TMSA
Transportation Marketing
& Sales Association | 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

700+ articles published

20,000+ contacts

AI Academy for Marketers + the

Marketing AI Conference (MAICON)

Introduction to AI

Introduction to AI

"AI is the science of making machines smart."

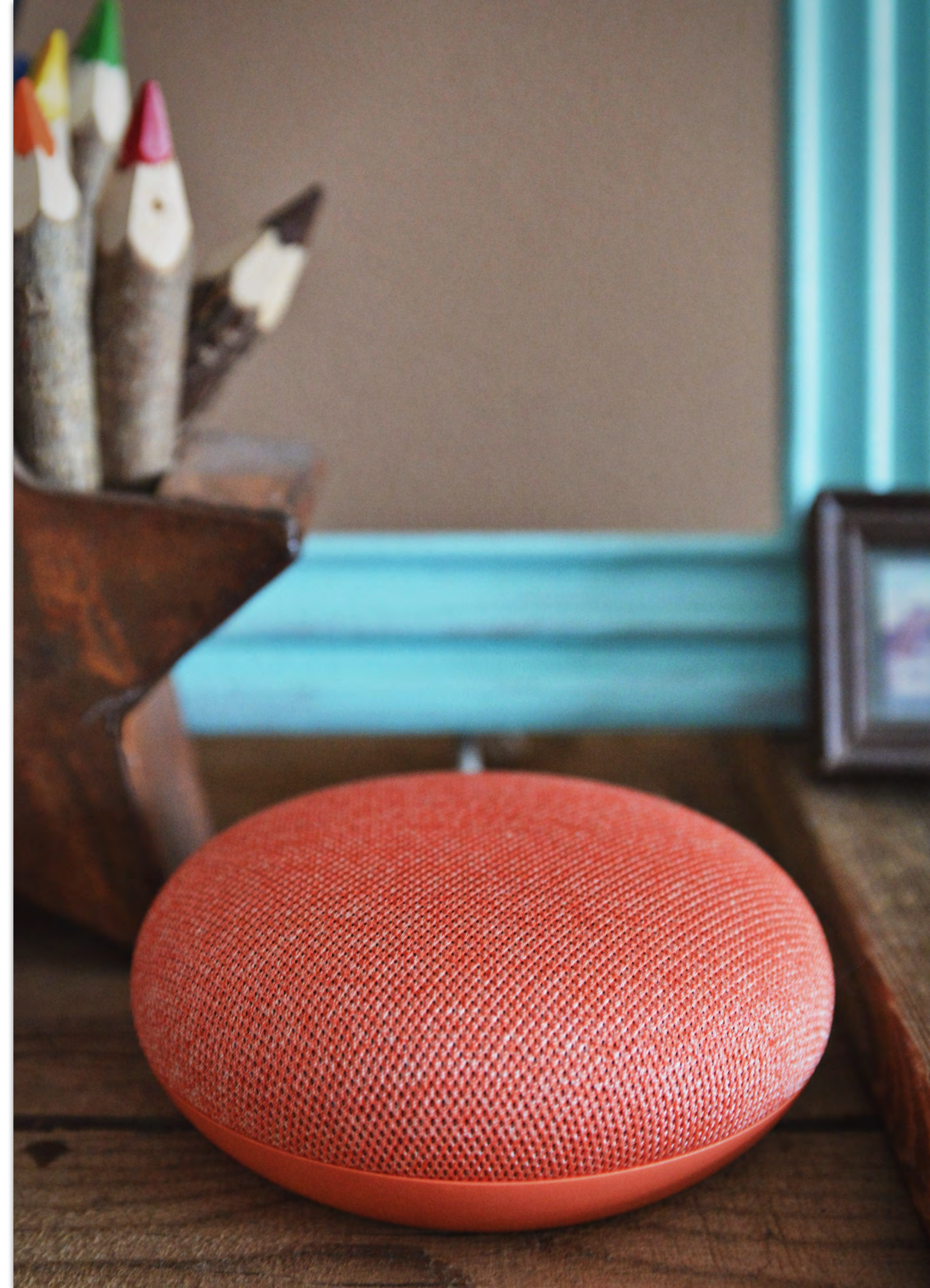### DEMIS HASSABIS
CO-FOUNDER & CEO, DEEPMIND

Source: Rolling Stone
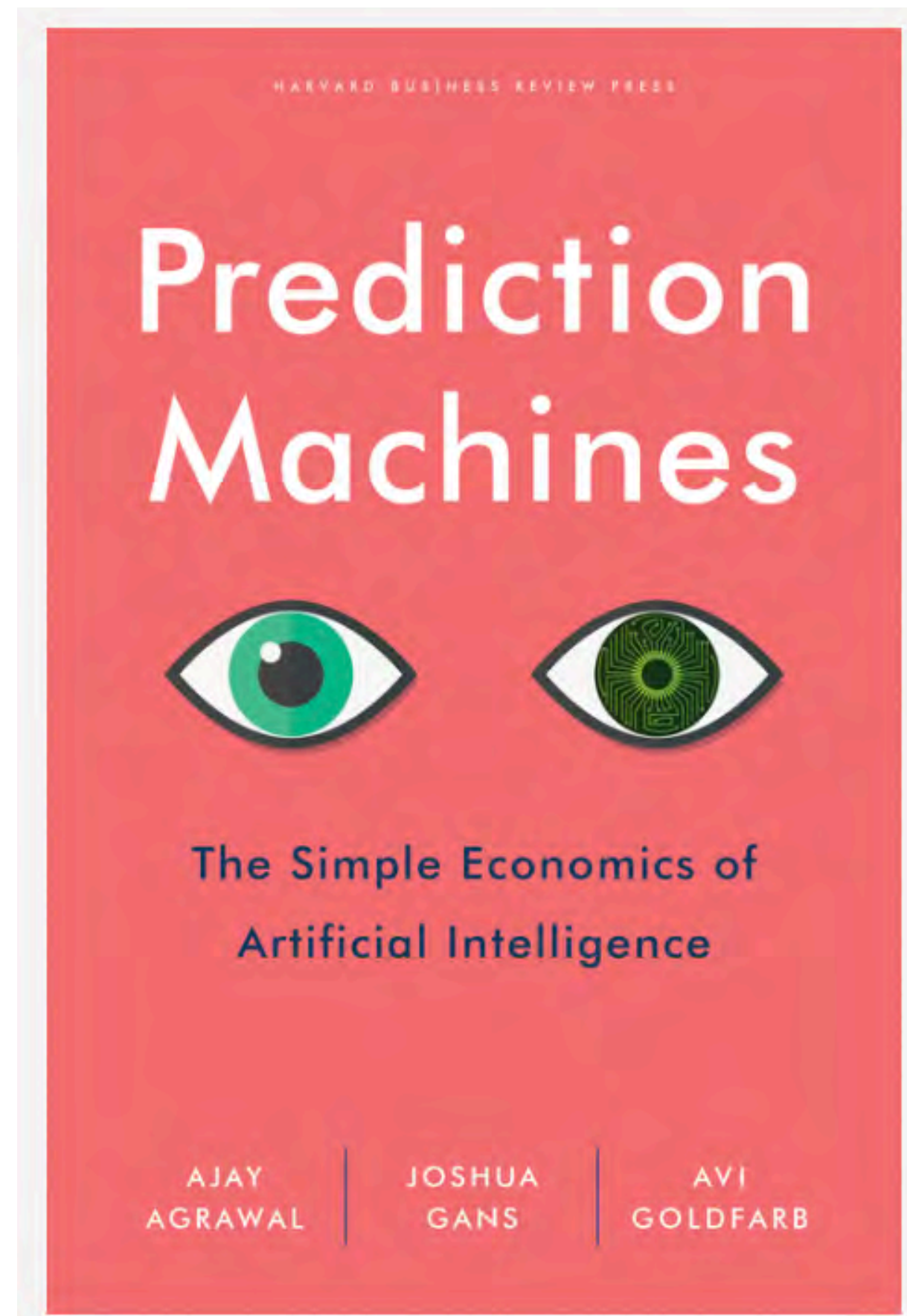
Introduction to AI

