

The webinar will begin at the top of the hour...

The AI for B2B Marketers Blueprint

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AI for B2B Marketers Blueprint

Published October 2023

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Why Artificial Intelligence Is a Must for B2B Marketers

B2B marketers have a lot on their shoulders. They're tasked with acquiring and nurturing customers over a long and complex buyer journey.

There are more stakeholders, more touchpoints, and more data to juggle than ever before — not to mention an ever-growing number of channels and devices. And B2B marketers are expected to do it all while giving buyers a 1:1 consumer experience.

In fact, according to Intellimize's research, 90% of B2B buyers expect a B2C personalized experience when making a business purchase.

On top of this, they're under increasing pressure to drive bottom-line growth for their organizations: [HubSpot found that B2B marketers' top priority in 2023](#) is to increase revenue and sales — replacing increase brand awareness from the previous year.

Artificial intelligence can help. And by "help," we mean:

- Increase productivity.** AI software can complete tasks in seconds that might take humans hours to complete. From analyzing data, to debugging code, to building entire campaigns, AI can unlock efficiencies that make the impossible possible. AI can perform manual tasks at scale and free up team members to focus on uniquely strategic and creative elements.
- Decrease costs.** Efficiency gains can also streamline marketing costs, which means you can do more, publish more, and deliver more value to your organization at a price that still fits within your marketing budget and drives down customer acquisition costs (CAC).
- Elevate performance.** AI can analyze data sets more massive than humans are capable of alone, and is able to test, learn, and pivot at lightning speed. This means performance gains for you and your team.

While this all sounds great, the truth is that most organizations, business leaders, and marketers are entirely unprepared for the power and potential of AI.

The good news is: You don't need to become an overnight expert in data science or machine learning to understand and benefit from AI. You just need to understand:

- What AI is and what it can do.
- What AI use cases are available to B2B marketers today, and how to identify relevant use cases for your organization.
- Which specific AI tools would most benefit your company.

We cover all three in this guide. You'll see real-life examples of companies like yours succeeding with AI, gain the confidence to adopt AI in your marketing strategy, and turn the following pages into real business results.

90% of B2B buyers expect a B2C personalized experience when making a business purchase.

3 | AI for B2B Marketers Blueprint



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Meet Your **Presenters**



Mike Kaput

Chief Content Officer
Marketing AI Institute



Cathy McPhillips

Chief Growth Officer
Marketing AI Institute

Meet Marketing AI Institute

We've been making AI **approachable and actionable** for marketers and business leaders around the world since 2016.

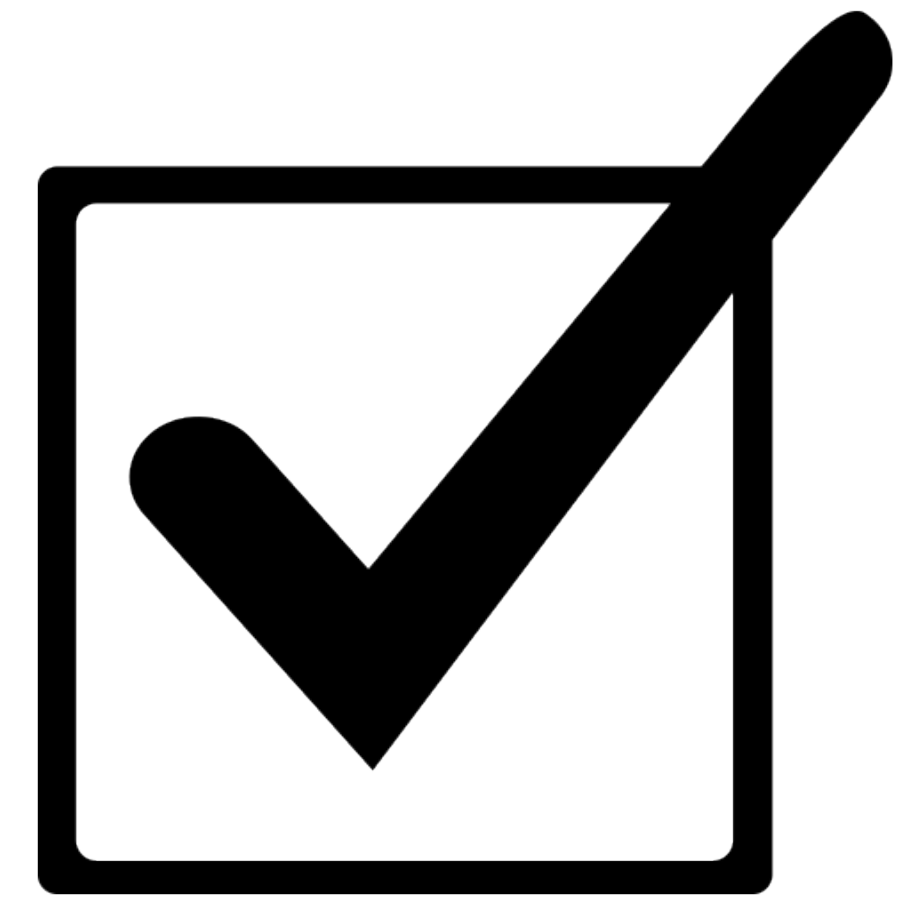
- 400,000+ site visitors this year
- 50,000+ leaders in database
- 12,000+ Intro to AI learners
- 4,000+ community members
- 500+ Piloting AI learners in 2023
- 700+ attendees at MAICON 2023
- Workshops and consulting for top brands

www.MarketingAIinstitute.com



The Agenda

1. Your AI Opportunity
2. What Is AI, Really?
3. Top AI Use Cases in B2B Marketing
4. Top AI Tools for B2B Marketing
5. Q&A and Discussion



Your AI Opportunity

90% of B2B buyers expect a B2C
personalized purchasing experience.



The top priority of B2B marketers in 2023 is **increase revenue and sales**.



Artificial intelligence can help.

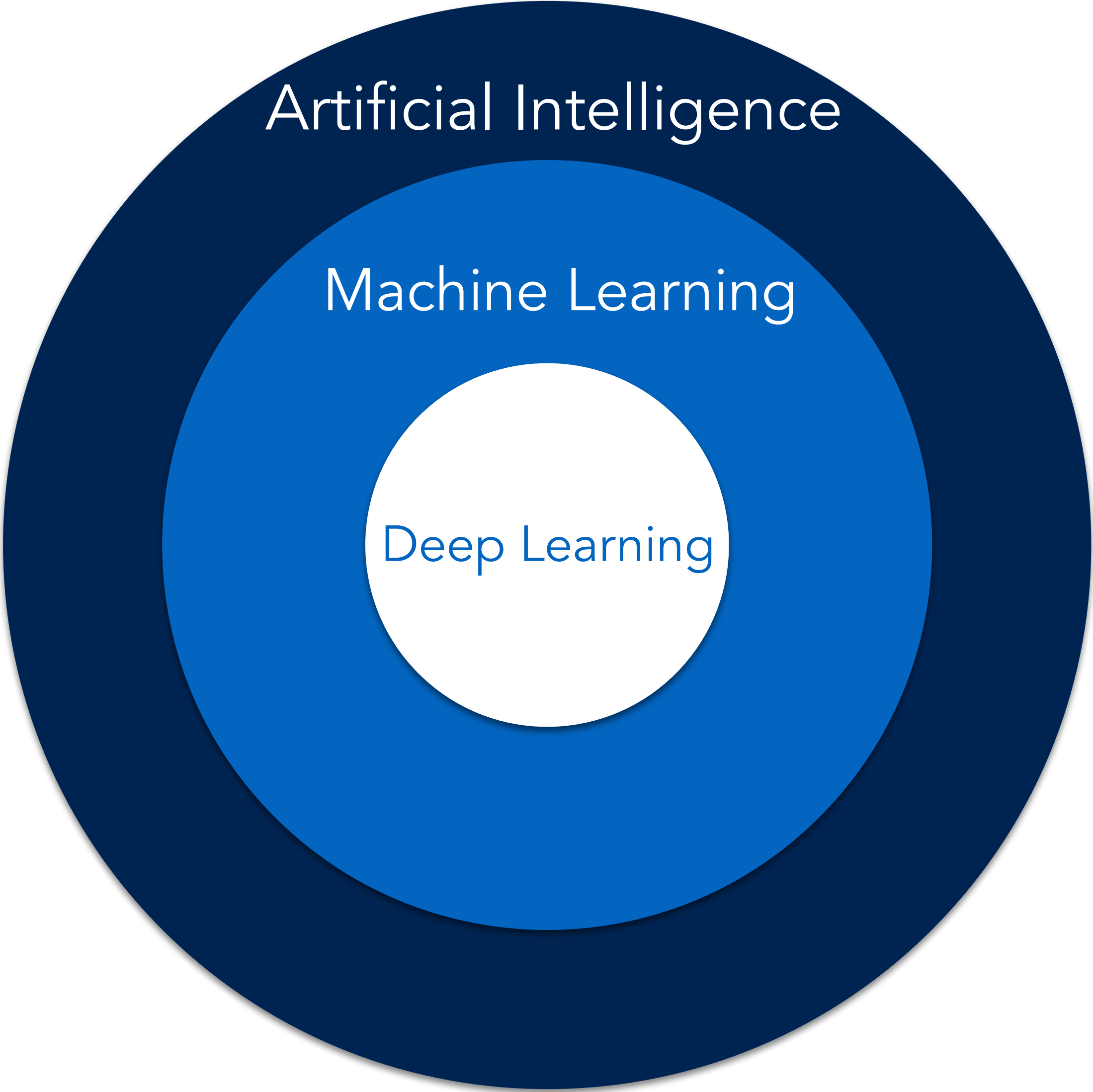


But most B2B marketing and business leaders are entirely unprepared for AI.

What Is AI, Really?

AI is the science of making machines smart.

