

TWOGETHER WHITEPAPER

How to **accelerate** marketing impact with AI

Discover the three stages of marketing AI maturity, the value at each level, key challenges, and the blueprints you can use to accelerate impact.





Turn your next steps **into strides**

Leverage our experience to understand where you are in your marketing AI journey and reach a new level of value faster.

We've identified three stages of marketing AI maturity through our experience implementing AI use cases for our B2B tech marketing clients.

Our observations on the opportunities and challenges are supported by discussions with marketing leaders in our network and third-party quantitative research.

There's value to be had at each level of AI maturity, with challenges and complexities to overcome to make progress in each.

While we explore each blueprint, we'll also show you how **Together can accelerate the impact of AI** on your marketing efforts at each point along the curve.

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The Marketing **AI maturity** curve

B2B marketing AI maturity unfolds across three stages: realizing immediate value, aligning AI with strategic goals, and achieving a transformative marketing vision.

Discover where your marketing organization stands on this AI maturity journey.

Tactical AI

Realizing value from AI now

[read more >](#)

Strategic AI

Aligning AI with your strategy

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Transformational AI

Delivering your marketing vision with AI

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Tactical AI: Realizing value from AI now

At the tactical stage, marketing AI use is mainly focused on driving efficiencies for:



Desk research



Briefing agencies



Internal emails and presentation decks



Content adaptation

Marketers at the tactical level are focused on achieving quick wins without significant investment. They are deploying general-purpose tools like ChatGPT manually and are often relying on the self-taught skills of enthusiastic team members who are proficient in prompting.

At this level, we've found that it's possible to achieve up to a 20% improvement in your marketing team's productivity. However, grassroots marketing AI use, without dedicated experts or proper training, will result in low adoption and missed opportunities.

Without clear guidelines and dedicated training for AI use in marketing, you can open the door to unacceptable risks, including:

Missed opportunities to increase marketing effectiveness and efficiency

Low-quality content that is misaligned with brand

Copyright infringement and reputational damage

Data breaches (IP & PII)

Top barriers to AI adoption

Lack of education and training

67%

No Generative AI policy

66%

Research from the Marketing AI Institute* found that 67% say that the top barrier to AI adoption in their marketing team is a lack of education and training, and that 66% have no policies on using GenAI.

Respondents also said that their top AI priority for 80% is “saving time,” but we can help you move beyond that goal.

Twogether’s consultants can help you implement valuable AI use cases using our proven blueprints and training tailored to your marketing team.

Realize more value from AI now

Lay the foundations for success by forming an AI steering or oversight council solely dedicated to marketing issues. It will enable you to identify good use cases, pilot them safely, and prove their value. An AI council may exist at a business level, but the scope could be too broad to deliver focused impact for marketing and sales.

If you have C-level or VP-level responsibility for marketing and sales, it's a good idea for you to drive the formation of your dedicated group—46% of companies with over \$1 billion in sales surveyed* say they don't have one yet. The group should consider how their teams can maximize the value from the AI tools they already have, but more importantly, it should be the driver of the strategic AI initiatives we'll discuss in the next section.

Even if you don't have C-level responsibility, you can encourage your marketing and sales teams to use the AI tools they can already access to deliver more impact.

Empower AI Champions

- Recruit AI champions in your team based on their AI knowledge and aptitude for prompt engineering. If these skills don't exist, identify enthusiastic individuals and invest in upskilling them with AI knowledge and best practices
- Use the skills and knowledge of your champions to identify team goals and challenges that fit the capabilities of the IT-approved AI tools you can access now

Prioritise by value

- Create a list of use cases that are feasible with the AI resources you have access to now
- Set clear KPIs for the use cases you pilot, and document the results with metrics, like time savings, increased efficiency, and effectiveness

Involve your wider team with dedicated training

- Create short training videos with your AI champions showing simple workflow walkthroughs that highlight successful use cases to share with the wider team
- Create a library of prompts for your validated use cases so it's easy for the wider team to replicate their success

Strategic AI: Aligning AI with your strategy

As you shift your marketing from tactical AI to strategic AI, you'll start to see how the technology can help you achieve your marketing and sales vision, with integrated and automated AI use cases:



Faster and more informed decision-making

The orchestration of data is a perennial challenge for marketing and sales leaders. Machine learning and GenAI can democratise data insights for account targeting, budget allocation, campaign planning, messaging and creative.



Better marketing journeys

Map the right journeys for the different members of buying groups and create 1-1 level personalised assets at scale. Gen AI and ML are making the infeasible, feasible.



Qualified Buying Groups

Marketers who have moved from MQLs to QBGs (Qualified Buying Groups) have seen their sales team increase meeting to closed won conversion rates by up to 50% according to Forrester*. GenAI and ML can enable the sophisticated data orchestration and enrichment required to achieve this.

Despite these opportunities, only 26% of companies with over \$1 billion in revenue have an AI roadmap for their marketing strategy.* And those who do are now confronting the key challenge of this change: collaboration with departments and their siloed data streams spread across the enterprise—marketing, sales, operations, finance, IT, security, and legal.

