

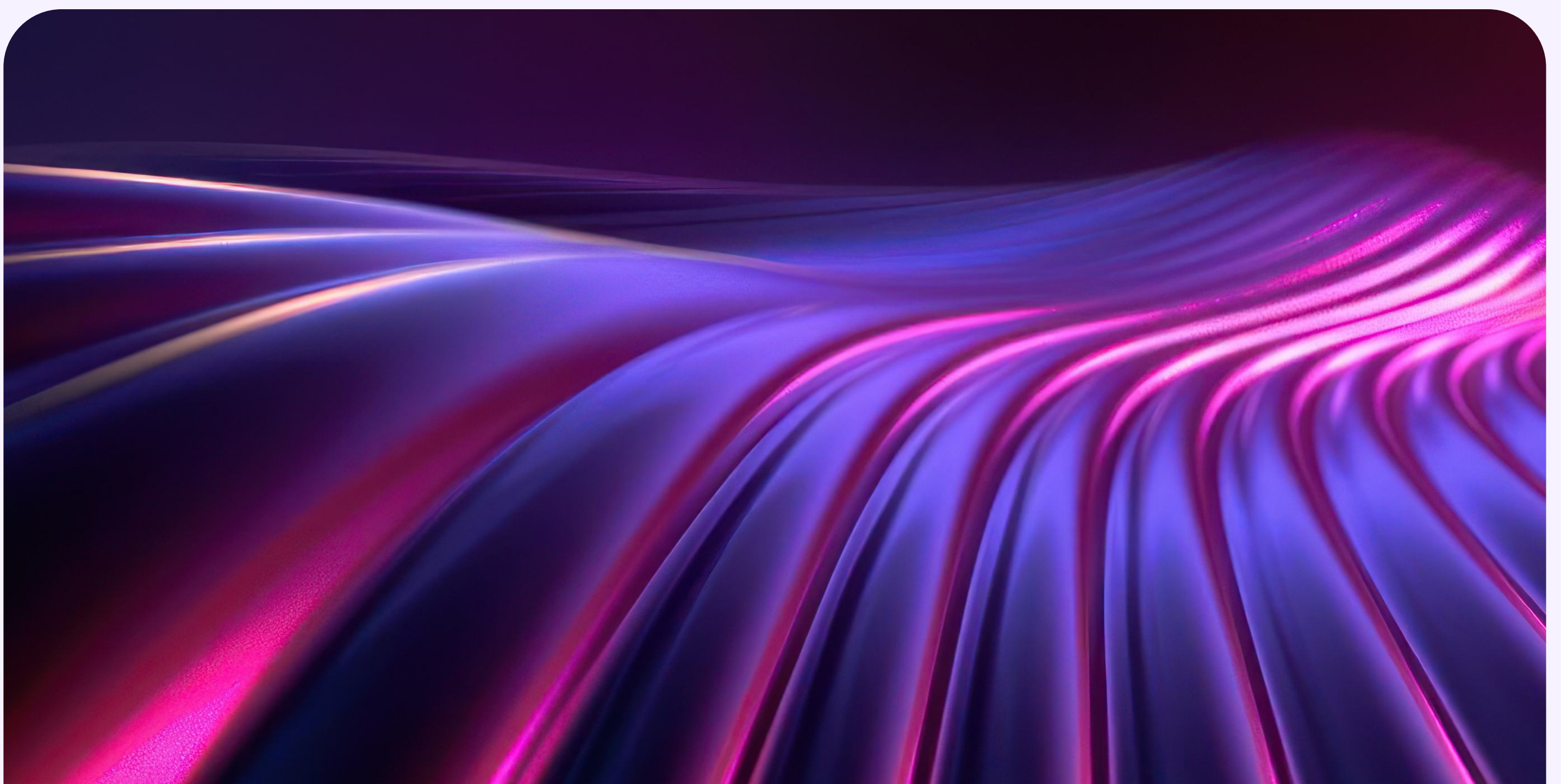


How to
supercharge your
marketing
operations &
campaigns with AI

The ultimate AI guide for marketers in 2024

Ebook

For Marketing Teams





If used correctly, AI can automate manual processes, unlock previously hidden insights, and free human brains to focus on more creative and revenue-generating work.

Very few technologies have overwhelmed our collective attention more completely and more rapidly than AI. Ironically, something that doesn't even breathe is sucking all of the oxygen out of the room. But, since holding our collective breaths isn't a marketing strategy, it's crucial that we understand how to leverage AI in a way that's additive instead of distracting.

Don't wait to start doing more, with less.

In our world of tightening budgets and shrinking headcounts, Airtable AI saves you time and money on production and planning. This guide will show how to prep your marketing organization for AI integration and then walk you through different ways to layer Airtable AI across the most critical stages of marketing work.

Automation, and efficiency, and Airtable AI—oh my.

What follows is a handy step-by-step guide (plus a pre-campaign checklist) that will walk you through using Airtable AI to launch successful marketing campaigns.

We'll unpack why each phase is crucial for AI integration, and give you tips on how to leverage Airtable for maximum efficiency and impact along the way. Keep this guide handy as you begin to leverage AI in your daily marketing workflows.

In step zero, we cover the prep work you need to do before you begin leveraging AI into your campaigns. Please note. Step zero is not optional. If you aren't ready to implement Step zero, you aren't ready to initiate the other four steps either. So make sure you're ready and committed to finishing the prep work before we get into campaigns. Sound good? Great. Let's get started.

