



2020

THE FUTURE IS **NOW**

# Artificial Intelligence and the Future of Marketing and Sales



**MIKE KAPUT**

DIRECTOR,

MARKETING AI INSTITUTE



# Welcome

## Agenda

- Introduction to AI
- 10 Ways AI Can Transform Marketing and Sales
- How to Get Started with AI

# Welcome

## Meet Your Presenter



**Mike Kaput**

Senior Marketing Consultant, PR 20/20

Director, Marketing AI Institute

# Welcome

## Meet Marketing AI Institute



**[www.marketingaiinstitute.com](http://www.marketingaiinstitute.com)**

700+ articles published

20,000+ contacts

AI Academy for Marketers + the  
Marketing AI Conference (MAICON)

# Introduction to AI

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# Introduction to AI

“AI is the science of **making machines smart.**”



**DEMIS HASSABIS**  
**CO-FOUNDER & CEO, DEEPMIND**

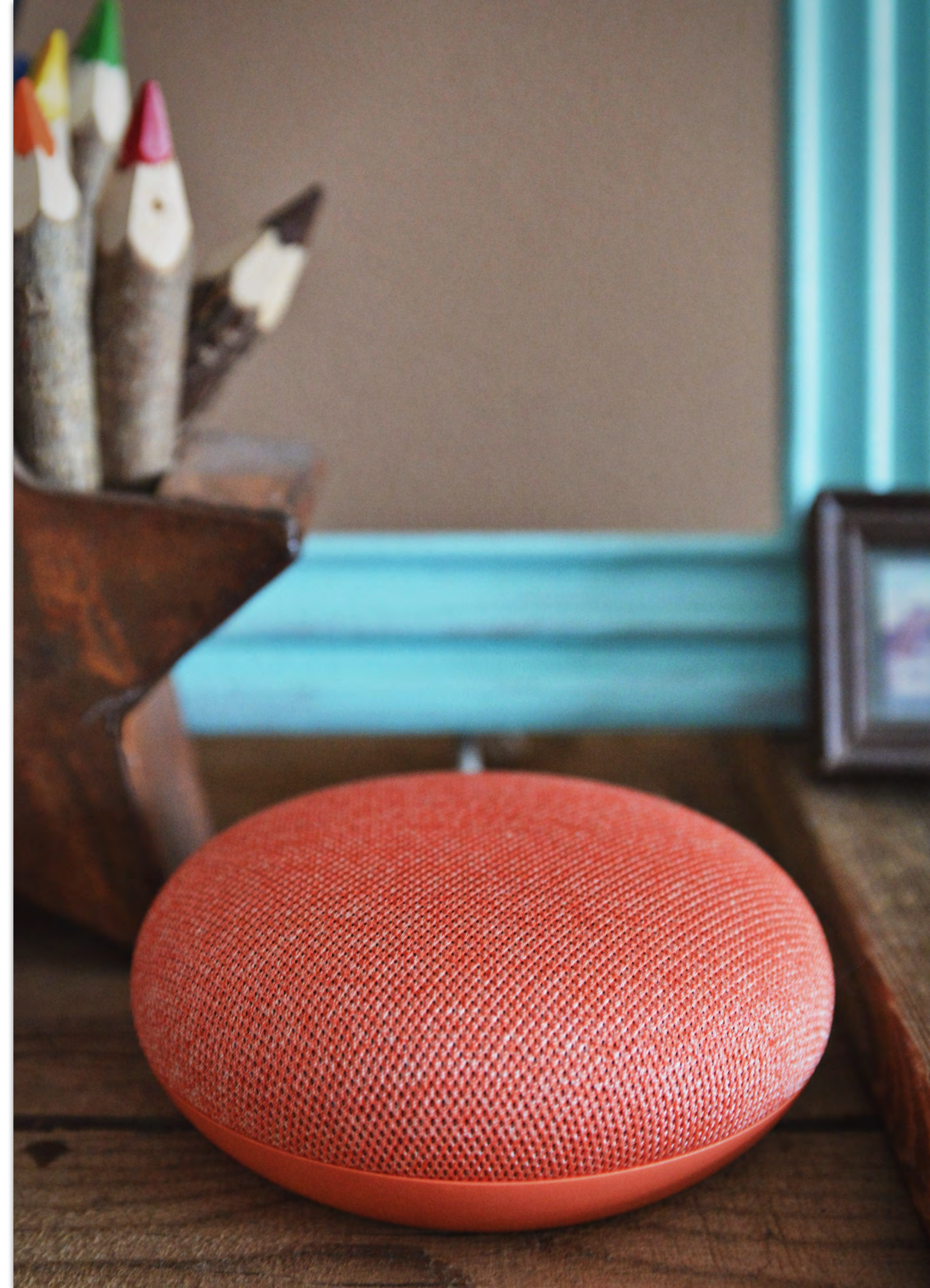
Source: [Rolling Stone](#)



# Introduction to AI

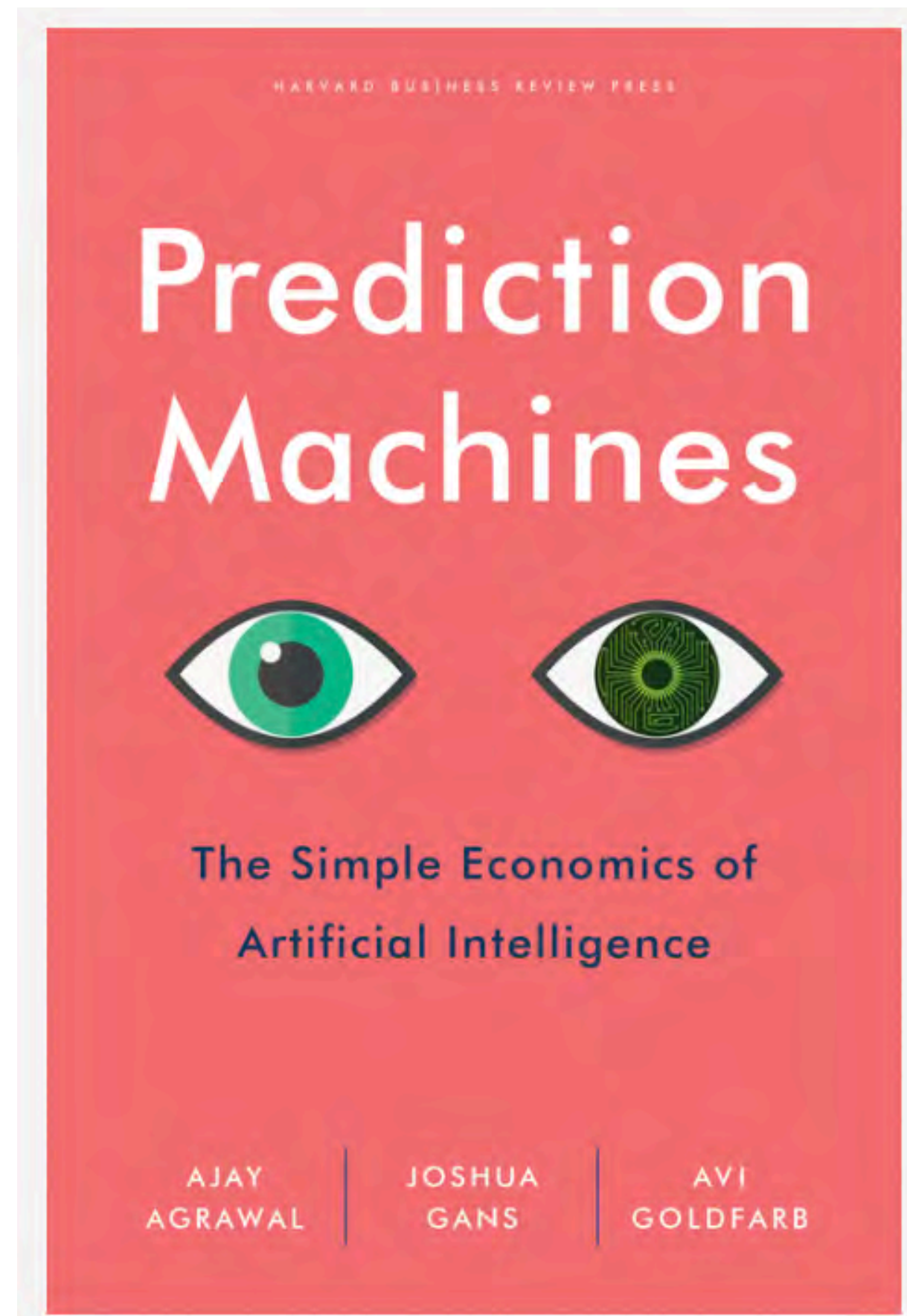
We can teach machines to be **human-like**.

