Scaling AI for the Enterprise:

A Playbook for Marketing Leaders

jasper

Introduction

In 2025, AI has become a visible part of how marketing teams work. It's powering content, shaping campaigns, enhancing performance analytics, and more. But as AI adoption grows, so does the need for a formal strategy to put structure, purpose, and scalability behind its use.

CMOs have a unique opportunity to take the lead on AI in their own departments and across the organization. As one of the most connected functions in any business, marketing has a direct line to brand, product, sales, customer experience, and revenue. The CMO's AI strategy, then, is one of the most critical levers for enterprise-wide AI impact.

Jasper CMO Loreal Lynch calls AI "a CMO's power play"—an opportunity to reframe marketing's image from a cost center to a growth engine and driver of business value.

"AI presents an opportunity for marketers to be back in the driver's seat," she wrote for Forbes. "Not just driving meaningful outcomes, but also leading the AI transformation across their entire organization."
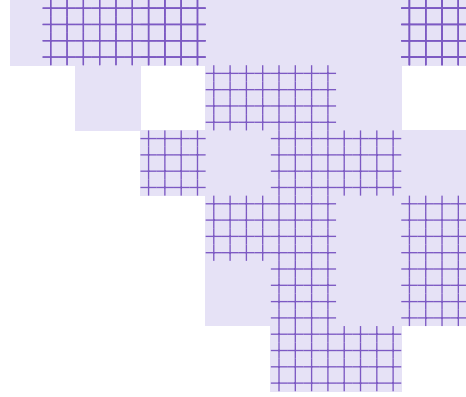
Fortunately, CMOs are up for the challenge. According to Jasper's [2025 State of AI in Marketing 2025 Report](#), they're ahead of all marketing roles in support for AI adoption, with 89% reporting they're committed to AI initiatives. Marketing practitioners are ready to embrace it as well: 81% of non-CMO respondents report increased satisfaction from using AI in their work.

But a critical gap remains. Enthusiasm for marketing AI is high, but too few teams have moved the needle on true AI integration and ROI. Marketing leaders can drive change by taking actionable steps toward greater AI maturity by putting the right tools, frameworks, and policies in place.

This playbook outlines the structure, steps, and systems required to lead AI from ambition to execution. We'll cover:
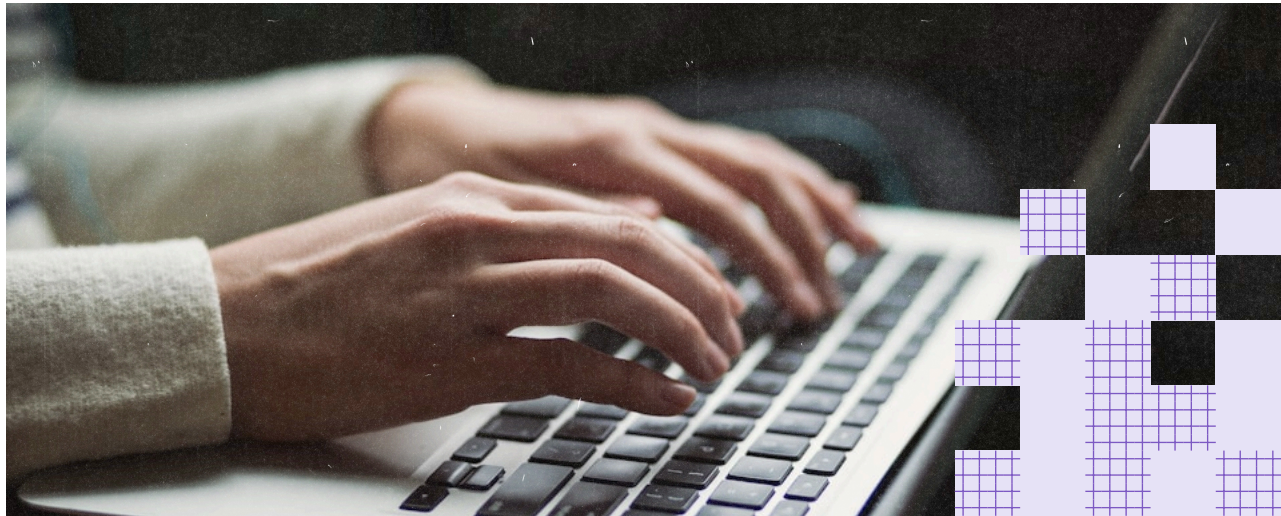
- How CMOs are setting the tone for AI adoption and where commitment still needs to turn into action

- The disconnect between leadership vision and team-level maturity

- The seven traits that separate high-maturity marketing orgs from the rest

- Five essential moves marketing leaders can make to operationalize AI right now

- Why domain-specific tools are the key to AI that scales

I.

