



B2B Marketing: AI Implications and Applications



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The open network of specialized subscription,
membership & event professionals

Today's session

- Part 1: **Context**
- Part 2: **Generative AI vs Analytical AI**
- Part 3: **Skills for an AI-enabled marketing team**
- Part 4: **Practical AI marketing applications + examples**
- Part 5: **What's coming up...**



We'll be running a survey at the end of today's session on the state of AI in marketing. We'll share 1st insights with all who complete the survey...

Part 1 of 5:

Context



About your round-table leaders

MPG delivers **consultancy, agency services, outsourced marketing** and **training** for **specialised B2B intelligence/media/events businesses**.

Our approach is data-led, and we focus on:

- Marketing strategies and campaigns to support revenue growth and ROI
- Tech, data, analytics and digital tools for high performance marketing
- Marketing training for inhouse teams

www.mpg.biz



Why is AI such a talking point now?

- ChatGPT has thrown AI into popular culture, making the tech accessible and understandable for the first time
- Martech providers are focusing on the AI in their solutions as a competitive advantage
- This has shone a spotlight on the AI already in many martech solutions, and has accelerated development, release usage of new and fast evolving AI tools

FURTHER READING

What is generative AI, and why is it suddenly everywhere? >



McKinsey Survey - August 2023



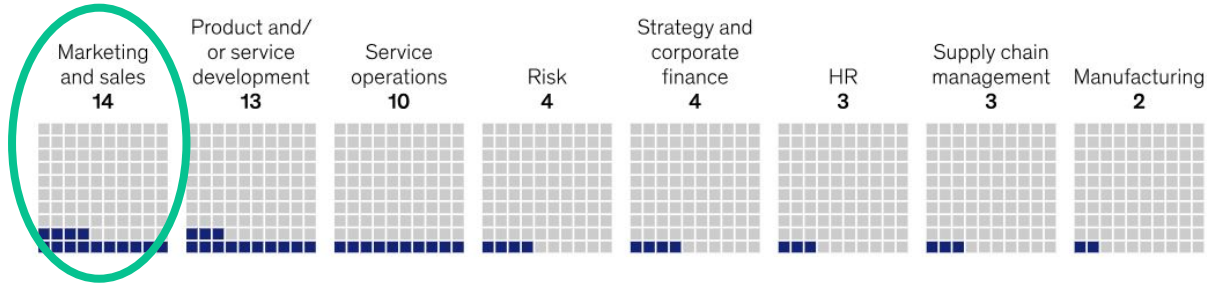
The state of AI in 2023: Generative AI's breakout year

August 1, 2023 | Survey



The most commonly reported uses of generative AI tools are in marketing and sales, product and service development, and service operations.

Share of respondents reporting that their organization is regularly using generative AI in given function, %¹



Most regularly reported generative AI use cases within function, % of respondents

Marketing and sales	Product and/or service development	Service operations
Crafting first drafts of text documents 9	Identifying trends in customer needs 7	Use of chatbots (eg, for customer service) 6
Personalized marketing 8	Drafting technical documents 5	Forecasting service trends or anomalies 5
Summarizing text documents 8	Creating new product designs 4	Creating first drafts of documents 5

¹Questions were asked of respondents who said their organizations have adopted AI in at least 1 business function. The data shown were rebased to represent all respondents.

Source: McKinsey Global Survey on AI, 1,684 participants at all levels of the organization, April 11–21, 2023

Inaccuracy, cybersecurity, and intellectual-property infringement are the most-cited risks of generative AI adoption.

Generative AI–related risks that organizations consider relevant and are working to mitigate, % of respondents¹



¹Asked only of respondents whose organizations have adopted AI in at least 1 function. For both risks considered relevant and risks mitigated, n = 913.

Source: McKinsey Global Survey on AI, 1,684 participants at all levels of the organization, April 11–21, 2023

Mailchimp Report

A Mailchimp Report

A Mailc

The Future of AI Marketing Isn't Added On – It's Built In



Based on a commissioned
survey conducted by

FORRESTER®

[DOWNLOAD THE REPORT](#)

Today's uncertain macro requires that marketers do more with less, but a few basic truths remain

First

It's tough to create new content at scale on a regular basis

Second

It's *really* tough to deliver that content to the right audience at the right time to drive business results

That's where AI comes in

“When the **audience generation and data analysis power of machine learning** is combined with the **content generation power of generative AI**, the result is, to put it simply, a game-changer for marketers.”

