

DRIVING MARKETING EFFECTIVENESS WITH AI

PRESENTED BY

Nick Panayi

Combining LLMs with human know-how

MARKETING
IN THE AI ERA

Cultivating an **AI-first** mindset.

With more tasks than time, it's essential to work smarter. For every piece of work, ask one question first:

Can this be accelerated or enhanced through AI or automation?

● WHY AI-ASSISTED MARKETING?

MOTIVATION 01

“AI won't replace humans; but humans with AI will replace humans **without AI.**”

— KARIM LAKHANI • HARVARD BUSINESS SCHOOL

MOTIVATION 02

Marketing spend is getting **squeezed.**

The mandate is simple: do more with less — without losing quality or pace.

SECTION 01

Custom AI marketing examples.

Combining available LLMs and other AI-powered tools with internal human know-how — to deliver faster, more cost-effective, and more scalable marketing.

An OpenAI GPT grades content and returns actionable insight.

Evaluations align with the *Make It Punchy* framework, scoring against a custom 10-point rubric.

Is It Punchy?

CUSTOM GPT • MESSAGING RUBRIC

Can you score my marketing email using the rubric?

How can I improve my CTA for better alignment?

THE EVALUATION RUBRIC

- 01

Alignment with A-Plus Customer
- 02

Focus on Customer Pains & Desires
- 03

Outside-In Perspective
- 04

Clarity of Value Proposition
- 05

Structure Follows VBF
- 06

Language Clarity & Simplicity
- 07

Emotional Resonance & Authenticity
- 08

Use of Storytelling Elements
- 09

Altitude Appropriateness
- 10

Call-to-Action Clarity

Deep, actionable insight **at scale.**

- Custom code + Perplexity AI generated the initial draft of **100+ buyer personas**.
- Each is **5+ pages**, vetted and enhanced by product marketers.

