

# Putting AI to Work: 33 Tips for Marketing and Sales

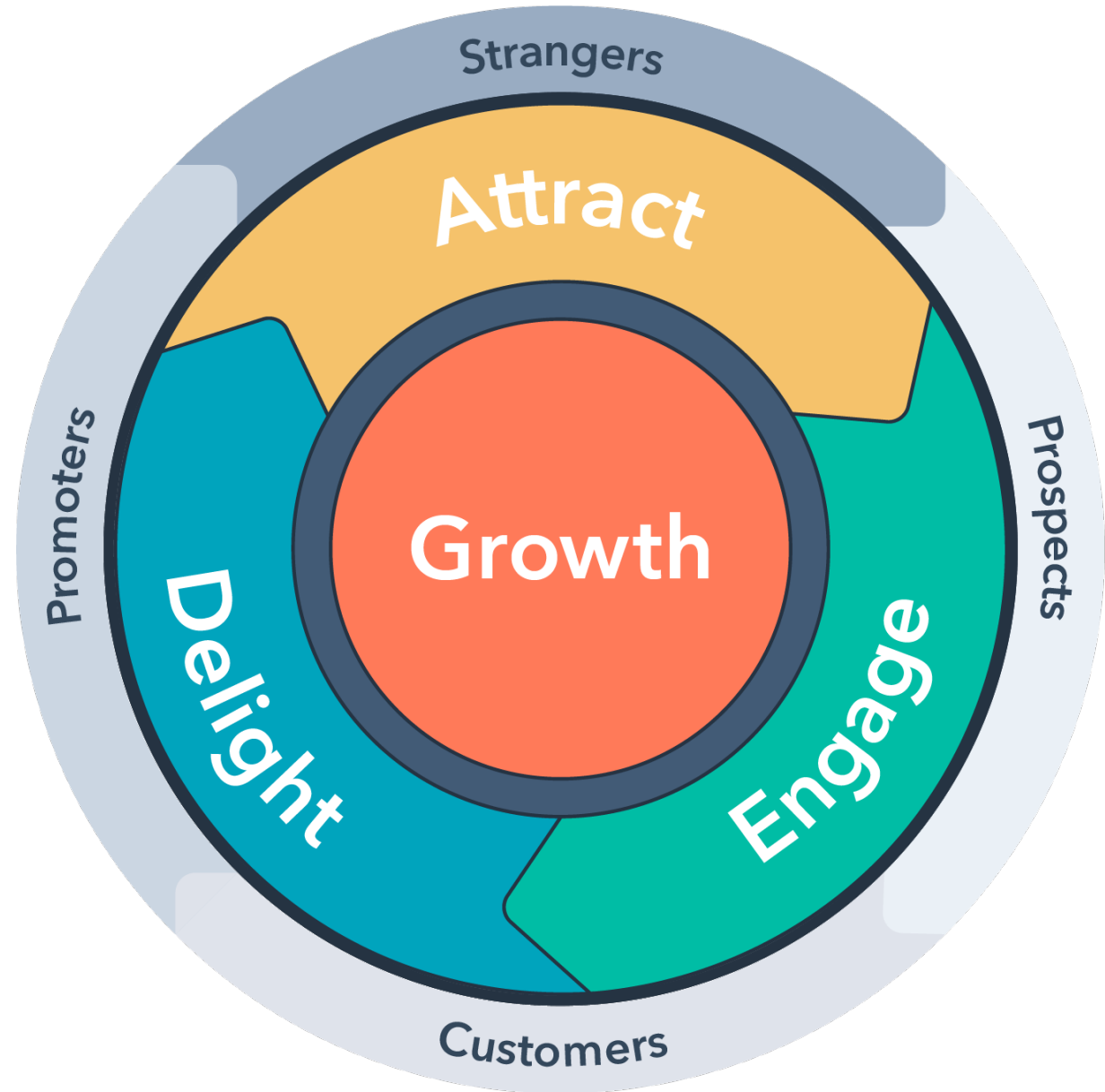
SIMPLE STRAT

FLYWHEEL FUEL SERIES



# Flywheel Fuel Series

Help you create the fuel you need to power your flywheel



# Objectives

- Get simple tips you can put into practice immediately.
- Learn about efficiencies in prospecting, writing emails, social media, market research, sales documentation, and more.
- Explore common sales and marketing use cases for AI
- Discover low-hanging fruit opportunities for time savings and roadblocks to avoid
- Learn about tools (free and paid) to get the job done



# Simplify Growth

With HubSpot and the expertise to use it to its full potential.