CMOs lead the way on AI commitment

CMOs don't need to be sold on AI. They've already bought in. In Jasper's survey, of the 89% of CMOs showing support for AI, 60% identified themselves as "very committed." Most aren't standing still, either: 72% plan to increase the number of AI tools they use this year, and nearly all (93%) expect AI to reshape team roles and structures.

But commitment at the top doesn't guarantee progress across the organization. Turning buy-in into measurable impact requires more than adding tools. It demands the systems, training, and clarity to make AI work across real marketing workflows.

"It's easy to get caught up in AI's potential and rush to scale," Lynch told Forbes, "but thoughtful change management is crucial for marketers to have a seat at the table. The impact for marketing teams can be transformative and the effort to roll it out effectively is more than worth it."

This is the real AI challenge facing CMOs today: turning top-down momentum into sustained operational change.
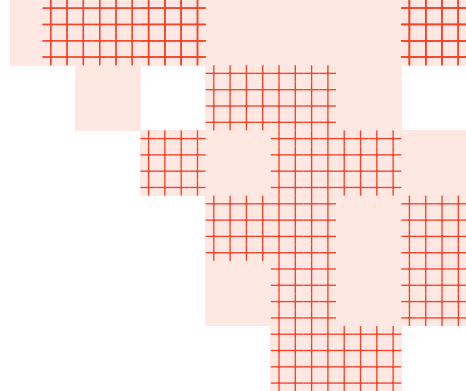
II.

The marketing AI opportunity gap

Today, CMOs, managers, and front-line marketing teams all report high levels of enthusiasm and optimism for AI. But shared energy doesn't always mean shared understanding.

For example: 65% of CMOs say their leadership is "very committed to AI," but only 32% of their teams agree. Additionally, 26% of CMOs say their maturity is advanced, but only 6% of their teams reports the same.

65% of CMOs say their leadership is "very committed" to AI	But only 32% of their teams agree

| 26% of CMOs say their maturity is advanced	But only 6% of their teams agree

This difference in maturity perception is a clear signal that AI adoption looks different depending on where you sit. CMOs may see early wins or isolated use cases as signs of progress. But on the ground, marketers are still working to thread AI into core workflows, define more consistent practices, and measure performance in a meaningful way.

Ultimately, this misalignment creates risk. Without a clear picture of what AI maturity really looks like across the org, leaders can overestimate progress and stall momentum in the process. True integration means scalability, clear governance, consistent training, shared infrastructure, and measurable ROI. Most teams aren't there yet.

But there's a clear path forward. Marketing teams that are succeeding share a common set of characteristics worth studying.

High-maturity organizations consistently outperform their peers across seven key operational dimensions.

1. Documented use cases

Advanced teams systematically document how they use AI. Jasper research found 75% of very advanced teams have written use cases, compared to just 22% of beginners. Documentation serves as an internal reference point for how AI supports specific workflows and roles, allowing teams to replicate what works and refine what doesn't.

2. Leadership buy-in

Executive support doesn't stop at budget approvals. In high-maturity organizations, leaders use AI tools themselves, participate in pilots, and model adoption across the org. 54% of very advanced companies report active AI usage among senior leaders. This sets an expectation for embracing AI and reinforces it as a strategic priority vs. another technology upgrade.

3. Workflow integration

For 51% of very advanced teams, AI isn't just a tool but a part of how work gets done. From content planning and personalization to QA and analytics, AI is a central part of day-to-day task execution. That level of integration means less friction, better consistency, and higher impact across campaigns.

4. Measurement of AI ROI

The best teams measure impact early and often. Jasper's research shows 96% of advanced organizations track AI ROI, compared to just 22% of those at the beginning stages. They focus on metrics that reflect real value like productivity, campaign speed, and cost efficiency, and use that data to guide decisions and scale what works.

5. Strong AI Governance

Governance is key to scaling AI with confidence. Among very advanced teams, 79% have a dedicated AI council, 86% offer advanced training, and nearly 80% have documented policies in place. Governance programs create consistency, reduce friction, and ensure AI tools stay aligned with brand and business goals.

6. Continuous experimentation

Even at high maturity levels, experimentation doesn't stop. In fact, 59% of very advanced organizations are still testing new use cases. What separates them is the structure around that innovation; pilots are scoped, learnings are shared, and successful outcomes are formalized into processes.

