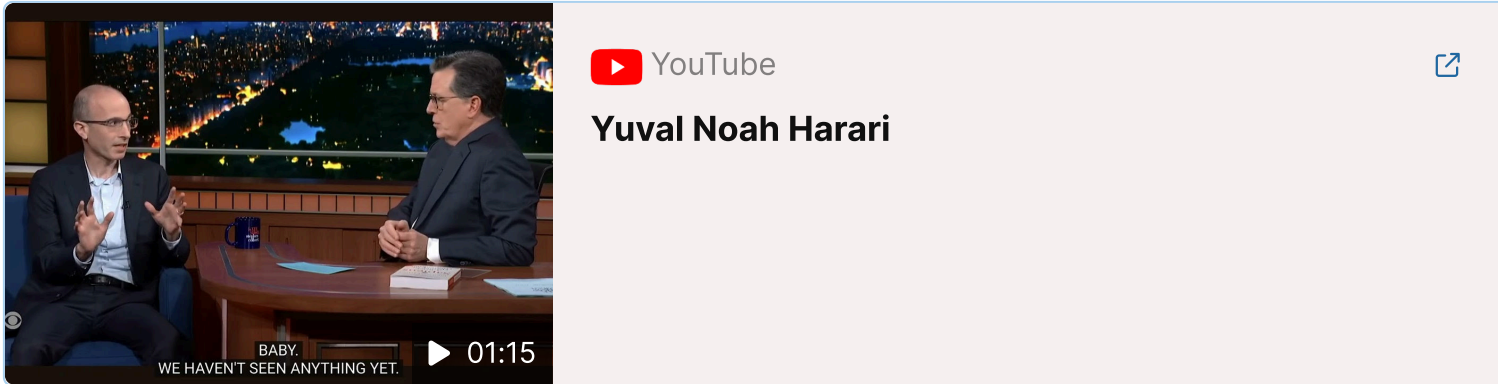


AI-PROOF YOUR MARKETING TEAM: A ROADMAP TO INTEGRATION AND IMPACT

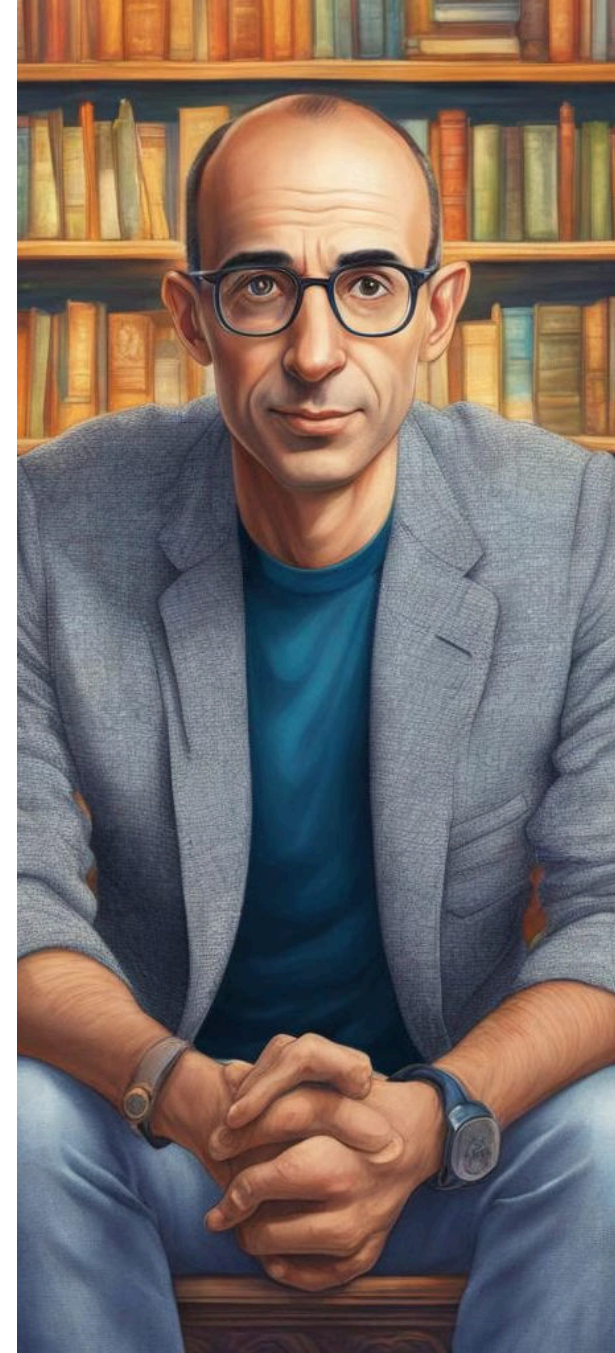
Michiel Schoonhoven - Founder & Managing Partner NXTLI

Yuval Noah Harari



"It is the first time in history that no one has any idea what the world will look like in 20 years.

