



THE SEVEN PILLARS OF AI MARKETING: FUTURE-READY GUIDE

A comprehensive List of marketing tasks that can benefit from generative AI application.

compiled by Lisa Peyton

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CONTENT CREATION AND MANAGEMENT

- Copywriting/SEO Optimization
- Graphic Design
- Video Production
- Content Personalization

DATA ANALYSIS AND INSIGHTS

- Market Research
- Customer Data Analysis
- Performance Analytics
- Predictive Analysis

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CUSTOMER ENGAGEMENT AND EXPERIENCE

- Chatbots and Customer Service
- Email Marketing
- Social Media Management
- Customer Feedback Analysis

CAMPAIGN OPTIMIZATION AND MANAGEMENT

- Ad Targeting and Placement
- Campaign Analysis
- Budget Allocation
- A/B Testing

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PRODUCT MARKETING AND STRATEGY

- Product Launch Strategies
- Brand Strategy Development
- Market Segmentation
- Pricing Strategy

DIGITAL MARKETING AND E-COMMERCE

- Website Personalization
- E-commerce Optimization
- Online Reputation Management
- Mobile Marketing

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EVENT MARKETING AND PUBLIC RELATIONS

- Event Planning and Promotion
- Press Release Writing and Distribution
- Public Sentiment Analysis
- Influencer Marketing

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