WARNING

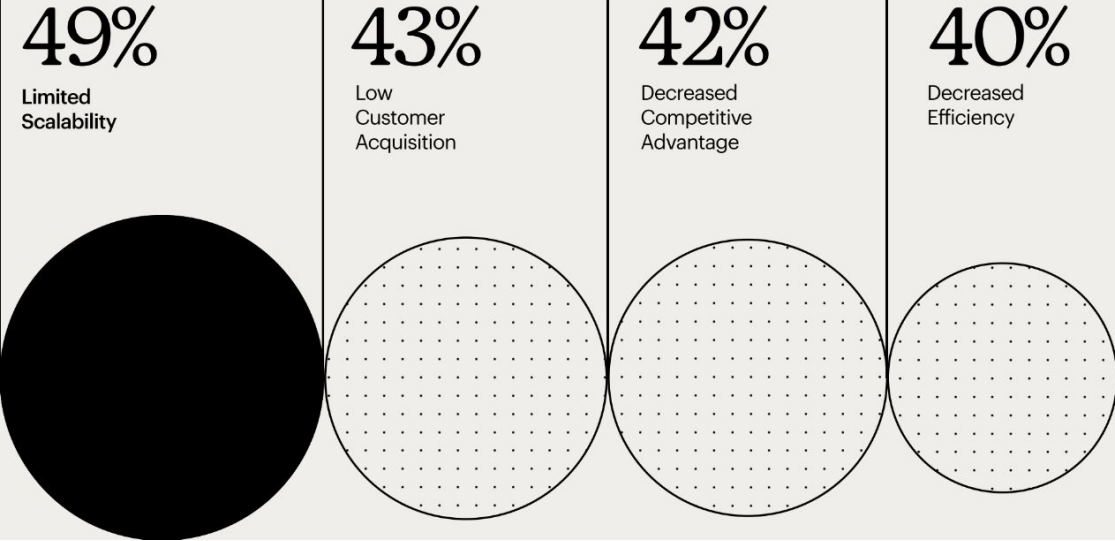
**HEALTH
RISKS**

What are the risks associated with inadequate marketing automation and AI adoption?¹

Challenge 03

Marketers say they don't have time to scale

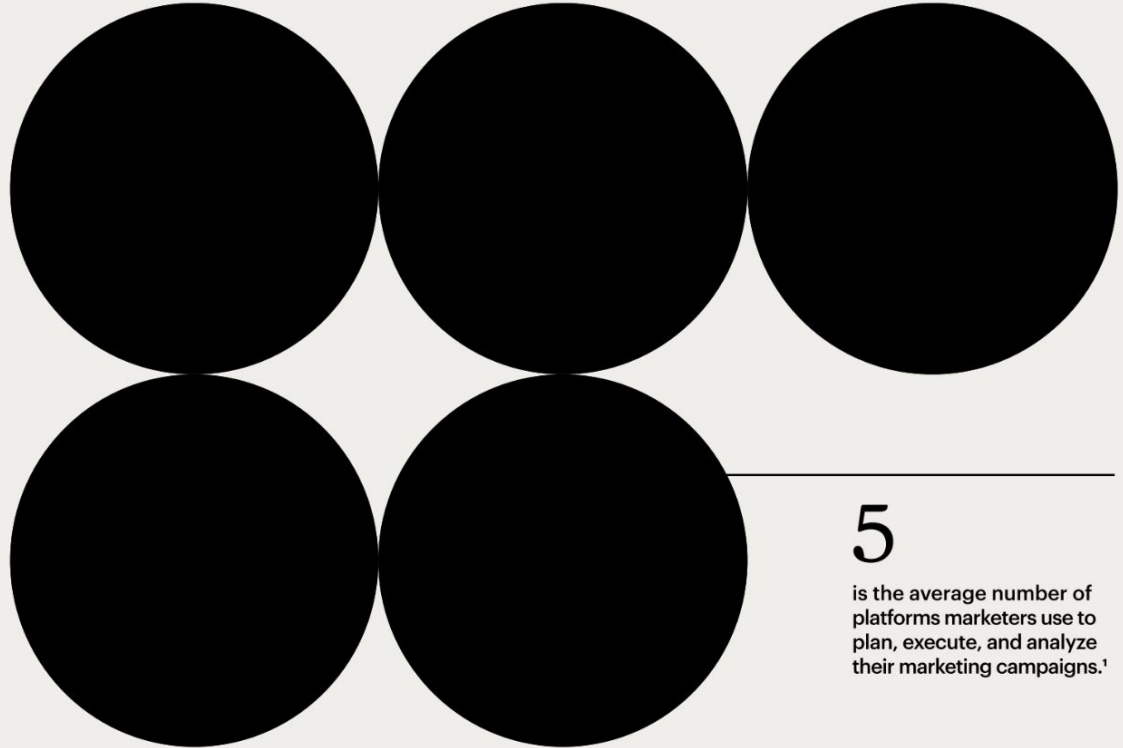
Even when marketers know exactly what they want to do—and maybe even which tools can help them do it—many of them lack the bandwidth to enact those changes.



