



# AI in *Marketing:* The Complete How-To Guide

Every tactic, tool, stat, and playbook your team needs to deploy AI across the full marketing stack — built from the top expert channels, primary research reports, and verified case studies.

**8 SECTIONS**

· BIG STATS · TAKEAWAYS · HOW-TO · TOOLS · PROMPTS ·

**100 VIDEOS**

CURATED & LINKED BY THEME

**ALL STATS CITED**

PRIMARY SOURCES

# The Numbers That *Change Everything*

Verified statistics from primary research. Each stat tells you why AI in marketing is no longer optional.

## 61%

of marketers say marketing is experiencing its biggest disruption in 20 years — due to AI

HUBSPOT 2026 STATE OF MARKETING REPORT

## 94%

of marketers plan to use AI in their content creation processes in 2026

HUBSPOT STATE OF MARKETING REPORT 2026

## 66%

marketers globally are already using AI in their roles today

HUBSPOT AI TRENDS REPORT

## 71%

consumers expect personalised interactions from brands across every touchpoint

MCKINSEY NEXT IN PERSONALISATION 2025

## 76%

of consumers are frustrated when interactions are not personalised

MCKINSEY PERSONALISATION REPORT '25

## \$738B

projected global AI market value by 2030 (from \$305.9B in 2024)

STATISTA GLOBAL AI MARKET 2024

## 65%

marketing leaders plan to increase investment in AI & automation tools in 2026

HUBSPOT AI TRENDS REPORT 2025

## 41%

higher click-through rate from AI-personalised dynamic email vs. static campaigns

LITMUS EMAIL RESEARCH 2024

## 95%

of decision-makers at AI-using organisations report time and cost savings

SALESFORCE RESEARCH 2025

## 1–2hrs

saved per day by marketers currently using AI tools in their workflow

HUBSPOT AI TRENDS REPORT 2025

# Proof Points: *What AI Actually Delivers*

Real-world ROI benchmarks from case studies and primary research. Use these to build business cases for your leadership team.

USE CASE	METRIC	RESULT	VERIFIED SOURCE
AI Content Workflow	Production time per asset	8 hrs → 95 min	Content Marketing Institute 2024 (content agency case study)
Dynamic Email Personalisation	Click-through rate lift	+41% vs static email	Litmus Email Research 2024 · litmus.com
Google AI Campaign (PMax)	Cost-per-acquisition	↓ 43% avg. reduction	Direction.com AI Healthcare Marketing 2025 · direction.com
AI Lead Scoring (Cardiology)	Appointment bookings	+67% conversion increase	Direction.com AI Healthcare Marketing 2025 · direction.com
AI Ad Copy (Vanguard)	LinkedIn conversion rate	+15% uplift	Persado / Canva AI Content Marketing 2025 · canva.com/resources/ai-content-marketing
Conversation AI Timing (Healthcare)	Caller-to-patient conversion	+89% when insurance mentioned in first 30 secs	Direction.com AI Healthcare Marketing 2025
AI Paid Media (Harley Davidson)	Monthly leads generated	+2,930% leads/month	Albert.ai case study · marketermilk.com/blog/ai-marketing-tools
AI Personalised Loyalty Discounts	Customer repurchase rate	+56% repurchase likelihood	Shopify AI Personalisation Marketing 2025 · shopify.com/blog/ai-personalization-marketing
Meta Advantage+ (Levi's)	Campaign performance vs. prior	+38% improvement in ROAS	NP Digital / Levi's case study · neilpatel.com/blog/content-marketing-and-beyond
Content Planning with AI Research	Planning cycle speed	3.2× faster planning	Content Marketing Institute 2024 · (via dev.to/synergistdigitalmedia — secondary citation)

# 8 Key Takeaways *from 100 Expert Videos*

Themes that surface across every creator, every vertical, every format. These are the principles expert marketers agree on for 2025–2026.

