

AI in B2B Marketing - What's possible today?



Ravi Kumar

THE F
COMPANY

B2B marketing agency

We help B2B companies
turn marketing into a
revenue driver.



We focus on B2B companies with long sales cycles



uponor

VAISALA

Prysmian
Group



Sievo



Blog

Introducing ChatGPT

We've trained a model called ChatGPT which interacts in a conversational way. The dialogue format makes it possible for ChatGPT to answer followup questions, admit its mistakes, challenge incorrect premises, and reject inappropriate requests.

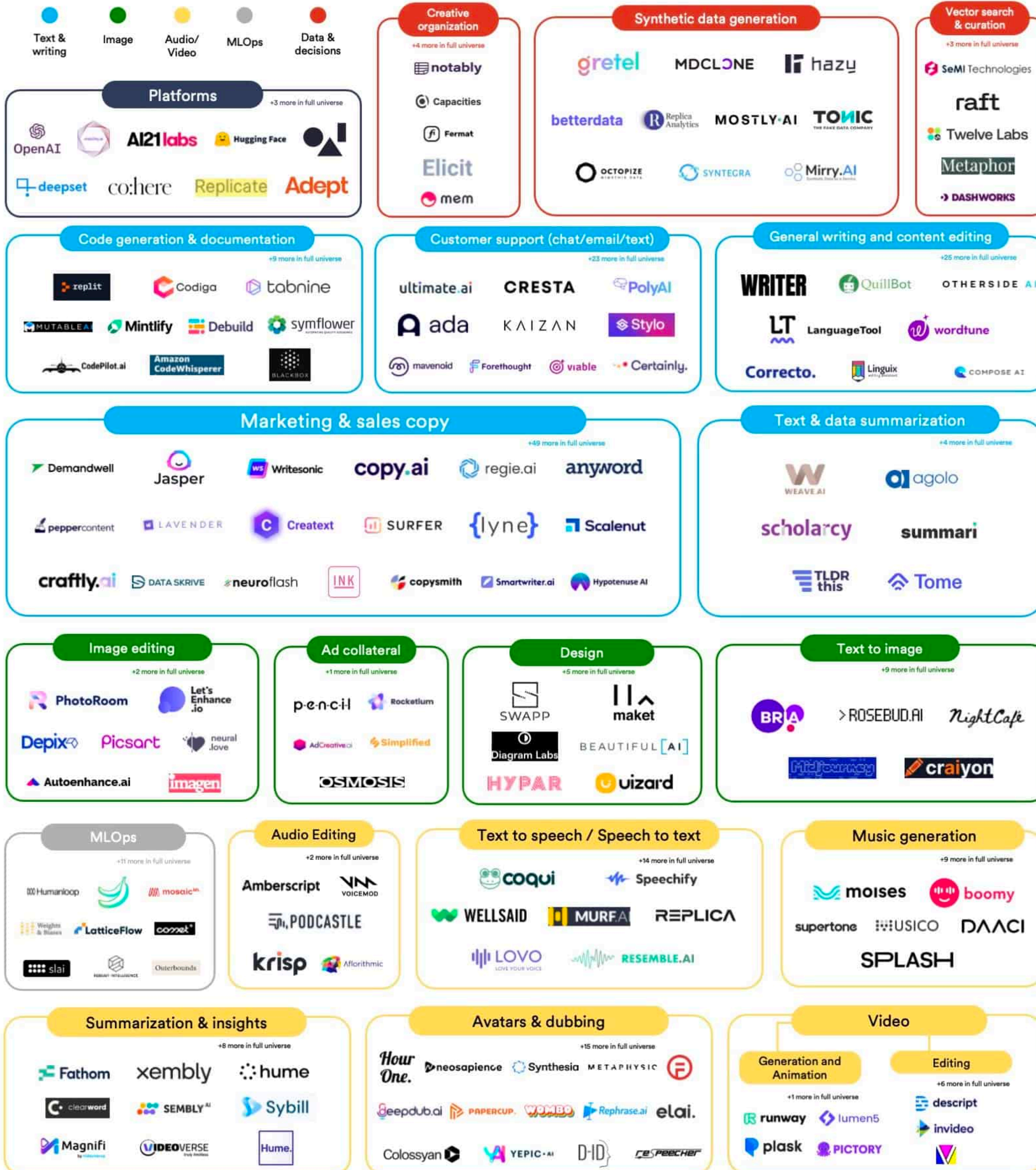
[Try ChatGPT](#)

[Read about ChatGPT Plus](#)

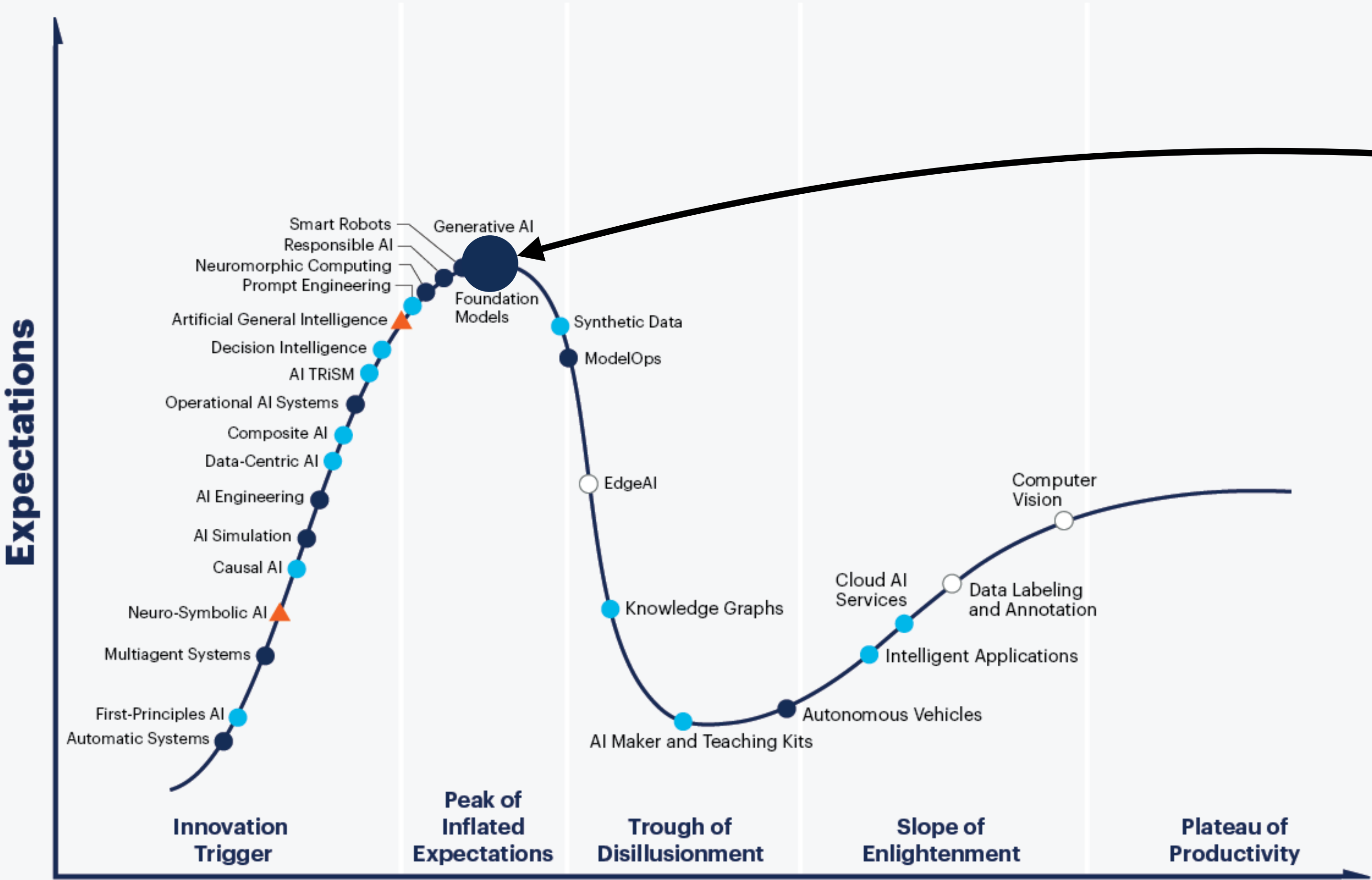


BASE10 TREND MAP: GENERATIVE AI

Companies are grouped based on medium produced and segmented by use case within each medium. Companies that offer products across segments are grouped in the segment of the core product offering.



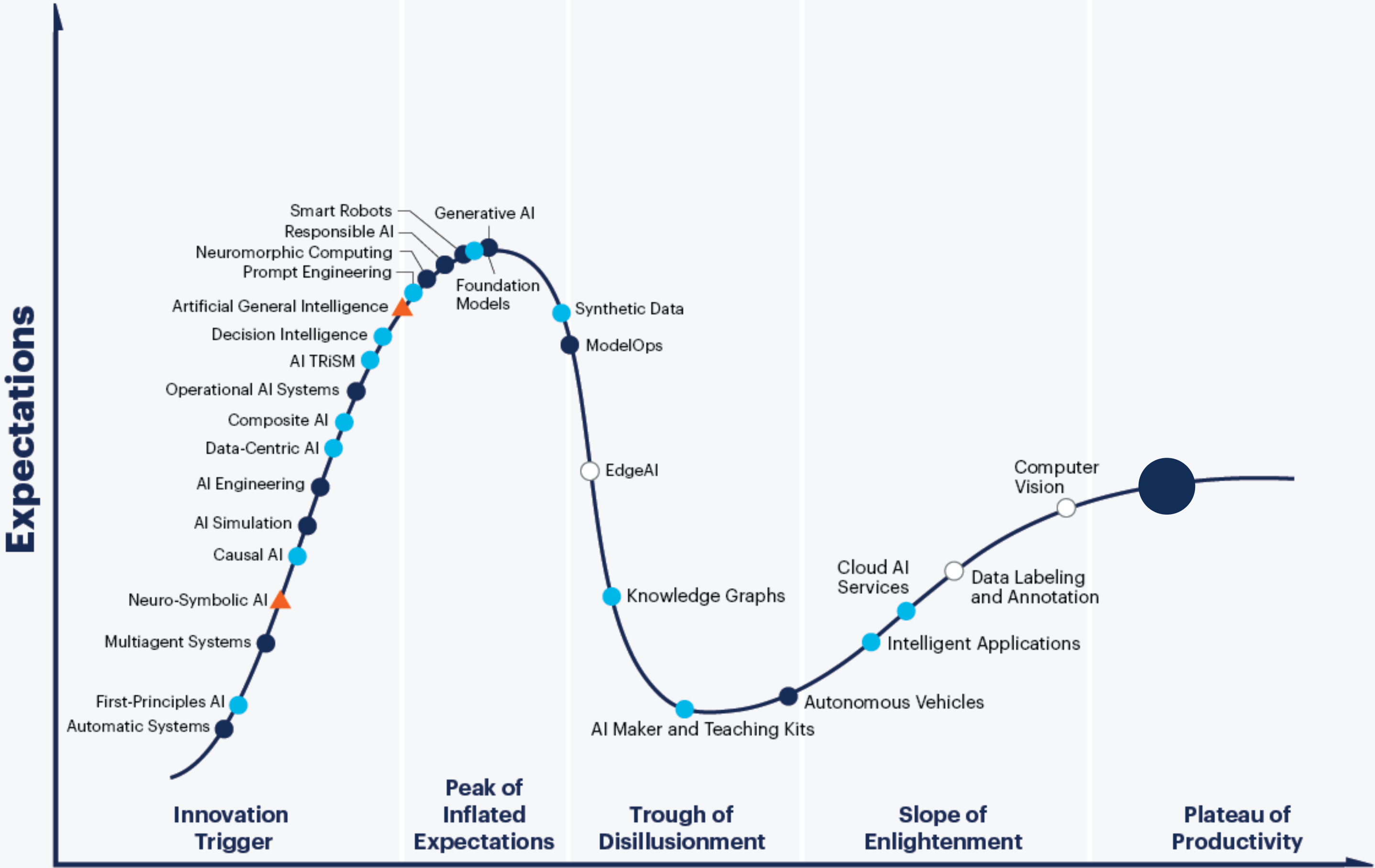
Hype Cycle for Artificial Intelligence, 2023



**2023
Generative AI at the
top of hype curve**

Plateau will be reached:
 ○ less than 2 years ● 2 to 5 years ● 5 to 10 years ▲ more than 10 years ⊗ obsolete before plateau As of July 2023

Hype Cycle for Artificial Intelligence, 2023



**5-10 years
To reach the
plateau of
productivity**

Plateau will be reached:

- less than 2 years
- 2 to 5 years
- 5 to 10 years
- ▲ more than 10 years
- ⊗ obsolete before plateau
- As of July 2023

For the rest of this webinar



AI landscape

Practical examples of AI in
marketing - our experience

What the future might look
like?

Keep in mind

- The AI landscape is developing fast, our use cases might not be relevant or accurate for long

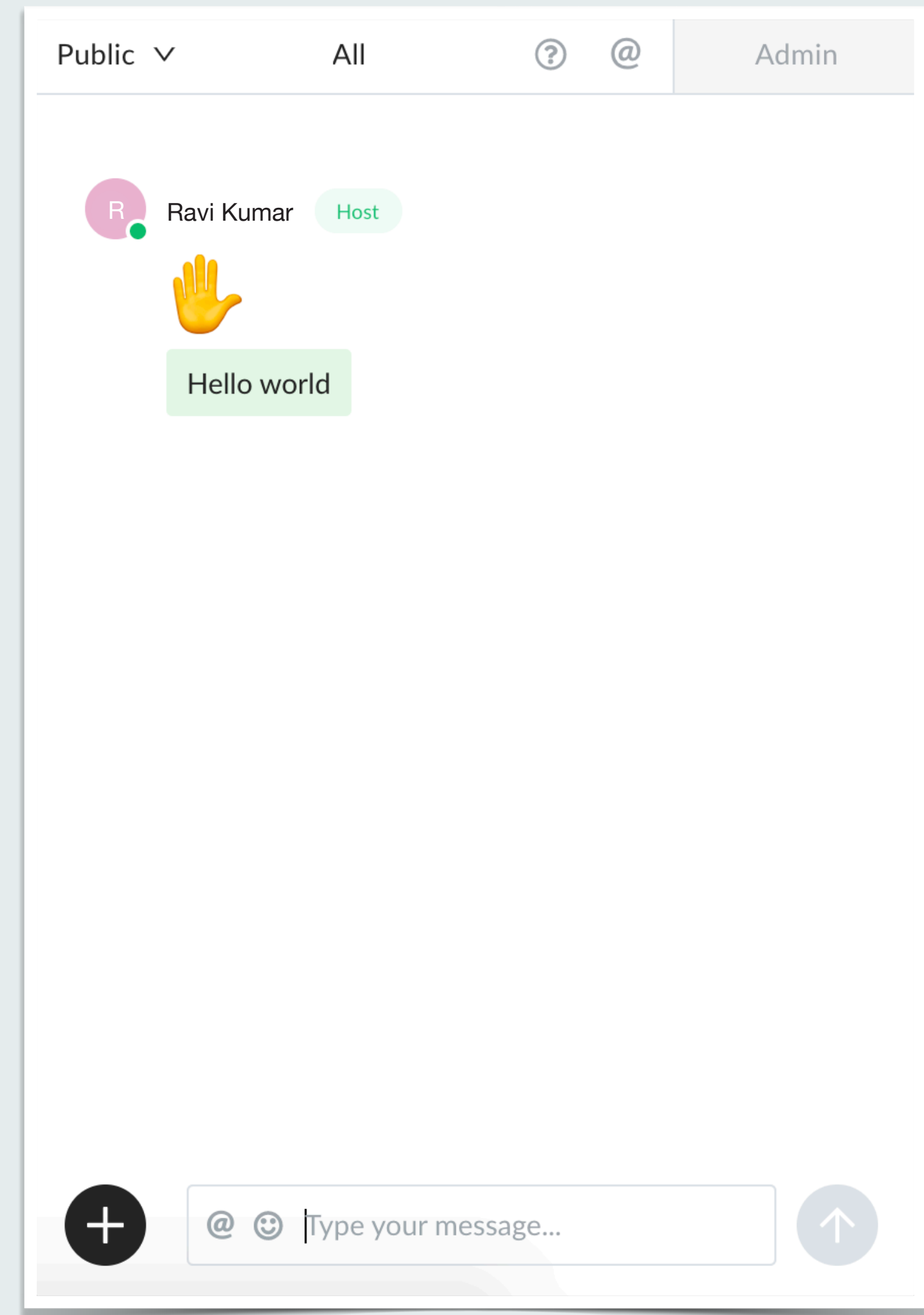
- We are looking at it as B2B marketers, not AI experts

