

MARKETING BEFORE THE PROMPT

**WHY AI MAKES STRATEGY-LEVEL MARKETING
MORE IMPORTANT, NOT LESS**

STEVEN RICE



Subject Matter Expert

Tourism, Sport & Destination Development



BEST-PRACTICE MARKETING FRAMEWORK



PRODUCT LAYER

Starting Point for any marketing plan

Customer Value Proposition (Brand Promise)

Feature 1 and
Proof Points

Feature 2 and
Proof Points

Feature 3 and
Proof Points

Feature 4 and
Proof Points

MARKETING PILLARS

Who is being targeted, what is being
communicated and through which channels

TARGET
AUDIENCE
PERSONAS

MARKETING
CHANNELS

CONTENT AND
MESSAGING

FOUNDATIONS

Building blocks which enable the effective execution
and management of marketing activities

KNOWLEDGE

ANALYTICS

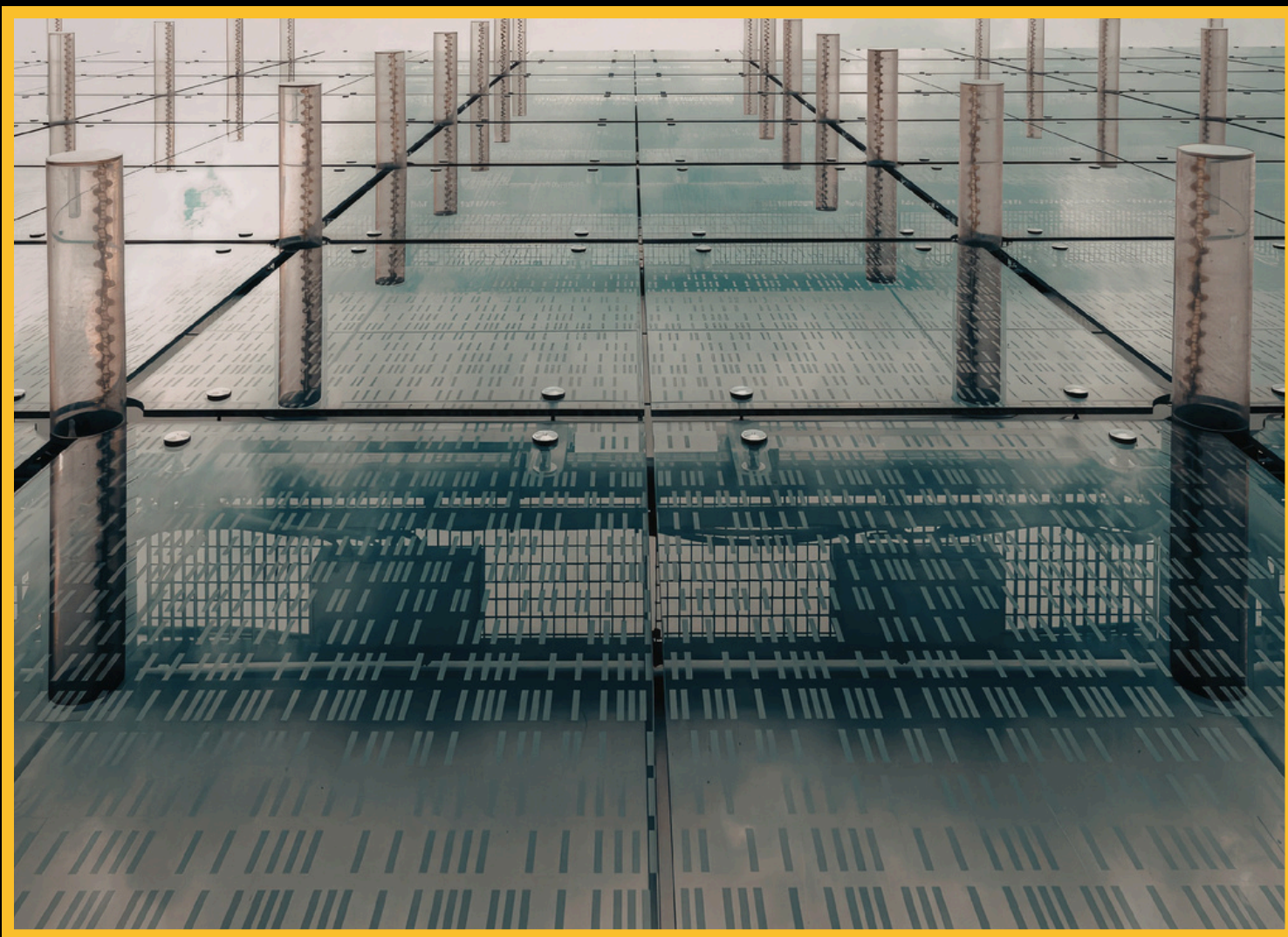
TOOLS

ARTIFICIAL INTELLIGENCE HAS NOT ALTERED THE PRINCIPLES OF BEST-PRACTICE MARKETING. IT HAS SIMPLY BECOME ONE OF THE TOOLS THROUGH WHICH THESE PRINCIPLES ARE EXECUTED.