We can give them the ability to **see, hear, speak, move, write** and, even, in some capacity, **understand**.





# Introduction to AI



We can tell them **what to predict**, and we can decide what to do with those predictions.



# Introduction to AI



An algorithm is a  
set of instructions that  
tells the machine what to do.



# Introduction to AI

Except with AI the machine can create its own algorithms, determine new paths, and unlock unlimited potential.

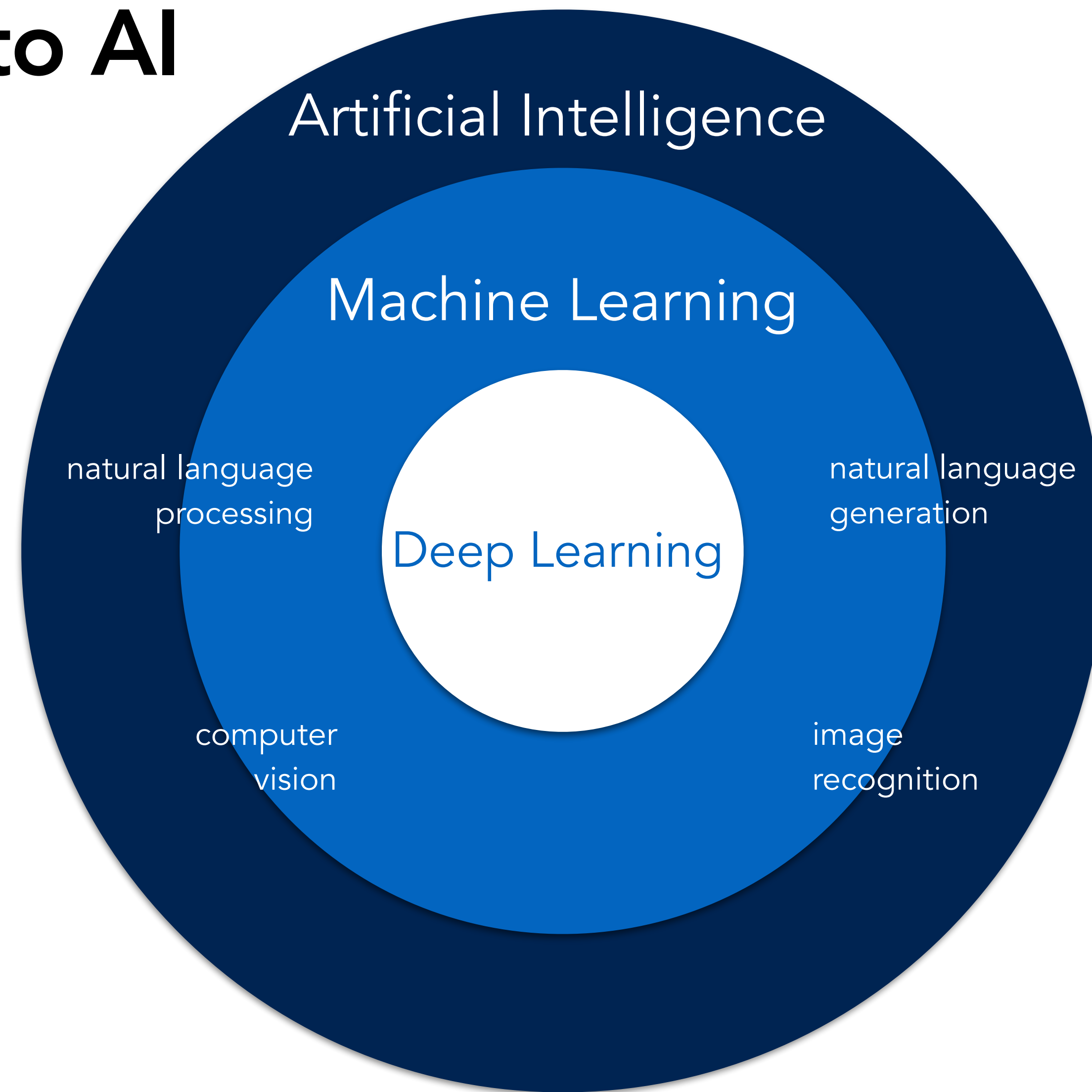


# Introduction to AI

AI is smart software and hardware.



