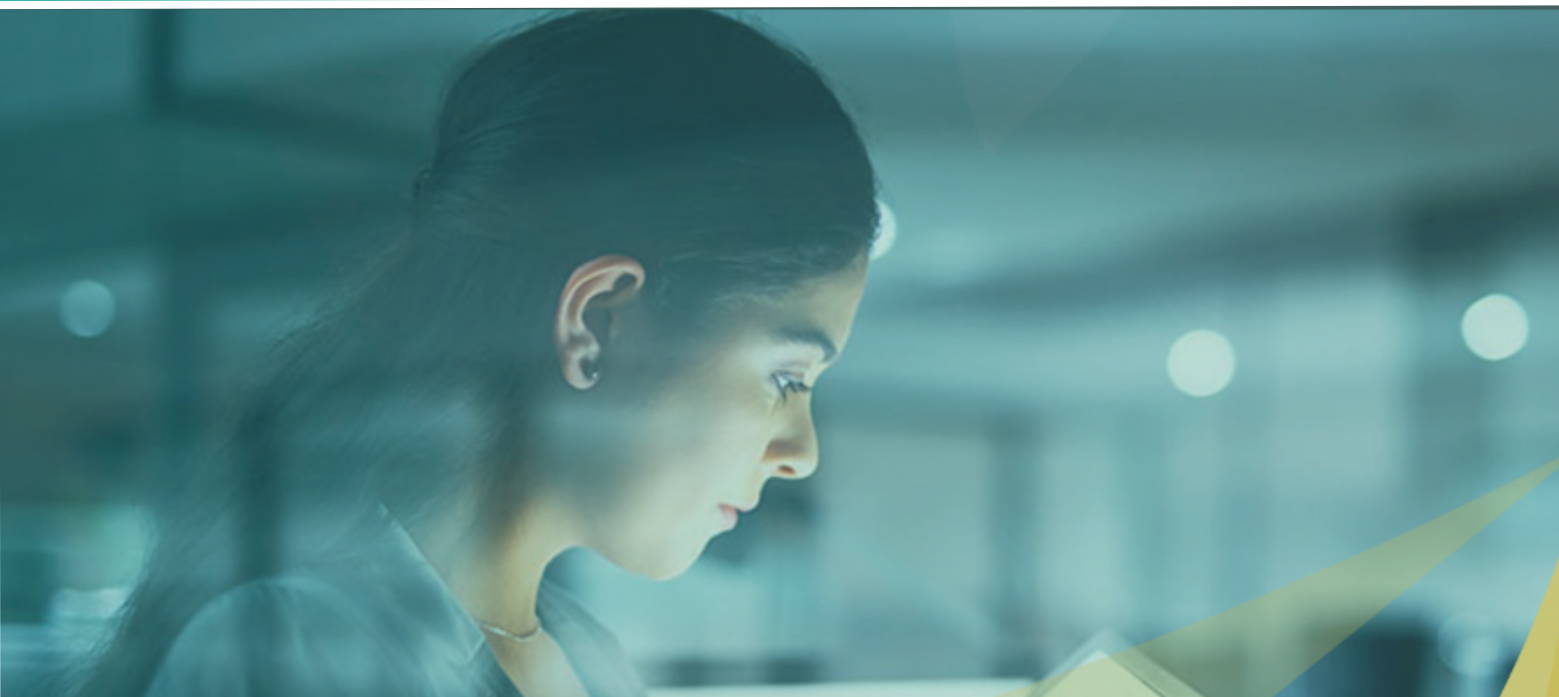


AI: an opportunity for your career

Understanding how AI will impact marketing professions. Don't just endure it. Turn AI into an opportunity.



SUMMARY

Introduction	3
On November 30, 2022, your job changed. Forever.	3
The marketer's dilemma: to endure complexity or to manage it?	3
An action plan to acquire all the skills	4
Part 1 – Understanding AI to use it better	5
1.1 Generative AI: Your New Strategic Partner	5
Promotion (enhanced communication)	5
Product (Market Intelligence)	6
Pricing (The Value Strategy)	6
Place (Optimized distribution)	6
1.2 Feeding AI with your company's data (RAG)	7
Le RAG (Retrieval augmenting generation)	7
Expanding learning: beyond the text	8
1.3 Agentic AI for implementing more complex actions	8
But how does an AI agent work?	8
How do we use them? LLMs already do!	9
1.4 Towards AI empowerment for the implementation of your processes	10
1.5 Test your AI proficiency level	10
Take the test now and assess your maturity in 5 questions	10
Your results: Discover your augmented marketer profile	12
Part 2 – Becoming an Augmented Marketer: 5 Concrete Missions to Transform Your Impact	15
2.1 The 5 missions:	15
Anticipate the trends and opportunities in your market	15
Accelerate and diversify your content creation	15
Personalize every customer interaction at scale	16
Transforming data into growth decisions	16
Test more ideas, faster and at a lower cost	16
2.2 Understanding the 4 levers of AI for marketing	17

2.3 What you will delegate to AI, and the tasks you must retain	17
2.4 Your 4 key skills for piloting AI	18
Learning to communicate with AI (prompt engineering)	19
Knowing how to choose the right tools for each mission	19
Develop your critical thinking	20
Thinking in terms of "automation" and strategy	20
Part 3 – Transforming your role with AI	21
3. Your 3-step action plan to use AI in your business and operations with maximum efficiency	21
Step 1: Mastering the art of the prompt	21
Step 2: Communicate and become a driver of innovation	22
Step 3: Propose new working methods	22
Part 4 – Your AI Toolkit	24
4.1 Work organization: integrating AI into your workflows	24
4.2 Methods: New ways of working	24
4.3 Software and solutions: where to start?	25
Part 5 - What Brandeploy offers	26
5.1 A solution designed for demanding brands	26
5.2 A modular and intuitive platform	26
5.3 Artificial intelligence in the service of coherence and agility	27
5.4 A distinctive feature: combining brand rigor and team autonomy	28
In summary	29
Conclusion	30
Glossary	31

Introduction

On November 30, 2022, your job changed. Forever.

