The partnership of artificial and human intelligence in B2B marketing

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Joe Youngs explores the significance and role of AI for B2B-ers who want to thrive in today's digital-first world.

Long-tail B2B sales cycles involve many different players, each playing distinct roles across the buying journey. No two buying journeys are created equal, so it's essential that marketers apply the strategic intelligence to understand who these players are and how best to engage them with content that is strategic and most compelling to their offering. AI is a powerful tool that can identify relevant interactions that align to the strategy and help marketers speed up revenue generation.

Let's explore the partnership of AI and human intelligence in more detail.

The role of marketing strategists

Marketing strategy is a thoughtful process. The success of any marketing campaign depends on marketers understanding the customer journey, determining where to best to engage and with whom, and taking proactive steps to ensure that engagement is meaningful and relevant at every point. Marketers must understand the pain points of their target audience, the competitive pressures their brand must overcome, and communicate the pertinent reasons for their prospects to choose their offering. Ultimately, the strategy defines where and how AI can best be utilized.

The role of AI

AI can be used to help marketers collect data from multiple sources more quickly, such as email campaigns, website visits, webinar participation, chats, phone conversations etc., to better understand customer needs and preferences. It can also be used to automate tasks that would otherwise take a lot of time for humans to complete manually, such as segmenting leads into different categories based on their behavior or interests. AI can also be used for predictive analytics, which helps marketers anticipate future behaviors and trends so they can better anticipate needs and take action. Finally, AI can help marketers personalize content based on individual customers' interests or needs, ultimately helping decision-makers gain confidence in the offering and make faster, more informed decisions.

Conclusion

Harnessing the power of both human intelligence and AI has now become essential for accelerating revenue in long-tail B2B sales processes. AI helps marketers identify the interactions between buyers during the sales process while human intelligence provides an understanding of customer needs and preferences in order to craft compelling messages tailored for impactful engagements with potential customers. When used together effectively, AI can provide valuable insights into customer behavior which will enable faster decision making leading ultimately to quicker revenue growth for your organization.