



4 ways to revolutionize marketing and sales with generative AI

Steps to augment creativity and boost productivity
for marketers and sellers

This eBook is written for marketing and sales professionals interested in
using generative AI to save time and generate more compelling content.



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INTRODUCTION

Achieving the right perspective for generative AI

Generative artificial intelligence (AI) has sparked a revolution, and today's organizations are racing to unlock the technology's business value. Generative AI applications are proving beneficial across all business units—and are yielding particularly exciting results across marketing and sales.

Achieving success with generative AI across marketing and sales starts with understanding that the technology is not meant to replace people and does not serve as a substitute for creativity or human ingenuity. While AI can generate ideas, it does not possess the real emotions, experiences, and awareness necessary to produce the kind of true creativity that drives personal connections and customer engagement.

Instead, successful organizations view generative AI as a productivity enhancer, an idea generator, and a tool for augmenting the creative skills of their valued marketers, content creators, and sellers. Increasingly, they are discovering that generative AI can help these teams move faster, work smarter, and explore new concepts.



Unlocking the marketing and sales benefits of generative AI

Generative AI can augment the creativity of marketing and sales teams, helping them come up with new ideas, develop better content, and convert more prospects into customers. Plus, generative AI applications can automate repetitive marketing and sales tasks, freeing up more time for higher-value endeavors.

Marketers can use generative AI applications to unlock creative potential and get to market faster by complementing human ingenuity and expediting the creation of documents and assets. With generative AI automating or accelerating duties like creating reports, drafting internal documents, translating assets, and collating campaign data, marketers can rededicate time to more strategic initiatives—such as refining brand narratives and exploring innovative campaign ideas.

Content creators can explore new creative angles and develop topics faster using generative AI applications. From there, they can automate the creation of first drafts, complete proofreading in near real time, and easily adapt their content for different channels and formats. Ultimately, generative AI applications allow content creators to meet deadlines with greater consistency and deliver impactful content more efficiently.

Sellers can use generative AI to personalize sales proposals, get immediate feedback on live presentations (such as receiving voice and tone recommendations from practice dry runs), and automate repetitive tasks like drafting customer communications and CRM data entry. By saving time and increasing efficiency, generative AI applications can free sales teams to focus on more important responsibilities—like meeting with prospects and customers, cultivating deeper relationships with key clients, and optimizing their strategies.

What is generative AI?

Generative AI is a type of AI that can create new content and ideas, including conversations, stories, images, videos, and music. It is powered by large models that are pretrained on vast amounts of data, commonly referred to as foundation models (FMs). A McKinsey study spotlighted how generative AI can bring value to organizations across 16 functions in four key areas: customer operations, marketing and sales, software engineering, and R&D. Marketing and sales use cases, such as creative content generation, can have a combined business value of 20 percent.¹



Facing the challenges of adoption

Unfortunately, there are barriers to adoption between these professionals and the benefits of generative AI.

To achieve results specific to an organization's needs, guidelines, and objectives, the FMs that power generative AI applications need access to the company's first-party data. Often, however, this data is scattered across shared documents, spreadsheets, presentations, issue tracking and project management systems, and intranets, making it difficult to curate and prepare. The data must also be checked to ensure that it is up to date and relevant, causing additional complications.

Further, much of this data is sensitive or confidential. It likely includes details on new products, information about customers and staff, trade secrets, and other valuable intellectual property (IP). The desire to protect this data has led some organizations to forbid or highly restrict the use of generative AI—preventing marketers, content creators, and sellers from enjoying its benefits.

Organizations must also navigate a deluge of available applications and FMs. This decision is complicated not only by the large number of companies offering generative AI solutions but also by the complexity of implementing the technology for specific use cases while still meeting privacy, confidentiality, and internal guidelines.

Additional challenges to generative AI adoption include managing costs and closing AI skills gaps across technical and business teams.

But there is a way forward. In this eBook, we'll explore how marketers, content creators, and sellers can easily harness the advantages of generative AI—while helping to protect the organization's privacy, reduce operational costs, and improve business outcomes.