The one thing you need to know about AI, the most important thing you need to know about AI, is that it is the first technology in history that can make decisions on its own and create new ideas on its own."





Sam Altman

Believes AGI will come

"AGI is when AI will be able to independently achieve new scientific breakthroughs."

"AGI will be reality within "5 years, give or take, maybe slightly longer - but no one knows exactly when or what it will mean for society."

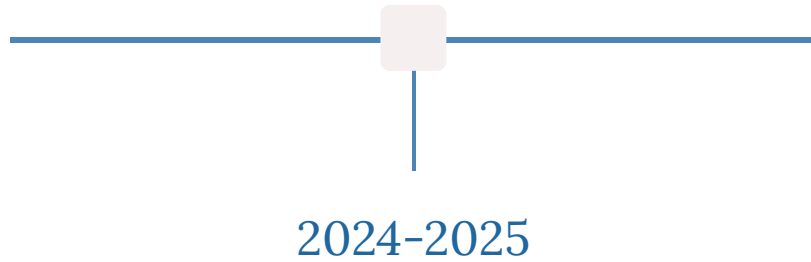
AGI Impact on Marketing

"It will mean that 95% of what marketers use agencies, strategists and creative professionals for today will easily, nearly instantly and at almost no cost be handled by the AI."

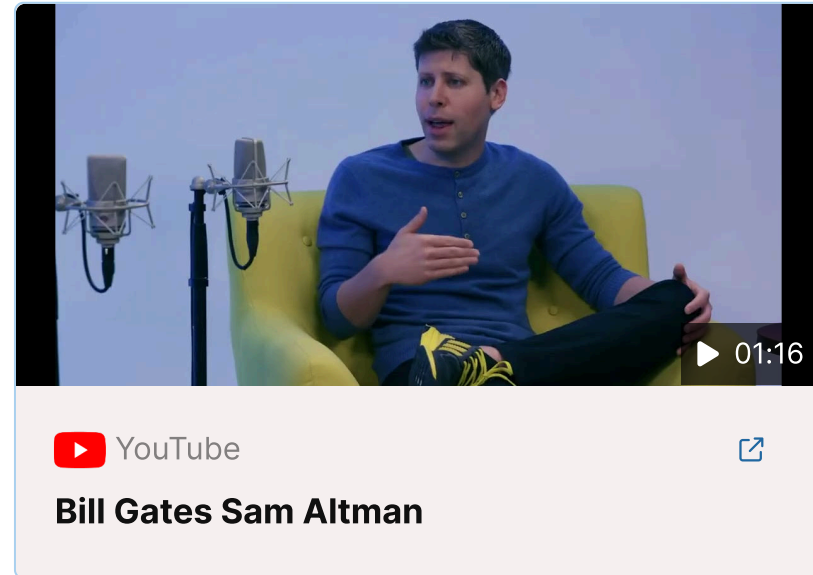
And the AI will likely be able to test the creative against real of synthetic customer focus groups for predicting results and optimizing.

Again, all free, instant, and nearly perfect. Images, videos, campaign ideas? No problem."

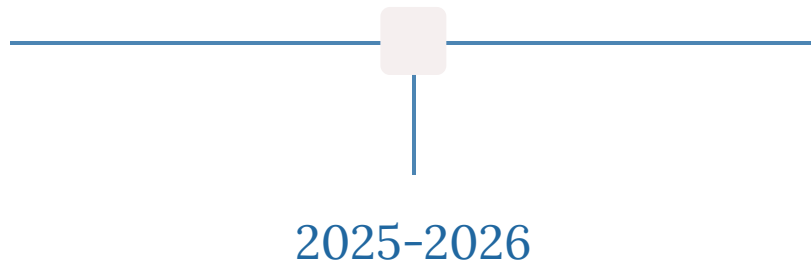
What to expect towards 2030?



