

AI Sparks

Cutting through the AI hype with one clear insight each week

Don't Plan Forward. Think Backward.

Most annual planning starts with today. What worked? What didn't? What can we improve? We take what we know and project it forward.

But in a world being reshaped by AI, that may be exactly the wrong starting point.

Try something different. Go to the future first.

Imagine your customer in 2030. How will they discover products? Who, or what, will influence their choices? What will they expect from brands? What marketing capabilities will separate the winners from everyone else?

AI can help us explore these possible futures faster and more intelligently than ever before.

Then comes the important part, work backward.

If that's where your customer is going, what capabilities must you build? What assumptions must you challenge? What should you start experimenting with today?

The future will never unfold exactly as we imagine. That isn't the point. The goal isn't to predict the future. It's to be better prepared for it.



Your spark for the week:

Your 2030 strategy shouldn't be constrained by your 2026 capabilities. Imagine the future. Work backward. Start building today.

NetElixir is an AI-First digital marketing agency helping leading eCommerce brands unlock profitable growth through data, experimentation, and innovation.