

The Intelligent Use of AI in B2B

What Marketers Need to Know

ANA Webinar

SEPTEMBER 6, 2017

PRESENTERS

The Business Perspective of AI



Ted Kohnen
Managing Director
Americas and Asia
@SteinIAS

Contact info:

Ted.Kohnen@steinias.com

@tedkohnen

/in/tedkohnen

The Creative Perspective of AI



Michael Ruby
Chief Content &
Experience Officer
@SteinIAS

Contact info:

Michael.Ruby@steinias.com

@mike_ruby

/in/rubywriter

MODERN MARKETING DEFINED

The paradigm of inbound marketing programs driven by digital channels, served by multiple touches, measured by sophisticated technologies – and where data analysis is king.

TODAY'S POSTMODERN CONTEXT

Humans are not either thinking machines or feeling machines, but rather feeling machines that think.

Antonio Damasio

ARTIFICIAL INTELLIGENCE FOR MARKETING

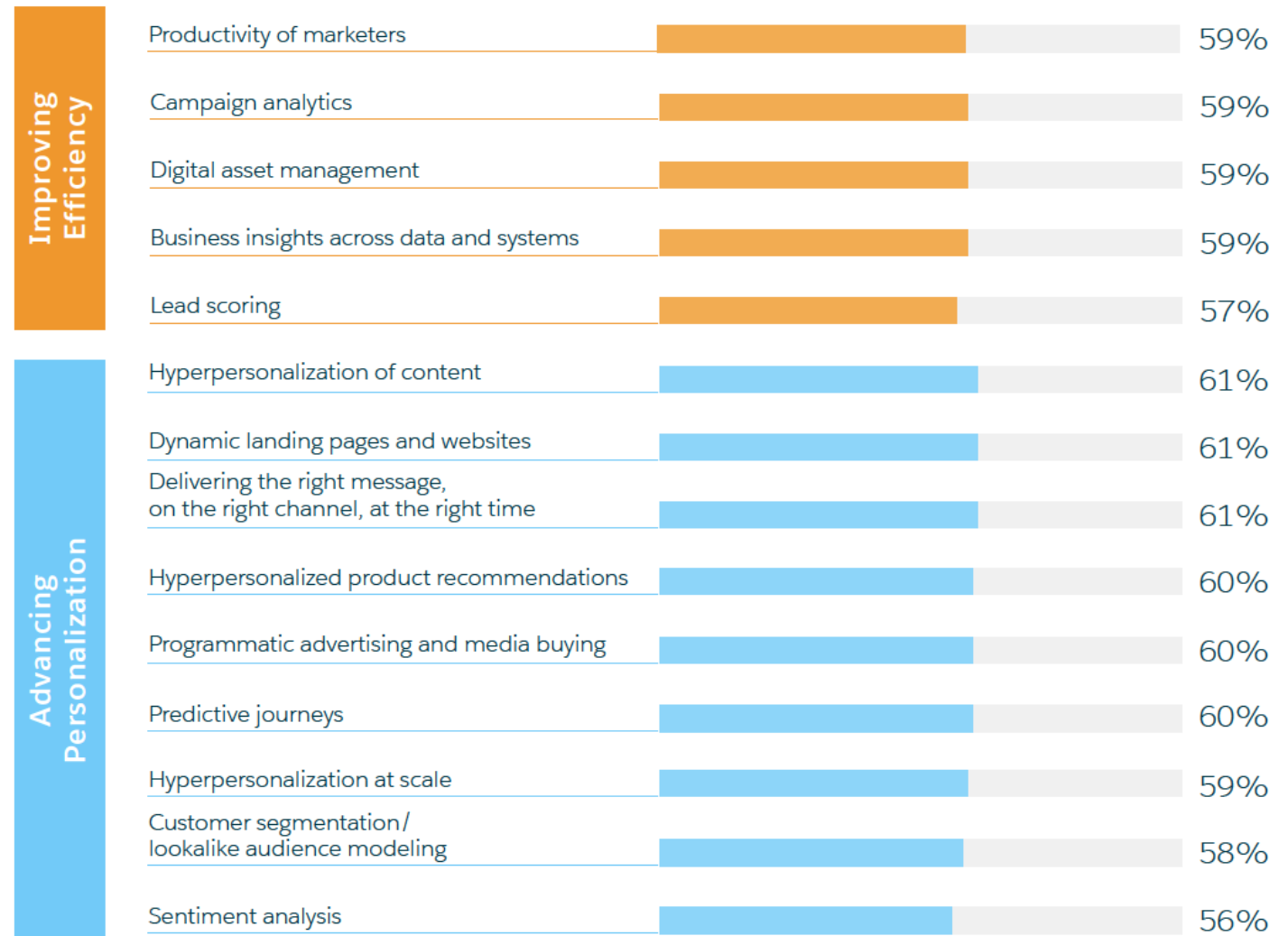
“AI refers to the theory and capabilities that strive to mimic human intelligence through experience and learning. The components of AI include the humanlike ability to sense, think, act and learn.”

