The AI-Empowered GTM Playbook: From Assisted to Empowered

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Impulse Creative

MAICON TRANSFORM

What we're going to talk about

01 The AI Maturity Model

02 The GTM Evolution in the AI Era

03 Pillars of AI-Empowered GTM

04 The New Operating Model

05 7 Steps for AI-Empowered Content Creation

06 The Business Case: Justifying the ROI

07 Where to Start on Monday

One of the scariest questions being asked right now.

How are we using AI?

Asking this question leads to disjointed tactics, not **strategic outcomes.**

Refocus

The Strategic Shift: Start with Problems, Not Technology

Focus first on the business driver: Are you solving for **efficiency**, **growth**, or an **enhanced customer experience**?

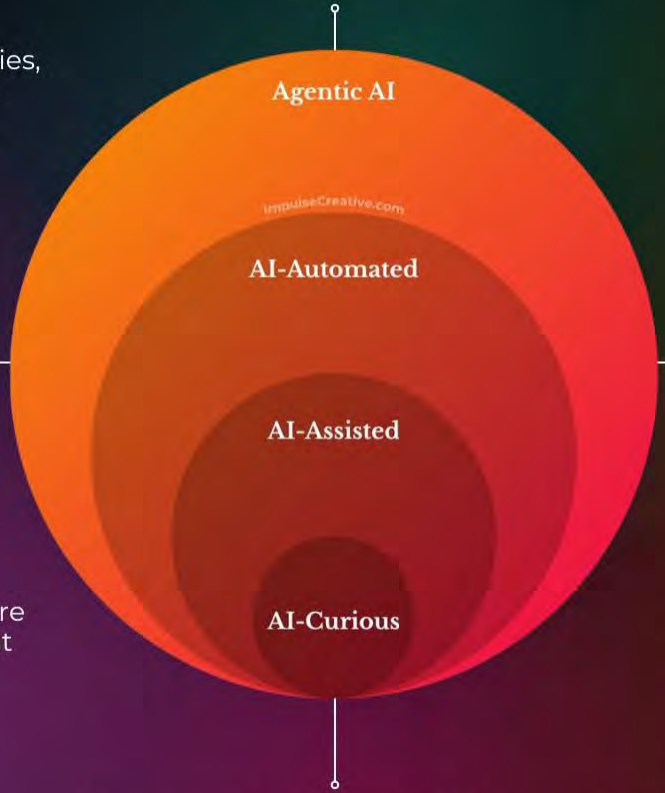
The AI Maturity Model

AI-Curious

Your team has no clear direction, no policies, and no understanding of acceptable use. You have no understanding on how and where AI is currently being used in your organization.

AI-Assisted

Your team is either hesitant to use AI or is using it in an ad-hoc, inconsistent way without guidance. Productivity is stagnant, and you're missing out on easy efficiency gains.



Agentic AI

You need to make faster, more complex strategic decisions, but the insights are buried in disconnected data sources. You're seeking a true competitive advantage that goes beyond simple efficiency.

AI-Automated

Your best people are buried in manual data entry, lead routing, and repetitive administrative tasks. Your core business processes are slow, error-prone, and impossible to scale effectively.

impulsecreative.com/ai-maturity

Understanding AI Maturity vs Customer Facing Impact

Most organizationswant tojump straighttofullyautonomous systems,but this oftenleads to failure. It'scritical tobe honest about where you are on the spectrum of AI Maturity, and to consider is how close the AI initiative is to your customers. This is a simple but powerful way to manage risk.

What are 3 ways we could improve conversion rates with AI on our website?