- Multi-modality
- Reasoning
- Increase in reliability
- Customizability
- Personalization
- Use your own data
- Connected data sources
- Integration current systems and devices



What to expect towards 2030?



- Explosion AI-agents

Scott Wu, CEO / Cognition AI
Human Software Engineer

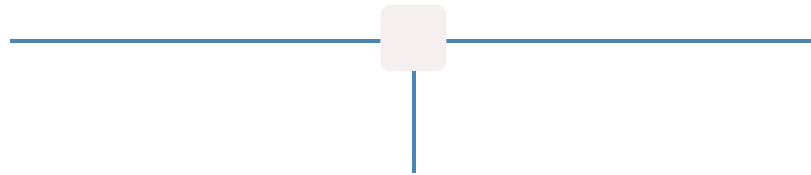
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YouTube [Share](#)

Introducing Devin, the first AI softwa...

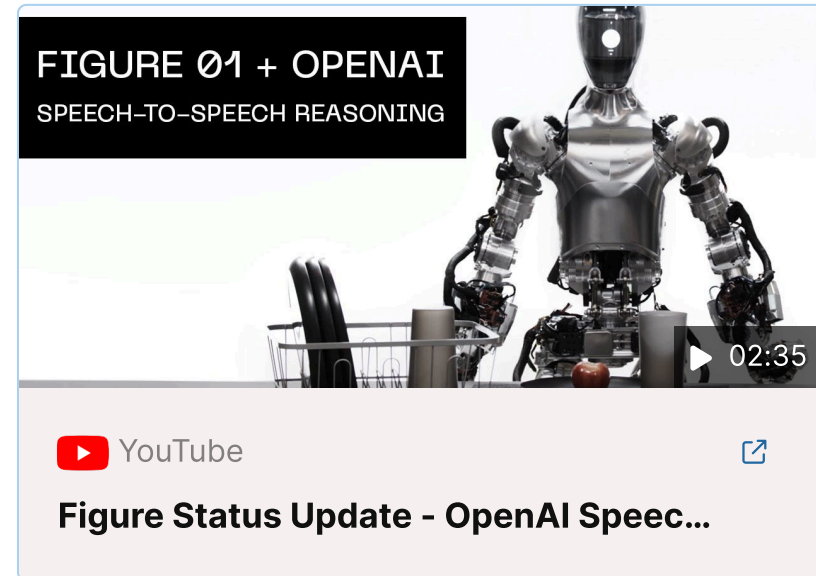
Meet Devin, the world's first fully autonomous AI software engineer. Devin is...

What to expect towards 2030?