— Demis Hassabis, Co-Founder & CEO, Google DeepMind



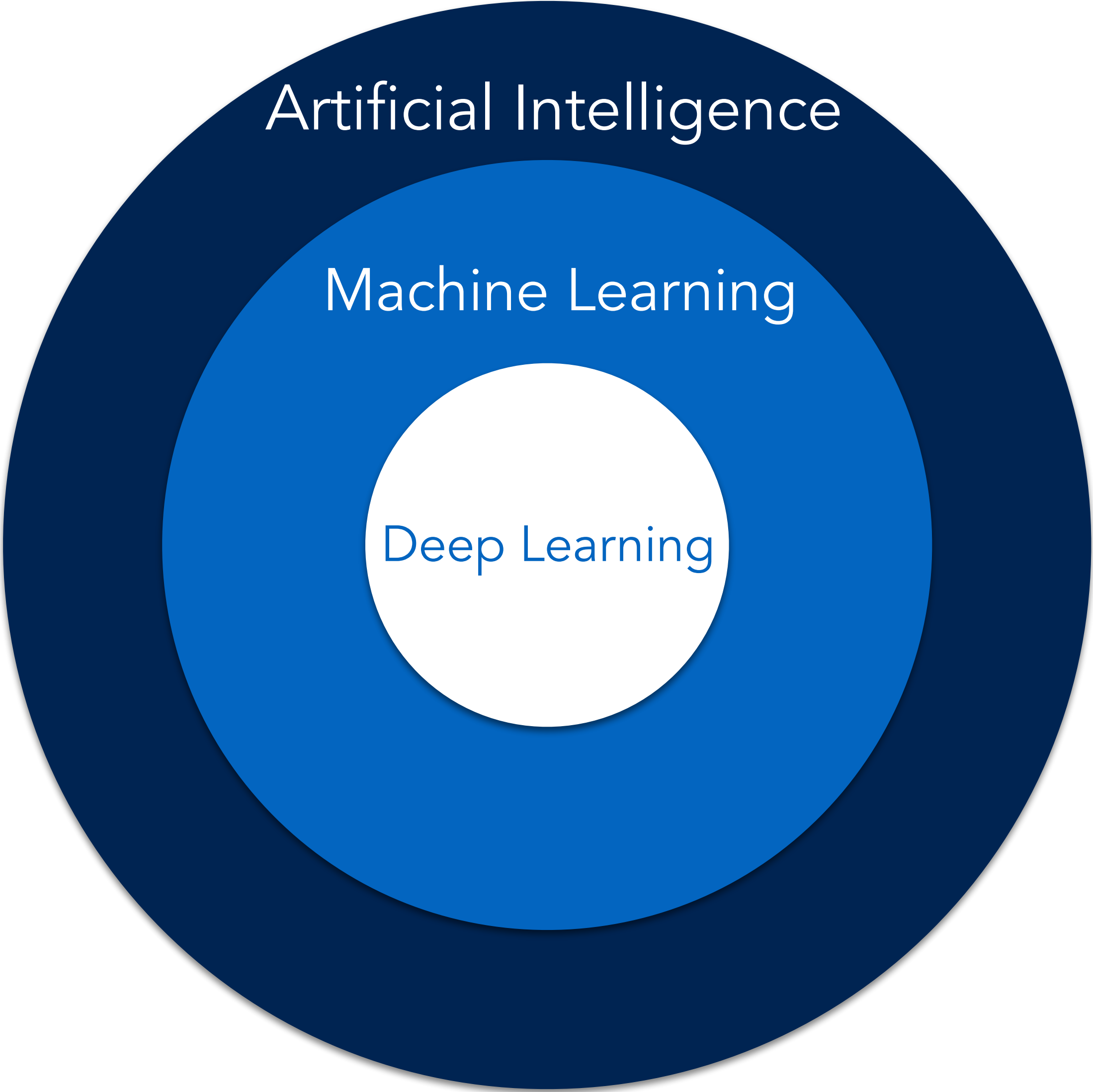
Artificial Intelligence

The diagram consists of three concentric circles. The outermost circle is dark blue and labeled 'Artificial Intelligence'. Inside it is a medium blue circle labeled 'Machine Learning'. The innermost circle is white and labeled 'Deep Learning'.

Machine Learning

Deep Learning

Machine learning is the primary subset of AI.



Artificial Intelligence

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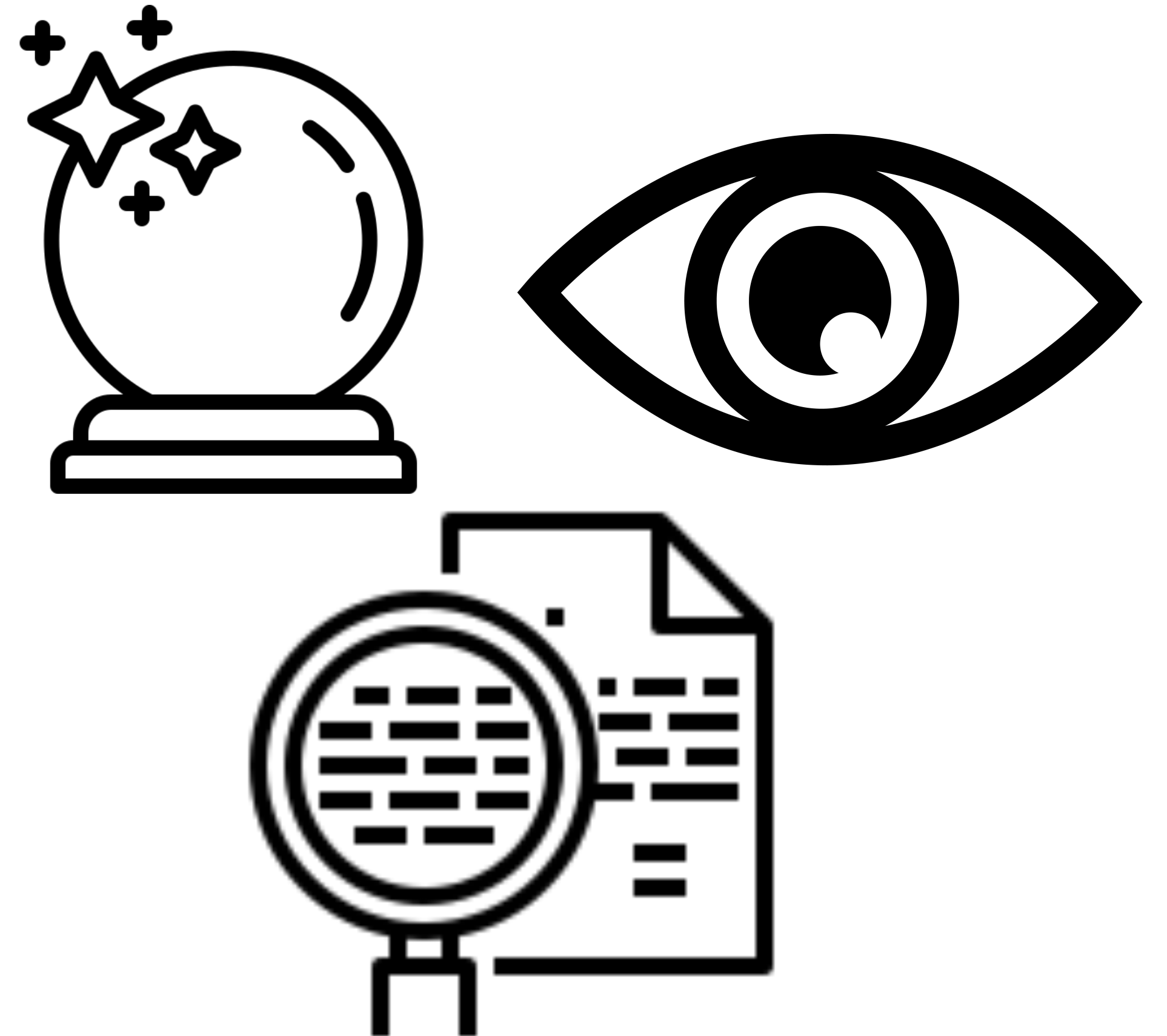
Machine Learning

Deep Learning

Deep learning powers
Generative AI.