Use the chat to:

 Ask questions

 Share ideas

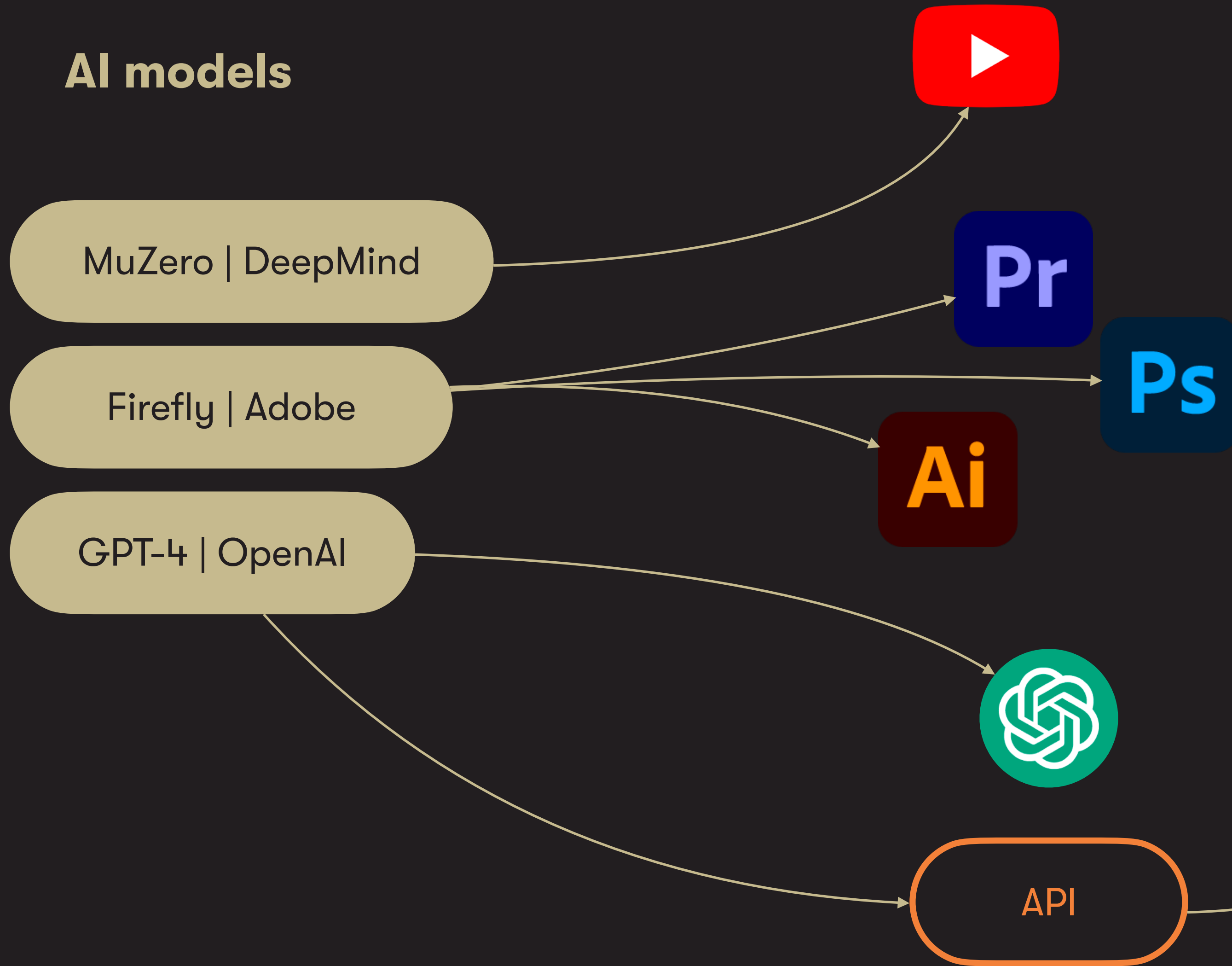
 Agree or disagree



Internal applications

External applications

AI models



A dark green rounded rectangle contains logos for external applications. At the top is the "Jasper" logo, featuring a colorful circular icon and the text "Jasper". Below it are two logos: "duolingo" (a green owl icon) and "viable" (a purple target icon). At the bottom is the "GitHub Copilot" logo, featuring the GitHub octocat icon and the text "GitHub Copilot".

AI is in the tools we already use



Gmail

- Spam detection
- Autocomplete



Adobe

- Remove background
- Object selection and removal
- Content-aware fill

Ad platforms

- Targeting
- Ads optimisation





Google Duet AI



Annual Sales Conference Planning



File Edit View Insert Format Data Tools Add-ons Help



Share



100% | \$ % .0+ .00 123 | Arial | - 10 + | B I A | ^

A1	A	B	C	D	E	F	G	H	I
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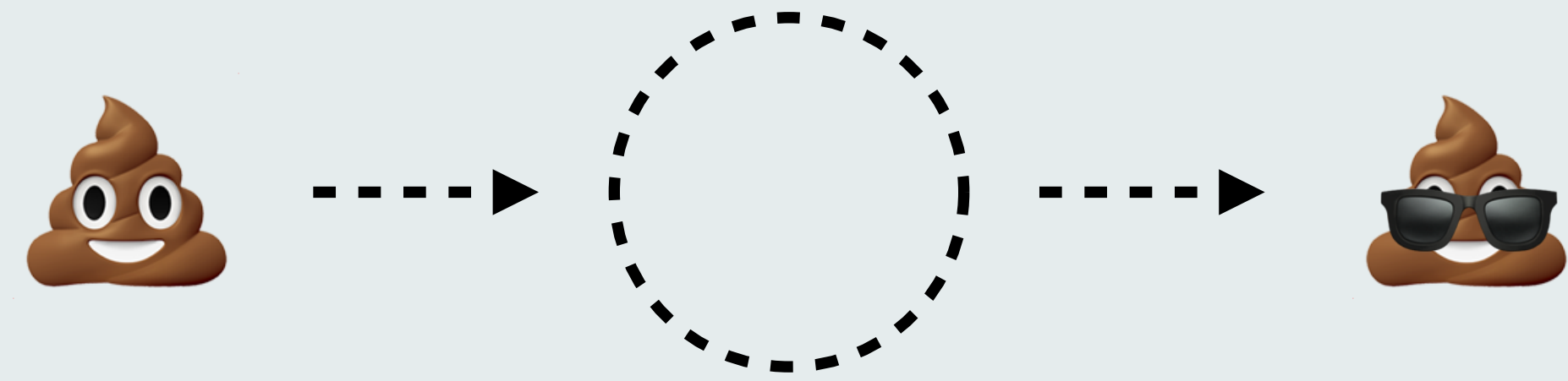
Help me organize

e.g. a task tracker of projects with status updates and owners

Create

Let AI jumpstart your work to easily organize and track your data in Sheets

[Learn more](#)



Garbage in, garbage out



My GPTs

+ Create

GPTs

Discover and create custom versions of ChatGPT that combine instructions, extra knowledge, and any combination of skills.

🔍 Search public GPTs

Top Picks

DALL-E

Writing

Productivity

Research & Analysis

Programming

Education

Lifestyle

Featured

Curated top picks from this week



Whimsical Diagrams

Explains and visualizes concepts with flowcharts, mindmaps and sequence diagrams.

By whimsical.com



Artful Greeting AI Cards

Customisable themed greeting cards with text.

By Juan Arkani



GolfGPT

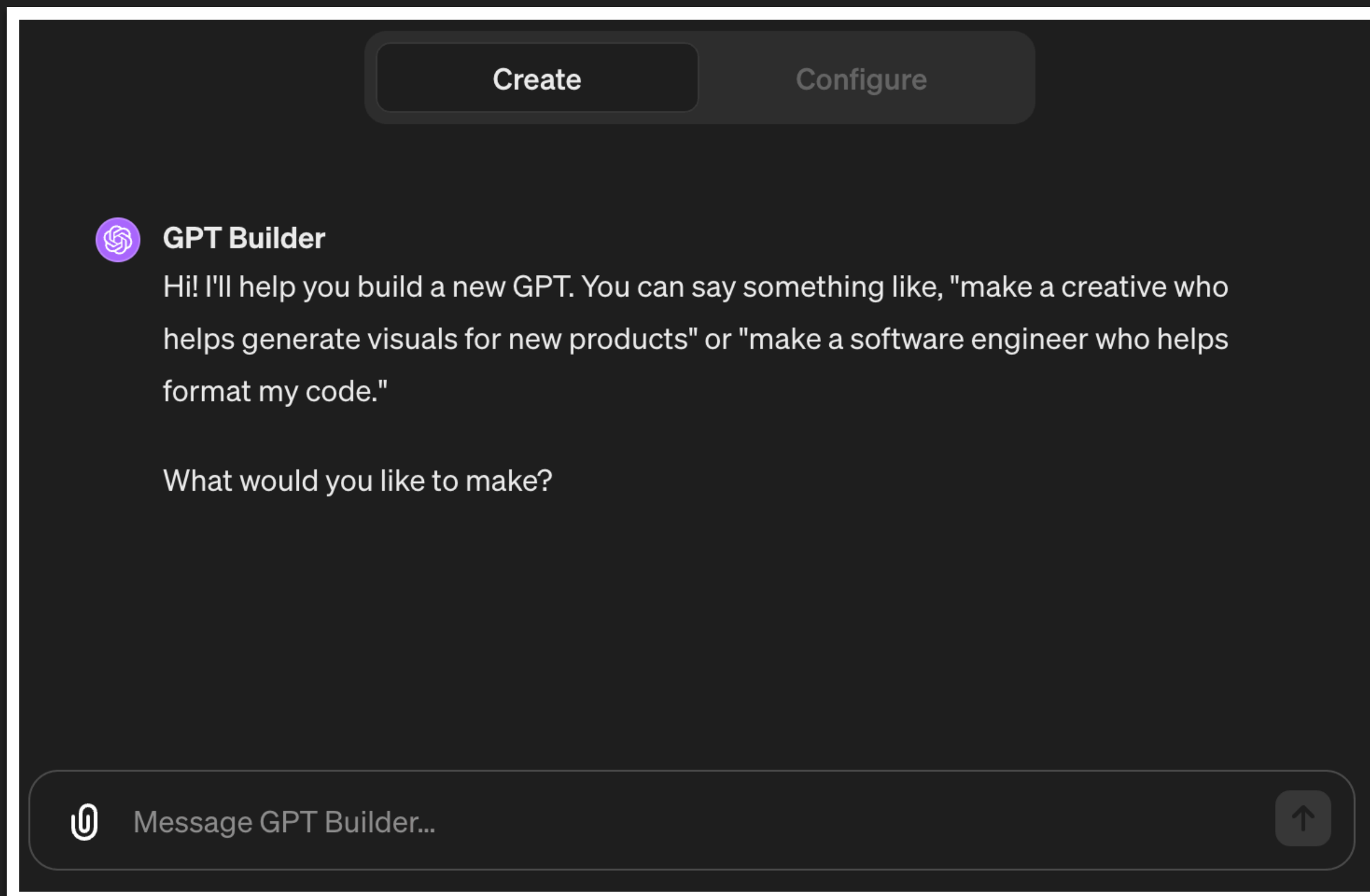
Your expert caddy for hole-specific golf strategies.



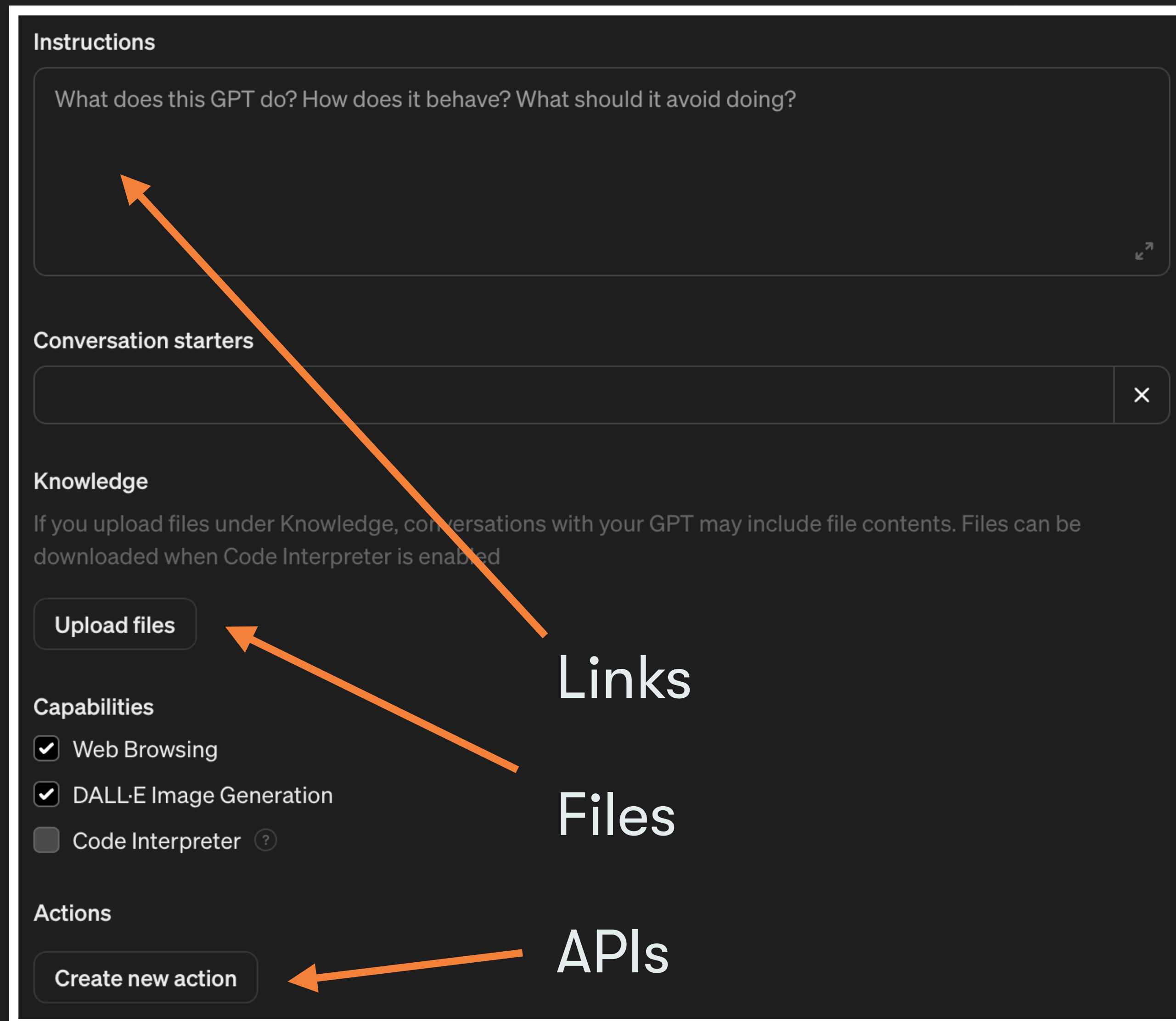
Drawn to Style

I transform drawings into artistic styles, and describe them.

