

THE HIGHS, LOWS, AND “WHOAS” OF AI:

# What Multi-Location Marketers Need to Know NOW



You could easily argue no one quite understands the importance of staying ahead of the curve as a marketer. With an eye for data and an ear to the ground, marketers are on the hook for understanding how people are navigating the path from prospect to customer and what, specifically, resonates with them across that buying journey. The role that requires a high degree of innovation and an optimistic, open-minded attitude to embrace change and try something new.

Lately, though, that need to embrace change and try something new has felt like a near daily challenge... especially when it comes to Artificial Intelligence (AI). When ChatGPT was created in 2022, marketers felt like they still had some time. It was almost too new, and while there were some solutions available on the market, it wasn't until the summer of 2023 that the fever caught on like wildfire with the broad application of generative AI.

AI is transforming marketing with a vengeance we haven't seen in decades, and it's forcing the marketing community to grapple with a really big question: Adopt or not?

We know marketers are using AI tools -- we're creating them here at SOCi with our Genius suite of products. But we also know that early adoption doesn't take away from the fact that AI is still pretty confusing and challenging to navigate. For one, if you have started leveraging AI, how

can you be confident you're doing it right? And if you haven't, how do you get started?

Whether you're at the start of your AI journey or driving marketing innovation for your industry, we are here to help you navigate the transformation ahead. To do so, we asked 300 multi-location marketers everything from how confident they are in their understanding and use of AI in marketing to what challenges they're facing when integrating AI into their marketing strategies and workflows, and everything in between.

What we discovered was marketers are already experiencing some highs with early usage, and the majority feel very to somewhat positive about the current pace of AI development and its effect on their marketing strategies (awesome!). But we also found more than a few surprising "whoas" and areas where marketers have some growth to do in order to turn AI into a bonafide marketing innovation tool.

What does it all mean? For one, no matter the stage of AI transformation you're currently in, you aren't alone. Read on to learn more!



## This white paper will:



Highlight data from a recent AI survey we conducted of over 300 multi-location marketers



Break down the highs, lows, and "whoas" marketers are experiencing with of AI



Share why this matters for your brand and how to prepare for what's next

Let's get into it!

# The **Highs** of AI in Multi-Location Marketing

Let's start with the good news — most marketers are on the same page regarding the importance of AI. Our survey found that **95%** of respondents believe AI is a transformative technology that will significantly impact marketing. So, the question is, how are marketers currently using AI today?

**82%**

of surveyed marketers are already familiar with generative AI tools.



With generative AI, you can revolutionize your content creation. Need a brilliant idea for a social media post or an attention-grabbing email headline? AI, through tools like ChatGPT, is your creative partner. Even handling the delicate task of responding to negative reviews can be automated with generative AI. It's a game-changer for time-consuming tasks.

If you're among the forward-thinking marketers who have

already integrated AI into their marketing technology stack, you're on the right track. Our survey revealed that 82% of marketers are well-acquainted with generative AI tools, and 65% have seamlessly woven them into their MarTech stack. Your brand is at the forefront of innovation.

**65%**

have incorporated them into their marketing technology (MarTech) stack.



For those who haven't embarked on their AI journey, fear not—it's not too late. The possibilities for AI to enhance your marketing efforts are limitless. It's time to take the next step in your AI journey. Learn how to incorporate generative AI into your marketing strategies with our blog, [Getting Started With Generative AI: For Multi-Location Marketers](#).

Now that we've got you excited about AI's power let's look at some of the setbacks we found from our survey.

With generative AI, you can revolutionize your content creation. Need a brilliant idea for a social media post or an attention-grabbing email headline? AI, through tools like ChatGPT, is your creative partner. Even handling the delicate task of responding to negative reviews can be automated with generative AI. It's a game-changer for time-consuming tasks.



# The **Lows** of AI in Multi-Location Marketing

While marketers believe that AI tools have the power to be transformative, **70%** feel inundated by the current pace of AI development and its incorporation into their marketing strategies. Additionally, only **39%** of marketers have received formal training or education about AI and its use in marketing, and **19%** are currently undergoing training.

As a marketer, your plate is overflowing with responsibilities, and keeping up with the AI revolution might feel overwhelming. But remember, you're not alone on this journey. You have many resources at your disposal — providing the education, insights, and news you need to navigate through the AI journey effectively.

Take SOCi, for example. We have the [Local Memo](#), a weekly blog that you can subscribe to that provides the latest localized marketing news and often covers advancements in AI. Additionally, Shelly Palmer is a great resource, providing [free on-demand generative AI courses](#), or you can check out the Marketing AI Institute, which offers [paid courses](#).



