7 AI Automation Examples that Will Streamline Your Marketing Strategy

Just when it looks like I can‘t possibly write anything else about AI, I arrive with another blog post on the subject.

Today, I’m sharing AI automation examples that you can incorporate into your marketing processes to streamline your strategy and outpace the competition.

Let’s dive in!

7 Examples of AI Automation

1. AI Bots

Best for: Streamlining time-consuming, tedious marketing process and engaging with consumers.

A bot is an AI-powered intelligent automation with many use cases for both marketers and consumers. Marketers like myself typically use AI bots to streamline tedious tasks.

For example, I often have to interview marketing leaders and source their quotes for the posts I write. It would take me *forever* to listen through 30-60 minutes of an interview and fish for the most compelling quotes.

Then, one of my colleagues introduced me to an AI tool called Castmagic, which can transcribe audio into text.

I would then paste the transcribed text into ChatGPT and prompt the chatbot to identify the most interesting quotes from the text. This use of bots cuts hours‘ worth of work into just minutes!

I also save time by using HubSpot’s internal GPT to generate post titles, meta descriptions, outlines, and topic ideas.

And I’m far from the only marketer who saves time using AI tools like bots. According to our recent survey of 1000+ marketers, 86% of marketing professionals say AI helps them save an hour each day in their normal workflow.

Of course, I can’t forget how chatbots help marketers connect with consumers. Chatbots can direct visitors to your website to the correct product or service, answer questions, or troubleshoot issues.

All this can be done quickly and efficiently, and your customers will appreciate the swift action.

In fact, a recent study found that 62% of consumers prefer to engage with digital assistants rather than wait for human agents.

2. AI Personalization

Best for: Quickly gathering data to provide data-driven insights and high-quality personalized content.

According to our 2024 State of Marketing Report, 77% of marketers who use generative AI say it helps them make more personalized content, so AI and personalization already go hand-in-hand.

However, AI can also automate the process of creating personalized content by quickly and efficiently collecting data on customer behavior, preferences, location, and more.

AI then uses this information to generate data-driven insights

and tailor content to individual customers.

For example, HubSpot’s Breeze AI gathers quality data to create personalization at scale.

3. AI Content creation

Best for: Creating quick-hit, short-form videos such as Reels, YouTube Shorts, or TikToks.

As a podcaster, blogger, and former YouTuber, I can confirm that content creation, while fun, is incredibly time-consuming.

If you‘re a hobbyist, you probably don’t mind the time spent, but if you’re a marketer, you know you only have so much time to spare for a task.

Fortunately, AI content creation automates the process of crafting content, such as:

- Videos
- Social Media posts
- Blog posts
- Podcasts

For example, I recently made an entire YouTube channel using various types of AI in just minutes. I've also created TikToks and blog posts using only AI.

And let's not forget my earlier example of using AI tools like Castmagic to transcribe podcast interviews into written content.

4. Lead Generation

Best for: Gathering consumer information to generate leads.

Automated lead generation is among the most useful forms of AI in marketing. Intelligent automation in lead-generating tasks like lead capture, scoring, and nurturing makes finding new customers easier and far less time-consuming.

For example, let's say I visit the website of my favorite shoe store, DSW, and I'm greeted by an automated pop-up asking for my name and email address in exchange for 10% off my next purchase.

That information would then be sent to a CRM and would be used for target email campaigns that turn me into a new consistent customer.

AI automation allows this process to be completed in seconds, saving marketers time and money.

5. Customer segmentation

Best for: Meeting your customers’ needs and generating a higher ROI.

AI automation can swiftly categorize your customers into subgroups based on demographics, behaviors, lifestyles, location, and needs.

This is because AI is exceptionally useful for extracting, processing, and applying data. With automated customer segmentation, you can generate personalized content like emails, videos, and more.

As of 2024, almost a quarter of marketers already use AI for customer segmentation.

6. Email marketing

Best for: Running a smooth, personalized email marketing campaign.

I‘ve dabbled in email marketing quite a bit throughout my career.

I once managed the newsletter for the TV station I worked for as a journalist and curated HubSpot’s Marketing Daily Newsletter before it was converted to a Master in Marketing.

So, trust me when I say AI automated email marketing made my work as an email marketer a breeze. With AI, I was able to:

- Analyze email performances and open rates to see what worked with my target audience and what didn’t
- Compile analytics to determine the health of my campaigns
- Quickly clean my email lists
- Send personalized, segmented content.

7. Ad targeting and optimization

As you‘ve probably noticed by now, AI is a pro at using data to help create a seamless, targeted marketing campaign. So, it’s no surprise that Ad targeting and optimizing personalized marketing materials are as easy as counting to 3 for AI.

Now, you have some great examples of AI automation in AI. How do you plan to implement intelligent automation into your next marketing campaign?

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