GoldsteinGroup
communications

Accelerating Revenue Growth with AI in Marketing

A Roadmap for Taking Action and Gaining Traction in Your Business

Thinkers vs. Thunkers.

That description of the future of work, made by one of Google's AI executives, brings clarity to the seismic changes AI will bring to our jobs in a way that truly sticks in your mind. Her point was that AI will quickly separate us into two groups of people – those who bring strategy and insight to our work, and those who are simply doing repetitive tasks that can be automated and replaced with increasingly powerful AI tools.

As marketers move to make sure we all land in the "thinker" camp, the race to actually **apply** Marketing AI is on. How do we find ways to incorporate it into corporate strategies and daily activities? What initiatives are gaining the most traction? What's proving to be most effective in making an impact?

Before we explore answers to those questions, let's first review the outcomes we're trying to achieve with AI in Marketing. If we don't have clarity on what we're trying to achieve, we'll just implement "cool tools" for the sake of appearances rather than gaining competitive advantage. For the purposes of this Roadmap, we'll focus only on B2B marketing implementation, since B2C involves a wide variety of different executions tied to ecommerce and other channels not related to B2B.

Before We Begin: It's OK to Be Bold

When you think about AI, you might be surprised to hear that there are two stories from the 1980s that are instructive. But what in the world can the 1980s teach us about what's to come in AI?

#1: Who remembers the Sony Walkman? It was a wildly popular music player that seemingly was on everyone's hip around that time. Sony probably thought they'd sell them forever—until Steve Jobs improved the concept of mobile music with the iPod. His lesson (and the lesson for AI): if you don't invent a better way to do something, even if it makes what you're doing now obsolete, someone else will do it to you.

#2: My father-in-law said he'd never use an ATM when they first were introduced. Designed by banks to automate the teller position, we all were sure the days of bank tellers were over. Today, though, the banking industry employs 40% MORE tellers than before ATMs came on the scene. Their jobs simply transitioned from dispensing cash to more of a customer service/upselling role.

In other words, Marketing AI tools have gotten to the point where they're robust and mature enough to build our lead generation and sales strategies around. Put aside the dire sensationalist predictions about AI replacing 95% of what marketers do. AI will shift what a good marketer brings to the table, not replace it. So, let's get to work.

AI Fits as a Solution Perfectly in the B2B Marketing Landscape

Marketing AI tools are far more than the latest bright, shiny object to chase. In truth, it fits perfectly as a solution to some of the roadblocks facing B2B marketers today:

> Buyers prefer to visit websites that give them instant answers.

> They want to buy without talking to a salesperson.

> 84% of B2B sales begin with a referral, and 90% are influenced by peer recommendations.

> Your salespeople will never really do prospecting, and it's time to stop asking them to: it takes 18 phone calls on average today to connect with a prospect, and only 2% of those rare calls convert to a meeting. It's far too costly to use internal salespeople for cold outbound prospecting.

> Purchases are made by sales teams of 10+ who need to be surrounded by marketing messages.

> Pipeline Plateau is real – marketers need tools that create a path to revenue, not just a path to the pipeline.

> People are suffering from decision fatigue – a Harvard study says managers are making 10X more decisions than just 3 years ago!

So, how can Marketing AI tools address these issues?

> It's time to stop talking about ChatGPT's ability to generate text from a good prompt. Marketing AI sophistication has moved far beyond that. That's so 2023!

> AI has moved from ChatGPT to Bots to actual "agents" that beginning in 2025 will actually take action on tasks in multi-modal ways (text, image, video, charts, voice, etc.). True story: these bots will not just talk to you conversationally, but they will read your facial "micro-expressions" and change what they say to you based on emotions YOU'RE showing!

> Traction comes from AI tools that aren't just cool, but save time, improve the product, or provide analytical insights that answer "why" analytical questions, not just "what."

Marketing AI tools are no threat, they're the most significant change to digital marketing since marketing became digital with the Internet. Bill Gates even said AI is the most significant technical innovation he's seen since the first time he ever saw a personal computer.

AI Outcomes: Exactly What Are We Looking For?

Fifteen years ago, new social media channels burst onto the marketing scene with an urgency and priority that were all-consuming. There wasn't a conference keynoter who didn't talk about social media – what is it, how to use it and how it represented the future of all things marketing. Companies and agencies moved quickly to put social media programs and campaigns into place – it didn't matter what they were, as long as executives had a social media "strategy" they could point to as evidence they weren't being left behind.