Creating custom GPTs

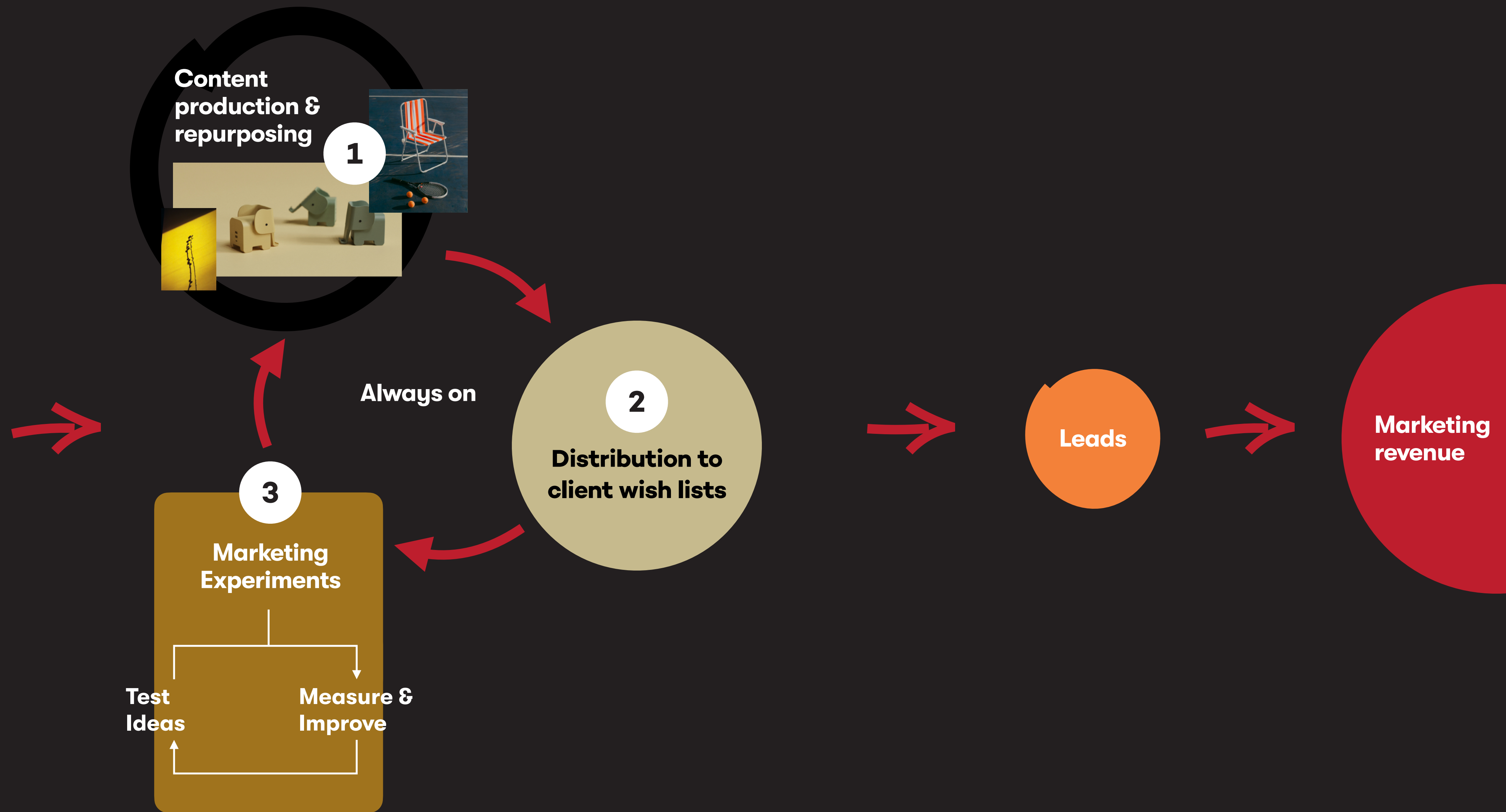


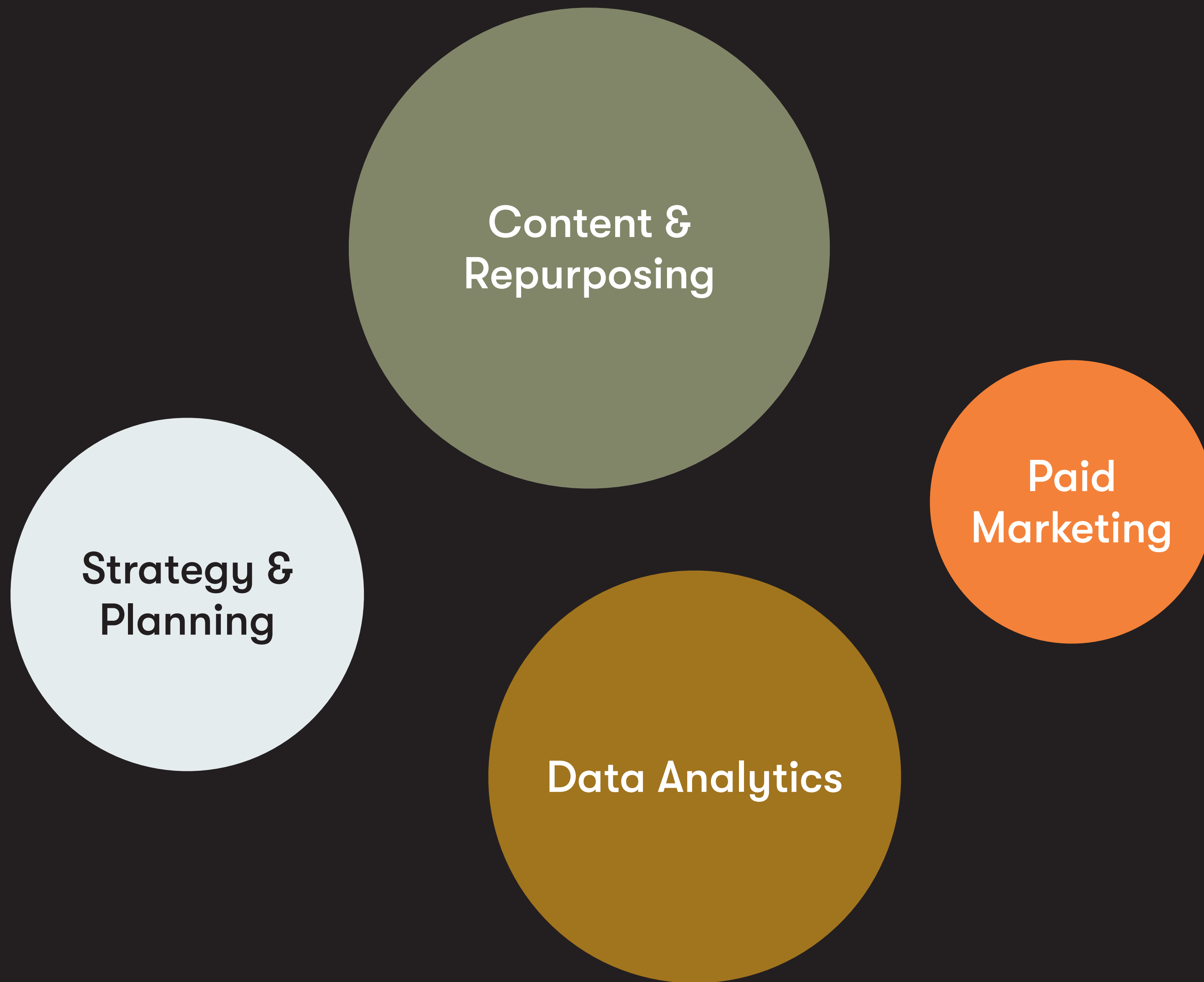
Easy to create



Demand Gen Model

- Goals & KPIs
- Personas & JTBD
- Client wish list (ABM)





01 Content & repurposing



Content &
repurposing

1 | 4

Tone of voice
checker



Tone Checker for TFC

By The F Company Oy 

I check and align text with The F Company's tone.

About The F Company
Tone of voice guidelines
Website link

Analyse given text
against TFC TOV



Rate how well it
aligns



Provide revised text
and rate it



Anonymous

Create a Demand Gen campaign

Learning and review periods

After you make a change to your bid strategy, there may be minor performance fluctuations as Google Ads optimizes your bids. To indicate this, your bid strategy status may be labeled as "Learning". You can hover over the status to learn why your bid strategy has the "Learning" status. It's recommended that you allow two weeks for the "Learning" period to elapse before making bidding changes.

As a good general rule, wait 50 conversions before making changes to your campaign.

Give ads at least 24 hours to be reviewed and approved.

*No additional
instructions needed 😄*



Tone Checker for TFC

The text you've provided outlines important considerations for managing a Demand Generation campaign, specifically focusing on the learning and review periods in Google Ads. To ensure the text aligns with The F Company's tone of voice guide, which emphasizes clarity, active language, strong language, avoidance of buzzwords, and a conversational style, I will assess and possibly revise the text accordingly.

Original Text Assessment

- **Clarity:** The message is clear, explaining the significance of the learning period and review times within Google Ads. **Rating: 8/10**
- **Active Language:** The text uses active language effectively, especially in instructions like "allow two weeks" and "wait 50 conversions". **Rating: 9/10**
- **Strong Language:** The language is direct and authoritative but could be made stronger by emphasizing the recommendations. **Rating: 7/10**
- **Avoidance of Buzzwords:** The text is free from unnecessary jargon, though terms like "bid strategy" and "conversions" are specific to the context and not considered buzzwords in this scenario. **Rating: 9/10**
- **Conversational Style:** The text is somewhat formal and could benefit from a more conversational tone to match TFC's style guide. **Rating: 6/10**

Revised Text

When you tweak your bid strategy in Google Ads, give it a bit of time to adjust. You might notice some ups and downs in performance - that's Google doing its magic to fine-tune your bids. During this phase, your bid strategy gets a "Learning" tag. Curious about why? Just hover over the status for the scoop. Our tip? Sit tight for two weeks after any change to let the learning do its thing.

Here's a handy rule: hold off on making any big moves until you hit 50 conversions. It gives your campaign a solid ground to stand on.

And remember, every ad needs a green light from Google before it goes live. This usually takes about 24 hours, so plan accordingly.

Revised Text Assessment

- **Clarity:** The revision maintains clarity while adopting a more conversational tone. **Rating: 8/10**
- **Active Language:** Active language is preserved and enhanced with more engaging phrases. **Rating: 9/10**
- **Strong Language:** The recommendations are presented in a more engaging and approachable manner. **Rating: 8/10**
- **Avoidance of Buzzwords:** The revision keeps technical terms but explains them in a friendlier way. **Rating: 9/10**
- **Conversational Style:** The revised text is more conversational, aligning better with TFC's brand voice. **Rating: 9/10**

This revision seeks to enhance the original message's alignment with The F Company's tone of voice guidelines, making it more approachable and engaging while maintaining its informative essence.

Content &
repurposing

2 | 4

Content
repurposing



Content Transformer

By The F Company Oy 

Repurposes content into various formats.

About The F Company
Services and value props
Buyer personas

Take a pillar
content as input



Analyse
content



Provide relevant
repurposing ideas



Anonymous

repurpose this blog post: <https://thefcompany.com/blog/the-f-company-is-joining-precis>



Content Transformer

The blog post **announces The F Company's acquisition by Precis,** marking a significant step towards becoming the top B2B agency globally. It highlights the company's steady growth over seven years, its mission to offer specialized marketing strategies for B2B companies, and the expansion of capabilities and expertise through the acquisition. The F Company will retain its brand and continue its operations, now backed by Precis's extensive network and resources across various regions and fields.

To repurpose this content, consider the following formats and strategies:

1. **Press Release:** Create a formal announcement detailing the acquisition's strategic benefits for stakeholders, emphasizing the expanded capabilities and global reach. This format is suitable for industry publications and news outlets.
2. **Social Media Posts:** Develop a series of engaging posts for platforms like LinkedIn, Twitter, and Instagram. Use quotes from the article, highlight key benefits of the acquisition, and include visuals like infographics or short videos that encapsulate the merger's significance. The aim is to generate buzz and drive discussions among followers.
3. **Video Announcement:** Produce a short video featuring key personnel from both companies discussing the acquisition's vision and what it means for clients. This can enhance engagement on YouTube and social media platforms, providing a personal touch to the announcement.
4. **Email Newsletter:** Craft a newsletter segment for current clients and subscribers, offering a deeper dive into how the acquisition will directly benefit them. Include links back to the blog post for readers who want more detailed information.
5. **Blog Series:** Initiate a blog series that explores various facets of the acquisition, such as interviews with

tone



Tone Checker for TFC | check and align text with The F Company's tone.



+ Create a GPT



@





Talking to **Tone Checker for TFC**



Write a social media post from the suggestion above





Tone Checker for TFC

🎉 Big News! 🚀 The F Company is thrilled to announce our new journey with Precis! This strategic move marks a significant milestone in our mission to redefine B2B marketing. Together, we're set to amplify our capabilities, expand our global reach, and continue delivering exceptional strategies tailored for B2B companies. Our combined forces promise exciting opportunities and innovations for our clients and partners. Stay tuned for an incredible journey ahead! 📁🌍 #NewBeginnings #B2BMarketing #Partnership

For more details on this exciting development, check out our blog post: [The F Company is joining Precis.](#)

Content &
repurposing

3 | 4

Videos and
creatives

Opus Clip - Repurposing 1h webinar

01

What's marketing's role?

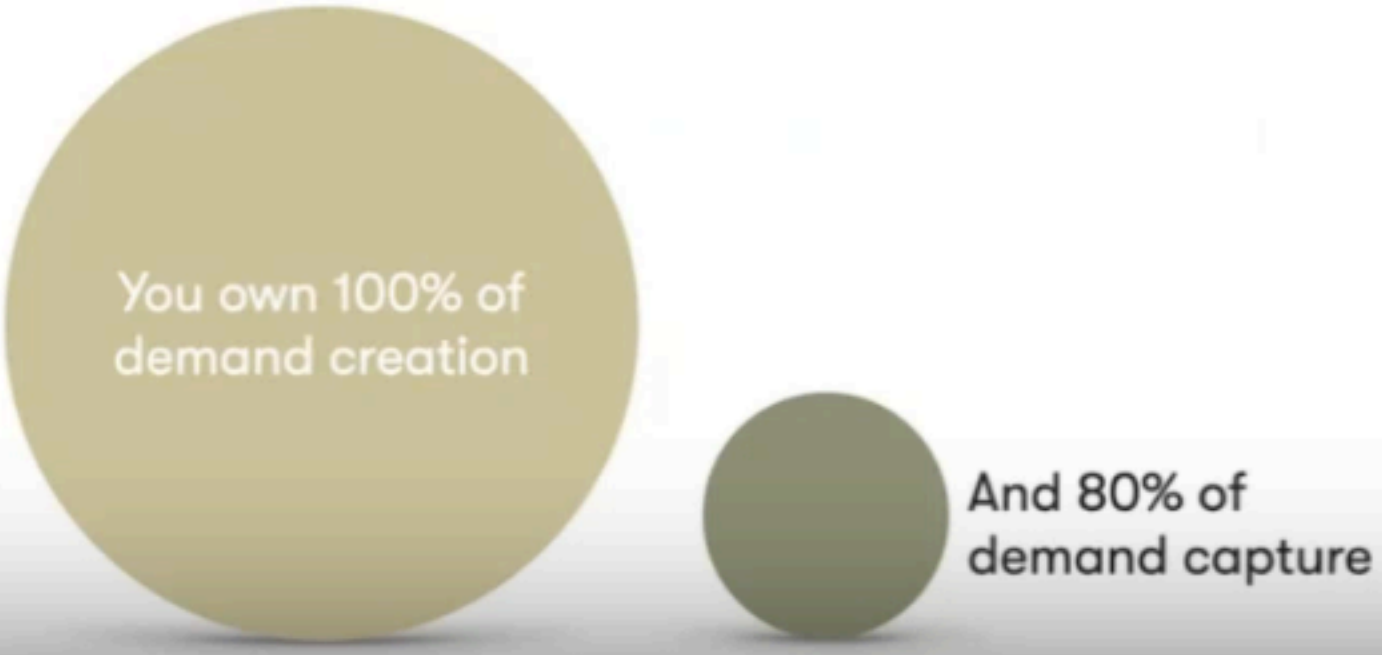
Challenge

Marketing is still seen as "Sales support" in companies with long sales cycles.

