

AI Ready: The New Imperative for Marketers

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Who am I? Why am I here?

- Nearly two decades in global technology marketing, began “first career” as a producer in broadcasting at the age of 18.
- The first conference session I delivered as a speaker was at Integrate 2014. All roads lead from Morgantown.
- Life is re-invention.



Why Marketers?

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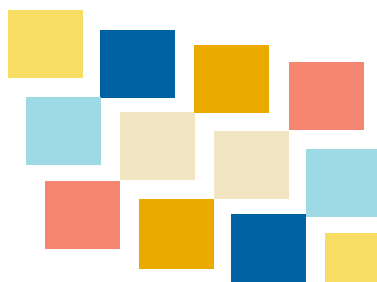
Why not marketers?



Marketers are the tip of the spear

- Closest to the customer
- Fluent in data and creativity
- Built to test, learn, and adapt.

AI adoption does not just start with tools. It starts with the people who know where value can be created.



**We can be
afraid of it...**



**...or we can get
in front of it.**

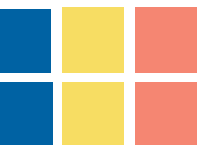
Know the Landscape

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**“You gotta know
the rules of the
game to know how
to bend them.”**



MOST COMMON AI TOOLS OF TODAY

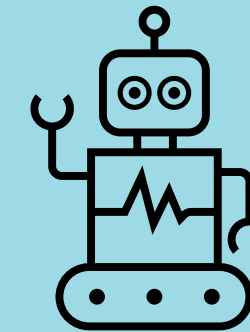


Prompting & Workflows

You guide the AI step by step.

Best for drafting, brainstorming, summarizing, analyzing, and improving work through iteration.

The human stays fully in the loop.



Agents

You give the AI a goal, context, and boundaries.

Best for multi-step tasks that require planning, tool use, decisions, and follow-through.

The human shifts from operator to orchestrator.

The Offerings



...and more

The Important Part: Data & Context

- Where is my data, and what is the vendor doing with it?

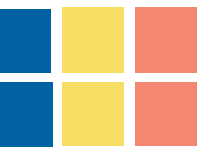
- Does the service have the context of my work environment?