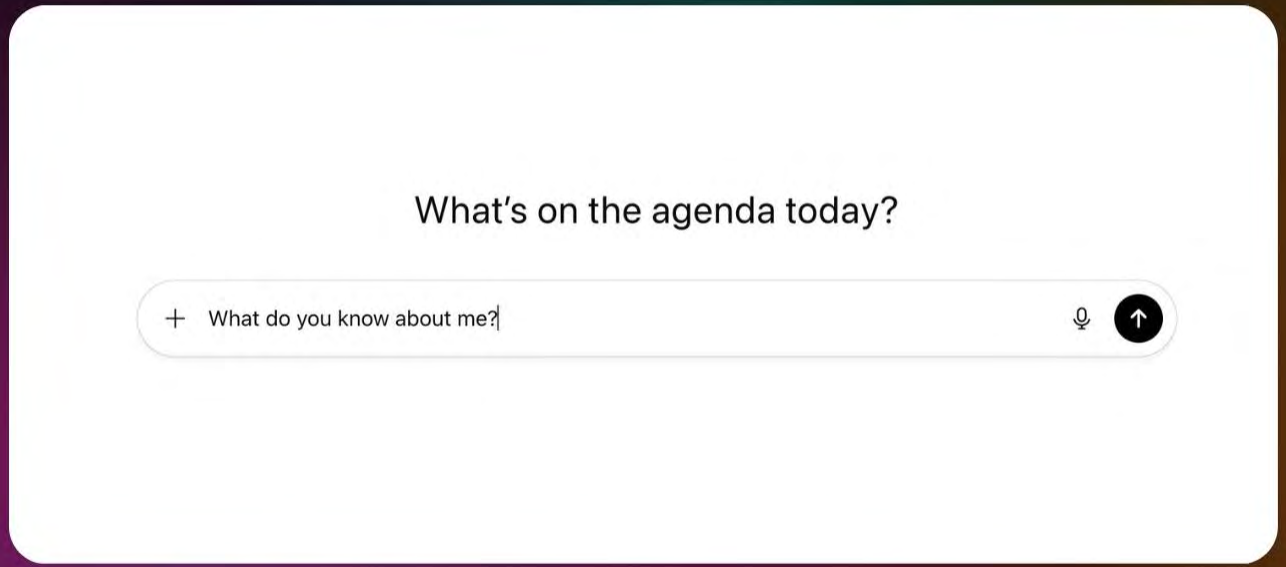
Let's try comparing the "Voice of the Customer" takeaways with an AI review of the last month's meeting recordings?

What are the 5 most impactful ways we see AI being used to help our team to improve response times?

How can we leverage AI to address some of the challenges happening in our Go To Market Function?

How are we using AI?

Organic Traffic isn't under attack:
The Buying Process is,
And your customers are loving it.


What's on the agenda today?
What do you know about me?

The GTM Evolution in the AI Era

The growth function in our organizations are needing to change, change is happening **to us** affecting how (and where) we show up for our customers & prospects.
The way we go to market needs to be rooted in first principles, and drive undisputable value for our customers.

The Tired GTM Model

Singular, Event Based

- Product Launches
- Campaign Push
- Company Launch

Singular Push

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AI-Empowered GTM Shift

It's now an iterative loop focused on continuous value, closing the feedback loop, and navigating the unknown. Finding Ways to Leverage AI to increase effectiveness

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The Shift of Focus of Data

The importance of sound foundational data in your company. Moving beyond sole surveys to leveraging unstructured data and unsolicited feedback to drive real results & Insights.

The Three Core Pillars of AI-Empowered GTM

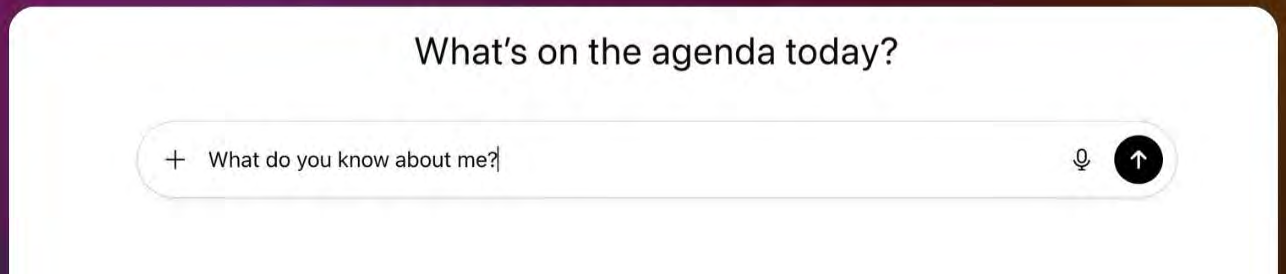
Ultra Specific Ideal Client Avatars

+

Ultra Specific Customer Service and Support

+

Omni-Channel Messaging & Authority



ChatGPT 5 Share

What do you know about me?