Fact

80% of a complex B2B sales funnel is digital.

Marketing is now in charge of creating demand. Not Sales.

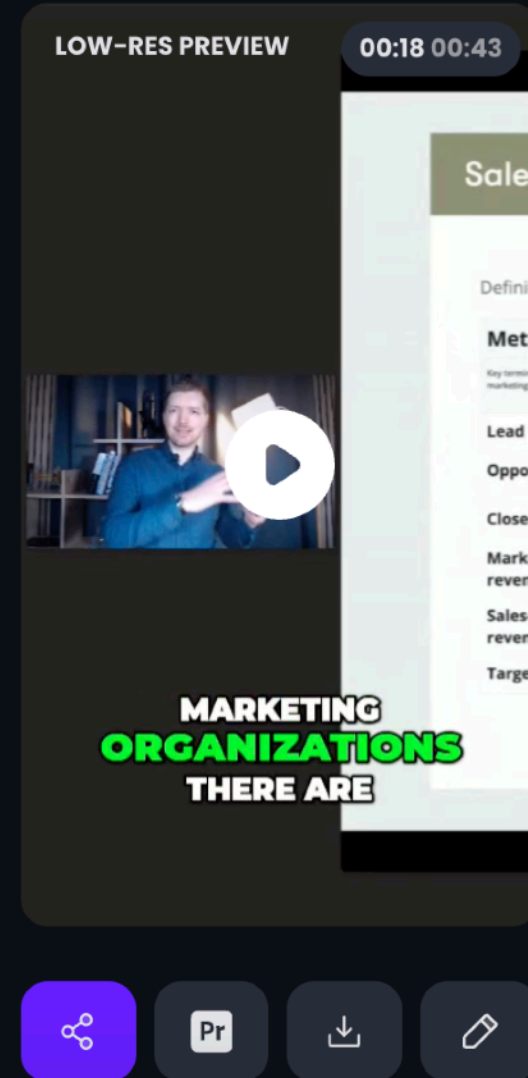


You own 100% of demand creation

And 80% of demand capture



#1 Revamp your Marketing and Sales Strategy with Clarity and Alignment 📌



99/100

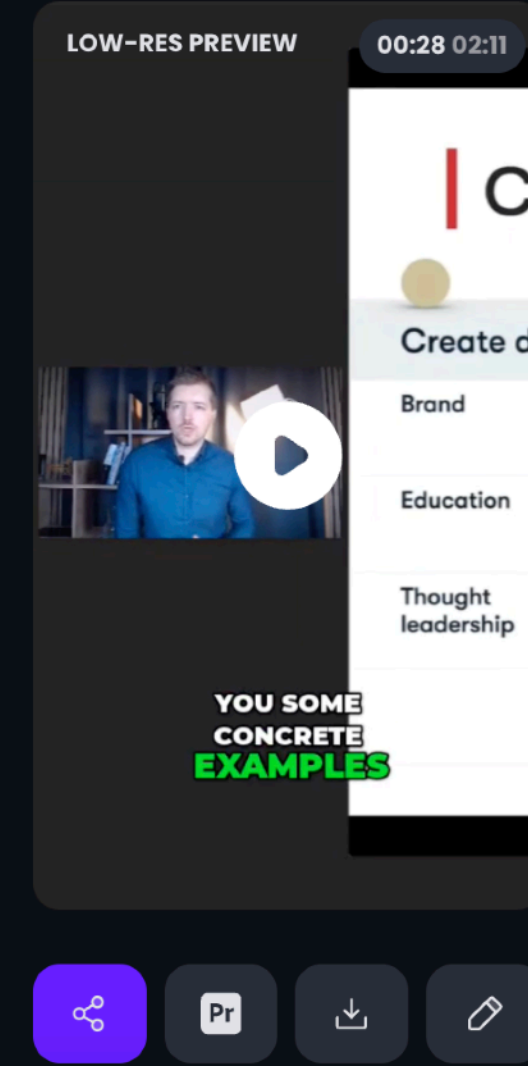
A- Hook A Flow A- Engagement A- Trend

The beginning of the video effectively catches the audience's attention by describing the initial process of corporation and the importance of certain definitions. It could be more engaging by providing a relatable scenario or highlighting the consequences of not having clear definitions.

And it goes like this In the very beginning of our cooperation we sit down with the client's marketing and sales team and we lock ourselves in for half a day like a three-hour session usually And then we go through a couple of things We start with the left corner the definitions the most basic stuff but you'll be blown away by how many marketing organizations there are where they can't agree with the sales team on what is a lead...



#2 The Ultimate Guide to Creating Viral Content: Find Your Audience's Pain Points



96/100

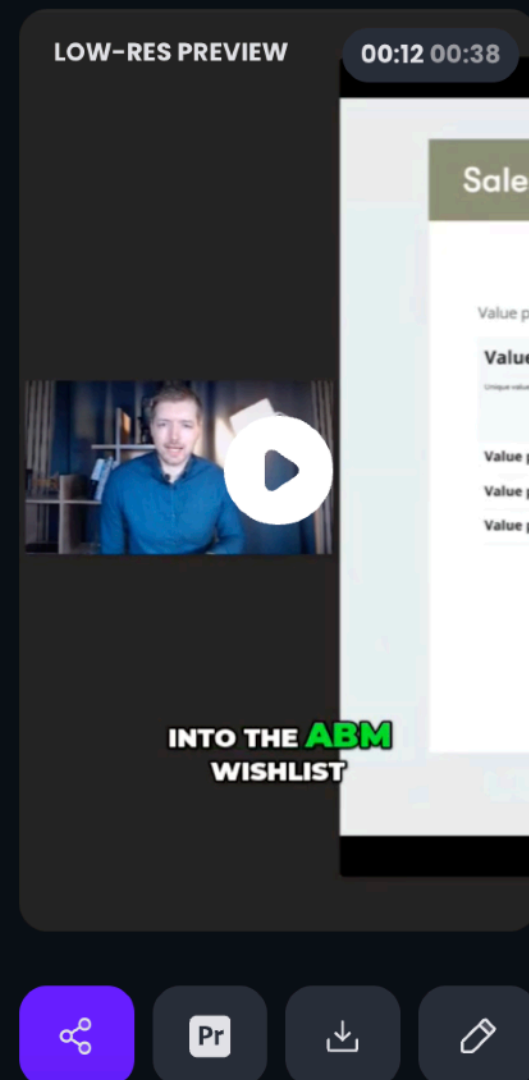
A- Hook A Flow A- Engagement A- Trend

The beginning of the video effectively catches the audience's attention by mentioning the best way to find out what content to create. It could be more engaging by highlighting the benefits or providing a specific scenario where finding out the right content is crucial.

In my 16 years of experience of doing this this is the single best way to find out what content you should be creating Imagine running this 10 or 15 minute interview asking a few of these key questions You're going to walk away with hundreds of content ideas based on the pains and the jobs to be done that are not only going to be good ideas but they will be massively relevant to the issues that your audience actually faces day to day Now let me give you some concrete examples of what those...



#3 Unlocking the Power of Account-Based Marketing (ABM): Strategies and Best Practices



93/100

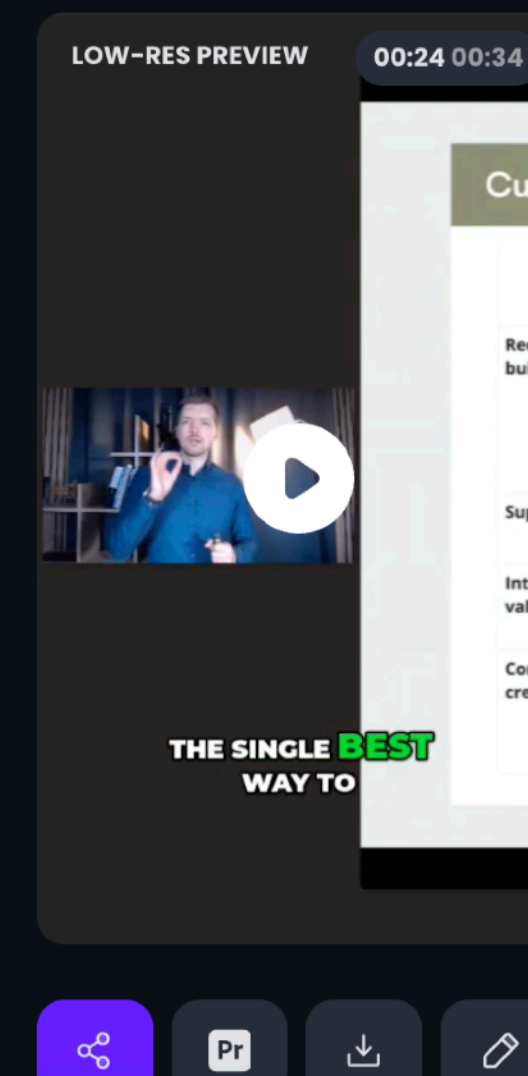
A- Hook A Flow A- Engagement B Trend

The beginning of the video effectively catches the audience's attention by mentioning the alignment with sales teams. It could be more engaging by introducing a specific case or highlighting the potential problems that can be solved through alignment.

And when you align with your sales team on who we're targeting and what we're saying to the exact buyer personas then that fixes a lot of the problems in the future And then finally we go into the ABM wishlist Now I'm happy to see that more and more companies are adapting the ABM mindset but essentially you would be making a mistake by targeting very very broadly and just about every account that could possibly ever buy from you What you want to do is sit down with your sal...



#4 Discover the Secret to Creating Highly Relevant Content: An Interview Technique



91/100

A- Hook A- Flow A Engagement B Trend

The beginning of the video effectively introduces the topic and promises valuable content ideas. To make it more attention-grabbing, consider starting with a relatable anecdote or intriguing statistic related to content creation.

Imagine running this 10 or 15 minute interview asking a few of these key questions You're going to walk away with hundreds of content ideas based on the pains and the jobs to be done that are not only going to be good ideas but they will be massively relevant to the issues that your audience actually faces day to day In my 16 years of experience of doing this this is the single best way to find out what content you should be creating So absolutely download this template after the session Us...





Actions... Write 1w | 0.34s

Fixing video errors with AI

David

needs a c
everything

Overdub
taught Overdub

+ pages. You've probably been ~~thought~~ that you should always end with an action, something that your audience should do. The reality is that not everything needs one.

Describe





HeyGen AI

AI tool for advertising

Generate ad creatives that outperform your competitors.

Try For Free Now

Brand

TESLA

Size

Post Size
(1080x1080)

Conversion Score: 100 / 100

Conversion Score: 99 / 100

Tesla Model S Plaid
The Quickest Production

TESLA

Tesla Model S Plaid

The Quickest Production
Car Ever

Order Now

TESLA

Generate ad creatives that help you sell. Fast.

Using Artificial Intelligence.

In 2023, every single thing in Digital Marketing is optimized by Artificial Intelligence, except Creatives. AdCreative.ai is here to change that, to make data-backed, result-bringing ad creatives accessible.



Up to 14x

Higher Conversion Rates

Compared to creatives that are not data-backed.



Over 95%

Of the users improve CTR

In their first month, using our creatives.

Generate Ad Creatives



What they delivered

The image displays eight variations of a social media advertisement for 'THE COMPANY'. Each variation features a central photograph of three people in a meeting. The ads are arranged in two rows of four. Each ad includes a 'Conversion Score' at the top, a 'Book a Call' button, and the text 'Ready to generate more relevant leads? Maximize B2B growth'. The variations differ in the placement and styling of the text and buttons. For example, the top-left ad has a score of 100/100 and a white 'Book a Call' button, while the bottom-right ad has a score of 96/100 and a black 'BOOK A CALL' button. The background of the ads is a light purple grid pattern.

Conversion Score	Key Design Elements
100/100	White 'Book a Call' button, white text on top
99/100	Black 'Book a Call' button, white text on bottom
99/100	White 'Book a Call' button, white text on bottom, red circular highlights
98/100	Red 'Book a Call' button, white text on top
97/100	Black 'Book a Call' button, white text on bottom
97/100	White 'Book a Call' button, white text on bottom, red circular highlight
96/100	White 'Book a Call' button, white text on bottom, white circular highlight
96/100	Black 'BOOK A CALL' button, white text on bottom

What our ads looked like

THE COMPANY

FEBRUARY 21ST
10-11 AM FINNISH TIME

Webinar

AI in B2B marketing – Practical use cases

How AI can help with B2B marketing struggles

Ravi Kumar
Design & Technology Partner

[REGISTER NOW](#)

FEBRUARY 21ST
10-11 AM FINNISH TIME

How to use AI in B2B marketing – How maybe not



Here are two promotional banners for your webinar. Each design features a dark, technology-themed background and includes all the details you provided. Feel free to choose the one that best fits your needs!

Webinar

AI in B2B marketing – Practical use cases

Wednesday, February 21st | 10.00-11.00 Finnish time

RATED **9.8** /10 by Senior B2B Marketers

[SIGN UP](#)

THE COMPANY

[REGISTER NOW](#)


What AI said would work

AI-Scored Ad Creatives

Your AI generated assets based on the selected strategy.

Fine-tuned for: THE COMPANY

1st



Based on an analysis of over 340 data points we created from your creative, and our dataset of 450 million ads, here are the predicted scores for your creative.


Performance Score	Awareness Score
70%	98%

AI-Recommended Actions to Improve Performance

- Boost subtitle contrast to ensure visibility and meet WCAG standards. +5 Conversion Score
- Boost conversion by adding a Discount alongside the Button. +11 Conversion Score
- Make the Call-to-Action Button the focal point in ads to enhance saliency. +8 Conversion Score
- Position the Call-to-Action Button in a prominent location. +6 Conversion Score +2 Brand Score


Analyze Heatmap

2nd






Analyze Heatmap

3rd



Analyze Heatmap

What actually worked

Ad Name		Average CTR	Cost Per Result
4 ads		0.86%	-
How to use AI as a part of your everyday work Name: A1V1 FI ID: 353960433 · Single Image		1.24%	€15.72
How to use AI as a part of your everyday work Name: A2V1 FI ID: 353941763 · Single Image		0.94%	€14.29
How to use AI as a part of your everyday work Name: A4V1 FI ID: 353932283 · Single Image		0.63%	€64.46

Generic copy ideas

🔒 90 /100 SUCCESs Method: Simple-Unexpected-Concrete-C...



Turn your B2B marketing into a revenue-driving machine with The F Company. 📁💰

Specializing in helping B2B companies generate more relevant leads and revenue, The F Company offers marketing as a service that creates, captures, and converts demand into measurable results. 🚀📈

With their expertise in marketing strategy, content creation, distribution, and a track record of successful case studies, The F Company acts as an extension of your marketing team to drive growth in a complex B2B environment. 🔥📁

Don't let long sales cycles hinder your success. Book a Strategy Call with The F Company and take your B2B marketing to the next level. 📞📈



653 chars

🔒 90 /100 PAIS Formula: Problem-Agitate-Invalidate-Solve St...



Is your B2B marketing strategy falling short of generating the revenue you need? Are you struggling to turn your marketing efforts into measurable results?

