Winning Over Decision Makers:
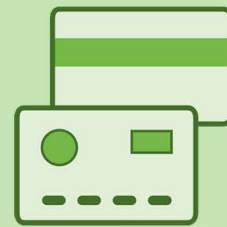# 6 Tactics to Secure AI MarTech Funding

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The Importance of Artificial Intelligence in Marketing

Recent SOCi data found that nearly **two-thirds** of marketers have already incorporated generative AI into their MarTech stack.

82%

of marketers surveyed are already familiar with generative AI tools.

65%

have incorporated them into their MarTech stack.

69%

of marketers believe that marketers leveraging AI will replace those that don't.

The data speaks for itself. AI is an essential marketing tool. While these stats can help you drive home your case for AI MarTech, they likely can't do it alone.

Securing funding for AI initiatives often encounters a significant challenge — winning over C-Suite decision-makers. Convincing leaders to embrace the financial commitment of AI marketing technology (MarTech) can be challenging. Concerns about added expenses and uncharted territories often dominate these discussions.

This comprehensive guide unveils six tactics designed to navigate this intricate terrain. We provide you with the tools and insights needed to effectively communicate the indispensable role of AI in shaping the future of marketing.

Let's break down the **six strategies** you and your marketing team should incorporate when making a case for AI Martech.

THE HIGHS, LOWS, AND "WHOAS" OF AI:

What Multi-Location Marketers Need to Know NOW

SOCi

You can read our white paper, **The Highs Lows, and "Whoas" of AI: What Multi-Location Marketers Need to Know NOW** to dive further into multi-location marketers' sentiment around and use of AI.

DOWNLOAD NOW

1 Do Your Research Ahead of Time

First and foremost, before you go to your marketing leaders and ask for a new AI-backed tool, it's essential to conduct research. Leaders will likely have questions about the various types of technology, how they differ, their pros and cons, and more. Knowledge is power. oing the work ahead of time to ensure you can answer their questions is critical.

To find AI MarTech tools, you can look at MarTech companies you're already familiar with and see if they have any AI capabilities.

Additionally, it's worth creating a list of what you want to use AI for and then accompanying that with research around tools that can support your goals.

Where can AI support your marketing team most? Are there tools that can consolidate your efforts? How have customers using these MarTech tools seen success? These are the types of questions to ask yourself while researching AI software.

You can use the chart below to compare AI MarTech tools that you're interested in.

AI MarTech Tools	The Tool Uses AI Functionality In	Opportunity to Consolidate?	Cost?	Success Stories and Other Notes
Name:	☐ Search ☐ Social ☐ Reputation ☐ Other: _____	☐ Yes ☐ No	_____	
Name:	☐ Search ☐ Social ☐ Reputation ☐ Other: _____	☐ Yes ☐ No	_____	
Name:	☐ Search ☐ Social ☐ Reputation ☐ Other: _____	☐ Yes ☐ No	_____	

2 Present Use Cases of AI Success

While you're doing your research into different AI MarTech tools, it's vital to assess what benefits your brand will gain by using them. For instance, can you reduce the number of hours spent responding to reviews by using an AI automation tool?

Similarly, can you level up your content strategy by using generative AI tools to localize your content or help you develop a social strategy that you may not have had time to focus on in the past? The benefits of leveraging AI are limitless.

For additional inspiration on how top brands use AI to get ahead, check out our **blog**.

Once you fully understand how AI can help your brand, convert your talking points into use cases. Consider the most impactful ways your brand can leverage AI and include them in the chart.

Keep in mind that if you inundate those you're trying to convince with too many use cases, they may lose track of what's important. We recommend showcasing two to three use cases at a time.

Verlo Mattress leveraged Genius Reviews, an AI-powered review response tool, and decreased their review response by **29 hours** and saw a **97%** review response rate across all locations.

verlo

Meta conducted a **survey** of those using their generative AI for ads and found that most expect that the tool will save them time, and half of them estimate that generative AI will save them **five or more hours** a week.

∞ Meta

Top Use Cases for Leveraging an AI Solution

1

2

3

3 Make Your Case Financially

As a marketer, you know that cost and return on investment (ROI) are key differentiators.

> Our **own data** reveals that our first AI product, Genius Reviews, is already saving customers **80%** per year in annual staff cost compared to those that handle reviews manually.

Doing a cost analysis of the tools you're interested in will help you and those you're aiming to convince understand why these tools make sense.

While cost alone is one factor you can consider, remember other aspects like consolidation, how much money you'll save through automation, and how this tool will impact your customer base. Use the list below as a baseline of questions to ask when considering cost and ROI.

What are the annual costs for the solution?	
Can you save costs by using more than one tool?	
Have current customers using this solution seen results?	
Which performance metrics do you track, and how are those metrics shared?	
What changes do you make if a brand isn't seeing success in the first few months?	