The **Three Categories** of AI

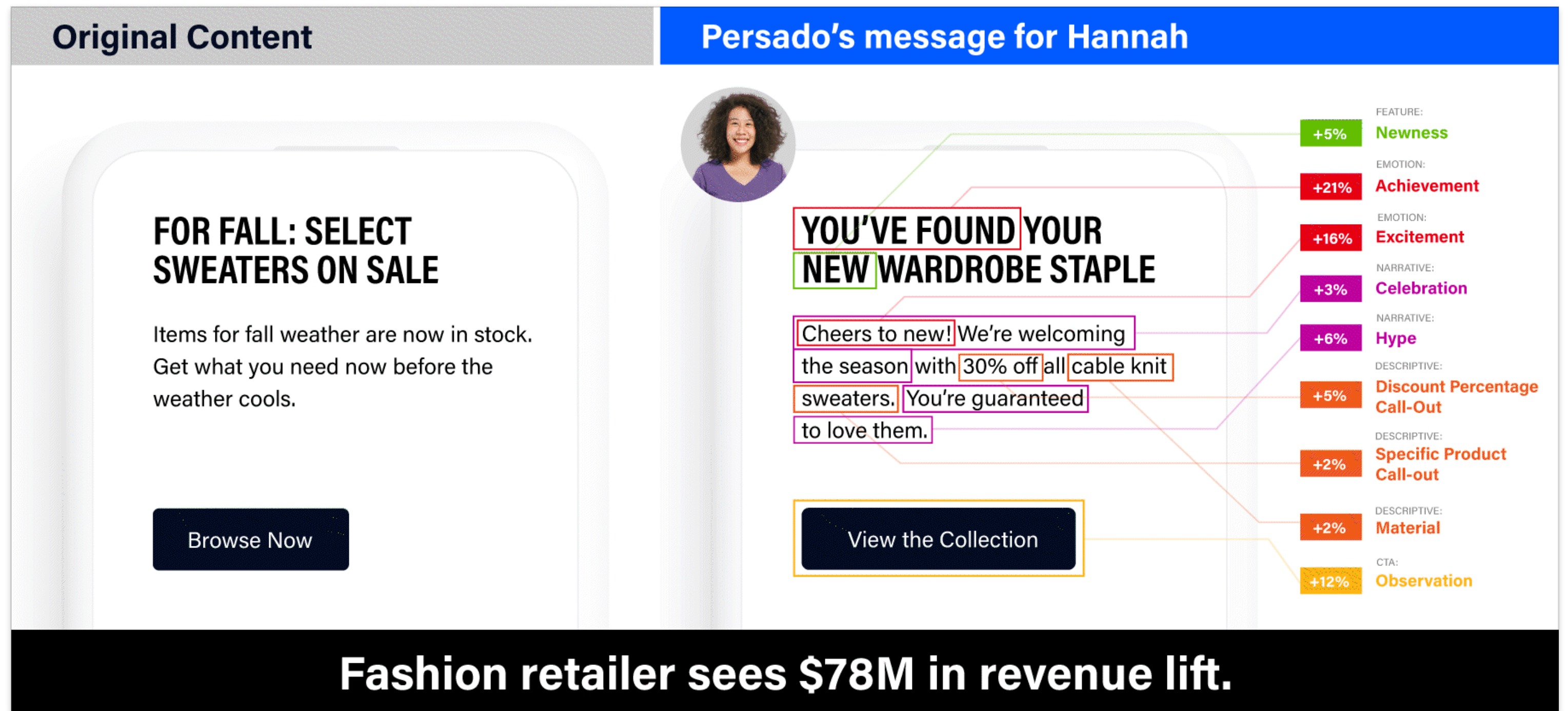
1. Prediction
2. Vision
3. Language



1. Prediction

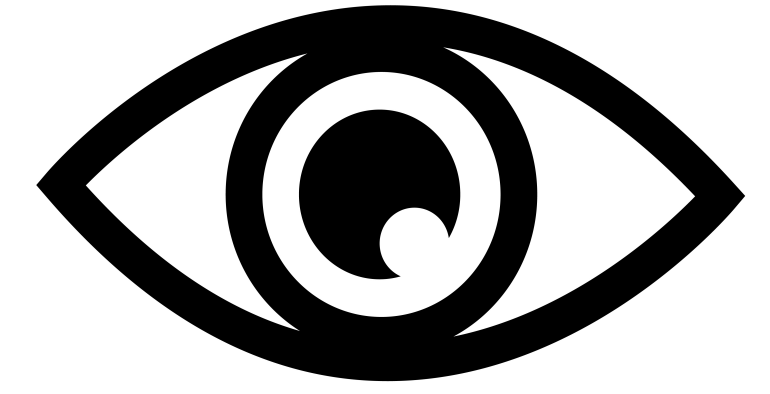


- Forecast outcomes
- Personalize offers
- Recommend actions
- Predict trends
- Predict patterns

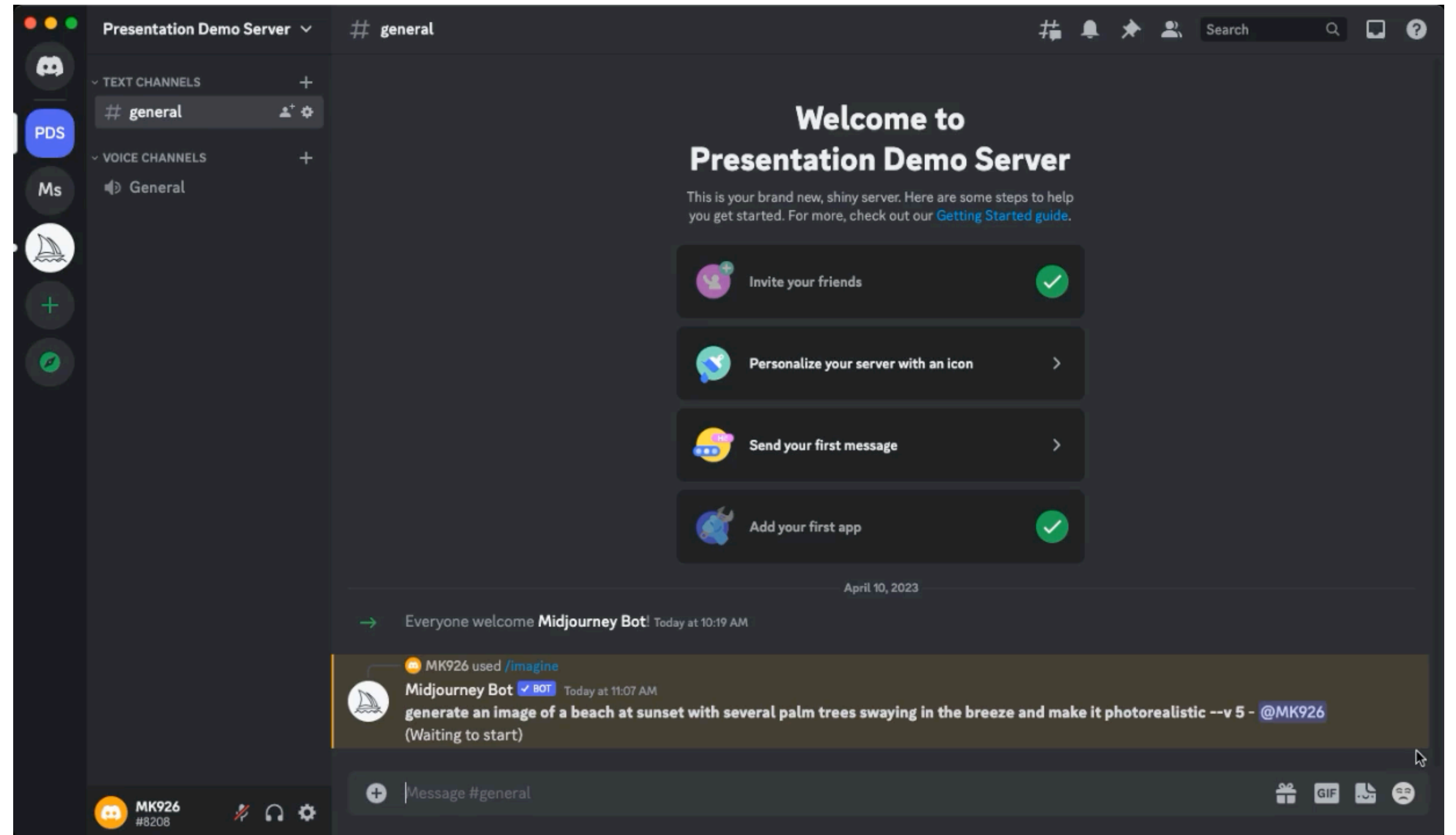


Persado

2. Vision



- Generate images
- Generate video
- Identify objects
- Identify faces
- Detect movements



Midjourney





V1

Released
Feb 2022



V2

Released
April 12, 2022



V3

Released
July 25, 2022



V4

Released
Nov 5, 2022



V5

Released
March 15, 2023



V5.1

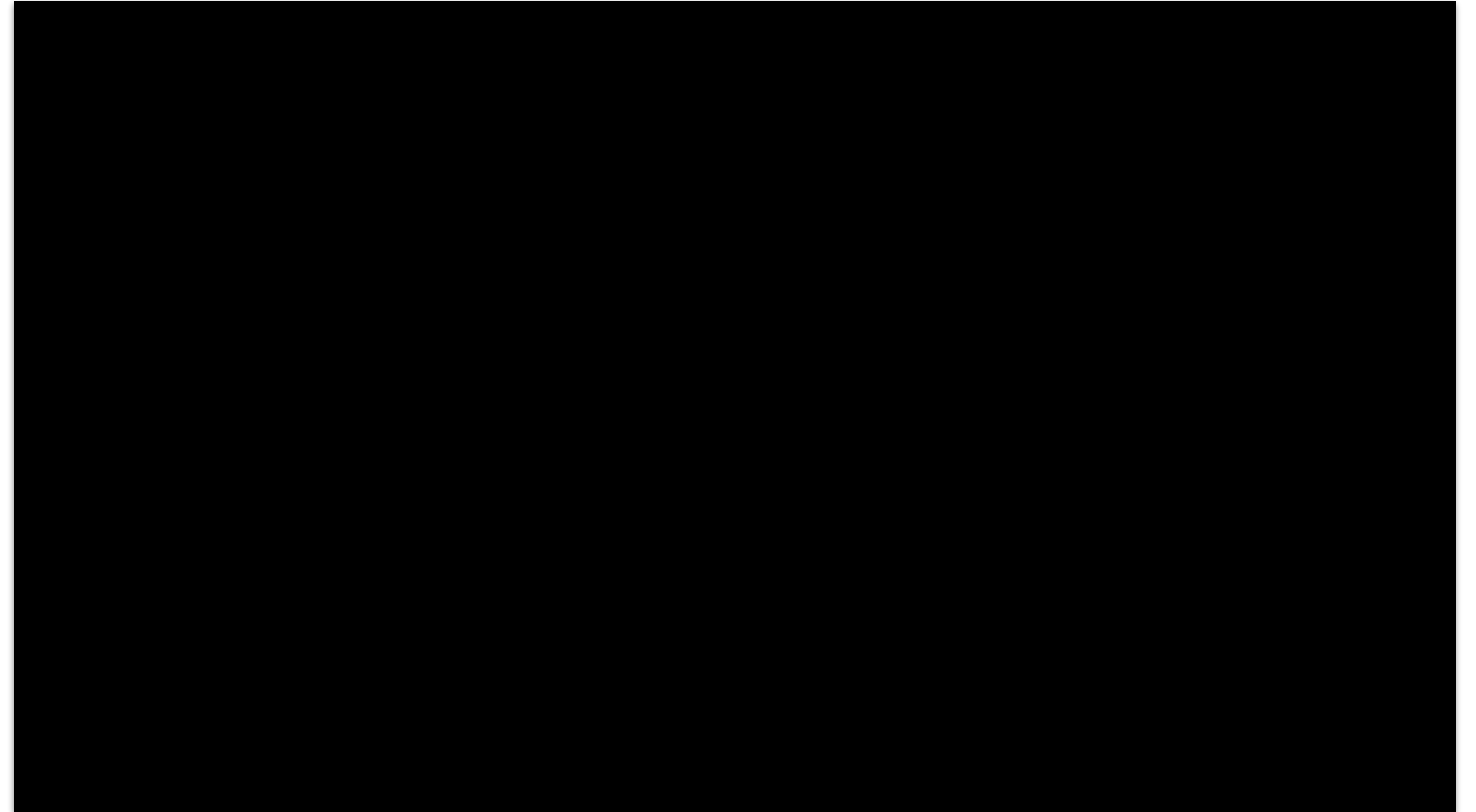
Released
May 3, 2023

Source: [@heybarsee](#)

