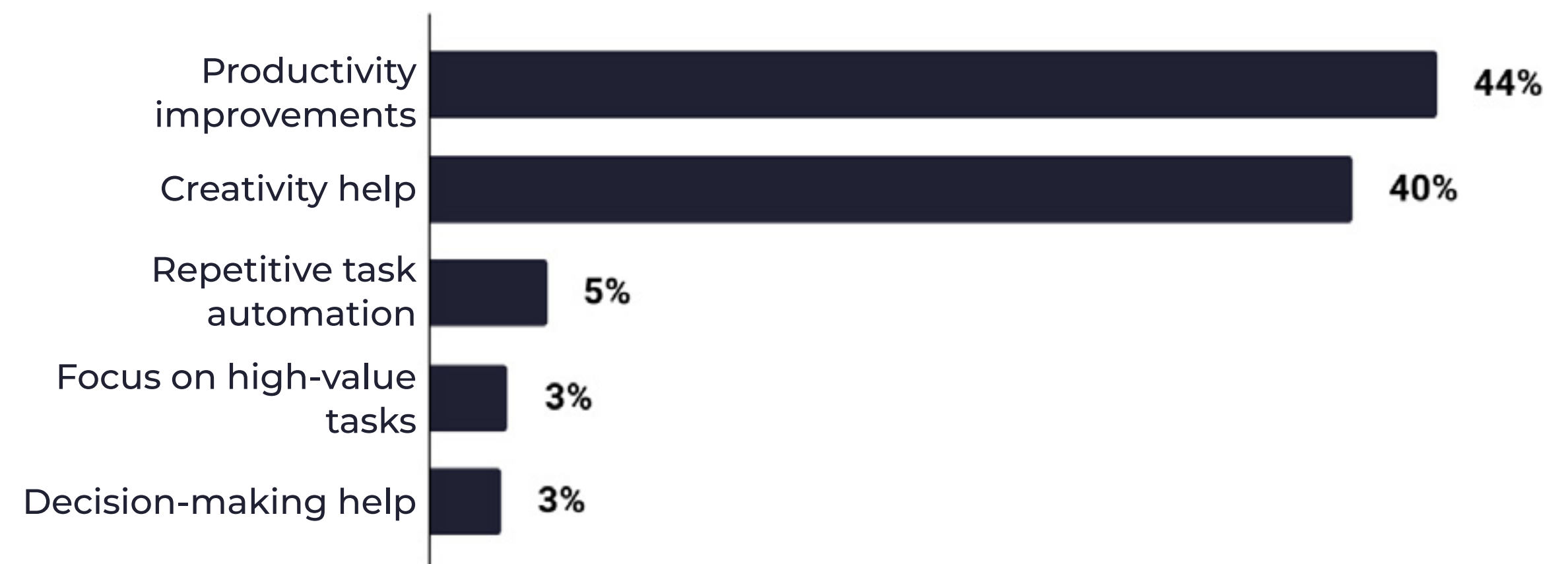
Content Marketing and SEO teams often spend a significant amount of time on content creation and optimization. This time-consuming process can hinder overall productivity and delay the publication of essential content.

**By integrating AI into Content Marketing and SEO processes, large enterprises can not only boost productivity but also ignite their teams' creativity.**

Automating repetitive tasks and optimizing content through AI frees up time for strategic initiatives, thereby increasing overall efficiency and the impact of digital marketing efforts. The benefits extend beyond just producing more content; there's also a significant

improvement in the quality and relevance of the content, which is crucial to stay competitive today.

The primary benefits sought from AI include increased productivity (44%), enhanced creativity (40%), automation of repetitive tasks (5%), a focus on high-value tasks (3%), and support in decision-making (3%).



# Insights

4.

**AI frees up valuable time**

that can be reinvested in high-value activities, such as expert consultations or in-depth research. This allows raw data to be transformed into comprehensive and engaging content.

5.

**AI simplifies the regular production of content,**

even in regulated industries. However, it's essential to review and optimize AI-generated content to ensure its relevance and compliance while maintaining a vigilant focus on quality.



**Jonathan Guenoun**

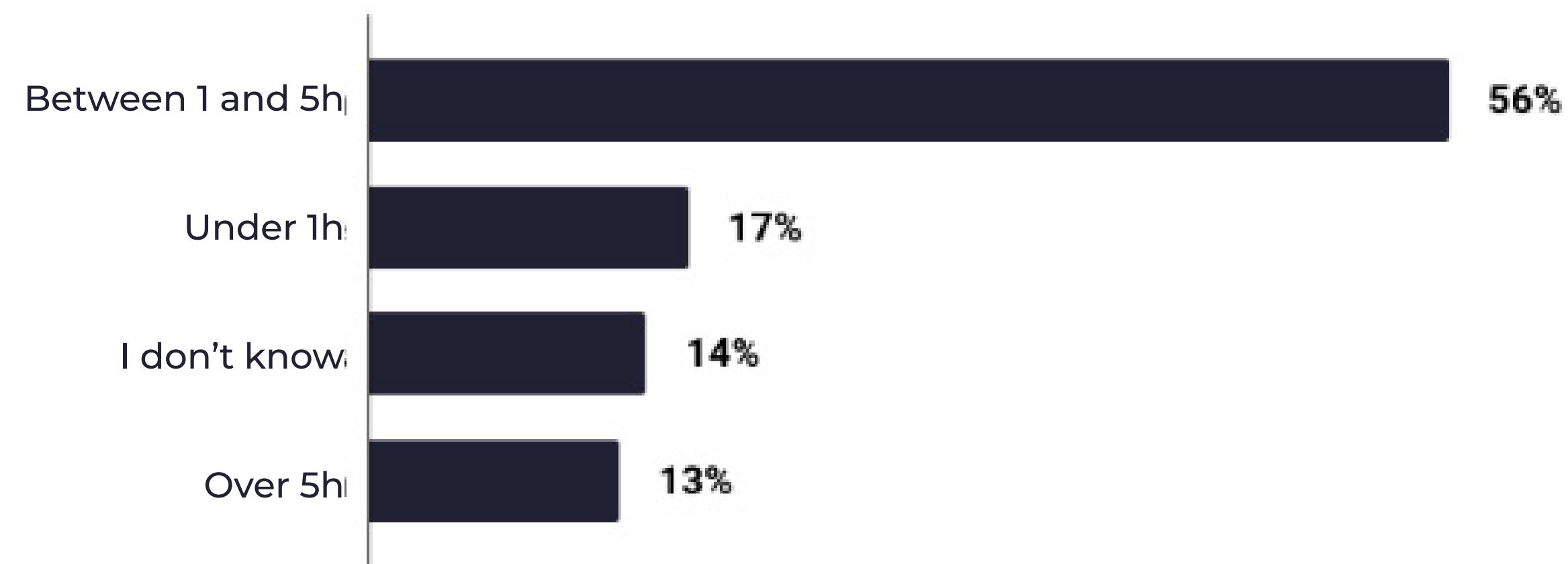
**Web copywriter**



AI has become an everyday tool in our work. I use it as an assistant, especially to ensure regular content production.

As our field is regulated, I rely on AI for headings, paragraphs and outlines, without entrusting it with the entire writing process.

# Impact of AI on productivity



**On average, AI saves between 1 to 5 hours per week for 56% of users, and over 5 hours for 13%.**

This represents a significant boost in productivity, enabling teams to produce more high-quality content in less time.