AI is not a tactic -
Artificial Intelligence
marketing is the solution

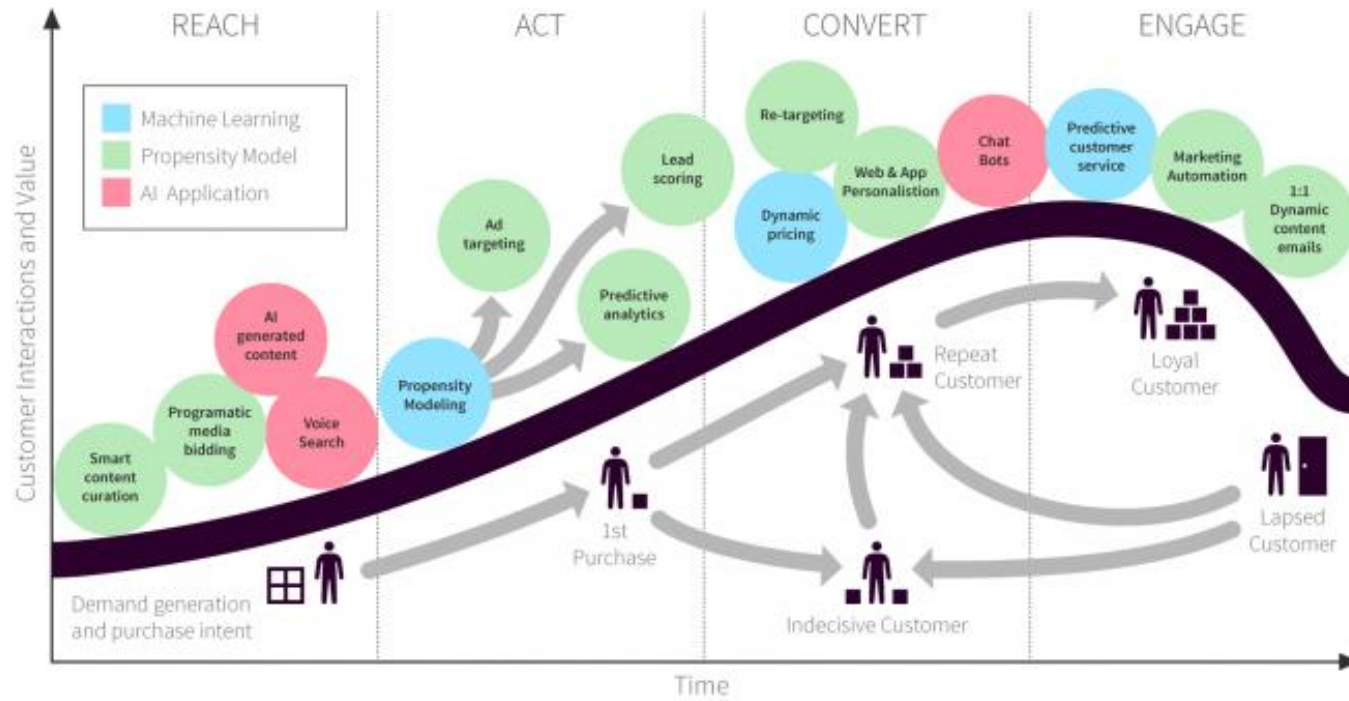
It is not part of the alphabet
soup of marketing – ABM,
CRM, DMP etc. etc.