2026-2030

- Explosion AI Robotica
- AGI



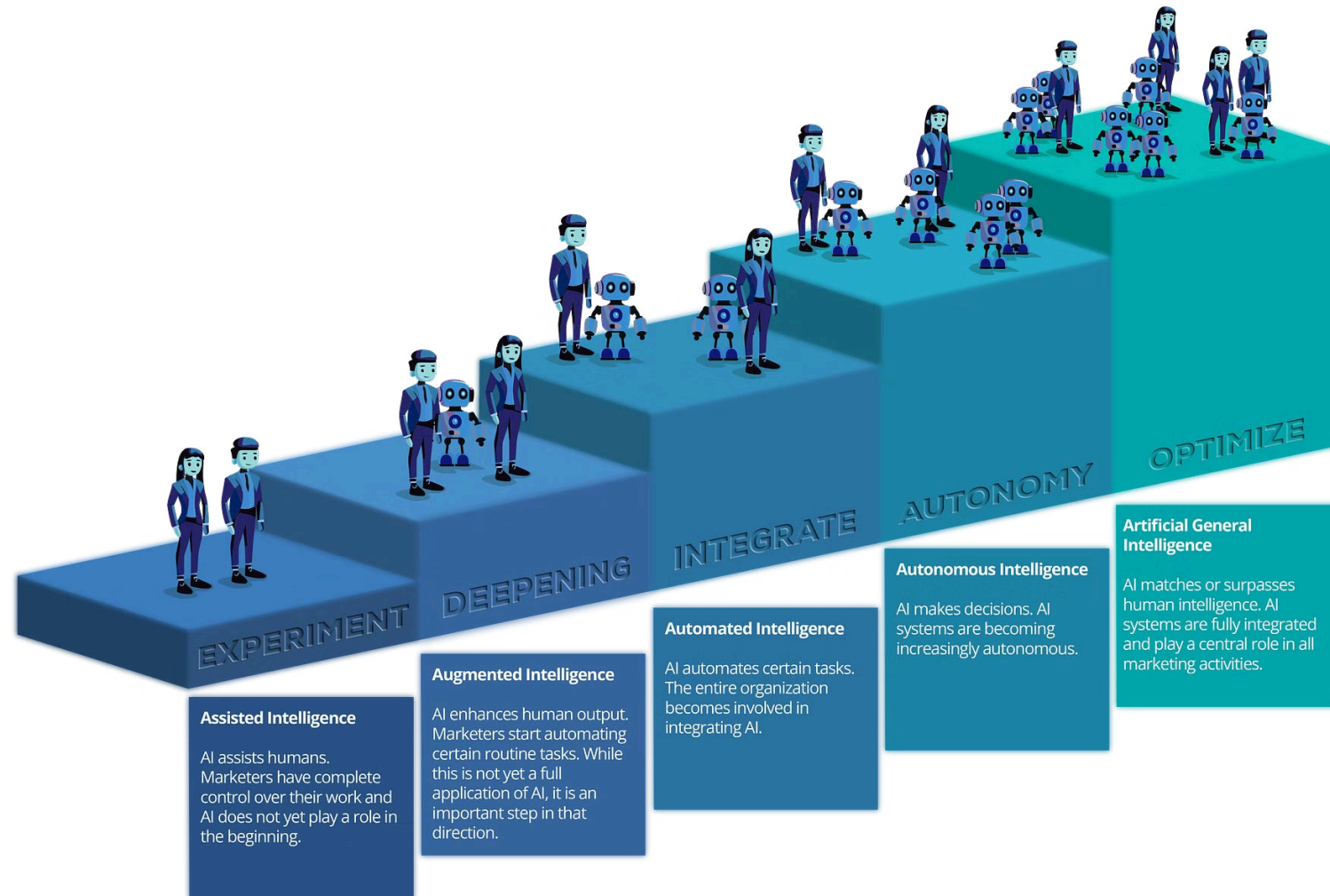
Where are we today?

- Many executives feel **unprepared** to address AI skill needs in their company.
- Executives are more **focused on** how AI can help **reduce costs** than create new growth.
- Most executives are **waiting** for GenAI to move **beyond its current state** and are only experimenting with it in small ways.
- Executives **want to learn** more about how to better incorporate GenAI into their workflow, but **don't know where to start**.

With any major change, success depends on your team's willingness to adapt and take responsibility



How to grow AI maturity in your organization?





Time to adopt and implement

6 steps to adopt & implement AI

Establish an AI taskforce

1

Create a cross functional team with representatives from each department.

These "explorers" take the lead in developing and implementing AI strategies.

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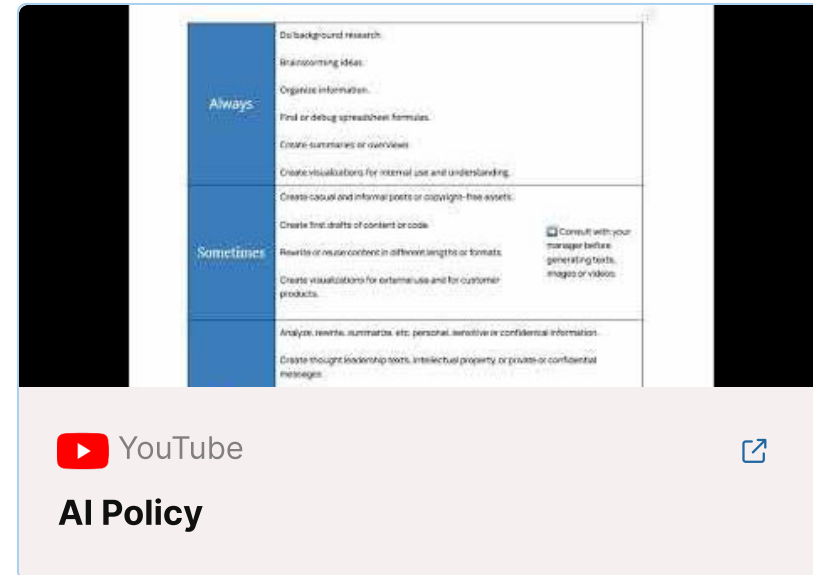
2

Develop an AI policy

Create an AI policy with both internal and external guidelines. This ensures that you use AI in a way that corresponds to clear agreements and expectations.