THE WAY FORWARD

Augment your creative engine

Successful teams are fueled by ideas—the next big campaign, the newest digital experience, the unforgettable event—and that makes marketing, content creation, and sales all ideal for applying generative AI.

As mentioned, however, successful organizations understand that human experience, emotions, and ingenuity are the true driving force behind these ideas and their ability to connect with prospects and customers.

Generative AI augments these human traits to help teams create highly differentiated campaigns and sales tactics. In fact, global leaders like Omnicom are already using generative AI to accelerate marketing innovation and creativity.²

There are four ways your organization can enhance marketing and sales with generative AI:

1. **Augment** creative thinking
2. **Create** engaging customer experiences
3. **Boost** productivity
4. **Mitigate** risks to privacy and compliance



² "Omnicom Collaborates with AWS to Transform Advertising Campaign Development with Generative AI," Omnicom press release, June 2023



Why trust AWS?

- Over 100,000 organizations are currently running machine learning (ML) workloads on Amazon Web Services (AWS).
- From Alexa and ecommerce recommendation engines to Prime Air drones and Just Walk Out shopping experiences, Amazon has been using AI to solve business problems for more than 20 years.
- At AWS, our mission has been to democratize AI by offering this technology to customers as AWS services. We are taking the same approach to generative AI.
- AWS believes the true value of generative AI for marketing and sales teams is to augment creativity and boost productivity, ultimately delivering improved outcomes throughout the business.

AWS customers can choose from a range of industry-leading FMs available in [Amazon Bedrock](#) or use AWS services with built-in generative AI—all running on the world's most trusted cloud infrastructure.

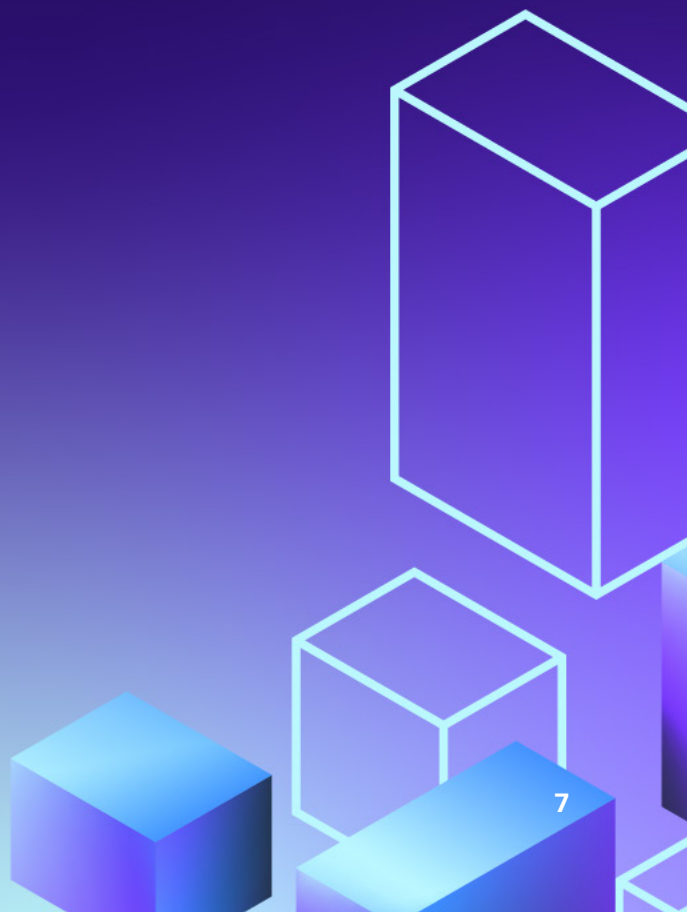


Ideas for using generative AI today

Marketers: Refresh your brand narrative, explore campaign strategies, and draft documents faster.

Content creators: Generate new topic ideas and cross-channel campaign assets, such as infographics, blogs, customer references, and success stories.

Sellers: Craft customer communications, prospect responses, and sales proposals in seconds.



