THE AI SALES
& MARKETING
PLAYBOOK

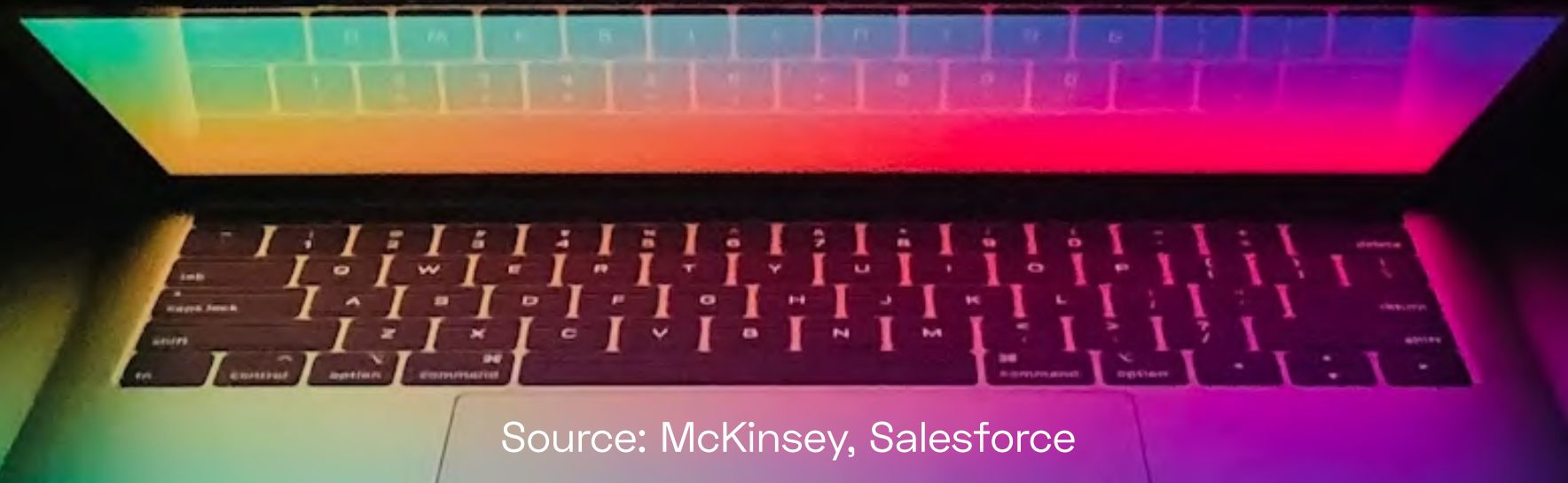Using AI to create unified customer growth across your funnel

LEVERAGE YOUR BRAND

Hours

5 Hours

The average time EACH marketing employee **wastes** every week **on repetitive and manual tasks**

Source: McKinsey, Salesforce

That's the silent killer of **Leads**, **outreach** and **output**

"Why has our pipeline has dried up?"

→ Sales wastes time chasing stale data - or worse, prospects get ghosted.

"Where's the campaign brief for France?"

> Work gets duplicated. Messaging goes live twice. Nobody's sure who owns it.

"Why are our competitors creating more content than us?"

> If you have No AI content workflow, the competition is streets ahead of you.

The cost of disjointed marketing

- **Missed opportunities** from low quality lead gen
- **Time sink** from tools that don't talk
- **Inconsistent messaging** across channels
- **Dead leads** from delayed nurture
- **Duplicated effort** in content and campaigns
- **Growth targets** missed every time

This isn't a single campaign problem.

It's a systems failure.

THE SOLUTION: CREATE AN AI ECOSYSTEM

Unify your research, planning, lead gen and content to power growth

What is a Sales & Marketing AI Ecosystem?

A modular AI system that connects research, content, outreach and planning – tailored to your pipeline, customers and strategy - in one place.