Develop an AI Policy

- **Internal policy** for communicating AI usage and guidelines to team members
- **External policy** for communicating AI usage and guidelines to external parties such as customers.
- It contains subjects as:
 - Human-centric AI
 - When and why to use AI
 - How to approach AI
 - Approved and not-approved AI
 - AI-tools to use
 - etc..



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3

Invest in AI training & education

Make sure your team has the necessary knowledge and skills to work with AI.

Invest in AI Training & Education

TOP FREE AI COURSES

AVAILABLE NOW

Rank	Course Title	Provider	Status
#1	Introduction to Large Language Models	Google	FREE
#2	AI for Beginners from Microsoft	Microsoft	FREE
#3	Prompt Engineering	V	FREE
#4	Introduction to AI with Python	University of Michigan	FREE
#5	GANs Course	Coursera	FREE
#6	TensorFlow on Google Cloud	Coursera	FREE
#7	Power Virtual Agents and Azure OpenAI Services	Microsoft	FREE
#8	Large Language Models	Google	FREE
#9	Image Generation	Google	FREE
#10	Data Science: Machine Learning	University of Michigan	FREE

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AI Impact Audit

Identify where AI can have the greatest impact and how to deploy it effectively. Use an AI Marketing Scan for this.

AI Impact Audit

 NXTLI AI MARKETING SCAN												
Tasks and Areas of Work	Description (Current Manual vs AI)	Relates to Content Creation	Repetitive Process	Data-driven	Forecast or Forecast	Current Efficiency	Current Required Time (Hours)	Number of Required Click Actions	AI Potential	Expected AI Impact	Priority	Required Investment (Euro)
CONTENT CREATION												
Social media posts		▼	▼	▼	▼	▼		▼	▼	▼	▼	
Email (newsletter) text		▼	▼	▼	▼	▼		▼	▼	▼	▼	
Blog writing and publishing		▼	▼	▼	▼	▼		▼	▼	▼	▼	
Website/shop texts		▼	▼	▼	▼	▼		▼	▼	▼	▼	
Video editing		▼	▼	▼	▼	▼		▼	▼	▼	▼	
Subtitling of videos		▼	▼	▼	▼	▼		▼	▼	▼	▼	
Video snippets for social media		▼	▼	▼	▼	▼		▼	▼	▼	▼	
Creating text versions of audio (e.g. video or podcast)		▼	▼	▼	▼	▼		▼	▼	▼	▼	
Image creation and editing		▼	▼	▼	▼	▼		▼	▼	▼	▼	
Recording and editing podcasts		▼	▼	▼	▼	▼		▼	▼	▼	▼	
Infographics design		▼	▼	▼	▼	▼		▼	▼	▼	▼	
Develop interactive content (e.g., online test and quiz)		▼	▼	▼	▼	▼		▼	▼	▼	▼	
E-books		▼	▼	▼	▼	▼		▼	▼	▼	▼	
Case studies and white papers		▼	▼	▼	▼	▼		▼	▼	▼	▼	
Elaborate, record and edit master classes/webinars		▼	▼	▼	▼	▼		▼	▼	▼	▼	
Online training courses development, recording and editing		▼	▼	▼	▼	▼		▼	▼	▼	▼	
User-generated content curation and promotion		▼	▼	▼	▼	▼		▼	▼	▼	▼	
CONTENT DISTRIBUTION												
Content planning		▼	▼	▼	▼	▼		▼	▼	▼	▼	
Social media planning and publishing		▼	▼	▼	▼	▼		▼	▼	▼	▼	
Social Media community management own channels		▼	▼	▼	▼	▼		▼	▼	▼	▼	
Social Media community management third party channels		▼	▼	▼	▼	▼		▼	▼	▼	▼	
Website/webshop development		▼	▼	▼	▼	▼		▼	▼	▼	▼	
Website/shop publishing		▼	▼	▼	▼	▼		▼	▼	▼	▼	
Website/shop SEO optimization		▼	▼	▼	▼	▼		▼	▼	▼	▼	
Email marketing - newsletter		▼	▼	▼	▼	▼		▼	▼	▼	▼	
Email marketing - automated email flows		▼	▼	▼	▼	▼		▼	▼	▼	▼	
YouTube videos		▼	▼	▼	▼	▼		▼	▼	▼	▼	

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5

Select AI tools

Experiment with different AI tools to see what works best for you.