Do you remember your first ChatGPT test? And that strangely fluid conversation. That ability to generate in seconds a text that would have taken you an hour to write.

That day, AI ceased to be a distant concept. It burst into our daily lives and knocked on the door of every office, especially those of marketers. It wasn't just a gadget, but the birth of a work partner capable of thinking, creating, and analyzing.

To measure the magnitude of this seismic shift, one figure stands out: it took ChatGPT 5 days to reach 1 million users, whereas it took Facebook nearly two years.

This shockwave has continued to spread ever since. In France, over 70% of companies use it, but most often behind the scenes. This is the reality of "Shadow AI": employees using their personal accounts for work tasks, with all the associated data security risks.

The revolution is not yet to come. It is already here, massive and chaotic. Ignoring it is no longer an option.

The marketer's dilemma: to endure complexity or to manage it?

Faced with this revolution, we must adapt, and quickly. We must not simply use AI as a writing assistant, but consider it a true tool that will help you change your processes, automate tedious tasks, and free up your time to bring more added value to your work.

This isn't the first time a technological tool has disrupted our professions. The internet has profoundly changed our world. Before it, the arrival of the personal computer and its office software had also revolutionized working methods.

These advances don't always save us time per se, but they do allow us to address greater complexity. Take the example of a legal contract: in 1900, it fit on a single page, due to handwriting requirements. With word processing software, the number of pages and clauses multiplied. Today, collaborative work makes these contracts ever longer: 20, 30 pages... Is this progress? It's debatable. In any case, it's becoming the standard that everyone must adopt. And the same will be true for AI. The widespread adoption of generative AI will change expectations in every profession and establish new standards.

Your job as a marketer will follow the same trajectory: more channels, more data, more content to produce, and increasingly complex marketing plans.

You will not be replaced by AI; you will have to work with AI. Differently. You will have no choice but to adapt.

The real threat lies not in the technology itself, but in the growing skills gap between those who use it and those who are still unfamiliar with it. Training is no longer optional.

An action plan to acquire all the skills

This white paper aims to offer you some concrete, actionable solutions. To help you better understand what is at stake.

Here's what you'll find there:

- Understanding the 4 levels of AI integration in business, from simple assistance to autonomous agents.
- Concrete use cases applied to your missions: strategy, creation, customer experience, reporting...
- Concrete examples of how AI can be applied to your profession.

Enjoy your reading!

Part 1 – Understanding AI to use it better

1.1 Generative AI: Your New strategic Partner

Generative AI is no longer just a tool, but a working partner capable of understanding, creating, and communicating. The launch of ChatGPT marked a turning point. Until then, artificial intelligence was an abstract concept, reserved for a few pioneering companies. ChatGPT made AI accessible to everyone, thus making tangible all the possibilities offered by these technologies.

AI, of course, goes far beyond simple writing. It's a true strategic Swiss Army knife that impacts every facet of marketing. Writing an email is just one example, but what lies beneath will more profoundly redefine your profession.

To give you a concrete idea of the range of possibilities, here is a non-exhaustive list of use cases you can implement. Indeed, when we ask AI what it can bring to a marketer, it immediately suggests revisiting the 4Ps of marketing to provide concrete applications.

Promotion (enhanced communication)

- Content creation:Generate SEO-optimized blog articles, scripts for short videos (Reels, TikTok), social media posts adapted to each platform, and complete newsletters.
- Advertisement :Produce dozens of variations of advertising text (Ad Copy) for A/B testing, brainstorm campaign concepts, create images for advertising banners.
- THIS: Ask the AI to find content ideas to write, delegate to it the writing of these articles in the expected format for import into your CMS.
- Public relations:Writing press releases, preparing Q&As for interviews, personalizing emails to contact journalists.

Product (Market Intelligence)

- Analyze the feedback:Synthesize thousands of customer comments (from app stores, review sites, surveys) to extract strengths, weaknesses and feature requests.
- Market research:Analyze competitors' websites and communications to identify their positioning, key arguments, and blind spots.

- Ideation: Brainstorming names for a new product, slogans, or even proposals for new features based on identified customer problems.

Pricing (The Value Strategy)

- Competitive intelligence: Analyze competitors' pricing structures and summarize their offers.
- Arguments: Generate arguments to justify the value of a product at different price levels (entry-level, premium).
- Promotional strategies: Offer different types of promotions (discounts, bundled offers, free trials) tailored to specific objectives (acquisition, loyalty).

Place (Optimized distribution)

- Channel strategy: Analyze persona profiles to recommend the most relevant distribution or communication channels.
- Marketing local : Generate optimized descriptions for Google My Business listings in multiple languages or for different locations.
- Partner arguments: Write value propositions and emails to convince new distributors or affiliate partners.

But also :

- Improving the quality of briefs:
 - Improving a vague brief: "Start with these three lines of brief and complete it into a full creative brief for the agency, including objectives, KPIs, target audience, key messages and constraints. Don't hesitate to give concrete examples that can help the agency."
 - Challenge your own ideas: "Analyze the ideas below for my marketing campaign. Be critical, don't hesitate to challenge my ideas, and suggest new ones."
- Meeting productivity:
 - Preparation : "Summarize this long chain of emails and give me the 3 key points to address and the decisions to be made. Propose a detailed action plan with suggested dates for each action."
 - Report : "Transform my jumbled notes into a clear report, with a summary of decisions and a table of actions to be taken (Action / Responsible / Deadline)."