3. Language



- Read and write content
- Listen to audio
- Understand sentiment
- Recognize voices
- Translate languages



Claude 2

Top AI Use Cases in B2B Marketing

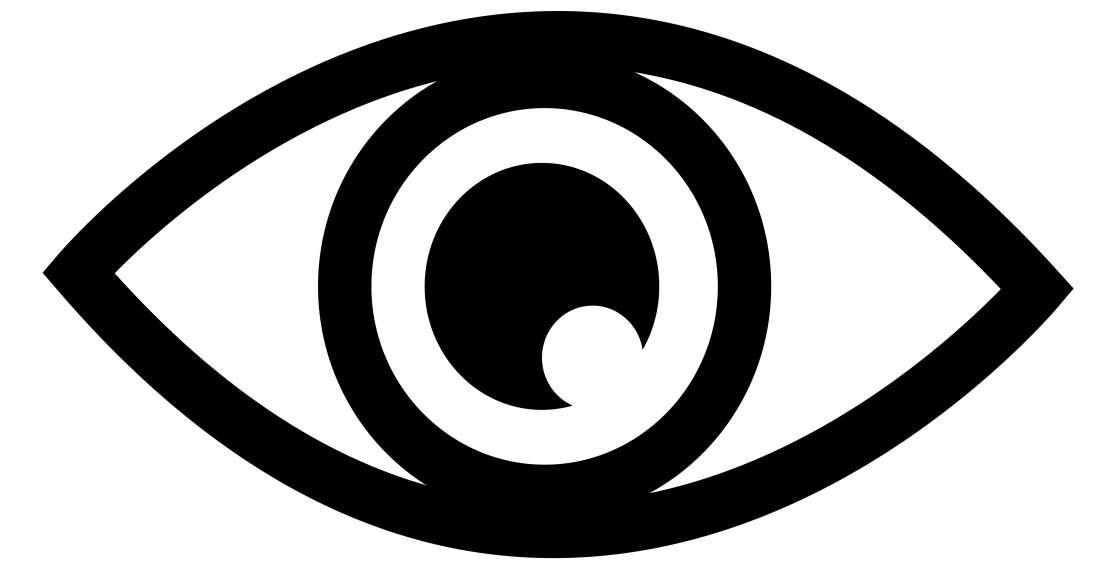
Prediction AI Use Cases for B2B Marketers

- Predict lead conversion likelihood.
- Forecast deal size and contract value using historical data on past deals.
- Recommend optimal follow-up timing and cadence for each lead.
- Predict win probability for each opportunity in the pipeline.
- Forecast expected sales cycle length using past deal data.
- Identify lookalike accounts that resemble your best customers.
- Forecast expected sales revenue impact of campaigns and programs.



Vision AI Use Cases for B2B Marketers

- Analyze sales call facial expressions to gauge engagement.
- Create customized visual assets for high-fit target accounts.
- Generate compelling images and videos to nurture leads.
- Seamlessly edit photos and videos without professional design skills.
- Identify brand logos in social posts for influencer marketing.
- Automatically adjust and design visual assets and brand collateral.
- Analyze images of data, dashboards, and martech reporting systems automatically.



Language AI Use Cases for B2B Marketers

- Automate or augment [content creation](#).
- [A/B test](#) different CTAs and optimize based on response.
- [Summarize and analyze](#) lots of industry-specific or technical material.
- Process [calls and conversations](#) with thought leaders.
- Route and qualify [inbound leads](#) based on conversational analysis.
- Tailor [advertising messages](#) to the language that motivates individuals.
- Engage with [CRM and martech systems](#) using natural language prompts.



AI + Conversion Rate Optimization

- Easily [test any element of your website](#) (creative, color, copy, size, placement) to learn faster and improve customer experiences.
- Set up and more [precisely target different audience](#) segments based on firmographic, technographic, first-party, or third-party data to dynamically serve the right content to each audience.
- Easily [tailor website messaging](#) to deliver personalized customer experiences.
- Show different website versions to each visitor to deliver the combination with the [highest likelihood of converting](#).
- Execute [sophisticated tests](#) of site landing pages, headlines, images, offers, calls to action and more, and automatically apply the learnings to maximize conversion rates

AI + Account-Based Marketing

- [Predict the accounts that will buy](#) based on your existing customers and help team members prioritize similar leads.
- [Generate digital assets at scale](#). Transform one core page into an ABM campaign by customizing it using AI, whether it's 1:1, 1:few, or 1:many.
- [Create hyper-personalized assets](#) including content, creative, format, number of touchpoints, etc. Base these campaigns on each company's unique needs, pain points, internal stakeholders, past interactions with your brand, and more.
- Use predictive AI to [determine the best messaging](#) to pair with each organization's internal decision-making processes, company ethos, business goals, and specific challenges.

AI + Content and Brand Compliance

- Develop and maintain [editorial policies, brand standards, style guides, and content governance guidelines](#), even across large organizations and many different teams.
- [Personalize product and content recommendations](#). Better match products to each prospect's needs, to increase the conversion rate for initial purchases, as well as cross-sell and upsell opportunities to “land and expand” key accounts.
- Serve users [individualized content recommendations](#) that increase content consumption and brand engagement.
- [Surface relevant organizational information](#) to employees while they work, like your products, internal initiatives, or industry jargon.
- Dynamically serve the content that will most likely [help a prospect take the desired next step](#) toward a purchase, like downloading an implementation guide.

AI + Website Experience and Personalization

- Create [dynamic and personalized website experiences](#) that help users find the product they're looking for based on their job title, industry, or product lines they've purchased from in the past.
- Automatically serve [personalized website versions](#) to anonymous and first-time visitors.
- Better engage visitors with [contextual greetings](#) using AI-powered chatbots and personalized website content.
- Create [contextualized recommendations](#). Provide recommendations based on specific contextual factors, such as device type, location, time of day, etc.
- [Make product and content discovery intelligent](#). AI can analyze product metadata to serve up smarter search results and help customers find what they want faster.



Coupa Executes Dynamic ABM Strategy with Intellimize

Learn how the marketing team at Coupa leveraged Intellimize to launch a powerful ABM program targeting their key named accounts.



DRIFT[®]

How Drift Uses Intellimize to Convert More Traffic into Revenue



Top AI Tools for B2B Marketing

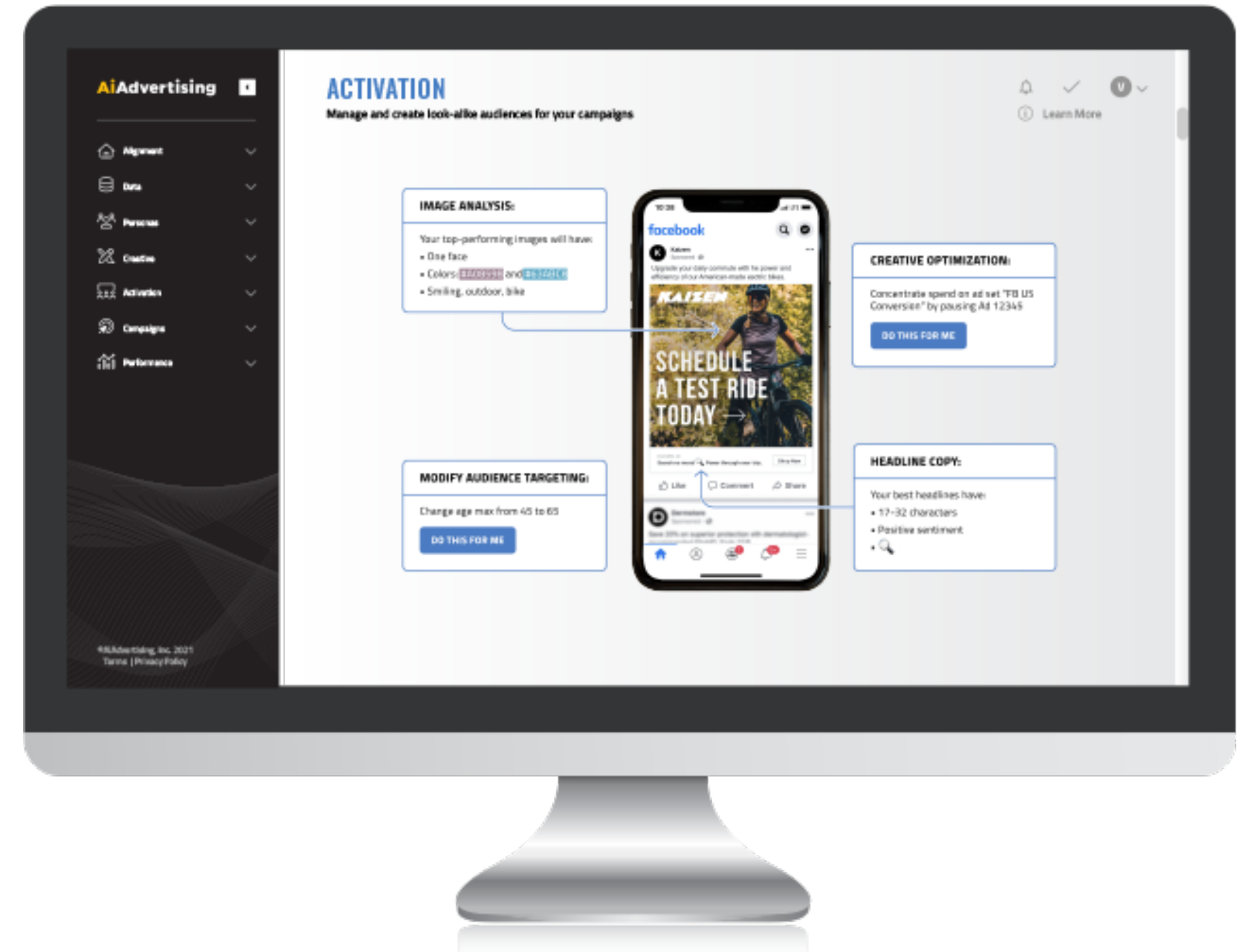
The technology you **buy next** will be much, much **smarter**.
So will the tech you **already use**.