AI goes into EVERYTHING

Areas Where Marketing Leaders Expect AI Will Have a Substantial or Transformational Impact on Their Business over the Next Five Years



AI AND THE BUYER JOURNEY



3X

In 2017, investments in AI will triple as firms work to convert customer data into personalized experiences

80%

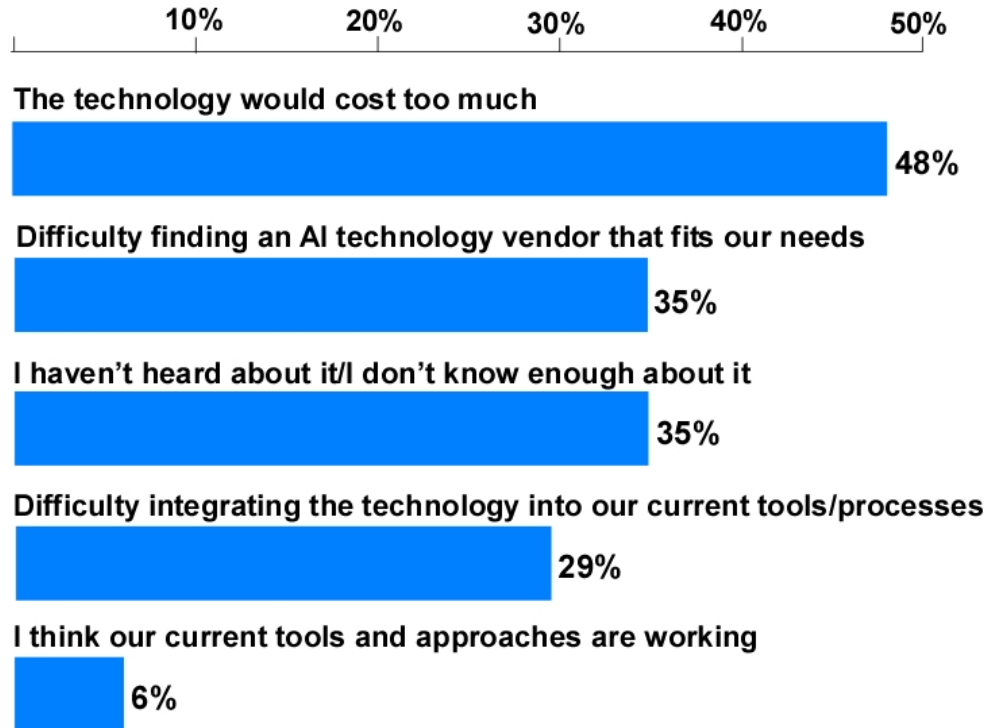
of people believe that AI technology will revolutionize the marketing industry within the next 5 years

51%

About half of marketing leaders are already using AI, with more than a quarter planning to pilot it in the next two years

BARRIERS

Primary Reasons Companies Are Not Interested In Implementing AI-driven Marketing Solutions



Source: Forrester Consulting, February 2017

While barriers/concerns exist, they are not new to marketers

Interestingly, these were the same (or similar) concerns expressed at the dawn of the powerful and ubiquitous solutions marketers use today – CRM, marketing automation

Go...Now

“Tectonic shifts in the market follow a relatively similar pattern: We see hints of it, we talk about it, we continue to talk about it, leaders act to gain first-mover advantage, and others talk and slowly accept the reality on the ground and start to move — hopefully not too late.”



