

mediahawk

# AI for marketers: Turning a trend into a reality

How AI can help you achieve deeper insights, better leads, and stronger ROI


AI for



**Analytics**




AI for

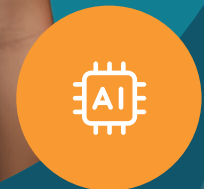


**Creative**

AI for



**Performance**



## Introduction

**AI is rapidly becoming more sophisticated, efficient, and accessible for marketing teams of all sizes.**

**Now is the time to get on board.**

More than a third of marketers are already **incorporating AI into their daily workflow**, taking advantage of its creative and analytical capabilities to work more efficiently and boost their results.

**With careful guidance and a strong data foundation, AI excels at analysing and drawing insights from large data sets.**

And when it's connected with the right tools, this machine learning can be applied in so many ways, from generating creative for your latest ad campaign to assessing the outcome from phone enquiries.

The possibilities are virtually endless. Whether you're looking to boost lead generation or improve your reporting processes, there's an AI-powered solution that could offer exactly what you need.

By adopting AI in a way that's tailored to your marketing goals, you can:

- ✓ Prioritise your most effective marketing channels
- ✓ Personalise the content and communications you share with prospects, and
- ✓ Drive more conversions.



**In this eBook**, you'll explore how AI can transform the way you create marketing content, analyse your strategy's effectiveness, and improve the performance of your campaigns. Along the way, we'll offer practical advice and example use cases to help you see how AI could fit into your marketing workflow.

## Challenges and aims

# AI can help solve some of marketers' long-standing challenges

The best route to effectively implementing AI into your workflow is to start from a clear need – a defined problem to solve.

For most of the marketers we speak to, their core challenge is lead generation. Nearly **90%** of respondents in our most recent survey cited it as a top objective, and its importance has been growing year on year. Almost **70%** are aiming to improve their analytics reporting, and the same proportion say they struggle to achieve **100%** attribution. These are all challenges that can be mitigated with the right application of AI.

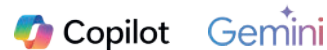


Many of the challenges we see time and time again in our research – **lead generation, reporting, attribution** – can be mitigated by marketers introducing the right AI tools into their martech stack.



Faye Thomassen,  
Head of Marketing, Mediahawk

It's no surprise that **72%** of our respondents say budget is a major challenge. They're spending less on advertising and redirecting their budgets towards technology – including AI tools such as **Microsoft Copilot** and **Google Gemini** – that can help improve their workflows and use their resources more effectively.



## Key types of AI for marketers



### Generative AI

Known as GenAI, these deep-learning models are trained on vast data sets to create new visual, audio, or text-based content from a user prompt.



### Predictive AI

Using statistical analysis and machine learning, these algorithms identify patterns in historical data and extrapolate potential trends to make predictions about what's likely to happen next.



### Conversational AI

Through a combination of machine learning and natural language processing, this is the AI that powers speech analytics, chatbots, virtual assistants, and other tools that can recognise and respond to speech and written input.

## Transformational across the workflow: How AI can support all your key tasks

AI is a versatile technology with potentially limitless applications. Within marketing, there's scope to implement AI-powered tools throughout your workflow, from the moment you start planning your strategy to the post-launch analysis and optimisation phase.

Here's an overview of how AI can support marketers across five key stages of the workflow:



### Planning and research

**Market research:**

Summarise reports and analyse market trends.

**Audience insights:**

Analyse audience data, create detailed personas, and identify segment-specific needs.

**Competitor analysis:**

Generate summaries of competitors' strategies to help identify gaps and opportunities.



### Content ideation and creation

**Topic suggestions and brainstorming:**

Recommend topics based on audience interests and industry data and generate creative ideas based on prompts or historical data.

**Copywriting:** Draft blog posts, emails, social media updates, and ad copy.

**Visual assets:** Generate visuals or designs, from infographics to ad creative, based on brand guidelines.

**SEO optimisation:**

Suggest keywords, meta descriptions, and on-page SEO improvements.



### Campaign execution and automation

**Automated asset generation:**

Scale content production by generating variations for A/B testing or multi-channel campaigns.

**Personalisation:** Tailor content for different audience segments.

**Targeting and delivery:**

Reach audiences with the highest intent and automatically serve the content and format that's most likely to convert at just the right time.



### Monitoring, analytics, and reporting

**Real-time insights:**

Track campaign performance and automatically generate detailed reports or dashboards.

**Attribution:**

Refine marketing attribution models to give better clarity on ROI across channels.

