Our New Marketing Playbook 2025

Roisin Bennett

INTRODUCTION

The marketing landscape has undergone a seismic shift in the last two years. What once seemed like science fiction - AI-powered content creation, intelligent automation, and virtual relationship building - is now our daily reality. This playbook emerged from a clear need: our clients were drowning in possibilities but struggling to harness AI's true potential.

Change has become our only constant. But here's what's exciting: AI isn't just another tool - it's transforming how we deliver value. By handling routine tasks, AI frees us to focus on what matters most: strategy, creativity, and building meaningful client relationships.

Our team now spends less time on repetitive work and more time understanding your business challenges and crafting solutions that drive real growth.

We've moved beyond basic chatbots to creating sophisticated systems that work around the clock - qualifying leads, nurturing relationships, and even helping close deals. Through custom AI implementations, we're helping clients build scalable, efficient marketing operations that consistently deliver results.

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The 5 Key Trends Shaping Marketing in 2025

01

Hyper-Personalisation:
AI enables precise targeting and personalised content at scale, transforming customer experiences and boosting engagement.

02

Immersive Experiences:
Augmented and virtual reality are reshaping interactions, offering customers a more engaging and memorable brand experience.

03

AI-Powered Content Creation:
AI tools streamline and scale content production, allowing marketers to focus on strategy and creativity.
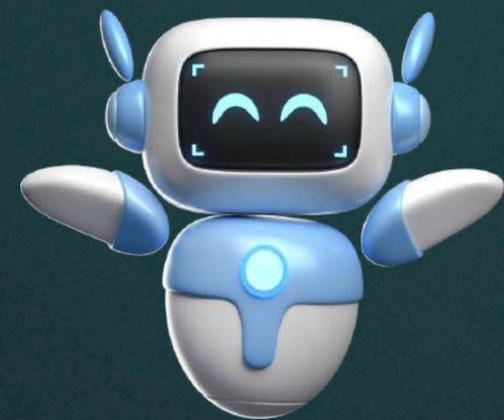
04

Real-Time Insights:
Advanced analytics provide actionable, real-time data, allowing marketers to adjust campaigns dynamically.

05

Sustainability and Ethics:
Consumers demand transparency and sustainable practices, making ethical AI integration essential for brand trust.

How We Work Differently with AI

✓ **We don't just use AI— We help you implement!**

✓ **We build custom systems tailored to your business.**

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Custom GPTs
- Bespoke AI tools trained on your data, processes, and brand voice.
- Handles tasks like content creation, FAQs, and customer support.

AI Agents
- Purpose-built agents for lead qualification, customer interactions, and market research.
- Works 24/7, learning and improving over time.

Workflows and Automations
- End-to-end setup of automations with tools like HubSpot and Make.
- Streamlines repetitive tasks, freeing your team to focus on growth.