At The F Company, we specialize in helping B2B companies like yours transform marketing into a revenue driver. With our marketing as a service approach, we create demand, capture demand, and convert demand into measurable revenue. Our expertise in marketing strategy, content creation, and distribution has helped numerous B2B companies generate more relevant leads and revenue.

Don't let a complex B2B environment hold you back. Let The F Company act as an extension of your marketing team and drive growth for your business. Book a Strategy Call with us today!



722 chars

🔒 90 /100 QUEST Method: Qualify, Understand, Educate, Stim...



Attention B2B companies with long sales cycles! 🎯

Looking to turn your marketing into a revenue driver? 📈💰

The F Company is the Nordic B2B marketing agency you need. 📁🌟

Specializing in creating demand, capturing demand, and converting demand into measurable revenue, The F Company helps B2B companies generate more relevant leads and revenue. 📊🔥

With their expertise in marketing strategy, content creation, distribution, and a track record of successful case studies, The F Company acts as an extension of your marketing team to drive growth in a complex B2B environment. 🚀

Ready to take your B2B marketing to the next level? Book a Strategy Call with The F Company today! 📞📈



692 chars

🔒 90 /100 AIDA Model: Attention, Interest, Desire, Action



Attention B2B companies with long sales cycles!

Take your B2B marketing to new heights with The F Company - a Nordic B2B marketing agency that turns marketing into a revenue driver. 🚀

We offer marketing as a service to create demand, capture demand, and convert demand into measurable revenue. Our expertise in marketing strategy, content creation, distribution, and successful case studies will help your company generate more relevant leads and revenue.

🔒 90 /100 4U's Principle: Urgent, Unique, Ultra-specific, Useful



Attention B2B companies with long sales cycles! The F Company - B2B Marketing Agency is here to help you turn your marketing into a revenue driver. 🚀

We specialize in creating demand, capturing demand, and converting demand into measurable revenue. 📁📈 Our expertise in marketing strategy, content creation, and distribution has helped numerous B2B companies generate more relevant leads and revenue. 🎯💰

With a track record of successful case studies, we act as

🔒 90 /100 ACCA Model: Awareness, Comprehension, Convicti...



🌟 The F Company - B2B Marketing Agency 🌟

📊 Are you a B2B company with a long sales cycle? Let The F Company be your revenue driver!

📁 Specializing in turning marketing into measurable revenue, we create demand, capture demand, and convert it into relevant leads and revenue for your

Content &
repurposing

4 | 4

Other use cases

- Help improve writing
- Content clusters

Content & repurposing

Do's

- Use to help in improving copy
- Remove blank page barrier
- Repurposing content

Dont's

- Produce generic long form content
 - Bad for brand
 - Worse for long term SEO

Cautionary tale

CAUSAL

Product Customers Resources Pricing Demo Partners Sign in [Sign up](#)

Modern financial planning

Know your runway, plan your growth, and get back to building your business.

[Get started free →](#)

The screenshot displays the CAUSAL software interface for a 'Runway Forecast' model. The interface includes a sidebar with navigation options like Overview, Data Sources, Notifications, and Favorites. The main content area shows a formula bar with the equation: $\$ \text{Revenue} \text{ Last month } * (1 + \% \text{ Growth rate })$. Below this is a table with columns for 'VALUE' and 'JAN '22'. The table lists various financial metrics:

	VALUE	JAN '22
% Growth rate	10%	-
\$ Next financing amount	\$4.4m	-
Next financing date	Mar '24	-
INCOME		
\$ Funding		\$0
\$ Revenue		\$56,425
EXPENSES		
\$ Payroll		\$333,058
\$ Rent		\$6,600
\$ Marketing		\$250

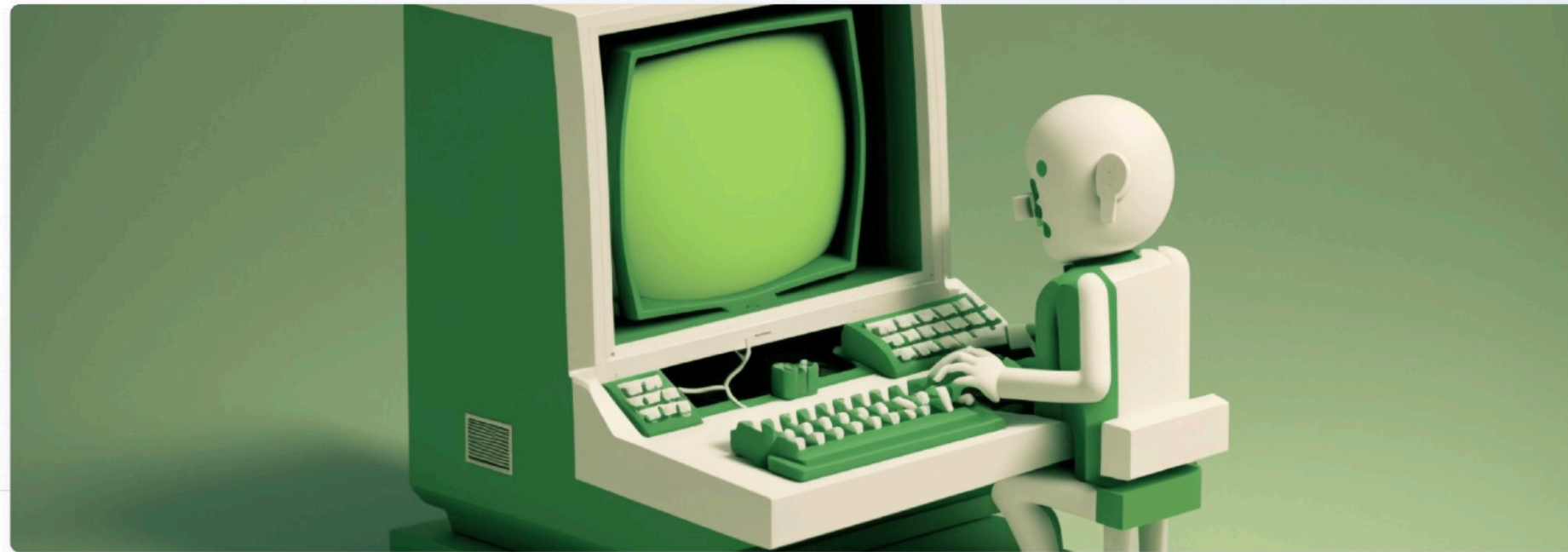
On the right side of the interface, there are two charts. The top chart is a 'Summary' bar chart showing 'Revenue' (blue bars) and 'Outflows' (purple line) from March 2020 to November 2020. The bottom chart is a 'Runway' line chart showing a decreasing trend over time, with a callout indicating '20 months'. A large play button icon is overlaid on the bottom center of the screenshot.

Cautionary tale

GOOGLE SHEETS

How to Insert Date in Google Sheets: Step-by-Step Guide

FEB 23



1. [Step One: Open Your Google Sheet](#)
2. [Step Two: Insert the Date](#)
3. [Step Three: Format the Date](#)
4. [Step Four: Save Your Sheet](#)
5. [And That's All There Is to It!](#)

Inserting the date into a Google Sheet is a very simple process. However, there are a few things to keep in mind when doing so. This guide will walk you through the process step-by-step, so you can get it done quickly and easily.

Step One: Open Your Google Sheet

The first step is to open your Google Sheet. You can do this by going to docs.google.com/spreadsheets/ and signing in with your Google account. Once you're signed in, you'll see a list of your sheets. Find the one you want to insert the date into and click on it.

Step Two: Insert the Date

Once you have the sheet open, it's time to insert the date. To do this, click on the cell where you want the date to go. Then, click on the "Insert" menu at the top of the screen and select "Date." A calendar will pop up. Select the date you want and click "OK." The date will be inserted into the cell.

Step Three: Format the Date

Once the date is inserted, you may want to format it. To do this, click on the cell with the date and then click on the "Format" menu at the top of the screen. From there, you can select how you want the date to be formatted. For example, you can choose to have it show up as

1800 pages of low-quality
AI-written content

Cautionary tale

Jake Ward 
@jakezward · [Follow](#)

We pulled off an SEO heist that stole 3.6M total traffic from a competitor.

We got 489,509 traffic in October alone.

Here's how we did it:



Month	Traffic (Sessions)
February	~10,000
March	~20,000
April	~15,000
May	~50,000
June	~100,000
July	~200,000
August	~400,000
September	~800,000
October	489,509

2:47 PM · Nov 24, 2023

 3.9K  Reply  Copy link

[Read 1K replies](#)

Amazing results!

3.6mil extra traffic

Cautionary tale

Until Google had enough 🙄



Content & repurposing

- People don't buy from junk content
- Don't ask “how much content can we produce?”
- Ask “how will it help our audience?”

02

Strategy & Planning



Strategy &
Planning

1 | 3

Collect & organize
information



Otter.ai



Fireflies

Organize meeting notes

Summarise information

Strategy &
Planning

2 | 3

Planning
assistance

To You

Act as a workshop facilitator. You need to get a team of 7 people to ideate marketing content for The F Company. Learn more about The F Company from this website: <https://thefcompany.com/>. The participants are experts in B2B marketing strategy, content, and data analytics.

The goal of the workshop is to extract content ideas from the experts in their respective areas.

The workshop duration is 45 minutes. How would you structure the creative workshop?



ChatGPT

Given the 45-minute timeframe and the expertise of the participants in B2B marketing strategy, content, and data analytics, the workshop for The F Company should be structured to maximize creativity and productivity while ensuring that all voices are heard. Here's a proposed structure:

Workshop Structure

1. Introduction (5 minutes)

- **Welcome and Icebreaker (2 minutes):** Quick round of introductions. Ask everyone to share their name and one interesting fact about their experience in B2B marketing.
- **Workshop Objective (3 minutes):** Briefly outline the goal of generating innovative marketing content ideas for The F Company, emphasizing the importance of leveraging their expertise in strategy, content, and analytics.

2. Brief Overview of The F Company (5 minutes)

- **The F Company Overview (3 minutes):** Present a concise overview of The F Company, highlighting their mission, services, target audience, and any current marketing strategies or challenges mentioned on their website.
- **Clarification (2 minutes):** Open the floor for any quick questions or clarifications about The F Company to ensure everyone has a solid understanding before ideation.

3. Ideation Session (25 minutes)

Divide this session into three parts to cover strategy, content, and analytics perspectives.

• **Part 1: Strategy Brainstorm (8 minutes)**

- **Brief (1 minute):** Ask the strategy experts to think about innovative approaches to reach and engage The F Company's target B2B audience.
- **Brainstorm (6 minutes):** Use a collaborative online whiteboard tool for participants to jot down their ideas.
- **Quick Share (1 minute):** A rapid-fire round where each participant shares one idea they're excited about.

• **Part 2: Content Creation Ideas (8 minutes)**

- **Brief (1 minute):** Encourage content experts to propose unique content ideas that align with the brainstormed strategies.
- **Brainstorm (6 minutes):** Continue using the online whiteboard for idea generation.
- **Quick Share (1 minute):** Participants quickly highlight a content idea they believe has potential.

to **You**

Act as a workshop facilitator. You need to get a team of 30 people to ideate marketing content for The F Company. Learn more about The F Company from this website: <https://thefcompany.com/>. The participants are employees of The F Company and are experts in B2B marketing strategy, content, and data analytics.

The goal of the workshop is to extract content ideas from the experts in their respective areas. The challenge of the workshop is the amount of people attending.

The workshop duration is 90 minutes. How would you structure the creative workshop?

ChatGPT

With a larger group of 30 participants and a 90-minute timeframe, the workshop structure needs to facilitate efficient ideation while managing the **challenge of the group's size**. The key is to ensure that everyone has the opportunity to contribute, leveraging breakout sessions for more focused discussions and then bringing insights back to the larger group. Here's how you could structure the workshop:

Workshop Structure for The F Company

1. Introduction (10 minutes)


- **Welcome and Objectives (5 minutes):** Briefly welcome participants, outline the workshop's goals, and emphasize the importance of their contributions to generating innovative marketing content ideas.
- **Icebreaker Activity (5 minutes):** Conduct a quick, fun activity to warm up the group and encourage creativity. This could be a rapid-fire round where each participant shares a recent marketing trend they find exciting.

2. Overview of The F Company and Goals (10 minutes)

- **Company Recap (5 minutes):** Provide a concise overview of The F Company, focusing on its core services, target audience, and any specific marketing challenges or objectives. Even though participants are employees, this helps ensure alignment on current priorities.
- **Workshop Goals and Process (5 minutes):** Clarify the specific types of content ideas you're seeking (e.g., lead generation, brand awareness) and introduce the workshop's collaborative process.

3. Ideation in Breakout Sessions (45 minutes)

Divide the workshop into three phases, each with its breakout session to tackle different aspects of the marketing content ideation process. Use digital tools like Zoom or Microsoft Teams to facilitate these sessions.

- **Breakout Session 1: Strategy (15 minutes)** 
 - **Task:** Each group discusses and identifies strategic themes or campaigns that The F Company could focus on.
 - **Process:** Assign a facilitator and a note-taker for each breakout group to ensure ideas are captured and discussions stay on track.
- **Breakout Session 2: Content Ideas (15 minutes)**
 - **Task:** Groups now brainstorm specific content ideas (e.g., blog posts, webinars, whitepapers)


Strategy &
Planning

3 | 3

Virtual buyer
persona



CMO

By The F Company Oy 

CMO in a B2B company evaluating marketing content.

Role

Goals

Needs

Challenges

Interview notes



You

We are planning to host an event on **taking care of your pets**. Would that be interesting for you?



CMO

Hosting an event on pet care **might not directly align with the core focus and audience** of a large industrial manufacturing B2B company. However, if we consider the broader context of employee well-being and corporate social responsibility (CSR), such an event could offer interesting opportunities for engagement and branding. **Here's how we could potentially leverage it:**

1. **Employee Engagement:** Hosting a pet care event could be a unique way to engage employees, showcasing the company's commitment to their well-being and interests outside of work. It could foster a positive workplace culture and enhance employee satisfaction and loyalty.
2. **CSR and Brand Image:** This event could be part of a CSR initiative, demonstrating the company's commitment to community and societal well-being. By supporting pet care, we show that our values extend beyond the industrial sector, potentially improving our brand image among a broader audience.
3. **Marketing Content and Storytelling:** The event could offer content opportunities for storytelling, showing the company's humane side. We could share stories and insights from the event across our marketing channels, such as social media, blogs, and newsletters, to humanize our brand and connect with our audience on a different level.
4. **Networking and Partnerships:** Such an event could open doors for partnerships with non-profits, veterinary services, and pet care brands. These partnerships could lead to collaborative marketing efforts, sponsorships, and CSR projects, broadening our network and impact.



While not directly related to the industrial manufacturing sector, creatively integrating this event into our broader marketing and CSR strategy could offer indirect benefits. However, it's essential to carefully consider how it aligns with our overall brand messaging and objectives to ensure it supports our strategic goals.



You

What content would be most relevant for you?



CMO

For our industrial manufacturing B2B company, content that directly addresses the unique challenges and opportunities within our sector would be most relevant and valuable. Specifically, we would be looking for:

1. **Strategies to Shorten Sales Cycles:** Insights into methods and tools that can effectively shorten the inherently long sales cycles in B2B industrial markets. This could include case studies on successful sales acceleration, CRM optimization techniques, and leveraging digital platforms for faster engagement and conversion.
2. **Alignment Between Sales and Marketing Teams:** Best practices and actionable advice on improving the synergy between sales and marketing departments. Content could cover topics such as integrated strategies, communication frameworks, joint KPIs, and collaborative tools that ensure both teams work towards common goals with aligned messaging.
3. **Proving Marketing ROI:** In-depth analysis ↓ | methodologies on measuring the return on investment for marketing initiatives in the B2B space. This might involve advanced analytics, attribution models, and strategies for tracking and communicating the impact of marketing efforts on sales and revenue growth.
4. **Case Studies from Similar Industries:** Real-world examples of successful marketing campaigns, digital transformation initiatives, or sales strategies from within the industrial manufacturing sector or closely related fields. These case studies should highlight challenges faced, solutions implemented, and results achieved, offering insights and lessons that can be applied to our own strategies.
5. **Latest B2B Marketing Tools and Techniques:** Updates on cutting-edge marketing technologies and approaches that are proving effective in the B2B industrial space. This could include automation tools, AI-driven analytics, account-based marketing (ABM) strategies, and digital

Strategy & Planning

Do's

- Structure information
- Plan and brainstorming ideas

“What to keep in mind when creating a B2B marketing strategy?”