Step 0

Organization

Step 1

Planning

Step 2

Production

Step 3

Distribution

Step 4

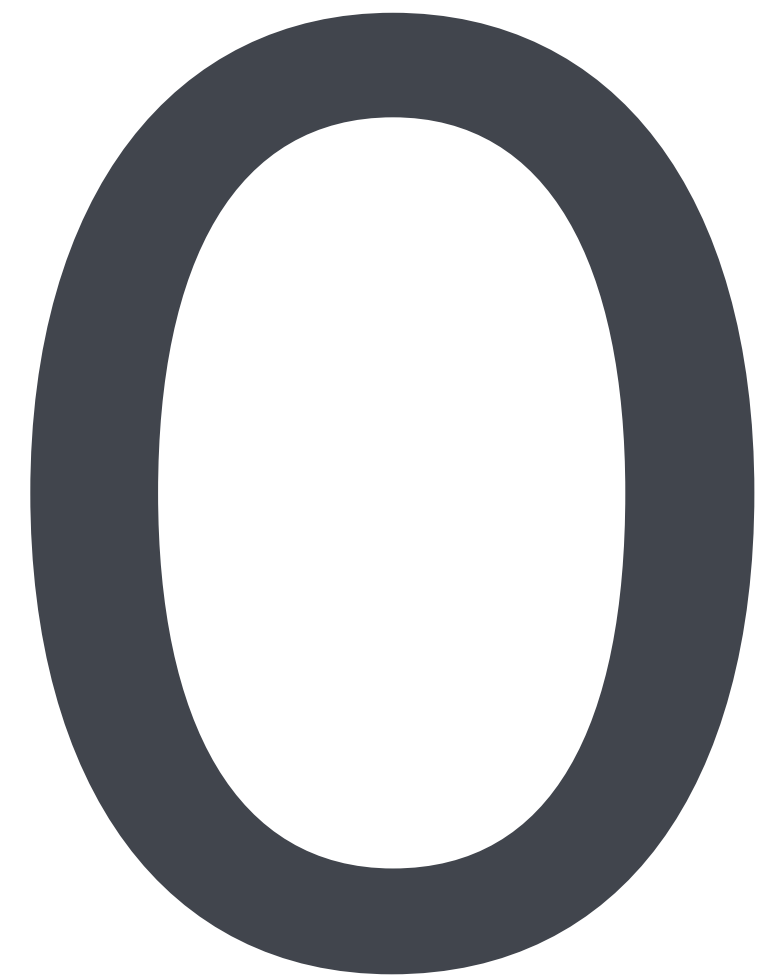
Measurement

Step 0

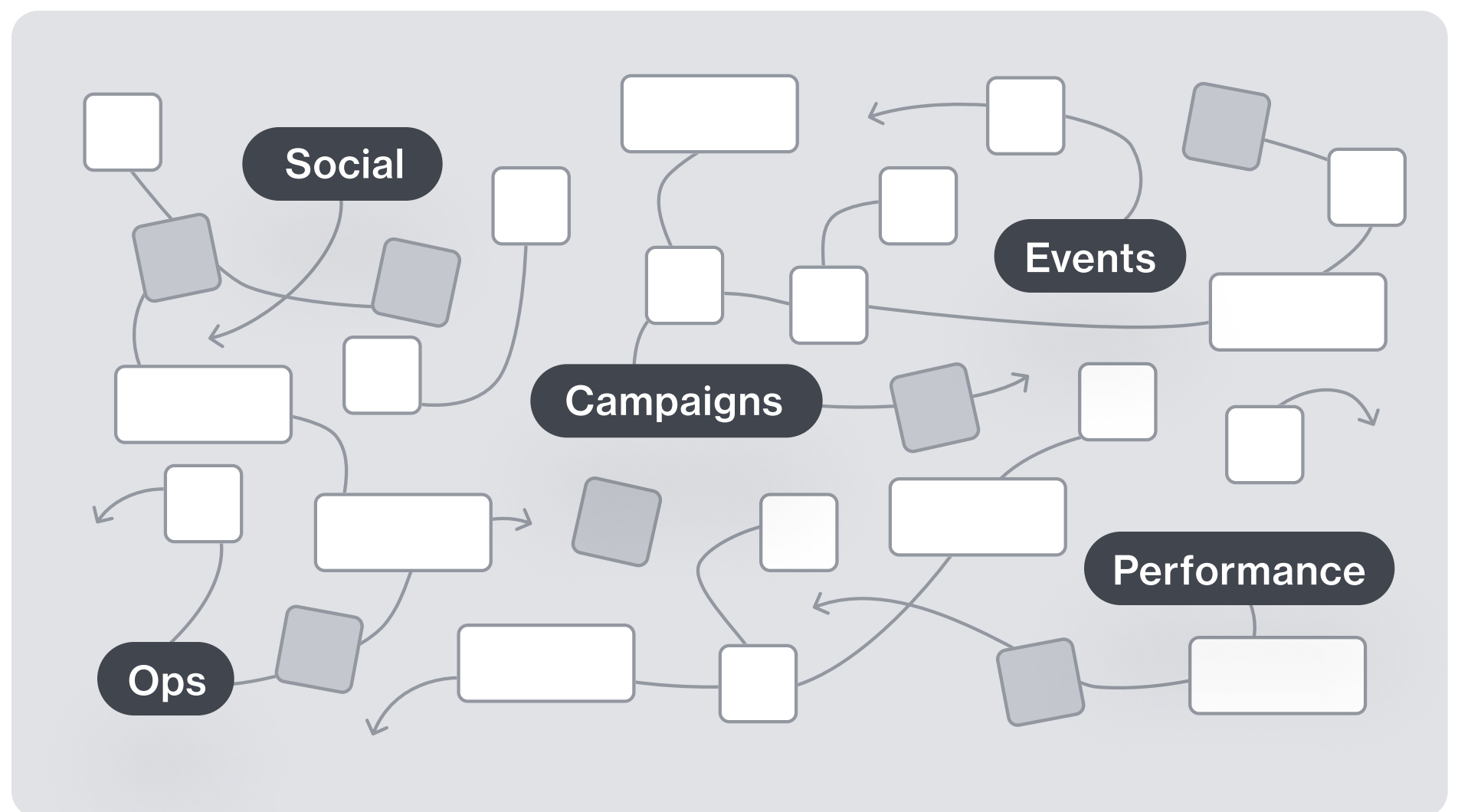
Organization

Before you start cooking, you first need mise en place

Mise en place is a French culinary term that tells us we need to gather and put our tools, processes, ingredients, and recipes in one place. This preparation ensures every person in the kitchen has exactly what they need to work together, make decisions, and avoid mistakes—even while moving at a rapid pace. The same principle applies to implementing AI. Before you can start accelerating processes and production using AI, it's important to centralize your critical data and connect your existing workflows. This pre-work frees every team to begin experimenting with AI, without the risks of fracturing into silos or overlooking critical information.



Step 0



Messy inputs product messy outputs

Can you cook a complicated meal without spending a bunch of time and energy gathering all your ingredients and supplies and measuring and cutting and sorting things so they are all perfectly ready to go beforehand? Sure. Will it be messy? Yes. Will it take longer? Yes. Will it be way harder and more likely to mess up? 100%, yes! Mise en place is a sign of professionalism. It tells you, your team, and your executives that you're ready to move fast (without breaking things) and that your tools and processes can withstand any acceleration without siloing data or sending teams spinning in different directions.

Data en place. Why workflow hygiene is critical for success.

Of course we aren't baking a souffle, we're building marketing campaigns. And that means our ingredients will be different. It means we have to prioritize mapping and connecting our existing workflows before we can incorporate AI to accelerate work.

Here's why step zero is so crucial BEFORE you start a campaign. Teams that are already struggling with disconnected workflows are at risk of exacerbating organizational silos by adopting AI in an inconsistent or ad hoc fashion. For example, AI can accelerate a wide range of individual tasks (documenting product requirements, analyzing data, structuring information), but if your organization is already struggling to keep these activities and workflows connected, poor implementation of AI might only deepen the fractures between teams and increase the risk of duplicate or redundant work.