Expert Team Support
- Specialists in AI workflows, LinkedIn, and video strategy to guide every step.
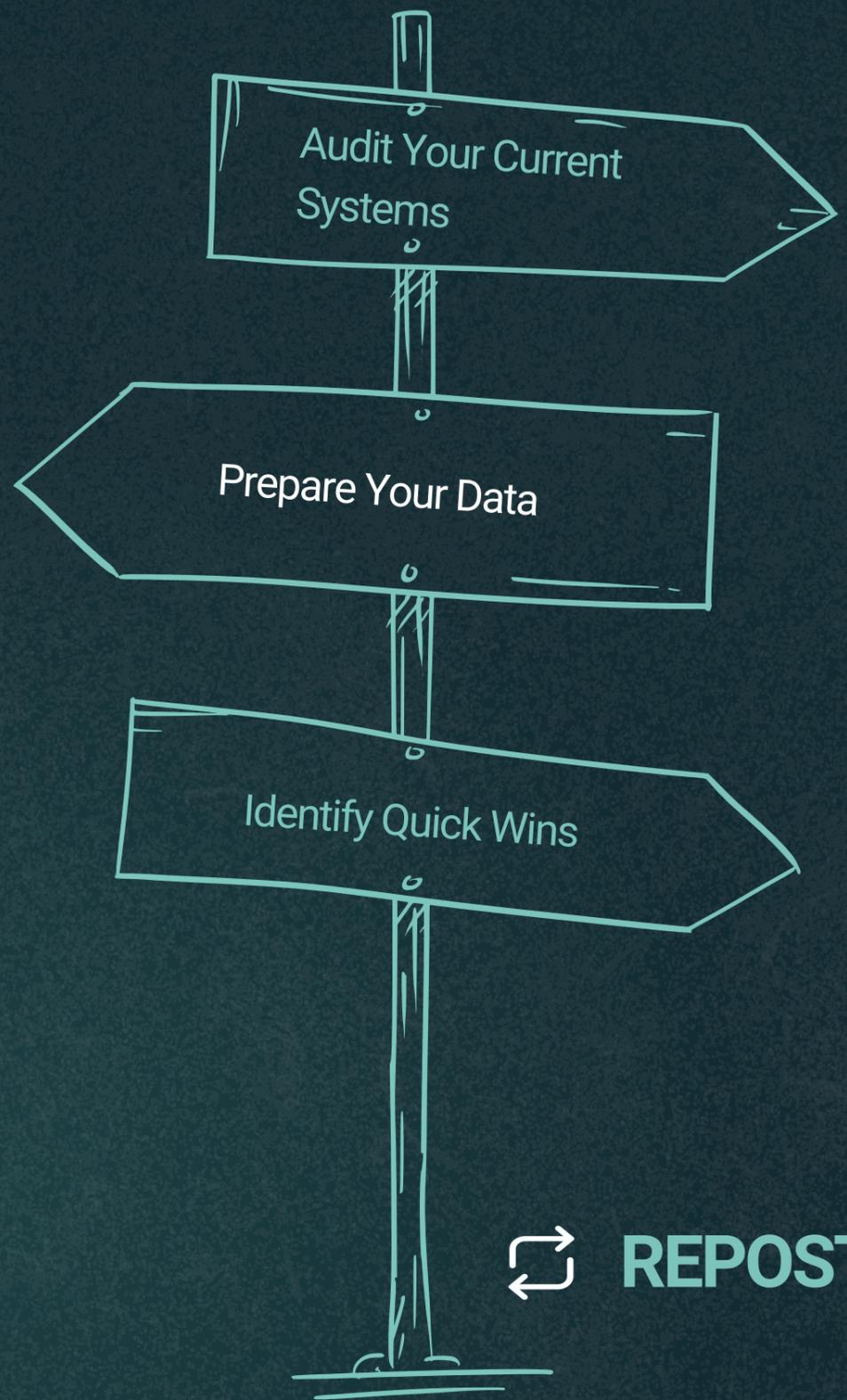- Training ensures you can manage and scale independently.

With Marketing Mentors, AI becomes a tool you can rely on to transform your marketing and achieve sustainable growth.

The Four-Part AI Growth Roadmap

This roadmap provides a step-by-step approach to implementing AI in marketing, designed for businesses at any stage of growth. Each part can be utilised independently or as a comprehensive plan to drive sustainable results.

SCALE

SYSTEMS

STRATEGY

STARTER

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Getting Started – AI Readiness

Audit Your Current Systems

Prepare Your Data

Identify Quick Wins

Objective: Lay the groundwork for AI integration with a comprehensive audit of your systems, data, and workflows.

What We'll Do:

1. Audit Your Current Systems: Review your tools, workflows, and data readiness.
2. Prepare Your Data: Ensure data is structured and secure for AI-driven insights.
3. Identify Quick Wins: Highlight immediate areas where AI can add value.

Examples:

- Organise and optimise customer data.
- Conduct market and competitor analysis.
- Create clear documentation and actionable plans.
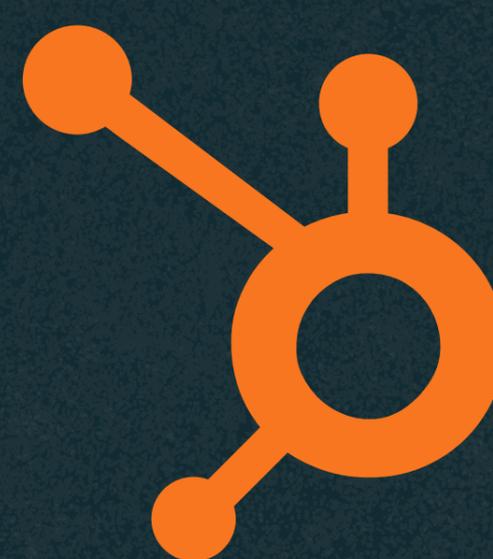
Results You'll Achieve:

- Organised, high-quality data ready for AI applications.
- A clear roadmap for AI implementation tailored to your business needs.