7. Domain-specific AI adoption

AI that's built for marketers performs better. Jasper's research shows 71% of very advanced teams use domain-specific tools, compared to just 21% who rely solely on general-purpose platforms. These specialized solutions help maintain brand consistency, integrate into existing workflows, and support the metrics that matter most to marketing leaders.
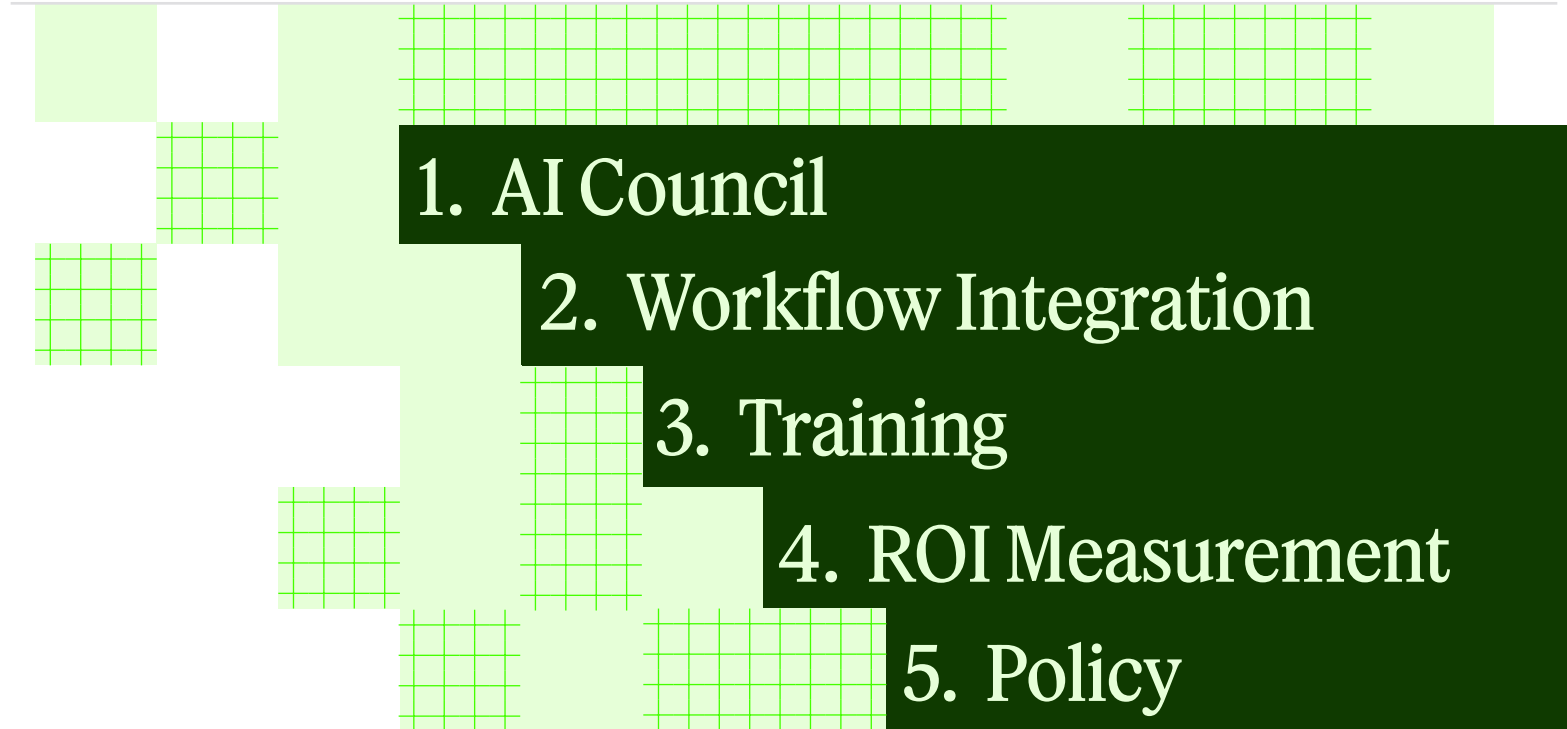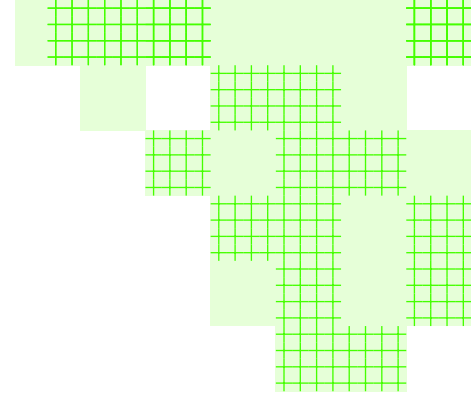
III.