This is why the mise en place metaphor is the most crucial for this step of your AI adoption. Because just as a messy, chaotic, unorganized kitchen makes messy, unappetizing, and inconsistent food. A messy, chaotic, and unorganized marketing team will produce similarly inconsistent and undercooked creative campaigns.

Connect workflows. Eliminate silos. Share data.

Part of your pre-campaign prep work is to get everyone on the same page. You'll need to map workflows, identify existing inefficiencies, and eliminate silos. If you can't commit to creating a source of truth (your mise en place) before you start, then you aren't ready to begin leveraging AI.

Remember, quality data is required for quality results

To integrate and implement AI effectively, you need to connect your critical data and make it visible and accessible to every marketing team. By aggregating information like customer feedback from the field, roadmap information from product, and performance insights from previous marketing efforts, you're able to keep every team in lockstep as you use AI to uncover insights and ideate new campaigns.

And now that you have your organization sorted, it's time to get to the real campaign work.

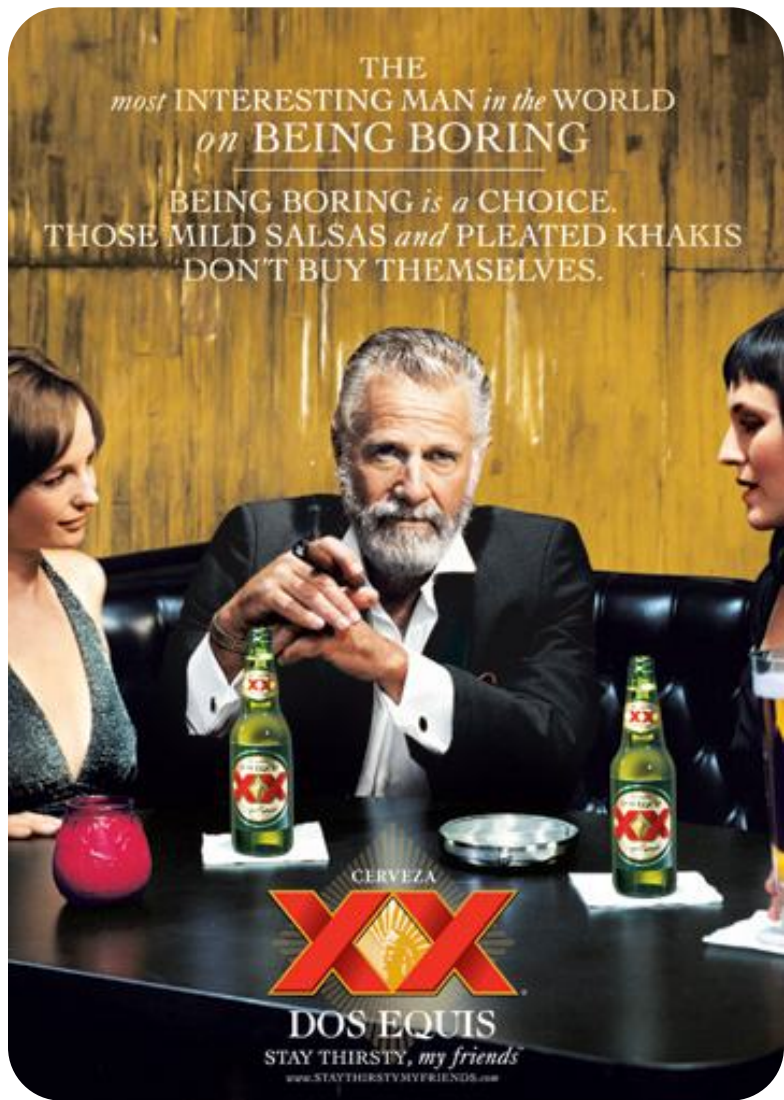
Step 1

Planning

Uncover insights that will unlock great creative ideas

Remember that famous Dos Equis campaign? The most interesting man in the world? Of course you do. It ran from 2006 all the way until 2018. And it was such an enormous success that just two years after launching, Dos Equis was declared the “fastest-growing import in the U.S.” But do you know that the amazing concept came from old-fashioned creative planning and audience research?

That’s right, the product didn’t change. The branding/ packaging didn’t change. The price didn’t change. The only thing that did change was the marketing.



