

CONTENTS

List of figures and tables xviii

About the author xxi

Preface xxii

Introduction 1

What you will gain from this chapter 1

Introduction 1

What is AI? 1

History of AI in marketing 2

B2B marketing and AI 4

Legislation and ethics 9

The recent explosion of AI marketing technology 10

AI B2B marketing maturity model 11

Main risks in using AI in B2B marketing 12

What this book is and isn't 14

The AI B2B marketing framework 15

References 16

Further reading 16

PART ONE

AI-based market and customer research

01 AI-powered market research 19

What you will gain from this chapter 19

Introduction 19

Qualitative and quantitative market research 19

AI and market research phases 21

The emergence of AI in market research 22

Types of AI in market research 23

Survey ideation 24

Market sizing 28

AI for market trends 30

Examples of AI use in market research 32

AI and market hypotheses	32
AI for competitive research	33
References	37
Further reading	37

02 AI for customer insights 38

What you will gain from this chapter	38
Introduction	38
The role of AI in customer research	39
Creating a buyer persona	39
The importance of the command	42
How to build using machine learning: summary	45
Media preferences	45
B2B communities	47
The decision-making unit	47
Customer segmentation and AI	48
Customer journey maps	50
Voice of customer analysis	55
Customer data platforms	56
Reference	57
Further reading	57

PART TWO

Awareness and content marketing

03 AI-powered advertising 61

What you will gain from this chapter	61
Introduction	61
Types of B2B digital advertising	61
AI and advertising	62
Cons of using AI in advertising	63
AI features in social media advertising	64
Other AI-based advertising tools	65
Ad fraud detection	67
Tone of voice in PR	71
Influencer identification	72

Sentiment analysis 76

Endnotes 78

Reference 78

Further reading 78

04 AI and SEO 79

What you will gain from this chapter 79

What is SEO? 79

B2B on-page SEO 80

SEO data and AI 80

Google Search and AI 81

Keyword identification 83

Dynamic ranking 90

Voice-based search and AI in B2B 91

Link building 92

References 96

Further reading 96

05 Content marketing 97

What you will gain from this chapter 97

Introduction 97

Generative AI 97

Evolution of AI in content marketing 98

Role of AI 98

Creating content briefs 100

Content planning and ideation 101

Content creation and AI 103

Copywriting AI tools 104

Structures and processes in using machine learning, tools 104

Video AI tools 105

Image AI tools 106

Content optimization 109

Content repurposing 111

Content localization and translation 115

Content distribution 117

Limitations in generative AI 118

Reference 120

Further reading 120

PART THREE**AI lead generation and lead nurturing****06 AI and account prospecting 123**

