

How to Pilot Generative AI to Support Marketing Strategy

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Initiatives: [Marketing Channels and Content](#); [Generative AI Resource Center](#)

CMOs are actively assessing generative AI's potential, but struggle to prioritize use cases and establish successful marketing pilots. CMOs can download this presentation for a framework to build a case for a pilot based on business value and feasibility of adoption.

Overview

Generative AI (GenAI) will have many expected and unexpected impacts on marketing, including on talent and labor, brand management, marketing operations, analytics, and day-to-day channel marketing tasks. However, as with any emerging technology, the primary reason for investment and adoption is the technology's potential to further strategic business and marketing priorities while balancing the risks to use the innovation.

Despite GenAI's relatively new market presence, it has created both excitement and anxiety among CMOs. Many CMOs would like to capture first movers' advantage with GenAI. However, the hype that GenAI experienced over the past year can make it difficult for CMOs to pinpoint timely investments that maximize business value, minimize adoption risks, demonstrate early wins, and set them up for future success with additional GenAI use cases.

To address these concerns, CMOs must work across their organization to quickly pilot GenAI use cases that have potential short-term benefits for marketing and their organization, while also driving long-term strategy. It is paramount that GenAI pilots are not only about proving that the technology works, but also about learning how it fits into the future of your organization. Start by setting up SMART structures for success:

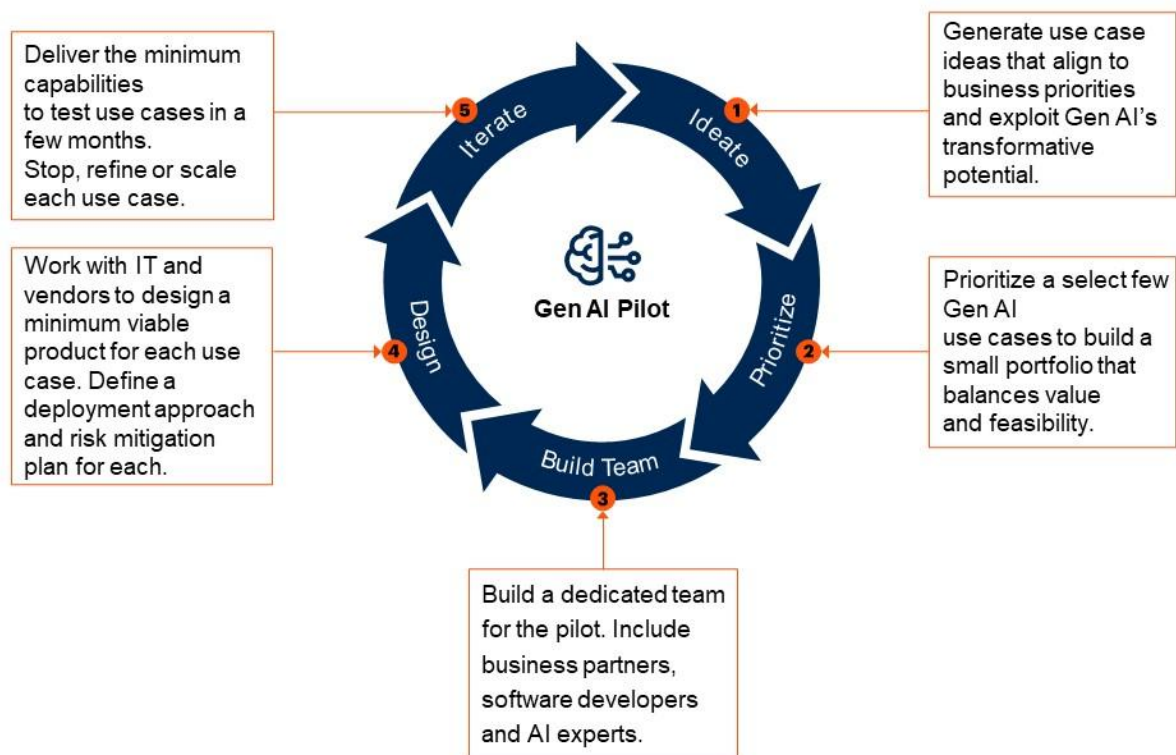
- Set up diverse teams to determine use cases and the direction of pilots.