Why It Matters

Most marketing teams lose **5+ hours a week** to manual, disconnected tasks (McKinsey).
AI ecosystems **cut campaign setup time by 60%** and **boost response by 2–3×** (Salesforce).
Insight, content, and outreach work as a unified growth engine.

Step 1

Connect strategy, content, ICPs and data.

Step 2

Run AI agents to research, plan, create and activate campaigns.

Step 3

Launch coordinated campaigns - faster, smarter and on-brand.

WHAT AREAS OF SALES & MARKETING ARE BEST?

Create a powerful set of agents to run your growth engine

5 HIGH IMPACT AREAS

These are some the core areas where AI consistently delivers value across the sales &
marketing workflow - handling repeatable tasks, speeding up insight and execution.

Research

Campaign Planning

Content Reuse

Personalised Outreach

Nurture

1. RESEARCH

OPPORTUNITY

RESEARCH AGENT FOR CAMPAIGNS & CONTINUOUS INTELLIGENCE

The Challenge:

Teams are slowed by constant manual research - whether it's preparing for a new campaign or staying ahead of compliance and tech changes.

The Opportunity:

An AI Research Agent that:

- Summarises industry and client trends for better segmentation, messaging, and targeting
- Surfaces timely insights from media, analyst reports, and other sources
- Keeps individuals informed on changes impacting their roles (e.g. GA4, social algorithm updates)

The Result:

Faster, sharper campaigns. Smarter, better-informed teams.

Campaign-Ready Research

Create a research agent gets the latest, most relevant information tailored by industry, sector, client, and past activity to shape targeting, nurture, and messaging.
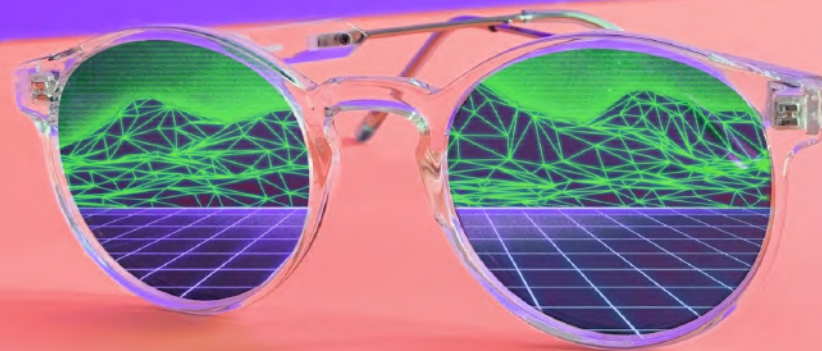
63% Of digital marketing leaders struggle to deliver tailored experiences. *(Gartner)*
→ Campaigns start with better intelligence.

Always-On Intelligence - Upskill Teams

Customise on an individual level so that team members can stay on top of areas that impact daily work - from GA4 rollouts to algorithm shifts and compliance changes.

30% Uplift in ROI for companies using AI in marketing - McKinsey

2. CONTENT REUSE

INTELLIGENT CONTENT REUSE FOR SMARTER CREATION

The Challenge:

Content is scattered across team drives, downloads, and platforms - leading to duplication, wasted effort, and missed opportunities.

The Solution:

An AI agent that:
- Scans all key sources to build a central content repository
- Classifies assets by region, audience, format, and content type
- Surfaces the most relevant content (for all use cases)

The Result:

Faster campaign development, internal comms, sales assets to drive stronger messaging consistency and more efficient reuse of high-performing content.

Unified Content Intelligence

Automatically consolidate and classify marketing assets across systems for intelligent reuse and sharing.

90%

Of company data is unstructured - AI helps turn it into usable knowledge. *(Box.com)*

Smart Retrieval on Demand

Ask a question or pose a campaign brief - get back relevant case studies, copy, visuals, and past thinking instantly.

70%

Marketers report up to 70% ROI lift using AI to support content distribution. *(Waveon.io)*

3. CAMPAIGN PLANNING

STREAMLINED CAMPAIGN PLANNING

The Challenge:
Setting up campaigns is frustrating, with lots manual work across finding content and assets and deciding on which brief worked last time slowing everything down.

