

A person stands on the edge of a dark, layered rock formation that juts out into the ocean. The sky is filled with dramatic, dark clouds, with a bright sunset or sunrise glow breaking through near the horizon. The water is a deep blue with white foam from waves crashing against the rocks. The overall mood is contemplative and ambitious.

**BUILDING AN
AI-EMPOWERED
MARKETING ORGANIZATION**

Like the Industrial Revolution and the Information Age, we are now in the midst of another transformative period - the Age of Intelligence. We are seeing the widespread creation and adoption of new technologies such as artificial intelligence, machine learning, and automation. These technologies are changing how we live, work, and interact with each other, and are profoundly impacting the economy, society, and the world at large.

Marketing leaders have a unique opportunity to impact and even drive corporate strategy in this time of dramatic innovation. In the last decade, marketing has increased its accountability to business growth, and consequently its purview over the total brand experience and customer journey. As a result, marketing technology and data have reached epic levels. As AI becomes more prevalent, this tech and data explosion will only continue.

To fully realize the impact of AI, marketing leaders must take an active role in shaping its future. BlueOcean gathered marketing executives from leading brands at a CMO Impact workshop to share their perspectives and define a future where AI empowers, not replaces, human innovation and creativity.

Their valuable inputs are summarized in this guide: **Building an AI-empowered marketing organization**, which covers:

- Promises and pitfalls of AI
- Skills and competencies needed by the modern marketer
- Changes in organizational culture to become future-ready

THE PROMISE OF AI

**What
excites
marketers
the most
about AI's
potential?**

CREATOR ECONOMY

With rapid inspiration and the democratization of creative skills, there will be a dramatic increase in the volume and value of creation. Economic growth will be in the hands of creators - in other words, everyone.

NEW WAY OF WORK

Automation and access to insights will help employees work smarter, not harder, and strike a better work-life balance. Barriers between teams will diminish as everyone will incorporate data and technology in their roles.

DEMOCRATIZED INNOVATION

With reduced barriers, anyone can innovate, regardless of life circumstances. Teams can generate more diverse ideas and iterate on them more quickly.

WISDOM AT SCALE

With more accessibility to learning and knowledge, marketers can be more confident in their decisions, from strategy to messaging to creative execution.

POTENTIAL PITFALLS

What concerns do marketers have about an AI-dominant future?

I, HUMAN

There is apprehension that AI will become the next 'social media' with unproductive ratholes and ambiguity between fact and fiction. And with the machines creating art, music, and stories, will humans lose what makes us "us"?

UNINTENDED CONSEQUENCES

There are concerns about AI going rogue, reflecting the bias of its creators, or that pirates with malicious intent or unethical usage will stall innovation. Data model security and the future of "IP" is also top of mind.

DEMOCRATIZED GENERICNESS

With everyone innovating, there is concern that innovation becomes meaningless. If data and AI models converge, will insights and the resulting creation all start to look the same?

GETTING LEFT BEHIND

The promise of "AI will free us up to focus on more value-add activity" is unclear. As with the age of industrialization, globalization...what will happen to jobs that are no longer needed, and how will we redeploy resources?

HIGH-IMPACT USE CASES

**Where
will AI
have its
biggest
impact on
the
marketing
discipline?**

WHITESPACE FINDER

AI presents a huge opportunity for marketers to identify new opportunities to pursue, whether it's new markets, different target audiences, or an unexpected messaging strategy.

SCENARIO SIMULATION

With AI, marketers can take scenario planning to the next level, by simulating the impact of marketing strategies, investment levels, or even personalized experiences. Questions of ROI become a thing of the past.

RESEARCH IN REAL-TIME

AI can become a powerful research tool, enabling marketers to get to the information on customers, markets, and competitors that matters most, faster. And the research will always be up to date and improving with the latest data.

BEST CONTENT, FASTER

The ability to generate quality content, at scale, holds tremendous value for marketers. AI models trained on contextual data will be key to generate content that is on-brand, differentiated, and authentic.