● ● ●

BUYER PERSONA

VP of Commercial Strategy

Profile

Mid-sized biopharma, 500–1000 employees

Level

Senior executive · commercial & marketing

Goals

Pipeline efficiency, defensible market position

Pains

Squeezed budgets, noisy channels, slow cycles

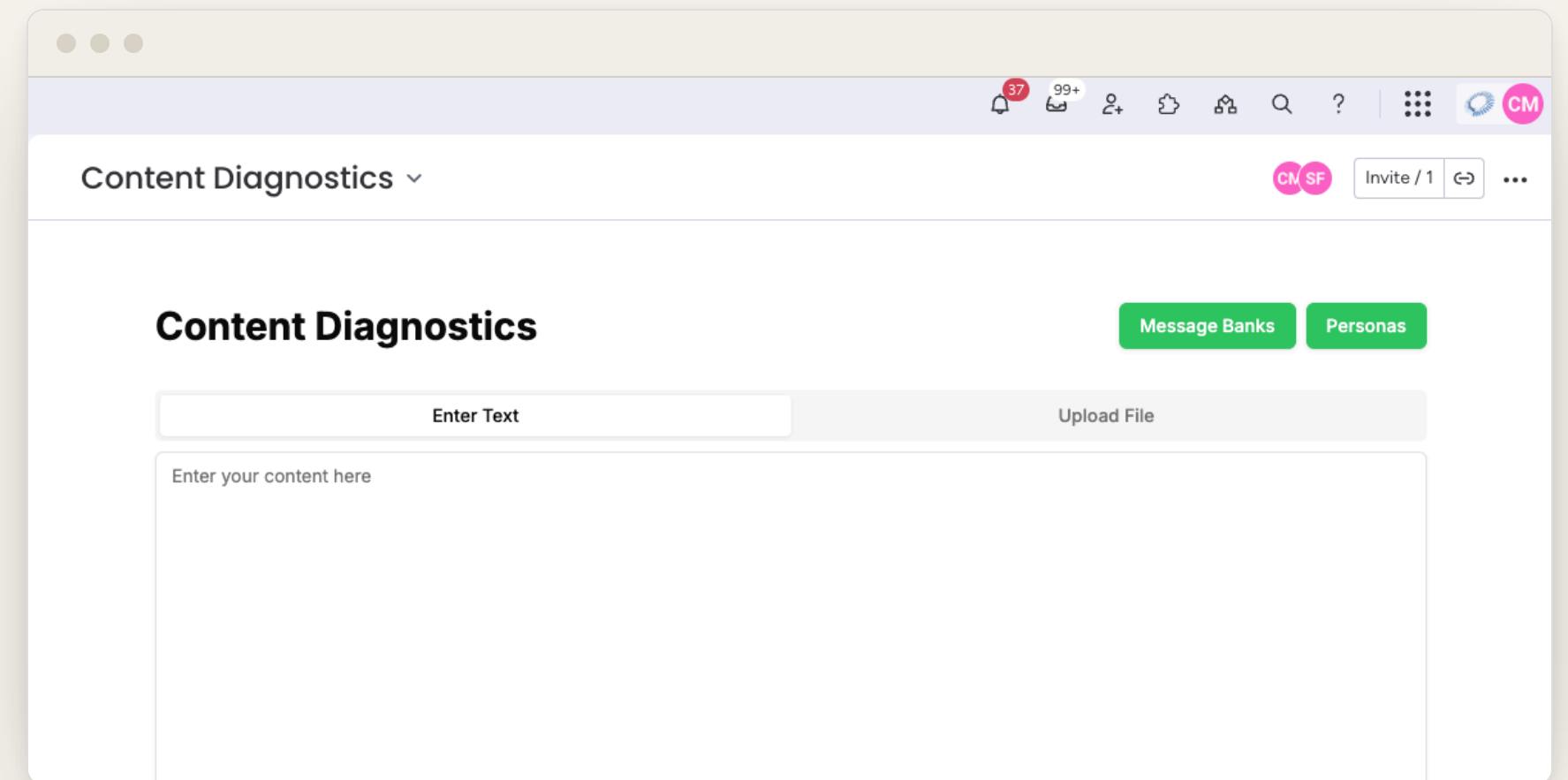
END-STATE VISION

Campaigns	PMM references personas in campaign briefs.
Workflow	Monday.com requests select specific personas.
Alignment	AI feedback ensures content aligns with personas.
Segmentation	Marketo contacts aligned to the right personas.
Web	Content recommended on Marketo persona tags.
Demand Gen	Webinars & assets tagged for campaign selection.

● EMBEDDED AI DIAGNOSTICS

Ensuring content alignment and clarity.

- 1 Evaluates content against **Message Banks**, **Personas** and the Punchy framework.
- 2 Flags **jargon overuse** and reports Flesch-Kincaid grade level.
- 3 Embedded within **Monday.com** for easy, in-workflow access.



● AI-ENHANCED PR TARGETING

Driving impact for Tier 1 coverage.

STEP 01

PR team requested help winning Tier 1 publication coverage.

STEP 02

Analyzed a target set of articles and reporters, mapped to relevant capabilities.

STEP 03

Built a map of reporters → topics → perceived company strength.

STEP 04

Generated per-reporter dossiers: bio, tone, and pitch approaches.

Anna Wilde Mathews (Wall Street Journal)

Background: Anna Wilde Mathews is a veteran healthcare reporter for the Wall Street Journal. She has been with the WSJ since 1996 and has spent over 15 years covering various aspects of the health industry. Her work primarily focuses on health insurance, pharmacy benefit managers, hospitals, and health policy.

Education:

- Bachelor's degree from Bryn Mawr College (cum laude)
- Master's degree in English literature from Columbia University

Notable Achievements:

- Part of the WSJ team that won the Pulitzer Prize for Investigative Reporting in 2015