HubSpot CRM   Perplexity AI   Notion   ChatGPT

Strategy – Building Solid Foundations

Define Your Ideal Custmer Profile (ICP)

Refine Brand Messaging

Develop Content & Video Strategies

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Objective: Develop a tailored marketing strategy that aligns with your goals and defines your brand.

What We'll Do:

1.Define Your Ideal Customer Profile (ICP): Use AI to analyse customer behaviours and segment audiences effectively.

2. Refine Brand Messaging: Craft a consistent, engaging voice across all platforms.

3. Develop Content & Video Strategies: Create impactful, AI-enhanced content with video as a key component.

Tools & Examples:

- Claude by Anthropic: Enhance clarity in messaging.
- ChatGPT: Create Custom GPT
- Synthesia: Produce AI-powered, brand-aligned videos.
- Veed: for Video editing
- Hootsuite: Schedule and optimise social media content.

Case Study:

A SaaS provider used AI-driven market research to refine their ICP and launched a targeted LinkedIn video campaign, increasing engagement by 40%.

Results You'll Achieve:

- Clear messaging that resonates with your target audience.
- A robust content and video strategy designed for maximum impact.

Systems –
Automating for Efficiency

Automate Routine Tasks

Build Custom GPTs

Integrate Seamlessly
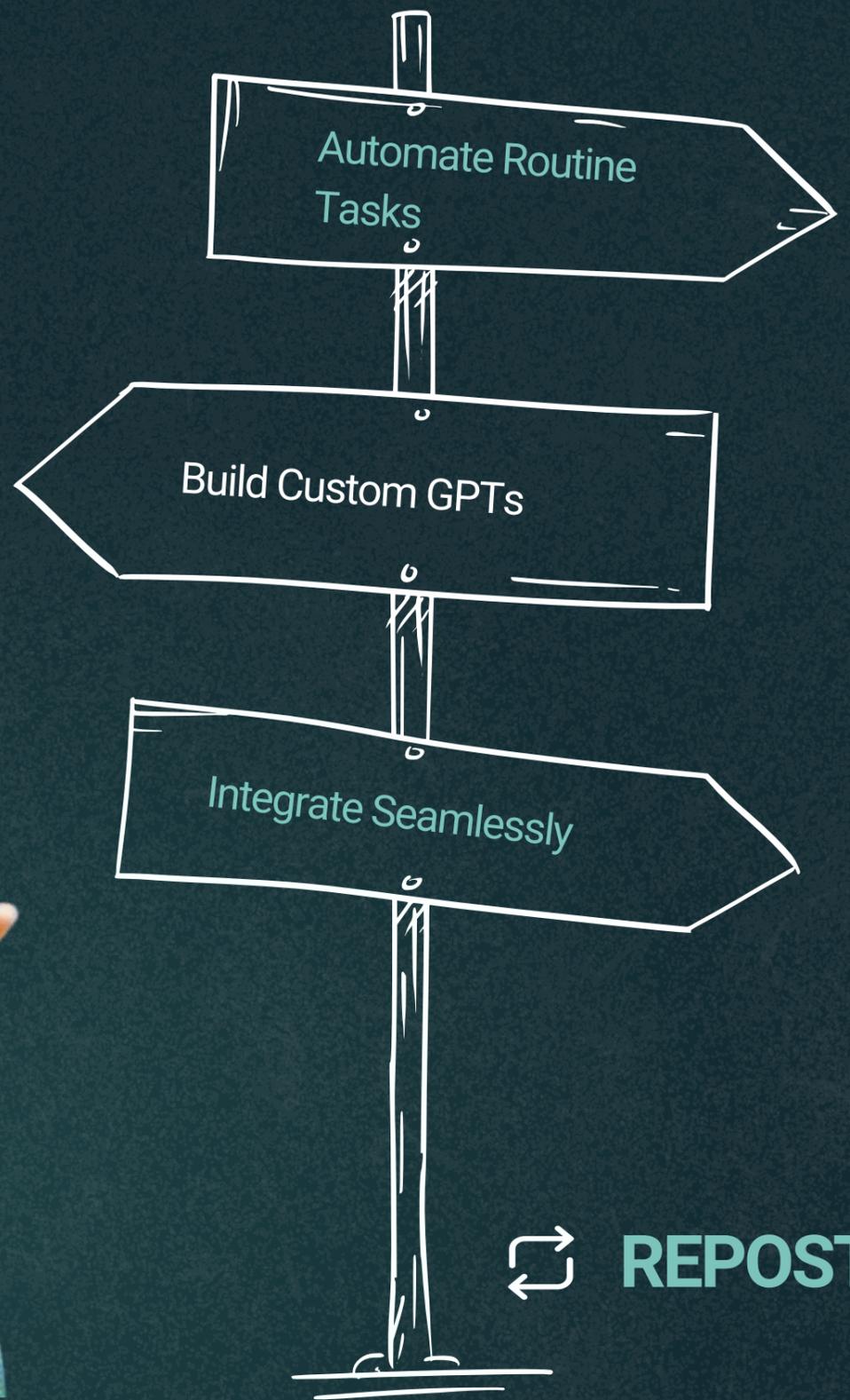
Objective: Streamline operations by implementing AI workflows, automations, and custom GPTs.