KEY SKILLS IN AN AI FUTURE

**What skills
will be
needed to
take full
advantage
of AI
innovation?**

DATA LITERACY

It is crucial to understand how AI tools work, assess their effectiveness based on the data they leverage, and identify what additional data will make them work better - while also following security, privacy, and IP practices.

GROWTH MINDSET

To fully embrace AI, leaders and employees alike will need to demonstrate open-mindedness and an extreme willingness to "explore what's possible." Embracing agility in strategy and in execution will be paramount.

PROMPT WHISPERING

Marketers that will succeed will understand how best to wield AI technology. Strong prompt writing skills along with a strategic mindset and critical assessment of fact vs. fiction will be skills of the modern marketer.

LEAD FROM THE HEART

Leaders will need to channel deep empathy for their employees who may experience fear and paralysis from the "what ifs." Listen, support, and encourage learning and experimentation in this new world.

ORGANIZATIONAL CULTURE

How will companies need to change to effectively respond to the rise of AI?

JOBS OF THE FUTURE

Organizations will need to prioritize AI education and skills development to effectively redeploy resources and guide teams to the future state. Leaders must also be prepared for the inevitable efficiency decisions.

EXPANDED GOVERNANCE

AI has introduced a new universe of risk, privacy, and compliance issues. Ethical usage will also be a top concern (e.g. IP / copyright issues). Organizations are well served to establish governance models sooner rather than later.

AI CENTERS OF EXCELLENCE

Organizations that establish centers of excellence - LLMs, prompt management and best practices, governance standards - can accelerate their realization of AI's value, while avoiding pitfalls.

BRAND REIGNS AGAIN

With innovation cropping up every day, organizations will have to invest in building differentiated brands that stay top of mind for buyers, break through, and create lasting emotional connections.

DECISION INTELLIGENCE FOR MARKETERS

To address these new opportunities and challenges presented by AI, a new category is emerging. Decision Intelligence is the combination of data analysis, artificial intelligence, and human judgment to make better decisions. For marketing, that means more agile, confident decisions that build a strong brand, improve ROI, and drive growth for the organization. To effectively bring Decision Intelligence to marketers, there are three critical elements:

- **DATA FABRIC:** Data is costly to amass, store, and govern, but it will be a competitive necessity in the AI-empowered world. To remain competitive, marketers must go beyond traditional internal data sources and add external data inputs to build a Data Fabric that can fuel decisions with easy access to marketing spend, customer sentiment, brand health, and performance data for themselves and competitors.
- **INTELLIGENT CANVAS:** Marketers will need to access the Data Fabric with context-aware applications built with native AI capabilities. This "Intelligent Canvas" will allow marketers to ask questions in natural language and use data to fuel strategic decisions, messaging and content, and opportunity analysis, and ultimately prioritize the most important actions that will drive durable growth.
- **FUTURE-READY ECOSYSTEM:** The Future-Ready Ecosystem is a new breed of companies that put data at the center of their marketing process. This ecosystem includes new technology solutions that connect to the Data Fabric and deliver new experiences on the Intelligent Canvas as well as agency partners that embrace these new work methods and data-driven creative approaches.

BlueOcean is a decision intelligence platform provider that uses the power of AI to help marketers make more confident decisions and unlock growth relative to their competitors. We use a proprietary AI engine to synthesize thousands of data points across brand, customer, and business signals and generate always-on insights on share of voice, content, sentiment, brand personality, and more. Businesses can leverage these insights to identify strengths and weaknesses, evaluate white space opportunities, and optimize existing investments, ultimately driving greater brand performance and improved ROI.

Are you ready to make more confident decisions that drive growth? Schedule a demo today to learn how BlueOcean's AI-powered decision intelligence platform can help.

[SCHEDULE DEMO](#)

A big thank you to the marketers who participated in the CMO Impact Workshop.
Your insights and vision will shape the future of AI-empowered marketing.

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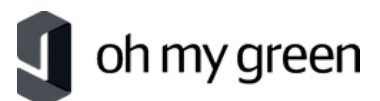
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