Challenge 04

Marketers say their tools don't work together

Marketers need tools that will grow alongside their business without disrupting their workflow. It hasn't always been easy to identify the right tools, learn how to use them, and then utilize all of the **siloes data** contained within those tools in a way that works for their business. It's important to have access to **integrations** that will bring their data sources together and solutions that eliminate some manual tasks while also helping them create a better experience for their customers.



5

is the average number of platforms marketers use to plan, execute, and analyze their marketing campaigns.¹

Some benefits of AI are

1. **Doing things faster**
2. **Saving money**
3. **Getting better results**

FURTHER READING

20 AI tools to boost your marketing >



The current state of AI in marketing

- Most marketing teams are in the early stages of adoption - **understanding what is available is the key challenge right now**
- **AI is being used to augment existing processes, not replace them**
- *Time saving* is the most obvious benefit seen ***so far***
- Marketers are being given the role of adopting AI, but are finding some **internal resistance over governance and security**



FURTHER READING

AI applications: 4 key learnings from MPG's roundtable of event marketing leaders >



Part 2 of 5:

Generative vs Analytical

Two types of AI applications:

Generative

Analytical

Generative

- **LLM:** ChatGPT, Google Bard, Bing AI
- **Predictive audiences:** Google GA4
- **Text to image:** Adobe Firefly, Dalle-2
- **Video creation/editing:** Lumen5, Fliki
- **IPaaS/Integrators:** Zapier
- **Notetakers:** Otter/Noota
- **Project management tools:** Clickup, Monday.com
- **Copywriting:** Copy.ai, Oktopost

Analytical

- **Attribution:** Google GA4, Google Ads
- **PPC/Paid media:** Google Ads, Meta Ads
- **Social media:** LinkedIn, Twitter, Facebook, Instagram
- **CRM/MA:** Hubspot, Adobe (Marketo)

Part 3 of 5:

Skills for an AI-enabled team

6 Skills for an AI-enabled team

AI should enable marketers to do higher value work

1. Creative vision: *'big thinking' about what could be possible*
2. Strategic & analytical thinking and behaviours: *asking the right questions*
3. Identifying suitable AI applications & use cases
4. Prompting/driving of AI tools
5. Becoming better editors
6. 'Soft skills' for the effective adoption of AI:
organisation, collaboration, stakeholder engagement,
persuasion, empathy...