Marketing ▼

Planning

Overview

Updates

Brief

Insights

Production

Distribution

Measurement

Planning / Overview

All campaigns

Not started

At risk

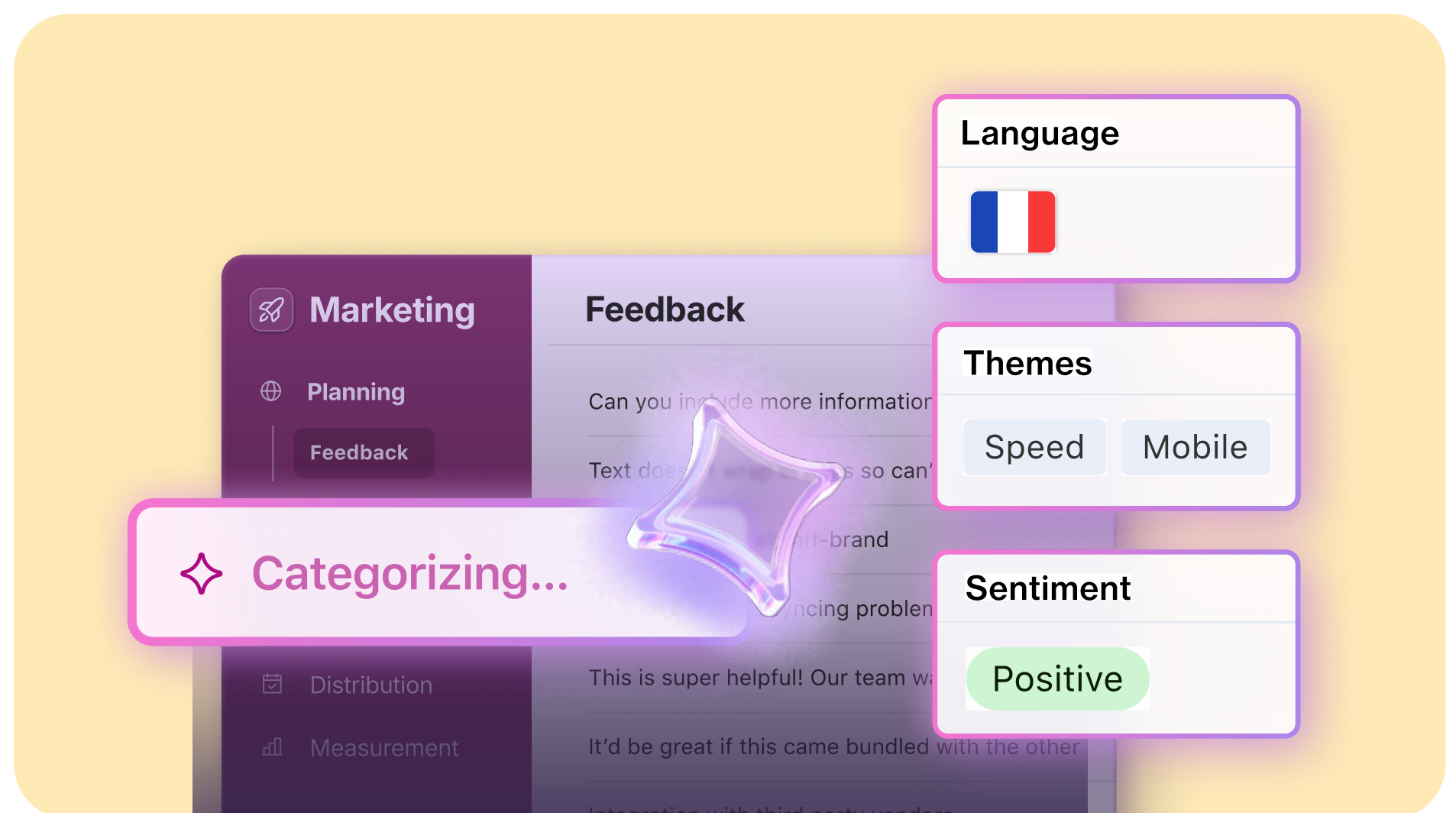
On track

Completed

Location	May 2024			
	Oct 30	Nov 7	14	21
<div><div>Needs review</div></div>	<div><div></div><div>Run For A Cure</div><div>\$600,000.00</div><div>Tier 2</div></div>			
<div><div>Approved</div></div>	<div><div></div><div>One Team, One Dream</div><div>\$900 000.00</div></div>			

Step 1

All of these guys were terrified they weren't interesting enough to attract a partner. That single insight led to their breakthrough idea.



The only thing that changed was the marketing. And the concept came from uncovering one key insight during the planning phase. This insight was the foundation of the entire campaign, leading to increased sales and supercharging the business. The insight was possible because the team had a methodological, thorough approach to planning. Imagine what they could have done with AI? The power of AI is in uncovering insights just like this, insights that would have previously stayed hidden or required so much manual work to discover.

Research into your audience pain points reveals human truths

During the planning stage, Havas, the creative agency working with Dos Equis, conducted market research on their potential target demographic and they noticed something that changed everything. All of the different interviewees (young males between the ages of 21-34) had one thing in common. Online dating profiles. Now, don't forget, we're talking about 2006 here, so an online dating profile was far from unusual. But the profile itself wasn't the insight.

The big insight was that these different profiles had one major thing in common. It turned out that all these very different guys were wildly exaggerating their interests and hobbies and passions to make themselves seem way more interesting than they actually were. That Assistant Manager at the FootLocker in Orlando? Also a skydiving instructor. The shift manager at Bank of America in Denver? Also an abalone diver.

All of these guys were terrified they weren't interesting enough to attract a partner. That single insight led to their breakthrough idea.

What if drinking Dos Equis made you the most interesting man in the world?

What if drinking Dos Equis could make you more mysterious, and suave, and cosmopolitan? What if drinking Dos Equis meant you could stop lying on your dating profile and instead bathe in the confidently sophisticated glow of your new beer-of-choice? What if they created a character who anthropomorphized the exact opposite of all of these shared insecurities?

Step 1

When you can unlock a truly authentic insight you can build years of campaigns off that same human truth.

How to use Airtable AI for campaign planning

Obviously, AI was not used in the Dos Equis example. The campaign was made with very talented humans trying hard (and succeeding) to understand their audience through research. It was made with human pattern recognition and some very smart people putting it together and realizing that the insight wasn't in what their audience was saying, but what they weren't saying.

Nobody wrote on their survey that they were worried they were boring. Not one person gave them the insight directly. But it was in recognizing the pattern that the creative breakthrough was possible. So what does any of this have to do with using AI to plan your next marketing campaign? Uncovering killer insights, that's what.

Amazing campaigns come from killer insights

Lots of marketing campaigns start with weak insights. The results? Weak campaigns. However when you can unlock a truly authentic insight you can build years of campaigns off that same human truth. And one of the most powerful use cases for AI is its ability to recognize patterns and generate insights—in moments.

In our Dos Equis example, all those surveys about the target audience could be input as feedback into Airtable AI and the pattern commonality of dating profiles would have been flagged as an interesting data point. Further prompting and sentiment analysis could have revealed the deeply held fear that united all of these gentlemen and led to the concept of Señor Interesante.

Do your due diligence, in seconds

You can use Airtable AI to streamline the market research that will shape your campaign messaging and tactics. Start by pulling critical information into Airtable, including target customer interviews, transcripts of regional sales calls, and competitor information. You can use Airtable AI to analyze this data and summarize key insights, identifying trends in the channels, messages, and features that will resonate most with key demographics. In this example, some of the outlandish scenarios and exotic adventures described in each commercial could be surfaced as themes to build upon and explore from this phase of the AI integration.

Prioritize your plans for greater impact

Once you've used AI to reveal your killer insight you can take your planning phase to prioritization. Use Airtable AI to match your team's priorities to business objectives and OKRs. Use it to route work to the right teams based on skill sets and bandwidth of current members. Summarize new insights generated by these tiger teams and pull these summaries into campaign briefs, product requirement docs, or internal progress reports so you can validate and goal set off the campaign's efficacy.

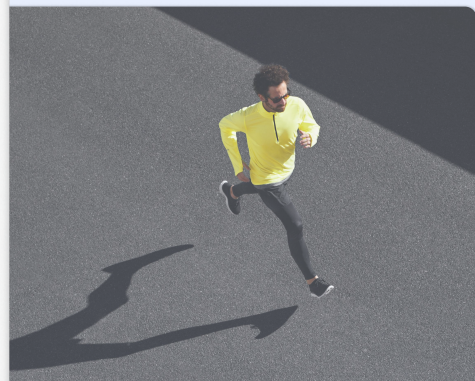
Step 2

Production

It's time to get creative

What is the first step of a marketing campaign when it comes to generating ideas and cracking the concept? The brief. In the old days creative teams waited around impatiently for this sacred document. The brief could either make or break them. A good brief was focused. Tight. It had amazing insights about the customer, and those insights unlocked a million juicy ideas and territories for the creatives to play with. A bad brief was overstuffed with platitudes and filler. It didn't tell us anything useful about the product or the audience and became more of a creativity-draining tar pit rather than a springboard that would send us upwards into idea heaven.