Advancing marketing AI maturity: 5 steps for marketing leaders to take now

High-level support for AI is no longer enough. If marketing leaders want to translate momentum into results, they need to get specific about how AI gets implemented, measured, and sustained across their teams. This chapter is about making that shift from support to systems.

These five steps help leaders put the foundations in place to ensure AI becomes a durable, embedded system marketers can count on to drive results at scale.

1. AI Council

2. Workflow Integration

3. Training

4. ROI Measurement

5. Policy

Step 1: Establish a marketing AI governance council

Without strong leadership, AI adoption can quickly become fragmented and inconsistent. While enterprise-wide initiatives are often led by IT governance groups, they rarely address the unique challenges and opportunities within marketing.

CMOs need dedicated, marketing-specific AI governance councils composed of senior marketing leaders and AI-savvy practitioners. These councils can guide responsible adoption, develop internal expertise, and ensure that AI investments deliver real marketing value.

Your council should champion thoughtful, scalable AI use across the marketing organization by promoting AI literacy, enforcing clear policies, and establishing repeatable frameworks that drive long-term impact.

Step 2: Integrate AI into core workflows

Scalable impact is impossible without full AI integration into marketing operations. Success at this step depends on the right tools—in this case, domain-specific platforms that can flex across workflows rather than point solutions for isolated tasks.

Your marketing AI tool should support areas like content production, campaign development, QA, compliance, and reporting without needing to be reconfigured for every use case.

Start with a single, high-volume workflow your team uses regularly. Identify the specific tasks within that flow where AI can reduce manual effort, improve output quality, or speed up turnaround. Once that process is running smoothly, expand to adjacent workflows using the same toolset to create consistency and compound gains over time.

Step 3: Build role-specific training programs

Marketers need effective training to feel confident using AI in their roles. Training minimizes risk and ensures it's used according to standards and expectations set by your AI council. While 43% of CMOs report their organization offers advanced AI training, only 22% of other marketers report the same. A clear gap exists between the level of training leaders think they offer and what teams feel they're experiencing.

To bridge that gap, focus on building training relevant to the work your teams are actually doing. Rather than relying on broad or one-size-fits-all sessions, develop role-aware training that helps people see how AI supports their specific tasks, decisions, and workflows.

Effective training should reflect how each team uses AI today and how that might evolve. Whether it's onboarding, skill-building, or ongoing development, reinforce training through team leads and align it with tool rollouts, policy updates, and evolving capabilities to keep everyone on the same page.

Step 4: Systematize ROI tracking

You can't scale what you can't measure. AI ROI tracking must be baked in from the start, not retrofitted. Focus on a small but meaningful set of metrics that reflect both efficiency gains and business impact.

Tie ROI measurement to the outcomes that matter most for your team. Whether it's faster production cycles, improved output quality, or stronger campaign performance, well-defined metrics help teams stay aligned and demonstrate value.

Build in regular reporting and clear ownership to keep progress visible and support the case for continued investment.