Repetitive tasks, such as keyword research, content idea generation, writing, editing, and search engine optimization, are time-consuming and require meticulous attention to ensure high-quality results.

This inefficiency often leads to excessive consumption of human resources and slows down content production, which can hinder teams' ability to meet strategic objectives and respond quickly to market trends.

Automating these repetitive tasks allows teams to focus on more strategic and creative activities, such as developing content strategies, creating innovative marketing campaigns, and analyzing performance.

# Insights

## 6.

**E-commerce sites**, often faced with managing numerous pages, greatly benefit from AI. By automating the generation of meta descriptions through CSV file uploads, these businesses can save several hours each week, thereby enhancing SEO efficiency.

## 7.

**AI significantly reduces the time required to create detailed guides**. What once took an entire day now takes just a few hours thanks to tools like **Semji's Atomic Content**, allowing editorial teams to focus on adding value and refining the editorial style.



**Pierre Desmoulins**  
***SEO Strategist***

**REITMANS**  
(CANADA) LTÉE / LTD

“

With ChatGPT, we submit a file of meta descriptions for our e-commerce pages, and the AI automatically optimizes them, saving us half a day a week.



**Aurélie Pagny**

**Web copywriter**

**VILAVI**



For an insurance guide, Atomic Content has reduced the time needed to complete visual research and integration from one day to 2h30.

We can enrich the content with Semji recommendations and our own editorial style, and the AI provides all the information we need, saving us documentary research.

# Impact of AI on job and resource economics

**Approximately 37% of companies report that AI helps save certain positions or resources**, offering both budgetary and organizational flexibility, while 28% believe it does not.

Content Marketing and SEO teams constantly face challenges in maintaining consistent, high-quality content production. Variations in human resources, diverse skill levels among writers, and time constraints can often lead to inconsistencies in brand voice and overall content quality.

With an unchanged team size, AI allows these teams to focus on higher-value tasks, such as content strategy and SEO optimization, rather than basic content production. As a result, they can produce more in less time.



# Insight

## 8.

**The time saved through AI allows for the prioritization of additional marketing projects** that were previously out of reach. This means that, with the same team size, companies can accomplish more tasks and maximize their impact.



Thanks to the productivity improvements brought by AI, our small marketing team can allocate time to other important projects.

We save valuable time thanks to AI, enabling us to focus on new tasks that require a more human dimension.

**Willy Le Corre**

**Digital Marketing  
Manager**





With Semji's combination of SEO & AI, we were able to give more autonomy to our copywriters, while improving quality and SEO relevance.

With the same team size, we doubled our content production and achieved +300% traffic growth in 12 months.

**Murielle Coine**

**Digital Marketing**

**Manager**

**GGVIÉ**

# The key challenges of AI-powered content



**The biggest challenges include creating original and distinctive content (63%), SEO optimization (58%), enriching prompts (43%), and upskilling teams (42%).**

AI tools can process vast amounts of data from various sources such as social media, blogs, forums, and other digital channels. Using precise algorithms, AI identifies emerging trends, content gaps, and high-potential topics that have yet to be fully exploited by competitors. These analyses allow for the generation of innovative and relevant content ideas that align with user interests and needs. Incorporating AI into content strategy not only enhances efficiency but also

increases the relevance and impact of published content. This enables companies to improve their online visibility, attract and retain their target audience, and strengthen their competitive positioning. For large enterprises, this translates into better market adaptability and an increased ability to seize new growth opportunities.

# Insight

## 9.

### **It's crucial to carefully verify AI-generated content.**

By consistently applying the principles of EEAT (Experience, Expertise, Authoritativeness, Trustworthiness), we can highlight scientific sources and build audience trust.

### **Semji Tips:**

### **Creating content that stands out from competitors.**

It's possible to personalize AI-generated content by using an "expert prompt" rather than a "basic prompt." An expert prompt requires not only the base dataset of the language model (LLM) but also company-specific knowledge, relevant web research, examples of the company's tone of voice, and a specific editorial angle.

**Basic Prompt:** "The Apple Vision Pro will arrive in France in 2024, with no precise date yet. Its launch price is expected to be around 3,499 euros. French consumers are eager to discover this new immersive technology."

**Expert Prompt:** "Prepare to break the bank for this technological gem: the Apple Vision Pro will be available in France starting July 12, 2024, at a price of 3,999 euros. Pre-orders will begin on June 28 at 2:00 PM, so get ready. As for accessories, the carrying case is priced at 219 euros, and AppleCare+ at 549 euros."



**Camille Girard**

***Content Marketing Manager***



“

Since we're working on medical products, every term and word we use is weighed up and must be backed up by a clinical study.

With AI, we have to be watchful.

Example: if we call a “lower back belt” “comfortable” and “innovative”, we have to justify it with a study.

# Semji Tips

## The Importance of Fact-Checking in AI

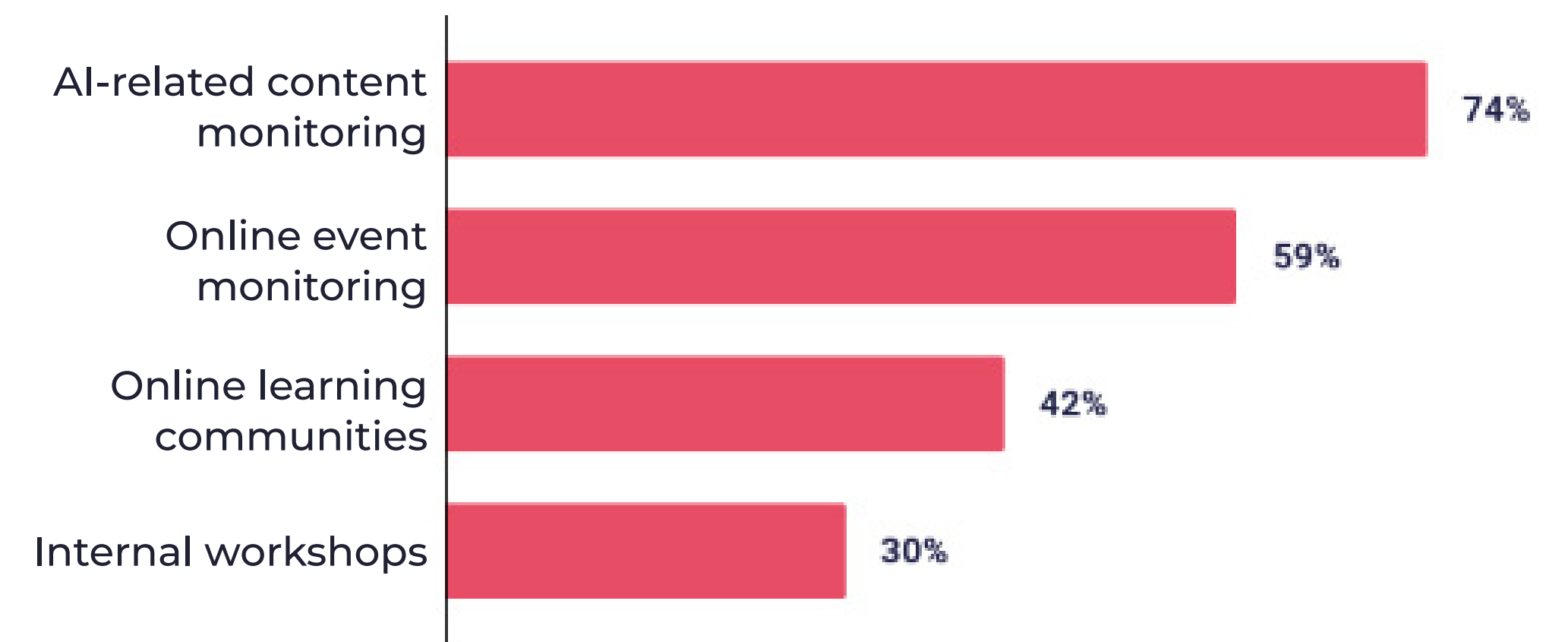
Fact-checking in AI is crucial to ensure the credibility and reliability of the information generated. Language models can produce inaccurate or biased data. By integrating fact-checking processes, companies can filter out errors and maintain content quality. Automating fact-checking through algorithms that cross-reference various reliable sources allows businesses to uphold high standards of integrity and accuracy. This not only builds user trust and protects brand reputation but also delivers high-value content.

