



# AI DRIVEN B2B MARKETING

## AI MARKETING STRATEGY TO ACCELERATE GROWTH

The Toms In Partnership With B2B Marketing Leaders Forum | November 2023

# AI In B2B Marketing

Artificial intelligence has captured the imaginations of marketers across the globe. With the rise of AI tools, marketing departments are able to streamline processes, automate tasks and make data-driven decisions. From lead generation to customer engagement, 92% of marketing teams are increasing their investments in AI in the next 12 months.

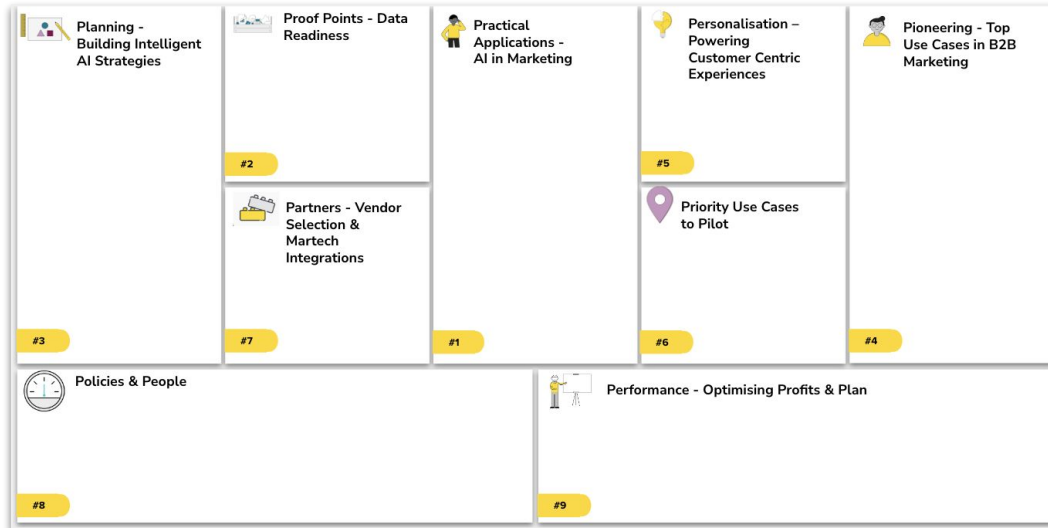
Navigating this fast-paced, ever changing realm of AI in marketing can feel overwhelming. On one side, there's a deluge of high-level webinars about ethical and on the other, there's a flood of tactical guides, focused primarily on our new friend ChatGPT. What's missing is a strategic guide, tailored to the perspective of seasoned marketing professionals who want to harness AI's power, the right way.

Introducing **AI Driven B2B Marketing** - How to Design Your AI Strategy —a one-day immersive experience that strikes the perfect balance. Not too lofty in big sweeping theory, and not too granular in practice.