*Many marketers are very comfortable doing 'low value' work.
How can we enable & encourage them to skill up?*



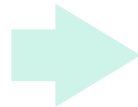
Part 4 of 5:

Practical applications + examples

The evolution of attribution



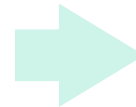
“Our survey suggests direct mail was the key to driving attendance”



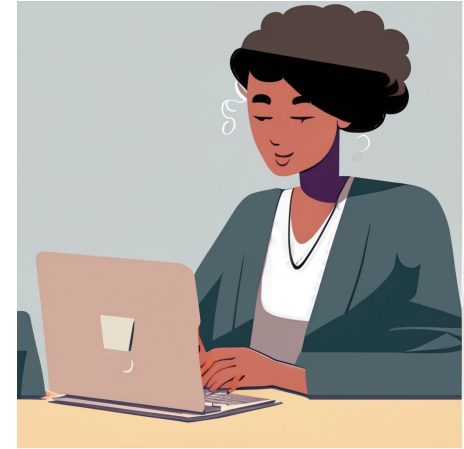
Digitisation



“Analytics shows organic search generated the most registrations”



AI



“Social media was key to raising awareness, but email drove the final conversion”

FURTHER READING

Read our analytics and reporting expert's guide to attribution >



What **Photoshop AI** can do



What you need to do this

Tools

Photoshop

Time

5 minutes

Cost

£240 p/a
(2 users)

Skills

Technical
Creative
Prompting



FURTHER READING

Train your team on Photoshop Generative Fill with this tutorial >



Example: using AI to improve your email campaigns

- Write better copy, faster, and quickly produce segmented messaging with **copywriting AI tools** - e.g. **ChatGPT, Copy.ai, Writesonic**
- Get insight into how past email campaigns have performed and the key drivers of success with **analytical AI tools** - e.g. **Mailchimp, Sendgrid, Phrasee**
- Clean up your email lists and improve deliverability with **data AI tools** - e.g. **Hubspot, Sendgrid**

Part 5 of 5:

What's coming up...

What we need to watch out for

- **Google Bard and Bing AI could shake up both PPC and SEO.**
By pulling information from the internet and serving it directly in an AI chat window, users could have less incentive to visit websites to find info (*particularly relevant for content marketing*).
- **Google plans to integrate ads into Bard,** using marketing assets provided by the advertiser to generatively create relevant ads based on the user and the conversation.
- **LLMs like ChatGPT are great at making you think they're smarter than they really are.** You should know your audience and product better than any AI. AI is limited by the information you give it.



Time for a quick survey

- Please follow the link provided in the chat to access our short survey
https://docs.google.com/forms/d/e/1FAIpQLScqniX-JtTNz7emZXUD68IkQYMkKiDQhpdTLNIFkNcTiNwLRQ/viewform?usp=sf_link
- Please share your views on:
 - How your team is using AI
 - What kind of AI they're using
 - Skills in your team for AI adoption/success
 - What you see coming up for AI in marketing



Guidance for marketing leaders

- Marketing leaders should be creating **roadmaps & project plans** for:
 - Skills development
 - Adoption of tools
 - Monitoring AI use cases
 - Investment needed
 - ROI analysis

...informed by data-led marketing strategy.
- Experiment...
 - Evaluate tools carefully, don't tie yourself into lengthy contracts, get impartial advice
 - Provide guidelines for your team

About MPG

LEADERS IN MARKETING FOR B2B INTELLIGENCE, MEDIA & EVENTS BUSINESSES

MPG delivers growth-focused, strategy-led and tech-enabled digital marketing.

Based in London, [MPG's team](#) of **marketing strategists, campaign managers, data gurus, and digital experts** deliver a 'full service' marketing offering to a global client base - using our unique and valuable mix of experience and skills in both the 'art and science' of marketing.

MPG's services include:

- Marketing strategy
- Database optimisation
- Marketing and sales performance analytics & reporting
- Marketing campaign planning & delivery
- PPC/paid media
- Optimised marketing technology
- Marketing automation
- Lead generation
- Marketing & sales alignment
- Website optimisation for SEO & CRO

MPG's global client base includes:

PEI



MEDIA GROUP

FT FINANCIAL
TIMES



green power
global

The
Economist

PROCUREMENT
LEADERS



News UK



+ HEALTHCARE
BUSINESS INTERNATIONAL



MARKETFORCE LIVE

TMT Finance

Wilmington plc

ASCENTIAL

environmentalyst

LaingBuisson

INFOPRO
digital

Supercharge your B2B marketing



PROGRAMMES TO DRIVE BUSINESS GROWTH

Our team of marketing strategists, campaign managers, data gurus, and digital experts deliver a 'full service' offering to a global client base.

