



# AI in Marketing Playbook





# A Strategic Framework for B2B Tech Companies

## **Current State**

Traditional B2B marketing relies on manual processes and broad targeting

## **Transformation Opportunity**

AI enables hyper-personalization, predictive analytics, and automated optimization





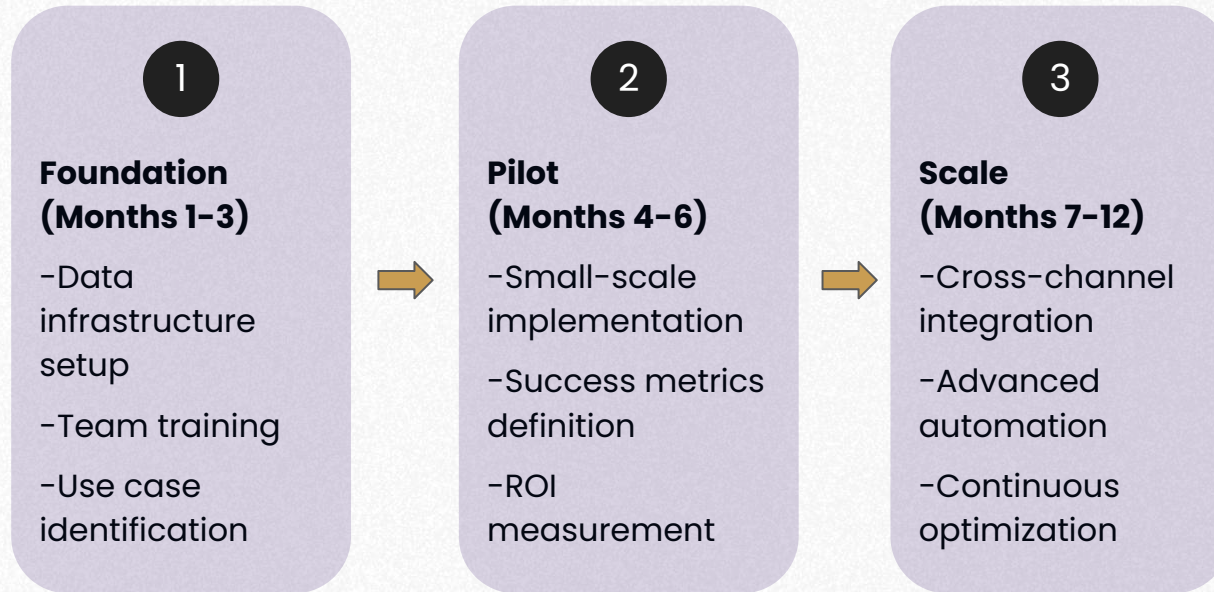
# 80%

of B2B marketers using AI report  
improved ROI and engagement

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# Implementation Roadmap



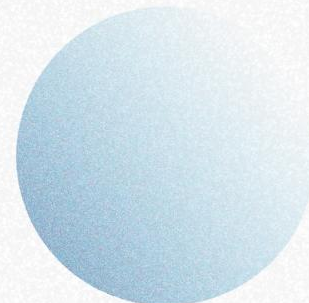


# Implementation Guidelines

In order to make AI in marketing work for you, you must have a strategy in place that involves all key players.

The steps we recommend:

- 1 Start with high-impact, low-complexity cases
- 2 Ensure cross-functional alignment
- 3 Maintain human oversight
- 4 Regular data quality audits
- 5 Structured training program



# AI in Marketing Programs Defined

The combined execution of AI-powered activities and tactics that support overall campaign objectives, aligned to target audiences. Programs include both inbound and outbound digital activities, leveraging artificial intelligence for enhanced performance and personalization.

## ***Bonus Tip***

We recommend doing free trials and monthly plans rather than annual plans as new (and often better) tools are constantly being created.

# Integrated AI Marketing Programs

## AI-Enhanced Events

- Virtual Events
- Webinars
- Hybrid Experiences

## Content Intelligence

- Smart Blogs
- AI Podcasts
- Automated Social

## Predictive Analytics

- SEO & SEM
- Lead Scoring
- Market Research

# Content Best Practices

## AI-Powered Webinars

- Hosted on 3rd Thursday monthly
- AI-generated insights and summaries
- Automated follow-up sequences

## Intelligent SEO/SEM

- AI keyword optimization
- Predictive search trends
- Automated bid management

## Smart Content Creation

- AI-assisted blog writing
- Automated content scheduling
- Personalized newsletters

## Social Media

- AI content generation
- Automated posting schedule
- Engagement analytics



# Ways to Measure Success

- AI-powered conversion tracking
- Automated engagement scoring
- Predictive performance analytics
- ROI calculation and forecasting
- AI traffic analysis
- Behavioral tracking
- Content performance metrics
- Conversion path analysis



# Thank you!

For inquiries or questions, please email  
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