1. AiAdvertising



Use Cases

- Predict the success of ad campaigns.
- Hyper-personalize ads to specific personas.

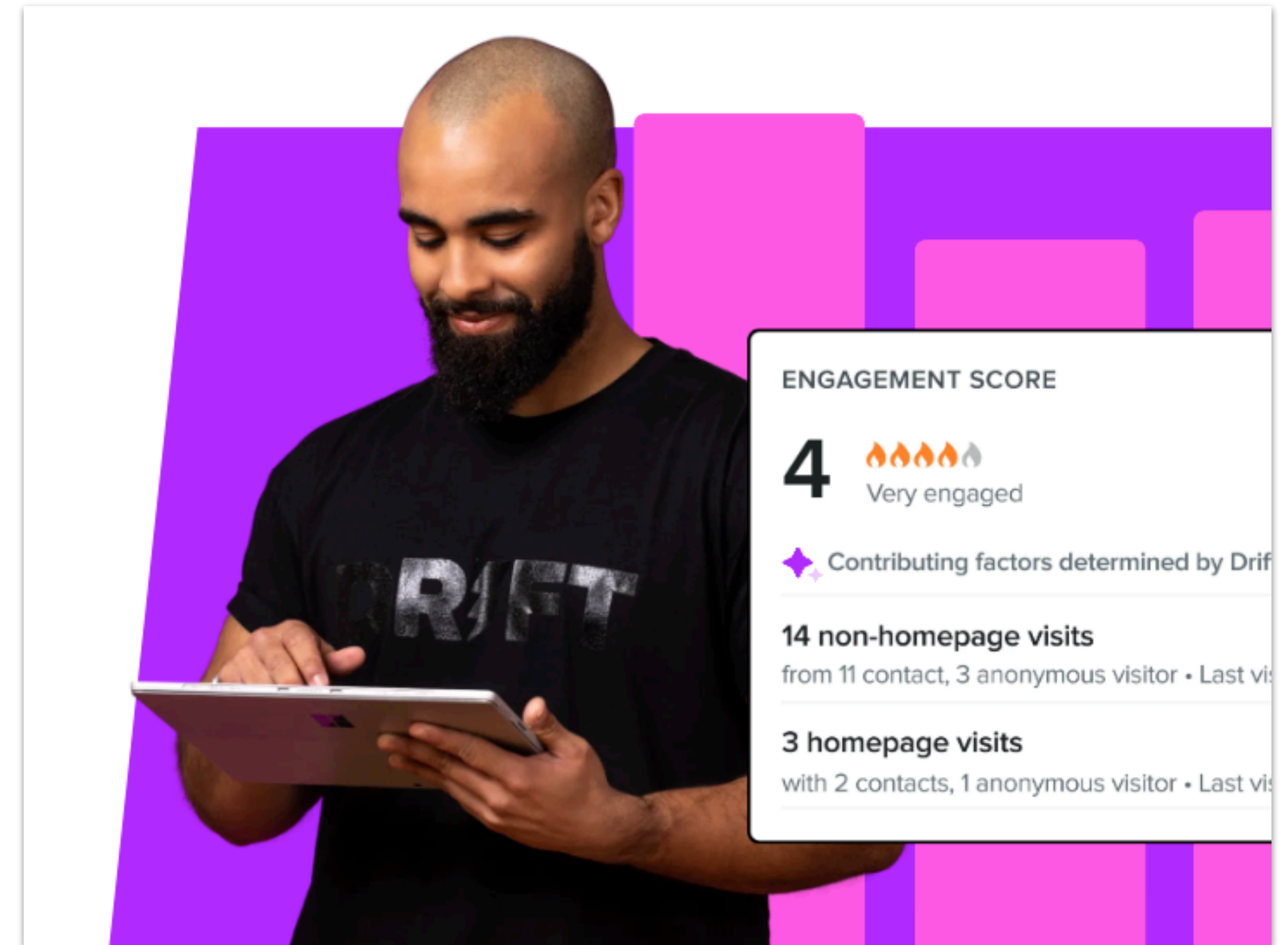


2. Drift



Use Cases

- Automatically chat with visitors 24/7.
- Answer questions and provide resources 24/7.
- Have AI chatbots score and hand-off leads.

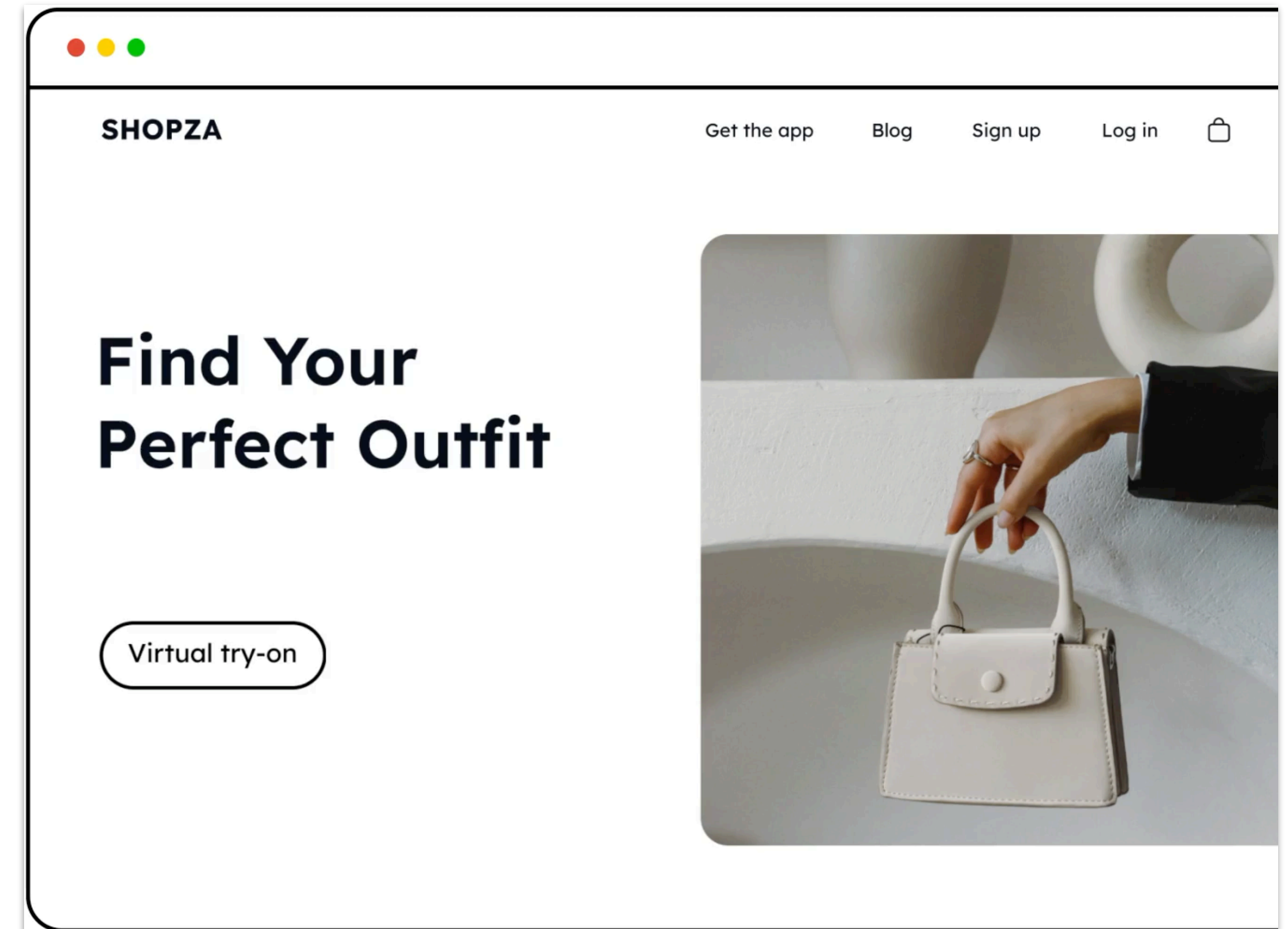


3. Intellimize

Intellimize

Use Cases

- Use AI to optimize, A/B test, and personalize your website by running site variations to test elements.
- Use generative AI to provide suggestions for copy and optimization playbooks.