- Strategy and brainstorming:
 - Creating personas: "Create a marketing persona working in the IT department of a 200-person SME, including their objectives, frustrations, and preferred information channels."
 - Pure ideation: "Give me 10 unconventional marketing campaign ideas for an organic coffee brand targeting 25-35 year olds."
 - Analyse SWOT : "Based on the description of my product and this information about my competitors, generate a first draft of a SWOT analysis."

AI is therefore not a simple assistant; it is a sparring partner that allows you to go further, to challenge your ideas, to explore them in greater depth.

AI as a writing tool is just the tip of the iceberg.

1.2 Feeding AI with your company's data (RAG)

A generic AI like ChatGPT knows the world, but not your company and its specificities, its customers, its processes, its habits. It's a brilliant intern, but it knows nothing about your culture, your products, or your customers. To make it truly effective and specific, you have to teach it who you are, what makes you unique.

Le RAG (Retrieval augmenting generation)

The key technology for this is RAG (retrieval-augmented generation). It's like giving an external consultant instant access to all your archives so they can draw on your past business proposals, pricing and terms and conditions, and customer use cases you've already written.

How does it work, in practical terms?

1. You ask the question: "What is our procedure for dealing with a customer who is dissatisfied with our 'Alpha' product?"
2. The system retrieves: Instead of simply querying the AI, the system will first search your connected databases: your customer support guide, your email templates, your product sheets...
3. He finds the relevant information: He extracts the exact paragraphs concerning the 'Alpha' product and the complaints handling procedure.
4. It augments the prompt (augmented): It sends a new instruction to the AI that looks like: "Based exclusively on these internal documents: [extracts from the procedure], what is the procedure to follow for a customer dissatisfied with the 'Alpha' product?"
5. AI generates a response (generation): The response is now accurate, factual and 100% aligned with your processes.

Expanding learning: beyond the text

RAG isn't limited to text documents. For a marketer, the real power comes from the ability to feed the AI with the brand's complete DNA:

- The editorial guidelines: Give her your tone guide, your list of words to use or avoid. She will learn to write with your voice.
- The graphic charter: By analyzing your brand guidelines, it can brief an image generator to ensure that it respects your colors, typography and style.
- Photographic style: Provide her with a collection of your best product or campaign photos. She will learn the aesthetics, lighting, and framing that define your brand, and will be able to generate new images in that same style.

The professional solutions you adopt in the coming months or years must incorporate these AI learning processes to offer you a solution tailored to your needs. Whether it's a specialized solution for publishing posts on social media, an advertising creation platform, or a tool for writing your newsletters...

1.3 Agentic AI for implementing more complex actions

So far, AI has helped you think and create. Now, if we ask AI to do more than just respond, but to act, you will need to integrate agentic AI tools into your processes.

But how does an AI agent work?

An AI agent is a system that can reason, plan, and use tools to achieve a goal. When you give it a mission, it breaks it down into logical steps:

1. Objective: "Find me relevant influencers for our new organic skincare range."
2. Planning: The agent thinks: "OK. Step 1: I need to search Instagram and TikTok for accounts that talk about 'organic skincare' and 'natural beauty'. Step 2: I need to filter those with between 10k and 50k followers. Step 3: I need to check their engagement rate. Step 4: I need to analyze their last 10 posts to see if they fit our brand image. Step 5: I need to put the 5 best in a table with their contact information."
3. Use of tools: For each step, the agent can activate tools: perform a web search, connect to an audience analysis API, use a calculation tool, etc.
4. Execution: He unfolds his plan and presents you with the final result.

More and more solutions will be both users of agentic AI, but also links of agentic AI that can be called by third parties, as can be done via APIs that require specific programming and implementation.

How do we use them? LLMs already do!

You don't necessarily need complex solutions. Large Language Models (LLMs) like ChatGPT (via the GPTs) or Gemini already incorporate agent capabilities. When you ask it to search the web,

analyze a file, and create a graph, it plans and executes these actions sequentially. Specialized solutions like Zapier or Make These tools allow you to create even more powerful agents by connecting them to thousands of applications (your CRM, Slack, Google Sheets, etc.), although these latter tools require programming a chain of commands that can then be executed. For example, you could monitor the specialized press every morning to populate a Google Sheet with new articles published that might be relevant to your field.

What the agents will allow a marketer to do:

- Competitive intelligence officer: "Every Monday morning, analyze the 5 latest blog posts and advertising campaigns of our 3 main competitors. Summarize the angles they use and alert me if a new offer is launched."
- Monthly content creation agent: "For next month, propose an editorial calendar of 8 blog articles based on the keywords of our SEO strategy. Write a first draft for each article and find a royalty-free image to illustrate them."
- Campaign reporting agent: "Connect to Google Analytics and our CRM. Every Friday, prepare a report on the performance of the 'Alpha Launch' campaign, including traffic, conversion rate, and the number of leads generated. If any performance is down by more than 10%, let me know immediately."

1.4 Towards AI empowerment for the implementation of your processes

It's no longer a question of isolated agents working for you, but of an ecosystem of agents that collaborate with each other. The company becomes a "hybrid organism" where the human is no longer the executor, but the conductor.

Your role evolves from execution to supervision, strategy, and design. You define the objectives, and the agents coordinate to achieve them.

Example of a symbiotic marketing workflow:

1. A monitoring agent detects a spike in conversation on a topic related to your industry on social media.
2. He transmits the information to the strategic agent, which analyzes the opportunity and validates that it is a relevant trend for your brand (and not a "bad buzz").
3. The strategic agent then asks the creative agent to produce a blog article and 3 social media posts on this "hot" topic, using the voice and style learned via the RAG.

4. Once validated by you, the publishing agent schedules the content across different platforms.
5. Meanwhile, the agent de reporting monitors engagement on these posts in real time and sends you a summary 24 hours later.