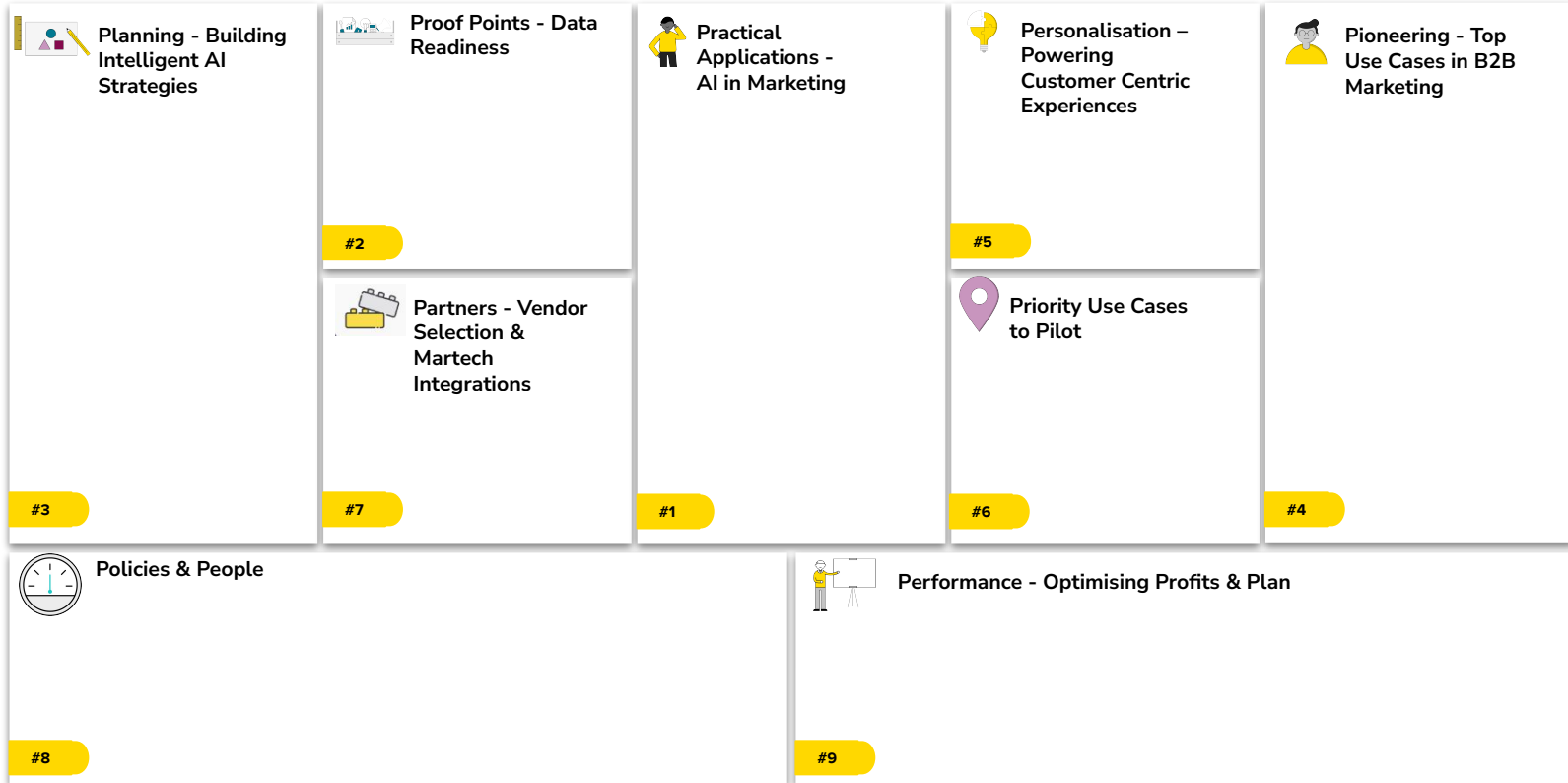
# Workshop Outline

In this 1-day interactive masterclass you'll learn the key technologies shaping artificial intelligence (AI) in marketing and how best-in-class B2B brands are embedding it to gain real, tangible benefits in their marketing productivity, creativity, and performance.

What sets this workshop apart is its direct applicability. We'll walk you step-by-step through our Marketing AI Canvas so you can map out AI initiatives that are properly sequenced and designed for success—regardless of where your marketing team is in your AI journey.



# MARKETING AI CANVAS - 9Ps FRAMEWORK



# Learning Outcomes

## What you'll learn



Gain a comprehensive understanding of what AI is and explore high-value real-world use cases for AI in every B2B marketing discipline.

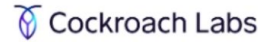
- Learn the real, practical, tangible impact of AI in B2B marketing
- Understand the key technologies shaping AI - Language, Vision, and Prediction
- Explore high-value marketing AI use cases and success stories from real world businesses
- Clearly explain which AI approach is right for your business given what you are trying to achieve
- Ask insightful, direct questions of your internal and/or vendor AI teams
- Develop a plan knowing where and how to apply AI in your marketing to deliver better results
- Map out the foundations to implementing your AI marketing strategy
- From originality to accuracy - develop an awareness of brand limitations and ethical considerations



**IMPACT**

**HAPPY CLIENTS & KIND WORDS**

# Trusted By:



# Mer



**2 Hour Workshop**

**50+ Senior Marketers**

**Articulating The Value of Marketing**

“Thanks again Catherine and Steve – absolutely loved the session and found it really engaging. We look forward to working with you again next year.”

**Natalie Truong**

**CMO - Mercer**



# InFocus: Marketing Strategy



**1 Hour Conference Session**

**500+ Financial Advisors**

“The Toms are rockstars. Enthusiastic, engaging and entertaining. More importantly, they know their stuff. Their sessions are well structured and highly practical but also strategic and challenging and full of actionable learnings and practical tips that you can implement from day one. They makes us better at what we do and we love working with them”

**Darren Steinhardt**

**Managing Director - InFocus**