We're at the same point with AI today. Any piece of content with "AI" in the title draws an audience. The recent "2024 State of Marketing in AI" study conducted by the Marketing AI Institute generated a whopping 1,800 responses. Webinar registration numbers soar as long as AI is incorporated somehow in the title.

However, at this early stage, it's all still rather vague in terms of not just what's being done, but more importantly, why.

At GGC, we point to several key outcomes that must be present behind any marketing AI initiative we pursue:

TIME SAVINGS

Create more marketing programs/materials/activity (appointment setting, etc.) in less time with fewer resources (time, tools and people).

IMPROVING THE MARKETING PRODUCT

Create better campaigns, search, copy, code, collateral, emails, images, videos, subject lines, etc.

ANALYTICAL INSIGHTS

Uncover and interpret data to reveal undiscovered insights in customer patterns, preferences, and future behaviors. This last predictive capability will be perhaps AI's most powerful outcome.

Those are all valid, of course, although at this early stage, most initiatives are focused on these "what to do" strategies rather than the "why" outcome in many cases. Lost in the rush to adopt AI, any type of AI, is the connection to revenue and growth. We see many chatbots and tools being launched with implications that these tools will lead to revenue/growth. However, at this early stage, most of these tools simply don't have enough time in the field to document before-and-after revenue results that are definitive. They sound compelling, and because they're AI-based they are compelling; they're just unproven in most cases at this early stage in AI adoption.

Secondly, note that the market is moving rapidly in AI generative tools from "what" to "how." The first generation of data analytics tools focused on rapid answers to "what": what are my sales, who is my best salesperson, what should I write and what is the right code to use here. (Note: In truth, many CRM tools such as Salesforce had been answering those questions for years, although a Salesforce administrator was needed to extract the answers rather than a simple chatbot.) Quickly, the "what" questions have pivoted to more powerful generative analytical tools that answer why and how: why did sales decline in the west in Q1, how do I address that and how do I most rapidly enter this new market sector.

And Now…A Word From The Market Leaders

Any discussion of AI in Marketing would be incomplete without touching on what the market software leaders are doing in this space, namely Salesforce, Microsoft and HubSpot (since we're a HubSpot Platinum VAR, we have some thoughts here).

AI is redefining every software tool of consequence, causing their developers to essentially rip their tools apart and embed AI capability throughout. This certainly applies to these three tools, and frankly we're impressed with the level of AI capability these market leaders have ingested into their platforms.

At the recent Dreamforce conference put on by Salesforce, SF spoke about its new Agentforce, a nod to the growing demand for creating customizable agents to automate routine tasks. HubSpot (below) is moving to make the same capabilities part of its platform.

Microsoft Copilot is on the forefront of bringing many of these tools to marketers in ways that are driving better campaign creation, market research, content creation, administrative time-savings and more. On its own, it's a $360/user/year tool today, but many software tools (ZoomInfo for one) are incorporating its capabilities into their software functionality.

HubSpot has recently introduced new versions of its new "Breeze" tool, a suite of 80 AI-powered features along with an new AI Engine agent tool to come (www.agents.ai to learn more). A summary:

> ❯ Breeze Copilot will provide better behavioral AI lead scoring methods, in order to get "ready-to-buy" leads to salespeople faster. It even includes features to help salespeople prepare for upcoming sales calls (summaries of prior calls, next steps, transcripts, etc.)

> ❯ Breeze Intelligence will use HubSpot's recently acquired Clearbit platform to help users find prospects and build pipelines with more detailed contact information (similar to ZoomInfo's database but not as deep). It also includes Buyer Intent capabilities, which, while helpful, should not be confused with ZoomInfo's more powerful Search Intent capabilities.

> ❯ There are a variety of task-focused "agents" to come that will automate many simple and routine tasks: Content Agent, Social Media Agent, Prospecting Agent and Customer Agent.

GGC's "AI Suite"

We're starting to work with companies to roll out a GGC "AI Suite" of tools that promises to be both ever-changing as well as transformative for B2B marketers. Our initial offering will focus on a variety of platforms:

> Knowledgebase Web Chatbot to keep visitors on your site longer and make it less likely they'll search a competitor for answers.

> AI Salesbot chat tool placed in front of interconnected marketing, CRM and ERP databases to make detailed sales reporting and analysis available to anyone who can type a prompt – no admin-level knowledge of Salesforce, PowerBI or other analytical tools needed.