**Forecasting:** Predict future campaign performance based on historical data.

**Data storytelling:** Turn raw data into engaging narratives for stakeholder presentations.



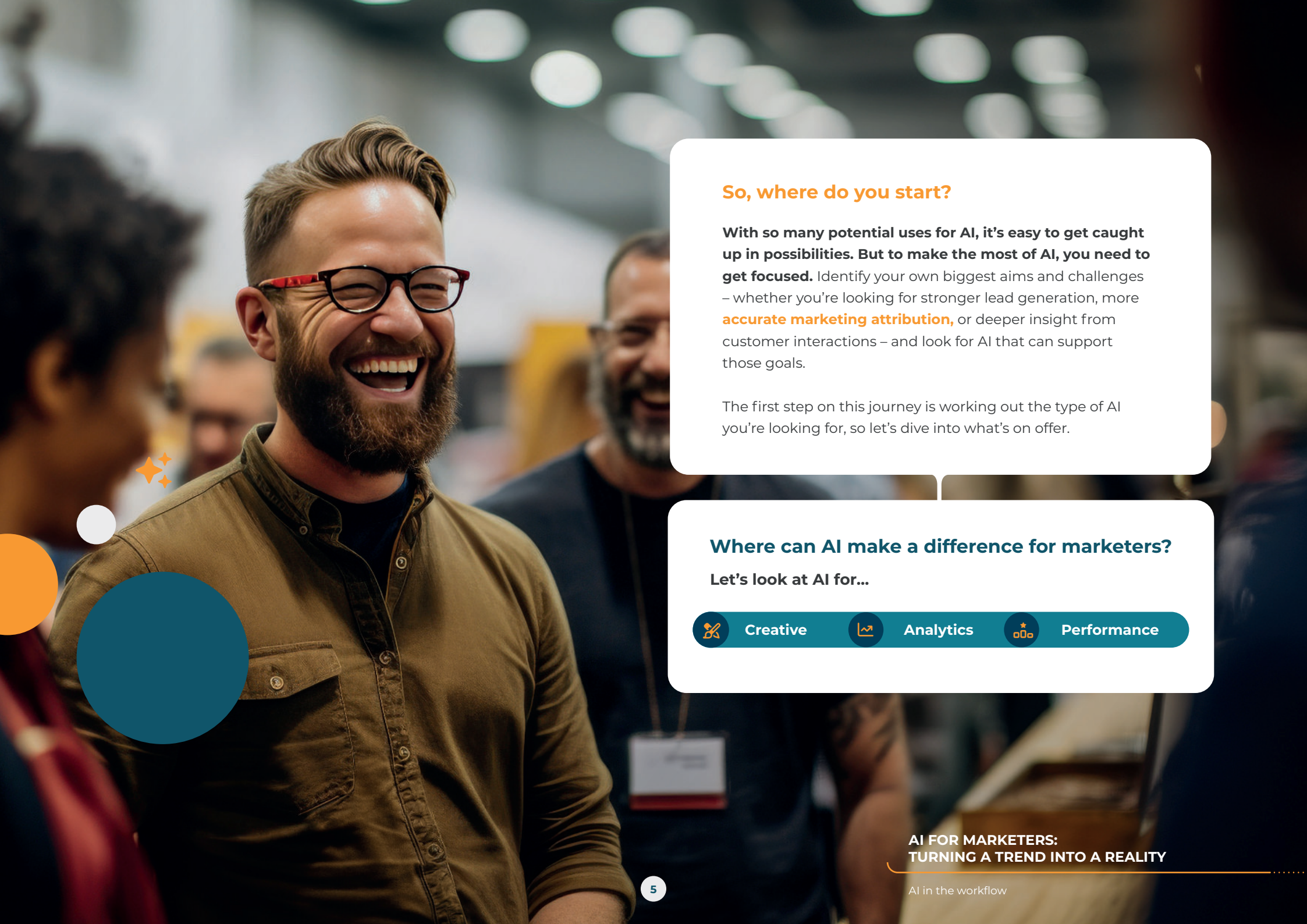
### Optimisation

**Continuous testing:**

Suggest improvements for ad creative, CTAs, or content formats based on real-time feedback.

**Speech and sentiment analysis:**

Analyse calls for insights into customer conversations, trends, opportunities, sentiment, and preferences.



## So, where do you start?

With so many potential uses for AI, it's easy to get caught up in possibilities. But to make the most of AI, you need to **get focused**. Identify your own biggest aims and challenges – whether you're looking for stronger lead generation, more **accurate marketing attribution**, or deeper insight from customer interactions – and look for AI that can support those goals.

The first step on this journey is working out the type of AI you're looking for, so let's dive into what's on offer.

## Where can AI make a difference for marketers?

Let's look at AI for...

-  Creative
-  Analytics
-  Performance



## AI for creative

Generative AI has completely changed the landscape of content creation. With careful use of the right tools, marketers can generate copy and imagery to support their ad strategy and content pipelines.

