A CMO's Guide to Responsible & Results-Driven AI in 2025

Welcome to our guide on unlocking the transformative potential of generative AI across your team

AI is revolutionizing businesses across sectors, and marketing teams have a unique opportunity to lead the charge—unlocking immense value from AI to drive innovation, efficiency, and impact in ways other sectors can't match. That is, if you can use it effectively.

This guide aims to demystify generative AI and how it can transform marketing across functions and roles. By integrating AI into your marketing operations and strategy, you can drive hyper-personalization, maintain brand consistency, boost creativity and productivity, and enhance customer engagement—all while maximizing ROI and revenue at an unprecedented scale.

Whether you're just starting to roll out AI more formally to your team or you're already an experienced user, this guide will provide valuable insights and practical strategies you can use to maximize ROI on your AI investments and leverage your tools to their full potential.

The sections ahead cover a lot of ground: responsible adoption standards, risks, how to run a pilot program, common AI definitions, limitations, and use cases by team and industry. We'll also give you a roadmap to develop an AI council that can help your team or your entire company adopt AI in a controlled and productive way.

Let's begin.

Table of Contents

Planning & running an AI pilot

Adopting AI in your organization should begin with a pilot phase. Running a pilot program will help you align your AI strategy with your unique business goals before you scale implementation. **Here's how to set one up:**

1. Set guardrails at a company & team level

Set rules and standards around how, when, why, and where AI is going to be used before you start experimenting with it. Do this at both the company level and others at the team level.

At the company level, guardrails should include policies for security and technology adoption. For example: You can say that every AI tool within your business must have SOC2 compliance and transparent data protection processes in place. This may reduce the number of tools available to you but will set a baseline for security that the whole company can follow.

At the marketing team level, you'll want to set guardrails about how team members get approved to use generative AI. For example: You may be comfortable with them using AI to repackage human-made content, but not using it for performance evaluations.

Download our template to develop your own company's responsible AI usage policy.

2. Build a dedicated team to run the pilot's operations

Create a cross-functional team of experts to spearhead the pilot's operations and make sure it runs smoothly from inception to completion—aka your tiger team. Members of this team should be well-versed in different aspects of your company operations. They'll be responsible for setting the pilot's objectives, designing its phases, creating an execution plan, and measuring its effectiveness against KPIs.

By leveraging their diverse expertise, your AI tiger team can swiftly troubleshoot issues as they arise and ensure the project stays on track. If all goes well, they can then scale implementation across the organization based on the insights and lessons learned from the pilot phase.

3. Choose your lead use cases

Marketing teams can use AI in a myriad of ways, but it's best to start by focusing on one or two applications. Identify any pain points or processes that are currently causing friction or slowing your team down, and focus on how AI can alleviate that problem. Narrowing the pilot's focus offers some initial perspective on its potential impact and how well it's received by your team before you roll it out department- or company-wide. For example, this can be turning the creation of 1 ebook into a multi-channel campaign that includes 10 blogposts, 20 ads, and 15 personalized emails—all on brand and on message.

Another way to approach this is to think about what outcomes you'd like to see from leveraging AI—whether it's improving campaign performance with better personalization or reducing operational costs by eliminating manual tasks. Once you figure out what outcome you're looking for, then you can map it to the use cases or applications that make the most sense.
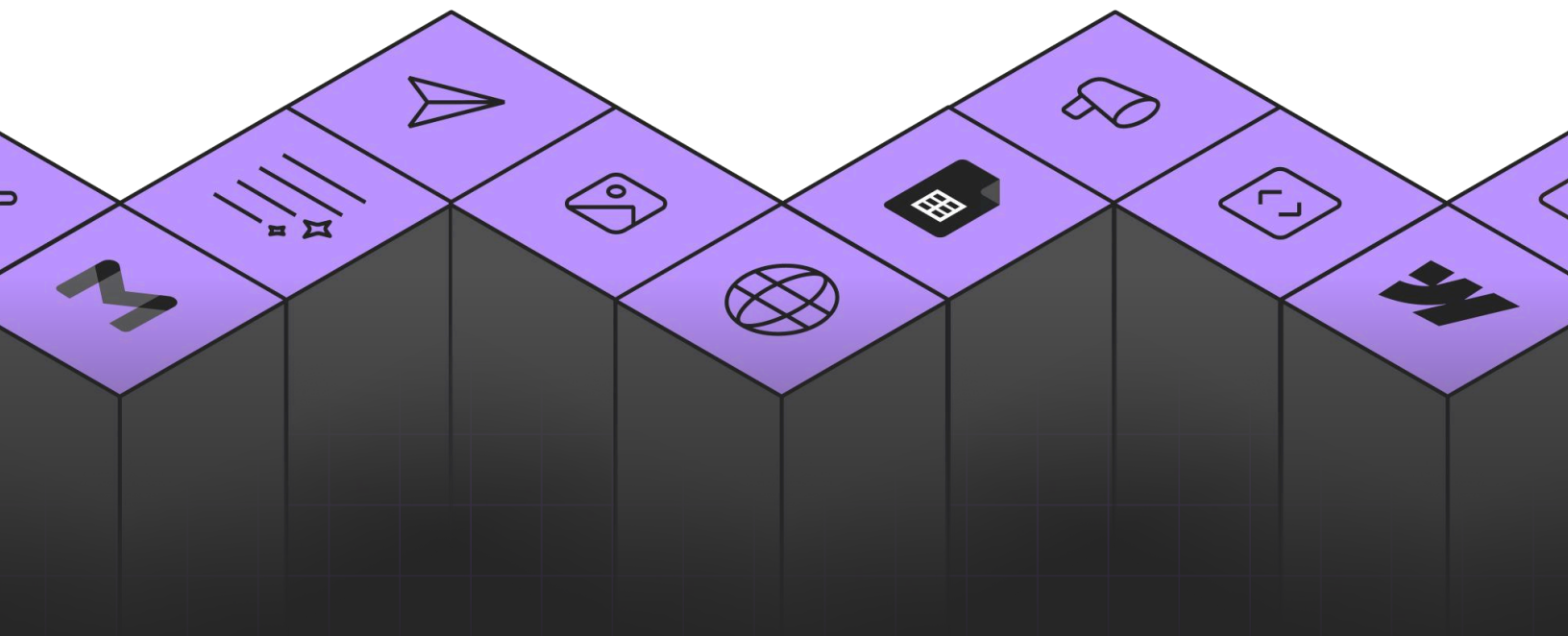
4. Find a domain-specific tool