## HINT:

Check out our on-demand [CMO Masterclass: Transforming Localized Marketing with Generative AI](#).



Finding resources you trust to help take some of the learning off your plate is key. Neglecting to do so could result in investment losses in AI technologies and your brand falling behind competitors well-trained in AI.



# The “Whoas” of AI in Multi-Location Marketing

One of the most eye-opening pieces of data the survey found was that **69%** of marketers believe that marketers leveraging AI will replace those that don't. The message is clear – AI isn't just a trend; it's necessary for your brand's survival.

However, even though marketers know they must adopt AI, hesitation exists. Consider this: 44% of marketers express concerns about AI causing confusion, and 41% worry about over-reliance on technology. These are real fears, but they shouldn't paralyze you.

**44%**

of marketers believe introducing new AI tools tends to cause confusion.



But even for those marketers who have tested AI, there are learnings to be had. Here's the truth: only 40% of marketers have seen significant boosts in efficiency in using generative AI tools — signifying that many have not witnessed groundbreaking results. But here's the thing – you're not alone.

There's no one-size-fits-all AI playbook, no easy guide to mastering it. AI's true potential becomes clear as you navigate your own path, adapt your processes, and evolve your decision-making using this technology.

**41%**

of marketers expressed concerns about over-dependence on AI technology.



Think of the adoption of AI as a transformative journey, much like the rollout of smartphones or the internet. It's about progress, not perfection. And remember, AI isn't here to replace you; it's here to amplify your capabilities. Generative AI, for instance, still requires a human touch.

Marketers can also overcome these fears by learning more about AI. For instance, marketers may fear an over-dependence on AI because they think the technology may replace human marketers. That's not the case, though. When it comes to generative AI, a human touch is still needed.

One of the most eye-opening pieces of data the surveyed found was that **69%** of marketers believe that marketers leveraging AI will replace those that don't.

So, while concerns tend to lead to hesitations in adoption, don't allow this to stop you. Use the fears to motivate you to find a solution that simplifies the integration of AI into your marketing strategy. Now is the time to act, to explore, to learn, and to grow. Don't be left behind; lead the charge in embracing AI and driving your brand to new heights.

# It's Time to Take the Next Step in Your AI Journey

In this rapidly evolving world of marketing, one thing is crystal clear: marketers who seize the transformative power of AI will shape the future, while those who hesitate risk falling behind. AI is more than just a trend — it's the future of marketing. And as a marketing leader, you must recognize the immense potential of AI to propel your brand to new heights. It's not just about staying relevant; it's about becoming an industry trailblazer.

So, why wait? The clock is ticking, and the AI train is leaving the station. Take that next step in your AI journey today. Embrace AI, learn from it, and use it to create your future in marketing. Because if your brand doesn't, rest assured that your competitors will. The AI revolution is real, and the time to act is now — your brand's future success depends on it. However, you don't have to navigate this transformational journey alone. SOCi is here to help!

SOCi has several **Genius** products, with more to come, that leverage best-in-class generative AI to help you execute your localized marketing strategy effectively.

Still not convinced we can help your brand? See what Nathan's Famous Inc. had to say about their recent partnership with SOCi.

"As we continue to grow, we recognize the critical need to fortify our online presence and establish meaningful connections with our customers to drive traffic into our restaurants, SOCi's platform comes highly recommended and aligns perfectly with our strategic goals, allowing us to make data-driven decisions to enhance our brand's reputation across multiple digital channels."for our clients' localized ads."



**PHIL MCCANN, VICE PRESIDENT  
OF MARKETING AT NATHAN'S FAMOUS.**

To learn more about how SOCi can help your brand dominate its AI strategies and beyond, [request a demo](#) today!



**Verlo Mattress** leveraged SOCi Genius Reviews, which automates review response, and saw an impressive **6.7% increase** in Google rankings quarter over quarter. They also increased their review response rate across business locations to **97%**.

**verlo**

# About the Survey

The survey includes a sample of 317 multi-location marketing professionals across B2C companies in the US. More than half of the respondents (55%) were decision makers in their roles. Participants' job titles included marketing manager, marketing analyst, marketing director, CMO, and VP.