How to select the right AI-tools

1 Define the Problem

Clearly identify the problem or challenge that the AI tool is meant to solve.

3 Check for Ease of Use

A tool should not only be powerful but also user-friendly. Make sure they are available in your country and language.

5 Scalability

The tool should be able to grow with your business.

7 Consider Compliance and Security

Ensure the tool complies with relevant data protection and privacy laws.

2 Evaluate Potential Value

Assess whether the AI solution genuinely adds value to your organization.

4 Assess Integration Capabilities

The AI tool's ability to seamlessly integrate with other tools and systems.

6 Choose Reliable Vendors

Consider the reputation and stability of the company.

8 Analyze Costs

Consider not just the initial costs but also the total cost of ownership.

Top 100 GenAI Consumer apps

The Top 50 Gen AI Web Products, by Unique Monthly Visits

1. ChatGPT	11. ElevenLabs	21. PhotoRoom	31. PIXAI	41. MaxALme
2. Gemini	12. Hugging Face	22. LUDAJA	32. Ideogram	42. Craiyon
3. character.ai	13. Leonardo.AI	23. Clipchamp	33. Invideo AI	43. OpusClip
4. Liner	14. Midjourney	24. Runway	34. Replicate	44. BLACKBOX AI
5. QuillBot	15. SpicyChat	25. YOU	35. Playground	45. CHATPDF
6. Poe	16. Gamma	26. DeepAI	36. Suno	46. PIXELCUT
7. Perplexity	17. Crushon AI	27. Eightify	37. Chub.ai	47. Vectorizer AI
8. JanitorAI	18. cutout.pro	28. candy.ai	38. Speechify	48. DREAMGF
9. CIMITRI	19. PIXLR	29. NightCafe	39. phind	49. Photomyne
10. Claude	20. VEED.IO	30. VocalRemover	40. NovelAI	50. Otter.ai

*Omniy Bar
Charts are for informational purposes only and should not be used for investment decisions. Past performance is not indicative of future results. None of the above should be taken as investment advice. See a16z.com/disclosures.