Subscriber Acquisition Programmes

Subscriber acquisition strategies and that drive new, relevant and well-qualified leads that convert.

Delegate Acquisition Programme

Audience acquisition strategies and campaigns to to drive delegate revenue generation.

Visitor Acquisition Programme

Visprom strategies and campaigns to fill your exhibition hall with the right attendees.

Sponsor & Exhibitor Acquisition Programme

Lead generation strategies and campaigns that will fill your sales pipeline with highly-relevant and well-qualified leads.



Optimised marketing technology

Get the most out of your marketing & sales technology with the right tools, implemented seamlessly, & integrated with existing systems.



Database optimisation

Accelerate revenue growth with a high performance, growing & compliant B2B marketing database



Marketing Operations

Shape your marketing function for success by having the right people, systems and processes in place



Advocacy marketing

Create and leverage advocates to attract and engage more of the right kinds of customers.



Email marketing

Drive key messages directly to the right people and at the right time



Website optimisation

Attract enough of the right audience members & convert them into customers with optimised websites



Outsourced PPC / Paid media

Attract and engage customers with fully integrated PPC strategies and campaign execution



Marketing Analytics

Make evidence-based marketing decisions with visible analytics and performance measurement.


The right fit?



WHY B2B INTELLIGENCE, MEDIA AND EVENTS COMPANIES CHOOSE MPG


Team MPG believe that good **marketing is essential for your to business to grow**, and that in order to get the best out of your marketing you need to **take a strategic, long-term view**. We aim to build **steady partnerships** with our clients which last a number of years. While there are always quick wins we can implement, but if you're looking for 'stop gap' support or overnight results, we probably aren't the right fit for you.

Values




Part of your team

Open and honest communication (both ways) is essential. We work **closely and build relationships** with our clients so we feel like we're on the **same team**.




Trust and Transparency

We give you full visibility of our methodology and won't be afraid to give our honest opinion. If you're **open to being challenged and trying new ideas** then we're a good fit.



Science before art

We believe the **science of marketing** should always come first - using strategy, data, and insights to drive high-performance marketing to improve what we do.



Outcomes focused

There's no one-size-fits-all solution, which is why we're committed to creating a **growth engine that aligns with your commercial objectives** and achieves your business goals.

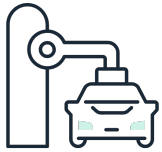
A Wealth of Experience On Your Side



WHY B2B INTELLIGENCE, MEDIA AND EVENTS BUSINESSES CHOOSE MPG

Our team have hands-on experience in a wide variety of sectors.

And while you're the experts on what's happening in your target market, we believe that in order to create campaigns that resonate, marketers need to truly understand the audiences they are targeting; their aspirations, opportunities, and what keeps them awake at night. **We're skilled at learning about and quickly understanding new industries** and know what questions to ask our clients to get the insight we need.



Automotive



E-commerce



Education



Energy



ESG



Finance



Food & Beverage



Healthcare



Legal



Manufacturing



Marketing



Media & Publishing



Mining



Pharmaceuticals



Procurement



Real Estate



Retail



Technology



Telecommunications



Transportation

MPG Client Reviews



WHY B2B INTELLIGENCE, MEDIA AND EVENTS COMPANIES CHOOSE MPG

“Working closely with our internal team, **MPG developed a strong marketing strategy focused on achieving revenue growth for a key product in our portfolio** – including recommendations for a virtual offering. We were impressed by the science and rigour they put into the process. I would recommend MPG as a good strategic marketing partner for a B2B brand.”

Anna Knight
VP Licensing
Informa Markets

“MPG developed some valuable analytics dashboards that give us constant visibility of how our website and other marketing channels are performing. This means our senior stakeholders can easily understand how various marketing initiatives are performing, and then make good decisions to get the most out of our marketing investments. We recommend working with MPG’s analytics and marketing experts!”

Jenny Fazakerley
VP Head of FT Board
Director Programme UK
The Financial Times

“MPG did a great job assessing our digital marketing and marketing operations requirements – considering our business goals. They developed a **robust strategy, followed by a practical operational roadmap** to help us further **improve how we use technology** to support marketing and sales performance. It has been a pleasure working with the MPG team!”

