How **AI** is Transforming Every **Marketing Role:**

A Comprehensive Guide for Small Businesses and Startups!

Roisin Bennett

Artificial Intelligence (AI) is revolutionising marketing across all functions, enhancing efficiency, creativity, and strategic insight. This guide explores how AI is integrated into various marketing roles and activities, providing actionable insights and the best tools for small businesses and startups.

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Brand & Communications

Marketing Activity: Developing Brand Strategy & Guidelines

Use Cases: AI assists in crafting clear brand strategies by analysing market trends and brand perceptions. It helps identify popular topics for thought leadership, ensuring your messaging resonates with your audience. AI also allows you to track competitors and adapt your strategy to market shifts.

AI Tools:

Jasper AI: Generates content ideas and drafts.

Crayon: Monitors brand mentions and competitor activities.

Brandwatch: Analyses social media sentiment and brand health.

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Product Marketing

Marketing Activity: Competitive Analysis & Positioning
Use Cases: AI tools rapidly analyse competitors, revealing market gaps and customer needs. They help enhance your product's positioning by providing insights into what your audience values. AI also supports Go-To-Market (GTM) strategies by helping you define your Ideal Customer Profile (ICP) and target them more effectively.

AI Tools:

- **Crayon:** Provides competitive insights.
- **Semrush:** Offers market analysis and keyword research.
- **Gong:** Analyses sales conversations for better product positioning.

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Content Marketing

Marketing Activity: Insight-Based Content Creation
Use Cases: AI predicts content trends by analysing data from multiple sources. It supports content audits by identifying which content performs well and which doesn't, helping you refine your strategy. AI-powered sentiment analysis allows you to understand how your audience reacts to different pieces of content, making it easier to create material that resonates.

AI Tools:

- **ChatGPT:** Generates engaging content ideas.
- **BuzzSumo:** Analyses content performance.
- **Clearscope:** Optimises content for SEO.

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Demand Generation

Marketing Activity: Campaign Design & AnalysisUse **Cases:** AI helps identify the most promising accounts to target, personalising campaigns for each. It allows real-time campaign analysis, enabling you to tweak your strategies based on performance data. AI supports personalisation, offering tailored messaging that engages prospects and drives conversions.

AI Tools:

- **6sense:** Specialises in account-based marketing.
- **HubSpot AI:** Automates campaign personalisation.
- **Demandbase:** Provides insights for targeted campaigns.

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Customer Marketing

Marketing Activity: Customer Behaviour Analysis & Personalisation

Use Cases: AI analyses customer behaviour, identifying patterns that can inform personalised upsell or cross-sell opportunities. It also helps map customer maturity models, allowing your marketing strategies to evolve as customer needs change. AI personalisation improves the overall customer experience by tailoring interactions based on past behaviour.

AI Tools:

- **Gainsight:** Offers customer success insights.
- **Adobe Sensei:** Enhances personalisation through data analysis.
- **Custify:** Provides insights into customer behaviour patterns.

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Digital & Web

Marketing Activity: AI-Powered Search Strategy
Use Cases: AI optimises SEO and paid advertising strategies by identifying effective keywords and personalising web experiences for different user segments. It improves website performance by ensuring visitors are shown the most relevant content, based on their past interactions or behaviour.

AI Tools:

- **Google AI:** Enhances search engine optimisation strategies.
- **Jasper AI:** Automates ad copy generation.
- **Unbounce:** Optimises landing pages for conversions.

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Field Marketing

Marketing Activity: Research & Campaign Execution
Cases: AI helps develop more targeted and personalised field marketing campaigns by analysing regional trends and customer data. It also tracks event performance and engagement, offering insights into what worked and what didn't. AI can even handle localisation efforts, ensuring your campaigns resonate with different cultural audiences.

AI Tools:

- **Synthesia:** Automates video creation for events.
- **Eventbrite AI:** Enhances event planning through data insights.
- **Localize:** Facilitates translation and localisation efforts.

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Creative Design

Marketing Activity: Visual & Video Content Creation
Use Cases: AI enhances creativity by automating parts of the design process and offering personalised visual content suggestions. It helps speed up production times while maintaining high-quality output, allowing you to focus more on the creative aspects of your campaign. AI-generated visual content also ensures that designs are tailored to different audiences.

AI Tools:

- **Canva AI:** Assists in graphic design tasks.
- **Jasper AI:** Generates visual content ideas.

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Video Creation

Marketing Activity: AI-Powered Video Editing & Automation

Use Cases: AI simplifies the video creation process by automating editing tasks and personalising video content for different audience segments. Whether you're creating product demos, explainer videos, or customer testimonials, AI can handle the technical aspects, allowing you to focus on storytelling.

AI Tools:

- **Veed.io:** Automates video editing tasks.
- **Synthesia:** Produces engaging videos quickly.
- **Descript:** Offers transcription and editing features for videos.

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CMO/OPS

- **Marketing Activity:** Strategic Planning & Budgeting **Cases:** AI helps prioritise marketing initiatives by analysing data and offering insights into which strategies are most effective. It assists with budget allocation, ensuring your resources are spent wisely. AI also monitors campaign performance, giving you real-time feedback to make data-driven decisions.

AI Tools:

- **Planable:** Streamlines social media planning.
- **Boardview:** Assists with performance management.
- **Sisense:** Provides analytics for strategic insights.

