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Strategic Moves for Leaders in the Age of AI

in 4 slides



Issue 250513

How to maintain Brand Control in the era of AI

Why it Matters



1 B2B buyer prefer self-serve, digital journeys

- ✓ 100% of B2B buyers prefer to self-serve all or part of their buying journey
- ✓ 83% prefer self-serve digital channels over speaking with sales reps
- ✓ 84% trust AI tools to assist in their purchasing decision

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The Challenge



2 Navigating complex Buyer autonomy



10+ Touchpoints Buyer engagement
challenge consistent brand messaging



86% of B2B purchases stall
during buying process - indicating gaps



81% express dissatisfaction
with chosen providers - highlighting the need for
improved brand experiences

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Action Plan



3 Strategies to regain Brand Control



Implement hybrid selling model

blend digital-self service with human interaction



Optimize Digital Touchpoints

with personalized content to guide buyers effectively



Leverage AI and analytics

to monitor buyer behavior and adjust strategies and experiences in real-time

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Next Steps



4 Partner for Strategic Brand Advancement



Audit your current buyer journey

- identify where brand control can be improved



Develop an AI-ready content strategy

- align to self-nurture journeys and deal acceleration



Launch new Customer Journey & Content program

- ensure cross-functional partnerships to maintain brand integrity

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Ready to close the gaps
in your growth engine?



Your next Strategic Move starts here:



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