## 01



### AI is Your Co-Pilot, Not Your Ghostwriter

AI doesn't replace human strategy, voice, or creative instinct. The 70/30 rule — 70% human judgement, 30% AI execution — consistently outperforms both fully manual and fully automated content on engagement and conversion metrics.

⚡ Content with 50%+ AI contribution showed measurably lower engagement (CMI 2024)

## 02



### Velocity Over Volume

The winning use of AI isn't producing more content — it's collapsing the time from idea to published, high-performing asset. AI cuts research from hours to minutes, enabling teams to operate at the speed of culture rather than the speed of production.

⚡ Content creation: 8 hours → 95 minutes using AI-assisted workflow (CMI 2024)

## 03



### First-Party Data is Your Moat

In a cookie-less, privacy-first world, owned data is the only sustainable competitive advantage. AI is only as good as the data feeding it. Teams building clean CRM, CDP, and behavioural pipelines now will outperform those relying on third-party data by a widening margin.

⚡ 57% surge in predictive trait adoption across CDPs (Twilio Segment 2025)

## 04



### AEO is the New SEO

Optimising for AI Overviews, ChatGPT search, and Perplexity is now as critical as ranking on page one. Structure content as direct answers. Build semantic authority. The visitors still clicking through from search now have significantly higher purchase intent.

⚡ AI Overviews appear in 46–61% of informational & commercial queries (Neil Patel / Ubersuggest 2025)



# 05



## Predict, Don't React

The shift from reactive to predictive is the biggest unlock AI offers marketers. Predictive lead scoring, churn modelling & next-best-action engines transform marketing from broadcast to personalised signal — reaching the right person at the exact moment they're ready to act.

⚡ GA4 predictive audiences: 57% surge in adoption (Twilio Segment CDP Report 2025)

# 06



## Automate Execution, Free Up Creativity

The highest-ROI automation isn't content creation—it's workflow automation. Email sequencing, A/B testing, ad bidding, social scheduling. When AI handles repetitive execution, human marketers redirect energy to strategy, storytelling, and the creative work only humans can do.

⚡ 95% of AI-using organisations report time and cost savings (Salesforce 2024–25)

# 07



## Governance is a Competitive Advantage

Teams with clear AI usage policies, ethical guidelines, and data governance frameworks move faster and more confidently. Governance isn't a brake on AI adoption — it's an accelerator. It removes the paralysis of uncertainty and builds institutional trust in AI-generated outputs.

⚡ 44% of higher ed institutions lack AI upskilling plans (UPCEA AI Readiness Report 2025)

# 08



## Omnichannel AI is the End State

AI's biggest leverage isn't in any single channel — it's connecting all channels into one coherent, personalised experience. AI-orchestrated omnichannel programs reconcile signals across web, email, ads, and in-person, then time the next best action automatically for each individual.

⚡ 71% of consumers expect personalised interactions across all touchpoints (McKinsey 2025)

✓ DO THIS	✗ NOT THAT
<ul style="list-style-type: none"><li>■ <b>Use the 70/30 rule.</b> 70% human strategy &amp; voice, 30% AI execution. Consistently wins on quality and engagement.</li><li>■ <b>Start with data quality.</b> Clean CRM, unified sources, consented lists. AI amplifies what's there — clean data compounds. Optimise for AI search first.</li><li>■ <b>Direct answers in the first paragraph.</b> FAQ schema. Topical clusters Win AI Overviews.</li><li>■ <b>Check your existing tools first.</b> Most HubSpot, Salesforce, and Canva users have AI sitting unused. Audit before buying.</li></ul>	<ul style="list-style-type: none"><li>■ <b>Don't let AI publish without review.</b> Every piece needs a human edit, brand-voice check, and fact verification.</li><li>■ <b>Don't automate broken processes.</b> Automating a broken strategy makes it fail faster. Fix strategy first.</li><li>■ <b>Don't confuse activity with impact.</b> Publishing 10× more content isn't a success metric. Track pipeline and revenue, not output volume.</li><li>■ <b>Don't expect instant results from paid AI.</b> PMax [Google's fully AI-managed campaign tool] and Advantage+ [Meta's fully AI-managed campaign tool] need 2+ weeks of signal before optimising well.</li></ul>

# The 4-Phase *Implementation Roadmap*

Follow this sequence regardless of company size, vertical, or current AI maturity. Each phase builds the foundation for the next.