A coordinated, collaborative plan for Strategic AI initiatives is essential to...

Focus your resources on the most valuable AI use cases

Get the buy-in and investment needed

Connect AI systems to first-party data sources (CRM, website, product usage)

Drive transformation and adoption of new marketing and sales KPIs, workflows, and processes

Ensure AI use is safe, legal, and ethical

Twogether's AI experts use a tested Strategic AI blueprint to help B2B tech businesses reach the full potential of AI for their marketing, faster.

 Strategic AI Blueprint

Create your AI strategy and get buy in

To make meaningful progress at this level requires marketing and sales sponsors at the C-level or VP-level to bring leaders and departments together.

You will need dedicated expertise that combines a deep understanding of your marketing goals and challenges with advanced knowledge of AI technologies and access to your first-party or third-party data sources.

While you probably have an instinct for the transformation that AI can bring to your marketing and sales efforts, given the significant effort and investment required at this level, it will pay dividends to develop an AI strategy and validate your plans scientifically.

Drive AI strategy with collaboration

- > You should now have an AI council that includes key stakeholders across departments along with your AI innovators. A collaborative approach is more likely to unlock budget
- > Work together on a list of use cases that you believe will deliver the most value towards your strategic goals and marketing vision

Score your strategic AI use cases

- > Create a shortlist of use cases by scoring how valuable, actionable, and responsible they are
- > Consider the data, technology, integrations, skills, investment, collaboration, and change management required to deliver each use case and its alignment with your company's AI guidelines and ethical values

Run POVs (Proof Of Value assessments)

- > Validate your Strategic AI use case with end users using clear KPIs. POVs provide a robust assessment of AI use cases by taking testing further than POCs focused on technical feasibility
- > Calculate the ROI opportunity of each case based on your proof of value assessments and demonstrate how you will measure the success of a roll out
- > Develop business cases for AI transformation investments and create a roadmap showing all the steps that need to be taken to reach delivery and successful adoption

Transformational AI: Delivering your marketing vision

The handful of B2B companies who've delivered marketing AI transformation have done so by removing silos and connecting the expertise of AI technologists with their strategic and operational leaders in marketing, sales, finance, and IT.

By delivering on their visionary goals for marketing and sales, they have delivered on their goals to increase revenues for their respective organizations.

The marketers who have reached the Transformational AI level are using their influence to drive continuous improvement to their marketing and sales organizations and are constantly looking for the next opportunity to increase their impact through the use of AI in their practice.



In this Twogether podcast, hear how Beth Redpath Katz tackled her data orchestration challenges using AI to transition from MQLs and "lead waterfalls" to targeted buying groups.

Listen to the full story here >

Deliver your AI transformation and prove success

AI technology is evolving so quickly that a lengthy development process could render your AI solution underpowered or underwhelming by the time it's deployed. An agile approach to the delivery of your marketing and sales AI roadmap will help you identify opportunities to incorporate new innovations as they emerge.

Despite the talk of agility, many enterprises still struggle to work in this way. But letting evolving technology pass you by is not the only risk to taking a traditional development approach—it also makes incorporating critical feedback from users take longer and be more expensive to implement.

Investing in technology and data integration is one piece of the puzzle, but change management and adoption will ultimately determine success.

Critically, the perceived success of your transformation will be judged not only by how you prove your success, but also how you communicate that success.

Prove the ROI of your AI investments

- > Build robust mechanisms to ensure there is no doubt about the ROI your AI investments are delivering

Develop and deploy AI using an agile methodology

- > Gain buy-in to an agile development approach, building AI into your tech stack with flexibility, as it will need to evolve as new innovations emerge
- > Test versions of the workflow with end users to get their feedback and incorporate their input in successive iterations

Bring stakeholders on the journey

- > Build a communication plan to protect your marketing AI roadmap. By updating key stakeholders on progress, blockers, and successes you will maintain the collaboration required to achieve your marketing AI transformation

Create a Marketing AI COE (Centre of Excellence)

- > Provide a dedicated hub of marketing AI expertise and training to ensure maximum adoption of your transformational AI workflows and best practices

What you can do **today**

Adding Artificial Intelligence to your marketing efforts is a decision that will continue to pay dividends—if you implement the technology with intention, safety, and a strategic plan. Yes, it's complicated, but we have worked with businesses of all sizes to develop a blueprint for success that you can adapt for your own business.

The technology has matured to the point where we feel confident that marketers, with some guidance and support from our experts, can generate extraordinary results.

We can help.

Start with our AI Accelerator Workshop

Join us for a 1-on-1 workshop/ We'll help you asses your current AI maturity and identify gaps in expertise and technology required to accelerate to the next level of AI value.

The output of the session will give you a strategic starting point for your AI roadmap. Take the first step towards transformative growth—schedule your workshop today.

[kickstart your journey today >](#)



Get in touch today



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