The Opportunity:
An AI-powered campaign planning tool that:

- Understands campaign goals and surfaces past audience touchpoints
- Builds a channel plan (using latest best practices)
- Suggests messaging formats tailored to the topic, region, and channel
- Auto-generates campaign briefs

The Result:
Faster campaign setup, reduced repetition, latest approaches - more time spent on strategy, not admin.

Streamlined Campaign Planning

Builds structured campaign plans from just a topic, objective, and audience - saving hours of manual work.

40% Of a marketer's time is spent on manual tasks that AI could automate. *(McKinsey)*

AI + Best Practice Campaign Design

Combines your current campaign processes with the latest best practices to build smarter, faster, more effective campaigns - every time.

3X The speed of campaign planning (estimate) while also ensuring you're using latest best practices.

4. PERSONALISED OUTREACH

OPPORTUNITY

PERSONALISED COLD OUTREACH

The Challenge:
Scaling cold outreach often means sacrificing quality for volume - resulting in low engagement and wasted effort.

The Opportunity:
Use AI to research, compare and craft unique, high-value outreach emails for every prospect.

- Each contact gets a message tailored to their business and their competitive landscape
- Enables intelligent, relevant outreach to thousands at once
- Ideal for entering new markets with insight-led messaging

The Result:
Higher response rates, stronger positioning, and more meaningful first conversations. All automated, but deeply personal.

Research-Led Personalisation

Each email has core message sections generated using AI assistants based on real-time analysis of the company, industry, and competitors - no templates or guesswork.

80%

Of buyers are more likely to respond to emails that are clearly personalised to their business. *(Salesforce)*

At-Scale, Not Spam

Looks and reads like a one-to-one message even when sent to 5,000+ contacts.

If we can create something relevant using AI on a one to one basis we can scale it.

75K

The number of personalised cold outreach emails we send a month.

5. NURTURE

OPPORTUNITY

LEAD SCORING & PERSONALISED NURTURE

The Challenge:
Sales teams are overwhelmed. Most leads are treated the same regardless of behaviour or intent.

The Solution:
AI scores leads in real time and triggers personalised nurture journeys tailored to customer behaviour, industry signals, and sales preferences.

The Result:
Faster sales cycles, more efficient working, better conversion, and no more missed opportunities.

Intelligent Nurture

Deliver highly personalised, relevant content based on lead behaviour, industry trends (relevant to them), and your data (CRM and products/services).

40%

Increase in customer spend when personalisation implemented - McKinsey

AI-Powered Lead Scoring

Automatically prioritise leads based on real-time engagement signals and behavioural data.

ONLY 27%

Of sales leads ever get contacted, this means that up to 73% are left due to lack of resources and systems - Forbes.

PLANNING AN ECOSYSTEM

AI SCALE

Most teams already use powerful tools across sales content, and automation. The problem isn't what you use, it's how it fits together. These are the typical building blocks behind AI-enabled marketing, and why connecting them to a unified system is where the real value lies.