The industry is moving
beyond buzz words and
hype to a tangible AI
solution

AI will be successful is likely to be the bottom line, and if a company is driving more revenue because of its use

In order to be worth pursuing, marketers stated that AI must...

Of the 500 marketers manager level+

Generate a better sales close rate (59%)

Increase revenues (58%)

Improve website traffic and engagement (54%)

Convert more leads (52%)



- Hootsuite has used its enhanced Buyer Insights to zero in on business customers who are a good upsell opportunity
- The social platform was able to use AI to prioritize its database and find the companies that were the best fit for its paid, enterprise solution
- As a result, deal cycles were 30% quicker and pipeline increased 10%

- ZenDesk, by now one of the most popular CRM platforms in the sales and service industries, was looking for a solution to better target audiences ready to purchase their products
- They felt their audience was too broad and led to excess costs for pay-per-click (PPC) and search engine marketing (SEM) leads
- Using MarianaIQ's social media engagement platform, the company was able to identify patterns in contact data and use the platform to help create categories of personas
- Lead volume increased by a multiple of four and effectively drove down cost-per-lead

AI LANDSCAPE

So many solutions so little time...

Conversational Technologies

Speech Processing

Text & Chatbots

Avatars

Face & Gesture Recognition

Intelligent Assistance Technologies

Speech & Conversation Analytics

NLP, Machine Learning & Semantic Search

Mobile & Personal Assistants

Personal Advisors

Virtual Agents & Customer Assistants

Employee Assistants

Applications

Where to start?

START

“Start with the end in mind” – Business / Marketing goals vs. AI goals

FIND

Find tools that are easier to test

LEAN

Lean on experts – *“AI experts: even the smartest ones know only a fraction of what’s going on in AI. That’s because AI is a complex field of many overlapping technologies.”* Mike Kaput, Marketing AI Institute

The background features a complex, abstract pattern of concentric circles and dots in various shades of blue and white, creating a sense of depth and movement. The pattern is dense and intricate, with the dots forming a grid-like structure that curves and warps across the frame.

**WHERE STEIN IAS
STARTED**

Start with the end in mind

POST-MODERN MARKETING







Most Important Experiences

Find *easy* tools to test



**THINKING IN
MICRO-MOMENTS**



Alexa, what is happening in employee health these days?

There is an increased focus on well-being. Competition for health & well-being dollars is growing, particularly around weight loss, diabetes and pre-Diabetes with competitors like Noom, Real Appeal and Omada.

ALEXA

Mike Maluccio, GM, Weight Watchers Health Solutions

weight watchers

Executive Meeting Presentation



Welcome to
Bloomberg
BusinessWeek
Radio.

ALEXA

Alexa, tune into
Bloomberg
BusinessWeek
Radio...

Marc Keating, Chief Innovation Officer, Stein IAS

STEIN
IAS

New Business Presentation

TAP INTO SOLUTIONS ROLLING OUT AI



Lean on experts



When it came time for the new SteinIAS.com, our site needed to personify Post-Modern Marketing – human experience powered by technology.