2




Daily Habit

Location: Global

Campaign: FY2024 Brand Advertising

Budget: 25%

Adopt campaign




Run For A Cure

Location: Global

Campaign: FY2024 Brand Advertising

Budget: 70%

Adopt campaign




Inner Strength

Location: Global

Campaign: FY2024 Brand Advertising

Budget: 25%

Adopt campaign




One Team, One Dream

Location: North America

Campaign: Connect Conference

Budget: 70%

Adopt campaign



Legends Of A Legend

Location: APAC

Campaign: FY24 APAC Partner

Budget: 70%

Adopt campaign

Step 2

Use Airtable AI to generate a tight brief

A tight brief unlocks your key insight and roadmaps the way to the big idea. AI can generate briefs quickly, pulling in information and direction from multiple sources and surface amazing insights from data already living in Airtable. From the jump, AI immediately gives you a starting point—an idea and a brief to start iterating on top of rather than struggling with a blank page.

Accelerate production and execution

After you've got a brief you can give it to your internal human creative teams or agency partners AND feed the brief back into the AI and ask for it to generate new campaign concepts off of it. After you curate your favorite concepts generated by the AI and review your top concepts generated by the creative team you're ready to choose a direction and begin generating assets.

Use Airtable AI to create a first draft of deliverables and external comms:

- Generate marketing materials, employee comms, sales trainings, financial summaries, board presentations, and more.
- Automatically create compliance and tasks checklists to keep everyone on the same page.
- Instantly build the first draft of marquee assets (digital ads, outdoor ads, paid editorial, owned editorial) pulling from information on messaging and brand that already lives in Airtable.
- Focus your team on polishing the right message for the right market, instead of starting from scratch.
- Make custom variations for different channels, like Instagram, TikTok, and email—instantly scaling impact without repetitive or duplicative work.
- Format and adjust the tone and length of content for each channel based on best practices for each social platform.

Get generative with copywriting ideas

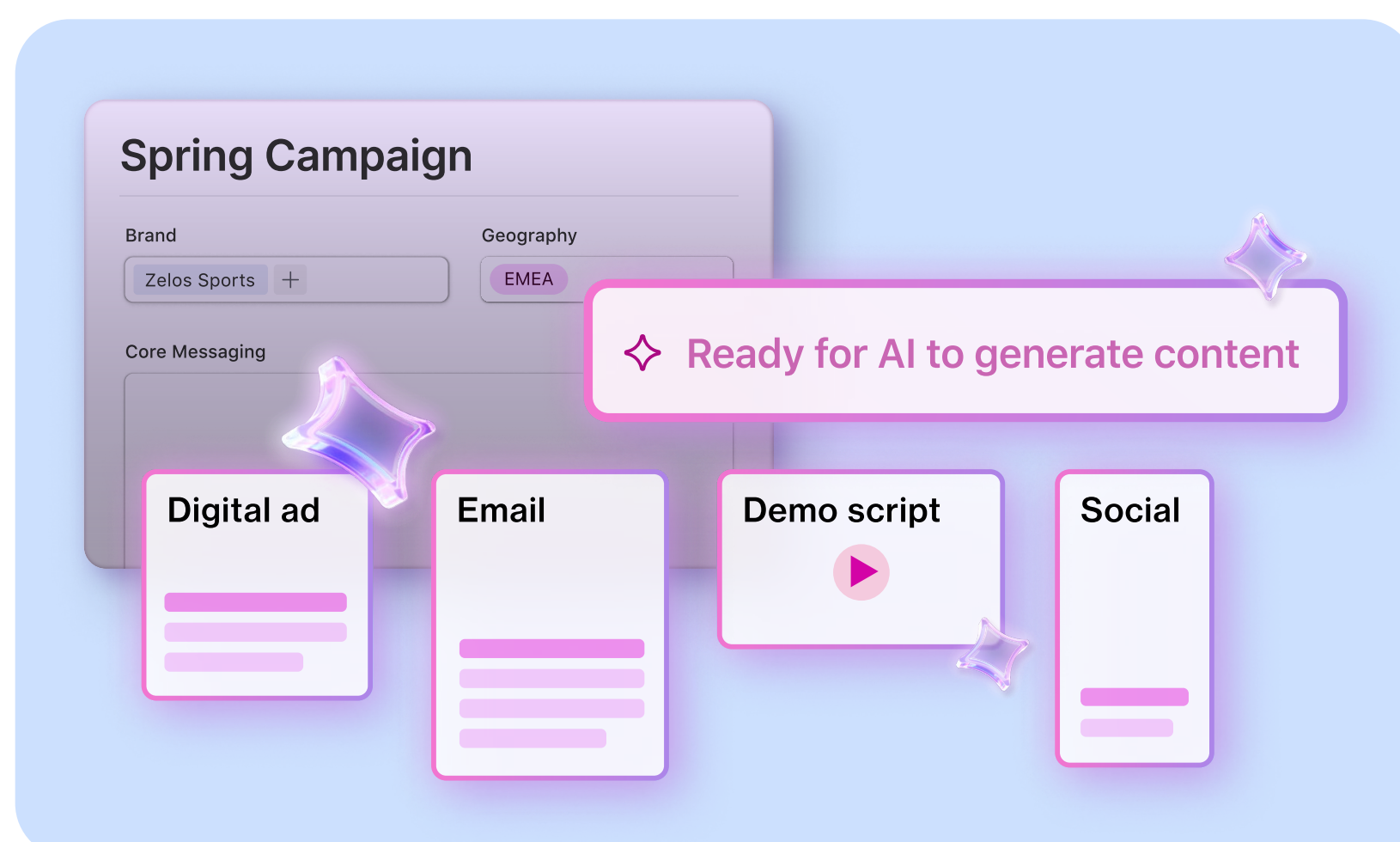
Use Airtable AI to rapidly create variants for testing. Using our Dos Equis campaign, we could feed AI the original copy and ask it to use the same formulaic misdirection and humorous twist patterns to produce hundreds of options for the spokesman to say in his velvety smoking jackets and confident tones. AI's superpower here is volume, you'll want to use these first drafts to inspire and push your creative team as they refine and polish the final assets.

Play with brand voice and tone prompts

Tell the AI your parameters of how irreverent, or playful, or surprising you want to sound. You can input both your normal brand voice and tone guidelines to make sure your marketing content sounds on brand. But you can also create campaign-specific brand attributes or personality prompts which will give you flexibility to come across in a novel way for each campaign you are running.

Automatically notify approvers at the right time

Finally, after you've identified your campaign direction you can automate stakeholder notifications so the appropriate stakeholders get alerted as various assets come back and are ready for final reviews and approvals. These automations really help on larger, more expensive campaigns and projects which involve multiple stakeholders from different orgs and involve executive-level visibility to make sure that nothing falls through the cracks while you are moving multiple assets through production and getting ready to launch and distribute.