PHASE 1 Foundation — Audit, Stack & Policy <span style="float: right;">Weeks 1–2</span>		
<p><b>DATA AUDIT</b></p> <h2>1.1</h2> <h3>Assess Your Data Quality</h3> <p>Map all first-party data sources: CRM, website analytics, email lists, social. Score completeness and cleanliness. Identify critical gaps. AI outputs are only as good as the data feeding them — this step gates everything that follows.</p> <hr/> <p> <b>Deliverable:</b> Data quality score per source</p>	<p><b>STACK REVIEW</b></p> <h2>1.2</h2> <h3>Audit Tool AI Features</h3> <p>Check whether your current CRM, CMS, and email platform already have AI features you're not using. Most HubSpot, Salesforce, and Mailchimp users have AI built in but dormant. Activate before buying anything new.</p> <hr/> <p> <b>Deliverable:</b> AI feature activation checklist</p>	<p><b>GOVERNANCE</b></p> <h2>1.3</h2> <h3>Draft Your AI Usage Policy</h3> <p>Define: (a) what AI can/can't produce without human review, (b) disclosure standards for AI-generated content, (c) data privacy rules, (d) brand voice guardrails. Make it a living document. Review it quarterly as your capabilities evolve.</p> <hr/> <p> <b>Deliverable:</b> AI policy document v1.0</p>
PHASE 2 Quick Wins — Content, Email & SEO <span style="float: right;">Weeks 3–6</span>		
<p><b>CONTENT ENGINE</b></p> <h2>2.1</h2> <h3>Build Your AI Content Workflow</h3> <p>Establish the loop: AI ideation (50 ideas in 15 min) → AI validation (predict performance) → AI outlining → Human writing (60–90 min) → AI SEO optimisation → Publish. Apply the 70/30 rule at every stage.</p> <hr/> <p> <b>Target:</b> Cut asset creation from 8 hrs to under 2 hrs</p>	<p><b>EMAIL</b></p> <h2>2.2</h2> <h3>Launch AI Email Personalisation</h3> <p>Enable dynamic content in your email platform. Use AI to generate 5+ subject line variants and A/B test automatically. Activate send-time optimisation (Seventh Sense or native AI). Target: 41% higher CTR vs. your current static campaigns (Litmus 2024).</p> <hr/> <p> <b>Target:</b> +41% CTR within 60 days</p>	<p><b>SEO + AEO</b></p> <h2>2.3</h2> <h3>Optimise Your Top Pages for AI Search</h3> <p>Audit top 20 pages for AEO: add FAQ schema, direct-answer lead paragraphs, and structured data. Run AI keyword gap analysis. Create semantic clusters. Note: AI Overviews appear in 46–61% of commercial queries — this is now table stakes (Neil Patel / Ubersuggest 2025).</p> <hr/> <p> <b>Target:</b> AI Overview inclusion on 3 core pages</p>



## PHASE 3

## Activation — Predictive, Paid &amp; Chatbots

Weeks 7–12

## PREDICTIVE AI

### 3.1

#### Deploy AI Lead Scoring

Activate predictive scoring in your CRM. Train models on historical conversion data. Define MQL thresholds with AI confidence scores. Route high-intent prospects to sales faster. In healthcare, AI lead scoring lifted appointment bookings by 67% (Direction.com 2025).

 **Target:**  
30–50% reduction in sales cycle length

## PAID MEDIA

### 3.2

#### Switch to AI Campaign Management

Enable Google PMax or Meta Advantage+ on at least one campaign. Feed AI quality creative (5+ variants). Set clear conversion goals. Let algorithmic bidding run for 2+ weeks before judging. Average CPA reduction: 43% (Direction.com 2025).

