

Is Your Marketing Org READY for AI?



Core Foundations Before Using AI

A strong foundation positions your business to harness AI technologies effectively, maximizing benefits while minimizing the risks associated with vague strategies. Recognize that AI is not just an add-on; it will amplify and elevate your existing marketing strategy. By implementing these foundational elements, you empower AI to deliver consistent, high-quality results that align perfectly with your brand. Now is the time to lay the groundwork for a future where your marketing thrives with the power of AI.





Brand and Identity Guidelines

1

AI models rely heavily on **clear direction**. You need:

- Brand positioning (your category, audience, why you exist)
- Brand promise / value proposition
- Mission, vision, values
- Brand personality traits (ex: bold, warm, analytical, premium)
- Voice & tone guide
 - Voice: constant, overarching personality
 - Tone: how it shifts by situation
- Copy examples (easier for AI to replicate)
- Visual guidelines
 - Colors, typography, logo usage
 - Photography style
 - Layout rules
- Messaging pillars
 - 3–5 core themes you want every AI-generated asset to reinforce

Why this matters: Without guidelines, AI content looks inconsistent, generic, or off-brand.

Marketing Strategy & Objectives

2

AI is a **tool**, not the strategy. You should define:

- Primary business goals (revenue, leads, awareness, retention)
- Key marketing KPIs
- ICP + Buyer Personas
- Customer journey map
- Position in competitive landscape
- Core marketing channels and tactics

Why this matters: This gives AI a strategic frame for decision-making.



Messaging Architecture

3

Before feeding prompts to AI, **define**:

- Tagline
- Value prop
- Differentiators
- Proof points
- Product/service descriptions
- Story frameworks (Brand Script, POV, narrative arc)

Why this matters: This ensures AI-generated copy never contradicts how you sell or describe your business.



Offers & Conversion Assets

4

AI can **enhance**—but cannot invent—your offer strategy. You need:

- A strong lead magnet
- Clear offer structure (what you sell, how it works, pricing philosophy)
- Landing page frameworks
- Sales scripts or messaging flows
- Email nurture sequence outline
- CRM structure

Why this matters: Without offers and conversion paths, AI content generates attention but not revenue.



Data Infrastructure & Insights

5

AI is only as **smart** as the inputs you give it.
Have in place:

- Analytics setup (GA4, attribution, UTMs)
- CRM / MAP integration (HubSpot, Salesforce, etc.)
- Audience segmentation
- Historical performance data
- Content library (blogs, ads, emails that have performed well)

Why this matters: This allows AI to optimize intelligently, not blindly.



Content Frameworks & Templates

6

AI performs best when there are **templates to follow**, such as:

- Ad structure templates
- Email templates
- Landing page outlines
- Social content frameworks
- Brand voice examples
- Style guides for imagery & layouts
- Approval workflows and QA checklist

Why this matters: This creates consistent, repeatable content.





Operational Readiness

7

Before implementing AI tools, make sure operations can **support** the workflow:

- Content review process
- Version control
- AI usage guidelines (what's allowed/not allowed)
- Prompt library
- Knowledge base
- Roles & responsibilities for human oversight

Why this matters: AI accelerates execution—but people still guard quality, accuracy, and brand integrity.





Legal, Compliance & Risk Controls

8

Particularly for B2B and professional services:

- Data privacy rules documented
- Disclosure guidelines
- Regulated language restrictions
- Copyright rules for AI-generated content
- Brand protection protocols
- Consistency around fact-checking

Why this matters: Risk increases when AI content scales quickly—build guardrails early.



Want to test your readiness for AI?

Take our Self-Assessment

Guage your AI readiness in a few short minutes.

Or better yet, book a free strategy call with RUZO Marketing. We are backed by over 20 years of marketing experience and the roadmap to implement AI tools to get your organization working better, faster and smarter.

Our proven system, **Spark to Ignite**, is a plan to get your organization up and running with AI in as little as 90 days.

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