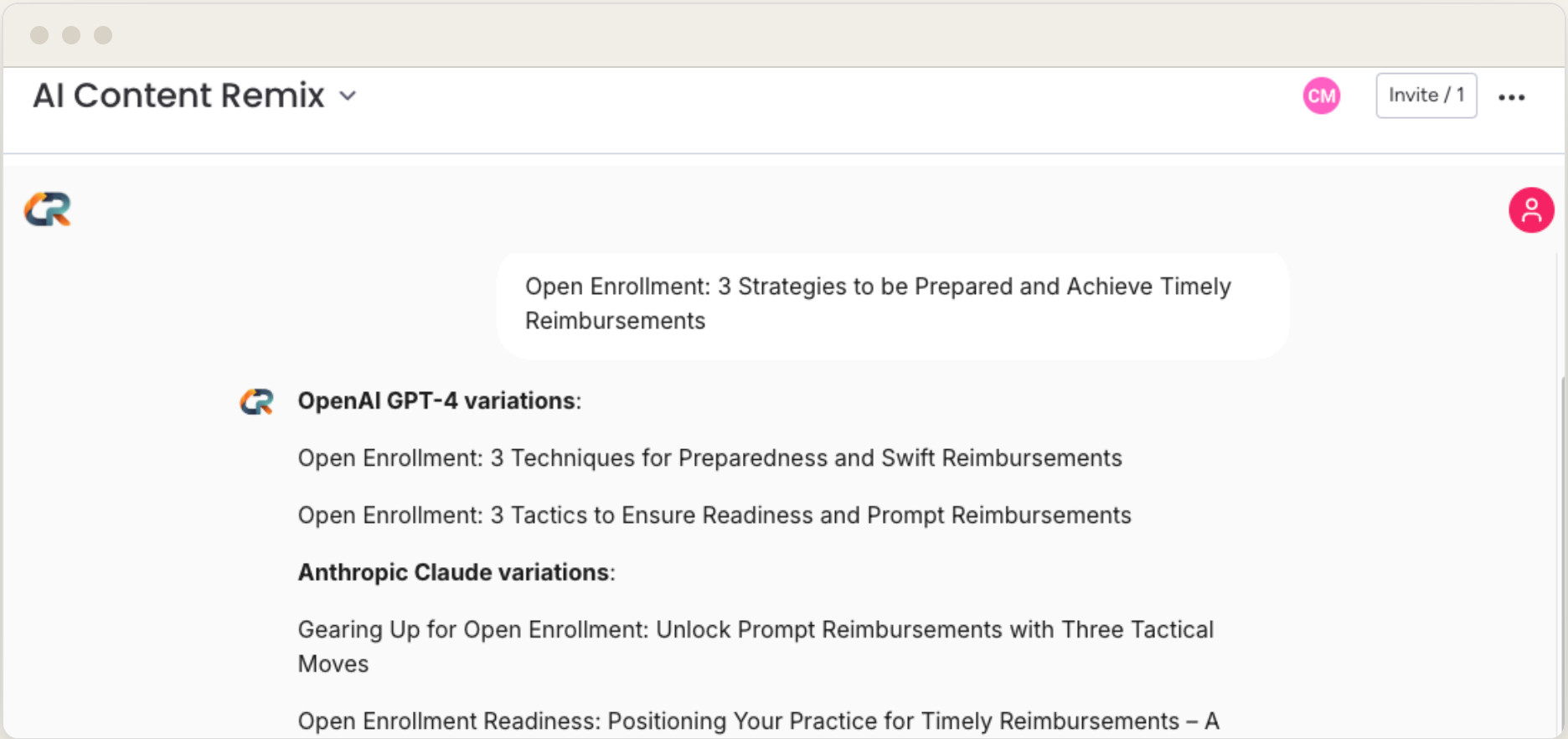
● RAPID COPY GENERATION

AI content remix across every major model.

A custom app integrated into **Monday.com** spins up rapid copy variations for marketers.

MODELS IN ROTATION

- OpenAI
- Anthropic
- Gemini
- Meta



● AI-DRIVEN METADATA

Enriching content for discoverability.

01 • AUTOMATED TAGGING

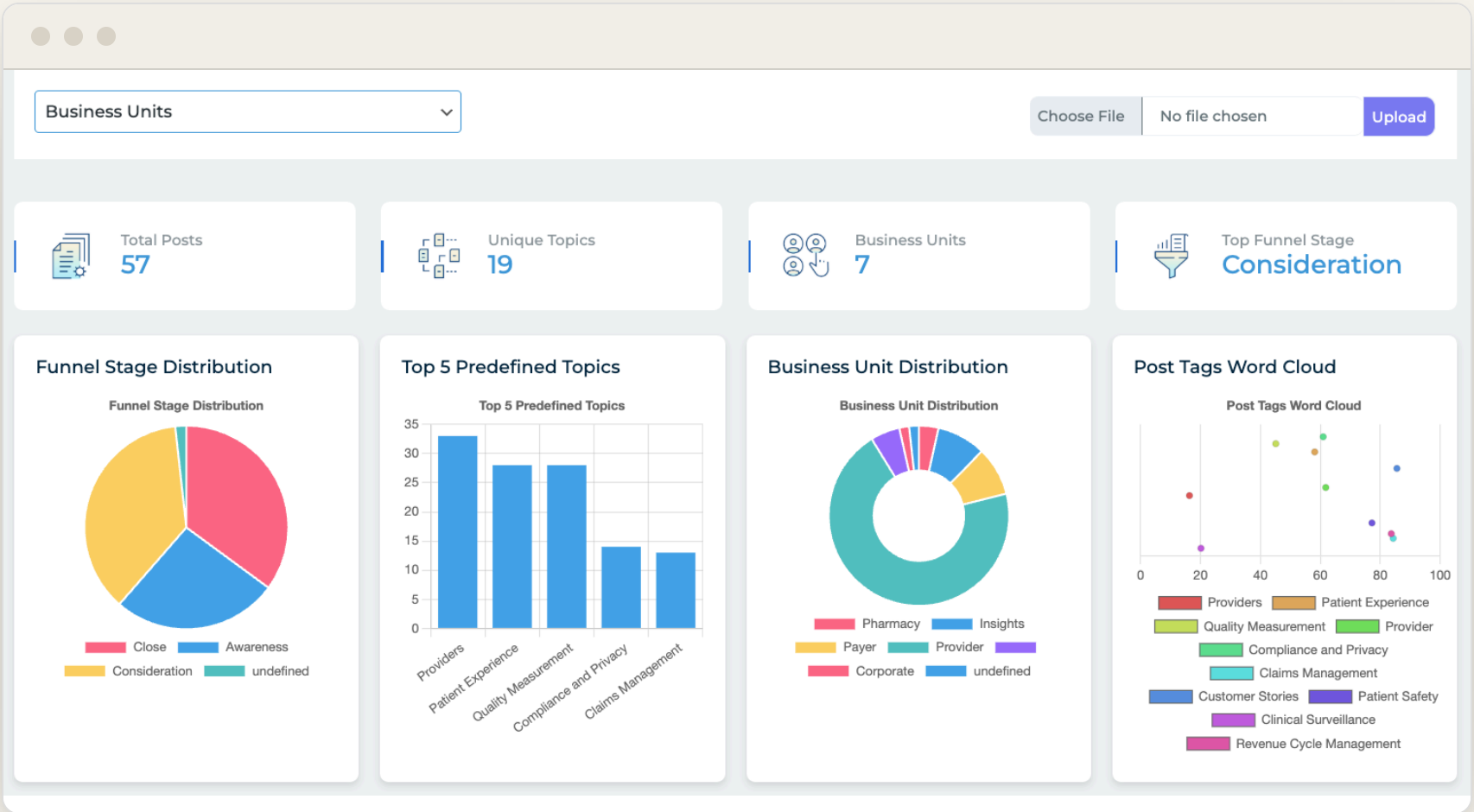
Website content is enriched against a set taxonomy via a custom GPT assistant + WordPress extension.