What you will gain from this chapter 123

Introduction 123

Account prospecting and AI 124

Website visitor identification 124

Finding account information 126

Lookalike accounts 127

LinkedIn sales navigator 129

The DMU 130

Buyer triggers 134

Account prospecting and intent 137

Predicting CLV with AI 139

AI tools for financial analysis of accounts 142

Account mapping 144

Social media for account analysis 144

Technographic profiling 146

Reference 146

Further reading 146

07 Lead capture and AI 147

What you will gain from this chapter 147

Introduction 147

AI role in lead generation 149

Lookalike audiences 150

Lead magnets 150

AI and call to actions (CTA) 154

Timing of gating content and AI 155

Lead enhancement and data cleansing 159

Using AI chatbots for lead capture 161

Automated lead qualification and segmentation 162

Landing pages 163

AI and social media lead capture 164

References 167

Further reading 167

08 AI-powered lead nurturing 169

What you will gain from this chapter 169

Introduction 169

Importance of lead nurturing 169

Lead nurture campaigns 173

Behavioural analysis and segmentation 175

Automated workflow creation 175

Multi-channel nurturing 178

Lead scoring 179

Social media automation and AI 181

AI and email nurturing 182

LinkedIn and lead nurturing 184

LinkedIn-based AI tools 187

Automated follow-ups 189

References 193

Further reading 193

PART FOUR

AI for optimizing customer relationships

09 Personalization and AI 197

What you will gain from this chapter 197

Introduction 197

Role of AI in personalization 198

Content personalization with AI 199

Blogs and personalization 200

Videos 201

Personalizing email 204

White papers 206

Webinars 207

Ebooks/guides 209

Presentations 211

Survey and poll personalization 212

Podcasts and scripts 214

Further reading 216

- 10 Conversational technology 217**
 - What you will gain from this chapter 217
 - Introduction 217
 - Main use cases for conversational technology 218
 - Chatbots 221
 - Types of chatbots 222
 - Qualifying leads 228
 - Conversational/revenue assistants 230
 - Challenges in implementing chatbots 233
 - Limitations of AI conversational technology 234
 - Chatbots and GDPR 234
 - References 236
 - Further reading 236
- 11 B2B events and AI 237**
 - What you will gain from this chapter 237
 - Introduction 237
 - Types of events 238
 - Events data capture 238
 - Areas of events marketing 239
 - Pre-event planning 239
 - During events 246
 - Post event 248
 - Using AI to gamify events 252
 - AI and virtual events 252
 - References 253
 - Further reading 254
- 12 AI for customer retention marketing 255**
 - What you will gain from this chapter 255
 - Introduction 255
 - Predictive analytics 257
 - Code-free predictive analytics 258
 - Cross-selling and upselling – development 258
 - AI for identifying business development opportunities 259
 - Intent data for development of accounts 260
 - Customer loyalty 261
 - Customer lifetime value 263

Customer onboarding 264

AI for gamification 268

Real-world example 270

References 271

Further reading 271

PART FIVE

AI management and planning

13 Data and privacy 275

What you will learn from this chapter 275

Introduction 275

Types of data 275

Data collection 277

Challenges in data collection 279

First-and third-party data 280

Data privacy regulations and AI 282

Considerations regarding data when using AI tools 284

Risks of data breaches or unauthorized access to AI tools 286

AI risks vs non-AI 287

Transparency AI-driven marketing practices 289

Consent and opt-in 291

Data minimization 291

Training employees 293

References 293

Further reading 293

14 Ethics 295

What you will learn from this chapter 295

Introduction 295

Ethical use of data 296

Bias and fairness in AI tools 296

How to make AI ethical 300

Ensuring ethical AI 302

AI marketing accountability 304

Regulatory compliance and ethical standards 305

AI misuse in B2B marketing 307

- AI compliance best practices 309
- Ethical considerations for generative AI 309
- Real-world example 310
- References 313
- Further reading 313

15 AI-powered analytics 314

- What you will gain from this chapter 314
- The evolution of marketing analytics 314
- Types of AI tools for marketing performance analysis 315
- Real-time data analysis 317
- AI for forecasting marketing results 318
- Post-marketing campaign optimization and AI 321
- Marketing budget management and tracking 322
- Challenges in using AI for performance analysis 326
- AI for social media marketing performance 327
- AI-powered dashboards 328
- ROI and attribution tools 330
- References 332
- Further reading 332

16 Marketing operations and AI 333

- What you will learn from this chapter 333
- Introduction 333
- Marketing collaboration 333
- Project and workflow management 335
- Microsoft Team Copilot 336
- Knowledge sharing 337
- Limitations or considerations 342
- Internal communication translation 343
- Internal communication improvement 344
- Task review through visual aids 346
- Automated data visualization with AI 346
- Proofreading with AI 348
- Real-world example 349
- References 350
- Further reading 350

17 Technology planning 352

What you will gain from this chapter 352

Introduction 352

The process 353

Step 1: Objectives, use case and prioritization 353

Step 2: Assess current in-house technologies 356

Step 3: Research AI tools 358

Step 4: Test and roll-out 360

Step 5: Securing buy-in for roll-out 360

Step 6: Roll-out 364

Budgeting for AI 366

Reference 367

Further reading 368

Index 369