# Introduction to AI



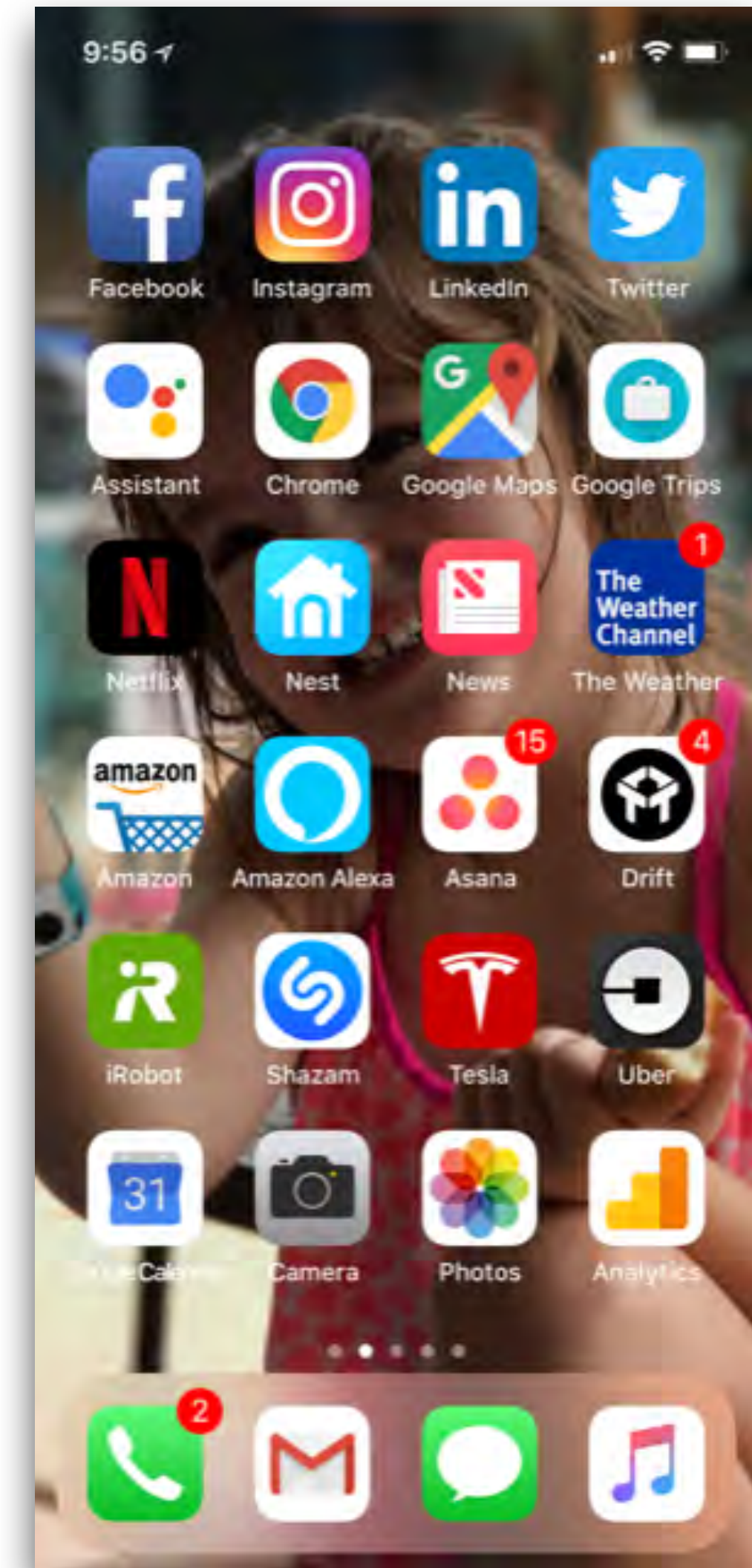


# Introduction to AI

Is the machine getting smarter on its own?

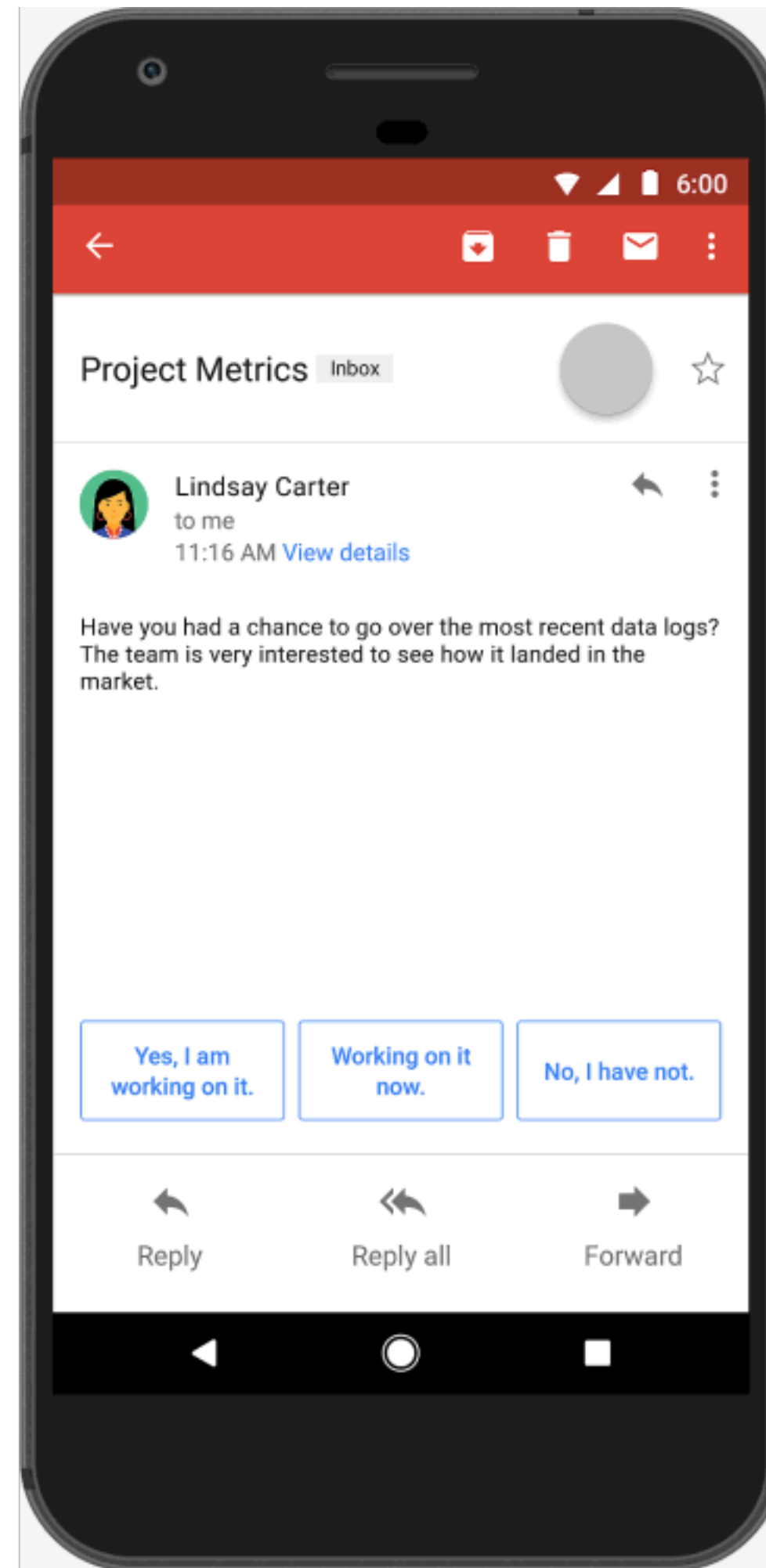
# Introduction to AI

Your life is already **AI-assisted**,  
and your marketing will be too.