# Upcoming initiatives for companies to upskill in AI

**Methods for upskilling include staying updated on AI-related content (74%), participating online events (59%), joining online learning communities (42%), and conducting internal workshops (30%).**

Despite the growing interest in AI among Content Marketing and SEO teams, there is a significant gap in knowledge and confidence in using these technologies. This gap is primarily due to a limited understanding of AI's capabilities and limitations, as well as concerns about excessive automation potentially replacing human expertise.

Organizing practical internal workshops led by external experts can turn this apprehension into an opportunity. These workshops allow teams to gain hands-on experience with AI tools, see concrete demonstrations of their use, and ask questions in real time. The presence of external experts lends credibility to the AI discussion and helps dispel myths and fears.



# Insight

## 10.

**Training teams on AI best practices is essential**, but it's equally important to educate them about AI's limitations for optimal and ethical use.



**Maxime Parraud**

***Digital Marketing Manager***



“  
Training our teams is all the more important in fields such as tourism photography, where the impact of AI can be significant.

We'll be looking at both the potential uses of AI and its limitations.



**Jeanne Rohart Garnier**  
**SEO Specialist**



“

Our teams will be trained by our agency to create and use prompts.

The aim is to make them aware of the usefulness of AI, because many of our colleagues don't know how to use it properly.

# Semji Tips

## Mastering Prompt Engineering

To optimize the use of AI in Content Marketing and SEO, mastering prompt engineering is essential. This skill enables you to craft precise and effective queries that yield relevant results from AI models. Resources like the book *Hyperprompt* (Flavien Chervet), guides from OpenAI and Microsoft, and the website [learnprompting.org](https://learnprompting.org) offer comprehensive training. By investing time in these resources, teams can maximize the efficiency of AI tools, enhance the quality of generated content, and boost productivity.



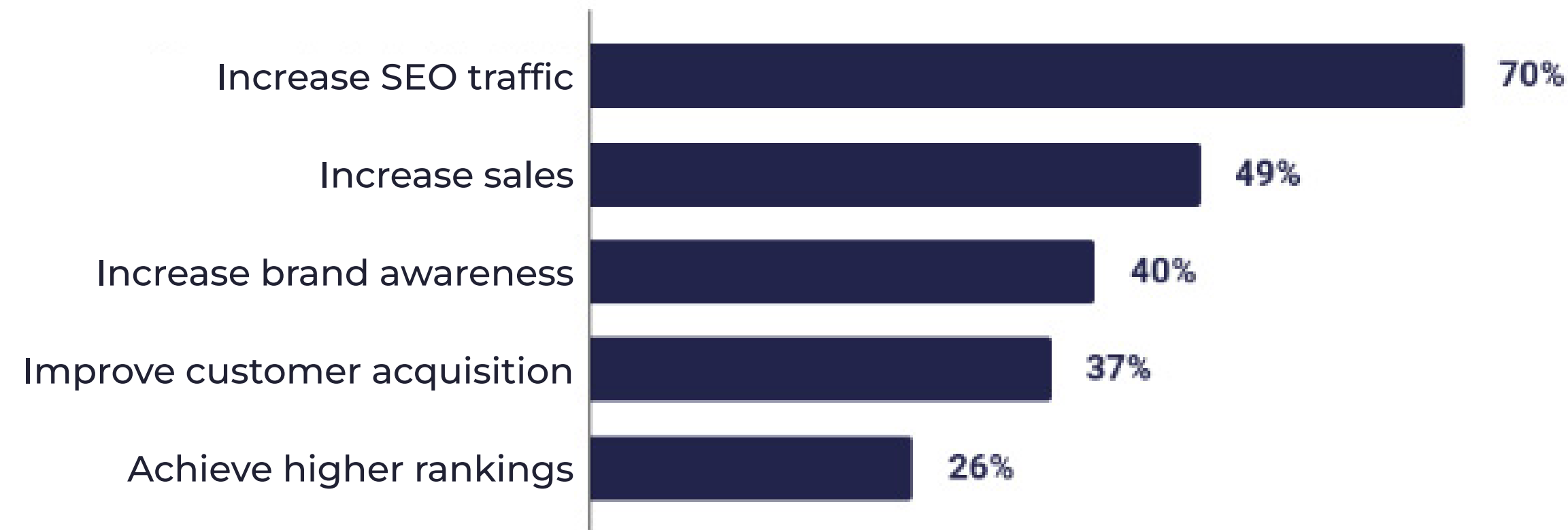
# Outlook for the Next 12 Months

**PRIORITIES**

**FUTURE GOALS**

07

# Marketing teams' priorities



**The three primary objectives for these companies** are increasing SEO traffic (70%), driving sales growth (49%), and strengthening brand awareness (40%).

These priorities reflect a cohesive and integrated digital strategy. The emphasis on increasing SEO traffic highlights the importance of attracting qualified visitors, which is essential for generating leads and expanding conversion opportunities. The focus on sales growth

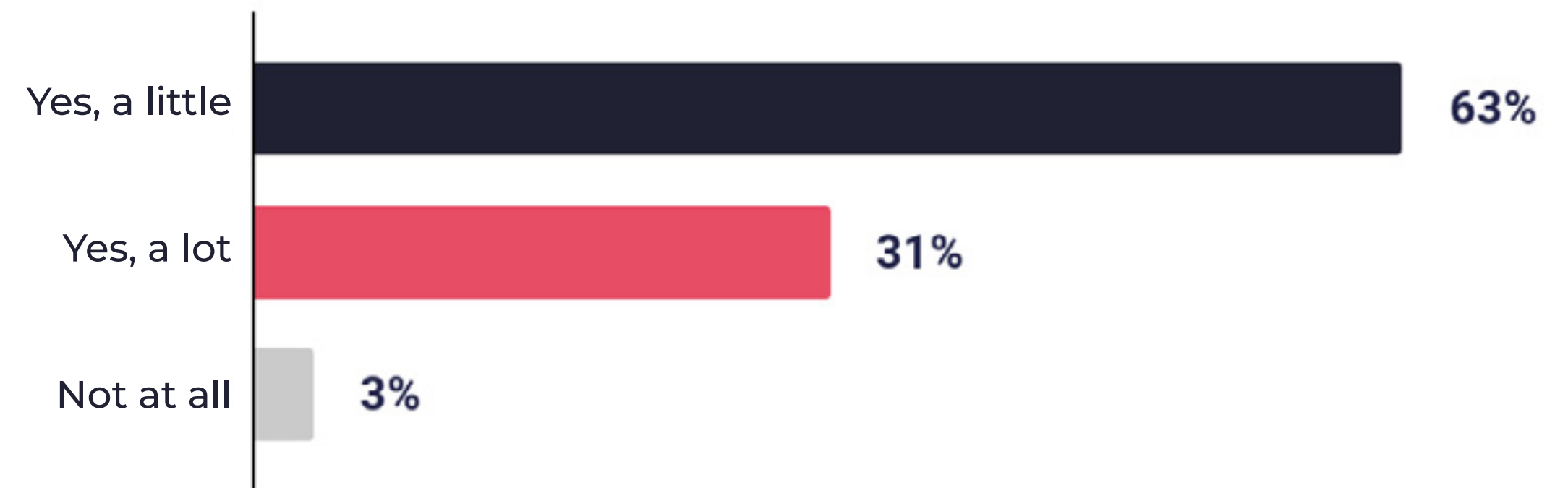
underscores the need to convert this traffic into tangible revenue. Lastly, strengthening brand awareness is crucial for establishing a strong, trustworthy market presence, differentiating the company from its competitors, and building lasting relationships with consumers. Together, these objectives aim to maximize online visibility, enhance customer engagement, and improve financial performance.