> "Connie Content" Writerbot that can generate copy based on your own personas, Voice of Customer, competitive advantages, battle cards, sales scripts, grammar/style guides, and more.

> Chat-tool driven appointment-setting prompts

> Avatar-based videos for producing product/training videos at scale

> AI-driven chat-based product selectors

> AI search

> Future – outbound-dialer appointment-setter agents

> Future – AI-driven instant page optimization with hundreds of variable

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Now, let's dig into the five areas where Marketing AI tools are finding the most action and traction today:

1

Creative Development
Content and Design

2

Customer Service

3

Sales

4

Search

5

Programming
and Code Development

1   AI in Creative Development

For all these tools, we judge their effectiveness around a few key questions:

> ❯ Does it save time?

> ❯ Does it save money or generate money?

> ❯ Is the product it produces publishable?

> ❯ Will it resonate with the reader/viewer?

Content

The most common answer to questions about what you're doing with AI today is typically centered around writing via ChatGPT. However, more than a year since ChatGPT entered the scene, most marketers are ready to move beyond that simplistic answer.

ChatGPT is a groundbreaking tool that opens instant access to ideas, suggestions, blog drafts, email subject lines and more. Looking for a tagline for your new campaign? Start with suggestions from ChatGPT. Want to uncover new ideas to generate more sales referrals? Hit ChatGPT with a well-crafted prompt. Looking for a quick alternative to an already-drafted blog so you can run an A/B test? Again, ChatGPT provides an instant answer.

Today's current ChatGPT tool is powerful, indeed, but not truly at the "plug-and-play" level. Facts need to be fact-checked; marketing messages and comparative advantages specific to your company and products need to be added. The "rhythm" of copy generated by ChatGPT is a bit predictable, to the point where many of us can detect when something's been written by AI. In other words, style and tone revisions are still necessary.

In general, for copywriting, we consider ChatGPT an 80% tool – it produces copy that's 80% usable and requires human marketing expertise for the last 20% of the journey.

As a time-saver, ChatGPT allows us to move into A/B testing far more easily. If it takes 5 hours to write a blog, but now takes half that time with ChatGPT's head start, then it's much more practical to generate 2 blogs in your 5-hour budget in order to A/B test two different approaches, to see which converts to a web sales lead more effectively.

However, ChatGPT is the "low-hanging fruit" of AI adoption, so basic that if you're not using it to draft content, you're seen as already behind the curve in the AI world.

Note that some on our team use a similar tool called Claude (it's more private than ChatGPT), and it's likely there will be other ChatGPT content competitors like Jasper on the market for a bit longer. ChatGPT is more functional in some ways, since it does have software code-writing and analytical capabilities not found in some content-only AI tools like Jasper. Claude allows us to upload more than documentssuch as landing pages, asking it which landing page is going to be more effective.

Google's Gemini, formerly Bard, is gaining use today. Our team finds it requires less effort in prompt-writing, and it also allows us to upload a marketing summary, creative brief or company positioning document (we call them "battle cards") to use when generating copy or analyzing information. We're using it for a wide variety of tasks, such as adding length to copy, optimizing emails for opens and clicks, generating better subject lines, etc.

AI in the Design Department

For art/creative department tools, there are so many ways AI is making what used to be impossible possible. There are still some technology gaps; however, it's common for people to look for an AI "easy button" to press. Even with today's gaps, AI technology is closer than a year ago.

For instance, voice cloning for an entire video, still sounds a bit mechanical in the way AI executes the voice. It's ideal for a few words or cleanup to eliminate background noise today, and we expect in a few months it will be ready for prime time as a dependable voice generator from text.

Today, we're deploying AI throughout our creative department with a wide variety of tools:

Images

> **Upscaling** - Images that would have been rejected as too low-res can usually be scaled up (doesn't work well on tiny images or on images of people).

> **Generative expand** - If an image needs to be wider or taller, backgrounds can be made to extend the image.

> **Remove background** - A one-click implementation.

> **Remove objects** - Objects are seamlessly removed with a generated background.

> **Text-to-image generation** - We used this in a tradeshow to create a fake interior, and also to ideate imagery during marketing campaign brainstorming.

Graphics

> **AI image generation** is coming in handy to alter images to make them more acceptable – for example, to include safety glasses on a stock photo to show we're complying with safety protocols in a plant. Stock photos that are otherwise perfect but would have been rejected because of details like that can now be used, no big deal!

> **Font identification** – Need to update a graphic but not sure what font was used? AI can identify it.