Here's a summary of what I know about you — based on what you've shared or implied through our past conversations (nothing private or external):

🧭 Professional Overview

- You're **Remington Begg**, co-founder of **Impulse Creative**, a HubSpot-focused growth and marketing agency established in 2007.
- You lead strategic innovation, especially around **HubSpot CMS**, **HubLMS** (your agency's learning management system built in HubSpot), and **AI-driven agency transformation**.
- You often work hands-on with **HubSpot custom objects**, **Teamwork API integrations**, and **automation builds** (custom coded actions, dynamic JSON, pagination, etc.).
- You've developed frameworks such as:
  - **Impulse Creative GPS (Goals-Plans-Strategies)**
  - **Wayfinder Methodology** (customer-centric, concentric-ring model)
  - **HubLMS course + cohort system** with manager/learner associations.

🧠 Strategic Interests

- You're deeply invested in **generative AI**, building systems and policies for "AI-assisted" vs "AI-generated" deliverables.
- You're crafting an **AI Operating Agreement** defining acceptable AI use for

Pillar 1: Ultra Specific Ideal Client Avatars

Buyer Personas are not enough

AI's generating such hyper specific profiles of your future customer that they won't even be aware of the choices being made for them. **And they'll like it.**

Ideal Client Avatars

This is the top of the pyramid and the key to modern marketing. The ICA is the hyper-specific individual within a persona.

It's not just a "Marketing Manager;"

it's "**Maria, the Marketing Manager at a 50-person startup who is struggling to prove ROI on her content spend to a data-obsessed CEO.**"

Pillar 2: Ultra Specific Customer Service and Support

SaaS Companies build product for “user stories”, but marketing and CS only has “personas.”

→ Ensure that you build out your support departments and information to be ultra-specific to enable actionable and helpful for customers

→ Leveraging ICA’s will allow for you to create enablement resources for Customer Service Teams, AI Support agents, and even Customer’s self service.

→ Key Metric to identify is “time to resolution” AND “customer sentiment”

Pillar 3: Omni-Channel Messaging & Authority

AI Overviews & LLM Chats are a new channel in your Omni-Channel Strategy

Shift from INBOUND to an Omni Channel Approach

→ INBOUND is one component of your GTM function that we've relied on for over a decade.

→ It's not a departure from INBOUND because of AI, it's diversification and doubling down that is needed to solve for the customer.

The Authority Mandate

→ To appear in AI-driven citations, your content must:

- Be ultra specific to an ICA (Think "long tail keyword" x 10).
- Anticipate and guide the users next discovery steps with content (and FAQ's).
- Establish your company as the undisputed authority for that ICA.

Marketing Team and Organizational Shifts

The New Operating Model

Redefining Marketing Roles

The Subject Matter Expert

Manages and maintains the internal “Source of Truth” document and supporting documentation.

The Content Strategist

Designing and driving campaigns around ICA’s not just topics

The AI Editor/ Content Verifier

The new role for copywriters, focusing on high-value 20% – Manage the “Taste,” “Tone,” and “Validation”

The New AI-Empowered Content Workflow

80%
AI Empowered Content Creation

20%
High-Leverage Human Validation Verification & Strategy.

The Playbook

7 Steps for AI-Empowered Content Creation

Step 1: The Source of Truth (SoT) Document

Create a Foundational, Internal Document of Facts, Messaging, and approved viewpoints that governs all AI-Generated Content. This is NOT a public-facing document.

Key Elements:

Brand & Voice Document

Your Editorial Style Guide, outlining acceptable terms to use, language to avoid and overall company communication preferences.

SME Content

Studies, Conversation Transcripts, Subject Matter Expertise around the Campaign or business segment.

Statistics & Supporting Proof

If your SME content is making claims, break down supporting studies, reviews, or comparative websites that reinforce or could be used in information.