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.
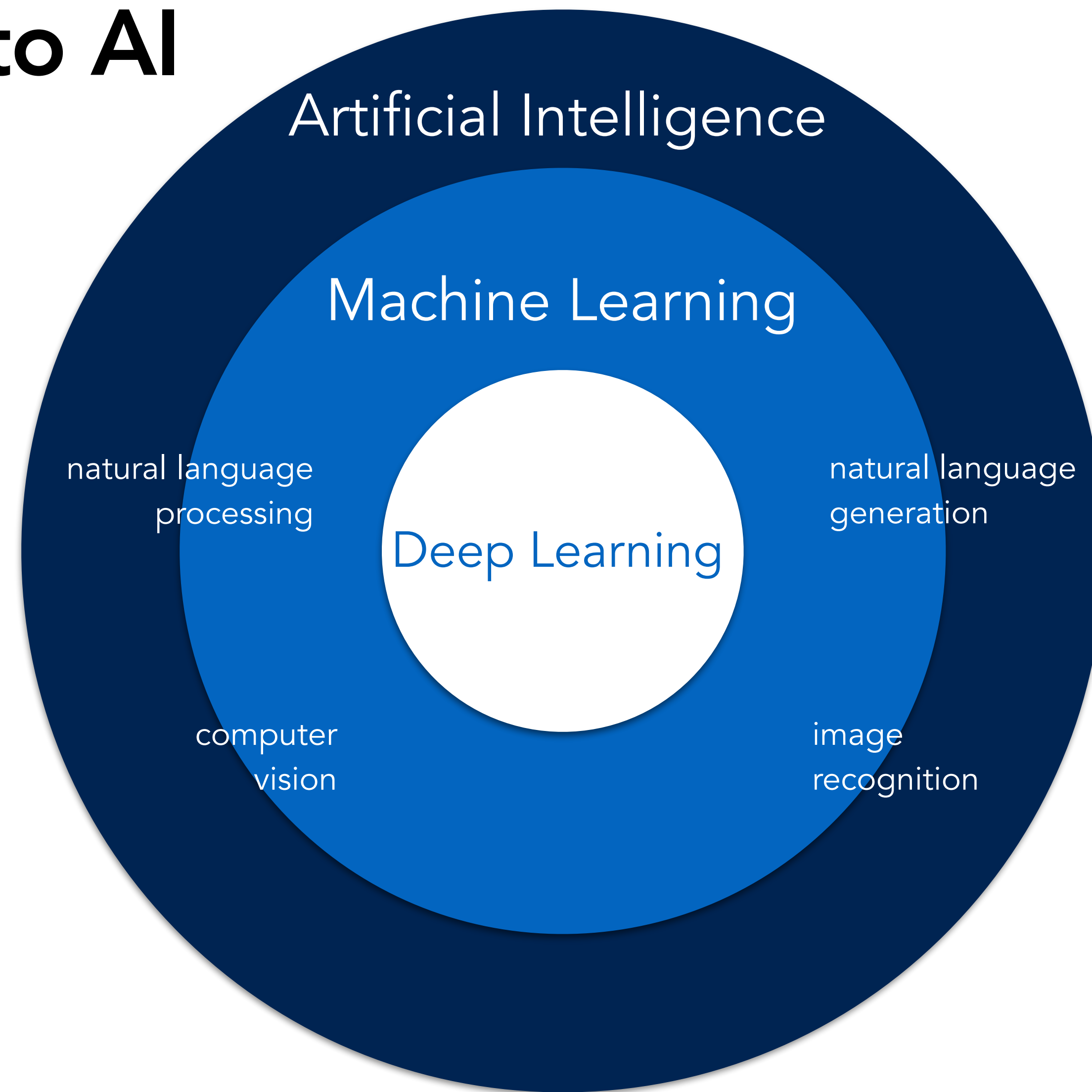
Introduction to AI

