

The AI Marketing Playbook

A practical guide for marketing teams



The marketer’s role in the AI era

AI makes it easier to produce another draft, image or campaign. The real advantage comes from knowing which customer problem is worth solving and whether the work still sounds like your brand. That calls for better questions, clear judgement and a way to learn from what happens after publication.

These ten decisions cover discovery, brand, workflows, measurement and responsible use. They are starting points, not universal rules: a small experiment with an honest comparison can tell your team more than a long list of tools.

Ten moves for AI-powered marketing

01

Be cited in AI answers

Make important product details easy to verify on your site and in relevant independent sources. Test how assistants answer real buyer questions.

02

Let the product prove the brand

Put effort into product quality and distribution as well as advertising. Make claims that match what people experience after buying.

03

Build a replaceable AI stack

Keep models, instructions and data in separate components so a better tool can be swapped in without rebuilding the entire process.

04

Give agents narrower jobs

Separate research, drafting and review into focused steps. Check each handoff instead of asking one agent to do everything.

05

Keep people in the loop

Let AI handle repetitive production. Give people the final say on risky claims, distinctive creative work and the brand’s point of view.

06

Learn from the result

Save each AI-assisted output with its outcome. Use periodic review to adjust the next message, brief or workflow.

07

Measure answer coverage

Track when an assistant includes and accurately cites your brand for important buyer questions, alongside familiar search and click metrics.

08

Make marketers builders

Teach the team to create small tools and automations for its own work, with the support and review needed to use them safely.

09

Use behavior, not broad labels

A customer’s recent actions may tell you more than firmographics. Use permitted first-party signals to tailor the next useful step.

10

Make governance operational

Monitor bias, misinformation, sensitive data and inaccurate claims in AI-assisted marketing. Give someone ownership of corrections.

DISCOVERY

The AI-native buyer journey

Buyers can ask an assistant for a comparison before they ever click a search result. Treat those answers as another place to earn attention. Accurate off-site information and useful first-party data matter, while marketers spend more time editing and shaping discovery.

Be useful and credible wherever a buyer first gets an answer.

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|---|---|
| 1 | Measure answer coverage
Sample buyer questions and record whether an assistant includes, describes and cites you accurately. |
| 2 | Earn off-site authority
Contribute genuinely useful information where customers and credible publishers discuss the category. |
| 3 | Use first-party context
With appropriate permission, tailor relevant pages or messages to what a person actually needs. |
| 4 | Rethink the roles
Develop editors who judge the final answer and discovery specialists who look beyond classic SEO. |

BRAND

Brand built on experience

AI makes competent campaign copy cheap; it does not make a weak product remarkable. Invest in product experience and physical or digital distribution, then give people a distinctive story and design worth noticing. As AI features converge, original customer insight becomes more valuable.

A good product and an unmistakable story reinforce each other.

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| 1 | Put performance first
Test whether the product and service live up to the promise before adding more media spend. |
| 2 | Protect human creativity
Use AI for scale and planning, but let people choose bold design and a distinctive narrative. |
| 3 | Own your advantage
Strengthen distribution, proprietary usage insight and the story competitors cannot easily copy. |

GROWTH

An AI-first go-to-market model

A useful website helps an assistant understand the offer and gives an interested visitor a good next conversation. AI can prepare context and relevant follow-up, but a person should own the relationship. Use small team experiments to discover where this improves conversion.

Use AI to make a conversation more relevant, then let people build the relationship.

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|---|---|
| 1 | Make answers discoverable
Help assistants find reliable explanations and independent evidence about the offer. |
| 2 | Offer a good conversation
Give high-intent visitors a relevant chat or human handoff rather than only a static page. |
| 3 | Personalize the follow-up
Use themes from sales calls to respond to the buyer’s actual problem, with appropriate data controls. |
| 4 | Run focused hackathons
Let marketers build and test solutions to one conversion or workflow problem at a time. |

CHANNELS

One journey across channels

Creative, media, customer insight and commerce work better when they share context. Choose a small number of widely used tools rather than a fragmented stack, and let people make the strategic brand decisions. Check that the digital experience still makes sense in a store or with support.

Connect creative, channel signals and commerce without losing the brand.

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|---|---|
| 1 | Connect the signals
Bring content, channel performance and commerce information into one practical view. |
| 2 | Favor real adoption
A few tools that people use every day beat a large collection that nobody maintains. |
| 3 | Partner deliberately
Use strong providers where appropriate instead of assuming every model belongs in-house. |

TOOLS

A martech stack marketers can build with

AI is more useful when marketers build with it, not only ask it to write. Give the team practical tools and support to create narrow automations: pull themes from conversations, prepare reusable research or build a small internal app. Your own customer and usage data are the harder-to-copy asset.

Start with a real problem and build the smallest useful tool.

- 1

Learn builder tools
Let marketers practice creating simple agents and workflows with technical support nearby.
- 2

Automate manual review
Try extracting themes from chat threads, call notes or video transcripts.
- 3

Build small internal apps
Make a focused tool for one team need rather than waiting for a large platform project.

GOVERNANCE

Marketing’s next AI shift

AI capability is uneven: a tool can be excellent at one task and unreliable at the next. Decide where it is a helper and where deeper integration is safe. AI-native newcomers can move quickly; established brands need leaders willing to redesign work, seek genuine savings and watch for misinformation or bias.

Know where AI is excellent, where it fails and who is accountable.

- 1

Match task to capability
Test the difficult edge cases before deciding how much autonomy a workflow can have.
- 2

Find credible savings
Identify where work actually becomes faster or less costly, without assuming every task will.
- 3

Prepare for errors
Give someone ownership of misleading or biased AI-generated marketing claims.
- 4

Judge adequate creative
Cheap AI output may meet a metric; decide when distinctiveness matters more.

CONTENT

Content worth trusting

A flood of AI-written articles will not earn trust. Keep experience, expertise, authority and trust visible in the work. Use AI to find patterns and blind spots, including a mismatch between what your team wants to sell and what a reader is ready to learn.

Speed is easy; expertise and a reader’s trust are harder to earn.

- 1

Prefer value to volume
Use AI to sharpen an expert’s argument, not to fill a publishing calendar.
- 2

Read the emotional moment
Check whether a reader wants orientation, reassurance or a product comparison.
- 3

Find patterns, verify them
Use engagement data to spot resonant topics; let people test the interpretation and facts.

GROWTH

Personalization with focused agents

Do not wait for a perfect enterprise system to try a small automation. Give separate agents focused jobs such as research, drafting and review; then use live behavior, not a broad company profile, to shape the message. Store outputs and results so the workflow can learn. A human still builds the relationship.

Give each agent one job, and let outcomes inform the next attempt.

- 1

Separate the jobs
Chain small agents with clear inputs and checks rather than one agent with ten tasks.
- 2

Use behavior in context
Respond to how a customer uses the product now, with appropriate permission.
- 3

Close the outcome loop
Keep outputs and results together; have a reviewer check which messages led to useful conversations.