BeTechly
Expert Connect Discovery

How Will AI Impact Your Marketing Effectiveness?

What We'll Cover Today

1. **24 min Deep Dive:** The featured expert will discuss Three key facets of this topic, including market data – about 8 min each.

2. **3 min Peer Poll:** See how you and the other attendees compare on key questions

3. **Q&A:** Stay as long as you and expert are free, the event is technically over after the poll.
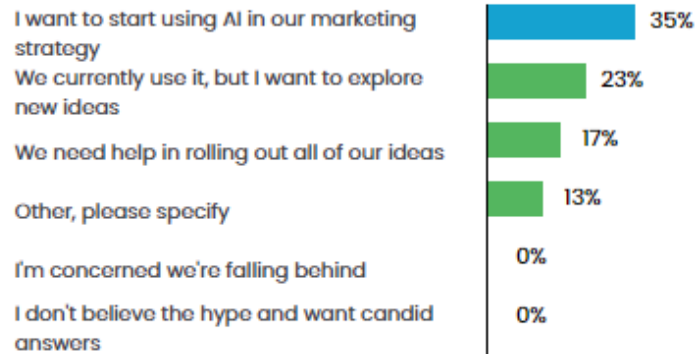
Get your selected reward when you complete a **1-min voice verification on the phone** after the event.
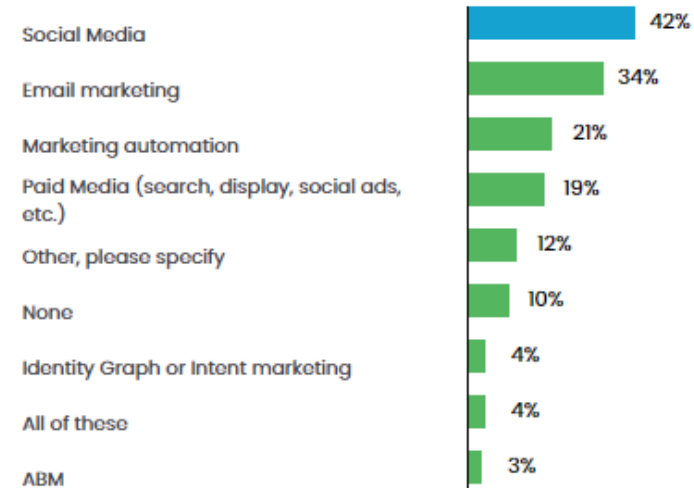
Take the Peer Poll for a chance to win $100!

Who's In The Audience?

Which of the following best describe your interest in AI-driven marketing technology?

I want to start using AI in our marketing strategy	35%
We currently use it, but I want to explore new ideas	23%
We need help in rolling out all of our ideas	17%
Other, please specify	13%
I'm concerned we're falling behind	0%
I don't believe the hype and want candid answers	0%

What kinds of digital marketing tactics are currently used by your company, directly or through agencies?

Social Media	42%
Email marketing	34%
Marketing automation	21%
Paid Media (search, display, social ads, etc.)	19%
Other, please specify	12%
None	10%
Identity Graph or Intent marketing	4%
All of these	4%
ABM	3%

AI is helping **40%** of marketers create more engaging content.*

AI is helping **30%** of marketers send more personalized emails.*

Question: *What are the easiest ways to get started with AI in marketing activities?*

72% of customers say they only engage with personalized messaging.*

88% of marketers using AI say it helps them personalize the cross-channel customer journey.**

Question: *How can AI marketing tools improve personalization and/or productivity?*

Bot traffic made up **42.3%** of all internet activity in 2021.*

Bot clicks and fake traffic are set to cost advertisers over **$71bn** in 2024.**

Question: *How are results generally impacted when using AI tools?*

Which AI Tools Are For *You*?

- **MarketingOS** (ABM & Data)
- **Personyze** (ABM)
- **6sense** (ABM)
- **Gum Gum** (Ad Creative platform)
- **AdRoll** (Ad Creative platform)
- **Lexica Art** (blog thumbnails)
- **Web FX** (Marketing Analytics)
- **SEMrush** (Marketing Analytics)
- **MarketMuse** (Marketing Analytics)

- **Jasper AI** (copywriting)
- **ChatGPT Plus** (copywriting)
- **Grammarly** (Writing Assistance)
- **Surfer SEO** (SEO content writing)
- **Content at Scale** (SEO blog posts)
- **Originality AI** (AI content detection)
- **Writer.com** (copywriting for teams)
- **Notion AI** (productivity)

Q&A

Post your questions in the chat and
we'll try to answer them all!

Talk To our team 1-on-1

Schedule a discussion with the featured expert(s) by using our free BeTechly Expert Connect service *(and get more rewards)*.

Chat: https://betechly.com/

Call: 213-502-0682

Email: connections@betechly.com

Before you Go...

Don't Forget To Complete Your 1-min Verification

Our Connections team will call you shortly to get your feedback on today's event and to confirm your details.

Your selected reward can not be sent until your verification call is completed.

BeTechly