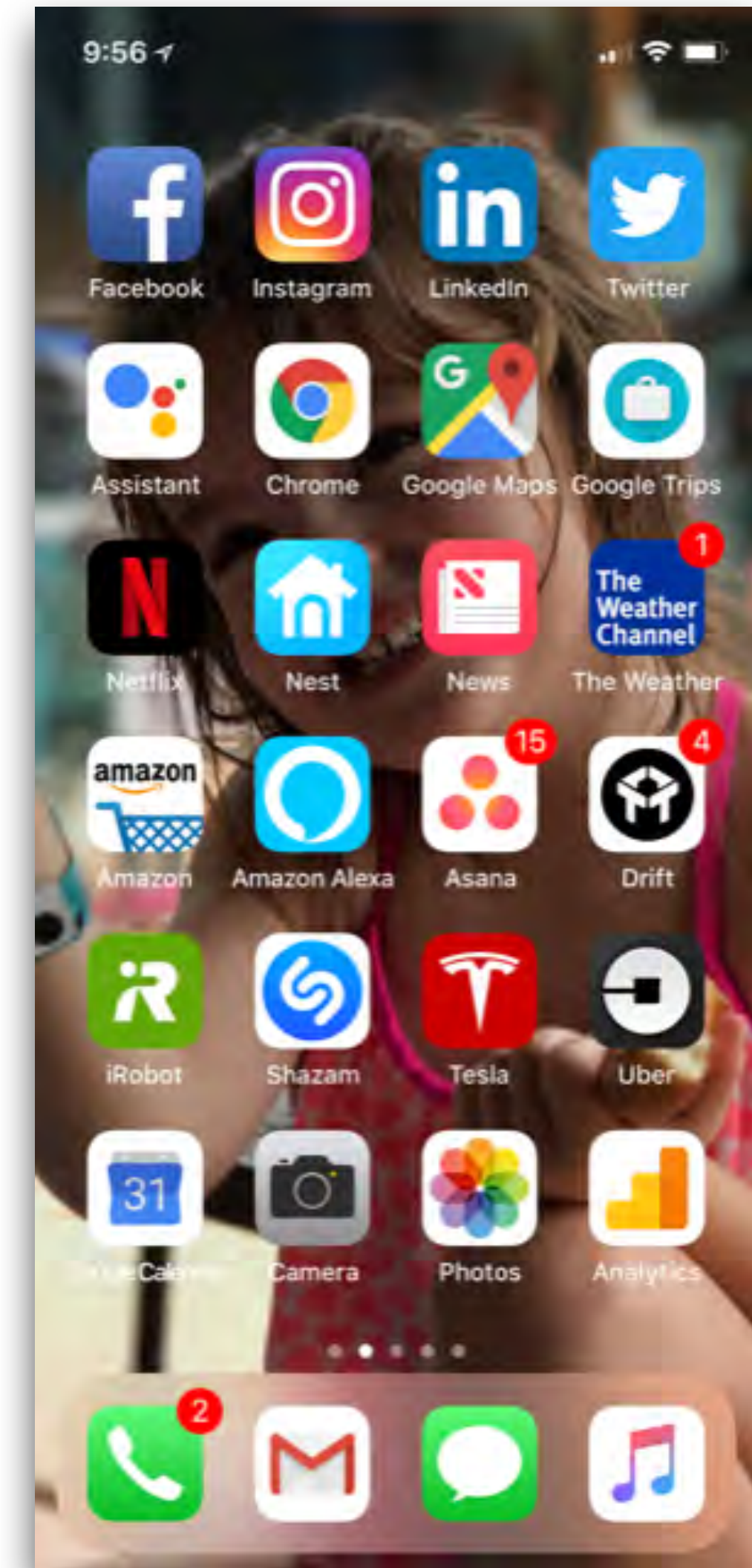AI is smart software and hardware.