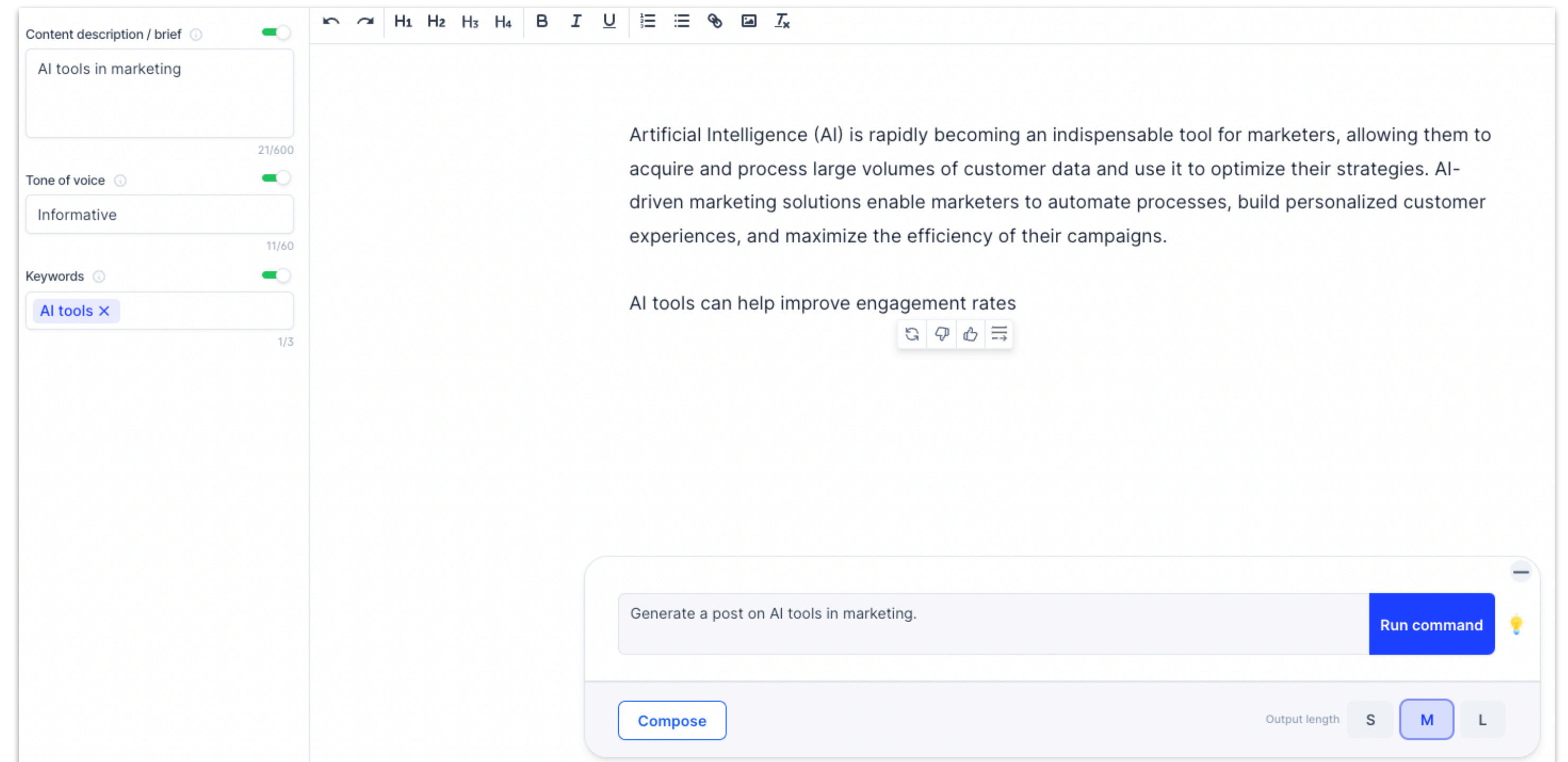


4. Jasper



Use Cases

- Generate content automatically.
- Generate images for posts.
- Create content in 30 languages.

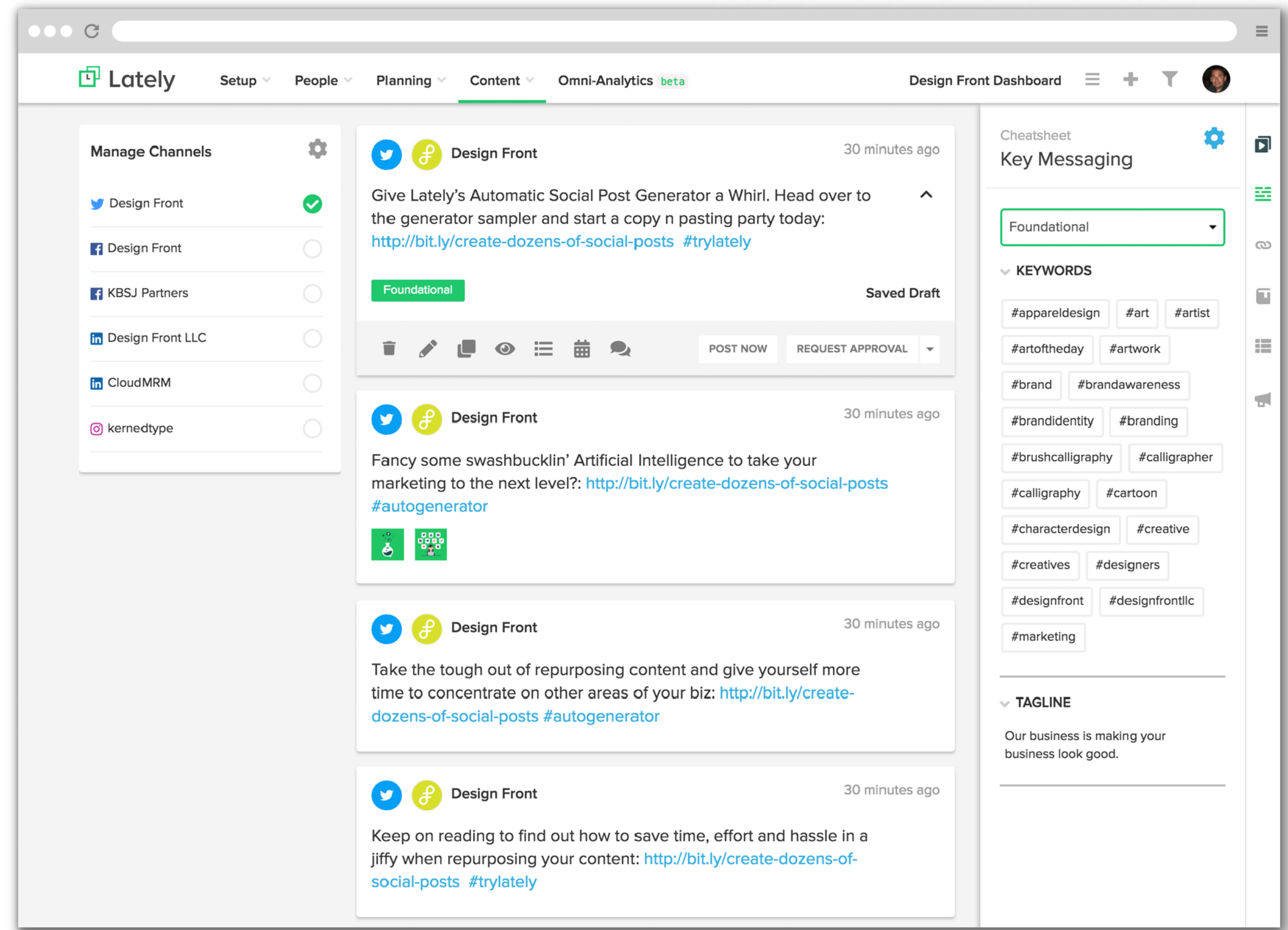


5. Lately



Use Cases

- Create posts from existing content.
- Determine which content works best.

