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HOW MODERN MARKETERS SHOULD BE THINKING ABOUT AI

5 POINTS TO REMEMBER AND 5 ACTIONS TO TAKE

1 TWO-THIRDS OF ALL MARKETERS ARE EXPERIMENTING WITH OR USING GENERATIVE AI AND/OR PREDICTIVE AI.

Look for use cases for AI all along the value chain—from understanding customers to transforming operations.

2 GOOGLE WILL PHASE OUT COOKIES FOR 100% OF CHROME USERS BY EARLY 2025.

Prioritize collecting first party and zero party data. Without cookies, these sources are essential in training to AI solutions..

3 YOUR EXISTING BUSINESS PARTNERS CAN BE YOUR AI PARTNERS.

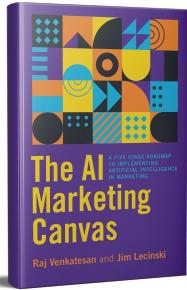
Ask Meta, LinkedIn, email vendors and your marketing agencies for briefings and ideas on using AI in your marketing.

4 AI COMES WITH RISK: CONFIDENTIALITY, COPYRIGHT AND TEAM CULTURE TO NAME THREE CATEGORIES.

Expect that you'll find the sweet spot by pairing human and machine resources, as we're advocating in this conference.

5 AI IS YOUNG ENOUGH THAT MANY MARKETING PROFESSIONALS STILL JUSTIFY NOT USING IT.

Make sure you're not one of them. Set a personal goal to interact with AI tools in your own life at least 5x per week.



Use the discount code **AEDX35** to receive 35% off when purchasing *The AI Marketing Canvas*.