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A Practical Guide to AI for Capturing and Generating Leads: Strategies and Techniques with Machintel

Content

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Introduction

The marketing landscape is undergoing significant changes, especially considering the current economic uncertainty. To effectively engage with customers and deliver valuable results, businesses must leverage every possible advantage. Artificial Intelligence (AI) offers precisely that advantage. The integration of AI has become more than a trend—it's a necessity for businesses striving to stay competitive or maintain their competitiveness.

This means that if you're not using AI, you're not only missing out on the benefits of what is possibly the most revolutionary technology, but you're also running the risk of falling behind and failing to meet where your customers are.

But what exactly is driving the relentless adoption of AI in marketing? Over the years, customer engagement has undergone a remarkable transformation, evolving from traditional billboards and TV commercials to digital campaigns and social media engagement.

As a result, customers are no longer just searching for what they need in a Google search box. Their interactions now take place through different channels. Using conventional methods, finding what they need is like finding a needle in a haystack.

Modern technology allows the customer to sift through information at unprecedented speed, helping them make more informed decisions. As the business landscape continues to evolve, if you're still depending on traditional marketing methods without the aid of AI, it's time to reconsider how to cultivate or embrace that mutually beneficial connection between marketing and AI.

We're excited for you to draw your own conclusions from this eBook, and we'd be happy to dive in deeper to show you the power of AI to help accelerate your marketing and sales results.

Understanding the Impact of Artificial Intelligence (AI) on the Digital Landscape

The ability to understand and connect with our target audience is paramount. However, the current marketing landscape demands more than just clever ideas and noble promises. It is evident that the strategies and processes we once developed to effectively reach our target customer base are slowly becoming outdated.

Imagine yourself walking into your favorite coffee shop, and to your surprise, the person behind the counter fails to recognize you, your preferred coffee blend, or even whether you prefer a sprinkle of cinnamon on your drink. **This lack of personalization can diminish the feeling of being valued and may result in a loss of loyalty.** As marketers, our objective is to recreate and deliver this level of personalized experience to our customers.

How can we, as marketers, recreate this experience on a larger scale? First, we need to find more creative ways to help build our GTM strategies, perform complex tasks, and move beyond surface-level visibility. Second, **we need technology that enables** customers to actively participate in our marketing campaign, receive personalized recommendations, and enhance overall customer engagement across multiple channels.

Clearly, the adoption of AI in marketing is a response to the challenges and opportunities presented by the digital age. For example, with multiple touch points across various channels and the rise of voice search, chat platforms, and other AI-driven interfaces, businesses must adapt.

Using AI, we can segment our customers not only by age and location but also by browsing patterns (e.g., frequent visitors vs. one-time visitors), purchase history (e.g., high spenders vs. occasional shoppers), and even their propensity to respond to discounts or loyalty programs.

At this level of granularity, the conventional (one-size-fits-all) approach to marketing has been replaced by AI-driven strategies rooted in a comprehensive understanding of individual customer journeys, challenges, pain points, and desired success. AI serves as a digital ally that can help map and understand these multifaceted journeys, allowing for more precise targeting and retargeting strategies.

It is no longer a luxury but a necessity for us [as marketers] to use AI for personalized, efficient, and effective marketing strategies. However, prior to committing to the process (choosing the right AI solutions for your marketing and business needs), we first need to answer existential questions about how we view AI.

Why? Because it is impossible to scale without a clear understanding of AI's own set of benefits and challenges that can guide our marketing strategies. The first question to consider when implementing AI as a solution is: **Do we see it as a pivotal tool or starting point for strategy?**

When we embrace AI as a tool, it often prioritizes immediate, tangible benefits. But when we embrace AI as a strategic starting point, we see it as a catalyst to rethink the very essence of our business models and operational frameworks. In this context, AI is leveraged to shape strategic direction for long-term goals.