02 • STRATEGIC VALUE

Metadata powers reporting, personalization and campaign optimization.

TAXONOMY TAGS

- Funnel stage
- Business unit
- Persona
- Content type
- Predefined topics
- Freeform



● DYNAMIC STORYTELLING

Turning static data into animated visualizations.

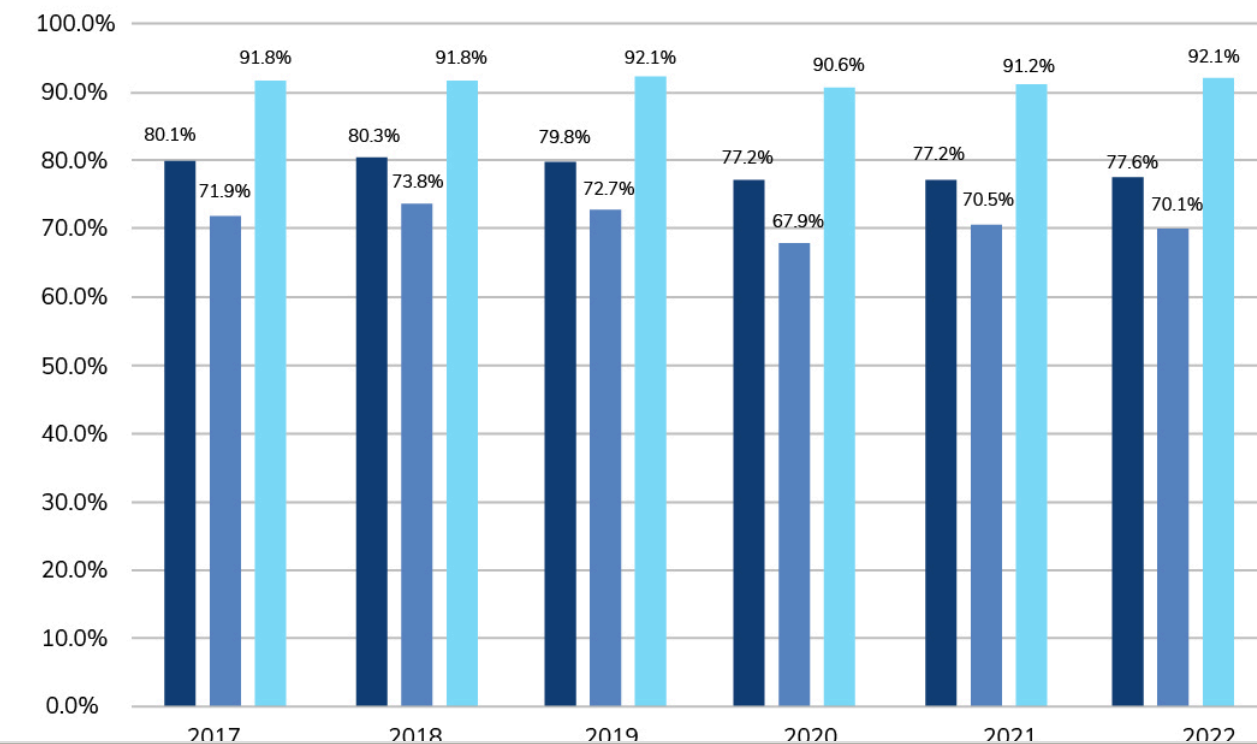
A custom GPT takes a static chart of any type as input and converts it into **animated HTML/JS** charts.