What We'll Do:
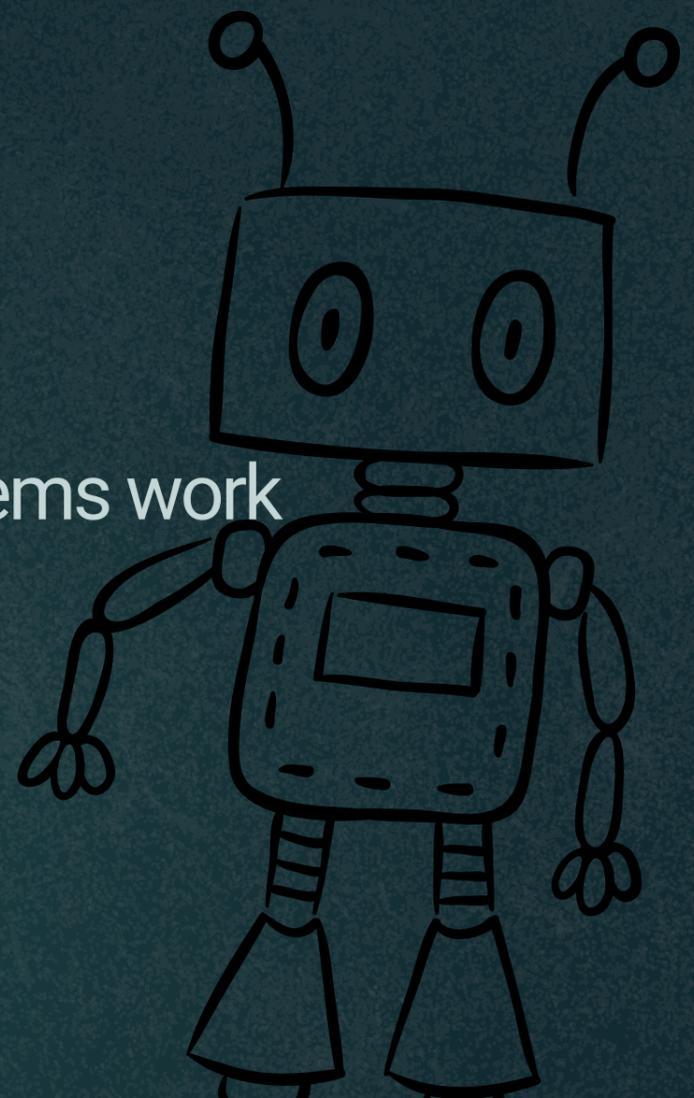Automate Routine Tasks:

Free up resources by automating lead nurturing, email follow-ups, and customer segmentation.

2. Build Custom GPTs:

Create AI assistants tailored to your brand's voice and operational needs.

3. Integrate Seamlessly:

Ensure tools like CRM and analytics systems work harmoniously.

OUR AGENTS – Revolutionising Marketing with AI

AI agents act as dynamic collaborators in your workflows, enhancing productivity and personalisation. Here are five examples of AI agents we can build for your business:

1. Lead Qualification Agent: Converts leads with intelligent, natural interactions and refines targeting criteria over time.