Here's a glimpse of this view when using AI based on its functionality and perceived value:

As a tool, it focuses on
» Efficiency Boost
» Data-Driven Insights
» Process Automation
» Cost Savings

As strategic strategy, it focuses on
» Business Model Evolution
» Customer-Centric Approach
» Competitive Differentiation
» Long-Term Sustainability

Let's take a few examples or use cases of how AI can drive maximum business value when viewed strategically:

▶• A startup company focuses on getting positive reviews on various platforms, which boosts its online reputation. It helped to get a prominent place in Google search results for relevant keywords. However, as the market evolves, they will face challenges in maintaining customer interest beyond initial curiosity. **Visibility alone is no longer enough.**

▶• An e-commerce business that has honed its SEO strategies to perfection will consistently rank highly in search results. However, due to shifting customer preferences, **this leads the market to grow stagnant and oversaturated.**

▶• For B2B lead generation companies, when new leads match their defined criteria, they are automatically given higher scores, prompting the sales team to prioritize outreach. However, **how can they communicate with certainty that a particular persona has a higher propensity to buy?**

| Use case	Solution	Strategy
Visibility alone is no longer enough	Adopting niche-specific approaches to content promotion Promoting your business through social media Clearly defining demographic targets	Analyze user intent for keyword placement, readability, and content length Micro-segmentation, keywords, backlinks, and on-page optimization Prioritize on account signals and align with topic of interest
The market is growing stagnant and oversaturated	Segmentation and Clustering	**Service Enhancement:** Improve the user experience, customer service, or any service-related aspect that adds value for the customer. **Partnerships and collaboration:** Team up with complementary businesses to co-create value or tap into their customer base **Cross-platform integration:** With AI, cross-platform integration from various platforms, including OTT/smart TVs and wearable tech, would allow marketers to target their target audience precisely
Propensity to buy	Create detailed customer profiles, including their preferences, demographics, and behaviors. Pairs 1st and 3rd Party data with Intent data	Includes both explicit data (intent-based targeting, predictive analytics) and implicit data (behavioral patterns, browsing history, and social media interactions). Account-based targeting and multi-channel marketing orchestration

While all these use cases can significantly benefit from AI, the extent of the impact is based on the specific objectives, business model, and strategies of the business. Whether we view AI as a tool or a strategy, it plays a vital role in propelling our business forward and has the potential to completely transform our product innovation, product roadmap, priorities, and commitment to customer success. **The key is to align AI capabilities with business goals and challenges to maximize its value.**

Artificial Intelligence (AI) as a Perfect enabler

The future of marketing, or even innovation, relies on technological improvement in its very systems and structures.

This has helped marketing functions grow and evolve over time.

With the use of AI, businesses can create or develop a new value proposition as a result of the flexible processes made possible by digital technologies.
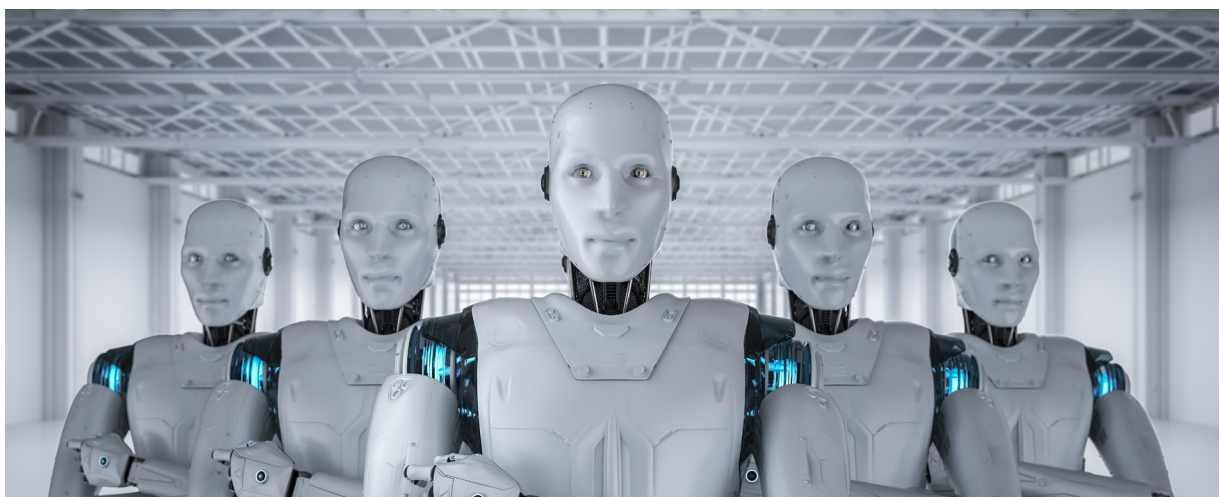
Here's a list of touchpoints where AI can make a difference or add new value:

Marketing (Customer Segmentation)		Sales (Lead Scoring)	
Website Visits	Search	Lead Generation	Look alike modeling
Segment customers into groups like "frequent shoppers," "discount seekers," and "past customers".	Using clustering algorithms, segment customers into distinct groups based on purchasing behavior, preferences, and other characteristics	Predictive Analytics (evaluates the potential of leads to convert based on historical data)	Rank leads, prioritizing those that are more likely to purchase based on browsing history, past purchases, and other users with similar behaviors.

