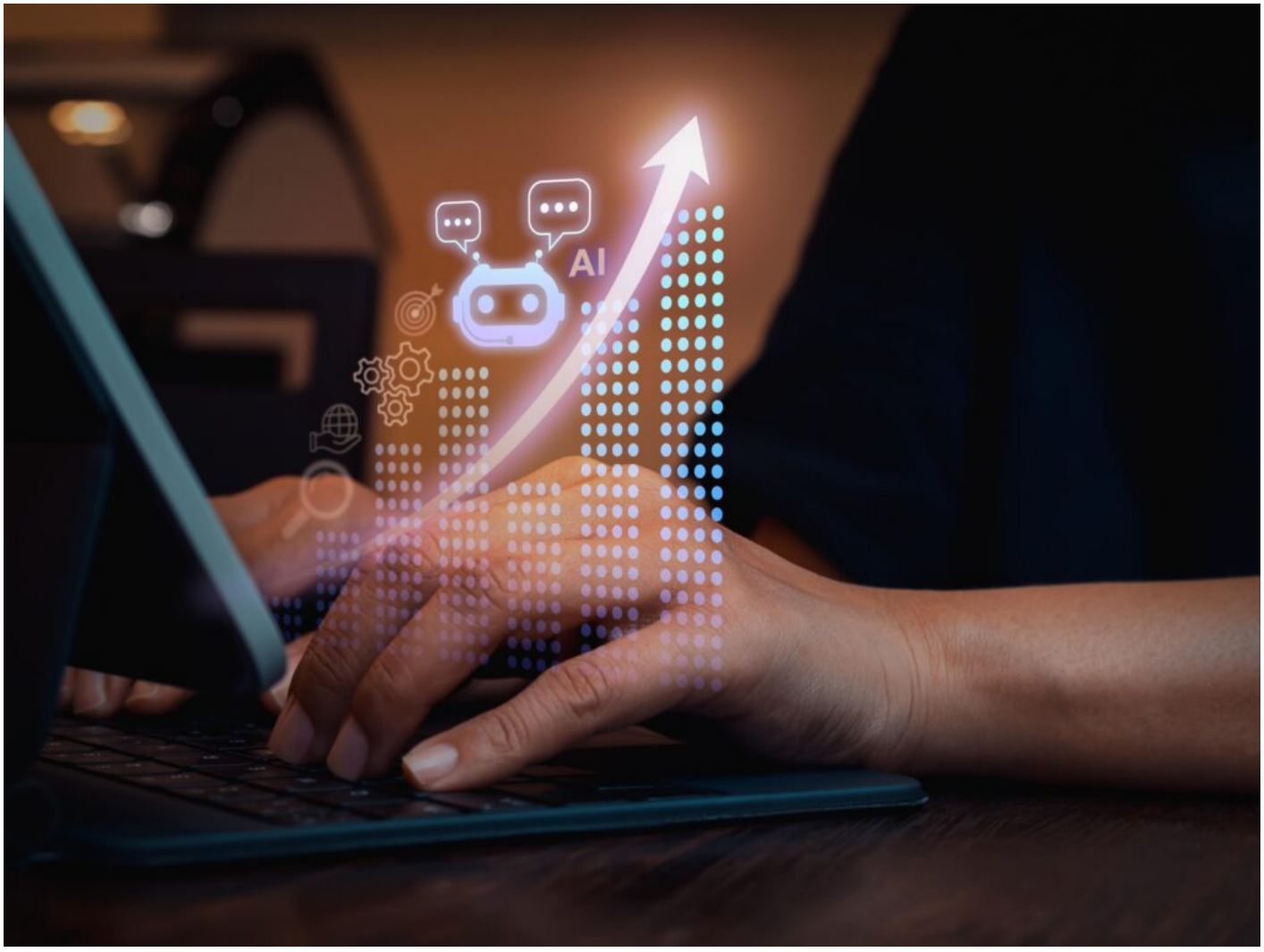
AI in Marketing: Turning Potential into Practical Results

written by Alisa Fairweather | July 20, 2026



Artificial intelligence (AI) is changing the way organizations market, communicate, sell, and engage with customers. While AI may seem like a complex technology, its real value comes from helping businesses work smarter, save time, and improve customer experiences. Today, companies of all sizes are finding practical ways to use AI to support their marketing efforts and business goals.

One of the biggest benefits of AI in marketing is its ability to handle repetitive tasks and speed up content creation. Marketers can use AI to draft emails, create social media posts, develop product descriptions, support sales outreach, and generate ideas for new campaigns. By reducing the time spent on routine activities, teams can focus more on strategy, creativity, and building stronger relationships with customers.

Getting the best results from AI requires more than simply asking a question. Effective prompting involves providing clear instructions, defining the audience, and explaining the desired outcome. A structured approach helps marketers generate content that is more accurate, relevant, and aligned with business objectives. As AI tools become more common in the workplace, the ability to communicate effectively with them is becoming an increasingly valuable skill.

Another growing area of AI is the use of AI agents—tools designed to assist with specific business tasks. Organizations are using AI agents to support customer service, sales, training, knowledge management, and marketing activities. These tools can help answer questions, organize information, and improve efficiency while supporting employees in their daily work.

Even with its many advantages, AI works best when combined with human judgment. Businesses still need people to make strategic decisions, ensure quality, and maintain an authentic brand voice. Rather than replacing employees, AI is most effective as a tool that enhances human capabilities. Organizations that adopt AI thoughtfully and responsibly are better positioned to improve productivity, strengthen customer communication, and stay competitive in an increasingly digital marketplace.

Want to learn how to put these tools to practice, attend IMC’s hands-on workshop September 10th in Williamsport. Learn more and register at AI in Marketing:

Practical Applications, Prompting and Business Strategy.

Contact us to discuss customization and on-site delivery of AI for Marketing or any of our training programs.