Sales & CRM Platforms

AI Models & APIs

Data & Enrichment Tools

Outreach & Nuture

Workflow & Ops
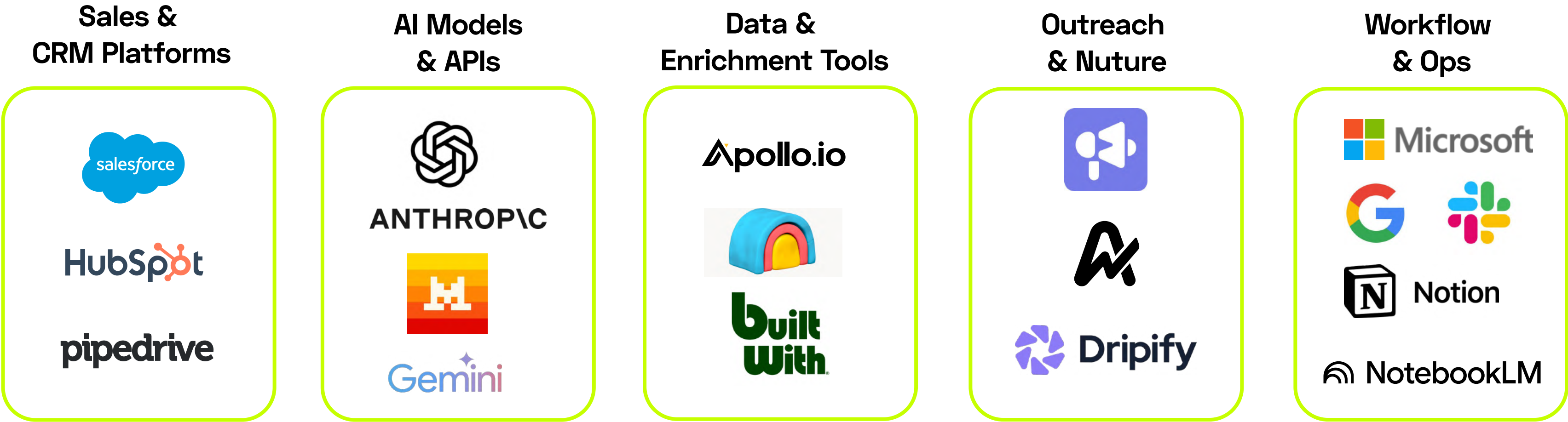
Connect platforms, your own data and embed AI
and agents in the right areas to power sales & marketing

AN AI SALES & MARKETING ECOSYSTEM

We've done the heavy lifting to support brands on this already. The G3NR8 Sales & Marketing Ecosystem lets you set up core assets across campaigns, customer personas or competitor research to maxmise AI agent effectiveness rapidly.

Core Assets

Setup Progress
Complete your core assets to maximize AI agent effectiveness

25% 2 of 8 complete

Visual Guidelines
Asset completed and ready to use

Edit

Written Guidelines
Asset completed and ready to use

Edit

Customer Personas
This asset needs to be completed

Setup

Core Objectives
This asset needs to be completed

Setup

Competitors
This asset needs to be completed

Setup

Products & Services
This asset needs to be completed

Setup

Campaign Assets
This asset needs to be completed

Setup

Google Analytics
This asset needs to be completed

Setup

AI MARKETING ECOSYSTEM

Our suite of AI agents streamline your sales and marketing processes, delivering better results with less effort. Our **Personalised outreach** agent drives customer conversations at scale, **nurture agent** ensures nothing fals through the gaps, while the **research agent** gives you targeted competitor, product or SEO analysis in minutes. Start with one agent, or connect several of the most impactful for your organisation.

Research Agent

AI-powered research to gather insights about companies, competitors, market trends or key job related insights (e.g. LinkedIn algorithm updates)

KEY FEATURES
- ✓ Company & Competitor Analysis
- ✓ Market Trend Monitoring
- ✓ Industry Updates Tracking

🔍 Use Research Module

Campaign Planner

AI-driven campaign planning based on past performance and market insights

KEY FEATURES
- ✓ Performance-Based Planning
- ✓ Resource Optimization
- ✓ Timeline Management

📅 Use Campaign Module

Cold Outreach Agent

Generate personalized cold outreach at scale with adaptive messaging

KEY FEATURES
- ✓ Personalized Messaging
- ✓ Sequence Automation
- ✓ Response Analytics

✉ Use Cold Module

Nurture Agent

Automated nurture sequences that adapt to prospect behavior and engagement patterns

KEY FEATURES
- ✓ Behavior-Based Sequences
- ✓ Engagement Tracking
- ✓ Conversion Optimization

💗 Use Nurture Module

AI MARKETING ECOSYSTEM

Pick the area with the most repetitive tasks. Remove **slow briefing,** scattered content, or guesswork from campaigns. **Create and repurpose** on-brand, high-value assets across channels and track **brand reputation** with actionable insights.