Generic tools provide generic outputs—period. We encourage adopting an AI platform purpose-built for marketing rather than a single LLM or chat tool. Domain-specific tools are effective because they are designed with the unique needs, demands, and best practices of your function in mind.

Marketing-specific AI tools like Jasper for example, are equipped with tailored features for enterprise marketers—tools to enhance areas like scaling full-funnel workflows, the creation of both visual and written content, brand governance, and campaign development. Jasper also enables you to more accurately train the platform—by uploading multimodal knowledge, like videos, audio, or pdfs—to ensure it's getting fed all the info it needs to provide the most effective output.

According to Gartner, by 2027, more than 50% of the GenAI models that enterprises use will be domain-specific, up from less than 5% in 2024. When you use a tool designed to meet your needs, you'll achieve faster implementation, easier integration with existing workflows, and more seamless adoption for your team.

Want to dive deeper into launching a pilot? Check out 6 Common Mistakes Companies Make When Launching GenAI Pilots

Moving from piloting AI to full adoption

The majority of marketing teams have started experimenting with generative AI in some capacity. But few have made it past the ad hoc or pilot phase to responsibly integrate it as a key part of their overall operations and strategy.

A significant hurdle here is integrating AI into existing systems and workflows. The transition from pre-AI operations to post- can disrupt long-established processes and necessitate retraining, which require time and cultural shifts. It can help to think about full adoption of AI in your marketing team as a learning curve with three acceleration phases: individual, team, and business.

> "AI-powered workflows are reshaping the way businesses operate, not just by injecting efficiency into tasks but by reimagining end-to-end processes. The key to success lies in integrating these workflows holistically, transforming how teams function rather than isolating AI to individual tasks."
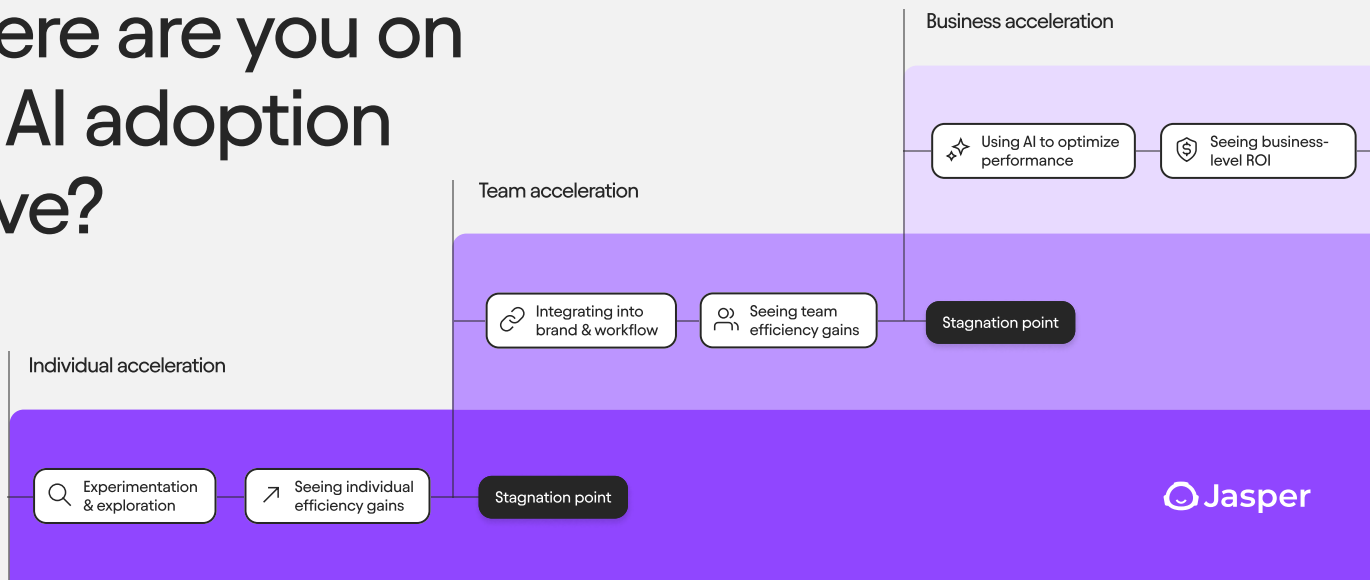
Loreal Lynch
CMO at Jasper

Most companies start by equipping individual members of their team to use AI in their workflow. For example, having a content marketer use AI for creating blogposts. In this phase, you may see individual efficiency gains scattered throughout your team. Individual efficiency gains are nice, but they're not the full extent of what AI can do for your company.