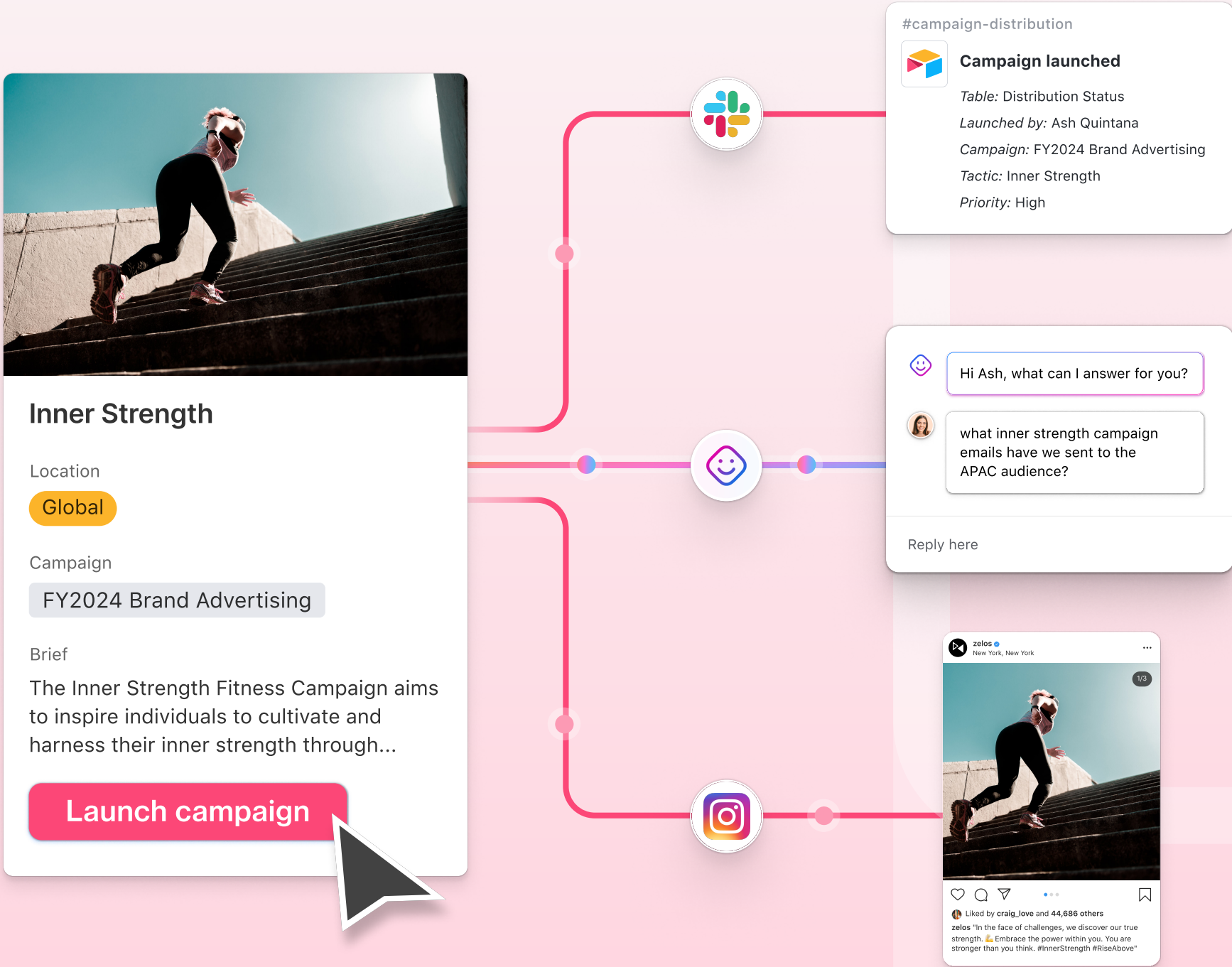
Step 3

Distribution

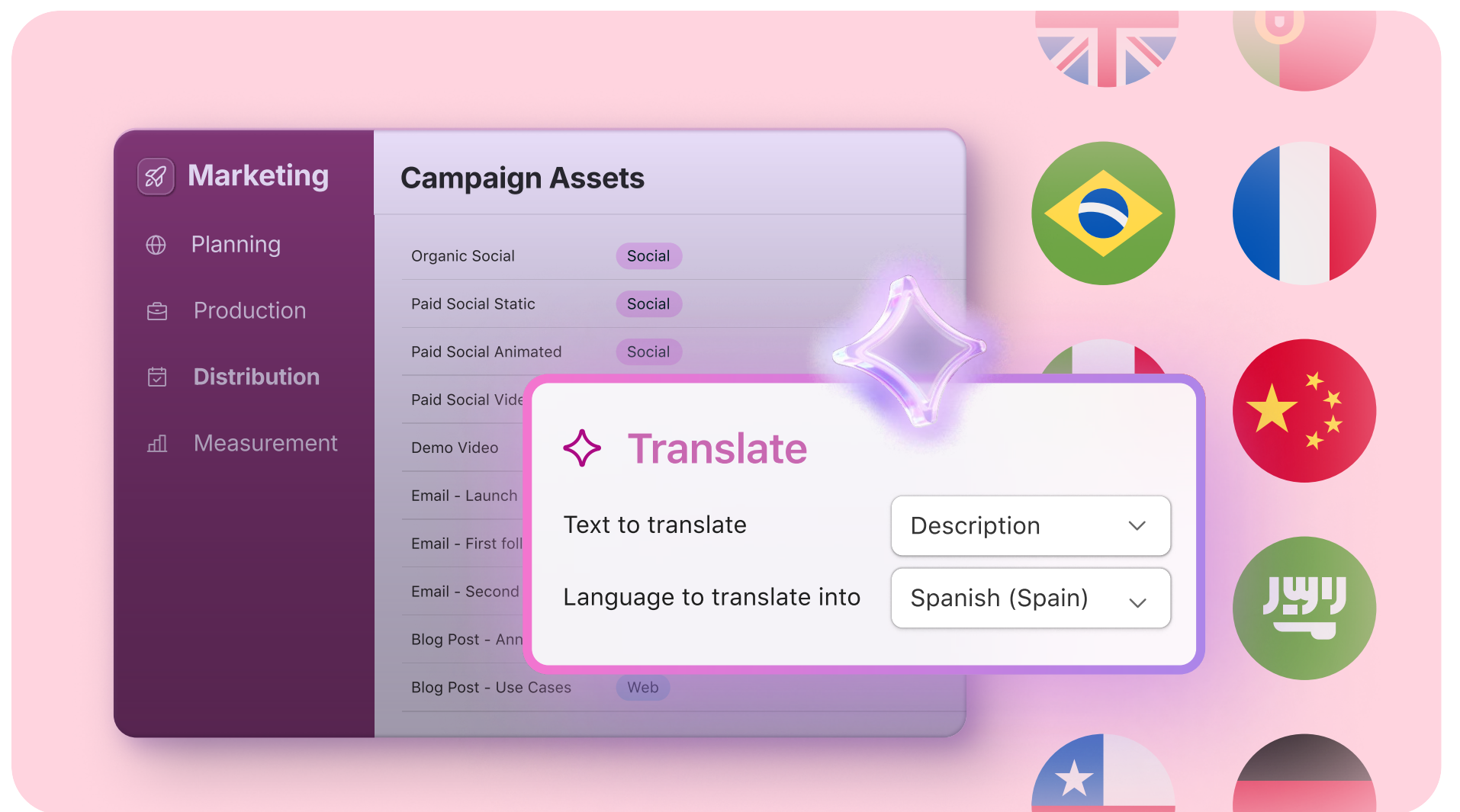
Here's your chance to show, not tell

Now, let's say your marketing team knows all about the Most Interesting Man in the World, but the world hasn't heard of him yet. You can maximize campaign distribution by using AI to automatically translate content into different languages, and to organize and tag content in a digital asset management (DAM) system. Automatically having the ability to translate languages and also then to track and monitor myriad assets is a significant time saver for your marketing ops team.