In this scenario, your role will be to validate the strategic proposal. The rest was orchestrated by an ecosystem of agents that you put in place. This is the future of marketing: fewer operations, more strategy, more monitoring, more follow-up.

1.5 Test your AI proficiency level

Take the test now and assess your maturity in 5 questions

Where do you actually stand in the adoption of AI? Do you use it as a simple writing tool or as a true strategic lever?

Answer the following 5 questions honestly to assess your level of maturity in the use of AI.

For each question, choose the answer that best describes your current situation and note the corresponding points. Add them up at the end to discover your profile and your potential for improvement!

Question 1: Use and governance of AI

How is AI being used today in your team or company?

- A. Everyone uses tools like ChatGPT with their personal account, without any clear rules. We don't really know who is using it, or how. (0 points)
- B. We purchased professional licenses for some tools, and there is a simple usage policy that most people are familiar with. (1 point)
- C. In addition to the licenses and the charter, we organized practical training sessions for the entire team on the art of prompting and use cases. (2 points)
- D. We have a designated "AI Lead," an allocated budget, and established rituals for sharing best practices and new use cases. (3 points)

Question 2: Integrating your data

When you use AI for marketing tasks, how does it know your business context?

- A. She doesn't know him. We give her general instructions and get generic answers, which we then have to adapt manually. (0 points)
- B. We copy and paste from our internal documents into the prompt to provide context for a specific task. (1 point)
- C. We use tools that allow AI to connect to some of our databases (e.g., our blog, our product sheets) for more accurate answers. (2 points)
- D. Our AI is continuously trained on our editorial guidelines, brand DNA, and case studies. It can generate content directly reflecting our company's voice and style. (3 points)

Question 3: Level of automation

What is the main role of AI in your workflows?

- A. AI is a creative assistant: it helps us brainstorm or draft ideas. The action remains 100% human. (0 points)
- B. The AI performs simple, sequential tasks, but under our direct supervision (e.g., "Translate this text, then correct the mistakes"). (1 point)
- C. We have implemented "agents" or automations that can autonomously perform complete tasks (e.g., an agent that qualifies an incoming lead and assigns it to the CRM). (2 points)
- D. Our agents can take initiatives within a defined framework (e.g., an agent who detects an anomaly in a campaign and proactively proposes a budget reallocation). (3 points)

Question 4: Collaboration and ecosystem

How do your different AI tools interact?

- A. They do not interact. We use several independent tools (one for text, one for images, etc.). (0 points)
- B. We have simple automations that connect two tools (e.g., a form that sends a request to an AI, which then puts the result into a Google Sheet). (1 point)
- C. Our AI agents work in silos by department, but they are very effective in their respective fields (one agent for marketing, another for sales). (2 points)
- D. We orchestrate workflows where several agents collaborate sequentially to accomplish a complex task (e.g., a monitoring agent transmitting information to a creative agent). (3 points)

Question 5: Your role as a marketer

Which statement best describes how AI has changed your role?

- A. "AI saves me time on execution tasks, but my role hasn't fundamentally changed." (0 points)
 - B. "My role is evolving towards that of 'AI project manager': I spend more time briefing, validating and improving AI outputs." (1 point)
 - C. "I increasingly see myself as an 'automation architect' or an 'agent pilot,' where I design the systems that work for me." (2 points)
 - D. "AI has freed up so much operational time that I can focus almost exclusively on strategic vision, innovation, and overall orchestration." (3 points)
-

Your results: Discover your augmented marketer profile

Add up your points and discover your profile and your next step.

Score: 0-3 points → The novice (Level 0)

- Your situation: You are at the very beginning of the journey. AI is used sporadically and uncontrolled ("Shadow AI"). You sense the potential, but the approach is still chaotic.
- Your Next Step: Make it Official! The urgent task is to bring AI out of the shadows. Implement professional licenses and a simple usage charter. This is the essential foundation for building what comes next.

Score: 4-6 points → The Organized Insider (Level 1)

- Your situation: You've laid the groundwork. AI usage is regulated and your teams are trained. You're using it effectively for generic tasks (writing, translation), which already represents a significant time saving.
- Your Next Step: Connect your data! Explore RAG-type technologies. Connect AI to an internal knowledge base (your blog, your online help) to exponentially increase its relevance.

Score: 7-9 points → The effective experienced player (Level 2)

- Your situation: Your AI has become a true expert in your business. Connected to your data, it provides precise and contextualized answers. It's a reliable assistant that offers relevant advice.
- Your Next Step: Take action! Identify a repetitive, low-risk marketing task (e.g., sorting and qualifying inbound leads) and build your first AI agent to automate it.

Score: 10-12 points → The tactical expert (Level 3)

- Your situation: You're already an augmented marketer. You're no longer just using AI, you're piloting it. Autonomous agents perform complex tasks, freeing up considerable time for you to focus on strategy.
- Your Next Step: Orchestrate the symphony! Aim to create workflows where your agents communicate and collaborate. How can the monitoring agent trigger an action in the creative agent?

Score: 13-15 points → The Strategic Orchestrator (Level 4)

- Your situation: Impressive. You are part of the vanguard. Your marketing functions as a hybrid ecosystem where you, as conductor, define the vision and oversee a team of collaborative AI agents.
- Your next step: Innovate and measure. Continue to explore the new frontiers of AI and measure the overall impact of this symbiosis on business performance.

Part 2 – Becoming an Augmented Marketer: 5 Concrete Missions to Transform Your Impact

Now that you've grasped the fundamental concepts of AI, let's dive into the heart of your work. Let's set aside the theory and focus on the practical aspects. How will AI concretely redefine your daily tasks? We've identified five key areas to dramatically increase your efficiency.