Make Your Case

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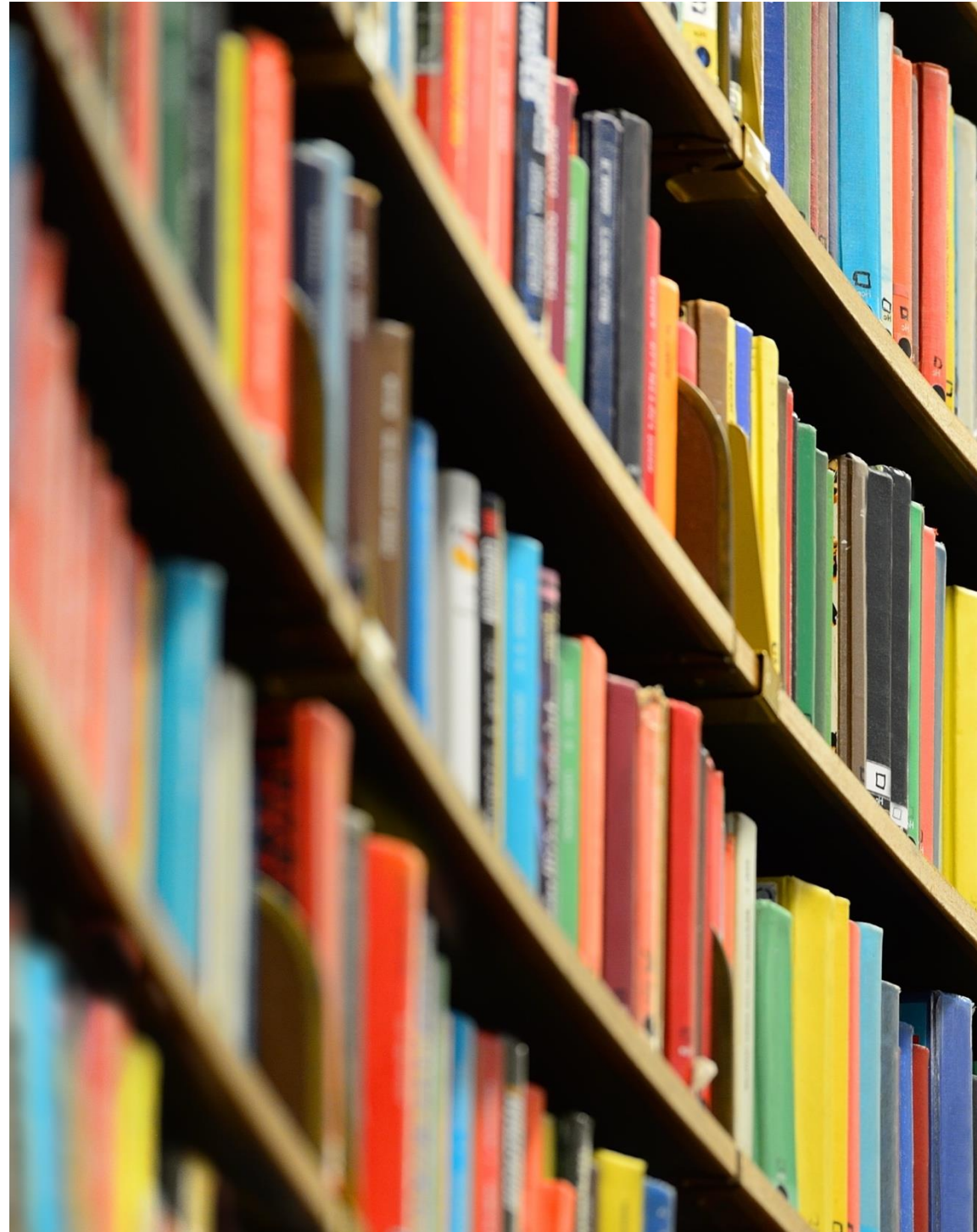
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**With AI,
what would you do
differently at work?**