3



Step 3



Stay thirsty my friends. Restez soif mes amis. Mantente sediento amigos. Bleibt durstig, meine Freunde.

Localize your messaging for maximum global impact

The best marketing teams create work that is highly customized and personalized—and part of this involves translation. Airtable AI instantly translates your content across virtually any language or locale. Get ready to get specific. Rather than just translating from, for example, English to Spanish, Airtable AI can translate copy from English to specific dialects (like Spain, Spanish, or Argentinian, Spanish). Want to launch first in NYC and a week later in London, then two weeks after that launch simultaneously in Paris, Madrid, and Berlin? Stay thirsty my friends. Restez soif mes amis. Mantente sediento amigos. Bleibt durstig, meine Freunde.

No problem.

Now let's fast forward 6-12 months. You've built and launched a great campaign. People are talking. Memes are happening. Sales are improving. Congratulations. But remember, successful marketing isn't just about creating new work, it's also about using and re-using existing assets. Airtable AI helps teams organize and tag published campaign assets to make it easier for other teams to access and leverage—increasing the overall ROI on creative production.

For example, as you're creating new assets for markets across Europe, you can use Airtable AI to automatically add, tag, and organize the content in a digital asset management (DAM) system. Airtable AI will:

- Categorize the content using complex metadata.
- Localize the content into key languages, ensuring consistent messaging
- Automatically notify key stakeholders in other markets that the asset is ready to use.

Pull your team out of manual work, and into strategic work.

Historically, marketers have had to manually tag and organize the content in asset libraries, which has meant that the quality of the DAM can quickly deteriorate depending on team bandwidth.

Now, Airtable AI can automatically categorize and summarize your content in seconds, empowering every team across the globe to make the most of your marketing efforts.

Step 4

Measure

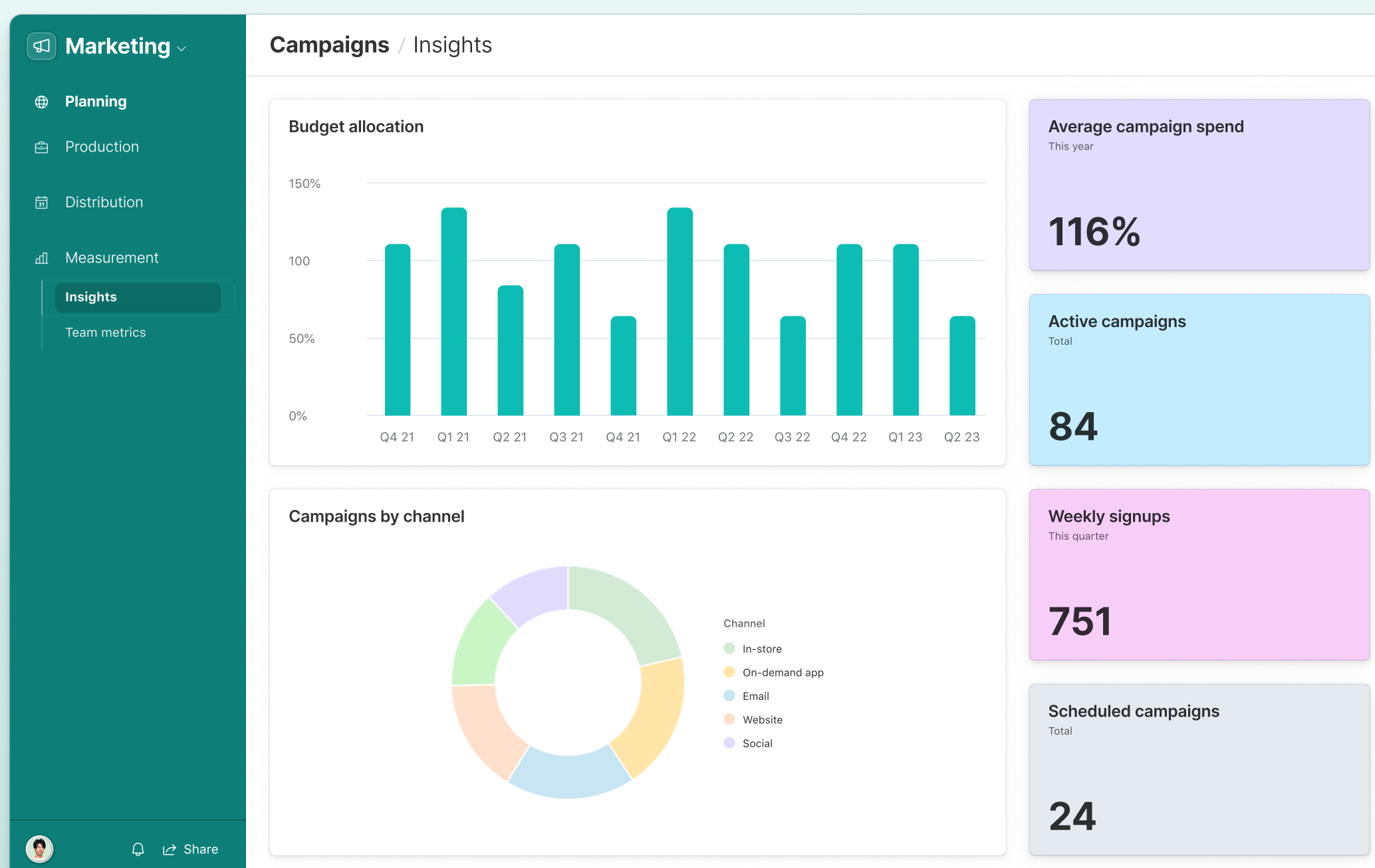
If you don't keep score, you can't win

The final phase within your marketing campaign is measurement. When you keep track, you keep learning.