# Can AI help achieve these future objectives?

**63% of respondents believe that AI can partially help achieve these objectives**, while 31% feel it can do so significantly.

By integrating AI into their content strategies, companies can achieve a level of personalization that would otherwise be impossible. This enhances user engagement by delivering relevant and appealing content. Additionally, AI allows for real-time data analysis, enabling proactive adjustments to content strategies. For large enterprises, this ability to deliver personalized content at scale

translates into increased customer loyalty, higher conversion rates, and improved operational efficiency, optimizing resources and boosting return on investment.



# Semji Tips

## Understanding AI Maturity Levels

Stages of a company's pro in AI adoption:

### Resistant

*We don't want AI*

### Reflexion phase

*AI is important, but how do we proceed?*

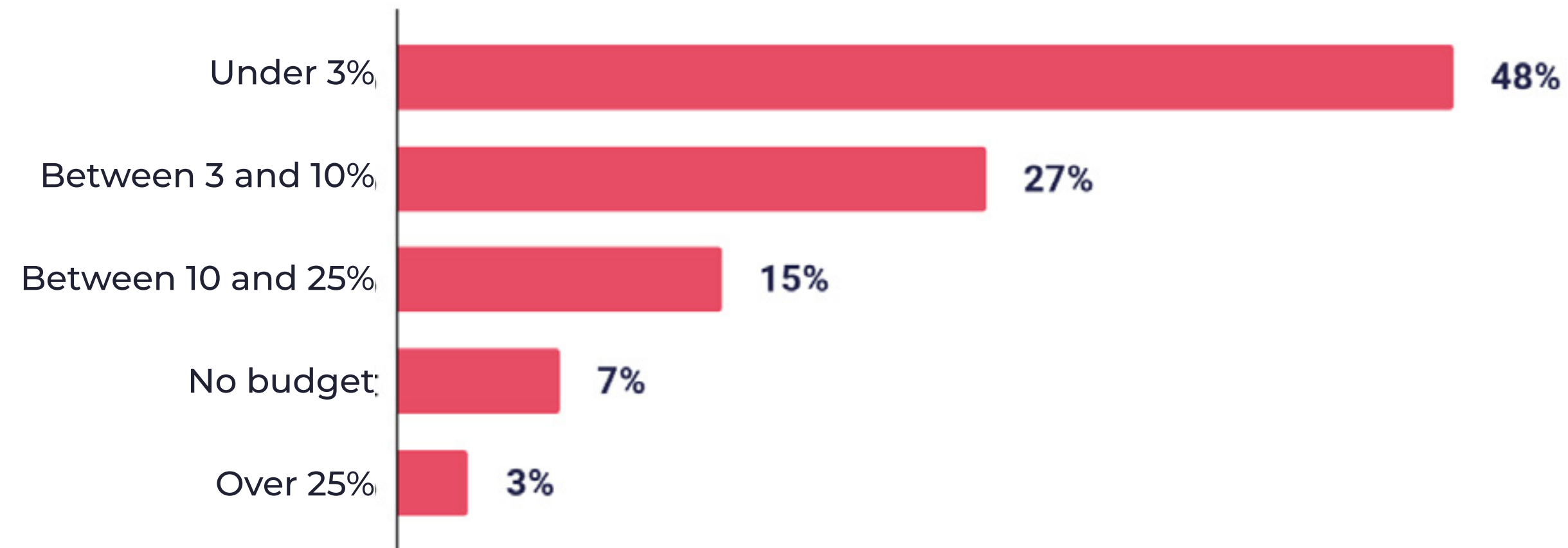
### Exploration phase

*Pilot projects are being launched.*

### Industrialization phase

*AI is integrated into processes.*

# Current budget allocation for AI in SEO/Content Marketing



**Nearly half of companies (48%) allocate less than 3% of their budget to AI**, while 27% invest between 3% and 10%, and almost one-fifth (20%) dedicate more than 10% of their budget to AI. One of the main challenges for SEO and Content Marketing teams is the effective optimization of their content strategies. With often limited budgets, many companies struggle to maximize the impact of their digital marketing efforts, which can lead to reduced visibility and lower customer engagement.

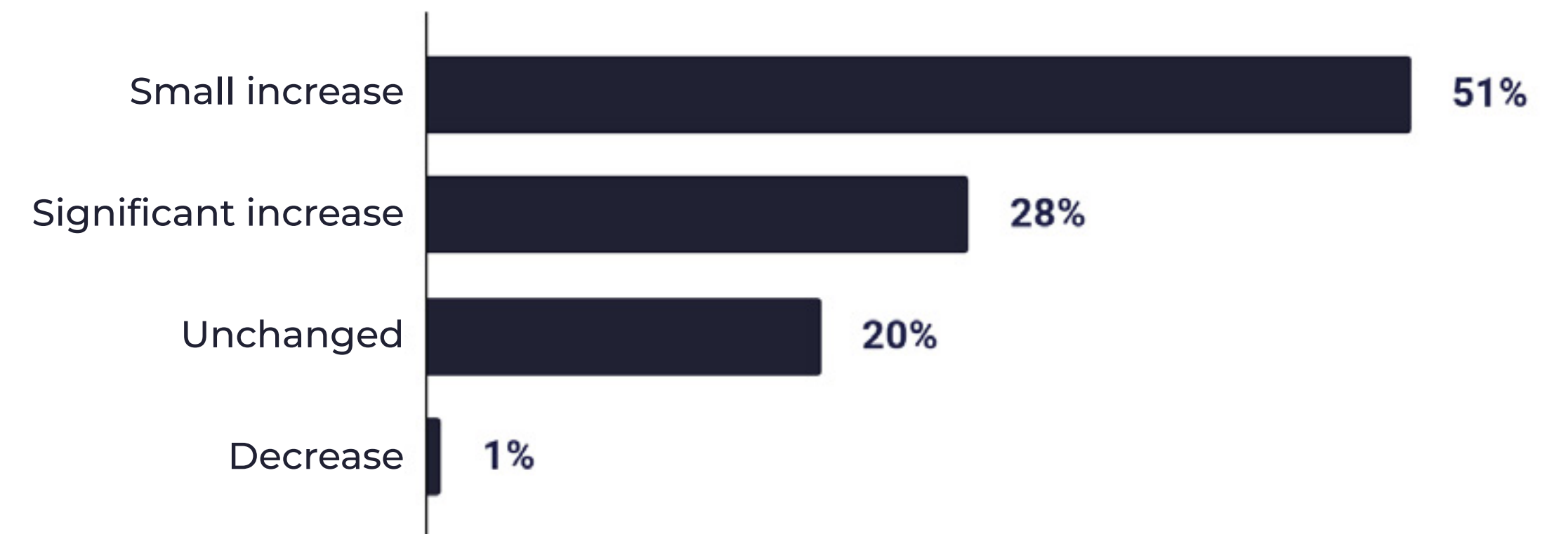
Many companies recognize the importance of AI but do not allocate enough budget to truly leverage its benefits. This limited budget allocation can hinder their ability to achieve their ambitious digital marketing goals.