Where are you on the AI adoption curve?

Business acceleration

| ✦ Using AI to optimize performance | 🛡 Seeing business-level ROI |

Team acceleration

| 🔗 Integrating into brand & workflow | 👥 Seeing team efficiency gains | Stagnation point |

Individual acceleration

| 🔍 Experimentation & exploration | ↗ Seeing individual efficiency gains | Stagnation point |

◌ Jasper

How do you move from individual efficiency to team efficiency gains?
It begins with onboarding your entire marketing team to a single platform, then infusing that tool with your brand voice, style guidelines, and company and product knowledge.

From there, your AI platform becomes the backbone of your team, ensuring alignment in message, tone, and style. In this phase, you move the needle from simple efficiency gains to more efficient and effective workflows—reducing the time involved in content review cycles and cross-team collaboration

The final phase, business acceleration, uses data-driven AI processes and automation to optimize your content. Here, you should leverage AI to spot patterns in campaign and content performance, identify process bottlenecks, and use insights to achieve rapid, continuous improvement and optimization.

Getting to AI ROI

Much like the adoption path, you'll want to think about measuring ROI along a continuum. Start by measuring metrics such as time-savings and reduction of external costs. Almost immediately, you'll be able to translate those time savings into KPIs for the marketing team.

For example, if AI helps get a campaign to market two months earlier, you'll gain two additional months of leads, sign-ups, purchases, or conversions. Similarly, by cutting costs from not needing an external agency for ad copy, you can reallocate that budget to support other campaigns.

Next, focus on performance gains driven by AI optimization, such as improvements in SEO, customer acquisition cost (CAC), or conversion rates. For example, analytics platform Amplitude noted that three weeks after starting to use Jasper, their content rose to the first page of search engine results. Companies using AI to recognize and surface patterns in their performance can credit future performance highlights to that investment.

As AI becomes increasingly integrated into marketing organizations, reporting is also becoming more refined.

Here are some examples of metrics to quantify AI ROI:

Revenue outcomes per marketing resource

Revenue or pipeline outcomes per marketing expenses

Number of marketing resources per dollar of revenue

Output per marketing resource (activities, campaigns, assets, content, etc)