4 Share Competitive Intel

If your leadership is still not on board after seeing the benefits of AI along with the potential ROI, it's time to take on a new tactic. Most marketers hate feeling left out, and highlighting that your competitors are already using AI could be a great way to help further convince your leadership that your brand needs to use it.

Detecting whether a competitor is leveraging AI in their marketing efforts requires a combination of observation, analysis, and, sometimes, direct information.

For instance, companies may disclose their use of AI in earnings calls, public statements, reports, or conferences. Transparency is key in AI, so there's a chance they're discussing it outwardly.

You can also look at their job postings. Are there mentions of AI? Lastly, be observant and see if you notice any signs of highly automated and efficient processes in their marketing campaigns, such as personalized content, dynamic ad targeting, or rapid response times. This can indicate that a competitor is already leveraging AI.

> Use the sheet below to note where you're seeing competitors using AI, and include this information when making your case for AI MarTech.

Competitor Name	Using AI?	If Yes, How Are They Using it?
Name:	☐ Yes ☐ No	
Name:	☐ Yes ☐ No	
Name:	☐ Yes ☐ No	

5 Address Potential Hesitations Around AI

When getting leadership on board with an AI Martech solution, you must prepare to address any fears they may have about the technology. The increased usage of AI is relatively new, and many are concerned about it making mistakes — known as hallucinations — or not working as it should.

According to our **own data**, **44%** of marketers believe introducing new AI tools tends to cause confusion. Additionally, **41%** of marketers expressed concerns about over-dependence on AI technology.

Being aware of potential fears and addressing them head-on will help expedite the process of winning over leadership. Below, you'll find some of the main fears marketers have around AI.

While you've likely done some of your own research on how to combat these fears, here are some suggestions that can be shared with leadership:

- Upskill and train your marketers to use generative AI to spot hallucinations and have quality control measures to monitor and improve AI-generated content.

- Diligently research each AI MarTech company to ensure they adhere to data privacy policies and regulatory laws.

- Provide transparent information about AI use, reassuring customers about the human oversight in AI-driven processes.

Our **blog on building consumer** trust in the world of AI can provide more insight.

Some of the top concerns around AI include but are not limited to:

AI Hallucination: Instances where generative AI yields inaccurate or biased responses.

Job Loss: The potential impact of AI automation on employment.

Consumer Disconnect: Brands risking a loss of customers due to the perceived impersonality of AI interactions.

Privacy Concerns: Concerns about data leaks and other privacy issues associated with AI.

Regulatory Void: Challenges arising from the absence of comprehensive regulations for AI implementation.

Output Quality Control: The impact of subpar AI output on overall performance metrics.

6 # Have a Front Runner And Seal the Deal

Last but not least, to win over your decision-makers, you must have a specific AI MarTech tool in mind that will work best for your brand. As marketers, you don't have much excess time, which holds true even more so for marketing leaders.

After pitching your case for an AI MarTech solution, you can present which tool you think is best for your brand and why.
To be extra prepared, have a backup option and the differences between the two.

Workbook

A CMO's Planning Guide to Navigating *AI Transformation* in 2024

DOWNLOAD GUIDE

To help you get a clear front runner, list the pros and cons of each solution you're considering. Our **CMO's Planning Guide to Navigating AI Transformation in 2024** highlights how to execute a great AI-based marketing strategy and can help spark inspiration when assessing pros and cons.

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First Option	Pros	Cons
Name:		

Second Option	Pros	Cons
Name:		

How SOCi Can Help

You have the steps needed to convince your leadership to invest in AI. What's next? It's time to start finding a solution that fits your brand.

At **SOCi**, we want to help lead your multi-location brand on its AI journey. We've built our platform for brands embracing AI. Our CoMarketing Cloud software, **SOCi Genius**, leverages the best-in-class generative AI and machine learning technology to help you execute your multi-location marketing strategy at a higher, more efficient level.

Another benefit of SOCi? We're built specifically for multi-location brands and can help consolidate your marketing efforts into a single platform, allowing you to efficiently execute your AI-focused strategy at scale.

Not convinced? Our recent research report, **The Value of AI Assisted Review Response: How to Gain Cost Savings and Efficiency**, found that marketers that use SOCi Genius Reviews, an AI-powered automation layer to our review solution, can respond to more online reviews faster, all while increasing performance and saving money.

See what **Verlo Mattress** has to say about SOCi Genius.

> "We are really excited about our use of new Genius Reviews. It is another way to help make localized marketing easier for our franchisees.
>
> We are able to control the tone and brand voice of the AI responses to different types of reviews. And we are seeing the outcomes we were expecting with fast response times for reviews, engaging responses, and ease of use for owners."

**IRA KLUSENDORF,
VP OF MARKETING AT VERLO MATTRESS**

Now is the time to push for AI MarTech, and SOCi is here to help every step of the way!

REQUEST A DEMO TODAY