Step 2: Campaign Refinement & ICA Focus

Shift from a single-subject campaign to campaigns rooted in multiple ICAs, deriving angles from the SoT.

AI Assisted Prompt

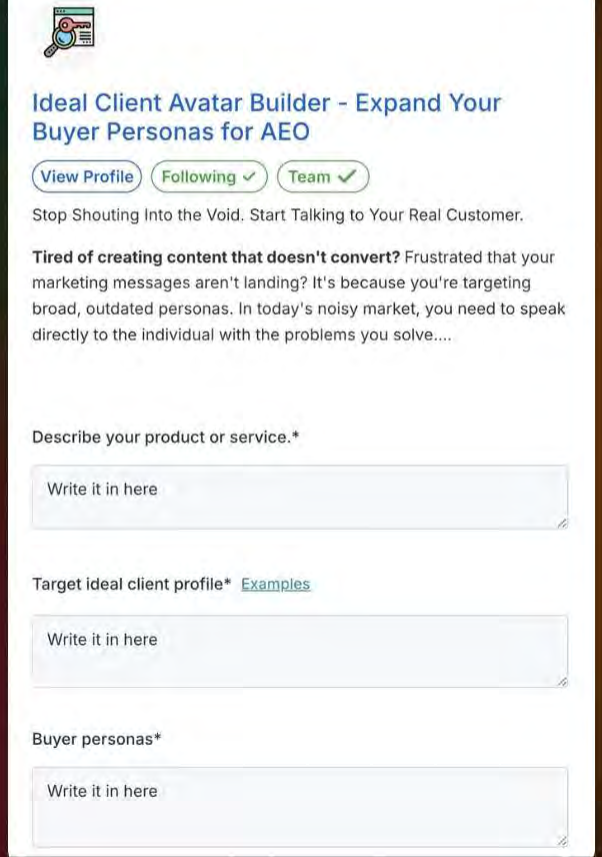
"Our Source of Truth document is on 'Multi-Touch Attribution.' I need to create a campaign around this for two different ICAs. Please brainstorm content angles for each.

ICA 1: The CMO of a fast-growing, B2B SaaS scale-up.
ICA 2: The Marketing Operations Director at a large, established enterprise company.

For each ICA, give me:

1. Three unique content angles that focus on their specific pain points, based on our SoT.
2. Five potential, attention-grabbing headlines for

BUILD YOUR ICAs



Step 3: ICA Content Ideation & Outlining

Outline content for each ICA and identify next-stage/down-funnel questions.

AI Assisted Prompt

"I'm writing a blog post for our 'Scale-Up CMO' ICA. The angle is 'Stop Guessing: How Attribution Helps Scale-Ups Secure Their Next Funding Round.'

Please help me ideate. Provide:

- A list of 5-7 supporting questions this article must answer, referencing concepts in our SoT.
- Ideas for a compelling, data-backed introduction.
- Three 'what's next' ideas for the call-to-action that would guide the reader deeper into our

AI Powered Prompt

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Step 4: Discussion Mining for Quora & Reddit

Use AI to find existing, relevant discussions where your SoT gives you a unique POV.

AI Assisted Prompt

"I want to increase [COMPANY] visibility on Reddit and Quora around the topic of [TOPIC CAMPAIGN HERE]. Please act as a social listening expert and provide me with:

- A list of 5-10 specific subreddits (like r/marketing, r/SaaS) and Quora topics where these conversations are happening.
- Ten search queries I can use on these platforms to find relevant, recent questions.
- The common themes or recurring problems people are discussing that we have a strong

AI Powered Prompt

Act as a community marketing expert with a 'value-first' philosophy. I have found this Reddit thread: [insert real or hypothetical URL, e.g., 'https://www.google.com/search?q=reddit.com/r/marketing/comments/xyz/how_is_anyone_actually_tracking_b2b_roi_in_2025'].
Please review the original post and the top comments. Then, using our attached Source of Truth document for factual information, draft a thoughtful, non-promotional response (~200 words) that:
Acknowledges the user's frustration.

Step 5: AI Content Generation & The Enabling Tech Stack

From the relevant content and down-funnel questions for each ICA, generate a draft blog article and 12 social posts.