Conversion rate improvements

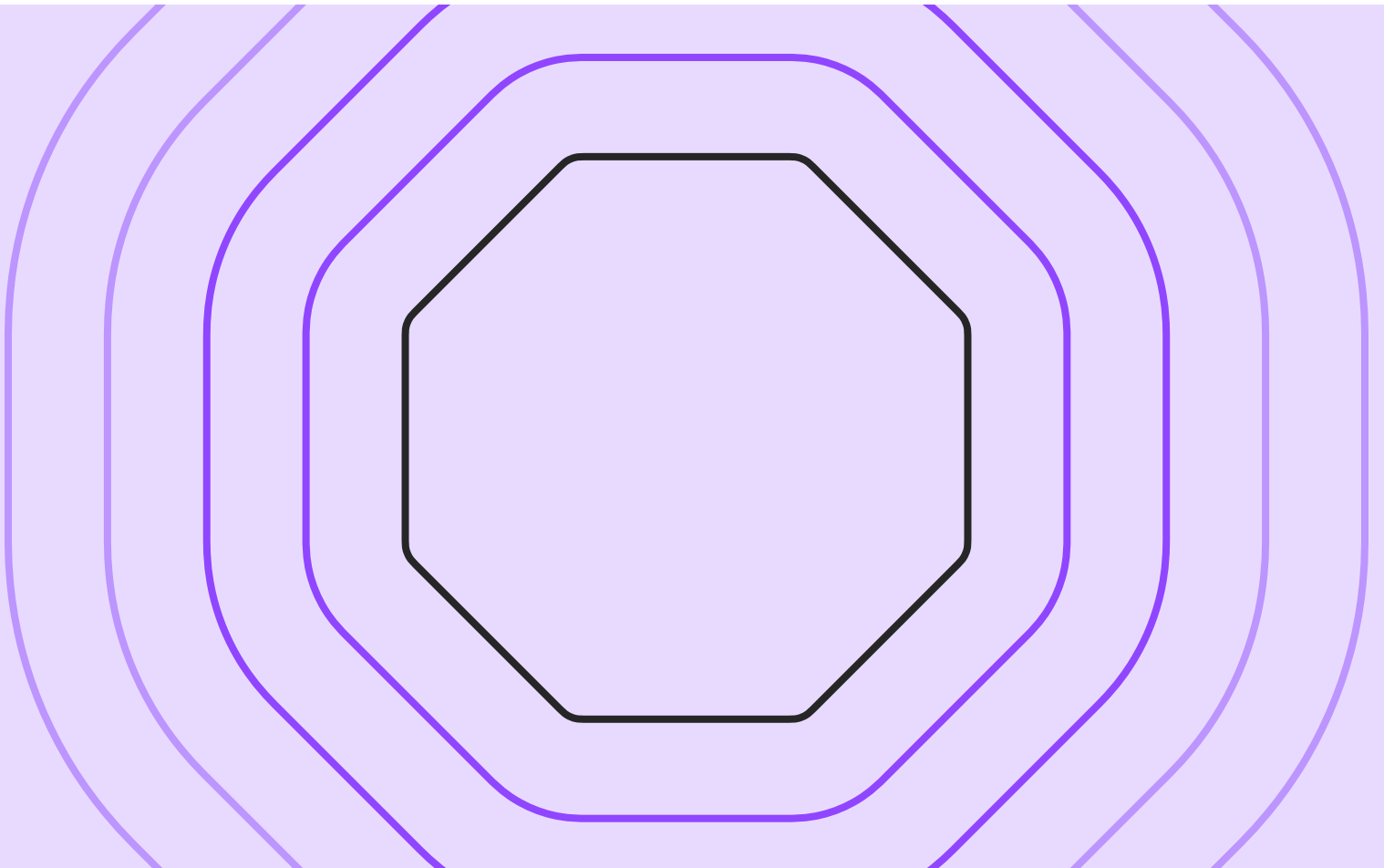Brand awareness or sentiment lifts

Customer acquisition cost (C) improvements

Cost and time savings

Limitations & risks of generative AI

Like any piece of technology, generative AI is not perfect.
Fortunately, you can overcome AI's common challenges when
you know how to recognize them and make adjustments.

Bias

AI systems learn from the data they're fed. Since that data is often made, collected, and organized by humans with natural biases, LLM training data may unintentionally have biases as well. Most language models have filters to reduce the risk of biases or harmful outputs, but filters aren't enough. It's a marketing team's responsibility to ensure they review content for biases and that their work is inclusive and accessible.

Inaccuracies or hallucinations

Inaccuracies or hallucinations (when the generative AI platform makes things up that are untrue, seemingly out of nowhere) can occur in AI-generated content for a number of reasons.

First, the training data used for the AI model may not be comprehensive enough, which leads to gaps in knowledge and potential errors in output. AI models can also struggle with understanding context and nuance, resulting in inaccurate or irrelevant responses.

Another factor is the limitations of current AI technology, which may not be advanced enough to fully understand complex human language and generate completely accurate outputs when prompted. It's important for marketing teams to carefully **review and fact-check all their AI-generated content** before sharing it with audiences to ensure its factuality. Failing to do so can impact your brand's reputation with your audience.

Data privacy

Make sure that you're using an AI tool that's SOC2 compliant and **meets other high security standards** for how it handles data.

For example, Jasper **passes SOC2 and GPDR compliance** and we offer single sign-on, or SSO, for password management. We also don't train underlying LLMs on any information submitted to Jasper to protect our customers' IP and data, and we have a dedicated security team that ensures our systems stay trustworthy. Not all tools have the same standards, so make sure you set security standards for the use of AI technology to protect your data.

Founding an AI council & establishing guardrails for responsible use

The ultimate impact of AI technology is measured by ROI just as much as it's defined by how safely and responsibly it's used. Establishing a dedicated AI council to address some of the technology's biggest benefits and concerns (like the limitations we just mentioned) is a great first step to ensuring efficient and safe use.

In this section, we'll outline how to get an AI council started and the major guardrails your team should consider establishing before diving into company-wide AI adoption.

Creating a council

First, assemble your team. Find early adopters, experimentalists, and thinkers at your organization. Aim for representation from all parts of your organization and different role levels. Consider getting a formal executive sponsor who can help align leadership and offer additional resources. Engage your legal team from the start.

With your council assembled, start asking the big questions:

- **Is this a journey your company is ready to embark on?**
- **What's the company's collective stance on using AI tools like Jasper or others?**
- **What boundaries do you want to set?**

Understanding these facets will help you draft your mission. That mission is dependent on your business and your goals, but having an example might help.

Jessica Hreha, Jasper's AI Transformation Director, previously was the head of global demand content strategy at VMware and founded the Marketing AI Council there. Regarding VMware's Marketing AI Council mission, Hreha said:

> "Our Marketing AI Council was a cross-functional team dedicated to educating and empowering global marketers to use genAI tools responsibly and effectively. We focused on education, governance, and tools to upskill our entire global marketing team to become next-gen, modern marketers."

Jessica Hreha
Director, AI Transformation Office at Jasper

Building your AI council is an important first step, but it's only the beginning of your AI journey. You'll need to continually reassess, learn, and adapt. Things like newsletters, AI summits, and workshops on use cases can be a great way to keep everyone engaged and aligned on AI's place in the business. **From this point, shift focus to how to align on the best guardrails for responsible use across key areas:**

Security standards

[Research from Salesforce](#) shows that more than half of generative AI adopters use unapproved tools at work. This is a big problem because not every AI tool treats data security the same way.

As part of adopting AI, you'll want to set company-wide standards for safely using the technology that are acceptable for use inside your company and have mechanisms to enforce those standards.