Dont's

- Create buyer personas
- Build strategies with no context

“Create a marketing strategy for my B2B agency”

Meta ads / Generate unique creatives

already live

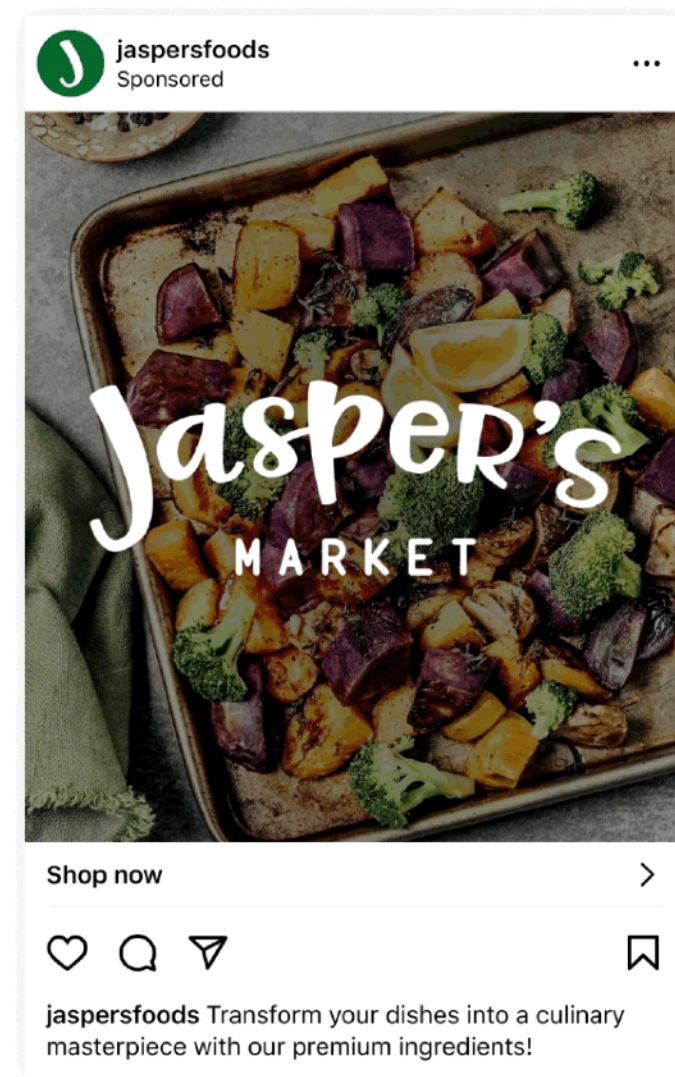
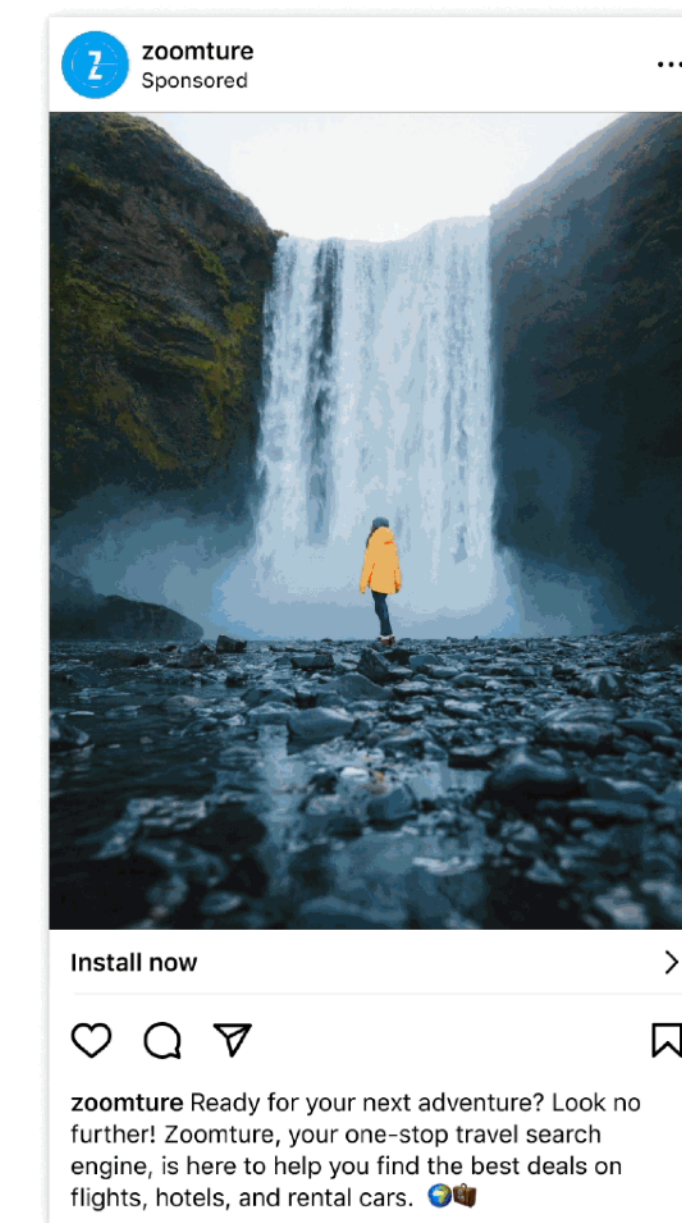


Image expansion



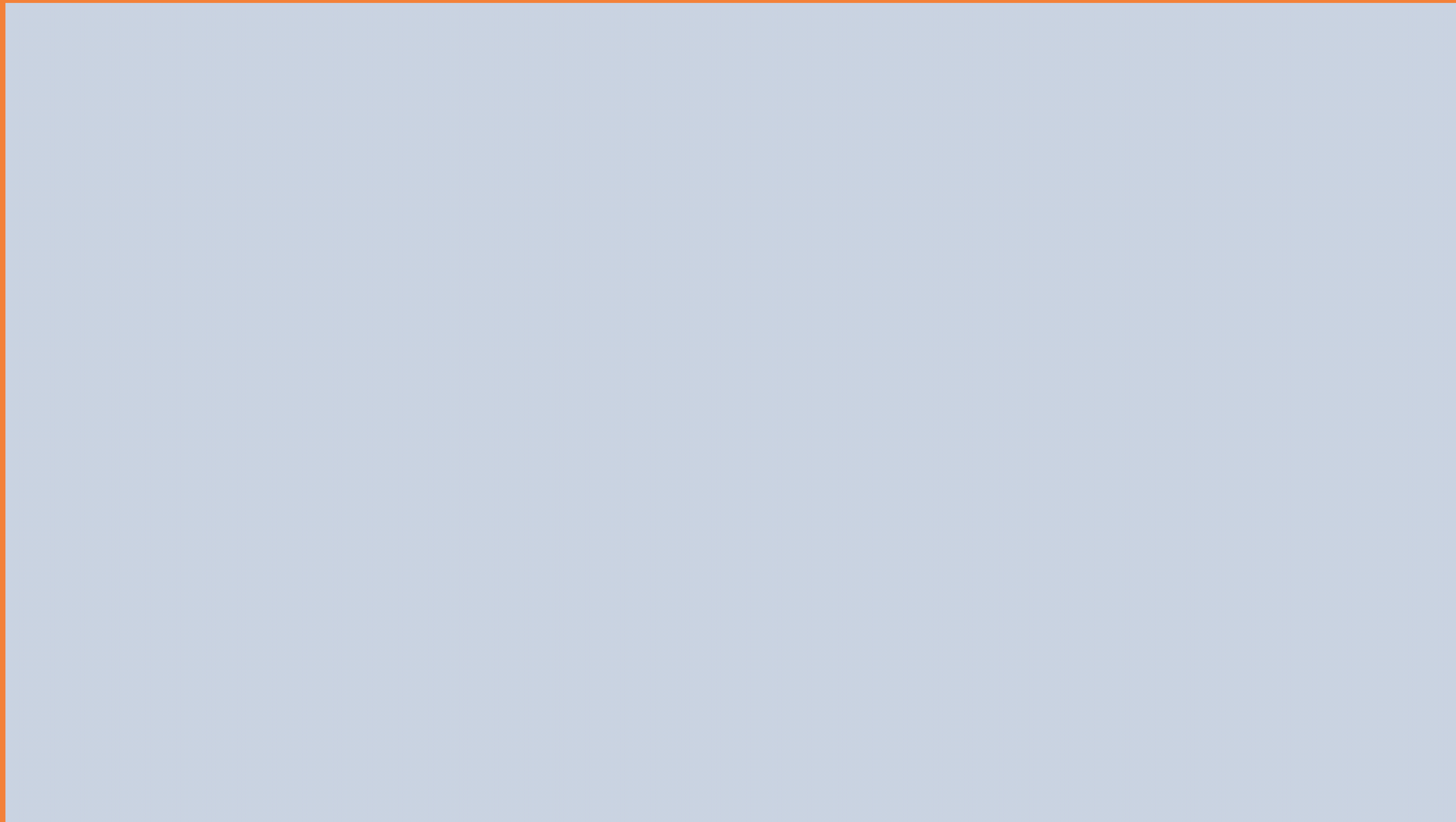
Background generation



Text variations

Google ads / Generate unique creatives

coming soon



Google ads / Create entire campaigns with Gemini

coming soon

Google Ads

Appearance Help Notifications 279-806-7149 c'Balm henry@cbalmbeauty.com

Add more headlines to increase your chances for better performance

Ad strength Excellent

- ✓ Add headlines [View ideas](#)
- ✓ Include popular keywords [View ideas](#)
- ✓ Make headlines unique [View ideas](#)
- ✓ Make descriptions unique [View ideas](#)

Descriptions 3/4

Experience the magic of our all-natural skincare line and reveal your true beauty. Required 82 / 90

Achieve salon-quality results at home with our innovative hair care range. Required 72 / 90

Enjoy SPF protection with our entire product range. 51 / 90

Preview

Ad www.cbalmbeauty.com/ c'Balm Beauty Care | Shop Our Skin & Hair Line | Based in Palm Springs, CA

Experience the magic of our all-natural skincare line and reveal your true beauty. Achieve salon-quality results at home with our innovative hair care range. Enjoy SPF protection with our entire product range.

Skincare
Hair care
Monthly specials
Membership

This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

Get help creating your ad BETA

Based on the information you shared, I generated 11 keywords. You can review them on the left.

I also generated 10 headlines, 3 descriptions, 3 sitelinks, and 2 callouts. Review these to make sure you're happy with them.

I found some images you might want to add.

Review images

I found some sitelinks you may want to add.

5 Sitelinks

Review links

Type message

95.4%

Ad group 1

Weekly conv. 19.1

Cost/Conv. \$3.66

Weekly cost \$70.00

“Our data shows that small business advertisers that use the conversational experience in Google Ads are **42% more likely to publish Search campaigns with “Good” or “Excellent” Ad Strength.** There’s a strong correlation between Ad Strength and conversions”

LinkedIn ads / One-click campaign creation

“Accelerate” *coming soon*

The screenshot displays the LinkedIn Campaign Manager interface. At the top, it shows 'Campaign Manager' and 'Mock up' in the header. The main content area is divided into several sections:

- Forecasted results (7 days):** A table showing metrics for Spend (\$1,690 - \$1,730), Impressions (6,400 - 9,600), Website visits (3,750 - 4,050), and Cost per result (\$2.15 - \$2.35).
- Campaign details:** A card showing the campaign name 'Website Visit Campaign - 2023-05-01', campaign group 'AI optimized campaigns', objective 'Website visits', and status 'Draft'.
- Budget & schedule:** A card with a recommendation: 'We recommend this budget based on your objective and historical trends to optimize the delivery of your ads.' It shows a budget of \$1,690 - \$1,730, a schedule from 5/15/2023 to 5/22/2023, and a goal of 'Landing page clicks - Maximum Delivery'.
- Notifications:** A prominent notification states 'Your campaign is ready to review' with a checklist of details: Campaign duration: 7 days, Campaign content: 5 ads, Budget: less than \$250/day, and Audience: Executive level job functions within tech-savvy sectors.
- Additional features:** A section titled 'Add a data source to drive more leads' offers to regenerate the campaign after adding a data source.

At the bottom right, there are buttons for 'Save & exit' and 'Launch campaign', along with a search bar labeled 'Ask a question...'.

The AI analyzes the advertiser's **website**, **LinkedIn Page**, and **past ads** to build a campaign and creatives. It also autonomously adjusts bids, budgets, placement and targeting

“AI-driven audiences” kinda suck

The image displays six audience targeting cards arranged in a 2x3 grid. Each card represents a different AI-driven audience segment, showing its conversion score, interests to target, and demographic filters. The cards are as follows:

- Card 1 (Top Left):** Conversion Score 90/100. Interests to target: B2B marketing, demand generation, lead generation, content marketing, marketing strategy, digital marketing. Age Range: 30-55. Gender: All.
- Card 2 (Top Middle):** Conversion Score 85/100. Interests to target: account-based marketing, sales enablement, customer journey mapping, marketing automation, marketing analytics, lead nurturing. Age Range: 35-60. Gender: All.
- Card 3 (Top Right):** Conversion Score 80/100. Interests to target: inbound marketing, content creation, social media marketing, SEO, email marketing, conversion optimization. Age Range: 25-45. Gender: All.
- Card 4 (Bottom Left):** Conversion Score 88/100. Interests to target: B2B lead generation, demand generation strategies, sales funnel optimization, data-driven marketing, ABM strategies, content distribution. Age Range: 30-55. Gender: All.
- Card 5 (Bottom Middle):** Conversion Score 95/100. Interests to target: B2B marketing agency, B2B marketing consulting, marketing ROI, lead scoring, customer segmentation, revenue attribution. Age Range: 35-60. Gender: All.
- Card 6 (Bottom Right):** Conversion Score 92/100. Interests to target: B2B marketing automation, marketing technology, demand generation campaigns, content syndication, lead nurturing workflows, conversion rate optimization. Age Range: 28-50. Gender: All.

Paid
Marketing

1 | 3

Generating
job titles

TO You

What are possible job titles someone in your role might have?

Remember me?



CMO

For someone in my role, overseeing marketing efforts in a large industrial manufacturing B2B company and focusing on strategies to enhance return on investment, align sales and marketing teams, and leverage the latest marketing tools and tactics, possible job titles might include:

1. Chief Marketing Officer (CMO)
2. Vice President of Marketing
3. Director of Marketing
4. Head of Marketing
5. Global Marketing Director
6. B2B Marketing Director
7. Senior Marketing Strategist
8. Marketing Operations Director
9. Brand Strategy Director
10. Digital Marketing Director
11. Strategic Marketing Leader
12. Customer Experience Director
13. Marketing and Sales Alignment Director
14. Integrated Marketing Communications Director

**Paid
Marketing**

2 | 3

**Describing
professional
skills**



You

List the possible professional skills that someone might use on LinkedIn ads to target you



CMO

To effectively target someone in my role as CMO of a large industrial manufacturing B2B company on LinkedIn ads, the following professional skills and interests can be utilized as targeting criteria:

1. **B2B Marketing Strategies:** Skills in developing and executing marketing strategies tailored for business-to-business engagements, especially within industrial sectors.
2. **Digital Marketing and Analytics:** Proficiency in digital marketing tools, SEO, content marketing, social media for B2B, and the ability to analyze and interpret data to inform marketing decisions.
3. **Sales and Marketing Alignment:** Interest in methodologies and systems that enhance alignment between sales and marketing teams to drive revenue growth and customer retention.
4. **Marketing Automation Tools:** Experience with marketing automation platforms and CRM systems that streamline marketing processes and improve customer engagement.
5. **Lead Generation and Management:** Skills in creating effective lead generation campaigns and managing leads through the sales funnel, with an emphasis on quality and conversion.
6. **Strategic Planning and ROI Analysis:** Competency in strategic marketing planning, budgeting, and ROI analysis to ensure marketing investments are aligned with business objectives and yield measurable results.
7. **Content Marketing and Thought Leadership:** Interest in developing high-quality content that positions the company as a thought leader in the industrial manufacturing sector.