AI DOESN'T REPLACE THE FRAMEWORK – IT ACCELERATES IT



FOR AI TO BE EFFECTIVE, THE **STRATEGIC MARKETING FRAMEWORK** NEEDS TO BE IN PLACE ALREADY.



WITHOUT A CLEARLY DEFINED VALUE PROPOSITION, AUDIENCE PERSONAS, MESSAGING AND SUPPORTING KNOWLEDGE, AI HAS **NO MEANINGFUL CONTEXT** UPON WHICH TO BUILD.

THE PRODUCT LAYER: BUILDING THE STRATEGIC CONTEXT FOR AI



WHY DO WE NEED A PRODUCT LAYER?

- CUSTOMER VALUE PROPOSITION DEFINES AND DIFFERENTIATES THE KEY BENEFITS
- FEATURES AND PROOF POINTS ENABLE EFFECTIVE AND CONSISTENT COMMUNICATION
- BRAND VALUES CREATE EMOTIONAL CONNECTION

HOW IS THE PRODUCT LAYER DEVELOPED?

- CREATIVE DEVELOPMENT
- MARKET RESEARCH
- CUSTOMER INSIGHTS
- STAKEHOLDER WORKSHOPS
- COMPETITOR ANALYSIS

WHERE CAN AI HELP?

- SUMMARISING INSIGHTS
- ANALYSING DATA
- GENERATING PROPOSITION OPTIONS
- TESTING MESSAGING

WHERE IS IT DIFFICULT TO REPLACE HUMAN THINKING?

- TRUE CREATIVE IDEATION
- STRATEGIC JUDGEMENT / COMMERCIAL DECISION MAKING
- STAKEHOLDER ALIGNMENT
- FINAL POSITIONING

AI CAN HELP DEVELOP AND REFINE A PRODUCT LAYER, HOWEVER ONLY HUMAN THINKING AND CREATIVITY CAN MAKE IT **GENUINELY DISTINCTIVE**

THE MARKETING PILLARS: GUIDING AI COMMUNICATIONS



WHY DO WE NEED MARKETING PILLARS?

- TARGET THE RIGHT AUDIENCES
- UNDERSTAND THE CUSTOMER JOURNEY
- DELIVER THE RIGHT MESSAGE AT THE RIGHT TIME
- SELECT THE MOST EFFECTIVE MARKETING CHANNELS

HOW ARE MARKETING PILLARS DEVELOPED?

- DATA ANALYTICS AND AUDIENCE RESEARCH
- PERSONA DEVELOPMENT
- CUSTOMER JOURNEY MAPPING
- CONTENT PLANNING AND MESSAGING
- CHANNEL STRATEGY

WHERE CAN AI HELP?

- REFINING AUDIENCE PERSONAS
- IDENTIFYING CUSTOMER JOURNEY STAGES
- GENERATING CONTENT IDEAS
- ADAPTING MESSAGING FOR DIFFERENT AUDIENCES AND CHANNELS

WHERE IS IT DIFFICULT TO REPLACE HUMAN THINKING?

- UNDERSTANDING CUSTOMER MOTIVATIONS
- IDENTIFYING EMOTIONAL DRIVERS
- STRATEGIC COMMUNICATION PLANNING
- PRIORITISING AUDIENCES AND INVESTMENT

AI CAN ACCELERATE MARKETING COMMUNICATIONS, BUT ONLY A WELL-DEFINED AUDIENCE AND COMMUNICATION STRATEGY ENSURES THE RIGHT MESSAGE REACHES THE RIGHT CUSTOMER AT THE RIGHT TIME.

THE FOUNDATION LAYER: ENABLING CONTINUOUS AI IMPROVEMENT



WHY DO WE NEED A FOUNDATION LAYER?

- BUILD ORGANISATIONAL KNOWLEDGE
- MEASURE MARKETING PERFORMANCE
- LEARN WHAT WORKS AND WHAT DOESN'T
- CONTINUOUSLY IMPROVE MARKETING EFFECTIVENESS

HOW IS THE FOUNDATION LAYER DEVELOPED?