The potential applications of AI in business operations are vast and will continue to expand as technology advances. It is clear that without AI, completing a particular activity or process typically takes several months. With AI, this process can be streamlined into several steps.

Case in point: Strategic and Programmatic ABM

Account-Based Marketing (ABM) is a strategic approach that involves collaboration between sales and marketing teams to focus on specific accounts that are the best fit for the business and convert them into customers. It has been used for a while and has proven to be effective, especially for B2B companies.

The primary challenge with traditional ABM is the time-consuming nature of configuring these campaigns, which involves developing variations and inputs that are likely to respond effectively to a specific audience. Manually managing ABM campaigns, especially at scale, can be more expensive in terms of time and resources compared to an AI-optimized approach.

Enhancing Strategic and Programmatic ABM with AI		
Use Case	**What does business want to solve and improve?**	**What AI can do**
Strategic ABM (one-to-one marketing)	When the messaging, channels, and timing of an ABM campaign align perfectly with a target account's needs, challenges, and business cycle, resulting in heightened engagement and conversion rates.	AI can customize messages down to the individual contact level within a target account, ensuring that every communication is relevant and resonant.
Programmatic ABM (one-to-many marketing)	The misalignment between the campaign's messaging or channels and the target account's current needs or preferences, which leads to missed opportunities and lower engagement.	AI can determine the best channels (email, social media, webinars, etc.) for each target account based on historical data and engagement metrics.

Without the predictive analytics offered by AI, companies might rely more on intuition or incomplete data to select target accounts. It becomes a formidable task because you don't have the ability to see how customers interact, respond, or what their current needs are. This can lead to wasted resources on less-than-ideal leads or targets.

Therefore, adopting AI can bring significant improvements to business processes. But incorporating AI goes beyond just integrating technology. It involves reshaping the business model, requiring a cultural shift, upskilling employees, and redesigning organizational structures. Those who fully embrace and sustain these changes will benefit the most.

Big Data and AI

Modern businesses generate and have access to large volumes of data. Artificial Intelligence (AI) has the ability to analyze and extract valuable insights from this data at a faster rate compared to traditional methods. While big data and AI serve different purposes and operate on varying scales, both are like two sides of the coin: indivisible and interdependent.

- AI encompasses machine learning, natural language processing, and other advanced techniques that enable machines to learn from data, make predictions, and automate tasks.

- Big data refers to the massive volume, variety, and velocity of information generated in the digital age. It encompasses customer interactions, website visits, social media posts, transaction histories, and more.

According to Accenture's report, "Ninety percent of the data in the world was created in just the past 10 years. One hundred and seventy-five zettabytes of data will be created by 2025. Yet after years of collecting, storing, analyzing, and reconfiguring troves of information, most organizations struggle with the sheer volume of data and how to cleanse, manage, maintain, and consume it."

A recurring theme in this issue cited by Accenture's report is the potential impact of excluding valuable data from a dataset. This exclusion can have a significant impact on the overall business value of the data set and the accuracy of the resulting analytics. As we embark on the journey of self-service and integration, AI solutions mean not only helping us [marketers] create new revenue streams for our business by monetizing our own data, but preparing us to transform the way we can use and benefit from it.

AI solutions can help transform this integration from a static asset into a dynamic force, empowering us [marketers] to learn from data, make predictions, and automate tasks. With AI, we can refine our strategies by:

Pattern Recognition: Identify complex patterns and relationships within data. This leads to more accurate predictions and targeted strategies.

Personalization: Create highly personalized experiences for customers. It tailors product recommendations, email content, and advertisements to individual preferences, increasing engagement and conversion rates.

Journey Mapping Optimization: Process data in real-time, allowing us to visualize and highlight potential areas for improvement or enhancement.