**Paid
Marketing**

3 | 3

Keyword research:

**Using Google Planner
with ChatGPT**

b2b growth agency services, b2b growth marketing strategy, marketing agency for b2b companies, b2b marketing

Denmark, + 3 more English Google Jan 2019 – Dec

Broaden your search: + b2b companies + growth marketing + marketing + marketing for b2b + internet marketing + agency for digital marketing

Exclude adult ideas X Add filter 115 keyword ideas available

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition
Keywords you provided				
<input type="checkbox"/> b2b growth marketing strategy	10	-100%	-100%	—
<input type="checkbox"/> agency for b2b marketing	10	-100%	-100%	—
Keyword ideas				
<input type="checkbox"/> b2b marketing companies	10	0%	0%	Low
<input type="checkbox"/> b2b agency	30	-50%	-60%	Medium
<input type="checkbox"/> b2b lead generation agency	10	0%	0%	High
<input type="checkbox"/> b2b marketing agencies	10	+100%	+100%	Low
<input type="checkbox"/> b2b marketing services	10	0%	0%	Low
<input type="checkbox"/> b2b digital marketing agency	10	-100%	-100%	—
<input type="checkbox"/> b2b advertising agency	10	0%	+∞	Low



1. "b2b growth agency services"
2. "b2b growth marketing strategy"
3. "marketing agency for b2b companies"
4. "b2b marketing companies in Finland"
5. "marketing agency for SaaS industry"
6. "b2b marketing growth services"
7. "growth marketing for b2b companies"
8. "b2b marketing agency in Helsinki"
9. "agency for b2b marketing"
10. "b2b marketing firms for industrial companies"
11. "b2b marketing services for SaaS companies"
12. "b2b marketing agency for lead generation"
13. "b2b marketing agency for technology companies"
14. "b2b marketing agency for service companies"
15. "b2b marketing agency for content production"
16. "b2b marketing agency for marketing technology stack"
17. "b2b marketing agency for paid distribution channels"
18. "b2b marketing agency for data visualization and dashboards"
19. "b2b marketing agency for privacy and tracking compliance"
20. "b2b marketing agency for custom solutions."

b2b growth agency services, b2b growth marketing strategy, marketing agency for b2b companies, b2b marketing

Denmark, + 3 more English Google Jan 2019 – Dec

Broaden your search: + b2b companies + growth marketing + marketing + marketing for b2b + internet marketing + agency for digital marketing

Exclude adult ideas X Add filter 115 keyword ideas available

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition
Keywords you provided				
<input type="checkbox"/> b2b growth marketing strategy	10	-100%	-100%	—
<input type="checkbox"/> agency for b2b marketing	10	-100%	-100%	—
Keyword ideas				
<input type="checkbox"/> b2b marketing companies	10	0%	0%	Low
<input type="checkbox"/> b2b agency	30	-50%	-60%	Medium
<input type="checkbox"/> b2b lead generation agency	10	0%	0%	High
<input type="checkbox"/> b2b marketing agencies	10	+100%	+100%	Low
<input type="checkbox"/> b2b marketing services	10	0%	0%	Low
<input type="checkbox"/> b2b digital marketing agency	10	-100%	-100%	—
<input type="checkbox"/> b2b advertising agency	10	0%	+∞	Low



Steps

1. Generate a few generic keywords with Google planner
2. Use those keywords along with your business description in ChatGPT
3. Use resulted keywords in Google planner to see if they are usable. Check even more Google recommendations.
4. Repeat until happy

Paid Marketing

- All ad platforms already use AI
- AI features help productivity & creativity
- Their main objective is to make you spend more 🙄

04 Data Analytics




Data Analytics

- AI data analysis is not that useful right now
- We tried a few approaches to see what's next for B2B marketing



Data Analyst

By ChatGPT 

Drop in any files and I can help analyze and visualize your data.

Export CSV Report



Report Type

Ad Performance

Shows you performance of individual ads

Column view

All columns



Key Results, Cost Per Result, Bid, MRC Net Impressions, MRC Net Clicks, MRC Gross Impressions, and MRC Gross Clicks columns are not available for export.

Time breakdown



Ad Performance broken out by day



Ad Performance broken out by month



Ad Performance for all time

Additional options



Compare vs selected previous period

Available for "all time" reports when you select a comparison time period.

Cancel

Export

Overall Campaign Performance

- **Total Impressions:** 19,249
- **Total Clicks:** 132
- **Overall Click-Through Rate (CTR):** Approximately 0.69%

Efficiency Metrics

- **Total Spent:** €2,551.84
- **Cost Per Click (CPC):** Approximately €19.33

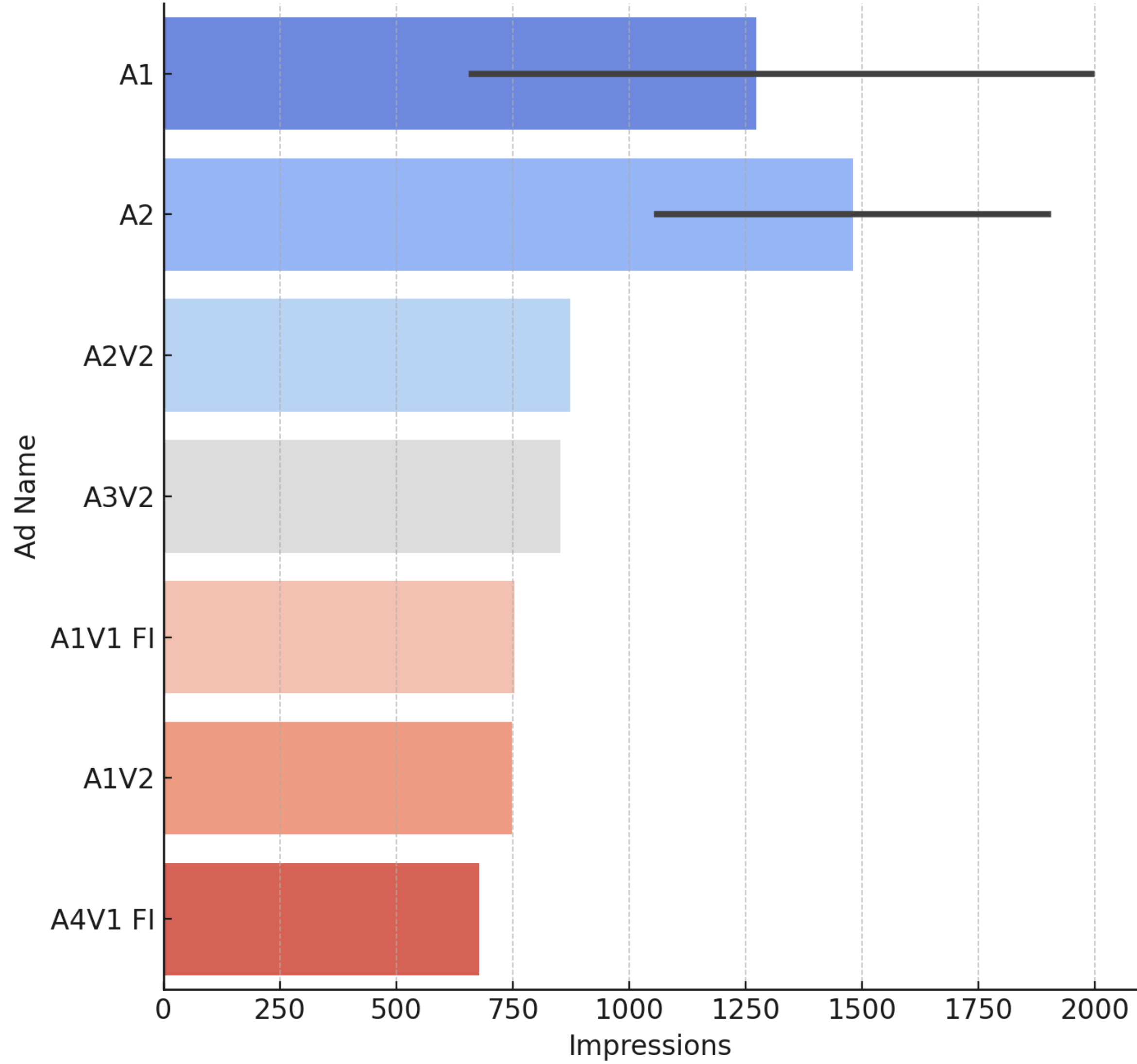
Conversion Metrics

- Unfortunately, the dataset does not seem to record any conversions via the "Leads (Work Email)" metric in the rows we've inspected, leading to a **Cost Per Lead (CPL)** of €0.00 based on the average calculation. This either indicates no conversions were tracked or that a different metric might be more appropriate for assessing conversions.

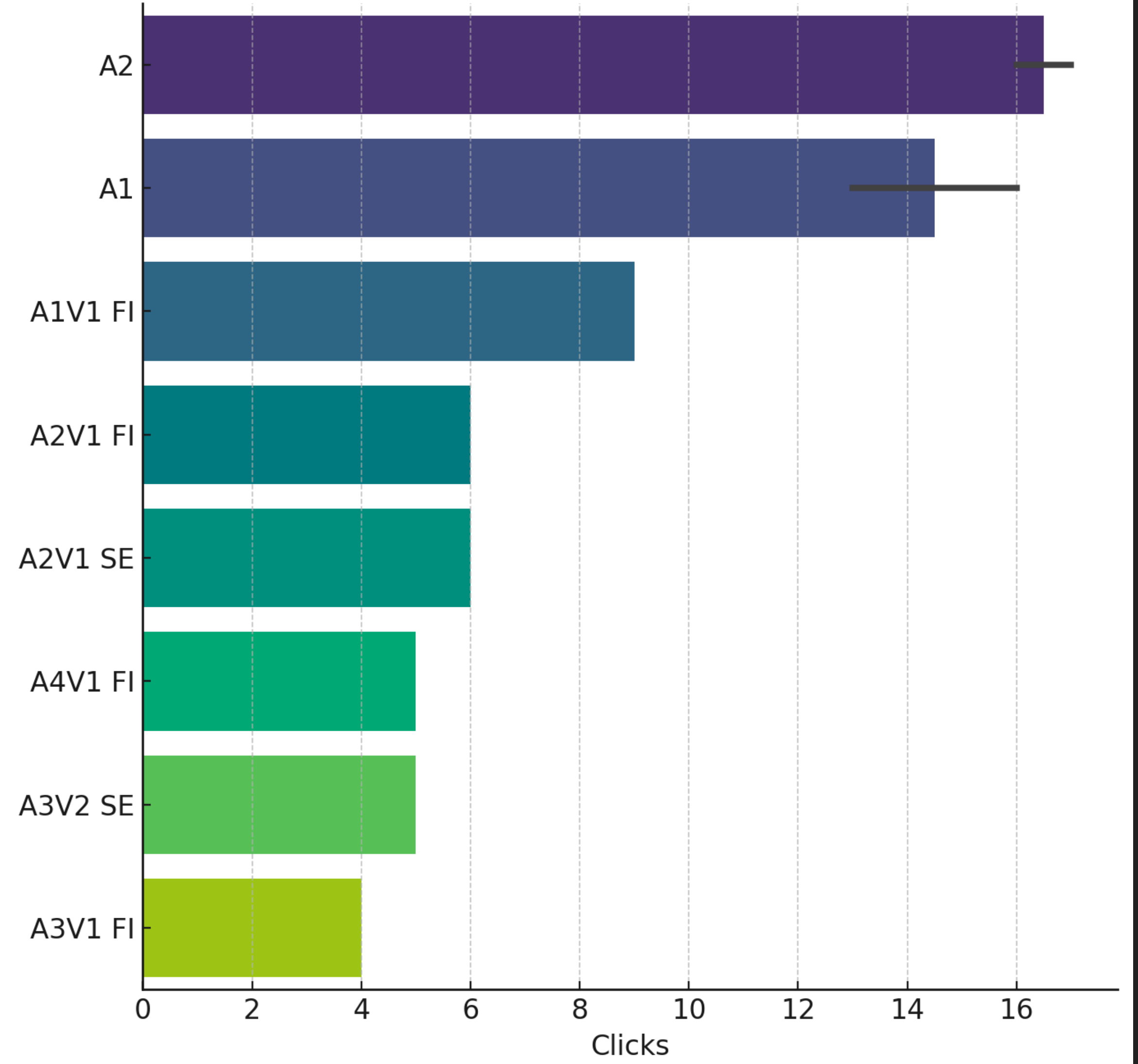
Insights

- The data suggests a relatively low engagement rate, given the CTR of less than 1%. This could indicate that the advertisements or the targeted audience segments might need to be optimized to improve engagement.
- The cost per click is relatively high, indicating that either the ad space is competitive or the targeting parameters are leading to higher costs. This warrants a review of both the audience

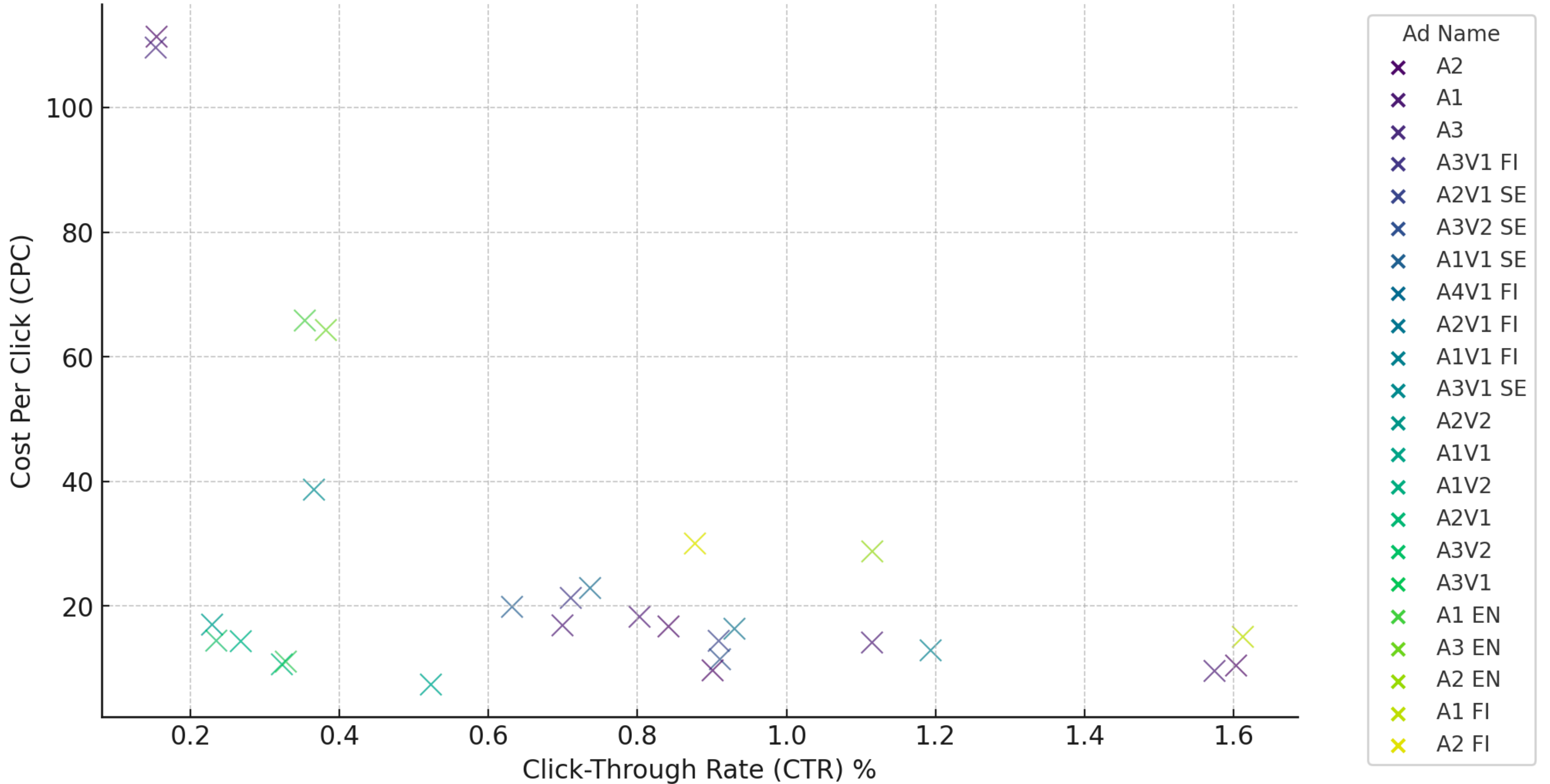
Top Ads by Impressions



Top Ads by Clicks



CPC vs CTR for Each Ad





You

Based on engagement numbers, analyze the heading text of the ads and list key learnings on what kind of headline copy works and what doesn't work.