Augment creative thinking

With channels crowding and audiences growing ever savvier, the competition for customer attention has entered a new era of ferocity. To stand out and resonate with today's prospects and customers, marketing and sales teams must explore new horizons and embrace the unconventional. In other words, organizations need to step up their marketing game and unlock new venues of creativity to remain relevant.

Generative AI applications can augment the creative and strategic thinking of marketers, content creators, and sellers—helping them consistently drive differentiation across channels and throughout the customer journey.

By acting as an always-on collaborator and an endlessly patient creative assistant, generative AI allows marketers and sellers to think bigger, take risks, and bring their ideas to life in larger and more impactful ways than they ever imagined possible. Furthermore, generative AI can assist these professionals with activities that consume time unnecessarily—freeing these teams to shift their focus toward tasks of higher value and priority.

Generative AI applications can help marketers explore new campaign ideas, reimagine brand narratives, and experiment with new messaging. Content creators can add greater detail to drafts, discover new topics, and find fresh angles on subjects they have previously explored. And sales teams can identify new approaches to converting leads and translate customer data into powerful insights that drive more effective communications.

Sample use case

Maximize data-driven creativity: Connect your company's data sources to your generative AI applications to enable deeper insights and smarter decisions. Ask hundreds of questions and let AI perform the analysis instantly.



“Putting our cloud-native Automation Success Platform on AWS was the first step, and now through intelligent automation fused with generative AI on AWS we enable every employee in every company with the potential to transform business and reshape the way we live and work.”

Mihir Shukla, CEO & Co-Founder,
Automation Anywhere

Create engaging customer experiences

Organizations that engage with the right audiences, at the right times, and in the right places enjoy greater customer loyalty, retention, and positive word of mouth—ultimately leading to higher rates of customer acquisition.

Unfortunately, the process of delivering these engaging customer experiences can be complex and expensive—issues that only grow more challenging as the business and its outreach efforts scale. The need to curate customer data from multiple sources and systems, reliance on legacy business intelligence (BI) and analytics tools, and the inability to customize content to specific audiences can contribute to these problems. Also, some organizations may not have enough staff or resources to create, distribute, and promote engaging content at the scale an effective omnichannel approach requires.

Generative AI applications can help streamline and accelerate these processes, allowing you to drive engaging customer experiences consistently and continuously. Within seconds, they can analyze large amounts of data to uncover trends and generate content informed by specific customer insights. With generative AI applications, your marketing and sales teams can quickly and reliably deliver moments that resonate with each audience segment at every touch point in the customer journey.

Further, generative AI applications can act as creative assistants that help marketing and sales teams make smarter choices—like deciding which asset will be the most effective for a specific audience or buying stage.



Sample use case

Guide sellers to more impactful presentations that always hit the mark:
Generate recommendations to improve speaking tone, cadence, and content. Share how to deliver the message in an authentic tone and involve buyers through personalized visuals and wording that is tailored for each prospect.



“We improve how sales and marketing teams partner in pursuit of a shared goal, bringing meaningful value to each buyer interaction. This requires tailoring information and improving how sellers engage with buyers, based on their unique needs. That’s why we rely on Amazon Bedrock to rapidly experiment and subsequently push new models to production, so we can ensure that every conversation is empathetic, authentic, and builds trust with buyers.”

Tony Grout, CPO, Showpad

Boost productivity

By streamlining and automating the production of text, images, and other content, generative AI allows marketing and sales teams to tackle everything on the road map more efficiently and effectively. Imagine automating daily work, like drafting meeting summaries, generating advertising pieces for multiple channels, or writing sales emails. Generative AI applications can improve the quality and quantity of your creative, the efficiency and effectiveness of your campaigns, and the conversion rates of your sales efforts.

While the increased productivity you can achieve with generative AI may be measured in return on investment (ROI), the larger impact is seen in the day-to-day lives of marketers, content creators, and sellers. Generative AI gives your teams more capacity to focus on activities that deepen campaign engagement and turn more prospects into customers—not to mention the professional fulfillment and personal gratification that come with being more productive and creative.