 **Target:**  
40% CPA reduction within 6 weeks

## CONVERSATIONAL AI

### 3.3

#### Deploy Your AI Chat Layer

Deploy a chat bot on your highest-traffic pages. Train on FAQs, booking flows, and programme/product info. Connect to CRM for lead capture. Measure: leads generated, response time, CSAT scores. Chatbots enable 24/7 engagement — especially valuable for high-volume inquiry businesses.

 **Target:**  
30% inbound inquiries handled by AI

## PHASE 4

## Scale — Omnichannel, Intelligence &amp; Agents

Months 4–6

## OMNICHANNEL

### 4.1

#### Orchestrate Across All Channels

Connect CRM, ad platforms, and email into a unified AI intelligence layer. Enable cross-channel attribution. Build automated journeys triggered by behavioural signals — not time delays. Every touch point should inform the next in real time.

 **Target:**  
Single view of customer journey across 4+ channels

## INTELLIGENCE

### 4.2

#### Build Your AI Performance Dashboard

Create one AI-powered performance view: content performance, pipeline attribution, email health, ad efficiency, and churn signals. Make it accessible to leadership with plain-language AI summaries. Remove the reporting bottleneck permanently.

 **Target:**  
<1 hour weekly reporting time for CMO-level view

## AI AGENTS

### 4.3

#### Begin Piloting Agentic AI

Pilot autonomous AI workflows: competitor monitoring, auto-generated performance reports, AI triggered campaign adjustments. These are early-stage but compound rapidly. By 2027, agentic marketing will be the norm, not the exception.

 **Target:**  
1 agentic workflow live within 6 months



# AI Tool Ecosystem & Prompt Library

The tools most referenced across the 100 source videos — and 6 copy-paste prompt templates for immediate use.

## ESSENTIAL AI MARKETING TOOLS BY FUNCTION

CONTENT & COPY	SEO & AEO	PAID MEDIA	CRM & ANALYTICS
<p><b>ChatGPT / Claude</b> Ideaation, drafting, summarizing, repurposing across all formats</p>	<p><b>Ahrefs / Semrush</b> AI keyword research and competitive gap analysis</p>	<p><b>Google PMax</b> AI-driven cross-channel campaign management</p>	<p><b>Salesforce Einstein</b> Predictive scoring, next-best-action, customer insights</p>
<p><b>Jasper AI</b> Brand-voice trained long-form copy writing at scale</p>	<p><b>MarketMuse / Surfer</b> Content grading and semantic optimization</p>	<p><b>Meta Advantage+</b> Autonomous Facebook/Instagram ad optimization</p>	<p><b>HubSpot AI</b> Pipeline AI, email personalization, conversational chat</p>
<p><b>HubSpot Breeze</b> CRM-connected content generation and direct publishing</p>	<p><b>Clearscope</b> NLP keyword targeting for topical authority building</p>	<p><b>Albert AI</b> Fully autonomous paid media across all channels</p>	<p><b>GA4 + Predictive</b> Purchase/churn probability, predictive audience creation</p>
<p><b>Canva AI</b> Design, image generation, on-brand visual creation</p>	<p><b>VidIQ / TubeBuddy</b> YouTube AI optimization and thumbnail analysis</p>	<p><b>Persado</b> AI language optimization for ad and email copy</p>	<p><b>Twilio Segment</b> CDP for first-party data activation and AI enrichment</p>