2.1 The 5 missions:

Anticipate the trends and opportunities in your market

- Yesterday's problem: Market analysis is complex, time-consuming, and often relies on incomplete or outdated data. You spend more time compiling information than interpreting it to uncover real opportunities.
- The AI solution: Predictive analytics. AI can analyze thousands of data sources in real time (search trends, social media conversations, CRM data) to identify micro-segments and opportunities invisible to the naked eye.
- Your new role: You're no longer the one compiling reports, but the one querying AI to validate intuitions and uncover hidden opportunities. A "strategic agent" can, for example, identify a new audience by correlating purchasing behavior with emerging interests, recommending a specific budget and channels for a test campaign.

Accelerate and diversify your content creation

- Yesterday's problem: Creating quality content, adapted to each channel, is an endless task that often leads to creative exhaustion and writer's block.
- The AI solution: Assisted creativity. AI becomes your on-demand creative studio. It can generate text, images, and video scripts in seconds, while respecting your editorial and graphic guidelines.
- Your new role: You no longer write every word. You define the editorial line, brief the AI like a creative, and become the guarantor of the final quality. For a product launch, you can ask the AI: "Generate 5 SEO articles, 10 visuals for social media, and translate the

slogan into 3 languages." You go from producer to pilot. Your job may be to correct what the AI proposes. You are the guardian of the brand identity.

Personalize every customer interaction at scale

- Yesterday's problem: Mass personalization is a technical puzzle. You create campaigns for large segments, hoping that the message will be relevant enough for the majority.
- The AI solution: Hyper-personalization. AI allows you to offer a 24/7, personalized and instant customer experience by adapting content and responses to each individual.
- Your new role: You design intelligent and seamless customer journeys. An advanced chatbot, connected to your knowledge base, can answer 80% of questions. For complex cases, it prepares a comprehensive summary before forwarding it to a human advisor, creating a personalized experience.

Transforming data into growth decisions

- Yesterday's problem: Marketing "in the rearview mirror." You spend hours compiling reports that describe what has already happened. This reactive work doesn't always leave you enough time to take action.
- The AI solution: The thinking dashboard. AI no longer simply shows you numbers; it interprets them and projects them into the future. Your static dashboard transforms into an analytical copilot.
- Your new role: You challenge the machine's predictions to drive growth. Your AI-enhanced dashboard no longer tells you "Conversion rate down 15%", but "Conversion rate down 15%, probably due to campaign X. Recommendation: reallocate the budget to campaign Y."

Test more ideas, faster and at a lower cost

- Yesterday's problem: Innovation is slow, expensive, and risky. Testing a new idea, a new message, or a new product requires weeks of preparation and significant budgets. It demands foresight and resources that you don't always have.
- The AI solution: The on-demand innovation lab. AI makes experimentation virtually instantaneous and inexpensive. It allows you to test 10 times more ideas in 10 times less time.
- Your new role: You become a marketing scientist. For a new product, AI can predict the best marketing angles, generate suitable landing pages and ads, and allow you to launch a micro-test campaign to validate your hypotheses before the official launch.

2.2 Understanding the 4 levers of AI for marketing

These transformations may seem magical, but they rely on four fundamental AI capabilities. Understanding these "superpowers" means knowing how to apply them to any marketing challenge.

1. Intelligent automation: Freeing teams from repetitive tasks to focus on strategy.
2. Hyper-personalization: Moving from market segment to individual, with tailored messages and experiences at scale.
3. Predictive analytics: Anticipate trends, customer behaviors, and campaign performance before they occur.
4. Assisted creativity: Using AI as a creative "sparring partner" to multiply ideas and content production.

2.3 What you will delegate to AI, and the tasks you must retain

Mastering these powerful levers is not just about learning to use new tools. It involves a profound redefinition of your role, your responsibilities, and the skills that create your value.

The most common mistake is to see AI as a competitor. The right approach is to see it as a brilliant intern working for you: lightning-fast and tireless, but lacking common sense and strategic vision. Your new role is to become its manager.

What you delegate to AI	What is it?that you preserve
Where AI excels...	Where the human element remains indispensable...
1. Large-scale data processing Analyze 50,000 customer journeys to find correlations.	1. The strategic vision (the "Why") Decide whether the goal is to increase the average order value or to acquire new customers.

2. The repetition of tasks ad infinitum Personalize and send 200 prospecting emails using a template.	2. Emotional intelligence Understanding a customer's frustration and turning a complaint into a positive conversation.
3. The generation of large-scale variations Create 20 different advertising slogans for an A/B test	3. Disruptive creativity Having an unexpected idea that goes against conventions and makes a lasting impression.
4. Synthesizing complex information Read 1,500 customer reviews and provide a perfect summary.	4. Ethical judgment and responsibility Deciding whether it is ethical to use certain data for a retargeting campaign.

2.4 Your 4 key skills for piloting AI

To remain relevant, your role is no longer to perform all the tasks, but to become the strategist who pilots intelligent tools. Here are the four essential skills to develop.

Learning to communicate with AI (prompt engineering)

This is the most fundamental skill. "Prompting" simply means knowing how to give clear, contextual instructions to an AI to achieve the desired result. Your goal is to move from vague requests to precise briefings.

- Be a good manager: Give the AI a role ("Act as an SEO expert for the B2B market"), provide the context (our target, our product) and describe the expected format (a table, a bulleted list, a 500-word article).
- Think "workflow": Don't ask for everything at once. Break down a complex task into several simple steps and iterate with AI to refine the result.
- Give examples of what you consider a good result: an article, an image, an action plan...

There are many tutorials on the internet for learning how to use a teleprompter. Here is an example: <https://zapier.com/blog/ai-prompt>

Knowing how to choose the right tools for each mission

ChatGPT can be a gateway, but the AI ecosystem is vast. The important thing is knowing which type of tool to use for which need.