Automation: Automates routine tasks, such as email marketing, chatbot interactions, and social media posting, freeing up marketers to focus on strategy and creativity.

Predictive Analytics: Forecast customer behavior, enabling proactive marketing efforts and better resource allocation.

Using AI to Improve Data Strategy

As the amount of available data grows, so does the number of businesses incorporating AI into their marketing strategies. There's pressure on others to adopt similar technologies or risk falling behind in terms of engagement, reach, and ROI. This leads to another consideration when adapting AI solutions: **Is AI the single source of value or an integral part of our broader business reality?** Knowing this has significant implications that require alignment and confidence to solve problems or change a process.

Given the macroeconomic challenge we face, it is imperative for today's marketers to be tech-savvy and learn modern digital marketing to implement marketing automation and AI. This points to the fact that the strategic alignment of AI and customer-centricity in businesses remains the highest driver of success and growth potential.

While it may still be relatively new, with the advent of the digital age, we are increasingly competing with AI and new technologies. It alluded to a new report from HG Insight, where it shows that sales and marketing is one of the busiest spaces in the software market and has the fifth highest total spend—sales software makes up $20.7 billion while marketing software accounts for $49.6 billion.

This means only one thing: **AI is fueling martech spending.** Organizations (see examples below) must create a uniquely targeted solution and ideal opportunity, or a combination of the two that drives the business for a new strategy or business differentiation.

Companies that have been revolutionizing their operations and enhancing their value proposition through the utilization of AI technology:

Salesforce Einstein

If you're seeking AI-driven insights for your customer relationship management (CRM), Salesforce Einstein is the answer. It enhances lead scoring, recommends follow-up actions, and enables hyper-personalized customer experiences.

IBM Watson

Watson is a powerhouse of AI capabilities, offering natural language processing, sentiment analysis, and personalized marketing solutions. It's renowned for its ability to process unstructured data, making it an excellent choice for content-focused marketing.

Adobe Sensei

Adobe's AI platform, Sensei, is tailored for creative marketing professionals. It aids in image and video analysis, content optimization, and automating design tasks.

HubSpot Marketing Hub

For inbound marketers, HubSpot offers AI-powered features for lead nurturing, email marketing, and website optimization. It can help businesses attract, engage, and delight customers more effectively.

Coca-Cola

Coca-Cola has leveraged AI for various marketing efforts. One instance is its use of AI-driven chatbots in its social media campaigns. The company also used AI to analyze data to develop new product concepts, like Cherry Sprite, based on data from its Freestyle machines.

Netflix

The streaming giant uses AI to analyze viewing patterns and preferences, allowing it to recommend shows and movies to users. This helps in retaining subscribers and ensuring they continue to engage with the platform.

From the customer's perspective, it is the perfect 'enabler, as it brings organizations to a renewed purpose. They now allocate resources and acquire tools that enable them to collect and manage their data, access valuable insights for decision-making, and proactively respond as needed. **The relationship between customers and businesses becomes an organized journey that serves specific needs or interests.**

Marketing in the Age of artificial intelligence and big data

"Why is AI more effective at driving meaningful and valuable results?" is a question that pulls us into the heart of a transformative technological innovation.

We'll answer it below.

Given the speed of developments within the AI domain, companies will need a more coordinated approach. Without this shared vision, the potential value associated with the technology is more likely to be affected.

▶ Firstly, **its effectiveness is rooted in its capacity to harness the power of data**, navigate the complexities of real-time decision-making, and thrive on learning. When objectivity and scalability work together, they make AI more powerful than other tools and allow it to create a whole new level of effectiveness, innovation, and strategic accuracy.

▶ Second, **it does not remain complacent; it constantly adapts and progresses**. For the longest time, human biases have influenced decisions, often leading to suboptimal outcomes. However, AI works without inherent bias. This, in turn, maximizes productivity and ensures optimal resource utilization.

▶ Finally, **its ability to target and speak to your audience helps you connect**. Beyond its technical prowess and competitive advantages, AI's impact extends into the realm of customer engagement. The ability to respond to individual preferences cultivates improved engagement, fostering stronger customer relationships and loyalty.

Intet:

Adapting AI solutions as part of your marketing strategy and competitive differentiation is not only to gain more control over your success and cure what you think you are failing, but to **identify the gap so you can move from concept to realization to delivery.**

Case in point:

For most marketers, their number one challenge is capturing demand at scale. But the challenge and reality are this: 95% of potential customers are out of the market, meaning that they aren't ready to buy from you right now. Only about 5% are in-market customers who are ready to make a purchase.