# Projected evolution of AI budget

**Over the next 12 months, the majority of companies plan to increase their AI budget**, with 51% considering a slight increase and 28% opting for a significant boost. This trend highlights a clear shift towards the industrialization of AI processes.

For large companies, allocating a higher percentage of their budget to AI isn't just an expense; it's a strategic investment.

By aligning their resources with their ambitions, these companies can enhance efficiency and online visibility, while strengthening their competitive position and achieving higher marketing goals.



# Insight

## 11.

**Companies that were once hesitant are now starting to see a significant return on investment** from AI, realizing its numerous benefits for their operations and strategy.

## 12.

**It's crucial to take a collaborative approach with innovation teams**, clearly outlining the challenges and proposed tests. This approach helps showcase the benefits of AI prototypes in areas such as social media and SEO.



**Marianne Joly**

***Content Manager***

**l'Étudiant**



Following the success of our directory project with ChatGPT, I think the budget will probably increase.

The initial reluctance within the company is fading, as we realize the potential time savings.



**Hélène Mansier**  
**SEO Manager and**  
**Web Analyst**



Our innovation department is leading the rollout of AI, with initial centralization of the challenges facing teams and the selection of tools.

Currently, departments do not yet have dedicated budgets.

# Semji Tips

## Evaluating your AI POC internally

Using a benchmark across different AI solutions for your SEO content allows you to **assess and compare the performance of various AI tools on the same SEO content**. Analyze criteria such as writing quality, keyword relevance, and engagement rates. This method helps you **identify the most effective tool** for your specific needs, optimizing your SEO strategy. By comparing the capabilities of different AI solutions, you can make informed decisions on **integrating the AI that best aligns with your objectives**.

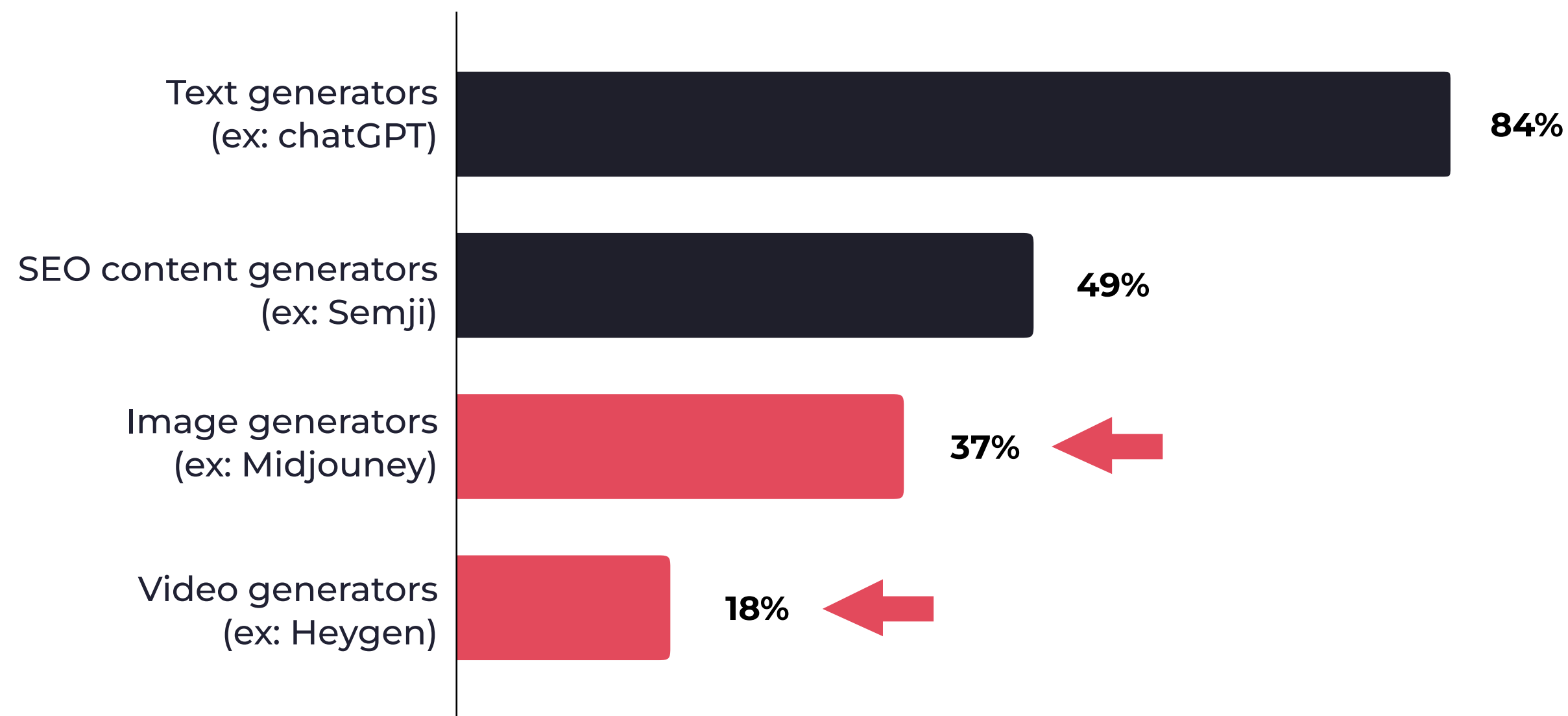
# Semji Tips

## Evaluating your AI POC internally

	Approach #1: Writer Without AI	Approach #2: Writer with AI Chatbot	Approach #3: Writer with AI+SEO tool
<b>Step 1: Draft (V1)</b>			
SEO score	50/100	35/100	<b>80/100</b>
Editorial quality*	★★★★★	★★	★★★★★
Time for draft (V1)	7 hours	1 minute	<b>15 minutes</b>
<b>Step 2: Optimized content</b>			
Content revision	+1 hour	+10 hours	<b>+2 hours</b>
<b>Total time</b>	8 hours	10 hours	<b>2,25 hours</b>
<b>Overall score</b>	★★★	★	★★★★★

*\*Examples of quality criteria: relevance of information (AI hallucinations), information gain, freshness of information, writing quality, brand tone, non-redundancy of information, duplicate content.*

# Priority AI types to implement



**Over the next 12 months, a significant number of companies plan to implement various AI solutions to optimize their digital marketing strategies.** Among them, 84% are focusing on text generators, 49% on SEO content generators, 37% on image generators, and 18% on video generators.