> **Icon generation** - Instead of searching the web for a copyright-free icon or illustrating one from scratch, we can generate them in an instant.

> **Select text from images** - Instead of having to re-type words baked into an image, we can now select and copy + paste.

Video

> **Video upscaling** – Low res or shaky videos recorded through webcams can be improved.

> **Voice enhancement** - Videos recorded over a laptop can have clear vocals that sound like they were recorded with a professional microphone. It's easy now to remove echo and background noise and equalize audio.

> **Voice cloning** – As described above, we've found this most useful as a band-aid for misspeaks or choppy audio. Thinking about a name change for a product or your company? No problem – we recently used AI to change the company's name in a video produced earlier.

> **Remove filler words** - An AI tool automatically goes through the video to remove "umms" and long pauses, which used to take hours to manually sift through and identify/remove.

> ❯ **Automatic transcripts** - Videos are transcribed into text to collaborate with the team to write the script.

> ❯ **Remove objects** - This is useful to remove something like on-screen text from repurposed videos or removing a person from a scene background.

The pace of change here is staggering, of course. New tools are exploding on the market every day that will leapfrog yesterday's capabilities. A few impressive ones:

> ❯ Feeling musical? Suno can create a song about you, a product, a company…

> ❯ Heygen produces better AI avatar videos than we've seen, with much less mechanical-sounding voices (but still detectable as machine generated).

> ❯ RunwayML is a prompt-based tool to make videos from scratch – very polished!

2 AI in Customer Service

B2C companies have moved aggressively to create AI chat bots that provide customer service information or help desk support, either replacing existing chat tools or as a supplement. It's common for these tools to handle 10,000 or 20,000 chats each month.

Even today, AI chat and voice tools are able to produce faster, more detailed and more accurate responses than many human call centers at a fraction of the cost. In fact, Gartner predicts generative AI will save $80 billion in call center costs by 2026.

Currently, this is primarily a B2C play, enabling rapid, immediate answers to thousands of questions each day. Customers love the immediacy, and for many they prefer not to talk to a person. However, that scale is not common in B2B, but as with everything digital, what begins in B2C soon migrates to B2B in more cost-efficient tools.

Two cautionary notes: as of today, AI technology hasn't matured enough to fully replace humans for complex discussions. And, just as ATMs didn't replace all bank tellers, it's likely that call center support will evolve rather than dissolve into oblivion since humans still respond best to other humans in certain situations. Clearly, generative AI can dramatically supplement all-human call support, as well as reduce the cost of training for new employees and new products.

While the type of B2B customer support is typically more complex and technical than for B2C firms, larger enterprises today are already moving aggressively to deploy generative AI in call center support teams and software/SaaS help desks. Smaller manufacturing B2B firms are deploying experimental or limited AI bots in chat tools more cautiously, since the technology is not quite ready to be the front line for answering customer and prospect queries with consistency and quality. We expect this to change in early 2025 with a much better generation of chat support tools.

GGC has implemented several "Answerbot" resource tools on client websites to date, as part of an effort to make it easier for site visitors to find instant answers to any technical question. Many B2B buyers even appreciate the ability to use these tools in place of talking or even chatting with a live person.

We believe these tools are critical for providing instant answers to site visitors, as part of initiatives to make your company's website more valuable and informative than competitors. Surveys show that B2B decision-makers prefer to do most buying research online, on their own, without talking to a salesperson until the last moment if at all.

Moreover, they are increasingly using a manufacturer's own website as the source of their information gathering – provided they can quickly and easily find the information on specs or applications they need. If they can't find that, they're more likely to visit a competitor's site than pick up the phone to ask for help, so Answerbot AI research tools are an important method for moving prospects down the sales funnel on their own.

The GGC Answerbot tool builds a repository of all videos, data sheets, white papers, resource tools, manuals etc. into a generative AI chat tool. However, to ensure this information isn't ingested by ChatGPT and shared with others, we simply "wall off" the information so it's specific just to our client's website. The result is a detailed answer to nearly any question a customer or prospect can pose, without forcing them to hunt through hundreds of pages on a website to search for an answer -- instant responses provided to critical questions.

3 | AI in Sales

This area is perhaps the most exciting for many marketers, as we're seeing so many breakthrough tools to help drive improved performance in B2B sales – prospecting, targeting, message personalization, lead scoring/prioritization, close rate improvements – it's an endless list.