Introduction to AI

Artificial Intelligence

Machine Learning

natural language processing

natural language generation

Deep Learning

computer vision

image recognition

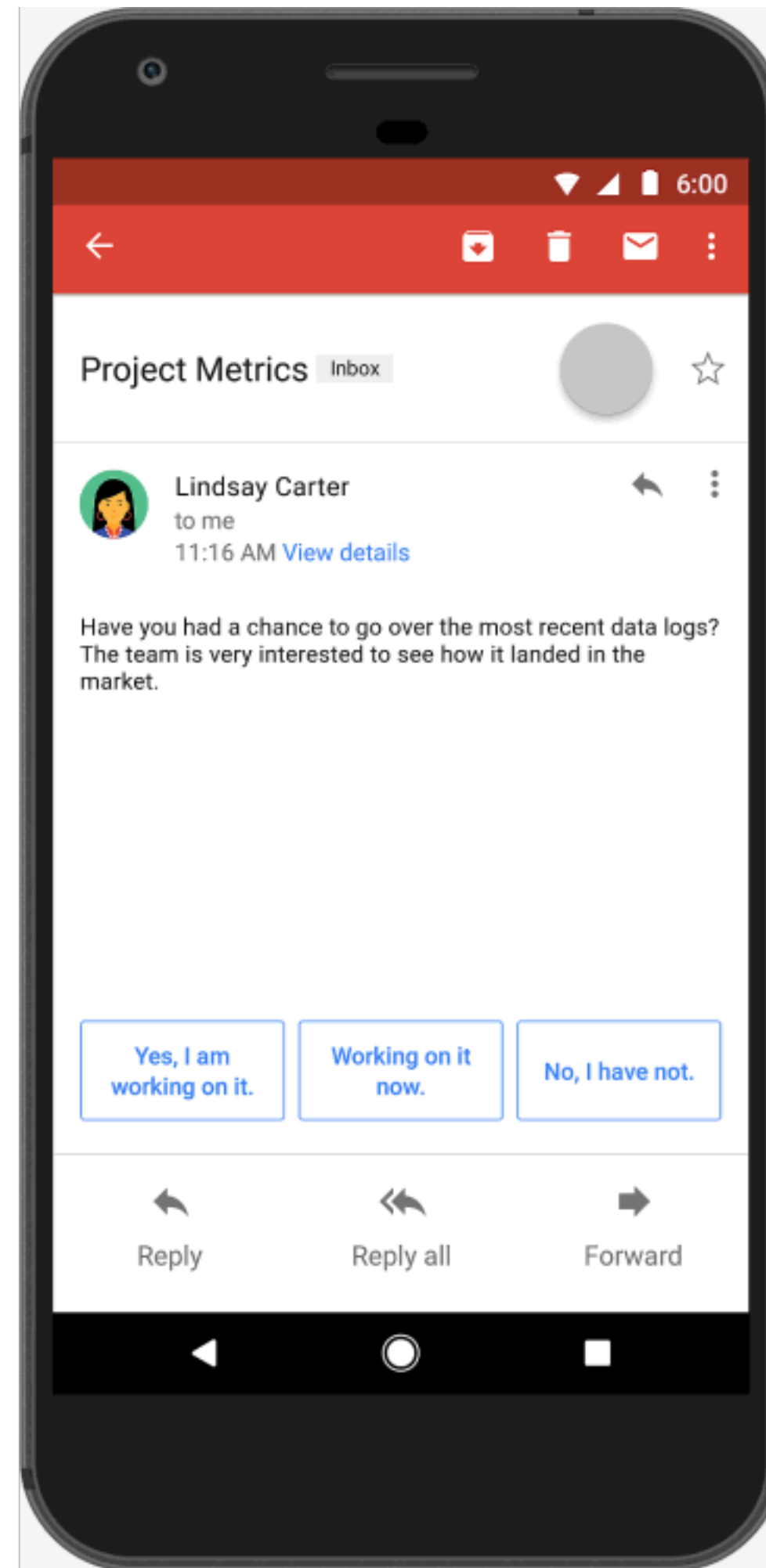# Introduction to AI

Is the machine getting smarter on its own?

Introduction to AI

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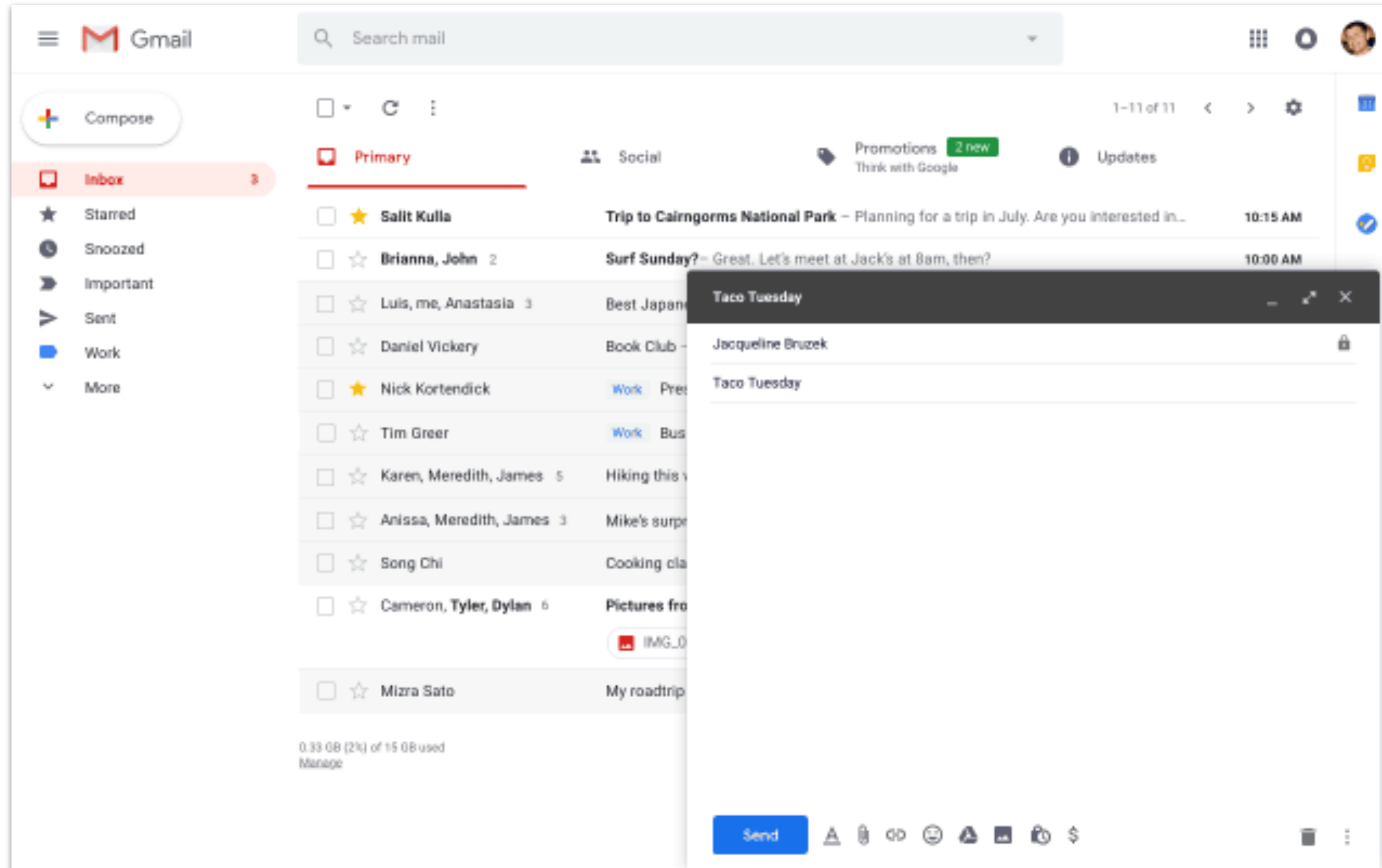and your marketing will be too.
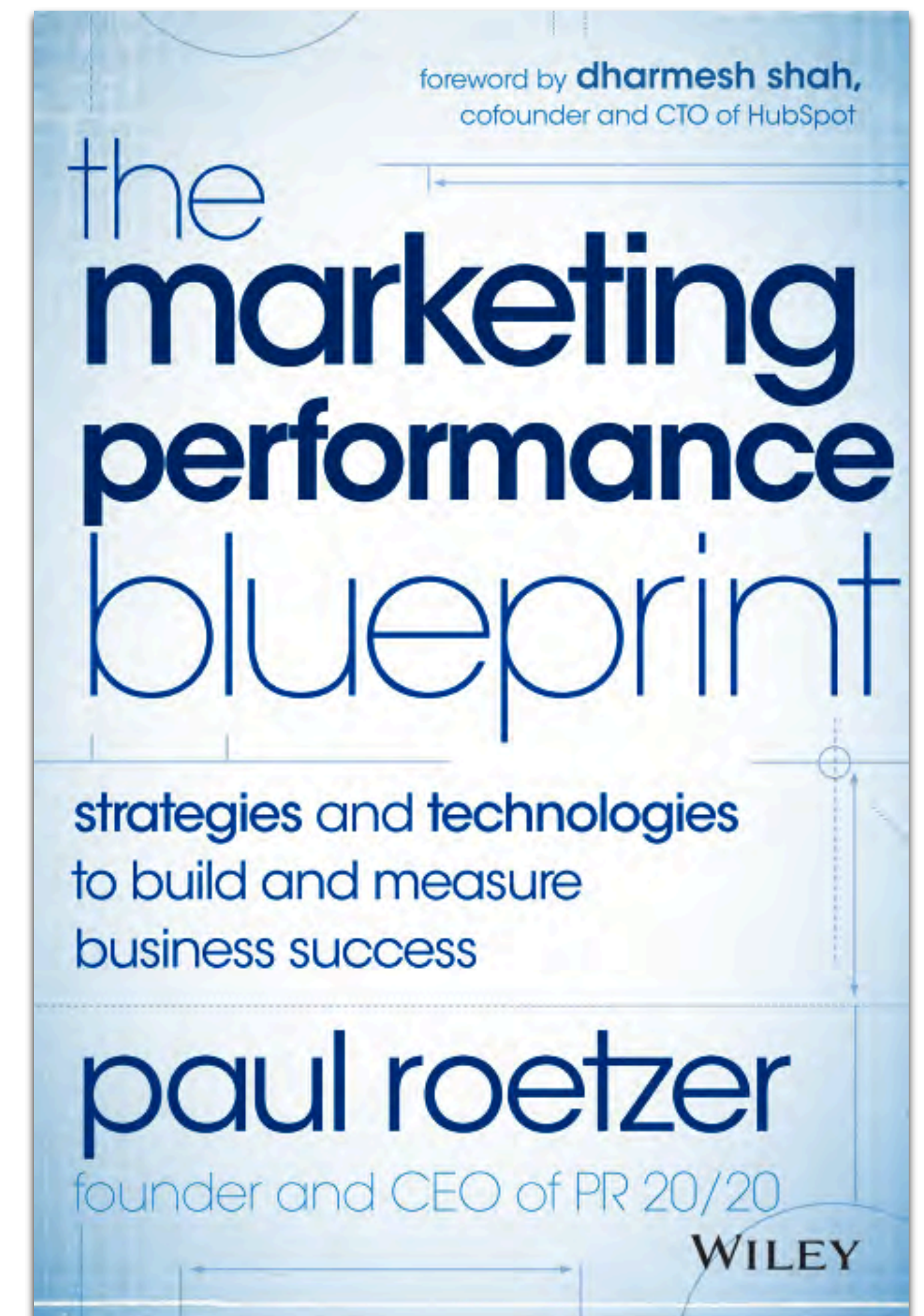
Introduction to AI