Buy  
HubSpot



Fix  
HubSpot



Put HubSpot  
to Work

- HubSpot Management -
- Marketing Support -



Implement  
HubSpot



Learn  
HubSpot



# AI in Sales and Marketing



To replace sales reps with AI, customers need to accurately describe what they want



# Challenges



***“The amount of work required to get the result is more, but the quota and expectations haven’t changed.”***

***- Sales leader***



# Sellers are getting bogged down

**65%**

Non-revenue  
generating  
activities



*\*Forbes Study*

- Administrative creep
  - 50% of sellers have taken calls on **vacation**
  - 40% take calls at the **dinner table**
  - 33% while at a **party or social event**
  - 30% while in the **bathroom**
  - 24% while at the **gym**
  - 16% while on a **date**

*\*Oracle Study*

*98% of salespeople wish they had superpowers  
to help them accomplish their day-to-day duties*

**SANDLER**<sup>SM</sup>  
by i10 Solutions



***“I never know if I’m talking to a human or to an AI. Makes me not want to open my email.”***

***- B2B Executive***

***“My boss thinks that AI can do my job or at least a lot of my job so I’m forced to do even more with less.”***

***- Marketer***

# WHAT'S MISSING

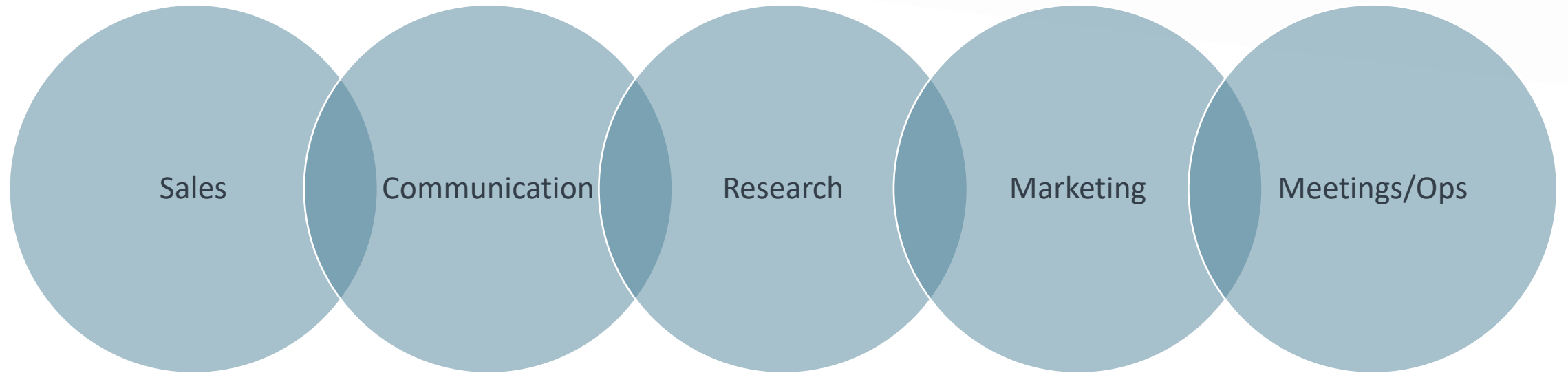


Flip update: I spent \$15,000 on this kitchen and was pretty sure it would be the highlight of the flip.... It's been on the market for 415 days. What's going on with the market?



- **Mission Critical: YOU MUST KNOW WHAT GOOD LOOKS LIKE FIRST**
- AI is like an intern. A technology employee.
- You can have them step in for mundane and even tedious tasks – but they can do them faster and even more effectively.
- But you must be clear and know what good looks like.
- If you don't know what good looks like, you're only introducing chaos.

# 5 Key Areas



Sales

Communication

Research

Marketing

Meetings/Ops



# Sales efficiency





According to research from HubSpot,  
**only 37% of sales professionals' time is spend building connections with prospects, leads, and customers**

— because they have so many other manual, low-value tasks to take care of.