While there will always be too many AI tools to cover, here are a variety of key functions to begin building into your sales tech stack:

> **AI Chat in front of marketing-sales-ERP database.** Salesforce, Power BI or any data-driven resource are wonderful, but insights from them are totally inaccessible to anyone who's not a trained administrator. By creating a connected database of marketing-sales CRM-ERP (no easy task!) and putting a chat tool in front of the database, now ANY salesperson or executive can get critical answers that make them instantly more productive:

- o Based on historical close rates, which quotes should I follow up on this week that are most likely to close?

- o Compare close rates in oil & gas to pharmaceutical sectors?

- o What city should I put my next salesperson in, based on industry growth rates and NAICS codes I currently sell to?

- o What web channel source generates the most closed-won revenue?

- o Which trade show produces the most revenue for John in the Western Region?

- o Which paid ad campaigns generate the most revenue?

- o Based on repeat order history, who is ready to place a new order for Product Line X?

The next stage of these tools is using AI generative to get to the most powerful "why" analytics questions. This is known as moving from plain "chatbots" to "generative" experiences, such as:

o Why is John's close rate higher than Bill's?

o Why do pharmaceutical sales close faster than chemical sectors?

o Why are our margins higher in the food sector compared to cosmetic producers?

o What strategies can you suggest for raising our higher average order size?

You can see how the power of conversational chat in front of connected data that connects lead to quote to close unlocks insights previously unavailable and hard to access in most companies. The exciting part of data analytics is that any report suggests 3-4 follow-up questions as you peel the onion to get to the next layer of insights. Now, that data is at your fingertips for any sales manager or salesperson.

❯ **Target lists** - ZoomInfo and Seamless.ai are two marketing database tools that have incorporated AI into their own technology to build increasingly robust and accurate target lists – by sector, title, company and geography. Although these types of databases have existed for decades, these two companies, in particular, have done a good job of using AI to gather more accurate and verified data.

❯ **Form fields in chatbots** - Previously difficult to do, many tools are coming to the market to allow automated chatbots to gather lead contact information and even set appointments.

❯ **Appointment setters** - B2C companies are beginning to use AI auto-dialers to set appointments with prospects. These voices sound lifelike and conversational, with companies reporting significant revenue generated. They're not widespread in B2B yet, but it's likely within the next 12 months they'll begin to see adoption.

❯ **Product selectors** - AI-driven chatbots are able to make product recommendations and selections based on conversational prompts. This requires companies to build out back-end product selection trees with specs.Now you know what your average cost/lead and cost/quote is. At this point you're just about done.

4   AI in Search

AI is changing everything about search – both organic and paid. Even tools like Perplexity.ai are challenging the mighty Google algorithm for dominance in how people search for information. As a result, B2B companies have to change what they're doing for search management as well.

According to Statista, the number of AI tool users globally in 2024 will be close to 314 million and is projected to reach 378 million by 2025; a large portion of that, of course, is centered around marketing, where we're already seeing widespread adoption and impact of AI technologies. This exponential growth signifies not just a trend but a fundamental reimagining of how businesses understand, engage and convert their audiences in an increasingly digital and data-driven environment.

As AI continues to evolve, its integration into marketing strategies promises to enhance efficiency, personalization and ROI, setting a new standard for effective customer engagement and market competitiveness. One of the first areas we're seeing AI impact marketing is in how Google displays search results, so organic Search Engine Optimization programs are being re-cast and re-framed to respond to Google's (and Bing's) new appetite for showing AI-driven results.

AI is fundamentally reshaping search engine optimization (SEO) by enhancing the way content is created, optimized and ranked. One significant way AI optimization is revolutionizing SEO is through its ability to analyze vast amounts of data quickly and efficiently. Machine learning algorithms can comb through search trends, user behavior patterns and competitor strategies to identify the most effective keywords and content strategies.
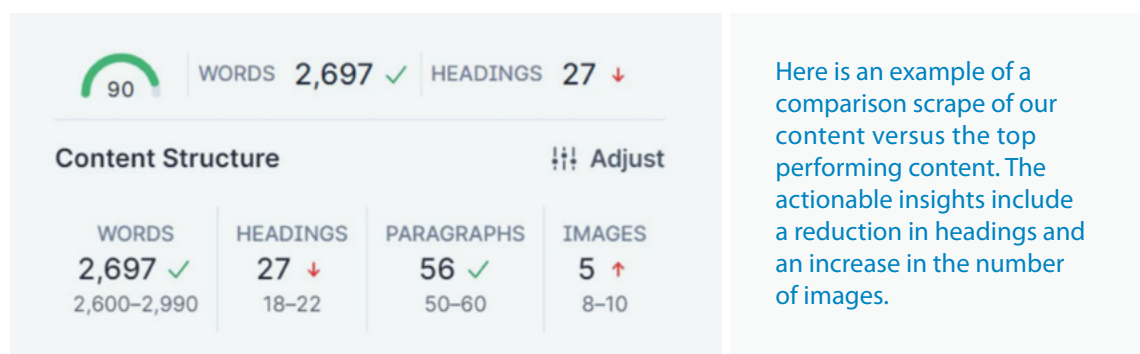
This data-driven approach enables SEO professionals to make informed decisions. Optimizations are more likely to resonate with their target audiences, leading to improved search engine rankings and higher organic traffic.