## COPY-PASTE AI PROMPT TEMPLATES

<p><b>CONTENT STRATEGY</b></p> <p><b>Topic &amp; Keyword Ideation</b></p> <p>You are a content strategist for [brand] targeting [audience]. Generate 20 content ideas around [topic] addressing [pain point]. For each: search intent, format, target keyword, engagement potential. Prioritize ideas that answer questions an AI Overview would surface.</p>	<p><b>AEO OPTIMISATION</b></p> <p><b>Answer-First Content Brief</b></p> <p>Create a content brief targeting "[keyword]" structured to win a Google AI Overview. Include: (1) 40-word direct answer as the opening, (2) FAQ schema Q&amp;As, (3) semantic keywords, (4) H2 structure, (5) internal link suggestions. Audience: [description].</p>
<p><b>PAID ADVERTISING</b></p> <p><b>Ad Copy Variants (5 Angles)</b></p> <p>Write 5 variations of a [platform] ad for [product]. Target: [audience]. Value prop: [X]. Test these 5 emotional angles: (1) fear of missing out, (2) aspiration, (3) social proof, (4) curiosity gap, (5) direct offer. Each under 90 words. Flag strongest for [persona].</p>	<p><b>ANALYTICS</b></p> <p><b>Campaign Performance Analysis</b></p> <p>Analyze this campaign data: [paste metrics]. Identify: (1) top-performing segments and why, (2) under performing elements with hypotheses, (3) three optimization actions ranked by impact, (4) one test to run next. Format as an executive summary for leadership presentation.</p>

# Top YouTube Channels *to Subscribe to Now*

These are the 6 essential channels behind the 100-video curriculum. Subscribe and you have a continuously updated AI marketing education — free. Links verified March 2026.

## CHANNEL 01

### Neil Patel

1.23M subscribers · [youtube.com/@NeilPatel](https://youtube.com/@NeilPatel)

Data-driven SEO, content marketing, and growth strategy. Practical, no-fluff tutorials on AI tools applied to real marketing challenges. Best for SEO, AEO, content ops.

AI Focus: SEO, AEO, Content, Paid Strategy, Search Everywhere Optimisation

→ VISIT CHANNEL

## CHANNEL 02

### HubSpot

420K+ subscribers · [youtube.com/@HubSpot](https://youtube.com/@HubSpot)

Inbound marketing, CRM automation, and AI-powered workflows. Comprehensive tutorials plus expert interviews. Best for email, CRM, lead gen, and inbound strategy.

AI Focus: CRM AI, Email Personalisation, Automation, Breeze AI

→ VISIT CHANNEL

## CHANNEL 03

### GaryVee

4.29M subscribers · [youtube.com/@GaryVee](https://youtube.com/@GaryVee)

Unfiltered takes on brand, social media, AI's impact on agencies, and the future of marketing. Heavy on vision, culture, and entrepreneurial mindset.

AI Focus: Brand Strategy, Social AI, Future Vision, Agency Impact

→ VISIT CHANNEL

## CHANNEL 04

### Ahrefs

485K subscribers · [youtube.com/@AhrefsCom](https://youtube.com/@AhrefsCom)

Best-in-class SEO and YouTube marketing tutorials. Data-led, deeply researched, and actionable. Every video is a masterclass in search strategy and content optimisation.

AI Focus: AI Keyword Research, Semantic SEO, Content Optimisation, YouTube SEO

→ VISIT CHANNEL

## CHANNEL 05

### SocialMediaExaminer

303K subscribers · [youtube.com/@SocialMediaExaminer](https://youtube.com/@SocialMediaExaminer)

Expert-led content on social media strategy, AI tools, and emerging platform tactics. Founded by Michael Stelzner. Best for social strategy and AI tool reviews.

AI Focus: Social AI, Chatbots, Ad Creative, AI Policy & Ethics

→ VISIT CHANNEL

## CHANNEL 06

### Semrush

200K+ subscribers · [youtube.com/@semrush](https://youtube.com/@semrush)

Advanced SEO strategies, competitive intelligence, and content analytics. High-quality tutorials using Semrush's AI platform. Best for competitive research and PPC.