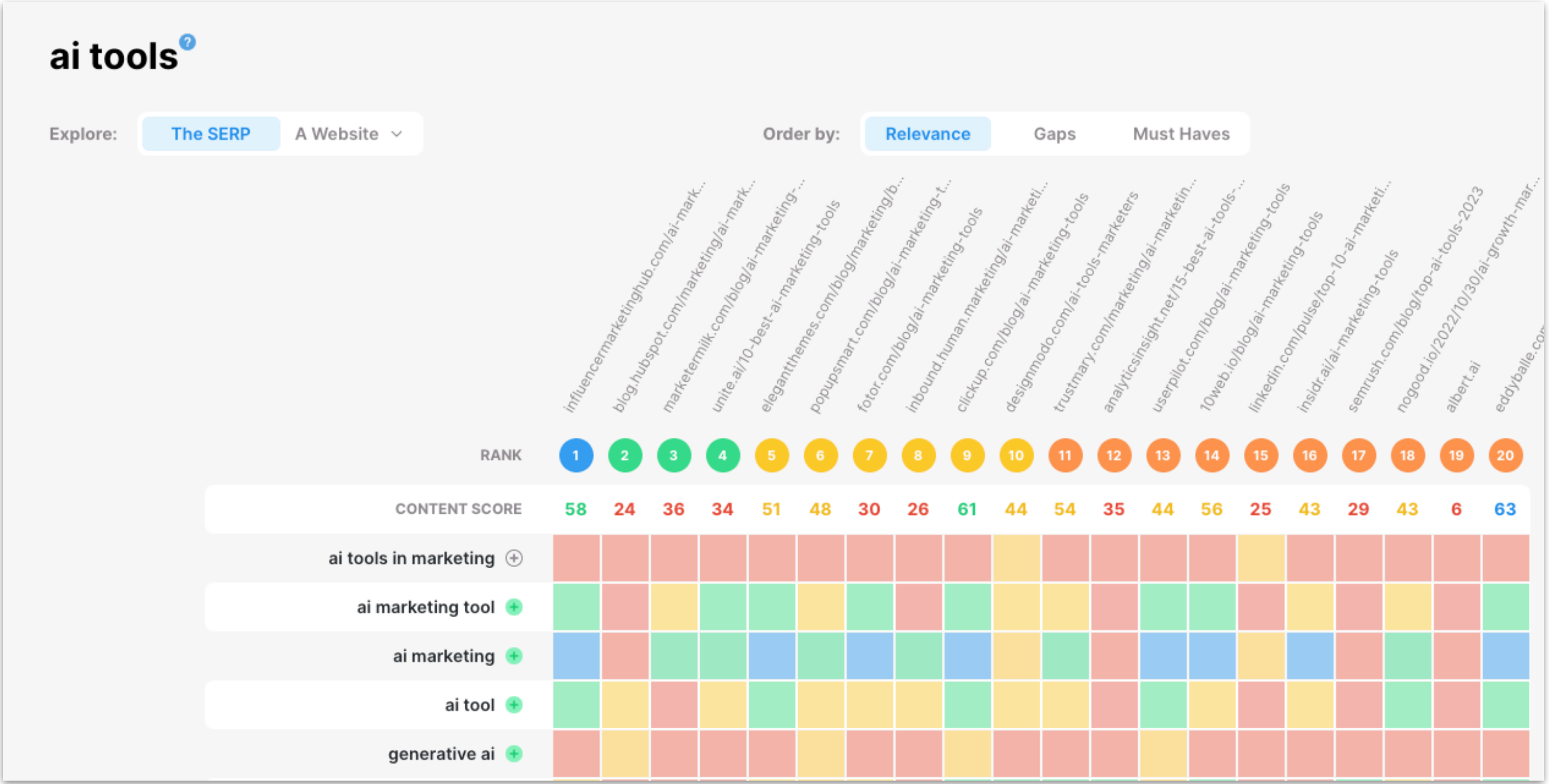


6. MarketMuse



Use Cases

- Determine which topics to write about.
- Learn how to rank higher in search.
- Spy on the competition's SEO.

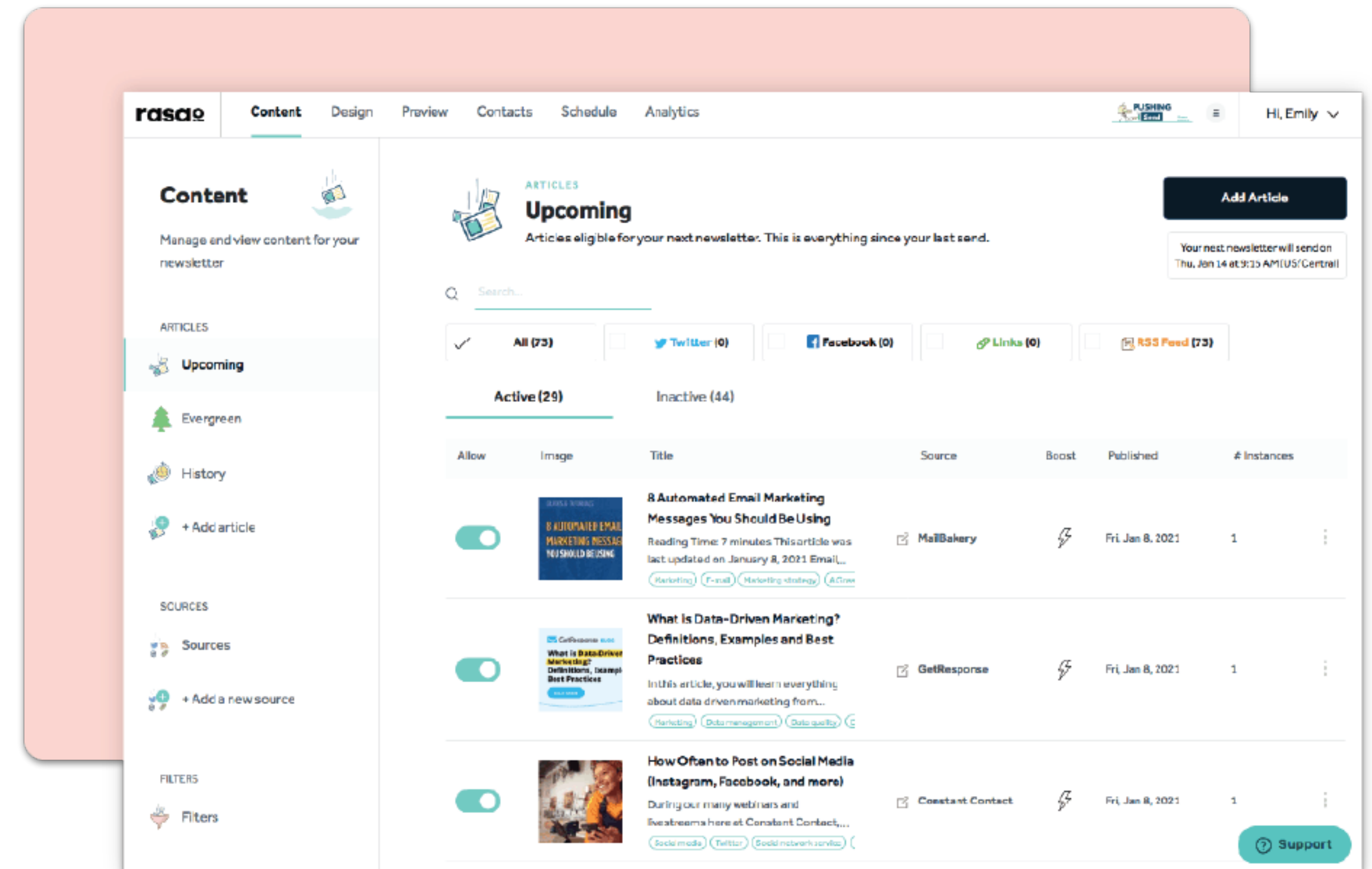


7. rasa.io

rasa.io

Use Cases

- Automatically generate newsletters.
- Do 1-to-1 personalization in newsletters.



Disclosure: Some vendors featured in this presentation may be Marketing AI Institute advertisers, sponsors or affiliates.

8. Writer

WRITER

Use Cases

- Automatically generate content.
- Learns your brand style and voice.
- Has enterprise-grade security and compliance.

The screenshot shows the 'Press release' generation interface in the Writer AI tool. The interface is divided into two main sections: a form on the left and a 'Results' panel on the right. The form contains three required fields: 'Type*', 'Who*', and 'What*'. The 'Type*' field has a dropdown menu with 'Product announcement' selected. The 'Who*' field has a dropdown menu with 'Bailey Everette, CTO and co-founder' selected. The 'What*' field has a text input area with the placeholder text 'Summarize what this press release is about in a few sentences'. Below the text input area, there is a preview of the generated content: 'Acme, Inc. is announcing its latest release in the ecoWidget product line, the ecoWidget Pro.' At the bottom of the form, there is a blue button labeled 'Generate content'. The 'Results' panel on the right is currently empty, showing a '0' in a circle and a back arrow.

Press release

Type*

What type of press release are you writing?

Product announcement

Who*

Which people or companies should be mentioned?

Bailey Everette, CTO and co-founder

What*

Summarize what this press release is about in a few sentences

Acme, Inc. is announcing its latest release in the ecoWidget product line, the ecoWidget Pro.