Another transformative impact of AI on SEO lies in its role in personalized search experiences. As AI algorithms become more sophisticated, search engines can better understand user intent and **deliver more relevant search results**. This personalization not only improves user satisfaction but also presents new opportunities for SEO strategies.

Content creators can leverage AI to tailor their content to specific user preferences and behaviors, increasing engagement and conversion rates. By delivering content that aligns closely with individual interests and needs, websites can improve their ranking signals and visibility in search engine results.

One of the great ways that marketers use AI to improve content is by asking an AI tool to crawl top ranking pages and supply insights for content creators. When creating content for a particular product or service, start with your top keyword and look at top results. This is a great way to see what content Google is prioritizing.

Then, ask the AI tool to crawl the top-ten page results and compile actionable insights: the number of keywords that need to be used, recommended word count to perform better and even advice on the number of headers, images and paragraphs. With very little work, you will have an outline of top performing content.

Here is an example of a comparison scrape of our content versus the top performing content. The actionable insights include a reduction in headings and an increase in the number of images.

With AI answering advanced searches, clients and business owners alike have started to use AI tools such as perplexity.ai as a replacement for search engines, particularly when doing the following focused searches:

> **Comparative searches** - Comparative searches are when people are looking for "the best" or to "compare x and y" products. AI tools refer to multiple sources for these answers and save users time compared to traditional searches. With AI crawling multiple sources, B2B marketers will see a shift in search where **case studies and reviews will be given more weight** as AI crawls look for answers to comparative searches.

> **Voice search** – In-home tools, such as Alexa and Siri, have changed search as well. According to PwC, up to 67% of people speak to a voice-enabled device at least daily. Natural language processing is continuing to improve as voice search queries start to match more natural inquiries. What used to be "accounting firms in Cleveland" now leans towards the user phrasing the search query as a question, "What are the names of accounting firms in Cleveland?"

> While the intent of the search of these two queries is the same, websites will want to make sure they have pages dedicated to answering natural-language queries to have a better chance at ranking in the form that queries are taking.

> ❯ **Contextual learning** - While search engines pick up on contextual data through IP addresses and previous search queries, AI is able to provide contextual search results in a controlled environment. Your potential B2B customers are able to set their own parameters. Searchers can create a prompt that has personalized rules, a target audience, a chosen location and even the tone for the answer to use.
>
> Because searches are becoming more advanced, B2B marketers will have to curate content and provide a website experience that **speaks to more audience types and niche markets**.
>
> For example, companies marketing to engineers will need to optimize their websites for technical questions and selection considerations because those are the types of pain points that bring engineers to search for a solution.

The trend toward customers using AI for search complicates our job as marketers. Fortunately, AI-powered tools are revolutionizing the technical aspects of SEO by automating routine tasks and streamlining optimization processes. Tasks such as keyword research, on-page optimization and performance analysis can now be performed more efficiently with the software tools we use at GGC that rely on AI algorithms to supplement our work. This automation frees up SEO professionals to focus on strategic initiatives and creative content development rather than mundane tasks.

Moreover, AI-driven insights into website performance and user experience metrics enable continuous improvement and real-time adjustments, ensuring that websites remain competitive in the ever-evolving landscape of search engine algorithms. Overall, AI is not just changing SEO practices; it is redefining how B2B businesses approach digital marketing and customer engagement in the online ecosystem.

Is AI Model Optimization Replacing SEO?

The advent of AI model optimization has significantly transformed the landscape of digital marketing, prompting a debate on whether it is replacing traditional SEO. AI model optimization leverages advanced algorithms and machine learning to enhance content relevance, user engagement and predictive analytics, thereby offering a more sophisticated approach to targeting and personalization. However, rather than replacing SEO, AI model optimization is augmenting it.