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.
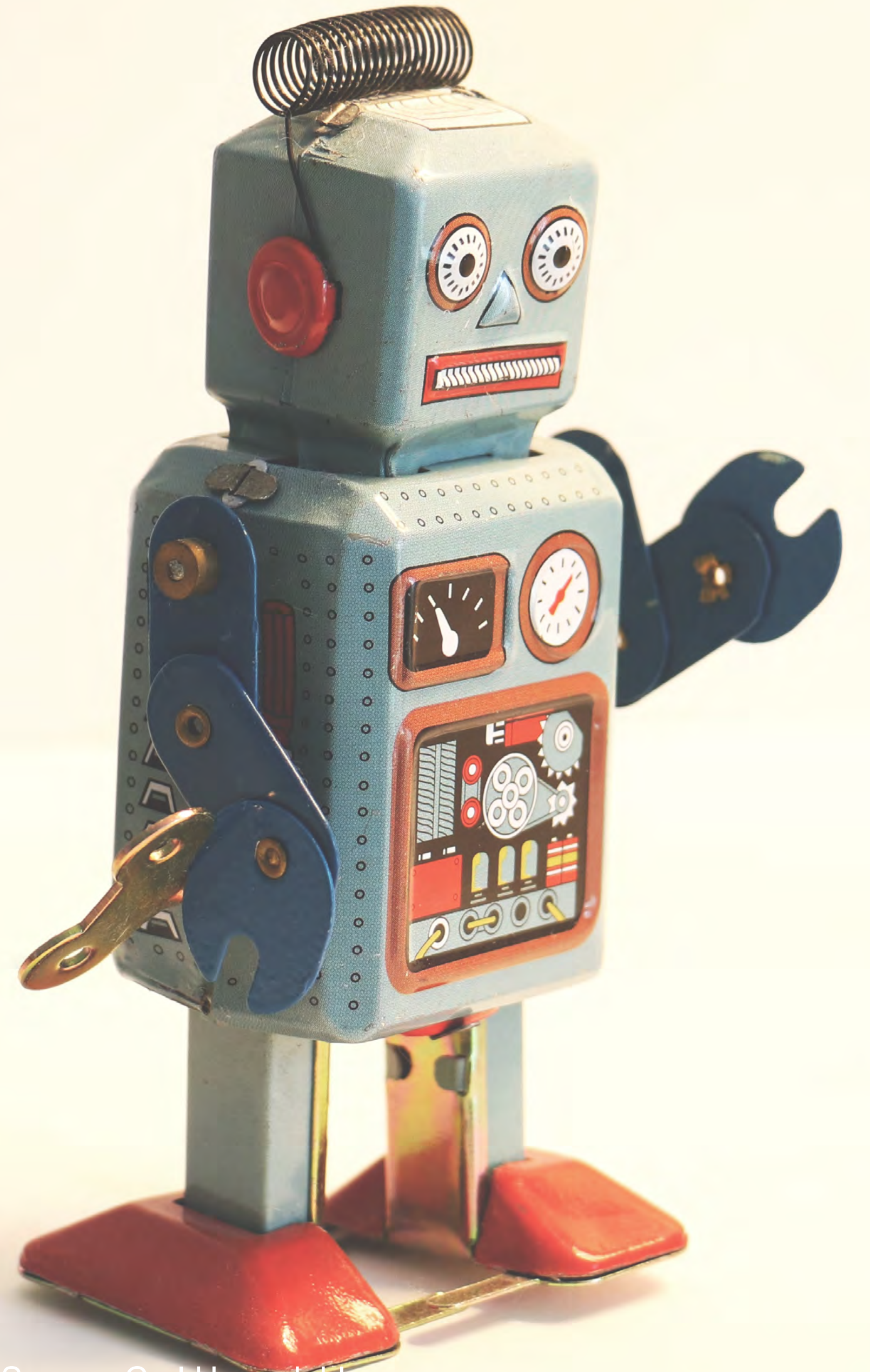
10 Ways AI Can Transform Marketing and Sales