The adoption of AI-driven SEO content generators enables businesses to meet the growing demands of digital marketing while optimizing resources and improving results, both in terms of visibility and conversion.

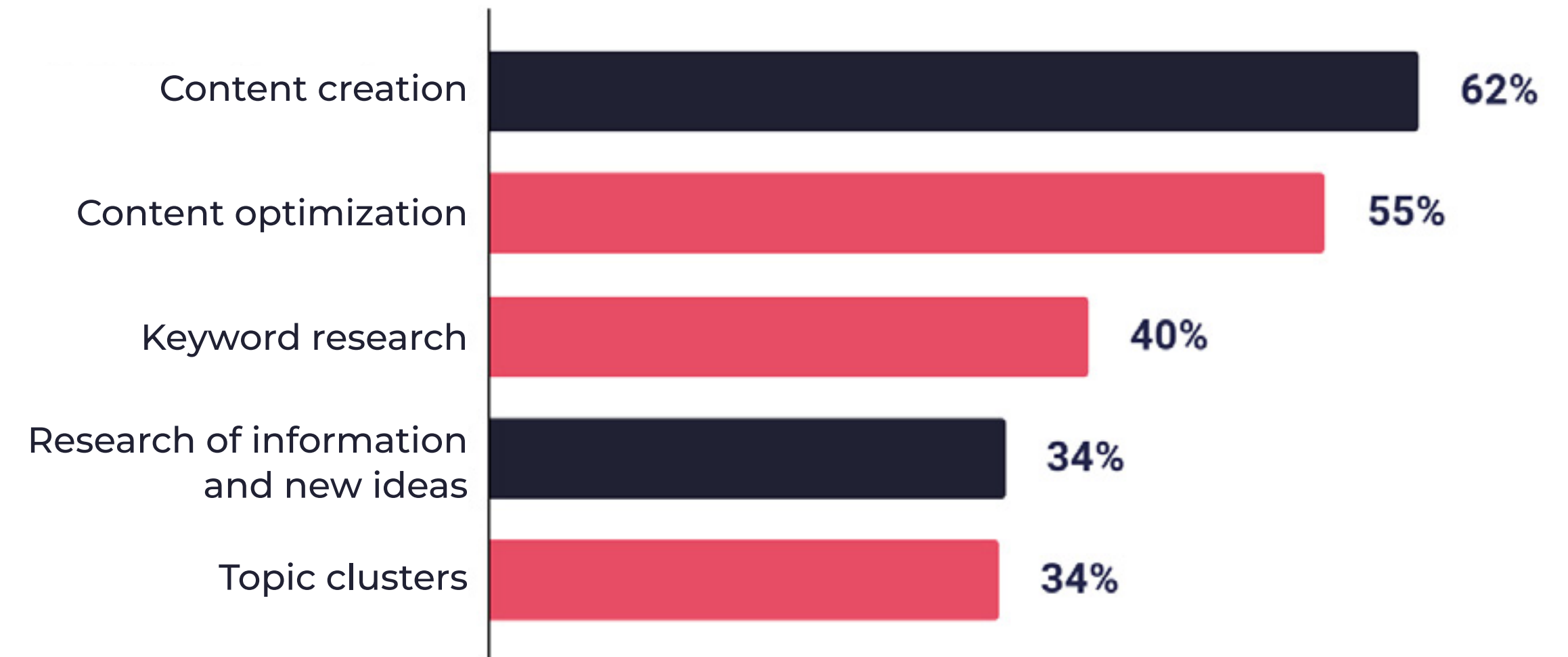
We are also seeing rapid growth in multimedia content generators, which are essential to stay competitive in an environment where rich content is at the heart of digital marketing strategies. These technologies provide increased flexibility and responsiveness, allowing businesses to quickly adapt to trends and the evolving needs of their audiences.

# The primary marketing task to automate with AI

**Over the next 12 months, the majority of companies plan to automate content creation (62%), content optimization (55%), and keyword research (40%).**

Using AI for content generation enables marketing teams to boost their productivity without sacrificing quality. With natural language processing algorithms, AI can analyze vast amounts of data, identify trending topics, and generate articles, blogs, and product descriptions tailored to the specific needs of the target audience. This frees up time for human teams, allowing them to focus on strategic tasks, such as developing creative campaigns and analyzing performance.

As a result, companies can respond more efficiently to market demands, maintain a steady flow of high-quality content, and enhance their online visibility, contributing to better audience acquisition and retention.



# Insight

## 13.

**AI can learn and remember each user's specific writing preferences**, offering enhanced personalization. As AI is used, it adapts and replicates the unique style of each writer, thereby enriching the content produced.



**Alexandra Martuccio**

**Marketing, Communication  
and Business Developer**

demersbeaulne  
alliés en affaires



We'd like an AI that could adapt to our writing style and tone, adding a personal touch for a human-like output.

By assimilating our writing habits, it would offer personalized recommendations, reducing the time spent fine-tuning content.



**Isabeau Guiboud**  
**Head of Acquisition**



Ideally, AI could automate the collection and aggregation of data from multiple sources to synchronize and extract relevant insights.

The goal would be to get a Lookerstudio analysis, but in an automated way.

# Semji Tips

## Don't miss out on Semji Intelligence Hub!

An emerging trend is the use of AI **to enrich data**, enabling marketing departments **to make more informed strategic decisions**.

With this in mind, **Semji** has developed its brand-new solution: **Semji Intelligence Hub**. This innovative technology allows you to instantly see where you stand in the competitive ecosystem, thanks to a **custom AI solution**.

### 3 Reasons to Adopt Semji Intelligence Hub:

- **Instantly position yourself within the competitive ecosystem** with a custom AI solution tailored to your business challenges.
- **Monitor traffic trends, identify your key growth drivers, and compare your performance** with that of your competitors through ultra-precise ROI reports.
- **Instantly detect untapped SEO opportunities** to outperform your competitors on key topics.

**Save over 160 hours** on your competitive analysis and easily dominate your competitors with AI.

Discover Semji Intelligence Hub now at:  
[semji.com/intelligence-hub](https://semji.com/intelligence-hub)



# Industry analysis

**FINANCE SECTOR: UNLEASHING CONTENT  
MARKETING AMBITIONS WITH AI**

08

# Finance

The financial sector stands out as a leader in leveraging content marketing and AI to achieve strategic goals in a highly competitive environment. With **80% of companies internalizing dedicated content and SEO teams**—and only **6% lacking such resources**—this industry demonstrates a mature understanding of the critical role content plays in driving business outcomes.

## Unparalleled content production

In an industry where trust and information are key, financial organizations are producing content

at scale: **43% of companies publish between six and twenty or more pieces of content monthly**. This robust output reflects not only advanced strategies but also the **fierce competition** for audience attention. Unlike other sectors, such as healthcare (**71% publish fewer than five pieces per month**) or industry (**64% publish fewer than ten**), finance companies exhibit a deep commitment to owning valuable search real estate.