AI uses natural language processing and machine learning to better understand search intent. This makes it easier for SEO managers to do keyword analysis. As AI gets better at understanding content, it allows content creators (and generative AI) to deliver more personalized user experiences.

AI models are transforming SEO by providing deeper insights into user behavior and content performance. While traditional SEO focuses on improving website visibility through keyword strategies, metadata and backlinking, AI optimization refines these techniques. By analyzing large datasets, AI enhances the precision and effectiveness of SEO, ensuring digital marketing efforts are both comprehensive and cutting-edge. Together, they create a synergistic effect that keeps businesses at the forefront of search engine rankings.

AI is Integrated into Search

The integration of AI into search engines has revolutionized how information is retrieved and presented to users. AI algorithms, including natural language processing (NLP) and machine learning, enhance the understanding of search queries by interpreting the intent behind them rather than just matching keywords. This leads to more accurate and contextually relevant search results. AI also personalizes the

search experience by analyzing user behavior and preferences, delivering tailored content that matches individual interests.

Additionally, features like voice search and image recognition, powered by AI, offer more intuitive and diverse ways to search for information. As AI continues to evolve, it not only improves the efficiency and accuracy of search engines but also significantly enhances user satisfaction and engagement.

Now, advanced search inputs will have much more comprehensive answers, as seen in this example of the search, "What are AI trends for 2024?"
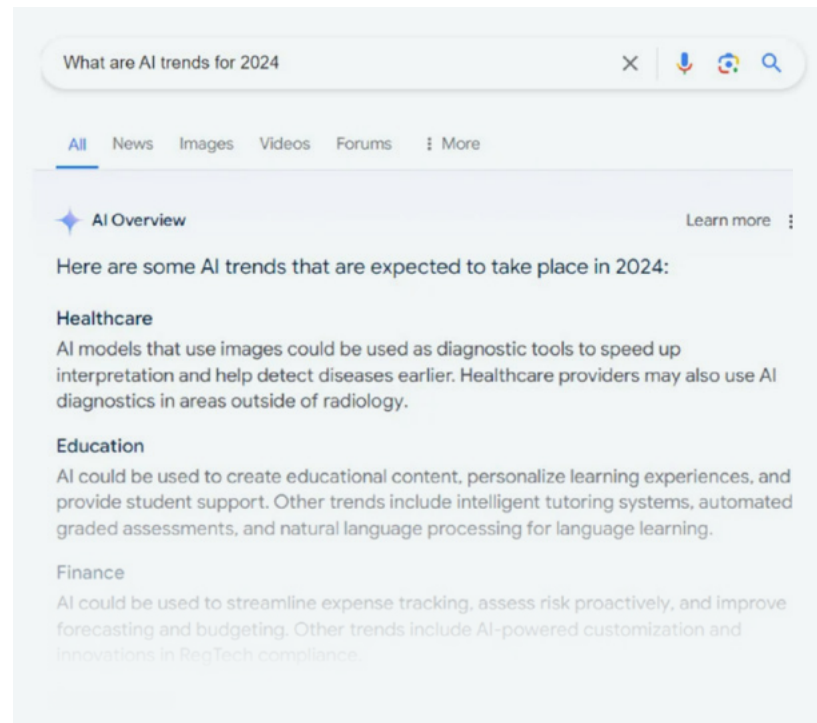
Typically, the results would be a list of articles to answer this question. We are seeing AI Overview answer this question in much more detail and control the top-ranking spot in Google.

How Will AI Change My B2B Marketing Strategies?

> **SEO is just as important as it was** - AI tools pull their information similarly to search engines, so having a website that has a high authority score, robust keyword rankings and a clean technical crawl are important factors as AI and search engines access your website.

> **Enhanced personalization** - Not only have many more people started using AI tools, but people are also changing how they search. Searches are now longer, and queries are growing more advanced as AI generates tailored responses to questions. Ensuring your website has content for every part of the marketing journey is now more important than ever. Utilizing the "People Also Ask" sections of search for your target keywords is an excellent start to an AI optimization campaign. What we mean here is that most Google searches return a section of questions labeled "People Also Ask," based on questions searchers are actually typing into Google. By answering those questions on your website, you can dramatically improve your search presence and rankings.

> **Content evolution** - AI is changing the type of content we create, emphasizing the need for more case studies and reviews. These elements build trust and provide detailed insights that AI can analyze to improve search relevance and user engagement. As AI tools advance, integrating authentic and comprehensive content becomes crucial for maintaining a competitive edge.