# 4 Ways AI Helps Sales & Marketing

- Active Listening — Understanding What Buyers Say
- Perspective Talking — Interpreting What Buyers Think
- Empathizing — Identifying How Buyers Feel
- Cognitive Decoding — Predicting How Buyers Will Act

Source: AI Guy, Jordan Ledwein



# Using AI in Sales

- Prospecting Smarter in ChatSpot
- Adding directly to CRM – stop copying & pasting
- Prepping for sales meetings – no excuse for lack of prep
- Changing the tone of messages to suit prospect personalities or preferences – it's about them, not you
- Ideas for subject lines
- Summarizing industry articles – mtg prep & thought leadership

Source: AI Guy, Jordan Ledwein



# Using AI in Sales

- Creating decks for sales or webinars
- Grading the effectiveness of your emails – AI is your coach
- Summarizing emails to save time – time savings in inbox
- Writing outbound emails and LinkedIn messages based on personality/context – about them
- Write for MOBILE first – 8x more likely to open on phones!
- Running “plays” based on triggers

Source: AI Guy, Jordan Ledwein



# Using AI in Marketing

- Brainstorming content ideas – get out of boringville
- Creating content outlines – fix the blinking cursor issue
- Drafting email copy to promote new products or webinars – develop a standard flow & train AI to write that way
- Drafting social posts to promote long-form content - redistribute
- Summarizing YouTube videos – descriptions or research
- Competitor research – keywords, articles, news, etc
- LinkedIn research/summaries

Source: AI Guy, Jordan Ledwein



# Using AI in Marketing

- Podcast or YouTube channel research
- Finding the keywords your competitors are ranking for
- Repurpose video (cut & snip) – good for zoom calls, podcast interviews
- Edit video with AI/Text based tools

Source: AI Guy, Jordan Ledwein



# Using AI in Operations/Productivity

- Summarizing meeting notes
- Automatically creating action items and sending recaps
- ChatGPT to calendar
- Using AI to block time to work on important projects (Reclaim.ai)
- Process documentation
- Email inbox - SaneBox

Source: AI Guy, Jordan Ledwein



# Content Examples





Act like a copywriter. You're tasked with writing an article about HubSpot's new leads object. Your target audience who will read this article are sales leaders of 5-100 person sales teams. According to HubSpot, the new leads object is described as this: We are adding a new leads “object” to HubSpot that’s embedded into the prospecting workspace. Users can now create leads from contacts like they can with deals. No more hassle assigning leads to reps and no busy work.

Lead Management is currently in Public Beta and is available to all Sales Hub Pro+ customers. - because this is a rather boring topic on its own, come up with 10 different content strategies or directions that we could use to write this content and also keep it fun and engaging



3. **"The Sales Olympics: How HubSpot's Leads Object Takes the Gold!"**

Use a sports analogy to emphasize the competitive advantage the Leads Object brings to sales teams, comparing it to an Olympic event for a touch of excitement.

4. **"Unlocking Sales Superpowers: A Comic Book Adventure with HubSpot's Leads Object!"**

Transform the article into a comic book-style narrative, showcasing the Leads Object as the superhero of the sales world, complete with illustrations and speech bubbles.

5. **"The Great Sales Escape: How HubSpot's Leads Object Sets You Free!"**

Create a metaphorical escape room scenario, where the Leads Object becomes the key to breaking free from sales challenges and achieving success.

6. **"Lead Management Reloaded: HubSpot's Leads Object as a Video Game!"**

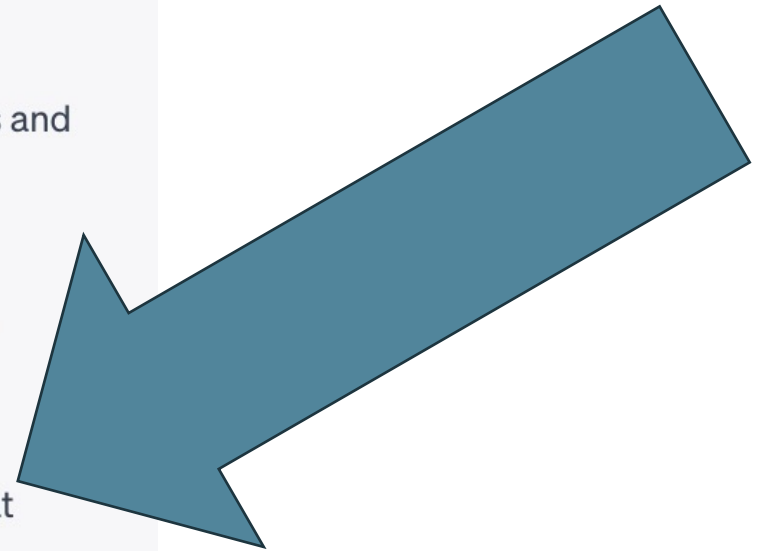
Present the Leads Object as a game-changing video game, breaking down its features and benefits as different levels, power-ups, and achievements.

7. **"The Broadway Show of Sales: HubSpot's Leads Object in the Limelight!"**

Craft the content as a musical, with each section representing a different act or scene, incorporating song titles and showbiz elements to narrate the Leads Object's story.