For example: Set a requirement that all AI tools you use must have SOC2 compliance and data privacy protocols. Ensure your data and IP are not being used to train the underlying model. Look into data privacy requirements like GDPR and California data protection laws to make certain your technology is compliant.

Built-in Privacy	SOC2 Compliant	Enterprise Grade	PCI Compliant	SSO Enabled
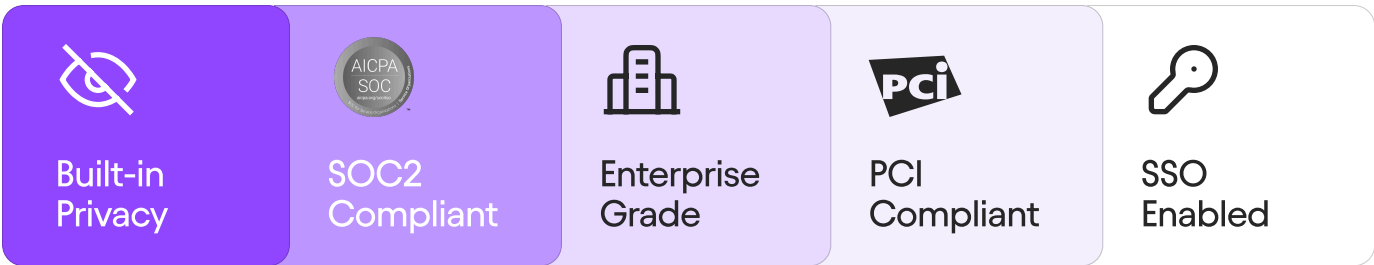
Standards of use

As a company—especially in the piloting phases of AI—set and communicate standards for approved AI applications as well as roles or processes that should not incorporate AI. You may, for example, decide you're comfortable using AI to update existing content but not to write something brand new.

Alternatively, you could decide it's okay to use AI for marketing initiatives but not internal performance evaluations.

A transparency statement

With AI becoming a ubiquitous part of our world, many people evaluate content they consume to determine if it's AI-generated. We recommend having a transparency statement on your website that outlines how you use AI. Full transparency demystifies AI for your audience and reflects your commitment to ethical practices.

Below is an example of an AI disclosure. Feel free to take a look at our **ethics page** for even more inspiration.

Example transparency statement:

"We use AI to assist in content development at our company. To ensure transparency, accountability, quality and privacy, we adhere to internal AI usage standards. These standards help us safeguard against biases, maintain data security, and uphold our commitment to ethical marketing practices.

One of these standards is that AI should be used to assist in content creation, not fully automate it. We ensure that every piece of content we develop is shaped and reviewed by people who have an understanding of our audience and AI's limitations."

Require human involvement & oversight

No one wants to read content that sounds robotic and stilted, especially from a brand trying to market its services. So while AI has potential to streamline processes and increase efficiency, marketing teams need to maintain a balance between automation and human oversight to make content feel more—well, human.

Solidify your editorial process to ensure that humans are always at the helm, overseeing and editing everything from idea origination to final reviews of AI-assisted content. Set tight standards and review AI outputs to ensure your content is accurate, unbiased, and provides real value to your audience.

At Jasper, we never publish content wholesale created by AI—there's always a human in the loop, and we recommend our customers follow the same guidelines.

Learn more here about how to **edit AI content** effectively.

Definitions of key AI terms

Since generative AI exploded in popularity, keeping up with the terminology can feel like learning a new language. What is the difference between an LLM and a RAG? How does multi-modal differ from multi-model? Here are some common terms you may come across as you learn more about AI and its capabilities.

Interoperability

Grounding

Reinforcement learn

Langchain

Fine-tuning

Inference optimizatio

Open-source

Retrieval-augmented

P-tuning

Large language mode

Multimodality

Generative AI

Generative artificial intelligence is the creation of intelligent machines with the capability to generate new pieces of art or writing, perform speech recognition, make decisions, and translate languages. This form of AI operates by learning from extensive volumes of text and data, enabling it to produce meaningful insights, strategies, and predictions. In the context of marketing, generative AI accelerates everything from ideation and creation to automating workflows and decision-making.

Large language model (LLM)

A large language model, or an LLM, is a kind of artificial intelligence that can learn from large amounts of text and data (and by large, we mean hundreds of billions of data points in some cases) to generate meaningful insights, strategies and predictions. Examples of large language models are OpenAI's GPT-4 and Anthropic's Claude 2.

Interoperability

Interoperability, also referred to as multi-model, within an AI platform is the capacity to operate across a number of large language models regardless of whether they're open or closed, large or small, text or visual. Interoperability is a positive thing for enterprises because having many LLMs at your disposal leads to greater reliability, flexibility, and diversity of strengths.
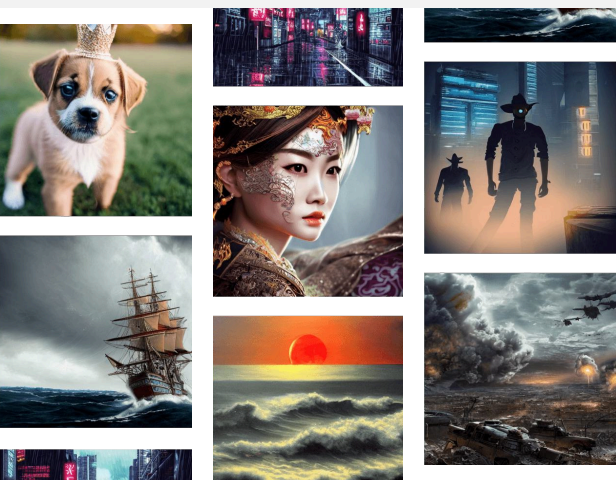
Multimodality

Multimodality refers to the ability of an AI platform to generate outputs in multiple formats, like words, code, images, animations, and audio. A platform only needs to produce outputs in two or more formats to be considered multimodal, but the more formats the better.