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Personalisation

Marketing Activity: Tailored Customer Experiences Across Marketing Channels

Use Cases: AI plays a crucial role in personalisation, helping you deliver highly relevant content, emails, and offers to your customers. By analysing customer data, AI can predict preferences and suggest personalised product recommendations or targeted messaging, improving engagement and satisfaction.

AI Tools:

- **Dynamic Yield:** Provides personalised recommendations.
- **Persado:** Uses AI to personalise email and SMS campaigns.
- **Custify:** Tailors customer success interactions based on behaviour.

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Social Media Marketing

Marketing Activity: Content Creation & Trend Analysis for Social Media

Use Cases: AI helps create engaging social media content and ensures that it's optimised for your audience. It can also analyse trends and provide insights into what types of posts resonate best. AI allows for quick iteration of ideas and visual elements, helping you stay ahead in a fast-moving digital landscape.

AI Tools:

- **Hootsuite Powered by Brandwatch:** Offers real-time social listening and trend analysis to ensure your content remains relevant.
- **Sprout Social:** Provides social media analytics, scheduling, and performance insights.
- **Lately.ai:** AI-powered content creation tool that turns long-form content into ready-made social media posts optimised for engagement.

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AI is not merely a tool for generating content; it is transforming every aspect of marketing—from strategy development to tactical execution. By integrating these technologies into your marketing functions, you can drive efficiency, enhance personalisation, and ultimately deliver greater value to your business.
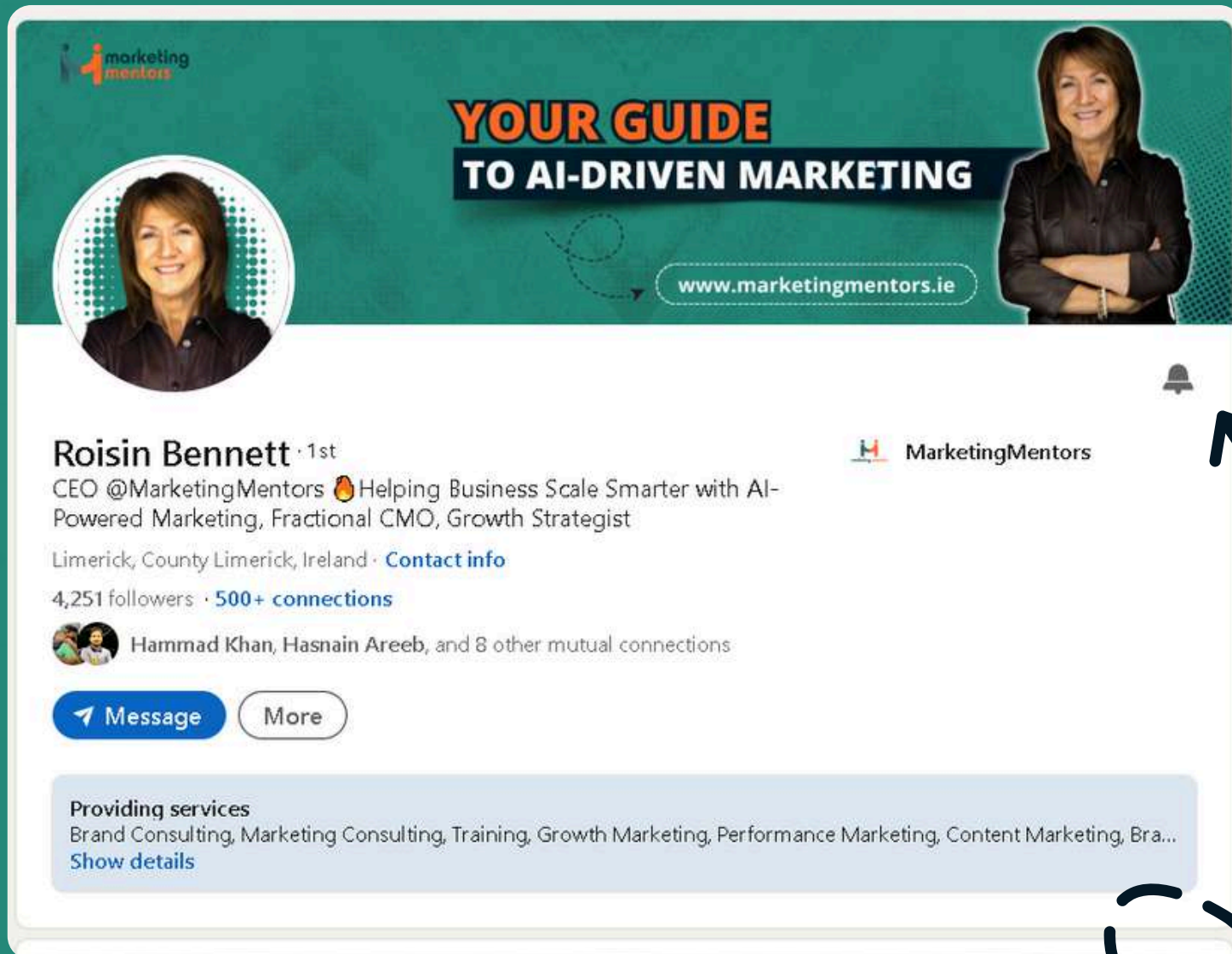
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YOUR GUIDE TO AI-DRIVEN MARKETING

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