In Concept

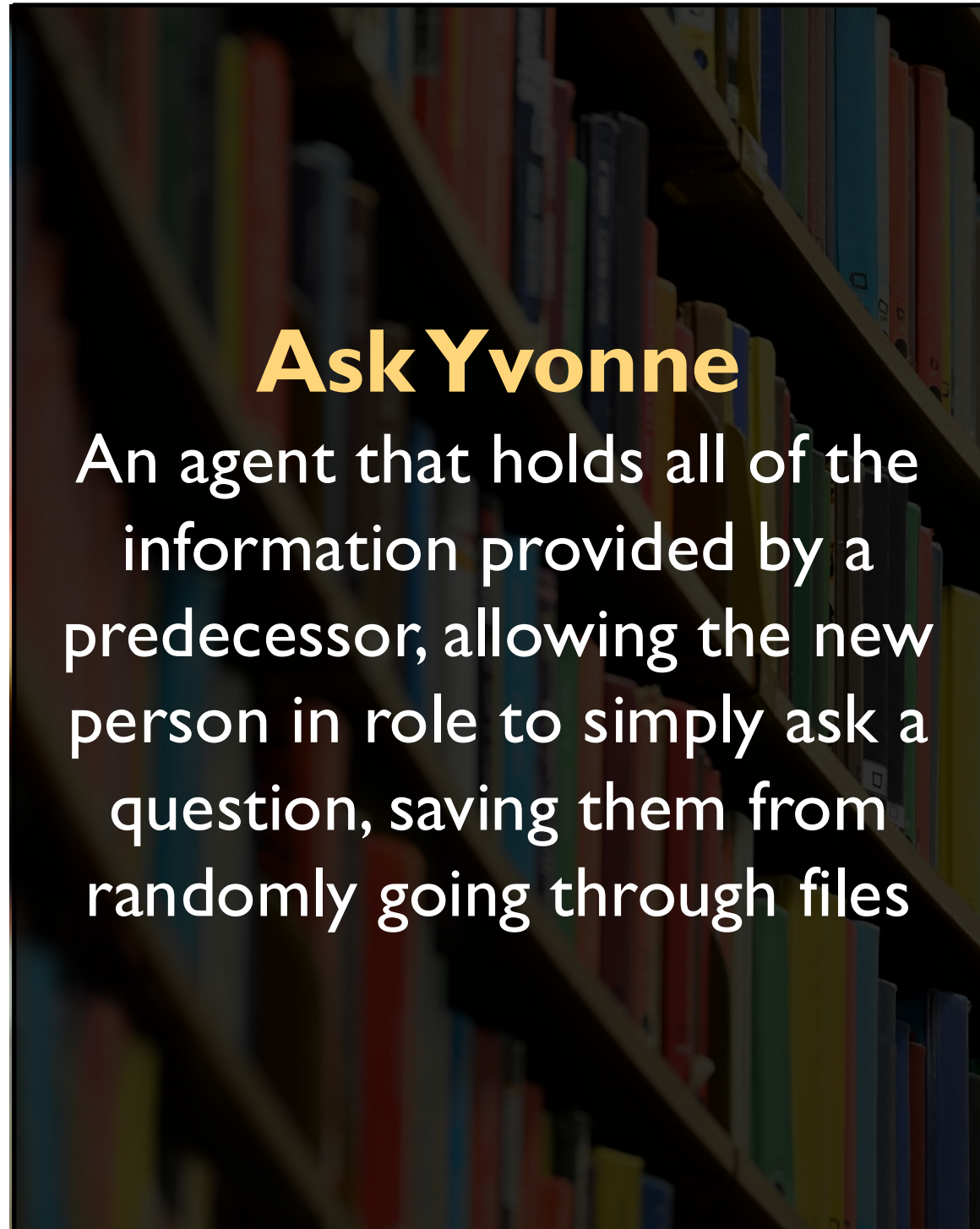


**SCALABLE
KNOWLEDGE BASE**

**CLEAR
BOTTLENECKS**

**ENHANCE
THE ROUTINE**





Ask Yvonne

An agent that holds all of the information provided by a predecessor, allowing the new person in role to simply ask a question, saving them from randomly going through files