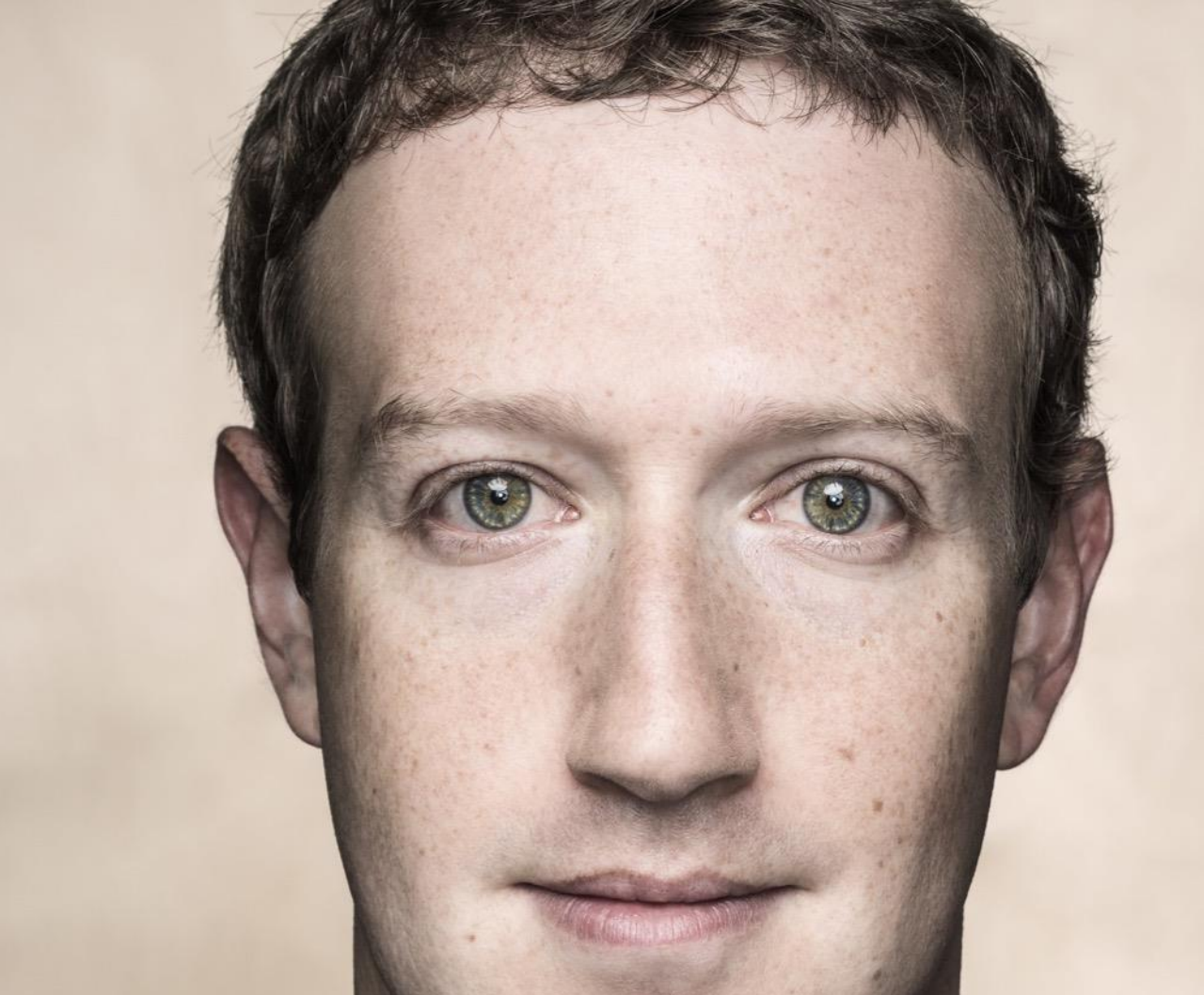
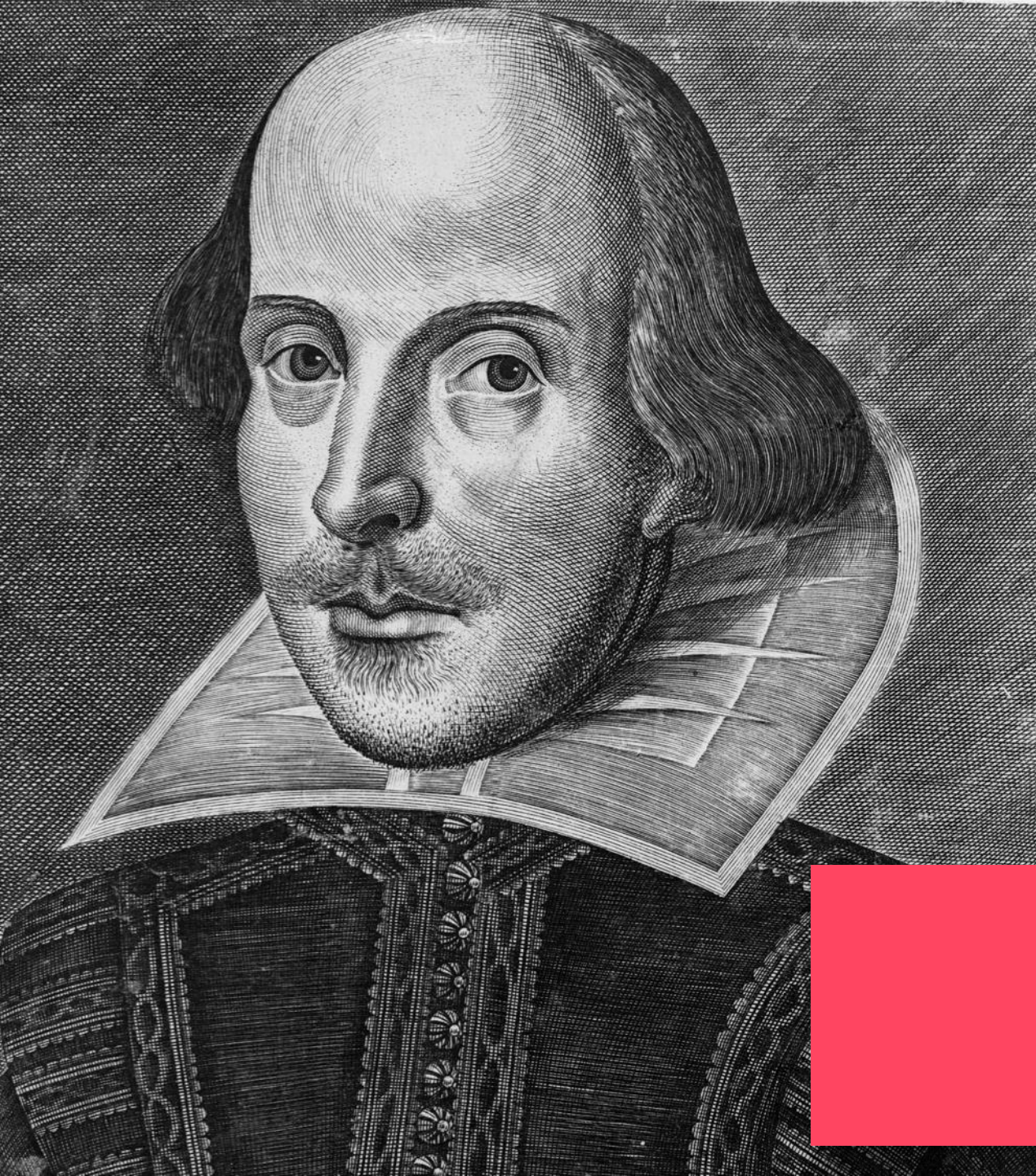
We set out to build a site on the back of our own chatbot (but we didn't start from scratch).

