

Marketing Leaders' AI Roadmap

Aim to achieve three wins per time horizon – wherever you may be on the journey

Time horizon	Foundation (0-3 months)	Pilot (4-9 months)	Scale and Integrate (10-18 Months)	Innovate and Lead (19+ Months)
Prioritise	Define revenue-focused AI use cases (e.g., predictive analytics, campaign optimisation).	Launch small/targeted AI-driven initiatives, such as personalised marketing campaigns or A/B testing automation.	Expand successful pilots into broader applications (e.g., customer segmentation, predictive modelling).	Explore advanced AI capabilities such as real-time analytics and predictive market simulations.
Formalise	Develop a governance framework for ethical AI use.	Monitor pilot performance with KPIs tied to revenue metrics like LTV and CAC.	Integrate AI tools with CRM and analytics platforms for seamless workflows.	Position the organisation as an industry leader through case studies and thought leadership.
Expand	Secure executive buy-in and allocate a dedicated budget.	Begin upskilling teams in AI tools and data interpretation.	Foster collaboration across marketing, sales, and customer experience teams.	Continuously refine AI strategies to adapt to market trends and customer needs.