Input · Static image



Output · Animated chart

National Rates of Access to Preventative / Ambulatory Health Services by Insurance Type



● WHY AGENTS?

Moving beyond simple AI for superior results.

ZERO - SHOT

Input · Person asks for an ad



Output · An ad is produced

Research shows agents on GPT-3.5 can, in some cases, outperform zero-shot GPT-4.¹

Agentic Approach

- 1

Human asks for an ad
- 2

Agents run competitive research
- 3

Ads created, critiqued & refined
- 4

Eval agents are instantiated
- 5

Ads refined and scored
- 6

Multiple higher-quality ads

● THE CHALLENGE

High-performing SEM ad copy is a **persistent challenge.**

01 • OPTIMAL COMBINATIONS

Produce titles/descriptions aligned to Google's optimal combinations.

02 • STRATEGIC ALIGNMENT

Match search terms & landing pages to protect Ad Quality score.

03 • CHARACTER PRECISION

Hold titles/descriptions to 30/90 characters for maximum impact.

04 • BENEFIT-LED MESSAGING

Address prospect pain points and highlight unique benefits.

05 • STRATEGIC CONVERSION

Use lead magnets and offers where appropriate to drive engagement.

06 • BRAND CONSISTENCY

Keep all generated copy aligned to the established brand voice.

From brief to **ranked ad options.**

01

Gather Info

Data on needs, audience & brand voice.

02

Analysis

Agents analyze existing ads & keywords.

03

Generate

GPT-4 + SEM Expert draft ads.

04

Store

Save the initial set securely.

05

Critique

Content Expert critiques; SEM updates.

06

Repeat

Re-run with Gemini & Claude; tune.

07

Audience

Target-audience agents rate impact.

08

Feedback

Efficacy scored on a 100-point scale.

09

Scorer

Rates alignment to search & landing page.

10

Results

Ranked ad options by overall score.

SECTION 02

Best-in-class off-the-shelf solutions.

Widely available platforms that have already shown significant promise.

Automating prospect research & outreach.

TARGET ACCOUNT INTELLIGENCE

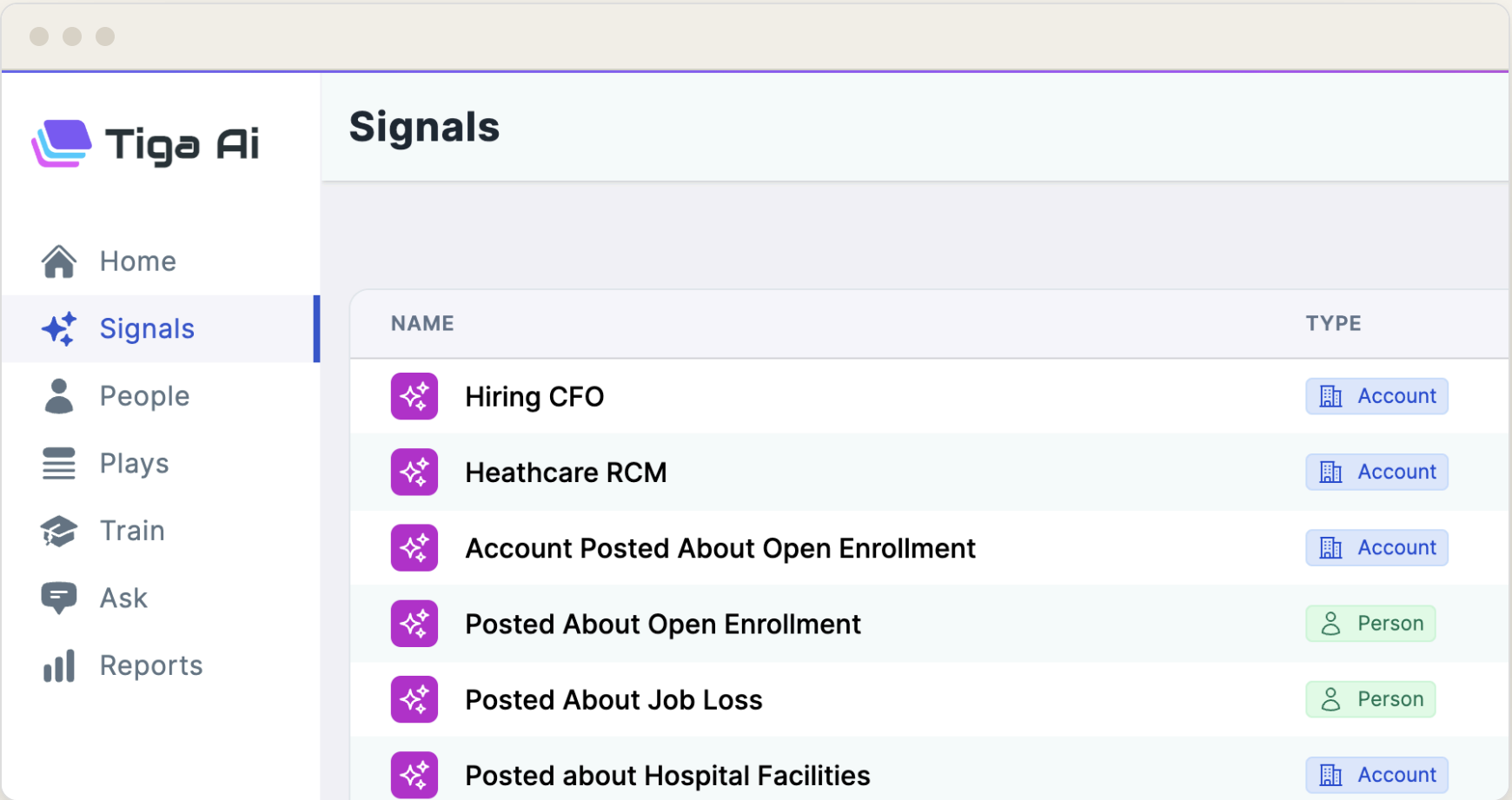
Actively learns details about target accounts & contacts, including RFPs.