8. **"Recipe for Sales Success: Cooking Up a Storm with HubSpot's Leads Object!"**

Use a cooking-themed analogy, comparing the Leads Object to a secret ingredient that transforms a bland dish into a gourmet masterpiece.





Using this analogy that you presented - "Recipe for Sales Success: Cooking Up a Storm with HubSpot's Leads Object!"

Use a cooking-themed analogy, comparing the Leads Object to a secret ingredient that transforms a bland dish into a gourmet masterpiece. - now develop an engaging short video script that we could use to introduce the hubspot leads object, using the information in the previous prompt. Be sure to include a strong hook at the beginning and a strong call to action at the end to encourage the viewer to go to their hubspot product updates and turn on the beta for their portal



[Opening Shot: A bustling kitchen. A chef in a vibrant apron stands at the center, excited.]



Chef: "Welcome to the sales kitchen of success! Today, we're cooking up something extraordinary, just like in a gourmet kitchen."

[Cut to a montage of various sales activities - phone calls, meetings, emails - all depicted as raw ingredients.]

Chef: "In any great recipe, the key is the secret ingredient. And in the world of sales, that secret is the HubSpot Leads Object."

[Show an enticing image of HubSpot Leads Object logo and workspace.]

Chef: "Think of it like the perfect spice blend - HubSpot's Leads Object infuses that extra zing into your sales strategy."

[Transition to visuals of the prospecting workspace, vibrant and efficient.]

Chef: "Just like the way a dash of spice transforms a bland dish into a culinary masterpiece, HubSpot's Leads Object transforms your contacts into piping hot leads with just a click!"

[Show a seamless transition from contacts to leads within the workspace.]

Regenerate



# Speed up your writing with content outlines





Act like a copywriter with expertise in sales strategy. The audience you're writing to are sales leaders for manufacturing companies. They have experience with lots of field sales and selling at events but they're now having to do more social selling on platforms like LinkedIn and through email. Write an outline for an article that would help them understand how to get started selling digitally when they're used to selling more face to face.



# Article Outline: Adapting Your Sales Strategy for Digital Success



## I. Introduction

- A. Brief overview of the shift from traditional field sales and event-based selling to digital sales
- B. Acknowledge the expertise of manufacturing sales leaders in face-to-face selling
- C. Emphasize the need to adapt and leverage digital platforms like LinkedIn and email for effective sales

 Regenerate



Exit

Save

✓ Autosaved

Your Blog Post Title Here... 

Publi...

Content

Settings

Optimize

Publishing options

Distraction Free Mode



Previ...



Paragraph ▾

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More ▾



Insert ▾

Advanced ▾

Home >

## Edit post



Add

Contents

Search modules



### Common modules (8)

  
Form


  
Image Slider

  
Image Grid

  
Button

  
Tabbed card

  
Payment


  
Follow Me - LP

  
Meetings

### All modules (59)

Posted by on September 19, 2023

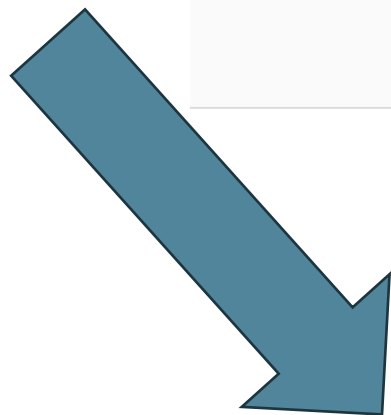


 **Generate...**

- Paragraph
- Outline
- Ideas
- Conclusion

Help

- HubSpot will actually suggest H2s and H3s -- or technical structure for your blog outline



- H2: Making the Shift: Selling Face-to-Face vs. Selling Digitally

In today's digital age, sales leaders in manufacturing companies must adapt their selling strategies to include digital platforms.

- H3: The Importance of Understanding Digital Selling

Topics to explore: Understanding the benefits of digital selling, Recognizing the impact of technology on sales, Embracing the changing dynamics of buyer behavior



# LET'S ACTUALLY DO THIS (Live demo)



# Next Steps:

- Map out your process for where you'd like to see AI used
- Identify a handful of use cases
- Put together a pilot on how you'll use it – test & iterate
- Document and train

**Book a free consultation to learn about how we can help you level up with AI and HubSpot - training sessions for your team or process design.**



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# Getting the Most Out of HubSpot's September 2023 Product Updates



PRESENTED BY  
**TYLER SAMANI-SPRUNK**



# Q&A

What questions can we answer?