> **Increased competition** - AI optimization is now an area where B2B marketers are competing. Searches pertaining to AI optimization are trending up sharply. Marketing managers are keenly interested in AI, and we all feel the pressure to keep up.

ChatGPT and Claude have proven to be useful shortcut tools in code development and diagnosing problems. Our developers are using them to write functions, and while they will get them only 70% of the way to the finish line, they're useful time-savers.

ChatGPT is also useful in uncovering code problems, with repeated prompt entries ("It still isn't working") being effective at debugging to uncover what's missing or needed to get the code to function.

Some developers are using AI to augment documentation in their programs.

Build or Buy?

Should you create your own AI tools or buy what's out there? There's no shortage of developers available to hire to build your own internal IP rather than relying on the thousands of AI tools on the market.

There's actually a plethora of tools available from thousands of companies. The "Martech 5000" tracker of Martech tools just published is now 14,000+ with a 28% YoY growth rate. With that level of market innovation out there, while it may be tempting to think you need to build your own bots and tools, we'd encourage clients to use off-the-shelf tools that already exist as a way to accelerate their own AI rollouts.

At GGC, we lean toward buying rather than building, for a variety of reasons:

> Working with market leaders like HubSpot, ZoomInfo or Salesforce means you'll have ready access to all the new capabilities they create more rapidly – with more security – than creating it on your own. They have hundreds of developers working to bring you advanced AI tools that are hard for you to duplicate.

> Developing your own products places the burden of ongoing bug fixes, improvements, constant updates and customer support on you.

> If the developer who created the tool leaves, you're left trying to decipher code and support the tool on your own.

Every software company on the market is ripping apart their products right now to embed AI capabilities. For us, it makes sense to tap into their investments on our behalf.

Also: Let's Make the Lawyers Happy

These new AI tools have tremendous legal implications for your company, so before you decide to dive in, there are a variety of important considerations to button up:

> ChatGPT is widely used, exciting – and legally dangerous for your company. In fact, your employees who have downloaded the free version have already placed you at risk. Everything they load into ChatGPT is publicly shared, so if an employee decides to run some analysis on proprietary information, salary data, HR information etc., all of that has now been placed in the public domain. In addition, just the practice of downloading free versions of any type of software tools exposes your IT system to back doors for hackers and malware.

> ❯ A recent speaker at a conference noted that 70% of ChatGPT users use the tool without telling their bosses! Just what are they loading up to be ingested out there for public consumption?

> ❯ Chatbots are being used to provide advice or even product recommendations. Are they 100% accurate? Did they protect your customers – and you – from improper use? No one wants to see a customer buy a product based on a chatbot's recommendations that causes damage or harm.

It's important for companies to conduct employee training on AI protocols, protecting private information and ethics training. In addition, work with your attorneys to update your website's privacy and terms & conditions language to protect the company against people making purchase decisions or using products based only on chatbot/website information.

We Can't Cover it All

We know that when we published this Roadmap, it was out of date by the end of the day. Any list of the best AI tools to use would change every day after lunch, so we're not intending to present this as the definitive guidebook of what to do. More, it's a quick snapshot in time, highlighing the areas where we, as an agency, are finding the most impact and the quickest wins on applying what is undoubtedly the most significant development in anyone's marketing and sales career.

As you get your AI techstack moving forward, consider the four elements companies are using to build their foundations:

> ❯ **AI councils** – internal teams to drive tool definition and adoption.

> ❯ **Roadmaps** – published by Councils, these docs share company-wide plans so AI initiatives don't move forward in silos.

> ❯ **Playbooks** – process documents that describe how to use tools; widespread dissemination will improve adoption.

> ❯ **Training** – as we know from rolling out any new tech tool (CRM adoption anyone?), any new tool will decay in minutes without proper staff training.

AI will define us and our jobs for the foreseeable future. Some of us will run toward the explosion, and some will stand in place and watch from the sidelines. It's not hard to decide which group to join.

About Us

Goldstein Group Communications (GGC) creates high impact branding and lead generation programs for B2B companies that are seeking more powerful ways to find and keep customers. The company specializes in Marketing to Engineers and has a long track record in writing engineer-to-engineer technical copy that other agencies struggle to produce. GGC was founded in 1992 as a public relations agency and today represents both entrepreneurial and billion-dollar multi-national firms throughout the country. GGC combines both left-brain analytics with right-brain creativity to provide a powerful marketing approach that leads to *Measurably Better Marketing*.