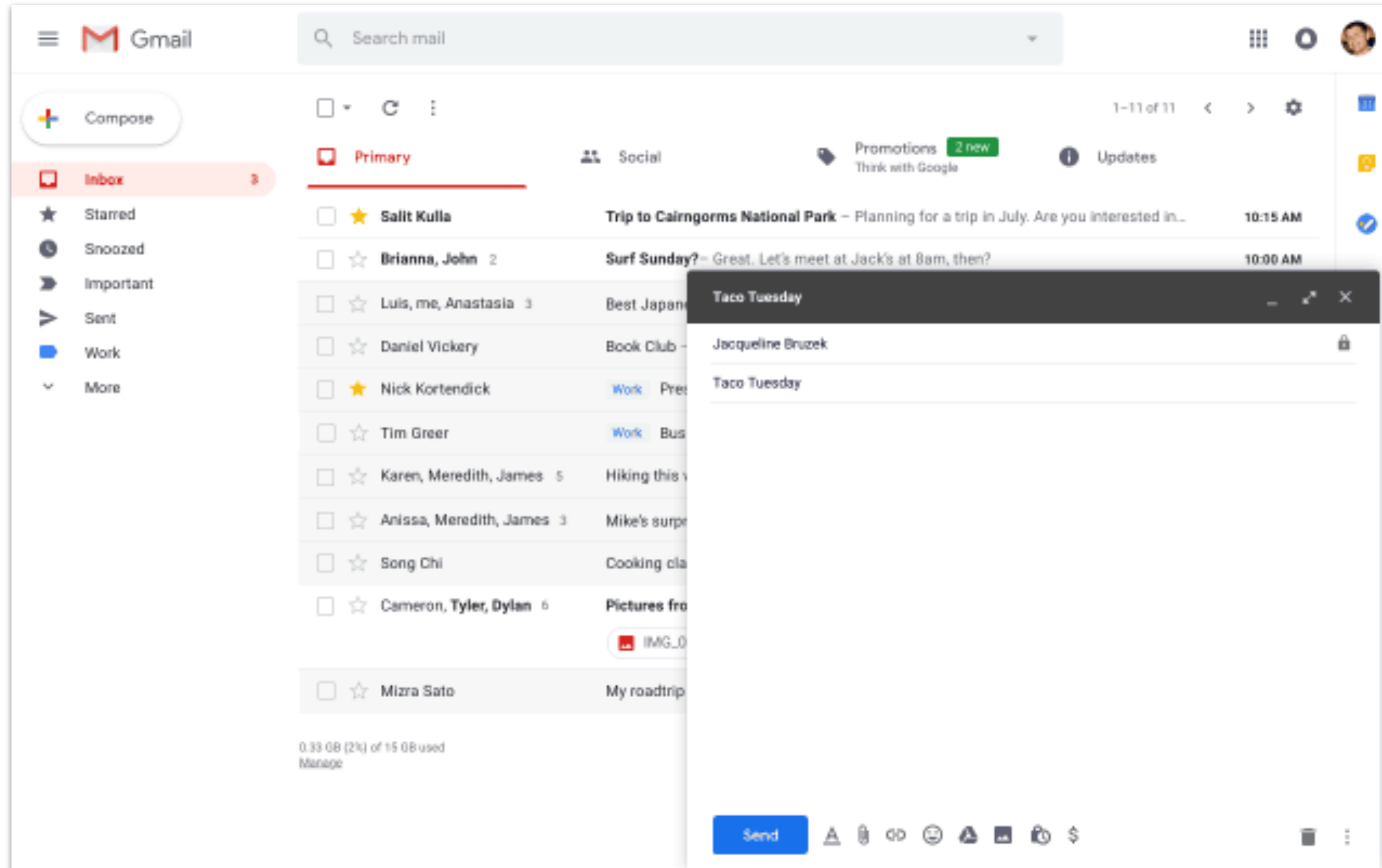




# Introduction to AI



# Introduction to AI



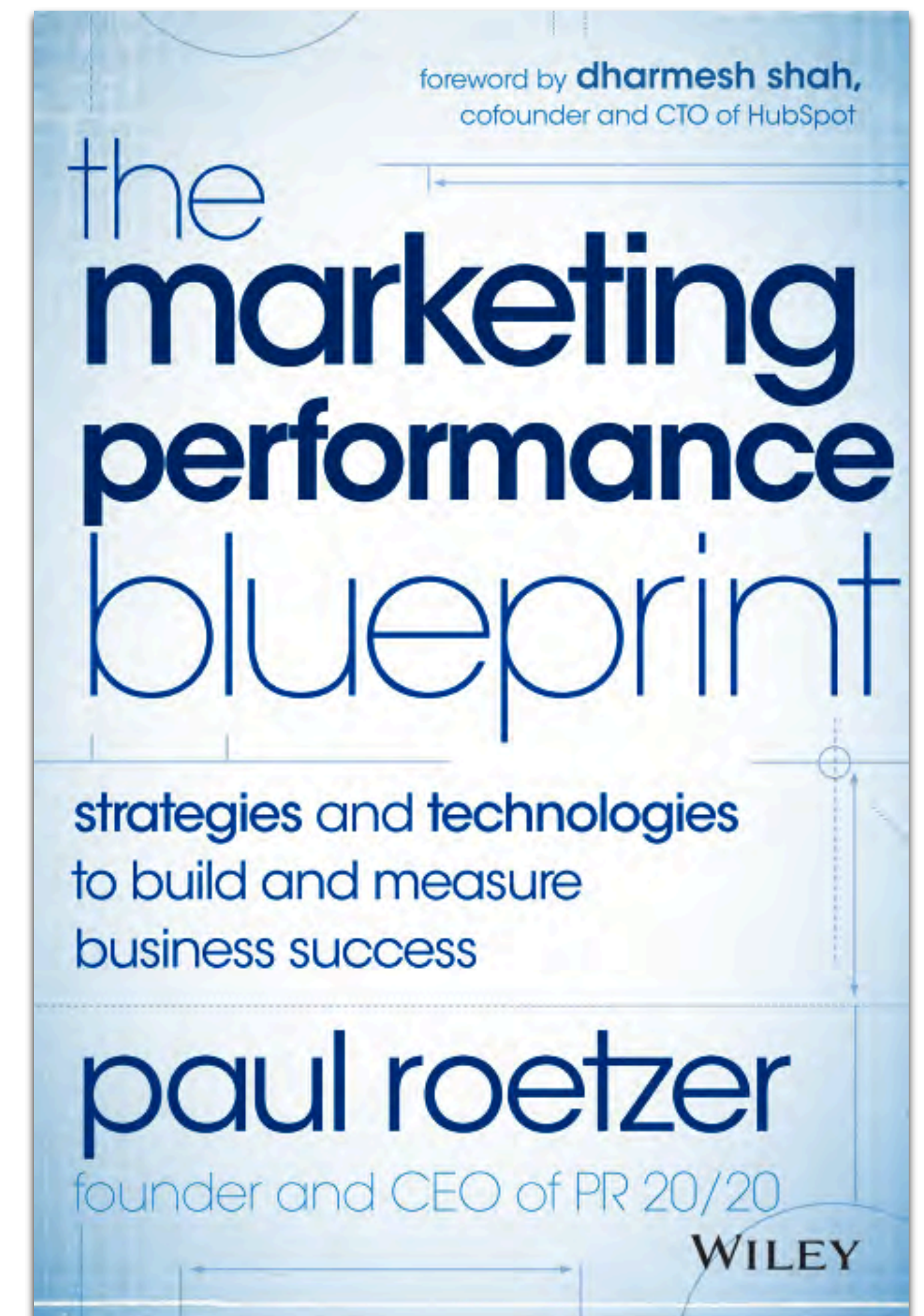


# Introduction to AI

“The future of your business and your marketing career depend on your ability to meet increasing ROI demands and continually adapt to new marketing tools, philosophies, and channels.

But the rate of change in the marketing industry is accelerating, and the challenges for marketers seem to be multiplying.”

Paul Roetzer, *The Marketing Performance Blueprint*



# Introduction to AI

80% of what we do every day will be  
intelligently automated to some degree in the  
next 3-5 years, according to Marketing AI  
Institute founder Paul Roetzer.