Current Buyers
"In Market"
5%

Future Buyers
"Out Market"
95%

Time
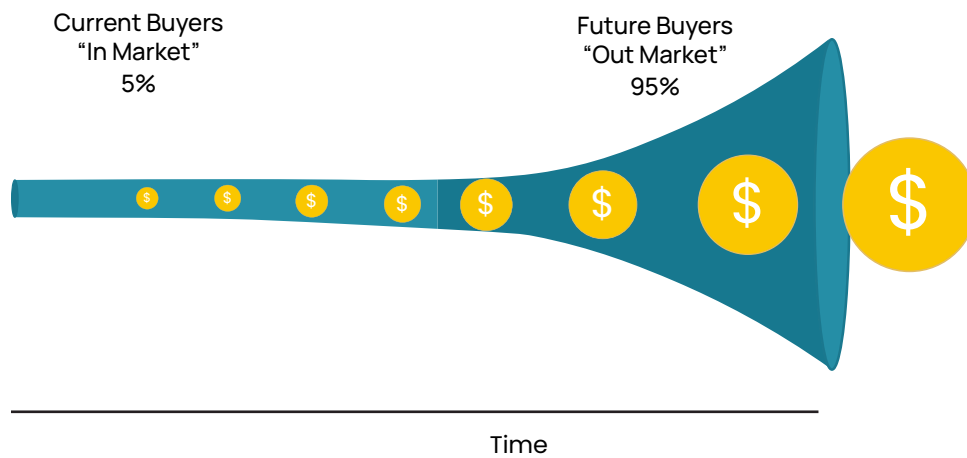
While it's easy to invest in lead generation efforts that target 5% of people who are "in-market" today, you won't survive if this is your only focus and priority. You need to target both segments of customers and plan accordingly.

Let's delve into a detailed strategy on how to allocate resources effectively when targeting these two distinct customer segments.

Marketing Activity	In-market customers	Out-market customers	How AI can help
Customer Journey	Their journey is usually shorter. They've identified a need and are researching solutions. This group responds well to direct sales pitches and product-focused content.	Their journey is longer, and they may not even have recognized a need yet. Educate and nurture them through value-driven content, brand storytelling, and community engagement.	(In-market) **Lead Scoring:** Predict which leads are most likely to convert based on data analysis. (Outmarket) **Predictive Modeling:** Understand when an out-of-market customer might become in-market. Aggregate downstream intent data (e.g., category intent, product Intent and buyer signals readiness) **Category Intent:** Target accounts who are researching products in a technology category, which includes a company's products and its competitors'. **Product Intet:** Target a list of accounts where buyers are exploring products and potentially comparing competitor products. **Buyer Signals:** Target display ad campaigns to reach out-market and in-market accounts in the discovery phase by leveraging strong second-party data (for example, a review site like G2 or Capterra).
Content Marketing Strategy	Product demos, webinars, and case studies. Clear and concise product or service benefit lists Special promotions or limited-time offers.	Thought leadership articles and videos. How-to content and tutorials Newsletters with industry insights and trends	(In-market) **Audience segmentation:** AI can segment email lists based on behavior, interaction, and predicted preferences more effectively than manual methods. (Outmarket) **Predictive Content Delivery:** Sends emails at the time users are most likely to open them based on their past behavior.

Retargeting and Remarketing	For those in the in-market segment who've visited your site but haven't converted, use retargeting ads to remind them of your offerings.	Out-of-market visitors who showed interest can be remarketed with educational content or community events.	In-market) **Precision Targeting:** AI algorithms analyze user behavior to fine-tune ad delivery, ensuring ads are shown to users most likely to convert. (Outmarket) **Dynamic Ad Creation:** AI tools can automatically create ads tailored to individual user preferences.
Engagement Through Social Media	Use targeted social media ads, promote limited-time offers, or showcase top reviews and testimonials.	Share industry news, run polls, engage in discussions, and share value-driven content to keep them engaged with your brand	**Chatbots:** For in-market customers, AI-powered chatbots can provide immediate responses to queries on social platforms. **Sentiment Analysis:** For outmarket customers, AI can analyze social media chatter to gauge sentiment about products, brands, or industries, allowing for timely and relevant engagements.

