

Strategic Moves for Leaders in the Age of Al in 4 slides

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# How to maintain Brand Control in the era of Al

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## Why it Matters

- B2B buyer prefer selfserve, 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 Al tools
  to assist in their purchasing decision



# The Challenge

# 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



#### **Action Plan**



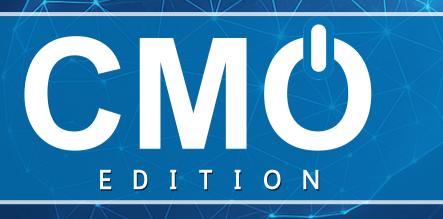
- Implement hybrid selling model blend digital-self service with human interaction
- Optimize Digital Touchpoints
  with personalized content to guide buyers effectively
- Leverage Al and analytics
  to monitor buyer behavior and adjust strategies and
  experiences in real-time



### **Next Steps**



- Audit your current buyer journey
  - identify where brand control can be improved
- Develop an Al-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



Ready to close the gaps in your growth engine?

Your next Strategic Move starts



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