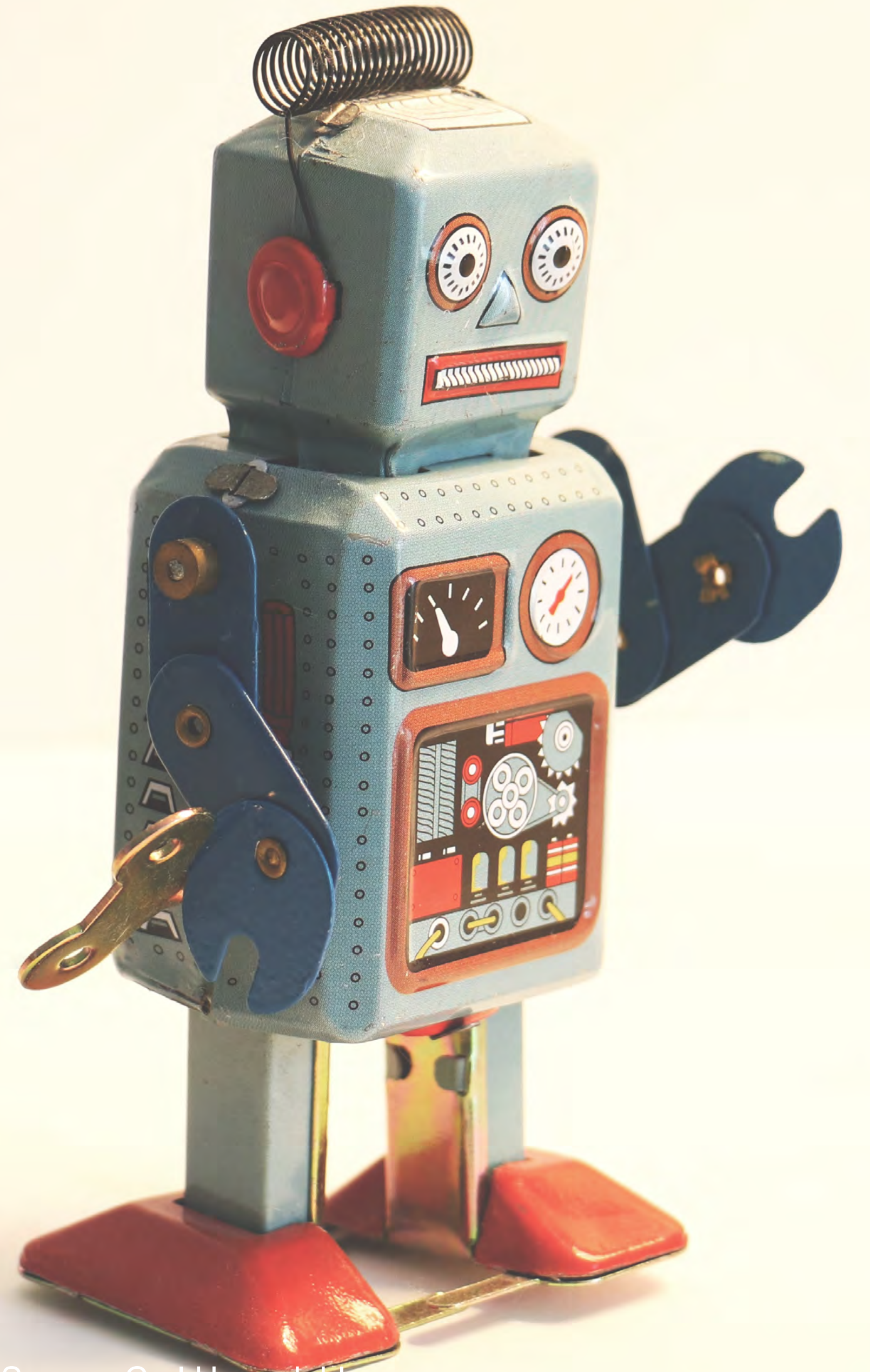


# 10 Ways AI Can Transform Marketing and Sales

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# 10 Ways AI Can Transform Marketing and Sales

AI **reduces costs** by intelligently automating repetitive, data-driven tasks.



Source: [Carl Heyerdahl](#)



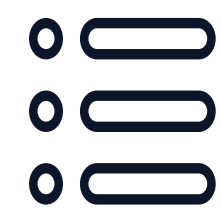
# 10 Ways AI Can Transform Marketing and Sales



AI **drives revenue** by improving your ability to make predictions about outcomes.

# 10 Ways AI Can Transform Marketing and Sales

If you marry human + artificial intelligence, you can...



**Build** smarter plans.



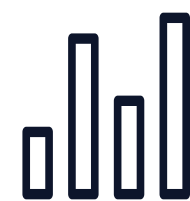
**Personalize** experiences.



**Produce** more in less time.



**Target** promotions.



**Turn** data into intelligence.



# 10 Ways AI Can Transform Marketing and Sales

## #1. AI-Powered Content Analysis

### ✦✦ MarketMuse

Pages

Q

Search Pages...

Add Filter +

URL	TOP RELATED TOPIC	TOPICS	OPPORTUNITY	WORD COUNT	IN-CONTENT INTERNAL LINKS
<a href="https://marketinginstitute.com/blog/how-to-use-artificial-intelligence-for-sales">marketinginstitute.com/blog/how-to-use-artificial-intelligence-for-sales</a>	1 artificial intelligence and sales	258	98	1,329	6
<a href="https://marketinginstitute.com/blog/how-to-use-artificial-intelligence-in-advertising">marketinginstitute.com/blog/how-to-use-artificial-intelligence-in-advertising</a>	2 ai advertisement	487	79	1,588	9
<a href="https://marketinginstitute.com/blog/ai-social-media-tools">marketinginstitute.com/blog/ai-social-media-tools</a>	1 social media ai tools	252	66	973	6
<a href="https://marketinginstitute.com/blog/phrassee-uses-artificial-intelligence-to-write-effective-email-subject-lines-for-you">marketinginstitute.com/blog/phrassee-uses-artificial-intelligence-to-write-effective-email-subject-lines-for-you</a>	4 phrassee	39	63	1,024	3
<a href="https://marketinginstitute.com/blog/klevu-uses-artificial-intelligence-to-help-ecommerce-stores-sell-more">marketinginstitute.com/blog/klevu-uses-artificial-intelligence-to-help-ecommerce-stores-sell-more</a>	10 klevu	24	62	1,147	3
<a href="https://marketinginstitute.com/blog/maicon-call-for-speakers-2020">marketinginstitute.com/blog/maicon-call-for-speakers-2020</a>	20 marketing conference call for speakers	26	61	377	4
<a href="https://marketinginstitute.com/blog/siftrock-uses-machine-learning-to-save-b2b-marketers-tons-of-time-on-email">marketinginstitute.com/blog/siftrock-uses-machine-learning-to-save-b2b-marketers-tons-of-time-on-email</a>	16 siftrock	20	60	914	3



# 10 Ways AI Can Transform Marketing and Sales

## #2. Intelligent Reporting

ai AUTOMATED  
INSIGHTS®

Insert Data

Add Synonym

Add Branch

More ▾

Last month there were 5,976 website sessions, which is an improvement of 1,116 (+23.0%) over the previous month. Year over year, this month's sessions also improved by 1,976 (+49%). The 2,081 Users to the site also increased by -641 (+-23.5%). There were 1,629 New Users, which improved by -29.2%.