It's a versatile technology, offering a fast, easy, and scalable way to visualise ideas, mock up a new campaign, or accelerate the production of launch-ready content. You can use generative AI outputs to communicate your ideas with your designers and writers, or skip straight to editing and refining your generated content for use.

### Finding the right generative AI for you

**OpenAI's ChatGPT** is probably the best-known example of a text generation tool, but there's also the marketing-focused **Jasper AI** to help draft headlines, ads, emails, and blogs. On the visual side, marketers are exploring **Midjourney**, **Firefly**, and **Dall-E** for still images, while tools like **RunwayML** and **Descript** can create videos for social platforms and other content.

When you're looking for the right generative tool, the trick is to test a few options, adjusting what you ask for and how you prompt to achieve the best outputs. Everyone has their own opinions on what the best tool is – but only you can decide if the style, quality, and input required matches up to what your organisation needs.



### 3 top tips for generative AI: Keep human experts in the driving seat.

- 1 Don't take shortcuts:** Craft prompts carefully and provide additional expertise to ensure you're producing high-quality content that you're proud to share.
- 2 Review carefully:** Check your AI is generating content in line with your brand guidelines, tone of voice, and content plan.
- 3 Consider transparency:** Depending on the context, acknowledging when content is AI-generated may be the responsible move.



## AI for analytics

If you're aiming for continuous improvement in your marketing efforts, you'll be spending a lot of time and energy on analysis. But finding the in-depth insights you need to make informed decisions – and track their outcomes – can mean you're spending too much of your day digging around in data.

With the right data inputs, AI can complete large-scale analysis that would take days or weeks manually in a matter of hours, or even minutes in some cases – and take time-consuming, repetitive tasks off your plate while boosting accuracy and efficiency.






### AI-driven analytics can boost your understanding of...

- ✓ The preferences, behaviours, and sentiments of your audience
- ✓ Which campaigns lead to conversions, and which are falling flat
- ✓ Trends on your core channels, in your market, and among competitors
- ✓ The ROI of your current strategy – and areas where you can reduce wasted spend
- ✓ How effectively your customer journey nurtures prospects

### ...while unlocking...

- ✓ Real-time feedback through live campaign monitoring – so you can act quickly
- ✓ A deeper understanding of how each touchpoint contributes to conversions
- ✓ More time to focus on collaboration, creativity, strategy, and problem-solving
- ✓ Precise, predictive insight into future trends, performance, and changes in your sector
- ✓ New opportunities to improve your products, services, and strategy

## 5 tools to consider for next-level marketing analytics

-  **Google Analytics** 4 for measuring traffic and engagement on web and apps
-  **Hotjar** for web analytics and conversion rate optimisation
-  **Mediahawk** for call tracking and speech analysis, attribution, and customer journey analytics
-  **Marketo Engage** for marketing automation
-  **Salesforce Einstein** for predictive analytics across customer relationships



## AI in action: Speech Analytics to understand buyer readiness and content effectiveness

Funerals with Grace, a regulated funeral plan provider, uses Mediahawk's **AI-powered Speech Analytics** feature to understand:

- When callers are ready to convert at the end of a call
- Whether the sales team were asking the appropriate questions
- How well the content explained available funeral plans

Using conversational AI and natural language processing, Speech Analytics automatically analyses each call. Then, the Funerals with Grace team can use the platform to ask questions such as “**was that caller ready to buy?**” or “**did they understand the regulations?**”, with AI-generated answers that help them assess calls quickly and efficiently.

[Read more](#)



## AI for performance

With deeper insight into your audience, campaigns, and competitors derived from analysis, you can also use AI to maximise performance across your strategy.

PPC, email marketing, search engine optimisation, and social media are all perfect channels for AI optimisation, as they're data-rich, contain dynamic elements, and you can adjust them in real time.

Using the AI features in tools such as **Google Ads Performance Max, Mediahawk, Meta Advantage+, Semrush, Optimizely, and Sprinklr**, you can proactively tweak your strategy and even redirect your budget and efforts towards the channels and formats that deliver the most impact.

**Real-time monitoring** gives you a continuous, real-time view of campaign performance, which means you can identify anomalies, trends, and underperforming assets instantly.

**Generating insights** with machine learning and predictive analytics can expose hidden audience behaviour trends, content performance, or attribution gaps, alongside recommendations. For example, your tool might advise you to reduce spend on Facebook Ads in favour of increasing your presence on LinkedIn to reach a more engaged audience.

**Testing and experimentation** features allow you to improve performance iteratively, with the ability to run many automated split tests across channels, audiences, or content simultaneously, to identify the most effective combinations.

