The AI adoption game board for marketing

SCALE

START

Use cases on this game board are organized by **level of complexity.** We recommend starting with level 1 before graduating to more complex use cases.

LEVEL 1

COMPLEXITY
LOWEST

LLM-DRIVEN

These use cases involve minimal cost, risk, and IT involvement.

Start with a general purpose LLM to enhance productivity.

CONTENT CREATION

Use ChatGPT or Writer to draft emails, marketing materials, blog outlines, and ad copy faster.

SOCIAL CONTENT GENERATION

Use Gemini or Copy.ai to create social media content, generating ideas, posts, and captions.

CASE STUDY CREATION

Use ChatGPT or Claude to generate compelling case studies by summarizing customer interviews or support transcripts, extracting outcomes, challenges, and key quotes.

PERSONA INSIGHTS

Ask ChatGPT to adopt different buyer personas and use them to test upcoming campaigns or changes in messaging.

CAMPAIGN BRAINSTORMING

Use ChatGPT or Gemini to generate and test new campaign ideas.

LEVEL 2

LEAD ENRICHMENT

Use Clay or Apollo to enhance lead records using public data to improve segmentation, scoring, and personalization.

SMART NURTURING

Use Hubspot AI or Salesforce Agentforce to analyze lead behavior, intent signals, and fit criteria to personalize and execute nurturing flows automatically.

SEO / GEO OPTIMIZATION

Use Profound or Peec to identify high-performing keywords, optimize for answer engines, and tailor content for generative AI.

AUTOMATED INBOUND FOLLOW-UP

Use Regie.ai or Qualified to deploy AI assistants to engage, qualify, and book meetings with inbound leads in real time, minimizing the lag between form submission and response.

AI-POWERED DESIGN

Use Canva's Magic Design or Beautiful.ai to create and edit brand-aligned graphics, presentations, or social images.

COMPLEXITY
MEDIUM

BEYOND LLMS ALONE

These use cases typically involve workflow tools or paid software. Teams may need training and alignment to fully unlock value.

CUSTOMER SEGMENTATION

Use Gradient Works or Relevvo to group customers by non-standard demographics, enabling more relevant messaging and offers at scale.

Once your team has mastered LLMs, graduate to incorporating more specialized tools.

COMPLEXITY
HIGHEST

FULLY INTEGRATED WORKFLOWS

These use cases require broader system integration and more sensitive data, often requiring substantial IT and data governance support.

LEVEL 3

PRESCRIPTIVE MARKETING OPERATIONS

Use Openprise or MadKudu to analyze historical conversion data and route leads to the best-fit rep or workflow in real time, based on intent, company profile, and engagement signals.

REAL-TIME WEBSITE PERSONALIZATION

Use Dynamic Yield or Adobe Target to serve dynamic content tailored to each visitor's behavior in real time.

AI CLONES (VISUAL AND VOICE)

Use Tavus or 1Mind to create digital avatars to represent your brand.

Begin integrating systems and data streams to unlock strategic applications for AI.

HYPER-PERSONALIZED ABM CAMPAIGNS

Use deep research and internal data integration (CRM, MAP) to generate personalized, 1:1 messaging from behavior, purchase history, and signals data.

STRATEGIC PLANNING & REPORTING

Use proprietary LLMs and advanced modeling to generate deeper insights and support more strategic conversations.