- ANALYTICS AND MEASUREMENT
- CRM AND CUSTOMER DATA
- KNOWLEDGE MANAGEMENT
- CONTINUOUS TESTING AND OPTIMISATION
- MARKETING TECHNOLOGY AND REPORTING

WHERE CAN AI HELP?

- IDENTIFYING TRENDS AND PATTERNS
- ANALYSING COMPLEX DATASETS
- PRODUCING DASHBOARDS AND REPORTS
- HIGHLIGHTING OPPORTUNITIES AND ANOMALIES

WHERE IS IT DIFFICULT TO REPLACE HUMAN THINKING?

- DECIDING WHAT SUCCESS LOOKS LIKE
- INTERPRETING COMMERCIAL PRIORITIES
- BALANCING COMPETING OBJECTIVES
- MAKING STRATEGIC INVESTMENT DECISIONS

AI CAN TRANSFORM DATA INTO INSIGHT, BUT ONLY ORGANISATIONS WITH STRONG MEASUREMENT AND KNOWLEDGE FOUNDATIONS CAN TURN THOSE **INSIGHTS INTO BETTER DECISIONS.**

COMBINING BEST-PRACTICE MARKETING WITH CURATED AI WORKFLOWS



BIG WHEEL COMBINES IN-HOUSE STRATEGIC MARKETING TOOLS WITH PROPRIETARY AI WORKFLOWS, ENABLING ORGANISATIONS TO EXECUTE BEST-PRACTICE MARKETING MORE EFFICIENTLY, CONSISTENTLY AND AT GREATER SCALE.

EXAMPLE – Developing an SEO Content Strategy

APPROACH	TYPICAL OUTCOME
<i>Traditional Marketing</i>	Strategically aligned, but slow and resource intensive to implement
<i>AI in Isolation</i>	Fast to produce, but often generic and lacking strategic direction
<i>Strategic Marketing Framework</i>	Strong marketing foundations, but difficult to scale consistently
<i>Big Wheel Tools + Curated AI Workflow</i>	STRATEGICALLY ALIGNED, SCALABLE AND CONSISTENTLY HIGH-QUALITY CONTENT

THE BIG WHEEL SEO CONTENT WORKFLOW



BIG WHEEL STRATEGIC TOOLKIT

- *VALUE PROPOSITION & POSITIONING OPTIMISATION FRAMEWORK*
- *AUDIENCE PERSONA MODEL*
- *CONTENT CATEGORISATION PLANNER*
- *BLOG ARTICLE STEM BUILDER*

STRATEGIC REVIEW

CURATED AI WORKFLOW

- *TONE OF VOICE PROMPT DESIGN*
- *ARTICLE STRUCTURE PROMPT DESIGN*
- *DRAFT ARTICLE CREATION PROMPT*
- *SEO / KEYWORD OPTIMISATION PROMPT DESIGN*

EDITORIAL REVIEW AND PUBLICATION

RATHER THAN GENERATING INDIVIDUAL ARTICLES, THIS WORKFLOW CREATES A **REPEATABLE CONTENT PRODUCTION CAPABILITY.**

STRATEGIC TOOLS PROVIDE THE DIRECTION, CURATED AI ACCELERATES EXECUTION, AND EXPERT REVIEW ENSURES **EVERY ARTICLE MEETS THE REQUIRED EDITORIAL, BRAND AND SEO STANDARDS.**

SAME METHODOLOGY, DIFFERENT MARKETING CHALLENGES



EVERY MARKETING CHALLENGE IS UNIQUE, BUT SUCCESSFUL OUTCOMES ARE CONSISTENTLY ACHIEVED THROUGH THE COMBINATION OF **BEST-PRACTICE MARKETING, CURATED AI WORKFLOWS AND EXPERT STRATEGIC OVERSIGHT.**

BRAND POSITIONING

AUDIENCE PERSONAS

CUSTOMER JOURNEY

SEO CONTENT STRATEGY
(DEMONSTRATED EXAMPLE)

VIDEO AND DISPLAY
CONTENT STRATEGY

TONE OF VOICE AND COPY
WRITING

SOCIAL MEDIA STRATEGY

PAID SEARCH & PAID
SOCIAL

EMAIL MARKETING AND
CRM

OVERALL MARKETING
STRATEGY

VALUE PROPOSITION
DEVELOPMENT

ANALYTICS AND ROI
MEASUREMENT

CONTINUE THE CONVERSATION

If you would like to speak to us about how we can help build systems that combine proven marketing frameworks, proprietary tools and curated AI workflows to deliver better marketing faster and more consistently, please get in touch.

Email: steven@bgwheel.org

Tel: + 353 86 381 1563

Web: www.bigwheel.org