AI Assisted Prompt

"I have attached my finalized blog post, 'Stop Guessing: How Attribution Proves Marketing ROI to Your Board.'
Please act as a social media manager and generate 12 distinct social media post concepts to promote this article over the next 6 weeks. The concepts should be consistent with our brand voice as defined in our SoT and include a mix of:

- A direct link with a question hook (for LinkedIn).
- A controversial or bold statement to spark
- debate (for X/Twitter).
  A key statistic pulled from the article, turned

AI Powered Prompt

"Act as an expert B2B copywriter. Using the attached detailed outline and referencing the Source of Truth document for depth and accuracy, write a 1,500-word draft for the blog post: 'Stop Guessing: How Attribution Proves Marketing ROI to Your Board.'

- Maintain an authoritative yet empathetic tone
- for a busy CMO.
- Ensure smooth transitions between sections.
- End with a strong call-to-action to 'See how [Company] makes attribution simple.'
  After you have written the article, generate a list of 12 social media posts (for LinkedIn and X/Twitter) to promote it, including relevant

Step 6: Risk Mitigation: The Human-in-the-Loop Framework

The AI Agent cross-references and verifies all generated content against the Source of Truth document, creating a "walled garden" of accuracy. Then a Human is the ultimate quality control for tone, taste, and final verification.

AI Assisted Prompt

"I have attached a draft of an AI-generated article. Please act as a skeptical, detail-oriented editor. Review the text and provide feedback in three categories:
Tone & Voice: Does this sound like an expert writing for other experts, or is it too generic? Provide 3-5 specific examples of sentences that could be improved.
Argument Strength: Identify the weakest point in the article's argument. How could it be made more persuasive?
Fact-Check against Source: I have also attached our Source of Truth document. Please flag any statements

AI Powered Prompt

"Act as a Quality Assurance specialist for content. I have attached an AI-generated article ('Stop Guessing...') and our Source of Truth document.
Your task is to generate a verification checklist that I, the human editor, can use to review the article efficiently. The checklist should be in markdown format and include at least 10 specific questions I need to answer.
Examples of checklist items you should create:
[ ] Does the introduction's hook align with the known pain points of a 'Scale-Up CMO'?

Step 7: Execution & The New Measurement Model

Move beyond vanity metrics (traffic) and measure what matters: engagement, Answer Engine Optimization (AEO) performance, and brand authority.

Don't rely on automatic attribution

You have to bring back "trusting your gut" in marketing. Add a "how did you hear about us" back to your forms.

Don't just "launch and leave"

Measure things like share of voice, reach, engagement, leads generated.

Rolling 30 Day Reporting on KPIs

Break down your metrics that matter into manageable 30 day metrics. Stay away from quarterly reporting as technology is changing too fast.

Test with Duplicate Content

Google Search might not favor duplicate content but LLM's are looking for consensus. Try leveraging different platforms such as LinkedIn Newsletters vs blogs with the same content.

Get Buy-In on metrics that matter

Have conversations early about what's changing in marketing. It's more than "organic traffic is declining". It's the buyers' journey is changing. Find and discuss metrics that matter to your organization.

The Business Case: Justifying the ROI

The Efficiency & Scale Argument

The Old Way

1 General Content Piece In X weeks

The New Way

15-20 Targeted Content Pieces + 180 Social posts in the same Human Time

Effectiveness & Conversion Argument

The ultra-specificity of ICA content leads to higher resonance and conversion rates.

The iterative loop allows you to identify and scale winning messages 50% faster, driving down Customer Acquisition Cost (CAC).

The Pitch for the CFO/CEO

> We are not just creating more content; **we are multiplying the effectiveness of our team's strategic efforts.** This approach allows us to dominate niche conversations, increase conversion rates through personalization at scale, and lower our CAC by **being smarter and faster than the competition**.
>
> - Remington Begg

The AI-Empowered GTM isn't about replacing marketers; it's about amplifying their strategic impact.

It’s how you Compete and Win in an AI Era

THANK YOU

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Thank you! We appreciate your session feedback!