2. Hyper-Personalisation Agent: Crafts personalised messaging for marketing and sales based on customer data.

3. Market Research Agent: Monitors trends, competitor activities, and customer sentiment for actionable insights.

4. Sales Intelligence Agent: Tracks sales progress, predicts deal outcomes, and recommends next steps.
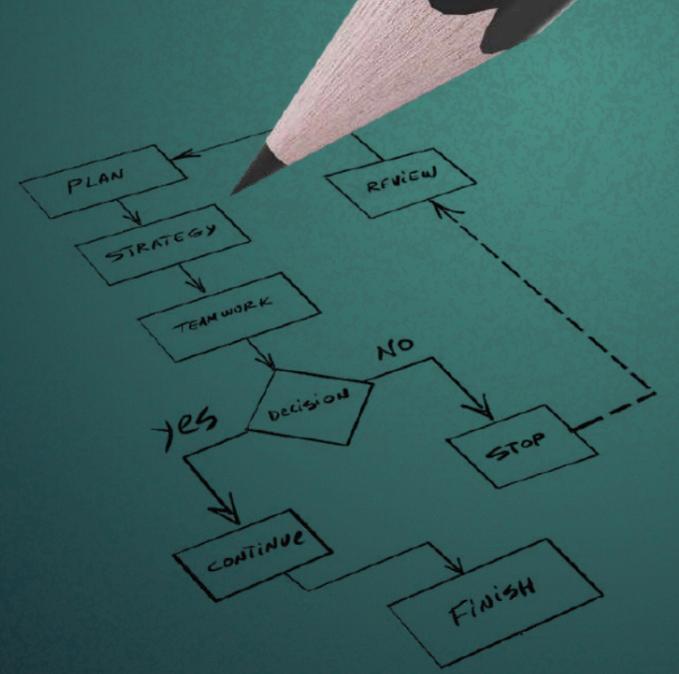
5. Sales Call Coach Agent: Supports live interactions with tailored recommendations and upsell opportunities.

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Workflows and Automations

Turn smarts into power, using AI in your business workflows. Drag-and-drop automation tools allow you to gather info to prompt AI and seamlessly direct outputs to the right places.

Examples:

- Posting new blog content directly to LinkedIn.
- Creating personalised email responses
- Automate tasks like lead capture and content distribution.
- Connect tools for seamless workflow integration.
- Track leads and manage customer interactions.

Results :

- Increased operational efficiency
- Consistent communication that reflects your brand identity
- Scalable systems ready to support your business growth.

Tools Used

Make, Hubspot CRM , Hubspot Automation Zapier, N8N

SCALING–

Advanced Growth and Sales with AI

Develop AI Sales Playbooks

Optimise Campaigns in Real Time

Empower Your Team:

Objective: Use AI-driven strategies and tools to scale your business effectively.

What We Do:

1. Develop AI Sales Playbooks:
Use predictive analytics to enhance targeting and sales processes.

2. Optimise Campaigns in Real Time:
Adjust strategies dynamically based on data insights.

3. Empower Your Team:
Provide training for independent management of AI systems.

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Custom GPTs – Tailored AI Assistants

Custom GPTs are your AI-powered virtual team members, designed specifically for your business. Examples include:

Content Creator GPT: Generates on-brand blogs, social media posts, and email drafts.

Customer Support GPT: Handles FAQs, complaint resolutions, and service queries.

Meeting Assistant GPT: Summarises calls, tracks action items, and suggests follow-ups.

Examples:

