

ESSENTIAL AI TERMS FOR MARKETERS TODAY

The essential AI terms every marketer need to know to confidently use AI in marketing.

YOUR AI GLOSSARY



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ESSENTIAL AI TERMS FOR MARKETERS TODAY #1

Knowing these 25 terms will help you brief AI tools confidently and communicate using accurate AI language. Understanding model variants, prompts, and retrieval will help you become faster and more effective when applying AI in marketing.

Core Concepts

- 1. AI (Artificial Intelligence)** – Computer systems that perform tasks requiring human-like thinking, such as writing, reasoning, or recognizing images.
- 2. Machine Learning (ML)** – A method of training computers to learn patterns from data and make predictions or decisions without being explicitly programmed.
- 3. Generative AI (GenAI)** – A type of AI that creates new content (text, images, video, code, etc.) instead of just analysing existing data.
- 4. GPT (Generative Pre-trained Transformer)** – The model architecture that powers ChatGPT. It learns language patterns during pre-training and then generates responses or completes tasks.
- 5. LLM (Large Language Model)** – An LLM, or large language model, is a machine learning model that has been trained on a massive amount of data and can comprehend and generate human language.
- 6. Agentic AI** – Advanced AI systems capable of taking actions, reasoning through multiple steps, and using tools to achieve a defined goal (e.g., an AI that plans, researches, writes, and formats content automatically).
- 7. AEO / GEO (AI Engine Optimisation / Generative Engine Optimisation)** – The evolution of SEO for AI. Instead of optimising for Google search, AEO/GEO focuses on ensuring your content is discoverable and cited by AI assistants and engines like ChatGPT, Perplexity, or Gemini.

Working With AI Models

- 8. Model Variant** – Different performance modes of a model (e.g., Instant, Thinking, Pro, o3, o4), each balancing speed, cost, and reasoning ability.
- 9. Prompt** – The instruction or question you give an AI to get a specific response.
- 10. Prompt Design** – Crafting and refining prompts for clarity, tone, and accuracy.
- 11. Training** – The process of teaching an AI model by feeding it large amounts of data so it can learn patterns and relationships between words, images, or behaviours.

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Working With AI Models (ctd.)

- 12. Temperature** – A setting that controls creativity. Higher values make responses more imaginative; lower values make them precise and predictable.
- 13. Context Window** – The amount of text or conversation history a model can “remember” in one session. Larger windows allow for longer, more coherent interactions.
- 14. Memory** – A feature in your AI Chatbot/Assistant e.g. Claude that allows the model to recall facts or preferences about you over time to deliver more personalised outputs.
- 15. Projects** – Organised spaces in your AI Chatbot/Assistant e.g. Claude where related chats, files, and instructions are grouped for consistent context and collaboration.
- 16. Custom Instructions** – Personal settings where you tell your AI Chatbot/Assistant e.g. Claude how to respond (e.g., preferred tone, background info, goals).
- 17. Custom GPT** – Your own saved version of ChatGPT with built-in prompts, tone, and reference files.
- 18. Model Variant Selection** – Choosing between modes like Instant (speed), Thinking (depth), or Pro (multimodal reasoning) depending on your goal.

Retrieval, Agents & Outputs

- 19. RAG (Retrieval-Augmented Generation)** – Combines search and generation: the AI pulls data from your files or the web to ground answers in real information.
- 20. AI Chatbot** – A conversational AI (like ChatGPT) that helps you complete tasks within a single chat. It follows instructions, answers questions, and drafts content, but only acts when you prompt it directly. (or **AI Assistant** when describing its productivity boosting functions)
- 21. Agent** – A more advanced system that can reason through multiple steps, use connected tools or APIs, and take autonomous actions (like researching, formatting, and emailing) to achieve a defined goal without requiring you to guide every step.
- 22. Diffusion Model** – The technology used for generating or editing AI images and videos.
- 23. Structured Output** – AI responses returned in organised formats (tables, lists, JSON) for easy use in reports or automations.
- 24. Hallucination** – When AI generates confident but false or unsupported information.
- 25. Guardrails** – Built-in boundaries or filters that prevent unsafe, off-brand, or biased outputs.