

QUESTIONS TO PICK THE BEST AI MARKETING TECH

How to Use:

- **Document answers** for each tool to make comparisons easier.
- **Discuss** these questions with your marketing team to consider all perspectives
- **Prioritize and rank** the questions based on importance to your strategy

Step 1: Determine Your Marketing Needs

1. What specific challenges in our current marketing strategy do we want to address with AI?
2. What primary objectives do we aim to achieve using AI tools (e.g., lead generation, personalization, campaign performance)?
3. Which marketing tasks consume the most time and could benefit from automation?
4. Are there gaps in our data analysis or reporting that AI could fill?
5. How important is personalization in our campaigns, and what level of AI support do we need?
6. What types of marketing content (e.g., blogs, ads, emails) do we need help creating or optimizing?
7. Do we need AI to enhance customer segmentation or targeting strategies?
8. What channels (e.g., email, social media, search engines) are most critical to our success, and can AI improve our performance on these platforms?
9. How much data do we currently have, and is it structured so that an AI tool can effectively use it?
10. What are our current marketing KPIs, and how could AI tools help improve these metrics?

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Step 2: Pick and Evaluate AI Tools

11. Does the tool offer the specific features and functionalities we need (e.g., predictive analytics, generative content, automation)?
12. How user-friendly is the tool for non-technical team members?
13. Can the tool integrate seamlessly with our existing tech stack (e.g., CRM, CMS, analytics platforms)?
14. What level of customization does the tool offer to fit our unique marketing workflows?
15. Does the tool provide actionable insights or simply raw data?
16. How scalable is the tool as our marketing needs grow?
17. What level of support and training does the vendor provide during and after implementation?
18. Does the tool comply with relevant data privacy regulations (e.g., GDPR, CCPA)?
19. Are there any limitations or biases in the AI's algorithms that could affect its performance?
20. What is the total cost of ownership (subscription, onboarding, training) compared to the potential ROI?