In terms of engagement, Goal conversions (0) increased by -2 (+-100.0%). In addition, the other engagement metrics we track improved:

• Bounce Rate: 75.9% (0.5 points)

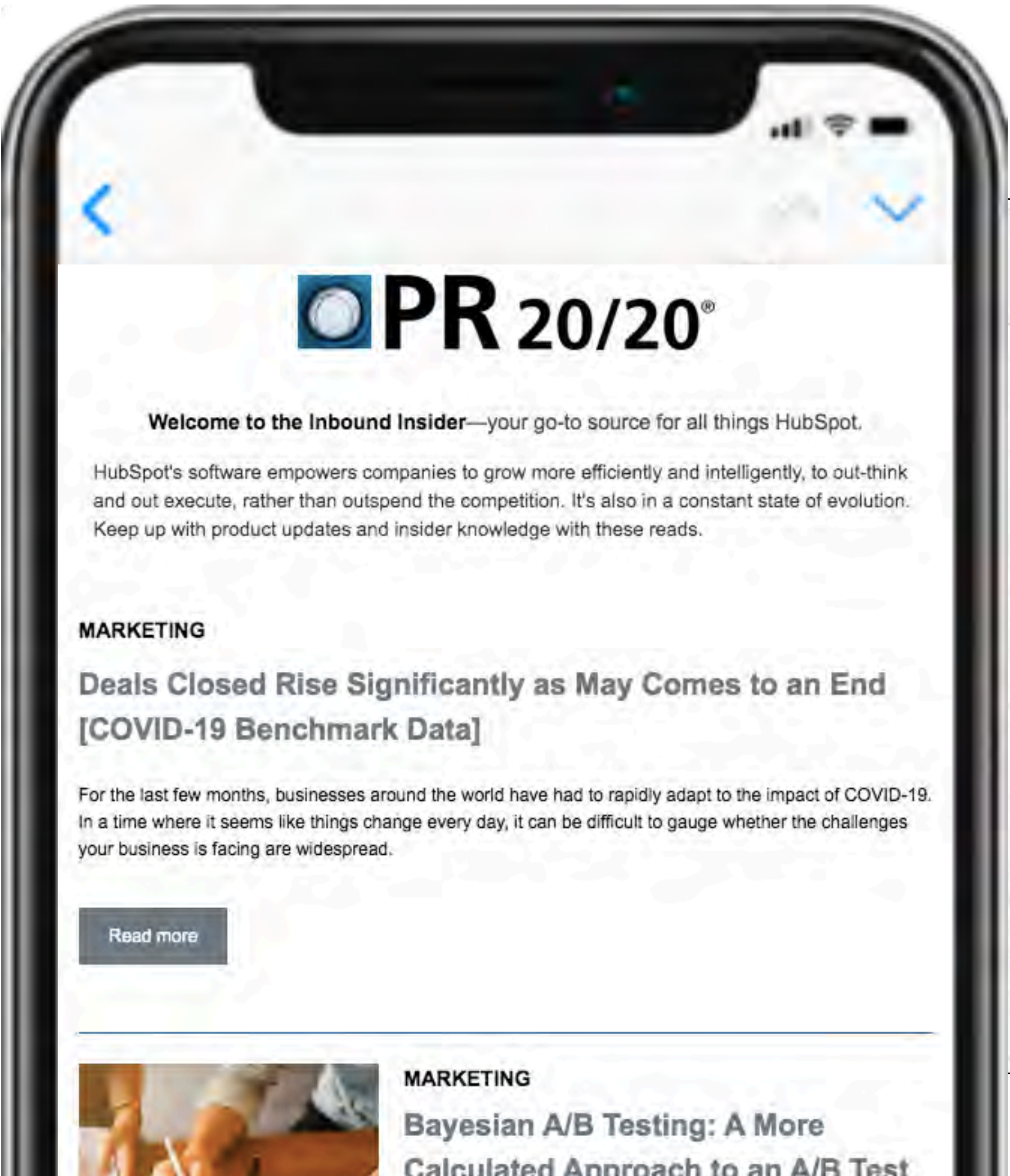
• Pages / Session: 1.6 (+0.0%)



# 10 Ways AI Can Transform Marketing and Sales

## #3. AI-Powered Newsletters

rasa.:

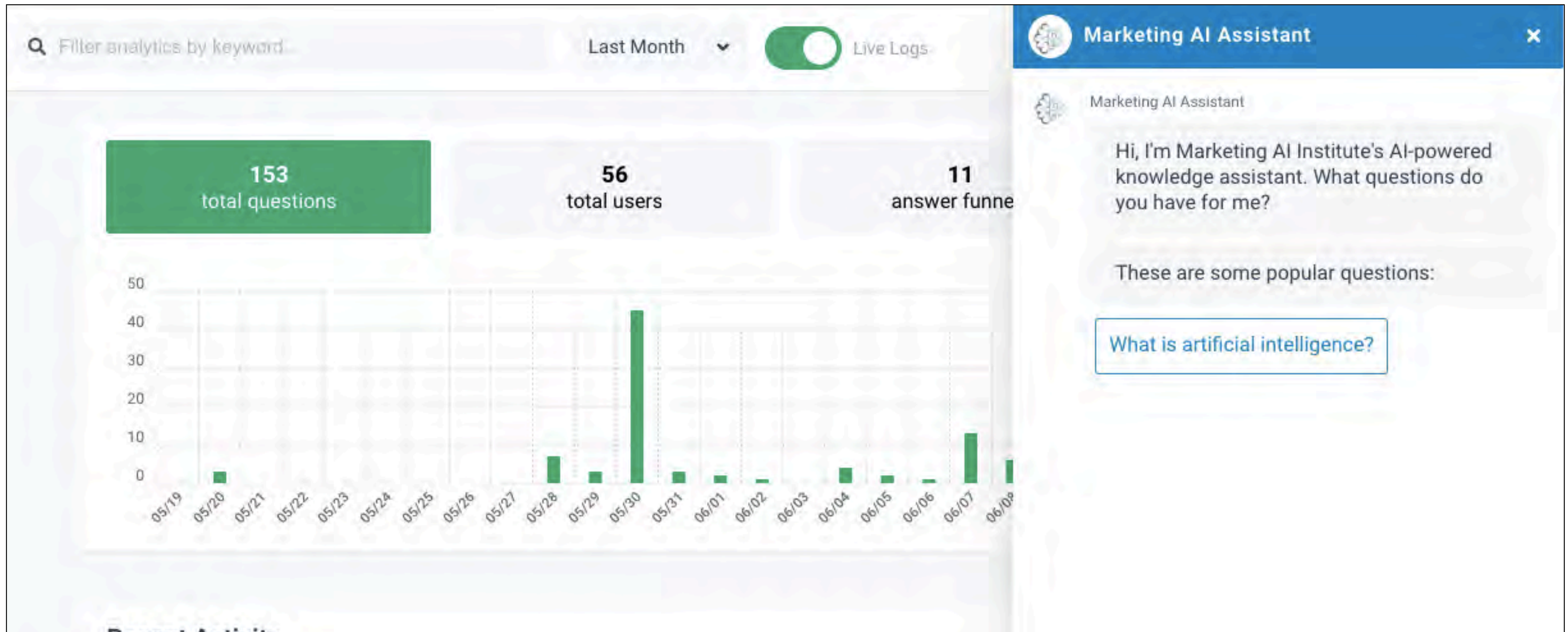


Subject	Sends	Opens	%
HubSpot vs. Marketo: which marketing software is best for you? and more   June 11, 2020	2	3	150
Why (and How) We Launched Our New Website and more   June 11, 2020	1	3	300
Think You Know LinkedIn? 8 Common Myths Debunked and more   June 11, 2020	2	0	0
Deals Closed Rise Significantly as May Comes to an End [COVID-19 Benchmark Data] and more   June 11, 2020	1	0	0



# 10 Ways AI Can Transform Marketing and Sales

## #4. Answer Site Questions with AI





# 10 Ways AI Can Transform Marketing and Sales

## #5. Promote on Social Media at Scale

A screenshot of the Lately dashboard interface. The top navigation bar includes 'Setup', 'People', 'Planning', 'Content' (highlighted), and 'Omni-Analytics beta'. The right side of the header shows 'Design Front Dashboard' and a user profile icon. On the left, a 'Manage Channels' sidebar lists various social media accounts with status indicators. The main content area displays three draft social media posts from 'Design Front', each with a preview image and text. The right sidebar contains a status summary table and a 'Bulk Schedule' section with frequency and time settings.