AI isn't a one-person job. It takes a village to create and cultivate an artificial intelligence.

**User
Experience
Design**

**Brand,
Copy &
Content**

**Coding
and a Bit of
Codling**



**PLAYWRIGHT/
PROGRAMMER**



Hi, I'm Alan.



Alan is talking



Your friendly
neighborhood A.I.
assistant, at your
service



Alan is talking

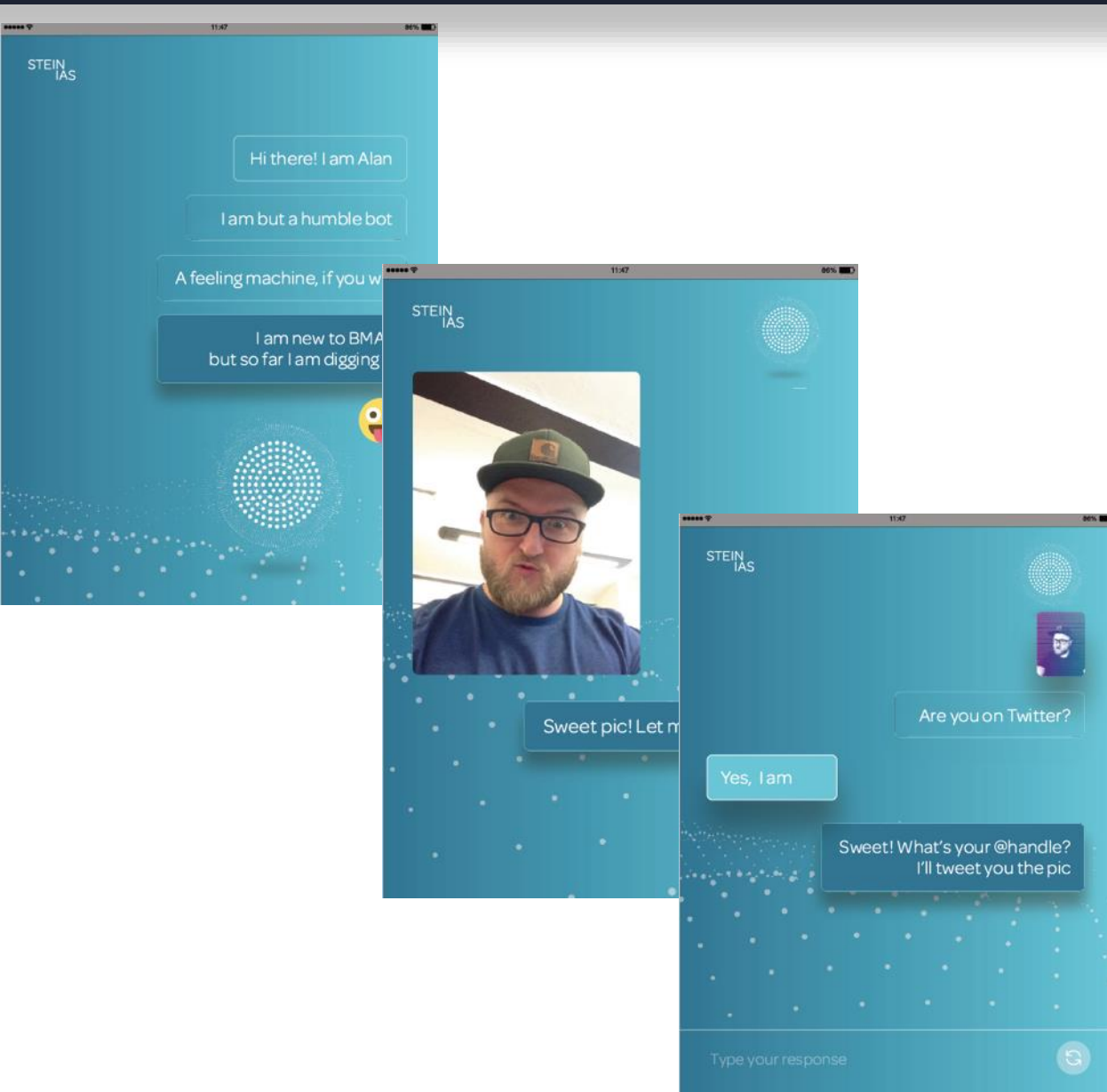


Hey! Welcome back!



Alan is talking

ALAN AS A PLATFORM



Alan is more than a persona, it's a branded platform, for example:

- Brand identity
- Apps
- Employee engagement (from newsletters to office information and climate controls)

WHAT'S BEEN GOOD...AND CHALLENGING

Yay



- Increased site engagement across the board
- Internal rallying cry and organizational energizer
- We've taken our first steps into a larger world and we're helping our clients take theirs
- The reviews 😊

Boo



- We've got a lot to live up to
- We need to keep the pedal down
- We've just scratched the surface and need to continue to optimize and innovate
- The reviews 😞

Shop: let's talk it.



**THANK
YOU**

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