- Lead nurturing and analytics.
- A/B testing and campaign refinement.
- Custom GPTs: Built to reflect your brand tone and streamline operations.
- Data enrichment from social media, CRM, Google Maps, and others.
- With the help of ChatGPT, we can rate the leads and create personalised email/DM/Summary.
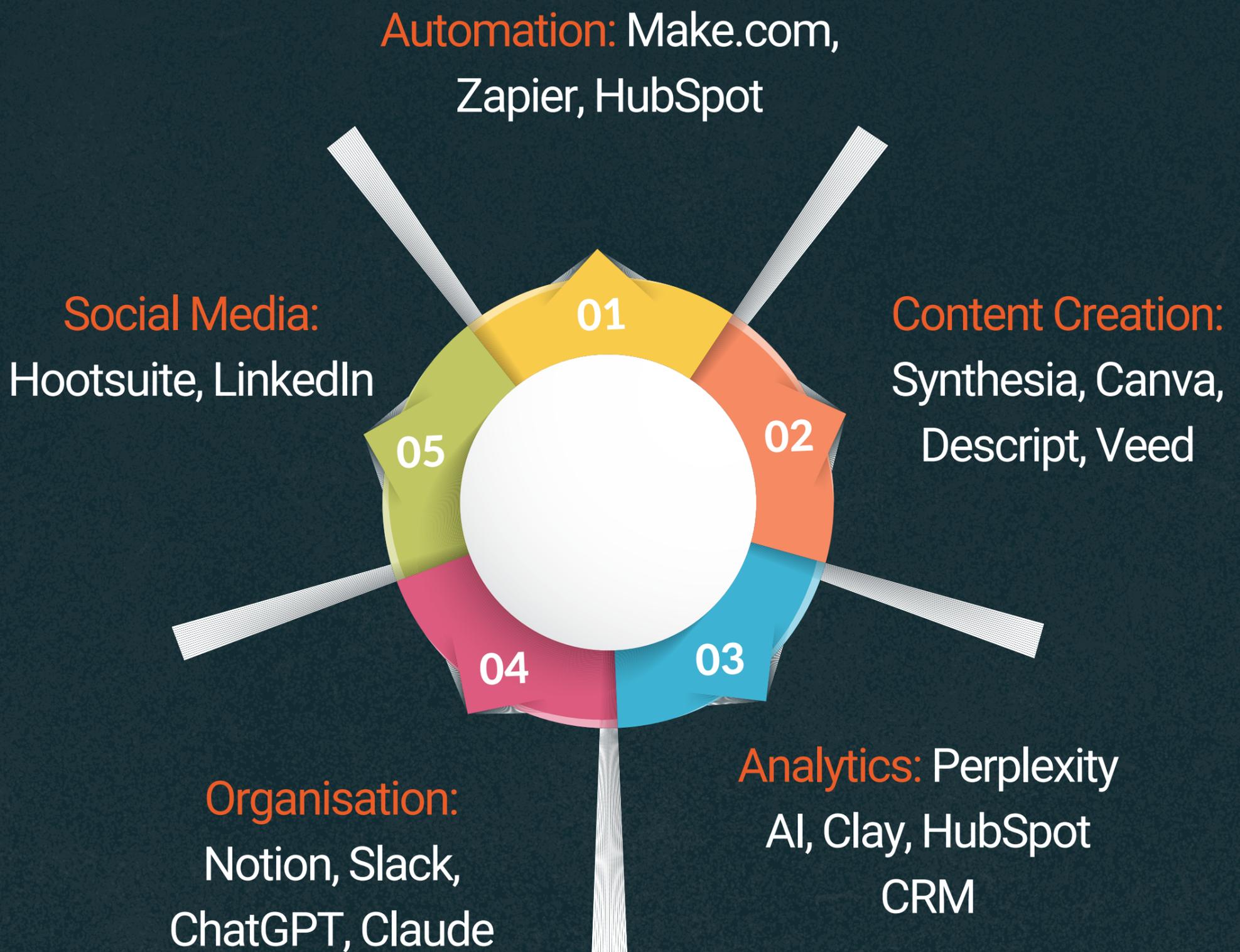
Results You'll Achieve:
- A scalable, AI-powered Growth Strategy.
- Data-driven campaigns that adapt to changing market dynamics.
- A self-sufficient team equipped to manage advanced systems

Tools Used

- Hubpot Sales Hub,
- Clay Analytics,
- Apollo.io,
- Fathom,
- Otter.ai,
- Fireflies,
- Vapi,
- Voiceflow,
- Airtable

Key Tools Across the Roadmap

Automation: Make.com, Zapier, HubSpot

Social Media: Hootsuite, LinkedIn

Content Creation: Synthesia, Canva, Descript, Veed

Organisation: Notion, Slack, ChatGPT, Claude

Analytics: Perplexity AI, Clay, HubSpot CRM

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02
03
04
05

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Why This Playbook Works

Tailored for B2B Businesses:
Solutions designed to meet unique industry needs.

Expert Collaboration:
Specialists in Automations, Workflows, Content, LinkedIn Strategy, and Video Marketing.

Empowerment, Not Dependency:
Systems you can manage independently.

Practical Focus:
Actionable insights and tools for real-world application.

The New Marketing Playbook equips businesses with the tools, strategies, and expertise to thrive in a competitive, AI-driven market.

Whether you're just starting or ready to scale, this roadmap ensures your marketing strategy is future-proof, efficient, and impactful.

Let's build your AI-powered growth journey together.

Ready to Start Your AI Journey?

Drop your thoughts below!

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