

● AI ADVISORY

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# Marketing AI Strategy & *Roadmap.*

*A senior-led operating-model design and 12-month roadmap that makes AI bets compound instead of stall.*



INSIDE THIS BRIEF

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# Marketing AI Strategy & Roadmap.

An engagement that designs the operating model and 12-month roadmap to run it, with AI as the accelerant. For B2B CMOs who need a board-defensible plan.

## THE PROBLEM ON YOUR DESK

Tools do not transform a marketing organization; the way it operates does. Most teams already know roughly where AI should help, but they lack an operating model that lets those bets compound instead of stalling in pilots. Technology is one input, not the answer. The durable advantage lives in how the organization actually works.

## OUR THESIS

You don't need a new AI strategy. *You need a new way to run the one you have.*

## What we design

### 01 · THREE THINGS THIS ENGAGEMENT PRODUCES

01

### Operating model design

How the team is structured, what it owns, and how the work moves, redrawn for an AI-supported way of working. The part that compounds.

02

### A sequenced AI roadmap

A 12-month plan that lands AI capability in the right order, each move sized, owned, and dependent on the one before it.

03

### Roles, cadence & accountability

The owners, rituals, and metrics that keep the model running after we leave, turning a roadmap into a way of working.

## What's *included*

### 02 · WHAT THE ENGAGEMENT DELIVERS

- ✓ A target operating-model design and the gaps to close
- ✓ A board-ready strategy document
- ✓ An optional six-month rollout plan with named owners
- ✓ A sequenced 12-month AI integration roadmap
- ✓ Defined roles, cadence, and accountability metrics
- ✓ Enablement working sessions to launch the model

## What you *walk away with*

### 03 · THE OUTCOMES THAT MATTER

- |                            |                                     |                                    |                                        |
|----------------------------|-------------------------------------|------------------------------------|----------------------------------------|
| 01                         | 02                                  | 03                                 | 04                                     |
| One clear <i>roadmap</i> . | Bets that <i>move past pilots</i> . | Leadership, <i>fully aligned</i> . | An AI strategy <i>that compounds</i> . |

“

*A roadmap is easy to ignore. What made this stick was the operating model underneath it.*

CMO · B2B TECHNOLOGY

## Design the model *that compounds*.

Talk to a strategist about the operating model and roadmap your team needs.

[Book a session →](#)

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