Generate content

Results

0

Existing Tools with AI

Business Productivity

Google

Microsoft

asana

slack

Marketing Automation/CRM

HubSpot

salesforce

Marketo™
An Adobe Company

eloqua™

Marketing Software

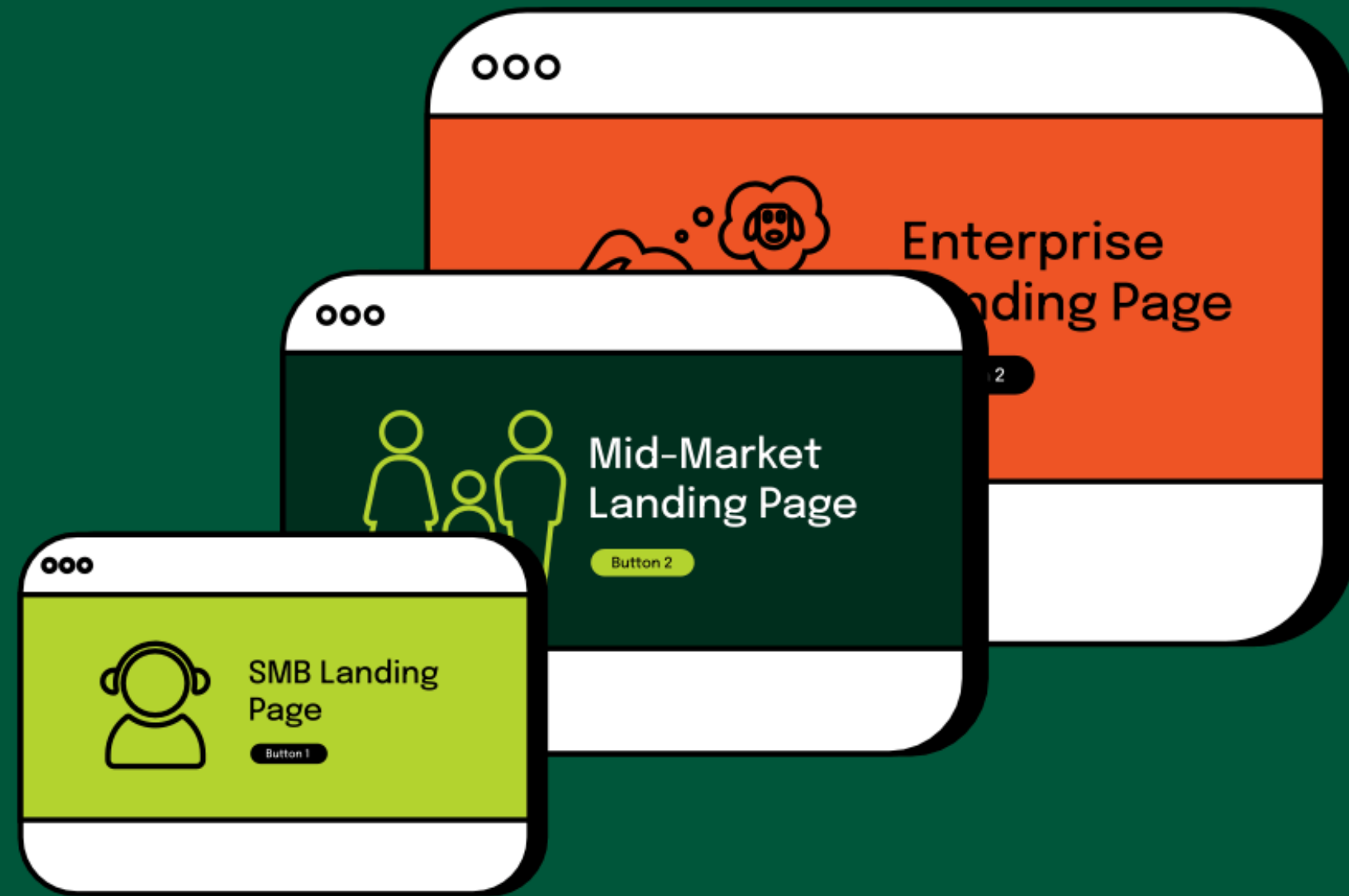
Adobe

Canva

INTUIT
mailchimp

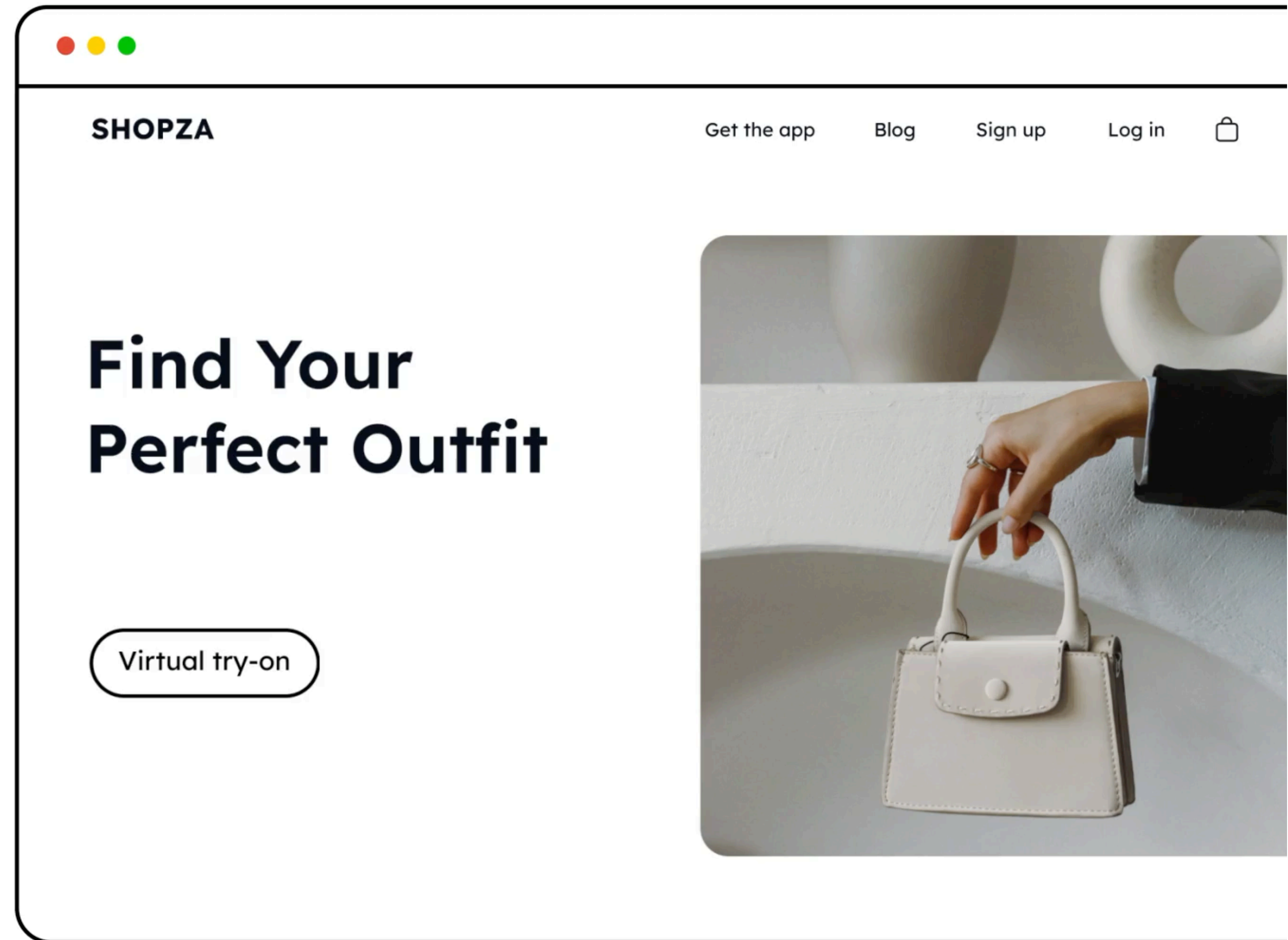
vimeo

Intellimize



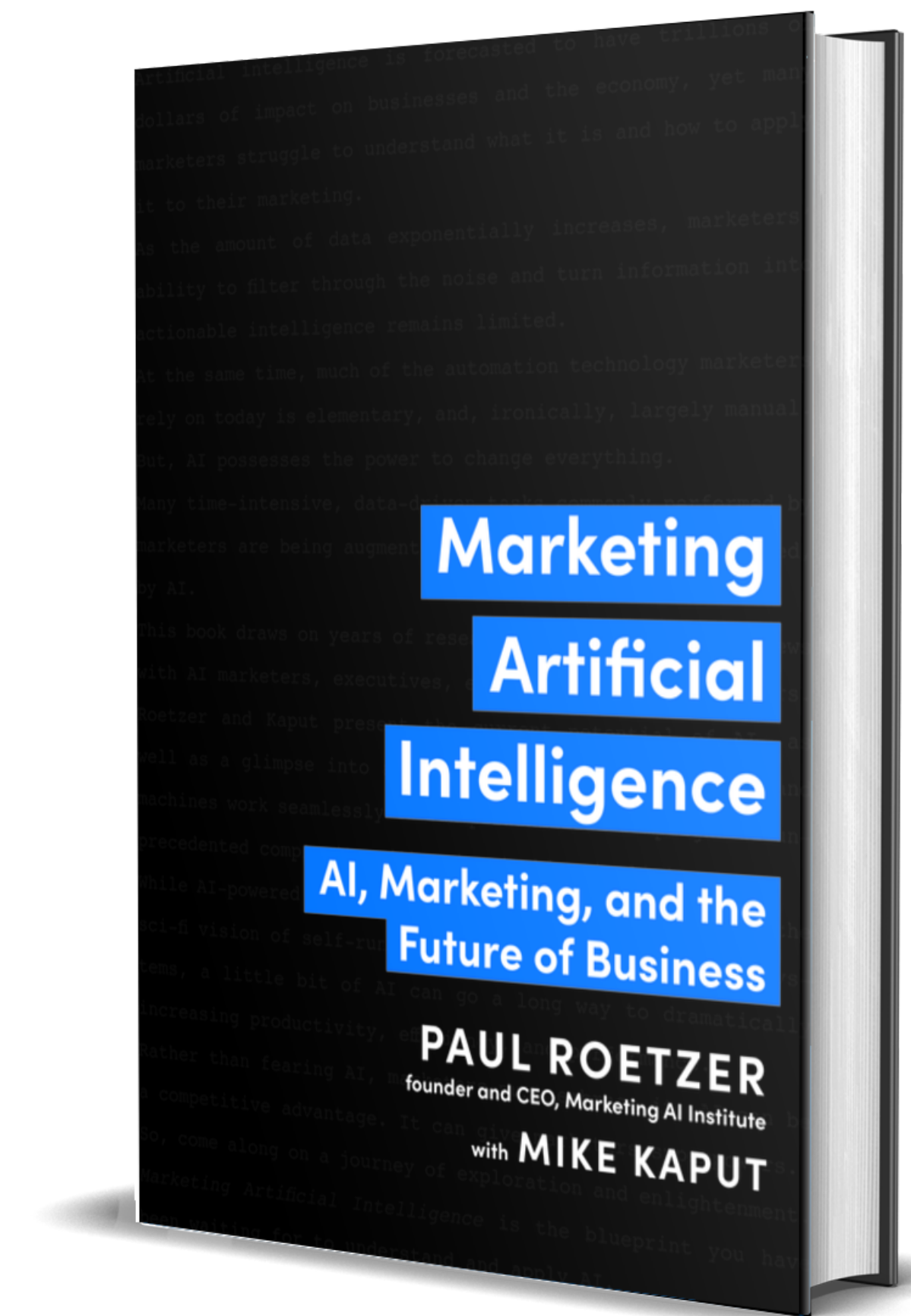
Personalize your website for every persona

Learn more at intellimize.com



“Next-gen marketers know that in order to deliver the personalization and experiences modern consumers expect, marketing must become smarter. It must become marketer + machine.”

Excerpt from *Marketing Artificial Intelligence: AI, Marketing and the Future of Business* by Paul Roetzer and Mike Kaput



Q&A and Discussion