10 Ways AI Can Transform Marketing and Sales

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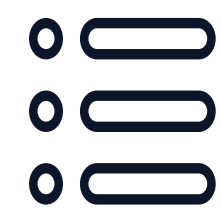

Source: Carl Heyerdahl

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…
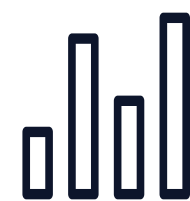
Build smarter plans.

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**

	URL		TOP RELATED TOPIC	TOPICS	OPPORTUNITY	WORD COUNT	IN-CONTENT INTERNAL LINKS
	marketingaiinstitute.com/blog/how-to-use-artificial-inteligence-for-sales	1	artificial intelligence and sales	258	98	1,329	6
	marketingaiinstitute.com/blog/how-to-use-artificial-intelligence-in-advertising	2	ai advertisement	487	79	1,588	9
	marketingaiinstitute.com/blog/ai-social-media-tools	1	social media ai tools	252	66	973	6
	marketingaiinstitute.com/blog/phrasee-uses-artificial-intelligence-to-write-effective-email-subject-lines-for-you	4	phrasee	39	63	1,024	3
	marketingaiinstitute.com/blog/klevu-uses-artificial-intelligence-to-help-ecommerce-stores-sell-more	10	klevu	24	62	1,147	3
	marketingaiinstitute.com/blog/maicon-call-for-speakers-2020	20	marketing conference call for speakers	26	61	377	4
	marketingaiinstitute.com/blog/siftrock-uses-machine-learning-to-save-b2b-marketers-tons-of-time-on-email	10	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.o
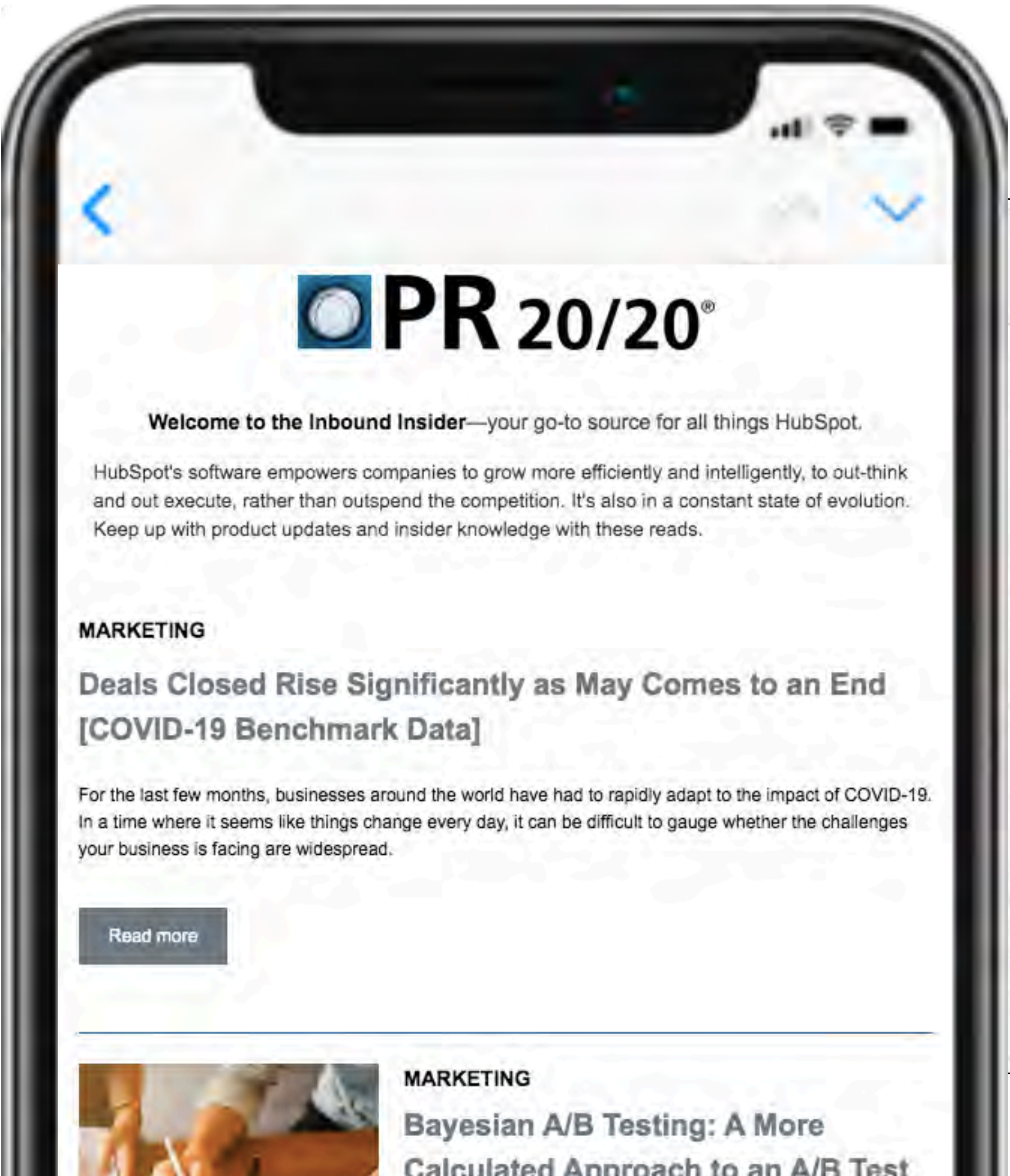
Subject	Sends	Opens	%
HubSpot vs. Marketo: which marketing software is best for you? and more | June 11, 2020	2	3	150
Why (and How) We Launched Our New Website and more | June 11, 2020	1	3	300
Think You Know LinkedIn? 8 Common Myths Debunked and more | June 11, 2020	2	0	0
Deals Closed Rise Significantly 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