We understand that prioritizing the customer experience and understanding their unique challenges makes customers feel valued and understood; otherwise, they cannot be partners in an ongoing journey.

Leveraging AI in Demand Acquisition

One of marketing's fundamental roles involves discovering customer desires, aligning them with appropriate products and services, and ultimately getting them to buy. Yet, these once-effective conventional methods now fall short in today's changing landscape. In other words, the old-school strategies aren't yielding the results they once did. But what has caused this shift? Let's delve into the reasons.

Consumer Empowerment:

With the internet at their fingertips, consumers today have access to vast amounts of information. They can research products, compare prices, and read reviews before making a purchase decision. This means they are less reliant on marketing messages to inform their choices.

Shift in Communication Channels:

Traditional marketing often relied on mass media channels like TV, radio, and print. Today, there's a shift towards digital platforms like social media, email, and search engines. These platforms offer more targeted and personalized forms of communication, rendering broad-brush marketing techniques less impactful.

Data-Driven Decision Making:

Modern marketers have access to a wealth of data that can inform their strategies. This allows for more precise targeting and personalization, making traditional, generalized approaches seem blunt in comparison.

Changing Consumer Expectations:

Today's consumers expect brands to offer personalized experiences that resonate with their individual preferences and values. Generic marketing messages that aim to appeal to a broad audience often miss the mark in this context.

Rise of Two-Way Communication:

Traditional marketing was largely one-way, with brands broadcasting their messages to consumers. In today's digital age, consumers expect and demand a two-way conversation. They want brands to listen, engage, and respond, making the one-way broadcasting approach less relevant.

Modern lead-generation campaigns demand a continuous commitment to innovation and experimentation. They need to be aware of the advantages of the underlying AI technology and how to use it effectively to execute successful campaigns. By helping them learn more about how datasets are connected and how AI can help them build models that can adapt to changing demand acquisition needs!

Case in point:

▶ • AI has revolutionized lead generation by replacing inefficient traditional methods. Previously, businesses would create ICPs using database platforms such as ZoomInfo, Apollo, or Lusha to download a complete list of target accounts and start outreach campaigns with each account on the list, often targeting those who may not be in an active buying phase.

▶ • Generating leads or finding prospects is not enough for most B2B organizations; you also need to follow up and nurture them until they are ready to buy from you.

While the business case for artificial intelligence is undeniably strong, engaging and converting specific buyer personas using AI requires strategies tailored to their roles, responsibilities, pain points, and interests. Here is a breakdown of how AI adds value for various personas:

The Value of AI By Role

How AI helps convert and drive value across different personas			
Role	**Responsibility**	**Engagement (How to do it)**	**Conversion (Ways to do it)**
CMO	Develop a strategy that works across different parts of the company.	**Content Recommendations:** Use AI-driven content platforms to offer personalized whitepapers, case studies, or articles that speak to modern marketing challenges **Virtual AI-driven Events:** Organize webinars or roundtables featuring marketing success stories or innovations.	**Predictive Analytics:** Showcase tools that can predict marketing trends, consumer behaviors, or other key indicators that a CMO would care about. **Personalized Demos:** Offer AI-driven demos that highlight the personalization and scale that they can bring to marketing campaigns.
Demand Gen	Increase conversion rates by focusing on the audiences that are most engaged	**Lead Scoring Models:** Discuss AI-driven lead scoring, which can help demand-gen professionals prioritize their leads. **AI-powered Chatbots:** Engage website visitors 24/7, capturing leads and answering questions.	**Marketing Automation Integration:** Seamlessly integrate with popular marketing automation platforms, optimizing campaigns in real-time. **ROI Predictive Models:** Forecast the potential ROI of various demand gen campaigns.
CRO	Align sales and marketing teams with rich customer insights	**Sales Forecasting Tools:** Predict sales trends, helping CROs make informed decisions. **Revenue Growth Models:** Provide insights into potential growth areas or underserved markets.	**Pricing Optimization:** Analyze market data to suggest optimal pricing strategies for products or services. **Cross-sell/upsell predictions:** identify existing customers most likely to be interested in additional products or services
RevOps	Optimize technology to achieve revenue targets more efficiently	**Operational Efficiency Tools:** Improve sales, marketing, and customer service operations by removing barriers and making processes more efficient. **Data Management Solutions:** Clean, organize, and manage large volumes of revenue-related data.	**Integrated Dashboards:** Present dashboards that integrate sales, marketing, and customer service data, offering a comprehensive perspective on revenue operations. **Process Automation:** Automating repetitive RevOps tasks allows professionals to shift their focus towards strategy and larger goals.

