

<b>Theme</b>	<b>How will AI fundamentally transform marketing in the next 2-3 years?</b>
<b>Workstream</b>	<b>Strategy Definition</b>
<b>Leads</b>	<b>[Document Owner]</b>

An AI transformation strategy brief is an early-stage strategic document that describes the anticipated evolution of marketing capabilities through artificial intelligence and the associated business value over the next 2-3 years. This brief guides strategy leaders in designing AI implementation roadmaps while creating opportunities to define aligned key themes for organizational change management and communication efforts to deliver consistent AI-enhanced marketing experiences with predictable business outcomes.

### Purpose

This document synthesizes insights from across marketing functions and identifies opportunities to leverage AI for enhanced customer engagement and new business value creation. It demonstrates a unified vision of AI's transformative potential in marketing.

These insights focus on AI applications within the context of current marketing capabilities, customer expectations, and importantly their evolving needs, behaviors, and how marketing organizations can adapt to serve them more effectively through intelligent automation and personalization.

### How to use this document

This brief serves as a strategic guide for understanding AI's transformative impact on marketing and helps create consistency in AI implementation approaches, how we communicate AI initiatives to stakeholders, and how we develop deeper customer engagement through AI-powered experiences that meet evolving customer expectations.

## 1. Executive Summary

**Purpose:** Outline the strategic intention of AI integration in marketing.

**Vision Statement:** A concise vision for how AI will evolve marketing capabilities over the next 2-3 years.

**Scope:** Key functional areas covered (e.g., campaign optimization, content creation, customer insights).

## 2. Strategic Context

**Current State of Marketing Capabilities:** Brief summary of the organization's marketing maturity, technology stack, and performance.

**Customer Expectations & Market Shifts:** Highlight evolving customer behaviors, expectations, and market trends that AI can address.

**Drivers for Change:** Internal (e.g., efficiency needs, budget constraints) and external (e.g., competitor activity, tech advancements) motivators.

## 3. AI Opportunities by Marketing Capability

Marketing Capability	AI Opportunity	Expected Value	Maturity	Dependencies
<b>Example</b>				
Customer Insights	Predictive segmentation	Improved targeting and ROI	Experimental	Clean data, analytics talent

Campaign Management	AI-driven optimization	Reduced cost per acquisition	Emerging	Martech integration
Content Creation	Generative AI for copy/design	Faster time-to-market	Scalable	Content governance
Personalization	Real-time personalization engines	Increased engagement	Maturing	CRM/CDP readiness

#### 4. Business Value & Outcomes

*Replace with value creation model (excel spreadsheet)*

Customer Value:

- Examples - Personalization, relevance, seamless experiences, and increased trust.

Business Value:

- Examples - Increased ROI, operational efficiency, speed to market, data-driven decision making.

Success Metrics:

- Example Success Metrics: % increase in marketing ROI, Lift in conversion rates, Reduction in time-to-launch, Customer satisfaction/NPS improvements

#### 5. Guiding Principles for AI Integration

- Human + Machine Collaboration: AI augments, not replaces.
- Responsible AI: Ethical use, transparency, and fairness.
- Customer-Centricity: AI applications must enhance—not disrupt—customer experience.
- Agility & Learning: Build for iteration and continuous improvement.

#### 6. Roadmap Overview (2–3 Years)

*Example*

Timeframe	Focus Areas	Milestones
0–6 Months	Pilot high-impact use cases	Initial AI use cases deployed, stakeholder buy-in
6–18 Months	Scale successful pilots	AI integrated into core marketing workflows
18–36 Months	Optimize & expand	Full-funnel transformation, predictive analytics at scale

#### 7. Change Management & Communication Themes

Internal Education & Alignment: Upskilling, workshops, and internal communications about AI's role in marketing.

Stakeholder Communication: Clear messaging about value, safeguards, and outcomes to leadership and cross-functional partners.

Customer Transparency: Clear explanation to customers on AI-enhanced experiences and data use policies.

## 8. Risks & Mitigation

Risk	Impact	Mitigation Strategy
<b>Examples</b>		
Poor data quality	Low model accuracy	Data governance initiatives
Misalignment across teams	Delayed adoption	Cross-functional AI steering group
Resistance to change	Low engagement	Organizational change plan with early wins and champions

## 9. Next Steps

- Confirm/Revise/Add AI use case prioritization
- Assign pilot leaders and cross-functional teams
- Launch internal enablement series
- Begin stakeholder briefings and communication planning

## 10. Appendices

- Glossary of AI Terms
- AI Use Case Catalogue
- Stakeholder Map
- AI Maturity Model
- References & Research Insights