TRIGGER-BASED OUTREACH

AI triggers warm outreach based on buyer insights & behaviors.

WORKFLOW AUTOMATION

Automatically tackles repetitive tasks in outreach workflows.



Cost-effective, high-quality **AI voiceovers.**

A

Cost Efficiency

Generate voiceovers at a fraction of typical cost — high-quality audio accessible for every project.

B

Versatile Reuse

Reuse presentations and materials across different formats and languages.

C

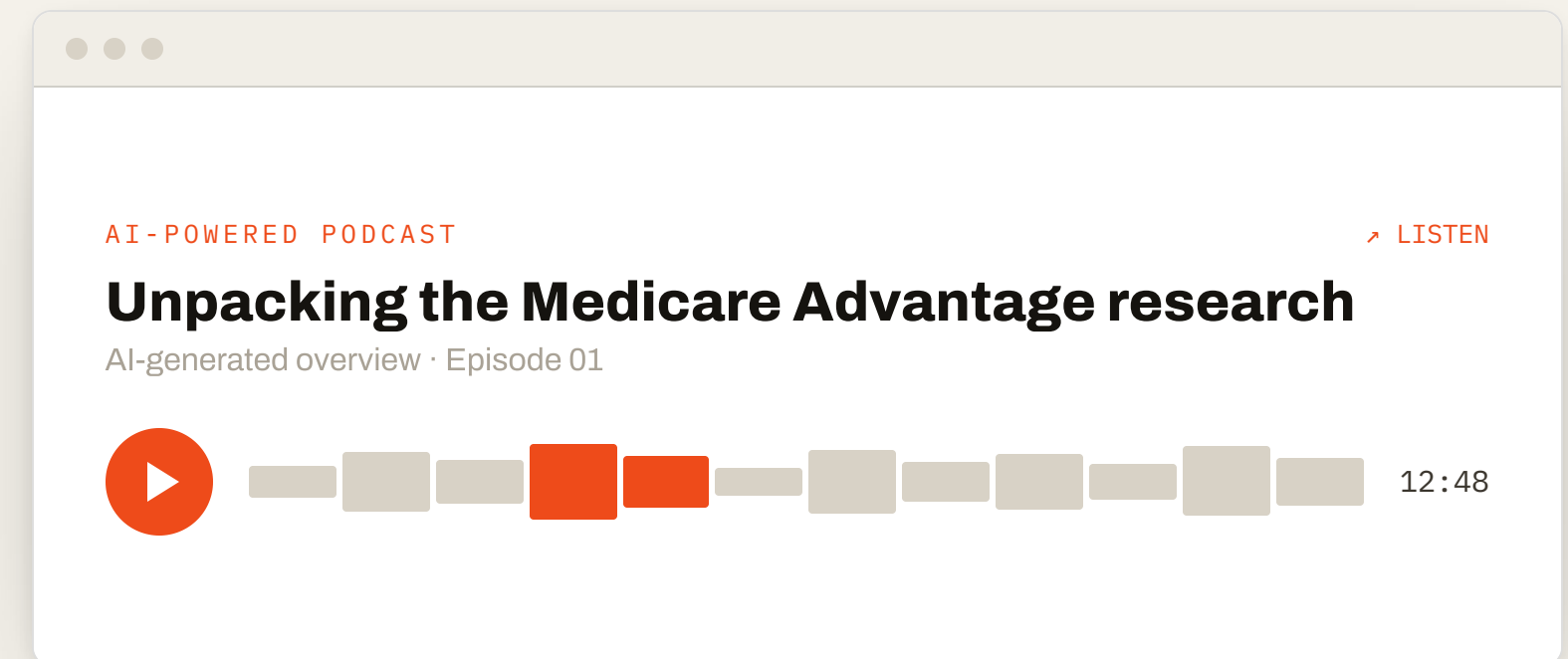
Live Correction

Fix mistakes on live presentations with a custom voice matched to the speaker.