The Top 50 Gen AI Mobile Apps, by Monthly Active Users

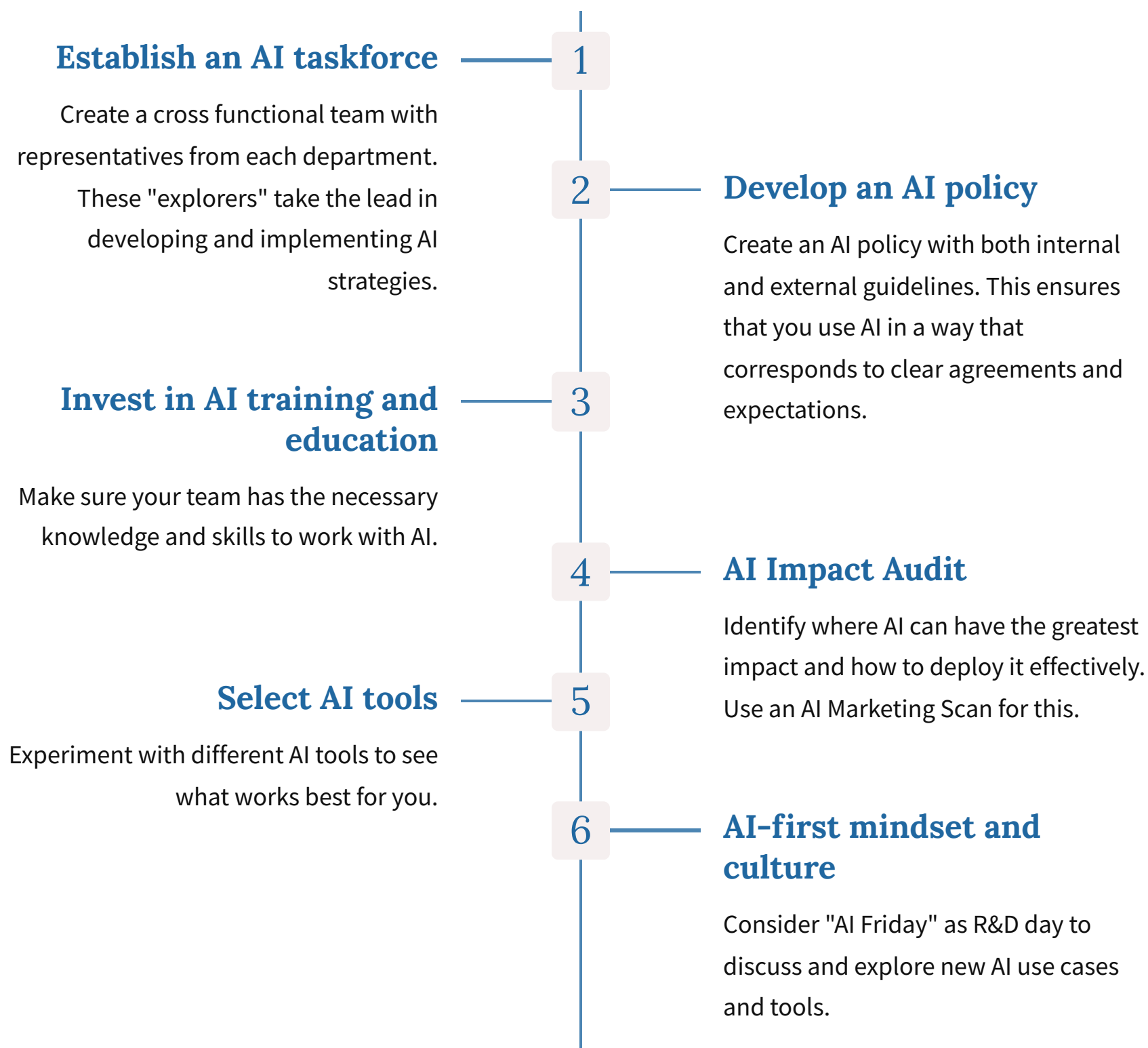
1. ChatGPT	11. Photoroom	21. BeatLy	31. Bobble AI	41. Chat AI
2. Microsoft Edge	12. Remove It	22. Photo AI	32. reface	42. ELSA
3. photomath	13. Evoke AI	23. Hycip	33. PhotoApp	43. AI ARTA
4. Bing	14. AI ChatBot: AI Chat Smith 4	24. AI Quran	34. Prequel	44. AI Chat
5. Remini	15. ChatBot	25. ArtMind	35. Mathway	45. Revive
6. BRAINLY	16. character.ai	26. SnapEdit	36. Poly.AI	46. LISA AI
7. NOVA	17. AI Mirror	27. Imagine	37. Genie	47. PIXELCUT
8. Chat & Ask AI	18. ChatOn	28. Question AI	38. Photoleap	48. AI Chat - Assistant
9. Facemoji	19. OANDA	29. ChatBox	39. Wonder	49. Poe
10. EPIK	20. Face Dance	30. DAVINCI	40. Copilot	50. dawn ai

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Source: andressen horowitz <https://a16z.com/100-gen-ai-apps/>

6 steps to adopt & implement AI





Embrace the Future with Confidence

AI: Transforming Marketing for the Future

"AI integration should be strategic and holistic, it's not just about adopting a new tool. It's about rethinking how we approach business problems and opportunities."

"As AI continues to revolutionize marketing, those who adapt will thrive. "

