

This [recent podcast](#) featuring the Head of PMM at HubSpot includes three AI use cases for PMM that are well worth using and iterating on. Below is a summary + my tips, but it's worth watching the entire thing.

Full Ideal Customer Profiles (ICP) in Claude or ChatGPT

Turn firmographic, technographic, and behavioral data into living ICPs so Sales and Marketing teams understand and target the *right* buyers and improve messaging.

Input: 1st and 3rd party data.

- 1st = your notes, customer research transcripts, sales call recordings, CSV/CRM exports (company size, revenue, tech stack), win-loss notes,
- 3rd party: deep research output.

Output: Persona sheets per segment: pains, goals, “jobs-to-be-done,” preferred channels, talk-track snippets.

Tools: Claude Projects or ChatGPT Projects and custom GPTs (or both, keep testing), and all docs centralized in a knowledge base (e.g. Google drive) that you connect to Claude or ChatGPT.

Their Tips: Refresh the data often. Test new messaging against it.

My tip: assign a maintainer of that knowledge base.

<https://www.youtube.com/watch?v=EkVhcl4P-oE&t=296>

Competitive Intelligence and Battle Card Agent with Google NotebookLM

Create an all-knowing competitive chatbot re. How you win vs competitors that Sales can tap into anytime.

Sales can counter objections with “one line, one stat, one story,” instead of hunting decks. You can also create competitor-focused battle cards, slides and landing pages with that input.

You can save on sales enablement SW using that.

Inputs: RSS/website scrapes of competitors’ changelogs, pricing pages, and recent blogs, your own feature matrix, negative reviews of competitors from various review sites, sales call

recordings where customers explain why they chose you vs competitors, “how we won vs competitor X” notes from Sales.

My Tip: You can also create a similar NotebookLM for all customer stories that sales can tap. At Augment Code, I loaded all customer case studies into one Notebook LM project and shared with Sales (I should also have added all quotes shared with sales or online that we share in a Slack channel). When you add them to the notebook, tag the company size, the industry, region and use case if relevant, so sales can extract the most relevant for a given prospect. Train the sales team, demo it often.

<https://www.youtube.com/watch?v=EkVhcl4P-oE&t=920>

Customer Interviews at Scale Using AI

You can run many qualitative customer interviews in much less time, get verbatim quotes, summaries and tag themes in the time a human team runs two calls.

Input: Recruit list (email/phone), discussion goals, guide prompt, screener criteria.

Output: transcript per interview, theme heat-maps, highlight reels, key quotes, and summaries.

Tools: Hubspot’s PMM team uses Outset AI for fully AI-moderated interviews and synthesis.

My Tip: You can also prompt and use ChatGPT with Advanced voice mode (but the customer interview won’t be as smooth), so that’s a better tool for internal interviews. You need to provide the prompt to the interviewee that they copy and paste into a new chat.

<https://www.youtube.com/watch?v=EkVhcl4P-oE&t=1326>

You can [get their prompts here](#):

https://offers.hubspot.com/thank-you/ai-prompts-for-customer-intelligence?hubs_signup-url=offers.hubspot.com/ai-prompts-for-customer-intelligence&hubs_signup-cta=Submit&hubs_offer=offers.hubspot.com/ai-prompts-for-customer-intelligence