● NOTEBOOKLM

Complex research into accessible podcasts.

- Used Google **NotebookLM** to synthesize research and produce accessible podcasts.
- The same approach makes even **dense scientific papers** approachable for any audience.



● AI CODE GENERATION

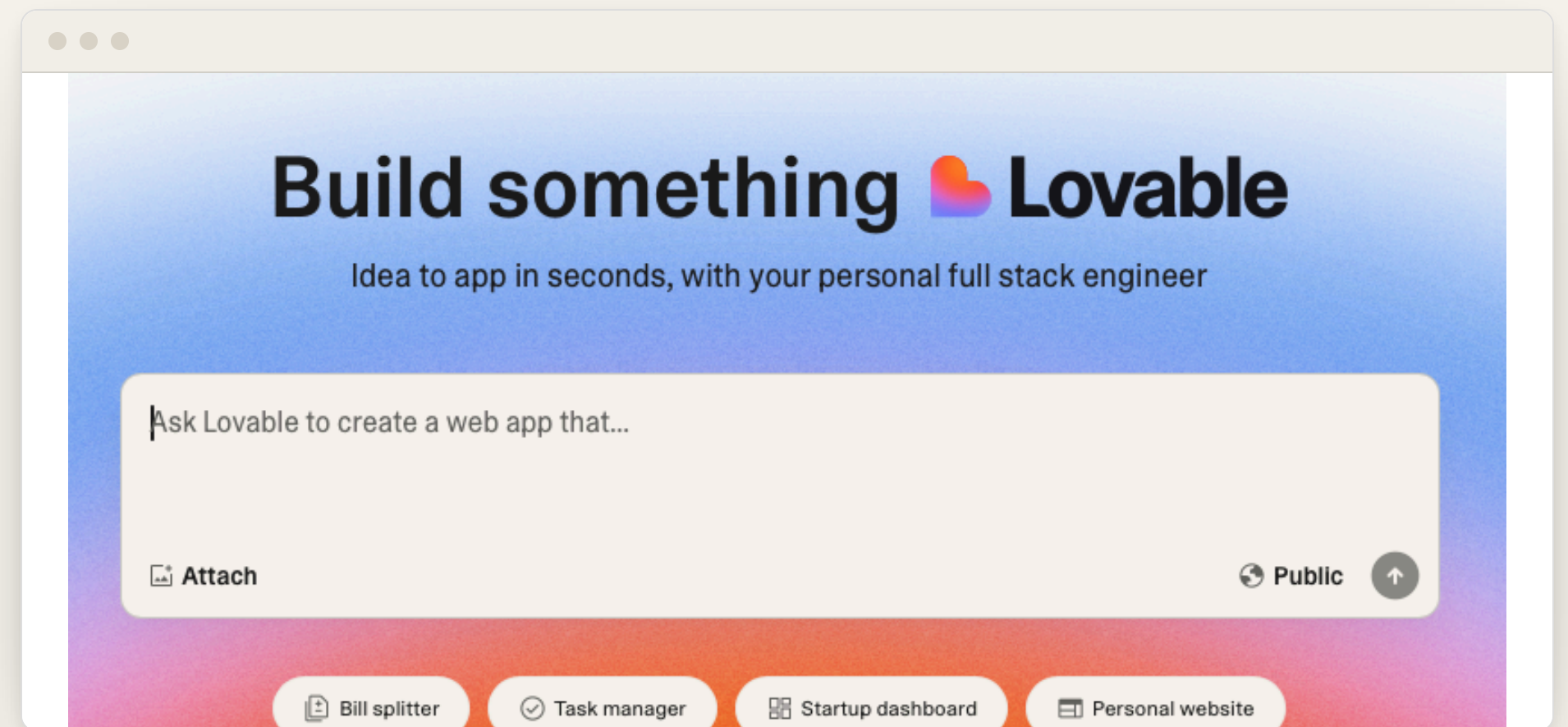
Accelerating **web development.**

TOOL UTILIZATION

Lovable, Cursor & Windsurf are generating code for landing pages and apps.

PERFORMANCE

These tools are delivering solid, measurable productivity boosts.