Status	Count
Generated	0
<b>Drafts</b>	<b>6</b>
Need Approval	0
Rejected	0
Approved	1
Queued	0
Scheduled	0
Published	0

**Bulk Schedule** ^

Frequency:  
ONE PER DAY v

Time of Day:  
☐ Pick Automatically ?

11 : 00 AM v

Starting On:

# 10 Ways AI Can Transform Marketing and Sales

## #6. Automatically Qualify Opportunities



### AI-Powered Conversations

Your AI assistant understands lead responses and replies with the right message.



### Meeting Scheduling

Your AI assistant schedules meetings into your rep's calendar once a lead is qualified.



### Meeting No-Show Follow-Up

Automate follow-up and rescheduling for **ghosting and meeting no-show** leads with a click.



### AI-Powered Qualification

Your AI assistant asks qualifying questions and hands-over leads based on their answers.



# 10 Ways AI Can Transform Marketing and Sales

## #7. Shorten Your Sales Pipeline

# DRIFT

Our **conversational AI** understands when a question is written as a statement.

I'm looking for a cloud software solution fast. Our computing power isn't cutting it.



Cloud bot

How much cloud storage are you looking for?

Not sure. Can I see some pricing?



Cloud bot

Sure thing! [Here is a breakdown](#) of our pricing plans.

Replies are **24/7/365** based on how your SDR team has responded in past conversations.



Anthony Lawrence

No problem!


Let's get you a demo booked. What's a good email to send an invite to?

jsmith@whitewhale.com




Anthony Lawrence

Perfect. Pick a time below 📅

 Schedule a Meeting

15 Minutes

 Chelsea Ward

SELECT A DAY

Eastern Time - US & Canada

Friday, May 3, 2019

Monday, May 6, 2019

Next

Give your best buyers a fastlane to sales by instantly **booking meetings**

# 10 Ways AI Can Transform Marketing and Sales

## #8. Predict Advertising Performance



Mike Kaput  
MARKETING AI INSTITUTE

PREDICT OPTIMIZE ANALYZE REPORTS

### Predict

#### Simulate new creative

Predict the performance of new assets before they go live and identify the best ads to launch.

GET STARTED

Coming soon!

#### Refresh active creative

Identify new top performing ads leveraging creative assets you have already used in your account.

DATE CREATED ▼

NAME

STATUS

10/05/2020

Draft Prediction Started Monday, 05 Oct 2020 4:45 PM

● Draft



# 10 Ways AI Can Transform Marketing and Sales

## #9. Reach Highest Value Prospects



AUDIENCE SEGMENTS

**Reach your highest value prospects**



**Effectively and efficiently reach your highest value customers and prospects with Mobilewalla's audience segments.**

Thousands of consumer data points are modeled into campaign-specific, syndicated or custom audiences to deliver the right message to the right consumer at the right time. Our audience segments can be deployed in digital and social channels including Facebook, Twitter and Instagram.

[TALK TO A DATA EXPERT](#)



# 10 Ways AI Can Transform Marketing and Sales

## #10. AI-Powered Lead Targeting



### AI B2B Marketing

Intelligent B2B Demand Generation Powered by AI

[Learn More](#)





# How to Get Started with AI

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# How to Get Started with AI

Evaluate repetitive, manual tasks that could be **intelligently automated**.

- Is it **data driven**?
- Is it **repetitive**?
- Does it require you to **make a prediction** about an outcome?



# How to Get Started with AI

Focus on your top-rated use cases.

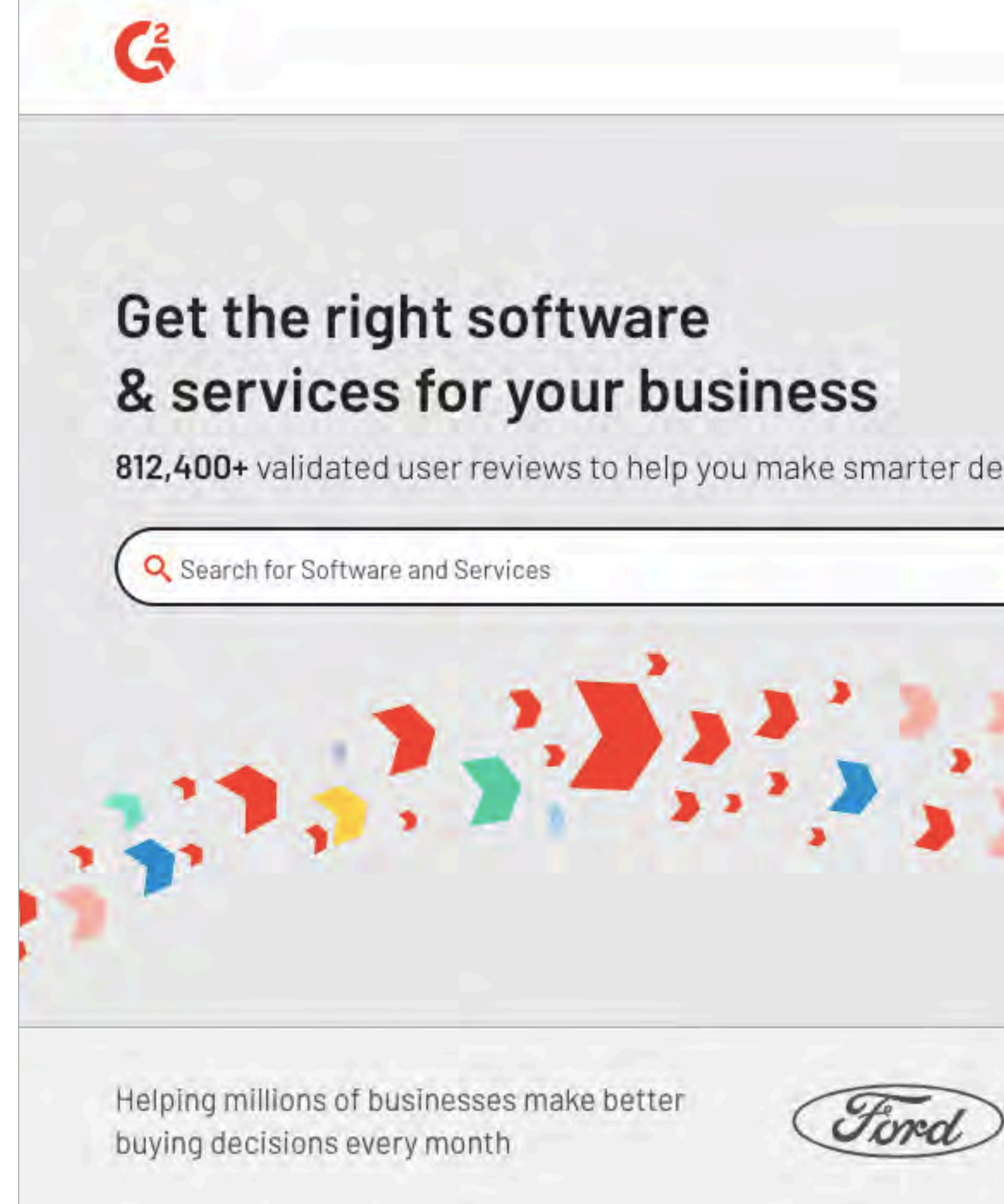
# How to Get Started with AI

Consider the AI capabilities of your existing **technology stack**.