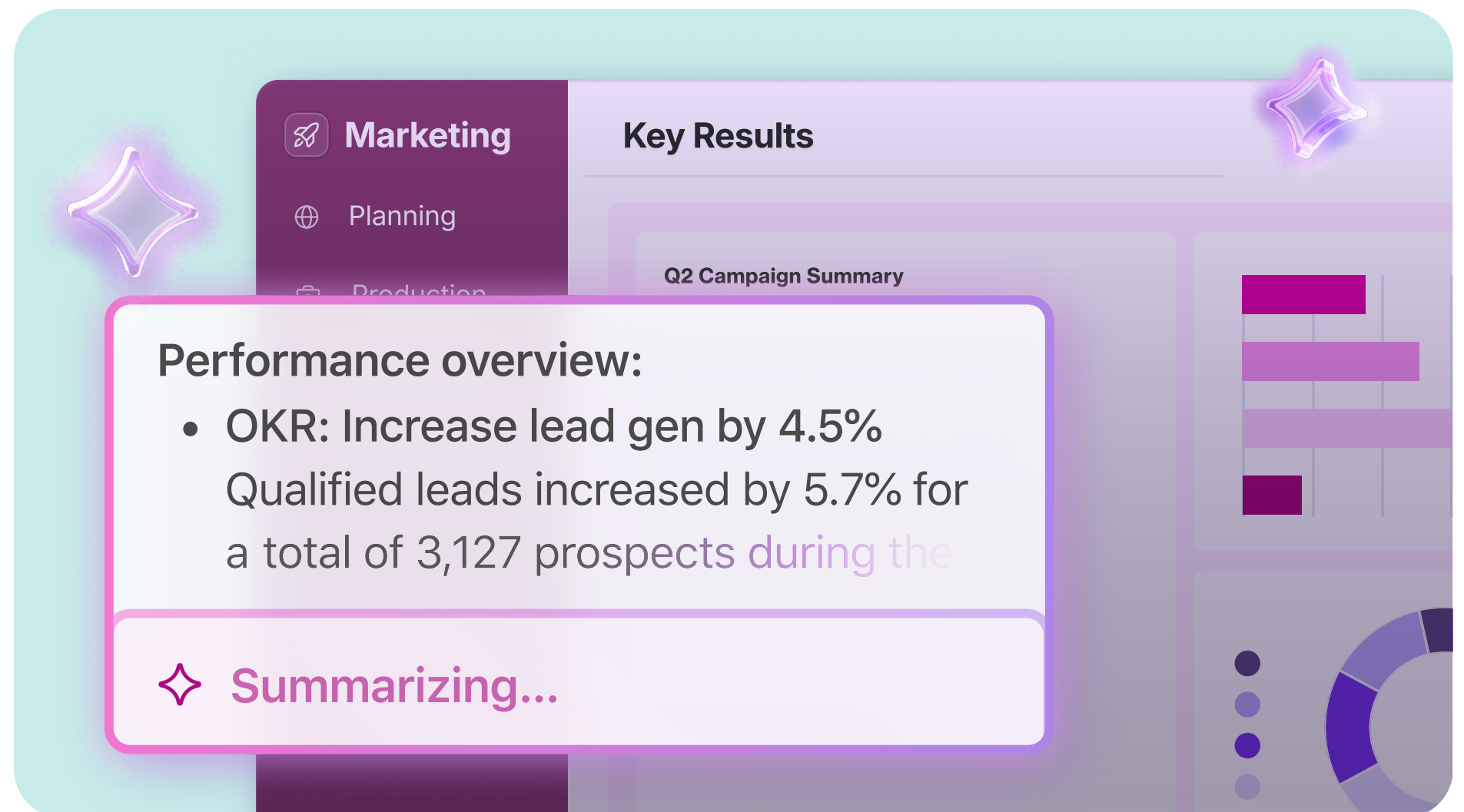
Airtable AI can help your marketing teams:

- Analyze and summarize the regional adoption and execution of your campaign
- Pull budget and performance data from external sources, to more effectively show ROI
- Categorize customer feedback and social comments according to theme, sentiment, etc
- Measure the time, resourcing, and bottlenecks across the entirety of campaign production

4



Step 4



The power of AI is in helping your team uncover these hidden insight gems in seconds, as opposed to hours or days.

Share results faster and more efficiently

With all of the marketing team's data in Airtable, you can create a high-level interface that shows campaign performance against revenue and acquisition targets, and display all that information alongside operational data and customer insights. This makes it easy to share progress with the executive team and cross-functional stakeholders.

Use measurement to optimize planning

Congratulations. You've successfully created an automated campaign engine that unlocks a cyclical, easily repeatable process that is powerfully connected across a single shared flywheel. And because all of this actionable data is flowing to the right teams at the right times, it means it's easy to replicate and accelerate your entire planning, production, distribution, and measurement process for your next campaign, and the one after that.

Show me the money. Prove your investment was worth the effort.

Marketing campaigns cost a lot of money. They cost money for research, for strategy, for creative concepting and execution. They cost money for production. And we haven't even got to the media buy yet...

We're all under pressure to prove ROI and to do more with less. You need your next campaign to break through and resonate with your audience. You need a campaign that understands a deep human truth and can translate that truth into action, or sales, or changes of habits. You need a campaign that's as interesting to your audience as you are interested in them. And to achieve this, you need stellar insights to inform your next strategy.

When you pull performance data and customer feedback from Salesforce, Marketo, social platforms, and the field into Airtable, you can use Airtable AI to categorize this data according to sentiment, region, audience type, and more. Following this, you can ask the AI to extract insights and identify trends in the metrics.

These insights should inform your next planning cycle and move your campaign strategy into a direction that will maximize revenue and impact. But, more importantly, these insights might spark an idea similar to the one that fueled the famed Dos Equis campaign. The power of AI is in helping your team uncover these hidden insight gems in seconds, as opposed to hours or days.

About Airtable

Airtable is a platform that empowers everyone to easily build customizable business apps that transform their most critical operations with no-code software and AI.

Now with Airtable AI, marketing teams can immediately begin integrating AI into their workflows to see significant improvements in productivity, efficiency, and uncover new opportunities for business growth.

Make the most of every marketing effort and work quickly, together, with an end-to-end solution for your marketing teams. Get everyone on the same page with the same data and eliminate silos. Use Airtable AI to easily connect the most critical stages of marketing work and bring unrivaled efficiency to your marketing supply chain by connecting workflows with shared, trusted data.

- Plan better campaigns. Airtable gives you a holistic view of all marketing activities alongside goals, resourcing, and timelines.
- Produce better campaigns. Accelerate your time to market and empower your team to execute quickly and stay in sync. Airtable fuels production by making critical information accessible and reusable for everyone.
- Distribute better campaigns. Use automations and AI to deliver personalized experiences at scale.
- Measure campaign performance better than ever before. Analyze operational insights and performance data side by side in Airtable.

Ready to get started?

Your own success is right around the corner.

[Learn More](#)[Contact Sales](#)