- To create content (texts, images, videos):
 - Tools: Generative AI such as ChatGPT, Gemini, Claude (text) or Midjourney, Ideogram (image).
 - Use: Brainstorming, drafting, creating visuals for social media.
- To feed AI with your company's data:
 - Tools: Features such as "Custom GPTs" or RAG (Retrieval-Augmented Generation) solutions that connect AI to your documents.
 - Use: Create a customer support chatbot that knows your products, or an internal assistant that answers questions about your marketing strategy.
- To automate your marketing actions:
 - Tools: Automation platforms such as Zapier, Make.com, or the "Agents" features integrated into AI tools.
 - Use: Automatically qualify a lead, send a competitive intelligence summary every morning in Slack, or publish content on your social networks.

Develop your critical thinking

AI makes suggestions, you decide. It can make mistakes, lack nuance, or have biases. Your added value lies in your human judgment.

- Fact-checking: Always verify critical information, figures, and sources that AI provides.
- Refinement: The first version of the AI is rarely perfect. Your role is to correct it, add your style, and ensure it aligns with your brand. You should also ask the AI to revise its work to incorporate your feedback.
- Ethics: Be the guarantor of AI use. Ensure that content complies with regulations (copyright, GDPR).

Thinking in terms of "automation" and strategy

AI should free up your time so you can focus on what matters most. To achieve this, learn to design systems that work for you.

- Identify repetitive tasks: What information do you check every day? What report takes you an hour to compile each week? These are perfect candidates for automation.
- Define your needs: Ask yourself, "What do I need to receive, and how often?" to create automated alerts and reports. You can certainly imagine setting up automation for tasks you'd like to do but never have time for.
- Take a step back: The time saved should allow you to shift from "How to do it?" to "What's the next opportunity to seize?". How can AI help me take my business approach further?

Part 3 – Transforming your role with AI

You have understood the potential of AI and how it is already transforming the distribution of tasks in the implementation of a marketing action plan.

The question you need to ask yourself is: how can AI help me better understand my mission? What do I need to put in place to delegate certain tasks to him?

How to pass From the status of a simple user of generative AI to that of someone who decides to rethink their way of working to anticipate what will become the norm within a few years. The challenge is primarily human, with its inevitable share of resistance to change. Beyond the ethical and societal debates surrounding AI, companies have no choice but to adapt to this new reality.

3. Your plan A 3-step action plan to use AI in your business and profession with maximum efficiency

By taking control of your destiny, you will be able to seize career opportunities. You will be valued internally for the work you have done to better utilize AI and to help your colleagues use it more effectively as well.

Step 1: Mastering the art of the prompt

Before trying to automate everything, focus on the most important skill: knowing how to communicate with AI. A well-written prompt is what separates a generic and useless result from a relevant response that truly saves you time.

Your goal is to become the person who gets the best results from AI, not because you use secret tools, but because you know exactly how to talk to it because you work methodically and capitalize on experience gained.

- Get trained: Learn the basics of a good briefing. Assign a role to the AI ("Act as an SEO expert..."), give it a clear context ("Here is our target and our products...") and specify the format you expect ("Make me a table", "Write 5 ideas in list form").

- Test and improve continuously: Take a simple task you do often. Try 3 or 4 different prompts to see how the instructions influence the result. Each test will make you better. Don't hesitate to ask the AI questions about new topics and new areas.
- Build your prompt library: As soon as a prompt gives you a satisfactory result, save it, for example in a Google Sheets (or Excel) file. Organize your best prompts by mission or task (create a post, analyze data, summarize a text). This personal "toolbox" will become your best ally for being quick and efficient every day.

Step 2: Communicate and become a driver of innovation

Once you've mastered this art of quick thinking, don't hesitate to share your expertise with your colleagues. They, in turn, will share their experience with you, which will help you progress even faster. The goal isn't to keep your secrets, but to become the go-to person for an 'AI expert,' someone who shares their progress with others.

- Share your best tips: Found a prompt that generates perfect LinkedIn posts? Put it in a shared document. Discovered a new tool that creates visuals in seconds? Give your colleagues a 5-minute mini-demo.
- Show concrete results: The most effective way to convince is with a "before/after" comparison. Simply explain: "Before, this task took us 3 hours. With this tool and prompt, we do it in 20 minutes, and the result is better." Proof by example is undeniable.
- Be the first to try: Take the initiative to explore the new solutions released every week. Become the person the team naturally turns to when they ask, "Do you have any ideas for an AI tool that could help us with this?" Hardly a week goes by without a new industry-specific tool being released, with AI at its core.

By communicating in a simple and proactive way, you go from "the one who uses AI well" to "the one who advances the whole team through AI".

Step 3: Propose new working methods

Your colleagues see that your tips work and that you become more efficient. The next step is to turn these individual successes into new habits for the whole team. It's no longer just about sharing advice, but about rethinking how you work together.

- Identify collective bottlenecks: Spot the tasks that are slowing everyone down. Does competitive intelligence take hours? Do brainstorming meetings to find article titles drag on forever? These are perfect opportunities.

- Offer a new workflow, not just a tool: The real value lies in the process change. Don't just say "use this tool," but propose a new way of doing things.
 - Concrete example: Instead of spending an hour in a brainstorming meeting, propose a new workflow: *"For our next campaign, everyone comes to the meeting with 10 AI-generated slogan ideas. We'll use our 30 minutes together to select the best ones and decide."*
- Embody change: By actively suggesting smarter ways of working, you're no longer just optimizing your own tasks. You become the one who improves the efficiency and performance of the entire team, and you naturally position yourself as a leader on the subject.