Step 5: Operationalize policy and guardrails

As AI adoption scales across marketing teams, so does the potential for inconsistency, misalignment, or risk. Policies aren't just for compliance, they're the infrastructure that keeps AI reliable and on-brand.
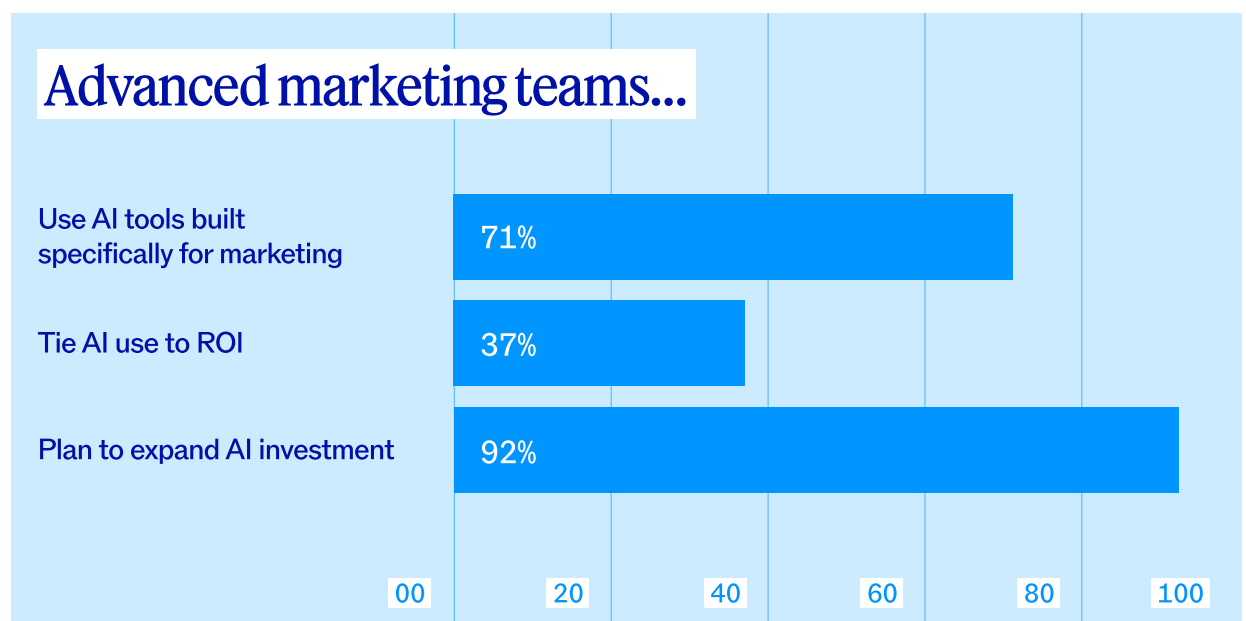
Have your marketing AI council establish rules for AI use across content types, workflows, and team roles. For example: Which tools are approved? What content requires human oversight? How is brand voice enforced? Turn AI standards into action through tools like locked prompts, QA checklists, role-based permissions, and training modules.
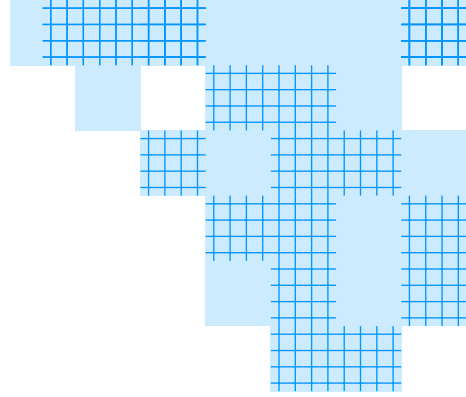
IV.

Why domain-specific AI is key to scale

Most marketing teams begin with general-purpose AI tools. They're accessible, flexible, and useful for early experimentation. But as teams grow in sophistication, those tools often hit limits. They struggle with brand voice, don't integrate cleanly into marketing workflows, and lack the controls needed for governance and measurement.

Advanced marketing teams...

Use AI tools built specifically for marketing	71%
Tie AI use to ROI	37%
Plan to expand AI investment	92%

00   20   40   60   80   100

That's why more advanced organizations are moving to domain-specific platforms. According to Jasper's research, 71% of high-maturity teams use AI tools built specifically for marketing. These teams are 37% more likely to tie AI use to ROI, and 92% plan to expand their investment, compared to just 74% of teams using general-purpose tools.

The right tools integrate across your stack, reinforce your brand standards, and scale efficiently across teams and workflows. They support scale without sacrificing brand control, workflow alignment, or measurable business impact.

The time for marketing-led AI transformation is now

CMOs have done the hard part: they've built support, secured budget, and pushed AI onto the marketing agenda. But enthusiasm without infrastructure doesn't scale. This report shows the difference between teams that are experimenting and those that are operationalizing AI in measurable, repeatable ways.

What sets high-maturity organizations apart isn't just tool adoption—it's execution backed by structure:

Governance	Clear policies, consistent oversight, and accountable leadership
Workflow integration	AI embedded in real, day-to-day processes
Role-specific training	Targeted programs that match how teams actually work
Measurement	ROI tracked against business outcomes, not vanity metrics
Purpose-built tools	Domain-specific platforms that support marketing complexity

Marketing leaders who focus on building these foundations turn AI into a core operational advantage. This shift requires sustained effort and clear leadership. The outcome? A marketing organization built to drive AI impact at scale.

jasper

Start your AI journey with Jasper

Jasper offers enterprise marketing leaders a roadmap to success with GenAI. Download the full guide or request a consultation today to see how Jasper can achieve your marketing goals in 2025 and beyond.

Learn more at jasper.ai