Over time, the productivity benefits of generative AI can ripple across your organization. Gartner® estimates that at least 100 million humans will be interacting with robo colleagues to contribute to their work by 2026.³ AI can provide every person on your staff with an assistant that boosts their speed and efficiency, energizing them to achieve more, grow faster in their careers, and expand their horizons. And it delivers substantial business impact, improving revenue through faster customer acquisition and reducing costs with time savings and process efficiencies.



³ "Gartner Experts Answer the Top Generative AI Questions for Your Enterprise," Gartner, 2023

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Sample use cases

Bring ideas to life faster: Produce assets in a fraction of the time previously required. Deliver current, relevant content to more audiences more often. Expand your reach, keep audiences engaged, and convert more sales.

Generate image descriptions and text summaries in near real time: Extract descriptive information from images to generate accurate classification and sentiment analysis. Condense complex documents and reports into text summaries of any desired length or level of detail.

OmnicomGroup

"Omnicom will use AWS generative AI and ML services, including Amazon Bedrock and Amazon EC2 Trn1n instances powered by AWS Trainium chips that are purpose-built for ML workloads, to help accelerate the transformation of advertising campaign development."

[Omnicom press release](#), June 2023

Mitigate risks to privacy and compliance

The benefits outlined thus far are only worthwhile if they can be achieved with proper privacy, security, and compliance. Your organization needs a strategy to help ensure the privacy of your first-party data and intellectual property—and to safeguard the use of your generative AI output. But your strategy must also help keep your organization safe without holding back creativity.

AWS offers the world's most secure cloud infrastructure, and our services and solutions provide features that strengthen your privacy and security.

For example, when you customize an FM on [Amazon Bedrock](#), it makes a separate copy of the base FM that is accessible only to you and trains this private copy of the model. None of your data is used to train the original base model, which helps keep your proprietary data private and secure. Amazon Bedrock also helps keep your models safe from unwanted content that could negatively affect future content creation.

In addition, acquiring real-world data that accurately represents various scenarios can be challenging, costly, and time consuming. In some cases, the scarcity of quality testing data can be a major roadblock for businesses, especially in niche industries. Data augmentation, a generative AI process to produce high-quality synthetic data, is emerging, helping customers across industries meet their data needs while keeping costs down.

Generative AI on AWS helps you generate the data that you need to enhance models to diversify datasets and obtain better generalizations, reduce data gathering costs, and accelerate other processes that benefit from high-quality, real-world-like data.



Sample use cases

Help ensure privacy: Use services that encrypt your data in transit and at rest. Leverage Amazon Bedrock to help ensure that your first-party data, inputs, and outputs stay in your Amazon Virtual Private Cloud (Amazon VPC).

Avoid toxicity: Help protect your staff, customers, and brand from profanity, hate, and violent speech with automated content moderation options available in the [Amazon Titan](#) family of FMs through Amazon Bedrock.



“Since all our data is already on AWS, we are able to quickly incorporate generative AI using Amazon Bedrock, with all the security and privacy we need to protect our data built in. With over tens of thousands of teams running on Coda, including large teams like Uber, the New York Times, and Square, reliability and scalability are really important.”

[Shishir Mehrotra](#), Co-Founder & CEO, Coda

NEXT STEPS

Get started with generative AI on AWS

In this eBook, we've illustrated how marketers, content creators, and sellers can use generative AI to augment creativity, create engaging customer experiences, boost productivity, and mitigate risks. Truthfully, however, the benefits of generative AI for these professionals can go far beyond what we've explored here.

The number of use cases where you can apply these capabilities across marketing and sales—from ad campaigns to social selling to customer support—is truly astonishing. Use the guidance in this eBook as a framework to help inspire your efforts, and be sure to choose the right ally to help you succeed.

AWS offers generative AI solutions to help your marketing, advertising, and sales teams augment creative and strategic thinking while boosting productivity and reducing operational costs. Get started quickly by considering the range of popular FMs available in Amazon Bedrock.

No matter what, AWS can help you find the right path forward in the age of generative AI—and unlock benefits that span your entire organization.

[Learn more about generative AI on AWS ›](#)

[Get started with Amazon Bedrock ›](#)

