

MARKETING IN 2026: BRING A HUMAN, OR BRING A LAWSUIT



A CFO-safe playbook for AI-accelerated marketing



WHY THIS MATTERS NOW

- **Regulators are awake.** Deceptive AI claims and sloppy disclosures invite scrutiny.
- **Search punishes spam.** Google rewards helpful, reliable, people-first content.
- **Trust is fragile.** Cheap synthetic content makes customers skeptical by default.

CHECKLIST

- ✓ **Claims governance:** Keep a log of marketing claims and the evidence.
- ✓ **Copyright posture:** Document human creative input for AI-assisted assets.
- ✓ **Author signals:** Real bylines, expert quotes, and sources on key pages.
- ✓ **Misinformation playbook:** Monitoring, holding statements, and escalation.
- ✓ **Content custody:** Track chain of custody and approvals.
- ✓ **Safety rails:** Do not feed models sensitive data; use protective settings.
- ✓ **Performance with a pulse:** Optimize for pipeline velocity, win-rate lift, CAC payback.

UNIQUENESS →

30-DAY STARTER PLAN

- **Week 1** – Institute claims review: One spreadsheet, one owner, no exceptions.
- **Week 2** – Audit top pages: Add authorship, sources, and prune low-value fluff.
- **Week 3** – Spin up a response cell: Marketing + Comms + Legal + Security.
- **Week 4** – Reallocate 10–15% budget: Human-led, AI-assisted pillar content (POVs, research, customer stories).

The big three risks

- **Legal:** “AI-powered” is a claim—substantiate it. Purely machine-generated content may be unprotectable IP.
- **Brand:** AI makes misinformation easier.
- **Performance:** Robot-sounding pages underperform.

