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## Genesis and tuning of content

# How and why generative AI defines the new age of marketing

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*Generative AI plays the role of maestro in the marketing orchestra; it coordinates its content across different channels, with the innovative subtlety of machine learning. It is a veritable symphony of algorithms, amusic that elaborates persuasive advertising narratives and “tailors” content for social media, email, and the web, with remarkable precision. In this way, every “digital footprint” counts. An insight into how 21st century customer marketers work in relation to this evolved, symphonic conductor, to anticipate the desires of the customer/person.*

My journey of over two decades as a seasoned B2B marketing strategist has been marked by a remarkable evolution, underscored by the advent of generative AI. My leadership roles have spanned continents, from North America to Europe, where I've spearheaded marketing divisions for Fortune 1000 frontrunners like Lucent Technologies, Motorola, and Polycom.

Currently, I'm at the helm of marketing for a cutting-edge SaaS entity, focusing on ESG frameworks, meticulous due diligence, and risk assessments for businesses of varied scales.

The breadth of my professional repertoire is vast, encompassing brand development, reputation enhancement, and the orchestration of inbound and outbound marketing symphonies. I've honed a unique acumen in propelling corporate narratives and amplifying market presence, consistently driving revenue upsurge through strategic marketing orchestration.

### **Symphony of algorithm**

Embarking on a discourse on generative AI's role in reshaping marketing, I draw upon a rich tapestry of industry experience. We'll traverse the landscape where AI's capabilities in content genesis and optimization fortify marketing victories. I invite dialogue to explore how this expertise could amplify your marketing narratives.

Generative AI serves as the maestro in the marketing orchestra, orchestrating content across multifarious channels with the finesse of machine learning. This symphony of algorithms crafts not only persuasive ad narratives but also tailors social media, email, and web content with an unrivalled precision that captivates and converts.

Our strategic foray into AI transcends traditional boundaries, enriching SEO and organic reach through a myriad of content - from thought-provoking articles to engaging infographics. It's a harmonious blend that broadens our audience engagement, making every digital footprint count.

The potency of AI in content creation for our clientele is evident in the staggering performance metrics and conversion upticks we've witnessed. It's a testament to the efficacy and acceleration that AI brings to the marketing realm.

AI's democratization of data analysis is akin to a renaissance in marketing - it brings the power of in-depth data comprehension to the fingertips of even the most tech-averse marketer. It's a gateway to consumer insights previously buried in digital interactions, now accessible through intuitive, natural language queries.

What does this mean for us as practitioners of marketing? It signifies a paradigm shift to more dynamic customer engagement, enabling us to hone our strategies with unparalleled responsiveness to consumer trends.

Central to our strategy is a profound engagement with a robust community exceeding 77,000 members. Through meticulous analysis of their feedback, we're not just reacting to market needs - we're anticipating them, shaping our offerings to align with customer desires.

Our customer-centric approach doesn't end there. We mine the wealth of engagement data to sculpt messages that resonate at a deeper level, ensuring our voice isn't just heard, but felt. In essence, generative AI isn't merely a tool; it's our navigator through the intricate web of consumer needs, charting a course to stay ahead of the curve.

### **Attracting organic audience**

Leveraging AI, we delve into content verticalization and innovation, repurposing and refreshing narratives to speak directly to the unique needs of our audience. This strategic content variation, powered by AI's real-time analytics, cultivates deeper customer relationships and fosters enduring loyalty.



In the SaaS domain, where customer experience reigns supreme, generative AI is indispensable. It deciphers customer data to unveil patterns and propensities, enabling us to craft marketing strategies with a bespoke touch.

This nuanced personalization transforms the customer journey, fostering satisfaction and cementing loyalty. Our ad creations, emboldened by AI, resonate profoundly with our audiences, thereby amplifying our campaign efficacy. These AI-crafted messages align flawlessly with our Ideal Customer Profile, echoing a ROI narrative that accentuates the value of our platform, especially for clients navigating ESG complexities and supply chain risks.

Our digital strategy has evolved, embracing generative AI to refine our web content, aiming not only for ad and email innovation but also to climb the SEO ladder and magnetize organic viewership. This intelligent technology endows us with the means to craft a plethora of content types—think vibrant blog entries, authoritative articles, engaging infographics, and dynamic videos. Such a rich content tapestry casts our digital net far and wide, captivating a broader spectrum of online spectators across diverse platforms.

