

AI in Marketing: Practical Tools, Real Impact

written by Lauri Moon | May 11, 2026



AI in Marketing: Practical Tools, Real Impact

(No-Cost, 1-hour live webinar)

This program starts in:



AI is already influencing how prospects find, evaluate, and choose suppliers—often in ways manufacturers don't immediately see. This complimentary webinar cuts through the noise to show how AI can *support* your marketing and sales efforts today, using tools and approaches that don't require technical expertise or massive budgets.

If you're curious about AI but cautious about where to start, this session is designed

for you. This is not a technical deep dive or a parade of shiny tools. Instead, you'll get a clear, practical understanding of where AI is already adding value in B2B and manufacturing marketing, where it *doesn't* belong (and why), and how to think strategically before adopting new tools. The goal is clarity, not overwhelm.

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Webinar login will be provided approximately one week prior to the session.

Learning Objectives

By the end of the webinar, you'll be able to:

- Explain **AI's role in manufacturing marketing** with confidence
- Identify **where AI can support** your marketing and sales funnel
- **Distinguish between tasks** AI can assist with and those that require human expertise
- Take **smart, low-risk next steps** toward AI adoption

Why Attend

Manufacturing marketers are being asked to do more with leaner teams, tighter timelines, and higher expectations from sales. AI can help, but only when applied thoughtfully. Join us for this free webinar and gain the insight you need to approach AI with confidence—without the hype.

Who Should Attend

This webinar is perfect for: owners, executives, marketing leaders, and sales teams at small- to mid-sized manufacturing companies.

What You'll Walk Away With

With this session, you'll be ready to:

- **Make informed decisions** about AI without chasing trends
- Gain a clearer perspective on **AI's real value** (and limits)
- **Strengthen** marketing and sales **alignment**
- **Improve efficiency** while keeping human judgment front and center

AI in Marketing Outline

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Meet Your Presenter



Dr. Ronda Mariani is a professor, speaker, and researcher specializing in digital marketing, emerging technologies, and workforce readiness. With more than 20 years of experience in marketing and advertising, Dr. Mariani brings deep industry and academic expertise to her work. She helps organizations apply artificial intelligence in practical, business-focused ways, particularly in areas such as customer communication, content strategy, and marketing effectiveness.