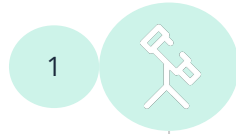
Jonathan Perry
Global Marketing Director
PEI Media Group

The MPG Method

5 STEPS

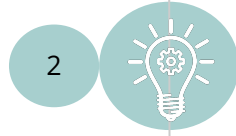


Dedicated to helping **B2B intelligence, media and events businesses succeed** with best-in-class marketing strategies, operations and campaigns.



Discovery and scoping (no fee)

We will discuss your overall business and growth objectives and put together a framework for how we can work together to achieve your goals.



Marketing strategy development

Before we start running your campaigns, we'll create a bespoke strategy focused on defined objectives, as well as a plan and roadmap to support your business goals.



Campaign setup and quick wins

We'll set up or optimise systems and processes as needed, and map out detailed campaign plans in preparation for campaign launch. We'll also implement 'quick wins' identified during the strategy campaign - for rapid results where these are possible.



Campaign execution

Depending on objectives and your internal resources, we either manage all/most campaigns and channels on your behalf, or share tasks with your team so that you can make most of your internal resources. You'll have full visibility of progress and results via regular project calls and MPG's marketing activity and performance dashboards (usually weekly).



Ongoing reviews and optimisation

As the campaign progresses, we analyse results to improve marketing performance as we go along. Once the campaign has ended, we deliver a full marketing performance report and set of recommendations for future strategy and campaign development.

10 Reasons



WHY B2B INTELLIGENCE, MEDIA AND EVENTS COMPANIES CHOOSE MPG



01

We are focused on the outcomes our clients are looking for

Our clients' business objectives are always front of mind - meaning that every aspect of MPG's delivery is aligned with these overall goals



04

We add 'science' and technology to our clients' marketing

Evidence-based thinking is in our DNA. From marketing strategies to campaign optimisation, MPG's recommendations are backed by data and analytical thinking. We also help our clients get the right marketing technology set up and embedded well to strengthen digitalisation and enable profitable scale.



02

We understand our clients' businesses

MPG has helped a wide range of B2B intelligence, media and events businesses grow their revenues because we have a deep understanding of the most successful business models - where brands can grow into 'community platforms' with a varied and resilient product portfolio.



05

We have a global viewpoint

With clients based around the world, operating in a variety of domestic and international markets, MPG can help clients grow their reach and revenues in current and new markets.



03

We always put strategy first

MPG starts every project with a deep situational analysis in respect of clients' overall business goals. We always develop robust strategies before diving into tactics.

10 Reasons

WHY B2B INTELLIGENCE, MEDIA AND EVENTS COMPANIES CHOOSE MPG



06

We apply unique industry benchmarks

Based on MPG's established position, we are uniquely placed to benchmark our clients' marketing performance, and in many cases accurately predict campaign outcomes early.



07

Our approach is thorough, rigorous and based on scalable working practices

MPG's unique and proprietary set of practical tools, templates and processes make up a 'well-oiled marketing machine' - meaning every project is delivered with tried and tested methods. These tools and methods are usually adopted by our clients to enable sustainable, profitable monetisation and scale.



08

We are agile and flexible - in the ways that really matter

MPG's team consists of marketing generalists and marketing specialists. Our marketing skill sets and resources can be deployed in exactly the right combination based on what our clients need. This 'right combination' usually changes quite regularly as clients' businesses change and grow over time.



09

We work as an extension of our clients' teams

MPG's highly collaborative approach, strong accountability and effective, high touch stakeholder management means that our clients see us an extension of their own teams, and in many cases an extension of in-house marketing teams already in place.



10

We're pleasant to deal with and nice to work with!

MPG team members are personable and professional in all our engagements with clients. We have an internal culture that embraces empathy and helpfulness, and this spills over into how we engage with our clients and partners.



Marketing technology experts



MPG are **experts** in these **leading solutions providers**.

OFFICIAL PARTNER TO



EXPERTS IN



Event technology
experts



MPG are **experts** in
these **leading solutions**
providers.

OFFICIAL PARTNER TO

cvent®

Bizzabo

eventmaker

swapcard



EXPERTS IN

evessio



eventbrite

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