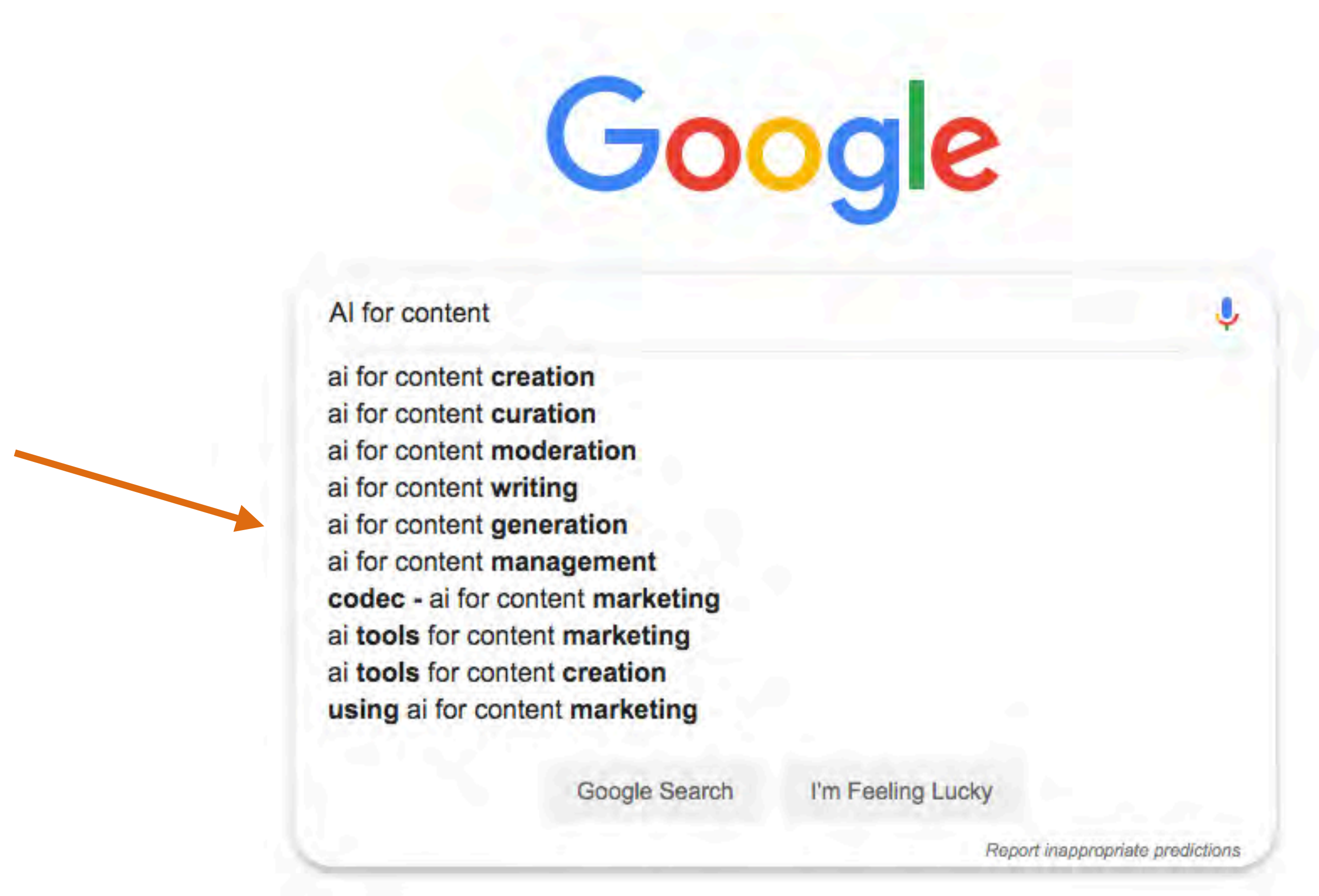


# How to Get Started with AI

Become an **informed buyer** of AI-powered technology.



# How to Get Started with AI





# How to Get Started with AI

## Questions to Ask Vendors

1. My **top use case** is \_\_\_\_\_. Can you help?
2. How does your company **use AI** today?
3. What AI capabilities are on the **product roadmap**?
4. What **type of data** do I need for the solution to work?
5. Is there any type of **minimum size dataset** I need to use it?
6. What kind of **in-house capabilities** do I need?
7. Do you have any **case studies** specifically showing the AI features?
8. Does it **integrate** with \_\_\_\_\_?

# How to Get Started with AI

How is your solution **smarter** than what we're doing now?



# AI Academy for Marketers

## [www.MarketingAcademy.ai](http://www.MarketingAcademy.ai)

[HOME](#)[CERTIFICATES](#)[COURSES](#)[INSTRUCTORS](#)[FAQ](#)[CONTACT US](#)[LOGIN](#)

## AI Academy for Marketers

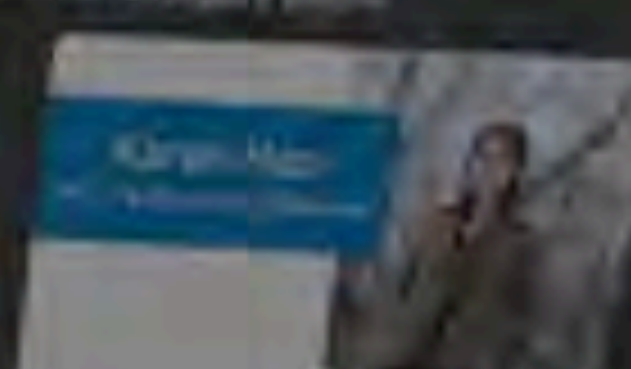
### Explore AI from Anywhere

AI Academy for Marketers is an online education platform that helps you understand, pilot and scale artificial intelligence.

- Learn AI from the industry's top authors, marketers and entrepreneurs.
- Unlimited, on-demand access to 25+ Courses and Certificates.
- \$999 Annual Membership

#### Business Strategy Courses


Select course is the category of select and other category items





# AI Score


[www.score.marketingaiinstitute.com](http://www.score.marketingaiinstitute.com)





**AI Score for Marketers™**  
**Artificial intelligence can be your competitive advantage!**  
Explore and rate dozens of AI use cases, and get personalized recommendations for AI-powered vendors.

[Get Started](#)

### How It Works

- 

**Take the Assessment**  
Rate the **value to intelligently automate** 45+ marketing AI use cases.
- 

**Get Your Results**  
Get your AI Score, **review priority use cases** and discover AI-powered
- 

**Take Action**  
Explore vendors and **start building your competitive advantage** through