Other common LLM-related terms

Context stuffing

A type of step-by-step prompt improvement where you run an initial prompt, take the best parts of its output, and add it to the original prompt to provide even better outputs, repeating as necessary.

Model training

The process of giving a large language model large amounts of training data points to learn from.

Open-source

Something that is publicly available. An open source LLM would be source data that anyone can access publicly, such as Meta's Llama2 model.

Parameters

LLM parameters, which can number in the billions, shape an AI model's behavior by influencing its comprehension, generation, and contextualization of language. Adjusting these settings controls the quality, diversity, and creativity of the generated texts.

Prompt injection

The process of updating the output of a language model through prompting. Used in the context of cybersecurity, the process involves using carefully crafted prompts to make an LLM ignore its training and break the rules/bounds of what it's allowed to say.

Grounding

Infusing large language models with use-case specific information, like one's own data, to enhance the quality, accuracy, and relevance of outputs. It tailors the vast, yet limited, knowledge of an LLM to specific scenarios. Retrieval-augmented generation is a common way LLMs are grounded.

Other common LLM-related terms (Cont.)

Fine-tuning

The process of training an existing LLM on new data or to deliver outputs associated with specific tasks or topics.

Function calling

A way of getting structured outputs from an LLM by providing specific layouts that the LLM can stick to.

Inference optimization

A way of compressing information in order to improve LLM performance and speed.

Langchain

A framework that helps simplify the creation of applications that use LLMs. This is also known as a language model integration framework.

LoRA (Low-rank adaptation)

Instead of fine-tuning an entire LLM with potentially billions of parameters (which is expensive and time-intensive) LoRA fine-tunes only a small part of it, reducing trainable parameter size by a factor of 10,000 in some cases. This method is cheaper, faster, requires smaller GPUs and gives the same performance as fine-tuning a full model.

P-tuning

Also known as "prompt tuning," this involves using a small, easily trainable model prior to using an LLM. By doing this, the smaller model can complete small tasks, resulting in better outputs and more efficiency like time savings.

Other common LLM-related terms (Cont.)

Retrieval-augmented generation (RAG)

This technique, used to ground an LLM, pulls in data from an outside source to improve the AI's accuracy and reliability.

Reinforcement learning from human feedback (RLHF)

Improving a model based on human feedback. For example, if a user gives an AI-generated output a "thumbs ups" and the model uses that feedback to improve, that is an example of RLHF.

Direct preference optimization (DPO)

A newer version of RLHF — it's more stable and removes the need for a reward model. This is good for when you need a custom reward model other than user preference.

Use cases
for AI by general skill

Ideation

AI can enhance the ideation process by helping with discovery of new ideas or expanding on your initial ideas. When you share an idea with your AI platform, ask for variations and related ideas. Dig deeper by asking for a counter-argument or new way of looking at that idea. Prompt the platform to think of ways to turn that idea into a blog post, infographic, video, social media post, or even a full campaign

Research

Ask your generative AI tool to cite sources or research a particular topic to help you gather information quickly.

That said, it's important to remember that not all AI responses, even from platforms connected to trusted data sources, are always 100% accurate. Make sure to leverage access to the most recent information for up-to-date insights, but always double-check the outputs for accuracy.

Synthesis

Use AI to summarize large volumes of content. For example, you can use Jasper to consume a transcript or video of a customer interview and surface the key themes, or condense a lengthy, complex, and technical blog post into a series of easy-to-digest bullet points written in your preferred style.

Structure

AI can take a full page of research bullet points on a topic and structure them into a cohesive, narrative-driven outline for a blog post. Once the post is written, AI can help you structure it better for search engines, add schema markup to appear in Google snippets, and more.

Remixing

One of the best uses of generative AI is getting more value out of existing content by remixing it for different formats and audiences. Turn a marquee blog post into an end-to-end campaign or a successful webinar into an email series. Input a pdf to your AI platform, for example, and get an output of a campaign's worth of new content.

Localization

Most AI tools are trained in different languages, so the technology can be used to adapt content to different regions and translate into different dialects. Just be sure to thoroughly review those translations for complete accuracy before you publish or share them.
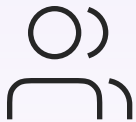
Personalization

AI can help tailor content to specific customer segments by analyzing CRM data, persona research, or behavior—enabling you to craft more relevant, targeted experiences that boost engagement—especially powerful in Account-Based Marketing campaigns.
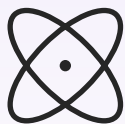
Brand Governance

AI can be a powerful tool in maintaining brand consistency across multiple channels and campaigns. By setting clear guidelines, you can ensure AI-generated content—both written and visual—stays true to your brand's tone, style, and values. Just remember to regularly audit outputs to uphold your brand standards and avoid any misalignment.
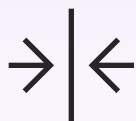
Team Alignment

Use AI to create a common backbone for work developed across your organization. Build a robust knowledge base on **key company and brand information** that's part of the central nervous system of your AI tool.