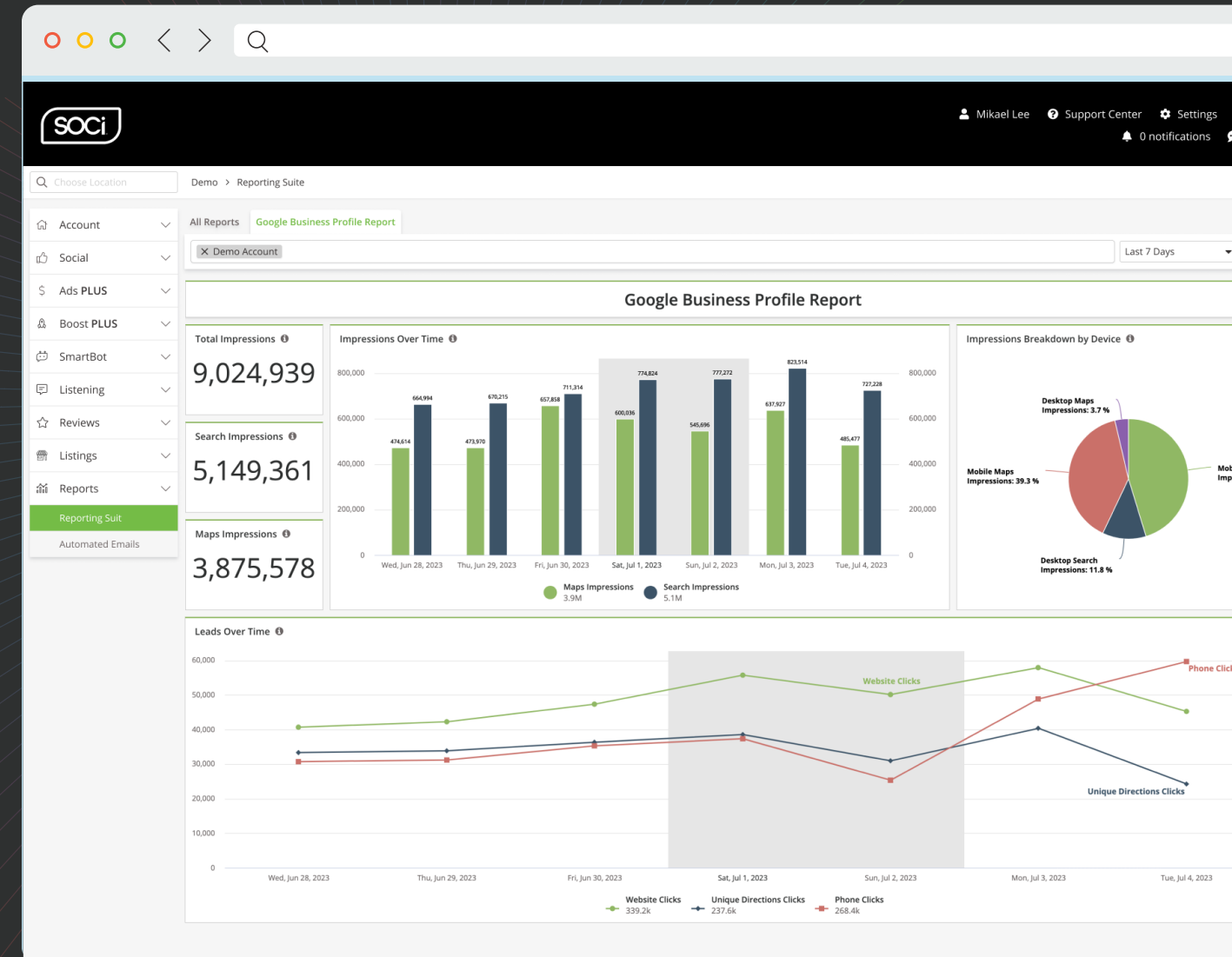
# About SOCi

SOCi is the leading CoMarketing Cloud Platform for multi-location enterprises. We empower businesses like Ace Hardware, Jersey Mike's, Kumon, and Ford to automate and scale their marketing efforts across all locations and digital channels in a way that is brand directed, locally perfected, and data connected.

Through the use of best-in-class generative AI and machine learning, the SOCi Genius platform provides multi-location enterprises actionable insights and recommendations while automating their most important workflows at scale.

With SOCi, businesses can strengthen their digital presence across local search and social pages while protecting their online reputation, driving improved customer engagement and market leading results.

To learn more about how SOCi can help fuel your localized marketing success, please visit us at [www.meetsoci.com](http://www.meetsoci.com) or message us at [hello@meetsoci.com](mailto:hello@meetsoci.com)





***THE* LEADING COMARKETING CLOUD  
FOR MULTI-LOCATION ENTERPRISES**

[WWW.MEETSOCI.COM](http://WWW.MEETSOCI.COM)