

5 ways you should be leveraging AI for marketing

3 out of 4 B2B marketers are using GenAI tools [to improve content](#) – don't be left behind. Here are 5 areas where AI can help your message stand out:



INSPIRE CREATIVITY

71%

of AI use by marketers is to help [inspire creative thinking](#)

- ✓ Develop slogans, web page copy and social media posts
- ✓ Design logos and brand materials
- ✓ Convert text into images to find fresh uses for content

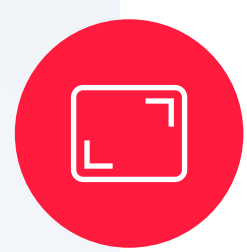


CREATE HIGH-QUALITY CONTENT

76%

of AI use by marketers [is for creating copy](#)

- ✓ Draft content for multiple channels and audiences
- ✓ Design interactive videos, ads and audio content
- ✓ Increase productivity to consistently get new content to customers



TAILORED AD EXPERIENCES

71%

of consumers [expect personalized interactions](#) from companies

- ✓ Analyze data to tailor ads to customer preferences
- ✓ Use interactive articles and videos to make personalized recommendations
- ✓ Customize email messages and social media posts



BOLSTER BUSINESS STRATEGIES

89%

of marketers say [constant innovation is key](#) to staying competitive

- ✓ Automate routine tasks to increase output
- ✓ Leverage predictive analytics for personalized offers using purchase history
- ✓ Use SEO optimization to deliver content to target audiences



DIAL-IN DELIVERY

High performers fully [personalize across 6 channels](#), on average

- ✓ Increase purchase opportunities by reaching customers on more channels
- ✓ Leverage advanced analytics for precise customer segmentation
- ✓ Embed high-performing keywords to bring messaging to the right audiences



[Reach out to Future B2B today](#) to learn how your brand can benefit from our trusted B2B newsletters, custom content, events and more.