## Number of content pieces by sector

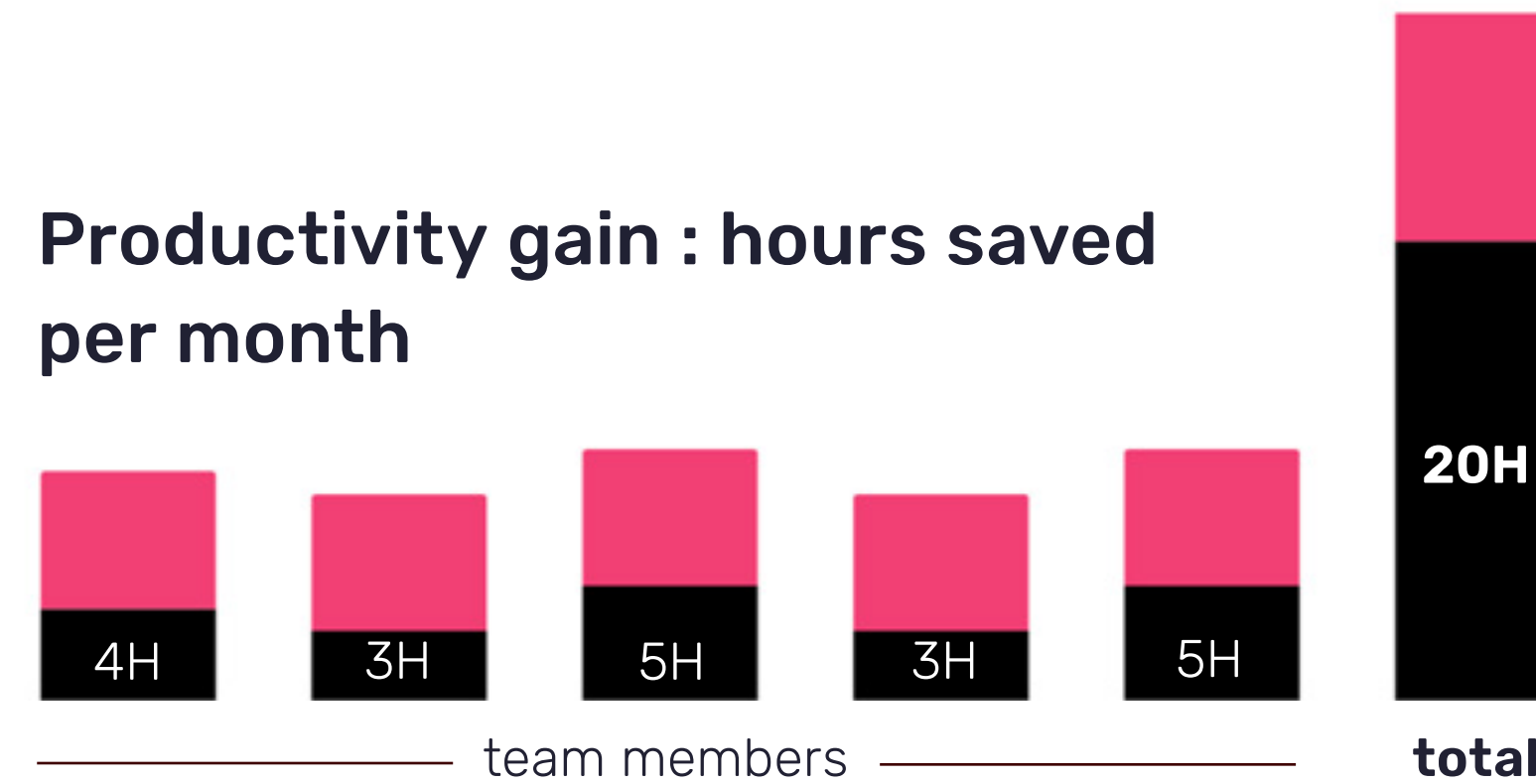


### AI: a catalyst for creativity and productivity

AI is a powerful enabler for financial organizations, with **40% of respondents using it to stimulate creativity and accelerate production**. By addressing **critical questions**—What do users want? How have their needs evolved? What are emerging niches?—AI allows content teams to focus on refining strategies, **updating thousands of pages efficiently**, and maintaining relevance.

The productivity gains are tangible: **saving one to five hours per team member per month** translates to significant operational efficiency. Larger teams can repurpose these savings into generating more content or enhancing quality, effectively **compounding their ROI**. With advanced tools like Semji, these gains could be amplified even further.

### Productivity gain : hours saved per month



### Strategic Ambitions with Automation

Automation is a cornerstone of success for the financial sector. From **semantic optimization to creating topic clusters**, finance companies are prioritizing complex tasks that go beyond basic content creation. This focus demonstrates a commitment to building robust, long-term strategies that **strengthen search visibility across competitive keywords**.

AI also enables teams to **generate complete drafts**, validated by specialized writers, fostering a seamless blend of **productivity and expertise**. This approach ensures alignment with the **highest standards of accuracy and quality**, essential in this «Your Money, Your Life» (YMYL) domain.

### The road ahead: investments and innovations

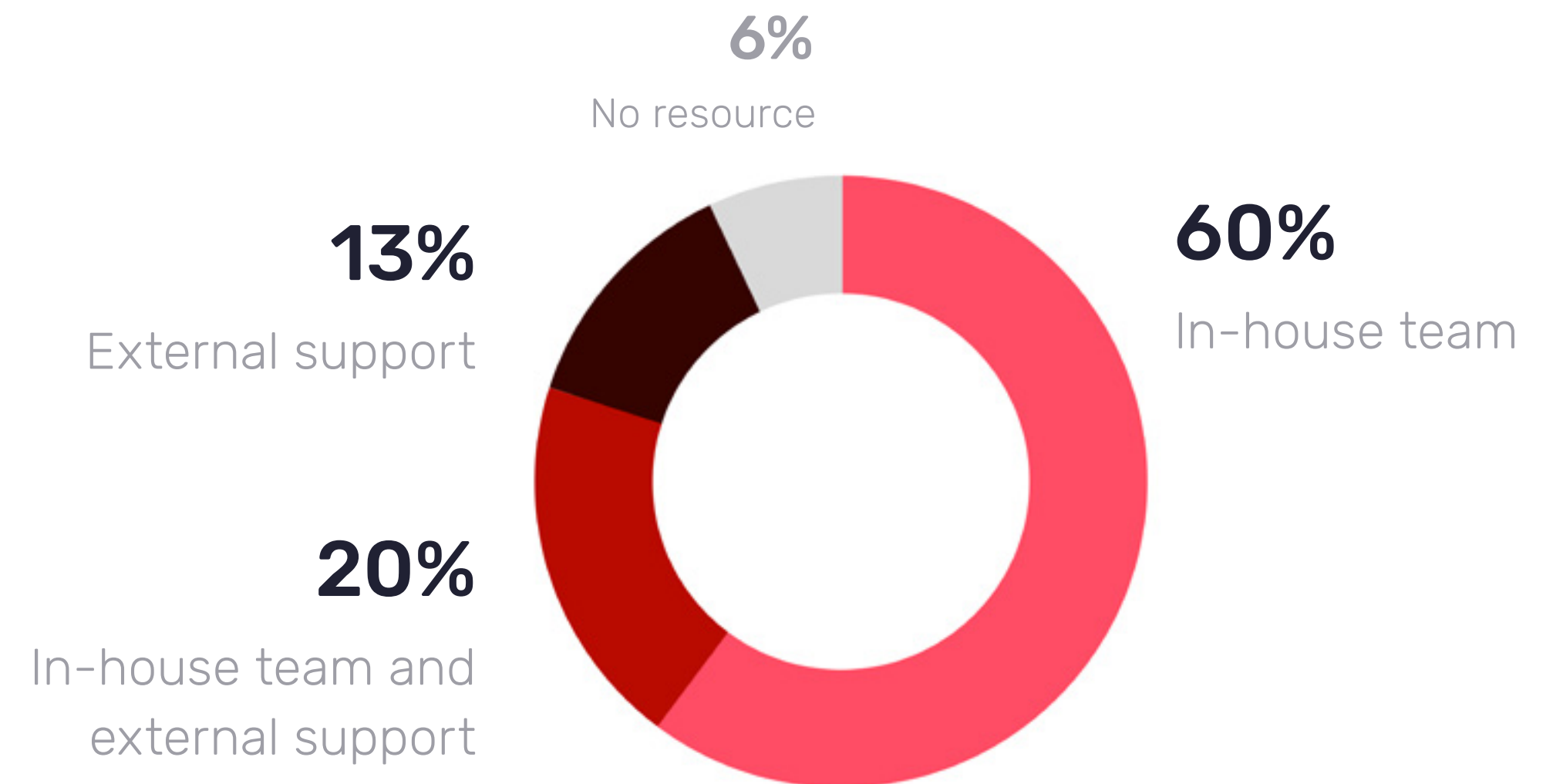
While AI budgets remain uncertain for many organizations, **50% of financial companies plan to increase investments in AI tools by 2025**. This reflects a growing recognition of AI's role in **enhancing creativity, productivity, and competitive positioning**.