Part 4 – Your AI Toolkit

Theory is good, but action is better. This section gives you the keys to practically integrating AI into your work starting tomorrow. We'll also present what BrandeDeploy offers for the production and management of all your marketing content, with AI of course.

4.1 Work organization: integrating AI into your workflows

AI should not be a tool you use "on top of that", but a layer integrated into your way of working.

- The "AI Briefing" at the start of the day: Start your day by spending 15 minutes briefing your AI. "Prepare a summary of our competitors' news," "Draft a LinkedIn post for this afternoon," "Analyze the performance of yesterday's campaign X." While you're in a meeting, your agents are working for you.
- The "AI reflex" before each task: Before starting a task (writing an email, creating a presentation, analyzing figures), ask yourself the question: "How can AI save me 80% of the time on this task?"

4.2 Methods: New ways of working

- Test & Learn permanent : AI makes testing less expensive. You have no more excuses. Systematically test 3 subject lines for each newsletter, 5 headlines for each ad, and 2 angles for each article. It's a clear opportunity to improve your campaign performance.
- Rapid prototyping: Use AI to create mockups and drafts in minutes, not days. You can test a landing page or campaign idea before even involving a designer or developer. This also allows you to come to meetings with your designer with UI/UX ideas, better articulate your expectations, and will certainly help minimize back-and-forth.
- Data-driven management: Don't just look at the data anymore. Use AI to interpret it and get predictive recommendations, as we saw in Part 2.

4.3 Software and solutions: where to begin?

The ecosystem of tools is exploding. Here are the main categories of tools to explore:

- Content generators:

- Text :ChatGPT, Claude, Gemini (for versatility).
 - Image :Midjourney (for artistic quality), Ideogram (for integrating text).
 - Video :Pika, Runway (for creating short animations from text or images).
 - Creation:Weavy or Pletor for setting up creative workflows for the production of your image and video sources.
 - And Fire departmentfor creating content that aligns with your brand guidelines.
- Analysis and management tools:
 - Many tools you already use (HubSpot, Salesforce, Google Analytics) integrate AI layers for predictive scoring and analysis. Learn how to use them, as these tools are recent and will surprise you with what they already offer.
- Personal assistants for productivity:
 - Tools like Notion AI or Motion can help you organize your notes, plan your tasks, and automate your reports.
 - Gamma for producing 100% AI-assisted PowerPoint-style presentations.

Part 5 - Cand that proposes Brandempoy

Navigating this ecosystem, choosing the right tools and, above all, integrating them into a coherent working method can be complex.

At the house of Fire departmentOur mission is to bring marketers and graphic designers together on the same platform to produce all of a brand's marketing content (texts, banners, visuals, videos, social media posts, visuals for Amazon, etc.).

5.1 A solution designed for demanding brands

Brandeploy is a collaborative platform for creating and distributing content, designed to help organizations produce faster, better, and always in line with their brand identity.

It is aimed at marketing and communication teams, agencies, retail networks or international subsidiaries that need to constantly adapt their campaigns, while ensuring execution in accordance with the graphic and editorial guidelines of headquarters.

In a context where brands need to feed multiple channels – social media, web, print, internal, retail – while reducing production time and costs, Brandeploy offers a technological and methodological framework that simplifies and automates content personalization at scale.

5.2 A modular and intuitive platform

Brandeploy centralizes the resources and tools needed for content production in a unique ecosystem structured around brand templates.

Its main features include:

- andpowerful graphics editorallowing the creation of images and videos with two interfaces: a more advanced one for graphic designers and a simpler one for marketers,
- a very richAI-powered graphic template libraryThe document, visual, and video templates directly incorporate the brand guidelines (logos, colors, typography, protected areas, etc.) to ensure compliance for each creation. They are also configured to call the appropriate

AI models with optimized prompts. These templates, made available to the brand, can then be customized to adapt to its specific use cases.

- of the forms for managing all types of text contentUsers can customize these forms to suit the specific structure of their content, thus facilitating native export to the CMS or PIM. Brandeploy enables the production of editorial content, SEO content, and customer service FAQs, all while adhering to the brand's editorial guidelines and customizing the instructions sent to the AI for each use case. This ensures that all employees produce high-quality content that respects the brand's editorial guidelines.
- a centralized asset management (DAM)Quick access to all approved visuals, logos, texts, and videos, with controlled usage rights. Ability to interface directly with the main DAMs on the market (Bynder, Wedia, etc.).
- automation of local variations: each market or subsidiary has its own specific workspace, which allows it to access the content produced centrally, to download it, adapt it (according to the rights management that has been put in place),
- a strong possibility ofcustomize the platform to the client's needs(multi-brand and multi-project management)advanced rights managementper user,
- Customizable workflows: each piece of content can follow a validation process before publication or export, for total control of compliance with brand standards.

5.3 Artificial intelligence in the service of coherence and agility

What distinguishes Brandeploy is the native integration of AI into templates and forms, thus ensuring that AI-generated content production complies with brand guidelines and allows for content control and validation according to the workflow that has been implemented in the platform.

AI does not replace human creativity: it acts as an intelligent assistant that guides, corrects and accelerates production.

Some examples of uses:

- Writing assistanceGenerating text that respects the brand's tone, vocabulary, and style, from simple prompts or form fields. The AI is also natively configured to manage a

content form in its entirety. For example, when writing SEO content, the AI will suggest writing the Title, Description, page body, and FAQs. This content can be exported for direct import into the CMS, respecting the expected HTML constraints, including...[Schema.org](https://schema.org) for questions and answers.

- Multilingual adaptation Automatic translation and reformulation of content (texts, but also advertising creatives) for each market, while maintaining message consistency and brand tone. Also, adherence to layout principles and the most appropriate terminology in the localized version.
- Optimization of graphic variations: suggestion of visuals, layout or formats adapted according to the distribution channel (print, social, display, etc.).
- Compliance assistance Automatic detection of deviations from the graphic charter or editorial guidelines. Currently under development.