There's an important caveat to consider: To maximize the effectiveness of AI, it is essential to have high-quality data. It must be clean, relevant, and well-organized to yield optimal results. It is important to have a clear understanding of this as the number of data points per second continues to grow.

If businesses ignore the prerequisite of maintaining high-quality data, they can face many consequences:

Inaccurate Predictions:
AI models trained on poor-quality data can make incorrect predictions, leading to wrong business decisions.

Wasted Resources:
Time and money can be wasted on campaigns or initiatives based on false insights derived from unclean data.

Lost Opportunities:
Misinterpreting customer behavior due to inaccurate data can lead to missed sales opportunities and the potential erosion of market share.

Erosion of Trust:
Continued reliance on inaccurate data can reduce stakeholder confidence in AI-driven initiatives and decision-making processes.

Increased Data Management Costs:
Constantly correcting and cleaning poor-quality data can be resource-intensive, diverting attention from other important tasks.

Compliance Risks:
Especially in regulated industries, inaccurate data can lead to non-compliance issues, resulting in potential legal ramifications and fines.

It's also necessary to acknowledge that engagement models are evolving across various industries. This aligns with a recent McKinsey article that emphasizes the paramount importance of identifying crucial touchpoints and actively fostering customer engagement, as depicted in the image below.

Lead identification (real time, based on customer trends) **60%**

Marketing optimization (A/B testing, SEOstrategies) **55%**

Personalized outreach (chatbots, virtual assistants) **53%**

This is not surprising, as customers have become accustomed to highly personalized customer experiences. In an age where customers are used to Amazon's one-click purchases or Netflix's personalized recommendations, it is crucial for businesses to strike a balance between automation and personalization. By leveraging technology to gather customer data and preferences, companies can create tailored experiences that meet individual needs.

Additionally, incorporating chatbots or virtual assistants can provide instant support and guidance, ensuring a seamless customer journey. Ultimately, businesses must recognize the importance of the human touch in building strong customer relationships and delivering exceptional service.

Considering the vast amount of data on prospective customers available for analysis and the historical challenge, partnering with a data intelligence team like Machintel will help transform your customer acquisition strategy with ease by leveraging AI-powered data at your fingertips.

What's next for marketing and AI?

Marketing is always about reaching the right customer in the right way at the right time. It is an essential aspect of any business, as it revolves around effectively connecting with the ideal customer through appropriate channels and at the optimal moment.
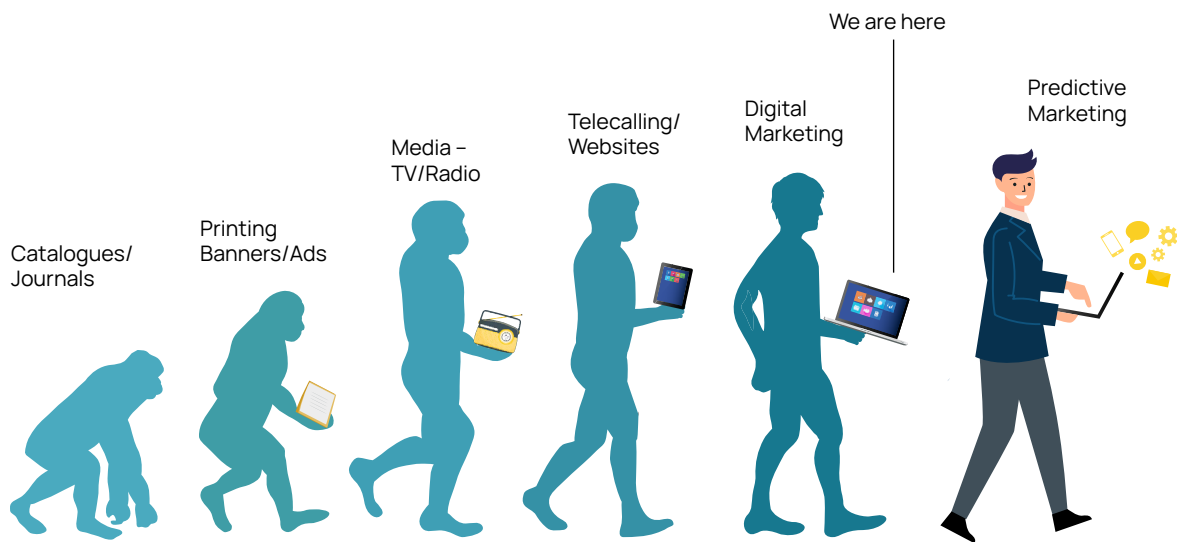
The age of generic advertisements and campaigns that aim to fit everyone is gradually fading away. The future is not just about technology; it's about the stories we can tell and the experiences we can create with it. The goal is to create stronger and more significant relationships, foster innovation, and bring brands and consumers together like never before.