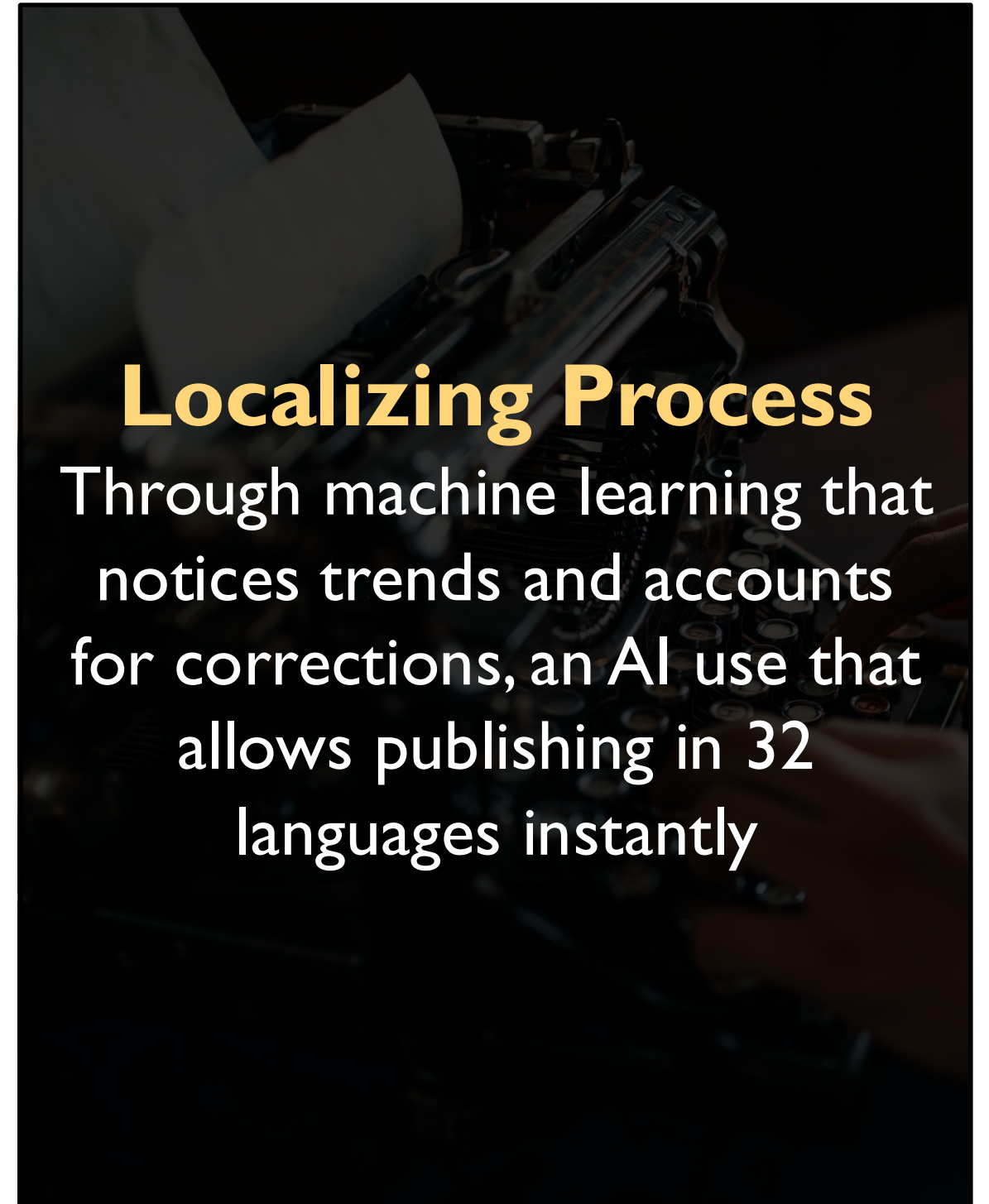
**SCALABLE
KNOWLEDGE BASE**



Enablement Review Agent

An agent that reviews draft sales material for accuracy, compliance, quality, and usefulness to sales professionals.

**CLEAR
BOTTLENECKS**



Localizing Process

Through machine learning that notices trends and accounts for corrections, an AI use that allows publishing in 32 languages instantly

**ENHANCE
THE ROUTINE**



Experiment



**Stress
Test**



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**Share
Success**

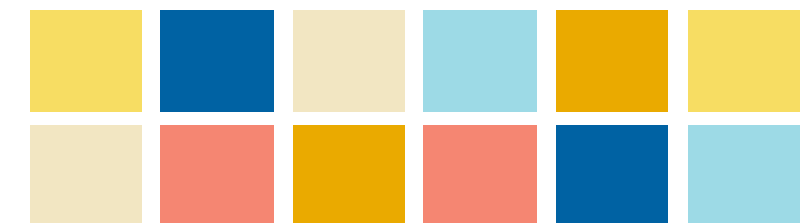


You are the most important product that you will ever market.

Ensure your stakeholders and your network know your skill, your expertise, and your value.

Communicate your insights simply-ask yourself if your point of view answers the 3 “Why’s”

Numbers, Numbers, and More Numbers: tell your ROI story through hours saved, budget saved, and speed-to-market





IMC 554

AI in Digital Marketing Communications

- ✓ **Learn the Landscape**
Understand what AI is, what it is not, and how the tool ecosystem is evolving.
- ✓ **Build Practical Skill**
Use prompting, workflows, and AI tools to improve real marketing work.
- ✓ **Lead Adoption Responsibly**
Evaluate use cases, manage risk, and make the business case for AI



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Thank You

Time For Questions