Using artificial intelligence, Brandeploy transforms content production into a fluid, fast and secure process, where every employee – from headquarters to the subsidiary – becomes an actor in the creation, without risking distorting the brand.

5.4 A distinctive feature: combining brand rigor and team autonomy

Unlike traditional creative solutions (such as desktop publishing tools or marketing automation platforms), Brandeploy is based on a Brand-First approach:

The entire technology is built around the protection and enhancement of the brand, which requires the ability to work by projects and by area and to define in advance the rights of all users.

Marketing departments retain control over templates, messages and visuals; field users, on the other hand, have a great deal of autonomy to adapt the materials locally.

Result The platform offers the option of fully centralizing content production or, conversely, enabling decentralization (through a hybrid approach to centralization). All content produced by the platform, whether centrally or locally, adheres to brand guidelines. This also ensures reduced production and content adaptation costs, while minimizing back-and-forth communication between headquarters, agencies, and local teams.

In summary

Brandeploy allows brands to:

- Produce more content, faster, without compromising on quality.
- Ensure brand consistency across all media and markets.
- Reduce the costs associated with designing and adapting content.
- Accelerate the time it takes to market for campaigns and content.

By combining technology, AI and design system, Brandeploy becomes the strategic partner for organizations that want to improve the efficiency of their content production without ever losing the soul of their brand.

Conclusion

At the end of this guide, one thing should be clear: AI is not a threat, it is the greatest career accelerator that marketing has ever seen.

Repetitive, low-value tasks will be increasingly automated. That much is certain. But this doesn't spell the end of the marketer; quite the opposite. It signals the end of the executing marketer and the rise of the marketing strategist.

The future belongs to those who know how to dance with the machine: those who understand it, integrate it and master it to free up their time and focus on what humans do best: vision, disruptive creativity, empathy and judgment.

The question is no longer "should we go?", but "how fast?". Every day of waiting is a day that widens the gap.

Becoming your company's AI ambassador is the best good career strategy that you can adopt today. This is an opportunity to move from being the one who undergoes change to being the one who drives it.

If you are ready to begin this journey, Fire Department is the partner you need to guide you every step of the way.

Your transformation starts now.

Glossary

A

- **AI Agent:** More than just a chatbot, an agent is an AI capable of autonomously executing complete tasks by planning actions and using tools. It embodies the transition from AI that advises (Level 2) to AI that acts (Level 3).
- **AI Ambassador (or AI Expert):** The role this guide prepares you for. A team member who, through their practical expertise, becomes the driving force behind AI adoption within their team, sharing best practices.
- **Predictive Analytics:** An AI technique that analyzes current and historical data to anticipate future events, such as the risk of customer churn or the sales potential of a prospect.
- **API (Application Programming Interface):** A software "plug" that allows different applications to communicate with each other. AI agents use APIs to connect to external tools (e.g., your CRM, Google Maps, a weather database).

B

- **Bias (AI):** The tendency of an AI model to produce results that reproduce or amplify biases present in its training data. Detecting and correcting biases is an essential human skill.
- **Augmented Brainstorming:** A working method that uses AI as a creative partner. The goal is not to take its ideas at face value, but to use them to generate a large number of options and overcome writer's block.

C

- **Assisted Creativity:** Using AI not to replace human creativity, but to amplify it. AI becomes a "sparring partner" that manages the production of variations, leaving the idea of disruption to the human.
- **Curation (of AI content):** The new key human skill that consists of selecting, validating, editing and contextualizing AI productions to ensure their quality, relevance and alignment with the brand voice.

H

- Hallucination: A term describing an error made by a generative AI, which fabricates information in a highly convincing manner. Human validation ("fact-checking") is the only safeguard.
- Hyper-personalization: The ability to tailor content and marketing experiences to each individual at scale, made possible by real-time analysis of behavioral data by AI.

I

- Generative AI: A category of Artificial Intelligence capable of creating original content (text, image, code, video) from an instruction in natural language (a prompt).

L

- LLM (Large Language Model): The type of technology that powers AIs like ChatGPT or Claude. These are models trained on huge amounts of text, which allows them to understand and generate human language.

M

- Augmented Marketer: The central vision of this guide. A professional who combines their strategic and emotional intelligence with the execution power of AI to focus on higher value-added tasks.
- Machine Learning: The engine of most AI. It is a process by which a system learns from data to identify patterns and make decisions, without being explicitly programmed.

N

- AI Maturity Levels: The framework used in this guide to diagnose and drive AI adoption in an organization, from Level 0 (Shadow AI) to Level 4 (Symbiotic Organization).

THE

- Symbiotic Organization: The ultimate stage (Level 4) where humans and AI agents collaborate seamlessly, each operating within their area of expertise. Humans define the vision and oversee, while AI executes and optimizes.

P

- Prompt: The instruction you give to a generative AI. The quality of the prompt directly determines the quality of the response.
- Prompt Engineering (Art of the Prompt): The skill of designing accurate, contextual, and effective prompts to achieve the best possible results from an AI.

R

- RAG (Retrieval-Augmented Generation): A technique that allows you to connect a generic AI to your own internal databases. This is the key to Level 2 maturity, which makes the AI specific to your company.

S

- Shadow AI: The unofficial and uncontrolled use of AI tools by employees, creating major security and privacy risks.

T

- Prompt Template: A pre-written and structured prompt template for a recurring task (e.g., a template for writing a LinkedIn post, another for analyzing a competitor). It's an excellent way to share best practices within a team.

IN

- Workflow: A sequence of tasks to complete a job. In the context of AI, this involves integrating AI tools into key stages of your processes to automate them and make them smarter.