This AI-driven revolution is recalibrating the marketing domain, unlocking the power of data analytics for all. No longer confined to the tech-savvy, marketers can now plunge into the data deluge and emerge with actionable insights, all through the simplicity of conversational language. We're charting new territories, sifting through the digital dialogue and transactional recordings to mine the rich seams of consumer intelligence. For us, marketing mavens, this means accelerated responses to market queries, sparking a cycle of rapid prototyping and testing.

### **Content genesis**

Our strategy's linchpin is a robust machine learning framework that connects us to an expansive community, now exceeding 77,000 individuals. Through diligent analysis of their feedback, we constantly stay abreast of shifting trends and preferences. It's this deep analytical immersion that propels our marketing innovation, guiding us to debut features and platforms that echo our audience's evolving needs.

Yet, our strategy extends beyond mere analysis. The trove of client interactions is a veritable mine for content genesis, providing us with the raw material to forge messages and offers that not only reach ears but touch hearts.

In my role as a customer marketer, generative AI has redefined my understanding of client relationships. It has become my go-to for distilling clarity from the myriad of customer calls and meetings, gleaming consistent, precise insights from a sea of conversational data. Analyzing these insights is akin to a modern-day treasure hunt, unearthing a wealth of understanding that informs our messaging and sparks creative flames.

We use artificial intelligence to target companies that are looking for solutions to their problems and we use AI platforms that improve various aspects of the marketing process.

Some concrete examples of how we incorporate artificial intelligence into our marketing strategy:

- Predictive analytics and intent data: We use artificial intelligence to analyze large amounts of data and score potential accounts and individuals, predicting where they are in the buyer journey. This ability to predict with reason and understanding where any customer is in their solution search journey allows us to focus our efforts and storytelling on fewer customers who are "ready" for business conversations.
- Customer Data Platform (CDP): AI enables 360-degree customer insights across all account

ts, rather than just leads or contacts.

- AI-powered orchestration capabilities: Leveraging AI platform's end-to-end AI-powered orchestration capabilities, optimizing processes in sales, marketing and customer support. This orchestration enables a more synchronized and efficient approach to identifying and engaging prospects.
- Powerful analytics: AI provides analytics to show our sales teams where to focus activity and how previous activities performed, thus improving the effectiveness of marketing and sales efforts.
- Orchestration of multi-channel campaigns: AI helps us capture "intent signals" from known sources such as our website and anonymous third parties, linking them to potential accounts.
- AI insights for marketers: AI insights provide us with recommended actions that generate high-quality pipelines, ensuring a better return on investment for marketing efforts.
- Overcoming the limitations of traditional marketing: The AI-powered solution offers a better mix of depth and breadth than traditional marketing approaches, providing insights from initial interest to late-stage marketing interactions and predicting when customers are in the market to find a solution to their needs.
- Creating marketing segments based on new levels of data intelligibility: AI allows us marketers to create and segment higher-value account targets, enabling more personalized and targeted campaigns.

### **Closer ties between brand and community**

In my role orchestrating customer engagement, I've embraced an avant-garde toolset that streamlines the transformation of vibrant, raw customer dialogues into polished narratives.

This technology, not unlike a discerning journalist, delves into the heart of conversations, gleaning key narratives about obstacles our clients have overcome, the strategic shifts they've embarked on, and the pivotal role our solutions played in their success stories.

What emerges from this alchemy is a tapestry of genuine customer voices, vividly chronicling their journeys and victories alongside our offerings. This method not only imbues our content with authenticity but also forges a stronger bond between our brand and its community.

Ultimately, I'm wielding the capabilities of generative AI not just to keep pace with the market, but to define its trajectory. It's a formidable ally in the quest to align our initiatives with the heartbeat of our customer base, providing our position as market forerunners.

Moving beyond the confines of marketing automation, the strategic application of generative AI is a harbinger of a new era in marketing—a time when marketers are endowed with the insight and acuity to craft campaigns that truly resonate on a human level.

This New type of technology called "Generative AI" is going to change the way we live. Just like how we use search engines and social media, everyone will start using this new technology because it makes things easier. Soon, we won't be able to imagine life without it. It will help us talk to computers in a more natural way, like talking to a friend. And it will make our lives better in many ways.

Many questions remain.

As generative AI becomes more useful for learning new information, finding the right words, coming up with new ideas, amusing ourselves, or eliminating inefficiencies, how will our relationship with technology change? How will this new relationship with technology change how

we work with other persons? How will it affect personal mentorship, collaboration, or even our preference to waste time with one another? Can AI align with the unrepeatable relationship between you and I? What is irreducible in human relationships that AI cannot replace?

These are open questions which are fascinating and key. Let's deal with them with eager curiosity.



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