● SYNTHFLOW

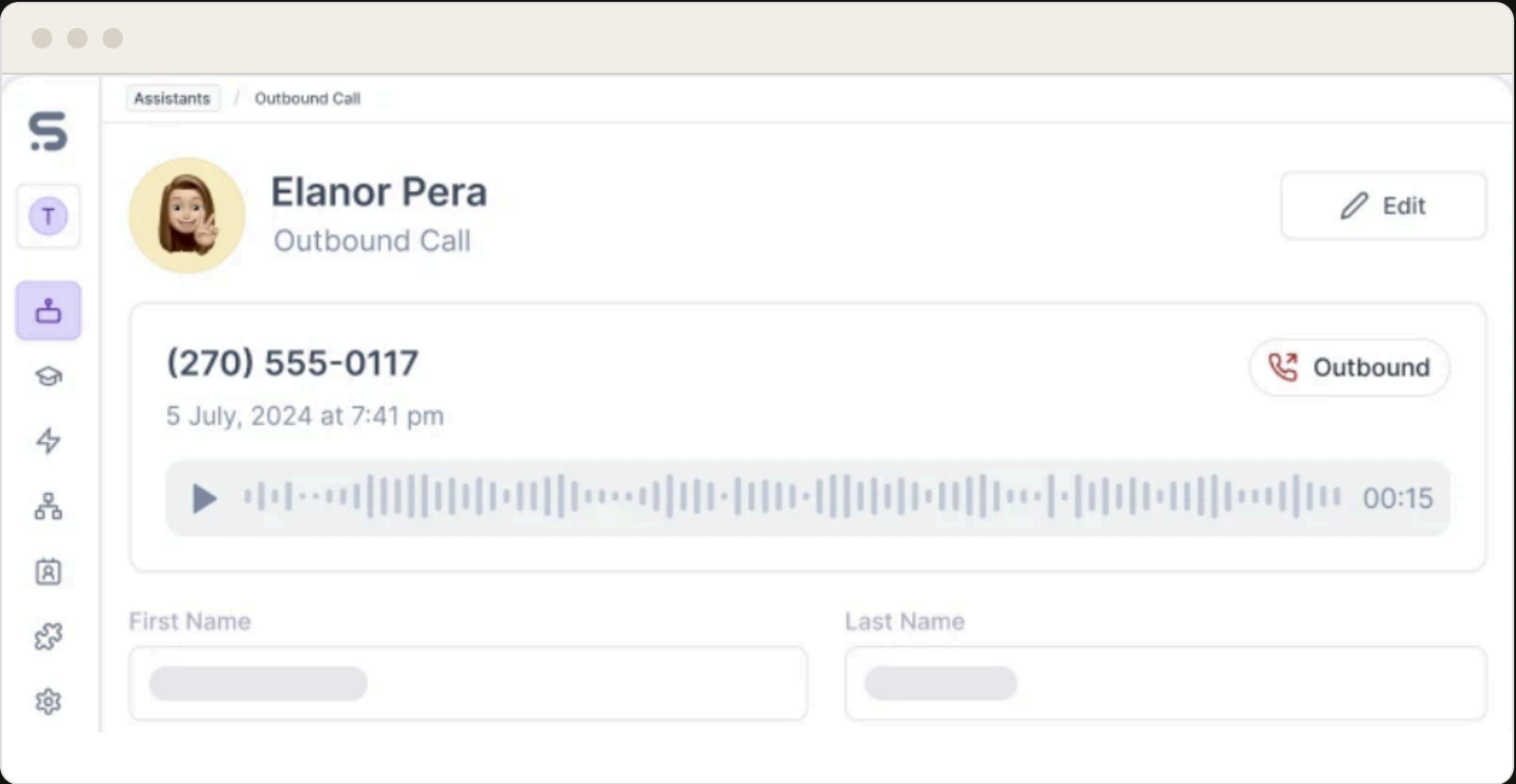
AI-driven telemarketing, under full control.

OVERVIEW & VISION

Evaluating an AI-driven telemarketing service with total control over **voices**, **knowledge base**, **LLM**, and **scripts**.

KEY CAPABILITIES

- Automated appointment booking
- Outbound lead qualification
- AI receptionist
- Scale outbound demand gen



Where do I start?

01

Lead the cultural shift

AI-assisted marketing is a change-management challenge before it's a tooling one. Start by transforming how marketers perceive their own work — culture first.

02

Attack the low-hanging fruit

Content & image generation
Deep research — competitive analysis, battle cards
Off-the-shelf prospecting (Tiga.ai, Synthflow)

03

Build a roadmap

Go through everything you do and ask if it can be done better, faster, or cheaper with AI. Build a roadmap to inject AI into [almost] everything.

04

Think AI-first

Adopt an AI-first mindset for any new initiative — to maximize innovation and efficiency from the ground up.



● ABOUT THE SPEAKER

Nick Panayi

CHIEF MARKETING OFFICER • AI-ASSISTED MARKETING

A B2B marketing leader focused on fusing available AI with deep human expertise — building practical, scalable systems that make marketing teams faster, sharper, and more effective in the AI era.

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