Campaign Creative

Generate creative assets for your marketing campaigns with AI-powered design and copywriting

KEY FEATURES

⊘ Visual Asset Generation

⊘ Copy Suggestions

⊘ Brand Consistency

🎨 Use Campaign Module

Content Agent

Create engaging content optimized for your audience and marketing objectives

KEY FEATURES

⊘ Audience-Targeted Content

⊘ SEO Optimization

⊘ Engagement Analytics

📄 Use Content Module

Content Repurposing Agent

Transform existing high-value assets into new content formats to maximize reach and engagement

KEY FEATURES

⊘ Format Transformation

⊘ Audience Adaptation

⊘ Distribution Optimization

🔁 Use Content Module

Reputational Benchmarking

Gather mentions of your brand across different sources, benchmark against competitors, and gain actionable insights

KEY FEATURES

⊘ Brand Mention Tracking

⊘ Competitive Benchmarking

⊘ Actionable Insights

📈 Use Reputational Module

AI MARKETING ECOSYSTEM

Become **more visible** to ChatGPT, Perplexity and Google and attract more customers. **Operationalise know-how** from your subject matter experts with an **advanced knowledge base.** Fix site issues before users see them - and test new ideas faster with an AI-Powered **MVP launch agent.**

SME Agent

Interviews subject matter experts in your company to create a knowledge base, eliminating the need to repeatedly consult them for each campaign

KEY FEATURES

- ⊘ Expert Knowledge Capture
- ⊘ Searchable Knowledge Base
- ⊘ Automated Insights Generation

⊗ Use SME Module

AI SEO Module

Ensure your brand remains visible and relevant in AI-driven search engines

KEY FEATURES

- ⊘ AI Search Optimization
- ⊘ Content Enhancement
- ⊘ Ranking Analytics

⊕ Use AI Module

Website QA Agent

Automatically scan your website to find broken links, grammatical errors, brand tone inconsistencies, and more

KEY FEATURES

- ⊘ Error Detection
- ⊘ Brand Consistency Check
- ⊘ UX Improvement

☑ Use Website Module

AI MVP Launch Module

Accelerate product development with AI-powered rapid prototyping and market testing

KEY FEATURES

- ⊘ Rapid Prototyping
- ⊘ Market Testing
- ⊘ Data-Driven Insights

🚀 Use AI Module

RESULTS

G3NR8

We've found that individual AI tools put everything in silos, **traditional agencies** are bolting on 'AI' without any deep understanding of modern growth levers, and **Automation platforms** promise one-click deployment but have no strategic, operational business layer.

	G3NR8 Sales & Marketing Eco-System	Individual AI tools	Traditional Agencies	Automation platforms
Modular plug-in setup	✅	❌	❌	✅
Strategy layer	✅	❌	✅	❌
Unified dashboard	✅	❌	❌	❌
Role-tuned outputs	✅	❌	❌	❌
Verified API & AI stack	✅	❌	❌	❌

ROI

IMPACT

Impact	Business Value
⏱️ Faster customer research	Cut propsect, customer and competitor time by 60-70%.
📉 Repurpose content intelligently	Scale smart content output x 10.
📚 Lead generation and nurture	Personalise, predict and close more.
✅ Multi-channel campaigns	Connect with more customers, where they spend their time.

WORKING WIITH

G3NR8 CLIENTS

SAMSUNG

J.P.Morgan

Arsenal

Perrigo

gousto

Transport for London

VISA

Red Bull RACING

Pernod Ricard

GSK

JustFix

Johnson Controls

G3NR8

G3NR8

FIN.

Get in touch to book a call, discuss your AI requirements and get clear, transparent pricing options based on your needs.

Whatever stage you're at we can answer all your questions and help guide you on the right path.

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