Then your team's content will be automatically infused with the correct standards and details of your business. Ask AI to rewrite/update existing content with newer details added to your knowledge base and style guide to correct outdated product information and other inconsistencies.

Jasper also allow you to **manage your team's content**, see the status of all content in production across your team's campaigns, and streamline the review process with AI summaries of comments.

Insights

AI can be a powerful tool for insights on how to continually improve and enhance your marketing approaches for better results. You can upload reports and share datasets, then ask your AI tool to review them and pull out the most important actionable insights offered so you can take action.

AI is good at recognizing patterns at a scale our human brains can't do alone. Even if you are tracking performance in other ways, AI can be a significant enhancement when it comes to level and detail of insight.

Scale all of the above

AI enables orgs to scale across functions and teams, amplifying capabilities from content creation and personalization to data analysis and campaign optimization. By leveraging AI, teams can manage larger volumes of work while maintaining high levels of consistency, efficiency, and quality. This allows businesses to expand their reach and accelerate timelines without the need for proportional resource growth, ultimately driving more impactful, measurable results across channels.

Use cases for AI by marketing team function

Ad Campaign
NEW

Target audiences on Meta, Google, and more with cohesive digital ads

Email Sequence
POPULAR

Guide customer journeys and boost conversions with a tailored email sequence

Campaign Brief
NEW **POPULAR**

Draft a comprehensive plan with goals and deliverables for a marketing campaign

Battle Cards
NEW

Equip your sales team with insights by analyzing your company against competitors

🏢 Enterprise only

Social Media Campaign
NEW **POPULAR**

Amplify your brand and engage followers with a cohesive social media campaign

🏢 Enterprise only

Content Calendar
NEW

Plan topics, publishing dates, and channels efficiently with a content calendar

Chief Marketing Officer

As a CMO, your role extends far beyond content or campaign creation, focusing on strategic leadership, team performance, and driving growth. AI tools can help your team enhance performance, reduce costs, and boost efficiency, freeing you up to focus on driving strategic growth and innovation across the organization.
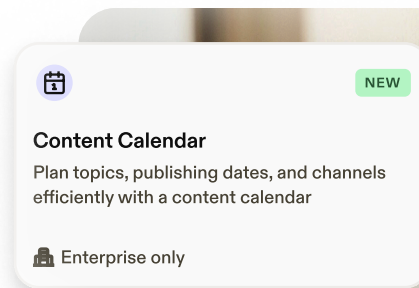
Strategic planning
AI can analyze vast amounts of data to identify trends and insights that inform strategic decisions. It predicts customer behavior, market dynamics, and the effectiveness of various initiatives, enabling you to develop more targeted, data-driven marketing strategies that align with overall business goals..

Operational efficiency
AI can automate routine tasks and streamline processes, allowing your team to focus on high-value activities. From workflow optimization to resource allocation, AI enables more effective team management and improves operational efficiency, leading to reduced costs and faster execution.

Performance analysis
AI provides actionable insights into your marketing performance, helping you refine strategies in real-time. By continuously analyzing data, AI allows you to adjust tactics to maximize ROI, ensuring your marketing initiatives stay aligned with business objectives and deliver measurable impact.

NEW

Content Calendar
Plan topics, publishing dates, and channels efficiently with a content calendar

Enterprise only

Want to better understand how other CMOs adopt AI across the teams?

Watch these fireside chats on enterprise AI adoption with the CMO of Webflow and the CMO/CSO of Gitlab

Product Marketing

Product launches
The foundation of any launch is a clear and consistent core positioning document. Upload your positioning and any relevant research into your AI tools, and have them generate a first draft of a product launch campaign. From there, collaborate with your team to refine and finalize the materials. This AI-powered process accelerates time-to-market, ensuring that all launch content remains aligned with the core positioning while streamlining workflow and collaboration across teams.

Product descriptions
AI can help you generate product descriptions (and images) for a wide range of SKUs, aligning with your brand's voice and emphasizing key features. It personalizes messaging for different market segments, enhancing customer engagement while maintaining speed and accuracy. This streamlined process ensures a **seamless, on-brand experience across eCommerce platforms**, product catalogs, and marketing materials, driving increased sales and improving overall merchandising efficiency.

Adapt to different positioning
When tailoring your product marketing positioning for different audience segments, it's essential to maintain consistency in the core messaging. AI enables you to efficiently adapt the positioning for various buyer personas, user groups, or market segments while preserving the product's core identity and value proposition. This ensures that your messaging remains relevant and consistent across diverse touchpoints without compromising the integrity of your brand's core messaging.

Content Marketing

Content marketing thrives with the support of generative AI. It's the ultimate tool for everything from ideation and creation to optimizing workflows, including drafting initial content, creating outlines, personalizing volumes of content, and scaling content across various formats.