AI Focus: Competitive Intelligence, Keyword Gaps, Ad Strategy, Content Audit

→ VISIT CHANNEL

## ALSO WORTH FOLLOWING

**Backlinko (Brian Dean)** — Advanced SEO techniques · **Moz** — SEO tutorials and interviews · **VidIQ** — YouTube growth and AI optimisation · **Adam Erhart** — Small business AI marketing · **Sprinklr** — Enterprise omnichannel AI · **Salesforce** — AI CRM and Einstein features · **Google Ads** — PMax, Smart Bidding, AI campaigns

# 100 Must-Watch Videos: *AI in Marketing*

Each link opens a YouTube search for that topic + channel. Curated by theme.  
 Note: View counts are illustrative estimates based on typical channel engagement for this content category.

## ▶ CONTENT CREATION & COPYWRITING (VIDEOS 01-12)

<p><b>01</b> How to Use AI to Write Better Marketing Copy (10× Faster)                  NeilPatel · youtube.com/@NeilPatel                  COPYWRITING</p>	<p><b>02</b> ChatGPT for Content Marketing: Full Tutorial 2025                  HubSpot · youtube.com/@HubSpot                  CONTENT STRATEGY</p>
<p><b>03</b> AI Blog Writing: From Brief to Published in 30 Minutes                  Ahrefs · youtube.com/@AhrefsCom                  BLOGGING</p>	<p><b>04</b> The AI Content Workflow That Saves 20 Hours Per Week                  AdamErhart · youtube.com/@AdamErhart                  WORKFLOW</p>
<p><b>05</b> Repurpose One Piece of Content Into 30 with AI                  GaryVee · youtube.com/@GaryVee                  REPURPOSING</p>	<p><b>06</b> Build a Full Month of Social Content with AI in 2 Hours                  VanessaLau · youtube.com/@VanessaLau                  SOCIAL MEDIA</p>
<p><b>07</b> Canva AI Features Every Marketer Needs to Know in 2025                  Canva · youtube.com/@canva                  DESIGN</p>	<p><b>08</b> The 70/30 Rule: How Much AI Should Be in Your Content                  Content Marketing Institute                  BEST PRACTICE</p>
<p><b>09</b> AI Prompts for Landing Pages That Convert                  WesMcDowell · youtube.com/@WesMcDowell                  CRO</p>	<p><b>10</b> How Brands Use AI to Maintain Voice Consistency at Scale                  Sprinklr · youtube.com/@Sprinklr                  BRAND VOICE</p>
<p><b>11</b> The Ultimate AI Prompt Library for Marketing Teams                  NeilPatel · youtube.com/@NeilPatel                  PROMPTING</p>	<p><b>12</b> AI Video Marketing: Create Pro Videos Without a Camera                  VidIQ · youtube.com/@VidIQ                  VIDEO</p>

## ▶ SEO & ANSWER ENGINE OPTIMISATION (VIDEOS 13-24)

<p><b>13</b> AI SEO Strategy 2025: Rank on Google &amp; ChatGPT Search                  Ahrefs · youtube.com/@AhrefsCom                  SEO</p>	<p><b>14</b> How to Optimise for Google AI Overviews (Zero-Click Search)                  NeilPatel · youtube.com/@NeilPatel                  AEO</p>
<p><b>15</b> Answer Engine Optimisation: The New SEO Playbook                  Search Engine Journal                  AEO</p>	<p><b>16</b> How to Rank in Perplexity AI &amp; ChatGPT Search Results                  NeilPatel · youtube.com/@NeilPatel                  GEO</p>
<p><b>17</b> Semantic SEO with AI: Topical Authority in 2025                  Ahrefs · youtube.com/@AhrefsCom                  SEMANTIC SEO</p>	<p><b>18</b> AI Keyword Research: 10× Your Topic Discovery                  Semrush · youtube.com/@semrush                  KEYWORD RESEARCH</p>
<p><b>19</b> How Google's AI Overviews Are Killing Organic Traffic                  Search Engine Journal                  ALGORITHM</p>	<p><b>20</b> Technical SEO Audits Using AI: Save 80% of the Time                  Ahrefs · youtube.com/@AhrefsCom                  TECHNICAL SEO</p>