By embracing automation, fostering in-house expertise, and adopting advanced tools, these companies are setting new benchmarks for strategy and execution. As the landscape evolves, **finance organizations are well-positioned to maintain their leadership**, meet emerging challenges, and capture new opportunities in the ever-shifting digital ecosystem.

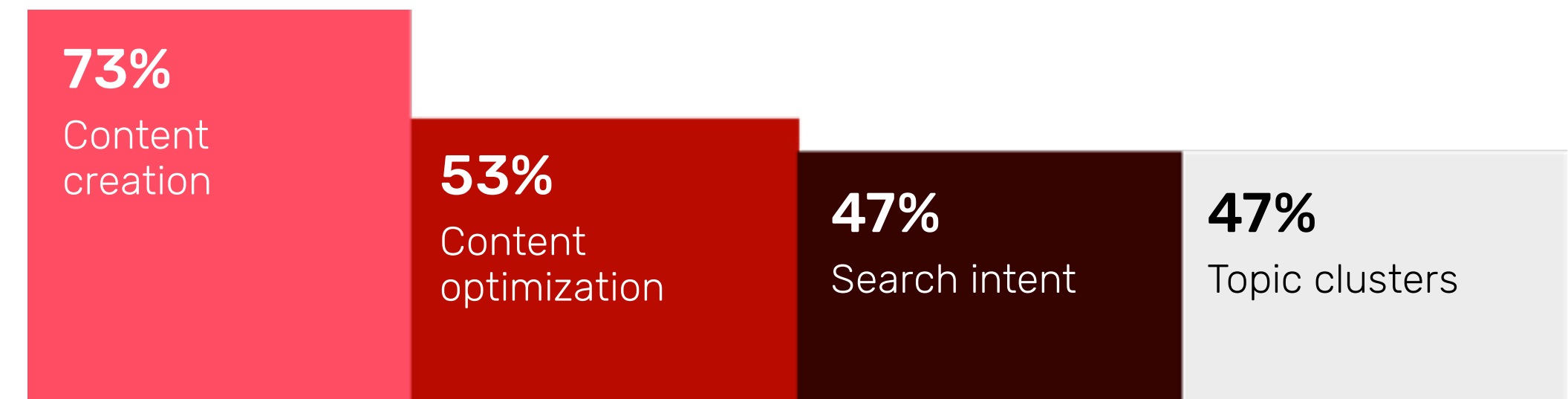
### Conclusion

The financial sector exemplifies the **transformative potential of content marketing powered by AI**.

### Content marketing teams only



### Tasks to automate

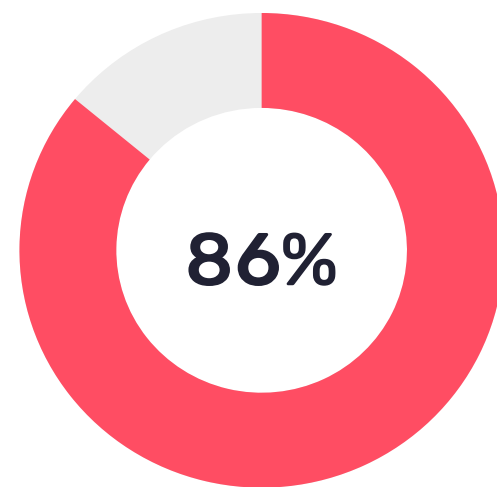




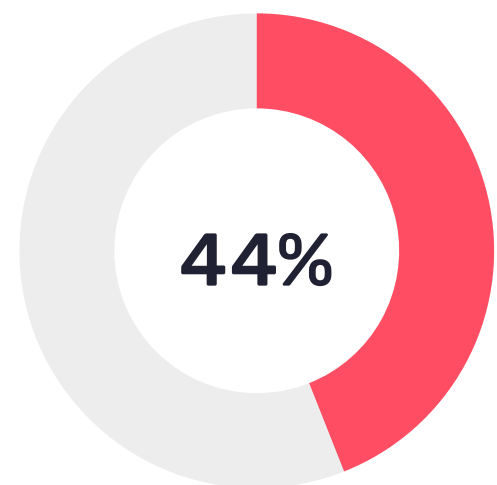
# Conclusion

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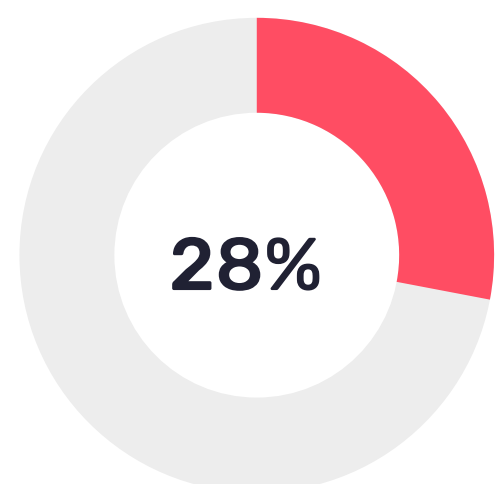
## 3 keys figures:



Of companies are using AI for content and SEO.



Of responses cite increased productivity as the primary benefit sought.



Nearly one-third of companies plan a significant increase in their AI budget.

### Is ChatGPT just a buzzword?

**No**, ChatGPT is far more than a fleeting buzzword. **It represents a massive and lasting shift in usage for businesses.** Unlike many temporary technologies, ChatGPT and similar AI solutions are profoundly transforming work methods, enhancing efficiency, creativity, and innovation capacity. The numbers clearly show that companies recognize this value and are investing accordingly. By integrating tools like ChatGPT, large enterprises can remain competitive while positioning themselves at the forefront of innovation in their sector.

In conclusion, AI, and particularly tools like ChatGPT, are not just passing trends. They have become essential components of the digital strategy for large enterprises, offering significant benefits in terms of productivity and creativity, thereby justifying growing investments.

# Conclusion



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**AI-powered solution for content excellence**

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A question about Semji? Contact us!