AI handles can also handle more repetitive tasks like generating meta descriptions or more advanced tasks like formulating entire campaign strategies. This frees up your team to focus on high-impact work, such as refining strategy and fostering key relationships. From brainstorming to final edits, AI streamlines processes, accelerating content creation without sacrificing creativity or quality.

Account-Based Marketing

AI is a game-changer for Account-Based Marketing (ABM), enabling highly personalized, targeted campaigns at scale. It can automate tasks like identifying key accounts, creating custom assets for each account, while ensuring the messaging remains aligned with your overall strategy.

For example, [Jasper integrates AI-driven strategies into our own ABM workflows](#). The Jasper platform analyzed Jasper's customer account data, automated the creation of personalized emails, landing pages, and ad copy, and then automatically sent personalized emails out to 2,000 prospects. With AI, Jasper generated emails and sample web content in a fraction of the time it would take traditional marketing teams and the initial campaign achieved a return on investment of 20 times.

Social Media

AI takes the guesswork out of social media planning by turning loose ideas into fully developed campaigns. When provided with initial concepts, AI tools generate detailed posts complete with copy, imagery, and relevant hashtags tailored to your target audience and platform.

NEW POPULAR

Social Media Campaign
Amplify your brand and engage followers with a cohesive social media campaign

🔒 Enterprise only

Creative

AI can be a powerful tool for creatives— everything from ideation to final production, enabling quick generation of images, graphics, and visual assets to elevate your marketing campaigns.

AI can instantly create customized visuals tailored to your brand's style and messaging, whether it's for social media, blogs, ads, or presentations. It handles routine tasks like resizing, enhancing, or adapting visuals for different channels, campaigns, or geographies, saving time and resources. This allows your team to focus on high-level creative direction, ensuring that each visual aligns with strategic goals while maintaining a consistent, impactful brand presence.

Performance Marketing or Advertising

Create variations
Performance marketing is all about testing, iterating, and optimizing, and AI is built for this. It allows you to turn a single ad into dozens of variations for quick testing and helps refine campaigns for maximum effectiveness.

Adapt to different ad platforms
Adapting content for various platforms—from social media to email and beyond—is seamless with AI-generated copy tailored to each channel's unique requirements. This allows your team to focus on strategy while ensuring every ad still hits its mark.

Communications

AI can be a powerful tool for building and executing communications strategies, particularly under time-sensitive circumstances. It enables teams to quickly adapt core messaging for a variety of formats, from press releases to social media posts, ensuring consistent voice and tone. Whether responding to a crisis, addressing trending topics, or drafting unplanned messages, AI streamlines the process, helping your team stay agile and maintain clarity under pressure—leading to faster, more efficient execution of strategic communication initiatives.

NEW **POPULAR**

Press Release
Share key company news and updates with well-crafted press releases
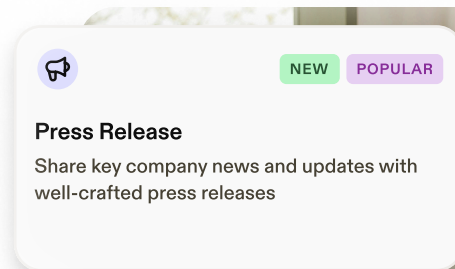
Website Design

Integrating AI into your content management system (CMS) makes website design and content development seamless. AI can quickly generate product pages, landing pages, and other web content directly within your CMS.

For instance, Jasper integrates with platforms like Webflow, WordPress, and Medium **through its API** and browser extensions, enabling faster, more efficient content creation. This ensures your team delivers polished, on-brand web pages with minimal effort.

SEO

AI enhances SEO by automating key tasks like keyword optimization and schema generation. AI tools can identify critical keywords from existing content to craft accurate meta descriptions or generate new blog posts from a targeted keyword list. Additionally, AI can analyze web pages and automatically create appropriate schema markup, improving search engine rankings and visibility. This capability ensures your SEO strategies are both data-driven and highly effective.

Sales Enablement

Competitive positioning
Store competitive research in your marketing platform and access it with a prompt whenever you need to compare your company or product to a competitor. This centralized resource allows for faster, more informed responses to competitive inquiries.

NEW

Battle Cards
Equip your sales team with insights by analyzing your company against competitors

Enterprise only

Quick one-pagers
As much as we love our sales teams, their requests for one-pagers or battlecards can seem endless. Store essential information about your products, features, and target audiences in your marketing platform to accelerate the creation of materials.

Objection handling
AI can help your sales team prepare for common objections by generating response options. By integrating your company's knowledge and best practices, AI helps craft persuasive, on-brand responses, enabling the team to handle objections more effectively during calls and meetings.

Synthesizing demo feedback
Leverage AI to analyze demo transcripts and extract key buyer feedback. This allows you to quickly identify insights, track recurring themes, and refine your sales process to better meet customer needs, improving future engagements and increasing conversion rates.

The future of AI in marketing awaits

We're only scratching the surface of AI's potential in marketing.

As AI continues to evolve, we're on the cusp of even more powerful solutions, like AI agents, that will transform how we engage with audiences and automate decision-making. While AI is already driving significant efficiencies, the true promise lies in combining human creativity with AI's capabilities to innovate, scale, and build stronger connections.

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