## 21 Local SEO + AI: Dominate Google Maps & AI Responses

WesMcDowell · youtube.com/@WesMcDowell

LOCAL SEO



## 23 MarketMuse vs Surfer SEO: AI Content Optimisation Battle

Backlinko · youtube.com/@Backlinko

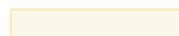
TOOLS REVIEW



## 22 YouTube SEO with AI: Rank Your Videos in 2025

VidIQ · youtube.com/@VidIQ

YOUTUBE SEO



## 24 How to Use AI to Find & Fix Content Cannibalization

Semrush · youtube.com/@semrush

CONTENT AUDIT



### ▶ PAID ADVERTISING & CAMPAIGN MANAGEMENT (VIDEOS 25-36)

## 25 Google PMax AI Campaigns: Complete Beginner Guide

GoogleAds · youtube.com/@GoogleAds

PAID SEARCH



## 26 Meta AI Advantage+: How to Let Algorithms Run Your Ads

SocialMediaExaminer · youtube.com/@SocialMediaExaminer

PAID SOCIAL



## 27 AI Ad Creative Testing: How to Scale What Works

NeilPatel · youtube.com/@NeilPatel

CREATIVE TESTING



## 28 Dynamic Ad Optimisation with AI: Cut CPA by 40%

Disruptive Advertising

OPTIMISATION



## 29 How to Use AI to Write Facebook & Instagram Ad Copy

AdamErhart · youtube.com/@AdamErhart

SOCIAL ADS



## 30 Albert AI: Fully Autonomous Paid Media Management

Marketer Milk

AUTOMATION



## 31 Smart Bidding 2025: Let Google AI Manage Your Budget

GoogleAds · youtube.com/@GoogleAds

SMART BIDDING



## 32 First-Party Data Strategy for AI-Powered Ad Targeting

Salesforce · youtube.com/@Salesforce

DATA



## 33 LinkedIn AI Ads: B2B Targeting Strategy in 2025

HubSpot · youtube.com/@HubSpot

B2B ADS



## 34 How Vanguard Used AI to Get 15% More Conversions

Persado

CASE STUDY



## 35 AI Retargeting: Turn Abandoned Visitors Into Buyers

NeilPatel · youtube.com/@NeilPatel

RETARGETING



## 36 Programmatic Advertising + AI: The 2025 Playbook

AIDigital

PROGRAMMATIC



▶ EMAIL, CRM & PERSONALISATION (VIDEOS 37-50)

**37** AI Email Marketing: Personalisation at Scale with HubSpot

HubSpot · youtube.com/@HubSpot

EMAIL

**38** Predictive Lead Scoring: How AI Prioritises Your Pipeline

Salesforce · youtube.com/@Salesforce

CRM

**39** Hyper-Personalisation: AI that Knows What to Send & When

TwilioSegment

PERSONALISATION

**40** How AI Segments Audiences Better Than Any Human Could

Mailchimp

SEGMENTATION

**41** Salesforce Einstein: AI CRM Automation Deep Dive

Salesforce · youtube.com/@Salesforce

CRM

**42** How to Build an AI Chatbot for Lead Generation

HubSpot · youtube.com/@HubSpot

CHATBOT

**43** Dynamic Email Content: How AI Adapts Every Message

Litmus

DYNAMIC CONTENT

**44** AI for B2B Lead Nurturing: From MQL to SQL Faster

Marketo / Adobe

LEAD NURTURING

**45** CDP + AI: How to Activate Your First-Party Data

TwilioSegment

CDP

**46** AI Loyalty Programs: Personalising Retention at Scale

Shopify · youtube.com/@Shopify

RETENTION

**47** AI Customer Journey Mapping: End-to-End Personalisation

Adobe · youtube.com/@Adobe

CUSTOMER JOURNEY

**48** Omnichannel AI Orchestration: One Brain, All Channels

Sprinklr · youtube.com/@Sprinklr

OMNICHANNEL

**49** How to Build AI Email Sequences That Convert

NeilPatel · youtube.com/@NeilPatel

EMAIL AUTOMATION

**50** Drift AI: Conversational Marketing That Books Meetings

Drift / HubSpot

CONVERSATIONAL AI

▶ ANALYTICS, DATA & PREDICTIVE INTELLIGENCE (VIDEOS 51-65)