AI will play an increasingly important role as more businesses embrace technology and seek to create more personal relationships with their customers, but there is no guarantee that it will be error-free.

Case in point:

Over-personalization or overreliance on technology

▶ **Positive Use Case:**
In an attempt to hyper personalize content, marketers might come across as invasive or overly familiar.

▶ **Negative Use Case:**
Can deter potential clients who might feel their privacy has been compromised or that the approach is too aggressive.

To truly benefit from AI, companies need to be aware of both its strengths and potential pitfalls. Hence, the last consideration when adapting AI is: **What touchpoints will you use with this technology?**

For example, by leveraging AI technology, we have the ability to combine the insightful information gathered from personas (provided below) with advanced profiling techniques. This powerful combination allows us to enhance our engagement strategies, making them more effective, tailored, and impactful. This guarantees that marketing initiatives are not generic but rather finely tuned to cater to the specific requirements and challenges of valuable target audiences.

The value of AI by department

Role	Interest	Pain Points	Touchpoints (Channel or Process Optimization)
CMO	**Then:** Read case studies of successful marketing campaigns **Now:** Evaluate campaigns quicker and get real-time suggestions for optimizations.	Struggling to prove the ROI of marketing campaigns	If this person engages more on LinkedIn, ensure that personalized outreach and content are prioritized on this platform
Demand Gen	**Then:** Workshops on creating compelling content for lead generation **Now:** Improve conversion rates of leads to opportunities	Generating high-quality leads consistently	If this person is using Google Analytics extensively, targeted content on advanced GA techniques or complementary tools can be presented.
Digital Marketing Manager	**Then:** Exploring new digital advertising platforms **Now:** Bringing down CPL and bringing up conversion rates	Managing and optimizing multi-channel digital campaigns	If he visits a software product page, the page can adapt to highlight features most relevant to lead generation and content strategy

Although the upsides to AI-driven marketing are incredible speed, 24/7 availability, and high efficiency, the biggest and most difficult downside here is the lack of human interaction or judgment. While AI can provide insights and recommendations, the human touch remains irreplaceable in understanding complex business relationships.

Moving forward in an AI world

The buyer's landscape has changed more in recent years than in previous decades.

B2B interactions today are characterized by speed, and businesses need to align their strengths with the customers they can best serve. The biggest challenge for B2B marketers like you today is how to make an impact on potential customers.

The answer to this question varies, but it all starts with understanding their challenges and figuring out how your solution is best suited to solve them.

For companies to become more insight-driven,

they need to adopt new technologies and methods that facilitate this. AI can be part of the solution, but it is not the solution itself. We need to identify where our customers are most likely to engage and nurture them through customized content and targeted campaigns.

As alluded to above, whether we view AI as a tool, a solution, or a strategy, it plays a vital role in propelling our business forward and has the potential to completely transform our product innovation, product roadmap, priorities, and commitment to customer success. **The key is to align AI capabilities with business goals and challenges to maximize its value.**

How can we assist you?

Our demand generation service helps marketers gain access to intent-specific data and AI-powered insights, helping them adopt smarter, data-driven strategies that truly deliver results and convert.

We revolutionized B2B marketing with our "marketing, but smarter" philosophy. We stay ahead of the changing marketing landscape by

leveraging AI and intent data. This ensures that every marketing decision is precise and impactful. Our data-driven strategies result in increased engagement, improved conversions, and genuine customer connections.

Want to learn more about our growth, marketing, and lead generation best practices? Connect with us.