

These AI workflows can 10X your marketing productivity [+ video]

Time is money in marketing, so why not use AI workflows to boost productivity? I spoke with some of my colleagues at HubSpot, and they say they've found workflows that maximize their productivity, save time, and act as the perfect automated assistant.

If you're looking for workflows that make your work life easier, you've come to the right blog.

But before we get into their experiences, let's dive into the benefits of AI workflow automation.

Benefits of Productive AI Workflow Automations

A huge benefit of AI workflow automation is that it can act as an assistant to whom you delegate tasks. My colleagues at the Marketing Against the Grain podcast would agree.

"The thing I've learned about AI is that it works best when you treat it like a collaborator and not just a tool," says the podcast's host, Kipp Bodnar. "It's there to help you get going. It sparks ideas, making starting just about anything 100 times easier."

And it's because AI can sift through and analyze data much

faster and more efficiently than humans, which brings me to my next point: AI workflows can save you hours doing repetitive tasks. Our 2025 State of AI in Marketing report found that AI can save 1-3 hours of work on tasks like:

- Media content creation
- Text-based content creation, such as blogs and ebooks
- Research
- Brainstorming

So, what AI workflows can you adopt into your strategy? Let's dive in.

Productive AI Workflows Used by HubSpotters

1. Project Assistant

You've probably heard of Build-A-Bear, but have you heard of Build-Your-Assistant? Okay, that joke was a little cheesy, but the point is, you can build your own AI project assistant that can help you work smarter and not harder.

"A project AI assistant is basically just how you use ChatGPT, Claude, and Google for work," he says. "It's basically creating, in ChatGPT, a specific project for an outcome you're trying to achieve within a business."

For example, let's say your goal is to grow demand for your business by 50% year over year, or you want to boost monthly active users for your app or website.

The goals may sound straightforward, but they require the work of teams, individual contributors, direct reports, documents, and more.

"For each of those outcomes and projects, I create a ChatGPT

project,” Keiren explains. Not a fan of ChatGPT? That’s fine. You can also make a Clause project or a Gemini gem.

Kieren says there are three parts of your AI project assistant: context, templates, and instructions.

Context

The context would be unstructured and structured data, such as meeting transcripts, strategic documents, emails, project correspondence, and deep research.

“All of this information that we have had forever becomes way more valuable and usable because of AI,” says Kipp’s co-host, Kieren Flanagan. “One of the ways you should think about your use of AI is, ‘Am I getting the maximum amount out of the structured and unstructured data I have’ before moving on to other use cases.”

Templates

Kieren says templates are materials you can give the AI to use, so that when you request a task, it can perform the task in the format you want.

For example, he wanted to craft a memo, and he could upload a memo template and request the AI to create a memo using the template provided.

You could also upload templates for:

- Weekly blockers
- Bi-weekly momentum drivers
- Monthly status updates

Instructions

Your instructions are how you want the AI system to work. What your instructions are or how they look is up to you and your project needs, but for reference, these are the instructions

Kieren gives to his ChatGPT AI project manager:

“1. Be clear, concise, and insightful: Keep responses to the point, but ensure you provide enough context to support your conclusions. Prioritize clarity, but don’t sacrifice depth where nuance matters.

2. Ground recommendations in evidence: When referencing internal documentation, cite the exact document name or source clearly (e.g., “2024 Q3 GTM Strategy Doc”). If relevant, include specific excerpts or page numbers.

3. Actively surface blind spots: Don’t just respond to the prompt – proactively identify risks, missed opportunities, or potential second-order effects I may not be considering.

4. Challenge my thinking respectfully: If my assumptions or logic appear flawed, offer a better alternative. Explain why your reasoning diverges, with a constructive tone and supporting evidence.

5. Bring in external perspective where valuable: Use real-world case studies, industry benchmarks, or competitive insights to strengthen recommendations or broaden strategic thinking.

6. Think long-term and systemically: When possible, connect individual tasks or problems to larger strategic goals, org-wide implications, or patterns across projects.

7. Prioritize actionability: End with clear next steps, questions to consider, or options to move forward – especially when the path isn’t obvious.”

2. Meeting Assistant

An AI workflow can also be a meeting assistant that records, transcribes, and pulls data from your virtual meetings. This workflow is a favorite of my colleague Jeanie Thompson. She

especially loves fireflies.ai assistant.

“I’ve been loving fireflies.ai for meeting notetaking, especially if I have to miss a meeting,” she says. “I also love it for other tasks, like starting a draft for an interview-heavy blog post.”

Justina says fireflies.ai has also helped her review key meeting conversation topics or a summary of an interview she conducted for her blog posts.

“I’m able to review a summary of our conversation without having to watch my entire recording back manually,” she explains.

3. Monthly Work Planning

Mapping out a month’s load of work can be tedious and tricky, which is why HubSpot’s lead marketing writer, Laura Browning, uses AI to plan her workload. Before AI, Laura spent a lot of time preparing her monthly workload.

“It helps me to see visually what I’m working with, plus with overlapping assignments and competing deadlines, I need to make sure I leave enough time for research and talking to subject-matter experts,” she says. “Using Claude to do the bulk of this has saved me easily a day’s work – plus it’s so much less overwhelming than trying to map out everything myself.”

Laura tells Claude.ai how to set priorities based on meeting dates and the length of tasks. Claude uses that information to produce an hourly schedule for Laura’s entire month.

“It doesn’t matter if I follow it down to the hour (I never do!) – it still helps me stay on track,” she says.

4. Trend Spotting

A trend-spotting workflow is the most interesting of all the AI workflows in this list. I would have never thought to create such a workflow if Basha Coleman, HubSpot's Principal Content Strategy and Operations Program Manager, hadn't herself.

Basha says she used two tools to create the workflow, Pipedream and Windsurf. Pipedream is an application builder that helps users integrate various tools and platforms, and Windsurf leverages AI to make coding more accessible for those who don't consider themselves to be super tech-savvy.

"Pipedream brings in all the tools you'd use, so it would bring Ahrefs," she explains. "Then I'd tell Windsurf to build something, and it would create it."

In Basha's case, she created a workflow that identifies and reports on trends daily. The workflow builds a spreadsheet every day at 9:15 am and pins a new tab of the day's SEO trends to the spreadsheet.

"And I can just look at it and say, 'Yeah, we're going to talk about that this week,' and create a brief, and that's it," she says.

These are just a few workflows you can implement in your daily life. I strongly recommend experimenting with other AI tools to determine what best suits your needs.

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