**51** Google Analytics 4 + AI: Predictive Audiences Explained

Google · youtube.com/@Google

ANALYTICS

**52** Predictive Analytics for Marketers: A Practical Guide

NeilPatel · youtube.com/@NeilPatel

PREDICTIVE

**53** How to Build a Marketing Dashboard with AI Insights

HubSpot · youtube.com/@HubSpot

DASHBOARDS

**54** AI Attribution Modelling: Know Which Channels Convert

Semrush · youtube.com/@semrush

ATTRIBUTION

**55** How AI Competitor Analysis Gives You the Edge

Rival IQ

COMPETITIVE INTEL

**56** Churn Prediction with AI: Proactive Retention Campaigns

Salesforce · youtube.com/@Salesforce

CHURN

**57** AI Social Listening: Turn Mentions Into Strategy

Brandwatch

SOCIAL LISTENING

**58** Sentiment Analysis for Marketers: Real-Time Brand Health

Sprout Social

SENTIMENT

**59** How AI Identifies Micro-Trends Before They Go Mainstream

GaryVee · youtube.com/@GaryVee

TREND INTEL

**60** Data-Driven Personas: Build Audience Profiles with AI

HubSpot · youtube.com/@HubSpot

PERSONAS

**61** AI Marketing ROI: How to Prove Value to Leadership

SocialMediaExaminer · youtube.com/@SocialMediaExaminer

**62** Fullstory AI: Understanding the Full Digital Journey

Fullstory

## 63 How to Use AI for Real-Time Campaign Optimisation

Sprinklr · youtube.com/@Sprinklr

CAMPAIGN OPS

## 64 GA4 Predictive Audiences: Purchase & Churn Probability

Google · youtube.com/@Google

GA4 AI

## 65 Twilio Segment: Predictive Traits & First-Party Data

TwilioSegment

CDP

### ► STRATEGY, LEADERSHIP, ETHICS & VERTICAL SPECIALISMS (VIDEOS 66–100)

## 66 How to Build an AI Marketing Strategy from Scratch

NeilPatel · youtube.com/@NeilPatel

STRATEGY

## 67 The Future of Marketing with AI: Gary Vee's Full Vision

GaryVee · youtube.com/@GaryVee

THOUGHT LEADERSHIP

## 68 How to Lead an AI-Ready Marketing Team in 2025

HubSpot · youtube.com/@HubSpot

LEADERSHIP

## 69 AI Ethics in Marketing: What You Must Know in 2025

Salesforce · youtube.com/@Salesforce

ETHICS

## 70 How to Create an AI Policy for Your Marketing Department

SocialMediaExaminer · youtube.com/@SocialMediaExaminer

GOVERNANCE

## 71 AI Fluency: The Skill Every Marketer Needs by 2026

HubSpot · youtube.com/@HubSpot

SKILLS

## 72 How to Upskill Your Team on AI Marketing Tools

HubSpot · youtube.com/@HubSpot

TRAINING

## 73 How AI is Changing the Role of the CMO

McKinsey Digital

CMO

## 74 Building an AI-First Marketing Stack: Tools & Integration

Marketer Milk

MARTECH

## 75 AI & Privacy: Marketing in a Cookie-Less World

Adobe · youtube.com/@Adobe

PRIVACY

## 76 AI for Small Business Marketing: Do More With Less

AdamErhart · youtube.com/@AdamErhart

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