



# Transforming marketing with GenAI

Embrace the technology inflection point

The marketing landscape is at an inflection point when it comes to the transformative possibilities of Generative AI (GenAI). Marketing leaders are taking note of the power it can lend to transform their customer operations and unlock personalization at scale. Loyalty programs, tailored experiences, targeted campaigns, and more can be supercharged with the right GenAI integration.

First, it is important for today's leaders to focus on what foundations and preparations need to be established internally before making the leap to GenAI. While the market's hype around the topic can cause some to feel pressured into adopting GenAI right away, brands will see far more benefits if they first ensure that their tech, talent, leadership buy-in, organizational structure, and more are ready for the transformation that this complex technology can bring. Additionally, many brands are considering new third-party GenAI solutions without first asking what they can do more effectively with the tools they have *already* implemented.

## Potential GenAI benefits

Now more than ever, marketing leaders are focused on driving efficiencies. GenAI can enable marketers to do more with less by removing more tedious tasks from employee workloads and allowing them to focus on bigger-picture strategies. By increasing its reach across marketing operations such as the content supply chain, for example, GenAI can help your teams focus on personalization and engagement at scale rather than time-intensive production.

### **BENEFITS FOR CUSTOMER OPERATIONS**

#### **Revenue**

- Improved sales
- Improved conversion
- Improved targeting and reach

#### **Engagement**

- Improved content quality
- Better omnichannel consistency
- Increased loyalty

### **BENEFITS FOR BUSINESS PROCESSES**

#### **Marketer efficiency**

- Workflow automation

#### **Speed to market**

- Faster decision-making
- Increased localization speed
- Faster content creation

Every step of the end-to-end marketing process has the potential to benefit from GenAI. Various brands and industries are adopting GenAI solutions at different rates based on their respective technical complexity and maturity, and it is important to recognize the wide variety of different potential GenAI use cases available to today's marketers.

## Potential marketing use cases for GenAI

### **MARKETING PLANNING**

- 🔑 Budgeting

### **CAMPAIGN STRATEGY**

- 🔑 SEO optimization
- 🔑 Engagement plan

### **CREATIVE**

- 🔑 Content risk reviews
- 🔑 Brand visual identity creation
- 🔑 Media planning

### **PRODUCTION**

- 🔑 Content creation
- 🔑 Scaling
- 🔑 Partner marketing

### **ACTIVATION**

- 🔑 Social media
- 🔑 Audience curation
- 🔑 Digital operations
- 🔑 Optimization

### **MONITORING**

- 🔑 Sentiment analysis
- 🔑 Brand compliance
- 🔑 Analytics measurement



As marketing leaders evaluate potential use cases for using GenAI, they should consider not only business value, but also its implementation feasibility and potential impact on brand trust. Aligning resources across your organization to help ensure that [you are AI-ready](#) is essential.

## Priority marketing use cases blend **viability**, **feasibility**, and **trustworthiness** all at once.

### **VIABLE**

- 1 Does it add value to the marketing organization?
- 2 Does it present opportunities to or drive growth?
- 3 Does it enable more personalized experiences for customers?

### **FEASIBLE**

- 1 How complex is it to implement?
- 2 Do we have the existing capabilities and resources across people, process, data, and technology to deploy and scale AI effectively?

### **TRUSTED**

- 1 Will the trust of our employees and customers be impacted?
- 2 Have we established ethical safeguards to ensure compliance with legal and regulatory policies?

## **GET IN TOUCH**

As a leader for marketing transformation and [content supply chain optimization](#), we understand the personalization and scaling potential of GenAI tools. To learn more about what Deloitte Digital's marketing transformation capabilities can do for your organization, feel free to reach out and set up a meeting with our professionals.

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