frase
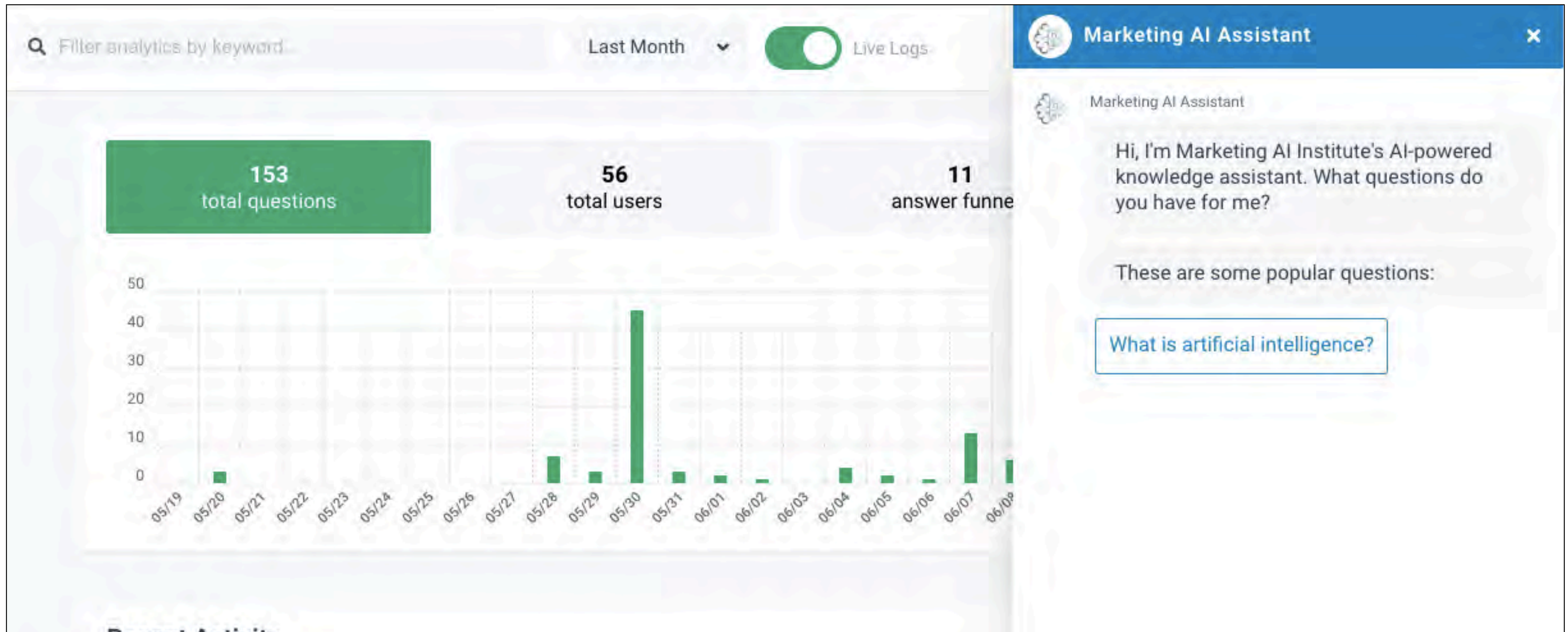
10 Ways AI Can Transform Marketing and Sales

#5. Promote on Social Media at Scale

10 Ways AI Can Transform Marketing and Sales
#6. Automatically Qualify Opportunities

exceed.ai

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

DR⚡FT

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

10 Ways AI Can Transform Marketing and Sales
#9. Reach Highest Value Prospects

mobilewalla

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

LeadCrunch

How to Get Started with AI

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?