**Campaign optimisation tools** can often automatically and dynamically adjust your campaigns in real time, by changing budget allocations, bidding strategies, or swapping out creative based on live performance data.

### Did you know...?

**70%** of marketers are already using **call tracking** to understand more about their leads, where they come from, and how they behave, with **50% using its performance analysis to guide strategic decisions.**



### Use case example: Using AI to optimise PPC

**Manual:** You review keyword performance periodically, identify issues, adjust bids, and create new ads – a repetitive process that can take days or weeks to yield results.

**AI-powered:** A tool like Google Ads identifies that certain keywords are generating high impressions but low conversions. It adjusts bidding strategies for these keywords and reallocates budget to those that are higher performing. It also generates alternative ad copy for testing and automatically tracks results.

## Daunted? You don't have to be.

Here's how to get started.

**Finding the right way to use AI as a marketer means putting practicality at the centre of every decision you make.** Well-defined goals and a clear roadmap will help you demonstrate ROI to the rest of your team early – as will choosing proven technologies that you can easily integrate into your existing workflow.

To help you plot your roadmap to effective AI adoption, here's a **five-step process** to follow:



### 1. Set clear goals

There needs to be a strong, clearly defined need for AI within the business. Without this, many marketers will find themselves paying for tools that don't offer the right capabilities and won't deliver enough value in return.

So, start by identifying the challenge or aim that AI might solve. If there are a lot of opportunities, choose three to explore – this helps you keep the process focused. Lower-risk, faster-reward ideas can help you demonstrate value quickly and gain stakeholder buy-in for bigger future projects.

### 2. Prioritise based on value

Order your ideas based on what will give you the best return against your key challenges or aims.

For example, if your main goal is to reduce resource time spent on creative work, then look at generative AI tools to create assets. If you want to increase enquiries, then look at AI tools that will help optimise campaign performance.

### 3. Scope the need

Now you've prioritised, it's time to really dig deep into what the need is, and define what success looks like.

#### Ask yourself questions like:

Why is this use case important?

What should the output look like?

What are we expecting the tool to do?

How will this help our team work more effectively?

How will we measure the tool's success?

This is also the time to sew up any practical considerations, such as establishing oversight and guidelines for responsible use, involving additional stakeholders, organising training, and getting legal approvals where needed.



### 4. Find the right tool

There are *a lot* of different AI tools available – and the market is expanding all the time. But not all are created equal, and there's a possibility that you'll want to mix and match the capabilities from a variety of providers to meet your needs effectively.

Try as many options as you can and compare them against each other; it's important to consider factors like integration, security, and ease of use as well as the tool's features, cost, and performance.

### 5. Experiment and refine

Once you've got the right tools in place, start small. Test your AI in bitesize iterations, reviewing and adjusting after each one. If it's working well, you can ramp up to the next level. If it's not delivering, you can make a decision on what to change.

## Is your organisation's data foundation ready for AI?

**Before you adopt AI into your workflow, it's important to get your data infrastructure in order. Ask yourself:**

- ✓ Do we know where our data sources are – and how to extract usable information?
- ✓ Is our data clean, high-quality, and comprehensive?
- ✓ Do we have a clear idea of what we're trying to accomplish – and what data we need to achieve that?
- ✓ Can we access a centralised store of our data, with integrated workflows to keep it up to date?
- ✓ Are the appropriate privacy and security measures in place to protect our organisational and customer data?

## Conclusion

# Set your priorities, and set your sights on what you can achieve with AI

With the dizzying pace of AI development, it's easy to get caught up in the excitement.

But if you want to get value from AI *right now*, it's all about setting priorities, whether that's reducing wasted spend, increasing lead generation, gaining a better understanding of your audience, or improving your conversion rate.

**Think about selecting an AI tool in the same way you would look for a new hire:** You choose the candidate that offers the right combination of skills, in line with a specific job description. People rarely thrive in roles with vague or mismatched expectations, and AI is the same – the more clearly you can define its role, the more successful it will be.

By getting to know the different types of AI that are available to you, and thinking critically about how their features align with your needs, you'll be well placed to choose the right tool for your strategy. And once you're underway, if you follow the steps we've outlined above, the sky really is the limit.

For many marketers, AI will play a key role in helping them achieve higher performance, make smarter use of resources, and deliver more leads for their business. With the right tools and the right approach, you could be one of them.



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## About Mediahawk

**Trusted by more than 4,000 marketers across organisations of all sizes**, Mediahawk's platform helps teams harness deeper insight from all their marketing activities. Our solutions combine technologies like **dynamic call tracking, marketing analytics, and conversational AI** to build a complete picture of your strategy's performance, and give you the tools you need to optimise your approach.

**Learn more about Mediahawk**

Call on:  
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