- Map out a sequence of prioritized use cases. Don't start with all use cases at once. Instead, pilot key use cases first and then iterate, adding additional use cases incrementally.
- Assess risks and benefits before identifying the right use cases to pilot.
- Reach consensus on best practices and organizationwide governance structures to evaluate use-case pilot success or failure.
- Tailor your operating model for constant change. Be prepared to reevaluate your approach and pivot.

Then, use the GenAI pilot cycle to execute (see Figure 1).

Figure 1: Generative AI Pilot Cycle

Generative AI Pilot Cycle



Source: Gartner

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When exploring how and when to use GenAI, CMOs should know that marketing use cases generally fall into seven broad categories. Use the categories in Table 1 to help kick-start your thinking on where GenAI can enhance and accelerate your marketing efforts.

Table 1: GenAI Use-Case Dimensions

(Enlarged table in Appendix)

Category	Description	Examples
Generative Content & Code	Using GenAI to create, replicate, localize, update or augment text, image, video or audio content for marketing.	Content Authenticity, Coding Assistant, Content Assistant, Localization, Search Supplement, Social Engagement
Brand Management	Using GenAI to evaluate competitive markets, provide brand recommendations or help recognize where brands differ.	Brand Compliance, Brand Differentiation
Synthetic Intelligence	Using GenAI for analytics, measurement and analysis such as by creating a customer digital twin that can mirror or simulate a customer segmentation and behavior.	Analytics Accelerator, Synthetic Data/Digital Twins, Market Research
Edge Influence	Using GenAI to optimize advertising content and media plans. Or to personalize media and advertising based on segments or customer profiles.	Advertising Optimization, Dynamic Personalization, Influence/Journey Creation
Augmented Marketing Ops	Using internal chatbots or programs that enable marketing, sales or customer service to find information quickly to better service customers.	Channel Chatbot, Rapid Response Regtech
Harm Mitigation	Identifying bias or potentially harmful marketing, reducing a brand's potential of being associated with harms and increasing the potential of a positive market reception.	Allocation Harm Mitigation, Explainability, Representational Harm Mitigation
Digital Humans	Using GenAI to support sales' capability to complete research and hone presentation and negotiation skills. Increases win rates and onboarding of new customers.	Digital Humans, Sales Gymnasium

Source: Gartner (January 2024)

In the downloadable presentation deck, we provide an overview of what GenAI is and how to smartly assess the risks and rewards of adopting this technology within your marketing organization. The presentation then introduces a step-by-step process for how to prioritize GenAI use cases and successfully pilot the use of GenAI.

Evidence

This presentation includes inputs from:

- [Use-Case Prism: Generative AI for Marketing](#)
- [How to Pilot Generative AI](#)
- [Toolkit: Discover and Prioritize Your Best AI Use Cases With a Gartner Prism](#)
- [Innovation Guide for Generative AI in Marketing](#)
- [Executive Pulse: GenAI Initiatives Take Shape Across the Enterprise](#)

2023 Gartner Marketing Future Strategic Priorities Poll. This poll was conducted to explore the top priorities and most pressing challenges that marketing clients expect to face in 2024. The research was conducted online from May through July 2023 among 70 marketing leaders. Respondents included current or prospective Gartner clients from the U.S. (n = 56), Europe (n = 5), the U.K. (n = 3), Canada (n = 1) and Asia/Pacific (n = 1). Respondents represented a wide range of industries, including banking, insurance and financial services (n = 13), consumer products (n = 9), manufacturing and natural resources (n = 7), IT and business services (n = 6), pharmaceuticals, biotechnology and life sciences (n = 6), education providers (n = 3), healthcare (n = 3), IT and high tech (n = 2), and others (n = 17). Note: Question base varies as respondents were not required to answer all questions.

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