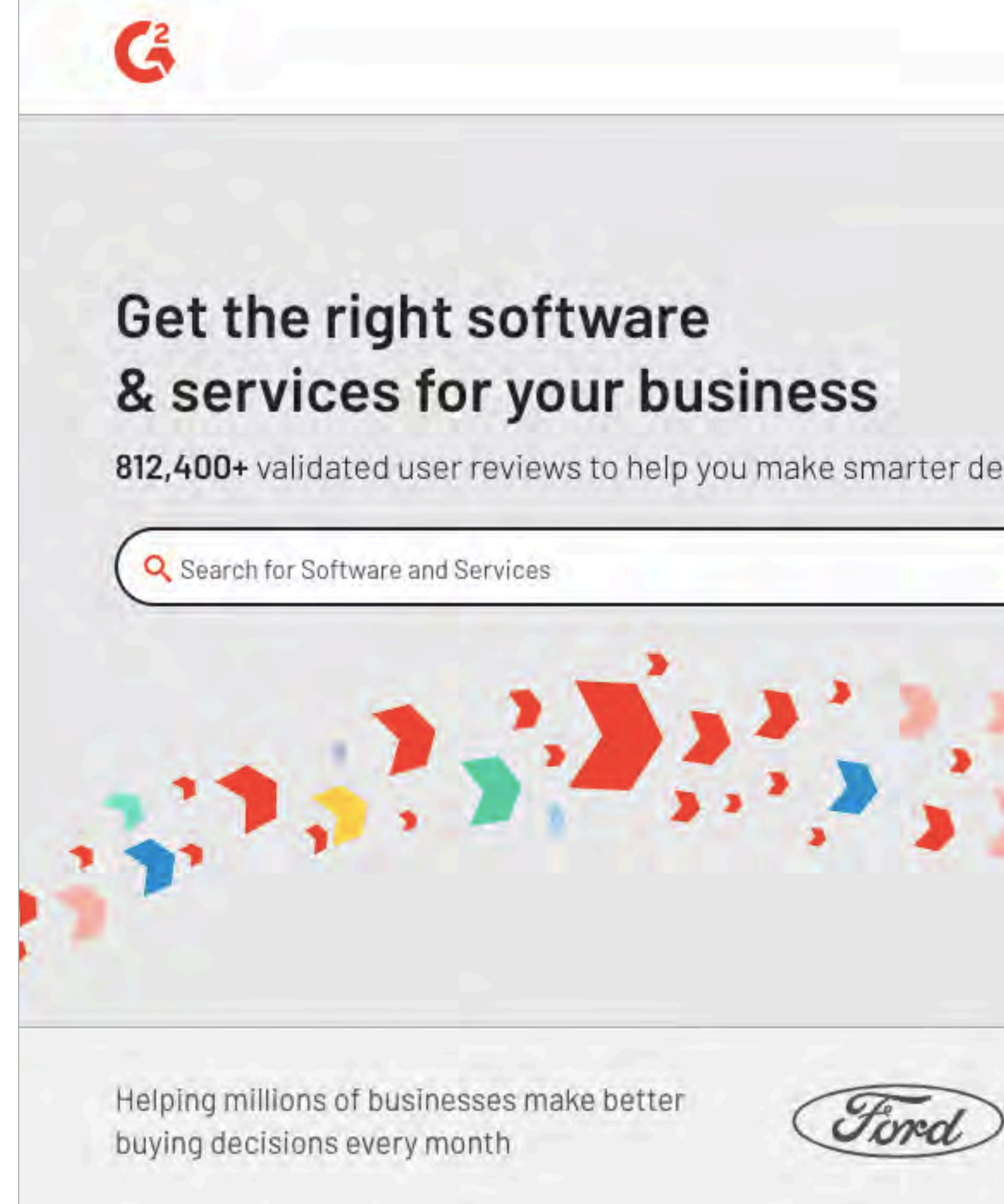# How to Get Started with AI

Focus on your top-rated use cases.

How to Get Started with AI
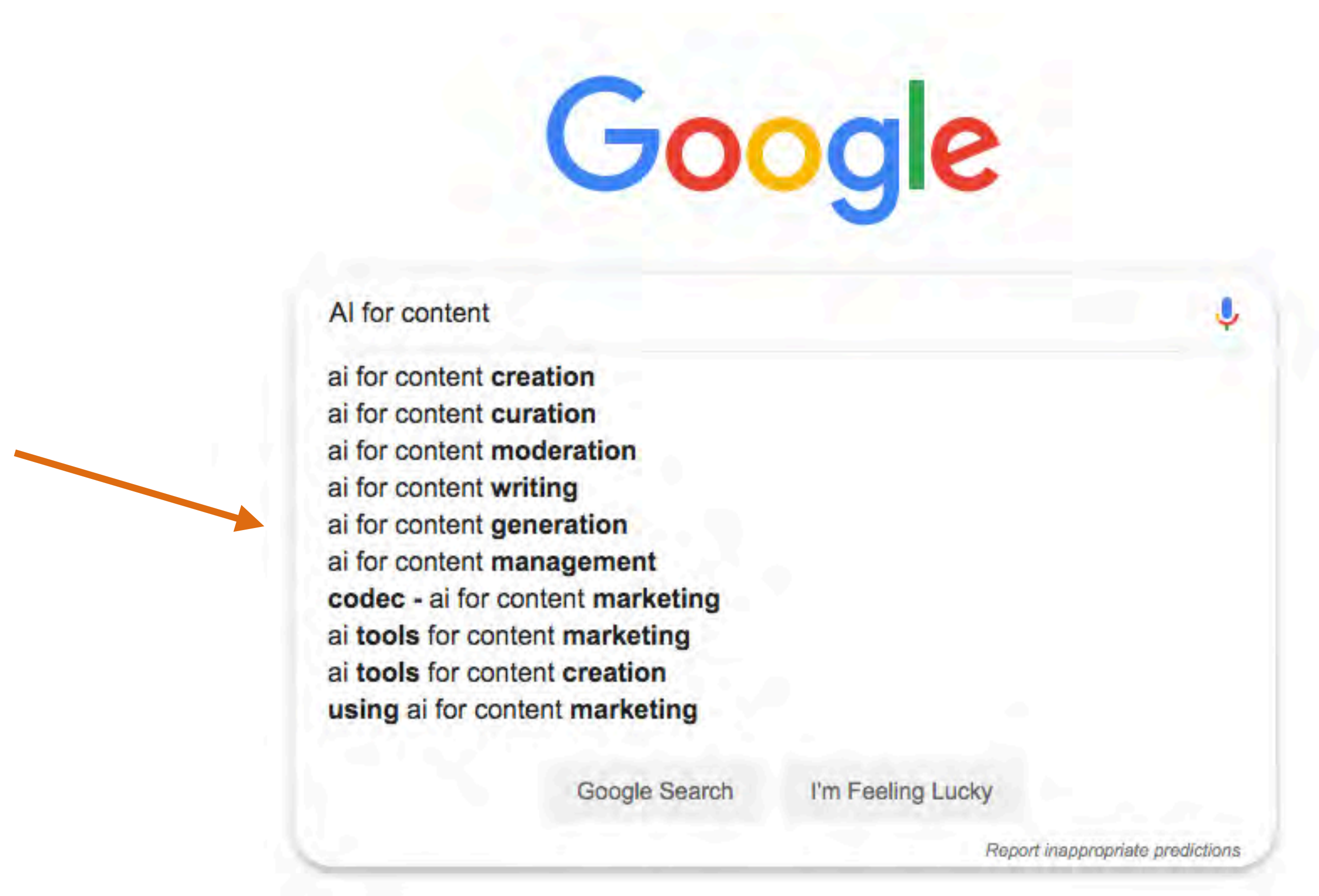
Consider the AI capabilities of your existing technology stack.

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
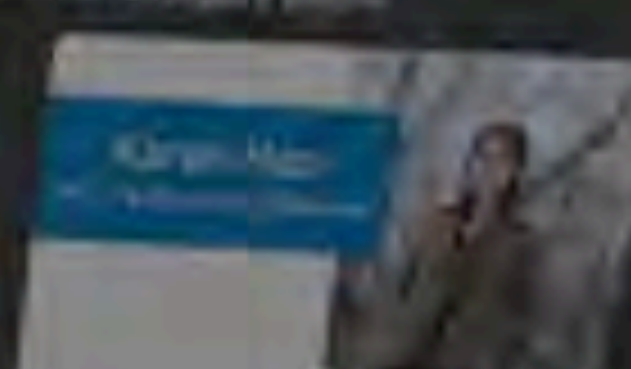
AI Score

www.score.marketingaiinstitute.com