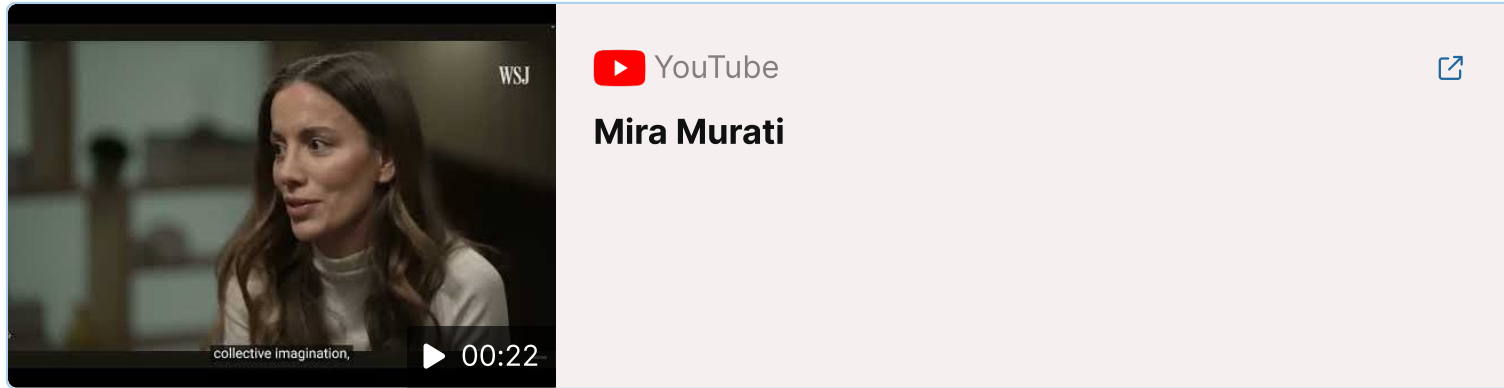
- Andy Sack

The Future is Now: Embrace AI for Success

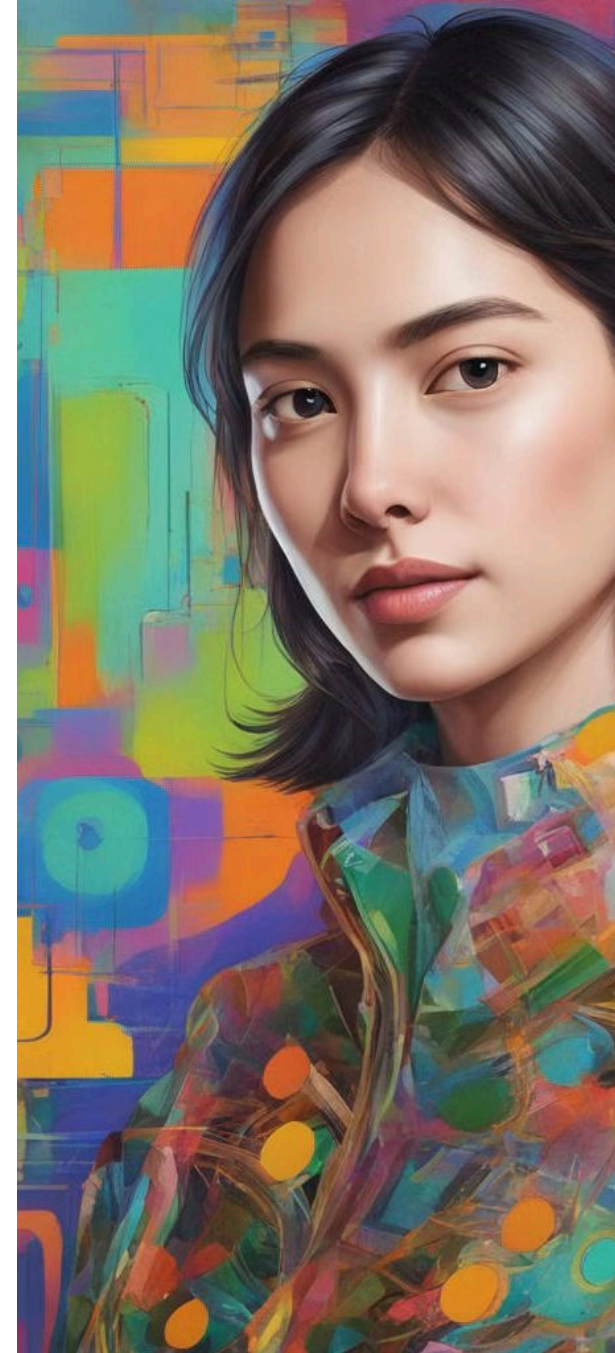
"The risk for businesses that delay embracing AI is not merely falling behind; it's becoming obsolete."

- Bill Gates

Mira Murati



"AI tools will extend our creativity and knowledge, collective imagination, ability to do anything is going to be extremely hard along the way to figure out the right path to bringing AI tools. Into our day-to-day reality, but I think it's definitely worth trying."



Time for Q&A

Thanks for joining. Now it's your time to ask! Let's navigate the exciting world of AI-powered marketing together.

Go to nxtli.com/fos

Get free 'Marketing AI Friday'

Get free access to AI Policy & AI Marketing Scan

Contact Michiel

michiel@nxtli.com

[LinkedIn](#)