Let's start by identifying the top and bottom ads based on CTR and analyzing their headlines.

Headline Length Analysis

Based on the analysis of headline lengths for ads with high versus low engagement (using Click-Through Rate, CTR, as the engagement metric), here are the key observations:

- **High Engagement Ads** have an average headline length of approximately **7.5 words**.
- **Low Engagement Ads** have a slightly lower average headline length of about **6.6 words**.

Although the difference in average headline length between high and low engagement ads is not drastic, high engagement ads tend to have slightly longer headlines. This suggests that including sufficient detail or an engaging message in the headline could contribute to higher engagement rates.

Recommendations for Headline Copy

- **Detail and Clarity:** Ensure the headline clearly conveys the value or key message of the ad, possibly contributing to the slightly longer length in more engaging ads.
- **Incorporate CTAs:** If high engagement headlines frequently include CTAs, consider integrating direct CTAs into your headlines to encourage viewer action.
- **Leverage Questions or Lists:** Using questions to spark curiosity or lists to promise structured information might improve engagement.

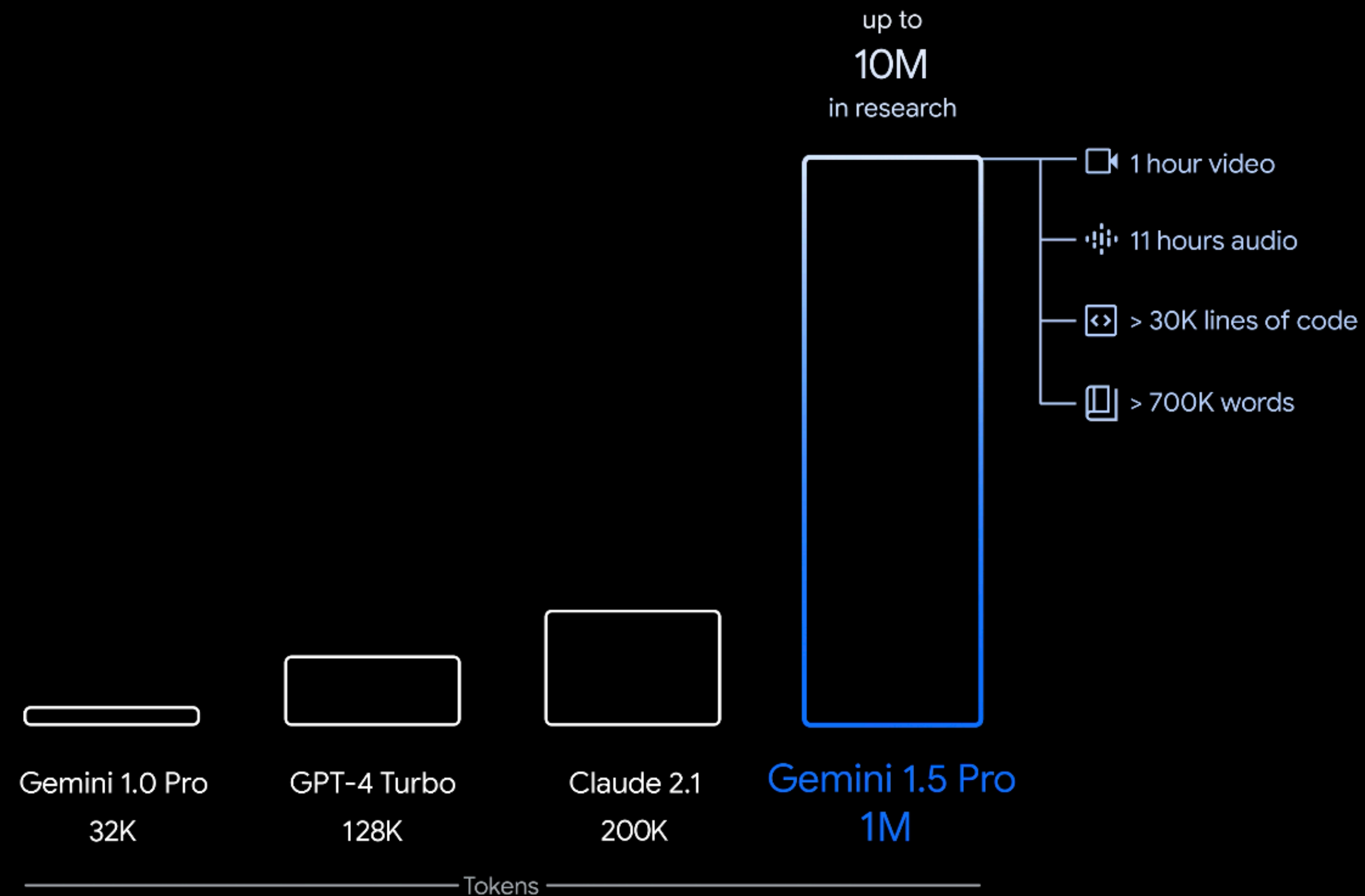
Data Analytics

Data Analytics

- Ability to understand context is game-changing
- As the models get more accurate, the usefulness of insights will improve
- At this point, be careful and double-check everything

**What can we look
forward to?**

Greater context length = more relevant results



Personalization

GPT-5's anticipated ability to integrate personal data such as **emails** and **calendars** suggests a shift towards highly personalized AI experiences.



Bill Gates with Sam Altman

Multi-modality



Apollo

Save

Share

Get code



Insert: Image Video File Folder



Run settings Reset

Model
Gemini 1.5 Pro

Temperature

2

Add stop sequence
Add stop...

Safety settings
[Edit safety settings](#)
Advanced settings

Chat

Model responses will show here

Type something

Preview 0 / 1,048,576

Tighter integration with productivity tools



Flurry of data analytics tools

The screenshot displays a data analytics dashboard for Cymbal Superstore. The main report, titled "Sales and Profit Across Products", provides a summary of key metrics: Total Sales of 12.9M, Total Profit of 895.1K, Total # of Skus of 29.1K, Average Profit of \$31, and Average Cost of \$28. Below this, a table titled "Total Sales per Category" lists eight categories with their respective sales figures. A sidebar on the right features the "Duet AI in Looker" interface, which includes a welcome message, a "View status" link, and an "Ask a question" input field. The sidebar also indicates that 3 data sources are ready for use.

Sales and Profit Report
File Edit View Insert Page Arrange Resource Help

Reset Share View ?

Add page Add data Add a chart Add a control Theme and layout Pause updates

Cymbal Superstore Select date range

Sales and Profit Across Products

Total Sales	Total Profit	Total # of Skus	Average Profit	Average Cost
12.9M	895.1K	29.1K	\$31	\$28

Total Sales per Category

Category	Sales
1. Outerwear & Coats	207,244.21
2. Jeans	146,608.94
3. Sweaters	130,829.67
4. Suits	102,902.94
5. Fashion Hoodies & Sweat...	100,406.5
6. Suits & Sport Coats	93,524.4
7. Sleep & Lounge	87,156.44
8. Shorts	80,783.9

Duet AI in Looker NEW

Welcome to Duet AI in Looker

Boost your efficiency with an AI-collaborator that provides help where you need it

Duet AI in Looker is ready to search: Products, Orders, Order Items. To verify that your data sources are searchable, view their status.

[View status](#)

Ask a question

3 data sources ready for use [View status](#)

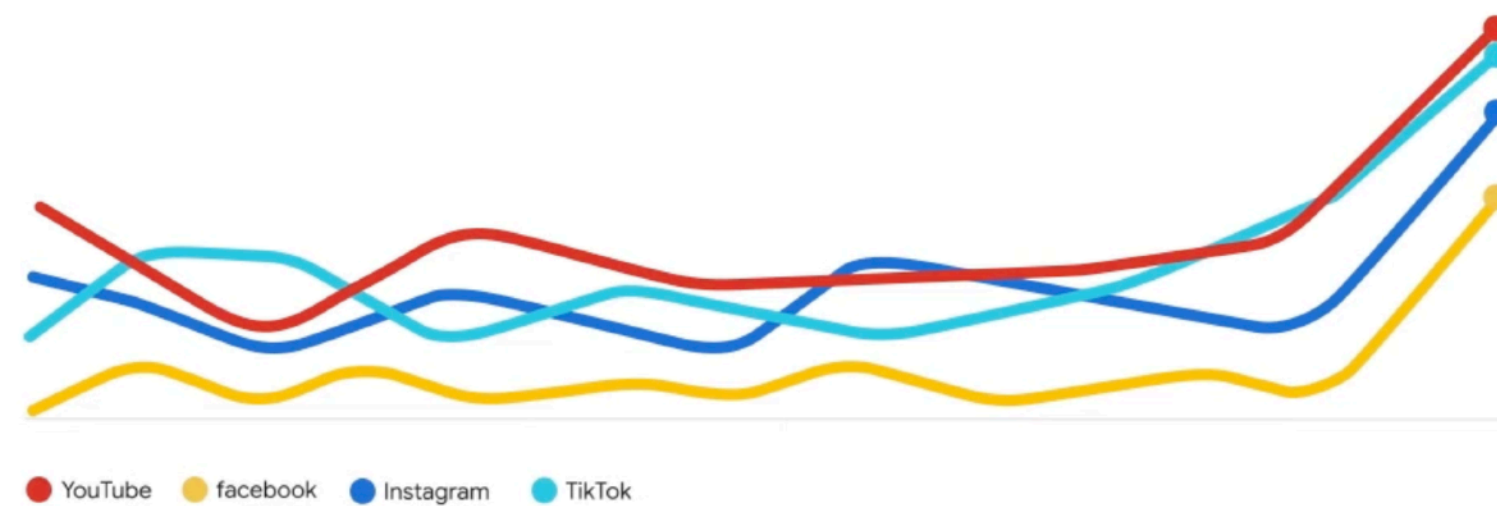
Data Properties Filter bar Duet AI

Flurry of data analytics tools



What is causing this spike?

Conversation about Brush Buddy has spiked on social media in the past 3 hours, driving the unusually high orders.

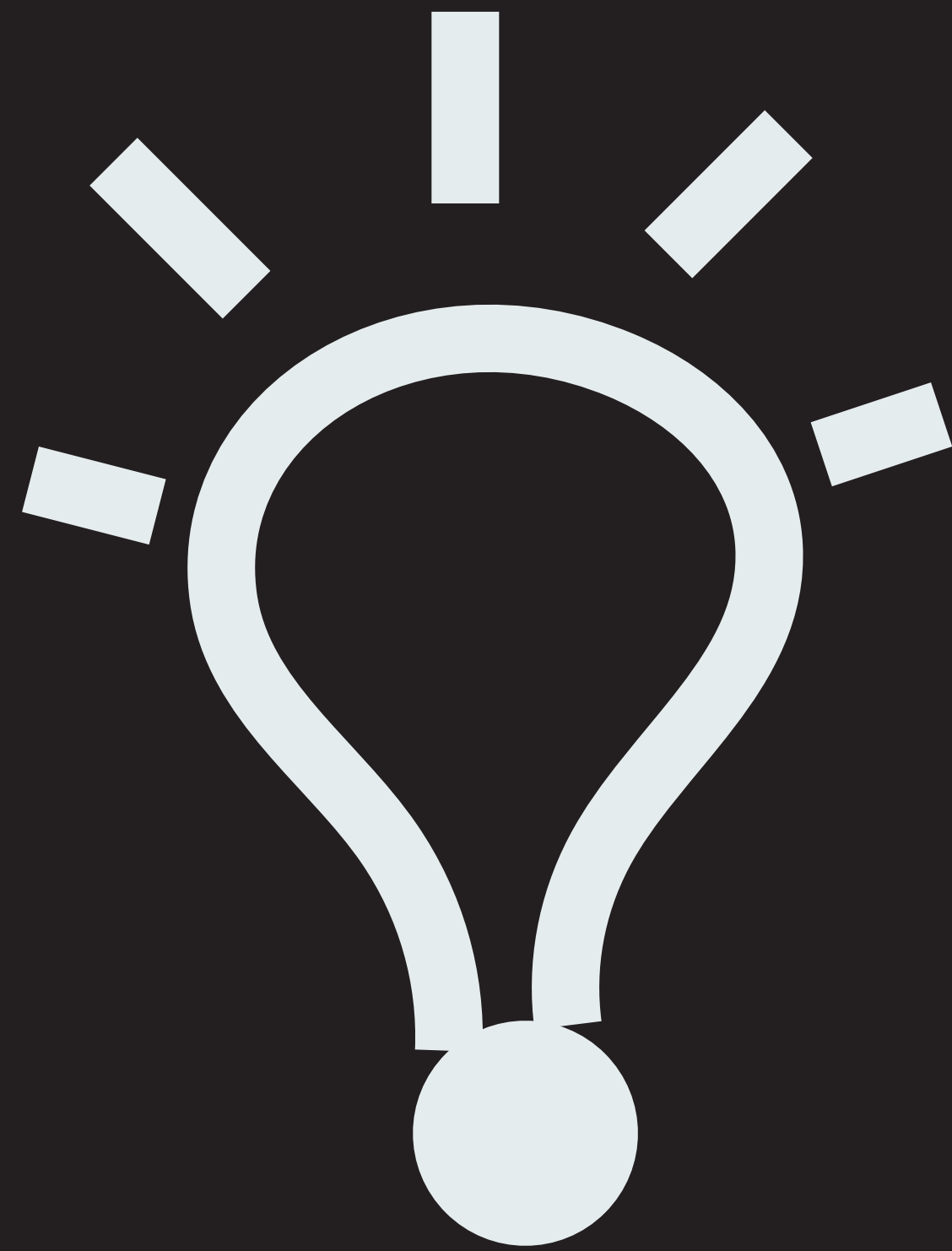


Continuous improvement in accuracy and quality



Sora by OpenAI

Prompt: A movie trailer featuring the adventures of the 30 year old space man wearing a red wool knitted motorcycle helmet, blue sky, salt desert, cinematic style, shot on 35mm film, vivid colors.



AI is still in its early days, be patient and keep your hand on the pulse!

THE **F**
COMPANY

We turn B2B marketing
into a revenue driver

www.thefcompany.com

