



AI in Marketing: Practical Tools, Real Impact

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.

Learning Objectives:

- 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

Course Outline:

- Why AI Matters for Manufacturing Marketing
 - Key AI-driven shifts in B2B buyer behavior
 - What these changes mean for small and mid-sized manufacturers
- AI in Plain Language
 - What generative AI and automation actually do
 - Common misconceptions—and the limits you should know about
- Pitfalls to Avoid
 - Why “tool overload” slows teams down
 - The role of strategy, data quality, and responsible use
- High-Impact Use Cases
 - AI-assisted content for websites, email, and product messaging
 - Sales enablement and customer communication support
 - Market insight, messaging alignment, and content repurposing
- Closing Discussion, Q& A, What Comes Next