

SAMPLE DEPARTMENT AUDIT

AI in the Marketing dept

Implementation plan for a 50–500-person company:
processes, AI agents, stack, KPIs, risks and roadmap.

PREPARED FOR

Company / contact person

01 Executive summary

The goal of adopting AI in marketing is to turn the department from a set of manual tasks into a managed system in which research, content, creatives, advertising, CRM communications and analytics are supported by AI tools and agents.

Area	What changes	Expected impact
Research	Competitors, market, reviews and trends are analyzed regularly and to a template	Hypotheses and strategy adjustments emerge faster
Content	Content is produced like a factory: one idea becomes dozens of formats	Growth in speed and volume without a proportional increase in the team
Performance	Creatives, ads, hypotheses and campaign analysis are accelerated by AI	More tests, faster shutdown of weak campaigns
CRM	The database is segmented, emails and sequences are personalized	Higher conversion and retention
Analytics	Reports and conclusions are prepared automatically	Decisions are made faster

Key principle: do not adopt AI in the abstract, but tie it to specific processes, KPIs, owners and quality-control rules.

02 Structure of the Marketing department

Function	Responsibility	AI focus
Head of Marketing / CMO	Strategy, budget, KPIs, priorities	AI roadmap, dashboard, impact control
Brand Manager	Positioning, brand, tone of voice	Brand Guardian, messaging matrix
Performance Marketer	Google, Meta, TikTok, LinkedIn Ads	Hypotheses, creatives, campaign analysis
Content Manager	Articles, newsletters, social media, landing pages	Content factory, editing, repurposing
SMM Manager	Social media, community, publications	Content plan, replies, social listening
Designer / Creative Producer	Banners, video, visuals	AI creatives, adaptations, video
SEO Specialist	Search optimization	Clusters, briefs, content gaps, GEO/AEO
CRM / Email Marketer	Newsletters, sequences, segments	Personalization, nurture, reactivation
Marketing Analyst	Reports, CAC, CPL, ROMI	AI dashboards, anomaly detection, summaries
Marketing Ops	CRM, automations, integrations	Integration of LLM, CRM, Ads, BI, knowledge bases

03 AI process map

Area	Processes	AI result
Research	market, competitors, reviews, social trends	weekly research memo and list of hypotheses
Strategy	ICP, JTBD, positioning, messaging	a single messaging matrix for channels and segments
Content	plan, articles, posts, video, emails	content factory and repurposing
SEO / GEO	keywords, content gaps, AI-search visibility	briefs, FAQ, schema, optimization for AI answers
Performance	ads, creatives, landing pages, tests	more hypotheses and faster budget optimization
Creative	banners, video, avatars, voiceover	mass production of variants
CRM	segmentation, nurture, upsell, reactivation	personal sequences and triggers
Analytics	dashboards, reports, forecasts, anomalies	automatic conclusions and actions
Brand control	checking style, promises, risks	fewer errors and less chaos in communication

04 Market and audience research

AI is used for the regular collection and structuring of information: competitor changes, new offers, reviews, search demand, social-media discussions, customer questions and reasons for refusal.

Process	How AI is used	Tools
Market analysis	collecting trends, categories, new products and shifts in demand	ChatGPT, Claude, Gemini, Perplexity
Competitor analysis	comparing sites, offers, prices, ad messaging	Similarweb, Semrush, Ahrefs, Crayon
Review analysis	clustering pains, expectations, objections and triggers	ChatGPT, Claude, Brandwatch, Sprinklr
Search demand	query clusters, seasonality, intent, content gaps	Semrush, Ahrefs, Surfer SEO, Clearscope
Audience	ICP, JTBD, segments, purchase motives	ChatGPT, Claude, SparkToro, Audiense
Social listening	mentions of the brand, competitors, trends, negativity	Brandwatch, Talkwalker, Sprout Social

Weekly AI workflow

- Collect changes on competitors' sites and in their advertising.
- Compare offers, prices, lead magnets, landing pages and creatives.

- Identify new customer pains from reviews, comments and inquiries.
- Formulate 5–10 new marketing hypotheses.
- Hand the hypotheses to the performance, content and CRM teams.

05 Positioning, ICP and messaging

Document	What it contains	How AI helps
Brand Book Lite	mission, positioning, tone of voice, forbidden phrasing	generation and review of communications
ICP Matrix	segments, pains, triggers, barriers, offers	campaign personalization
Messaging Matrix	key messages for each segment and channel	a single communication logic
Objection Map	customer objections and responses	support for sales, advertising and landing pages
Competitor Positioning Map	differences from competitors	building comparative campaigns
Campaign Strategy Brief	goal, audience, offer, channels, KPI	standardizing campaign launches

06 Content marketing and the AI content factory

The content factory is a process in which one strategic topic is turned into a set of materials for different channels: SEO, social media, newsletters, video, landing page, advertising and FAQ.

Process	What the human does	What AI does
Topic selection	sets priorities and strategy	suggests topics based on ICP, SEO and trends
Research	checks sources and facts	gathers theses and structure
Draft	approves the meaning	writes the first version
Editing	checks accuracy and style	shortens, strengthens, adapts
Design	approves the visual logic	creates layout and format ideas
Publishing	controls the calendar	prepares channel adaptations
Analysis	makes the decision	gathers metrics and conclusions

Example of unpacking a single topic

Format	Count
SEO article	1
LinkedIn / Facebook post	3-5
Instagram carousel	2
Reels / TikTok / Shorts script	3-5
Email newsletter	2
FAQ block	1
Landing section	1
Ad creatives	10-20 variants

07 SEO, GEO and AEO

SEO is complemented by optimization for AI answers: the brand must be clear not only to the search engine but also to systems that generate a short answer for the user.

Process	AI optimization	Tools
Keyword research	automatic clustering of queries	Semrush, Ahrefs
Content gap analysis	finding missing topics and pages	Semrush, Surfer SEO
SEO brief	article structure, H1-H3, intent, FAQ	Surfer SEO, Clearscope
On-page SEO	meta tags, internal links, readability	Surfer SEO, Semrush
Technical SEO	errors, duplicates, indexing	Screaming Frog, Semrush
GEO / AEO	visibility in AI search and AI answers	Profound, Peec AI, Semrush AI
FAQ / Schema	structured data and answers to frequent questions	ChatGPT, SEO tools

08 Performance marketing

Stage	AI action	Result
Brief	creating a campaign brief by product, audience and goal	a single campaign start
Hypotheses	20–50 advertising hypotheses	more tests
Angles	angles: pain, benefit, status, fear, price, urgency	variety of messaging
Copy	ad and CTA variants	fast preparation of tests
Visuals	ideas for banners, video, hooks	mass creatives
Landing	structure and block variants	better conversion
Analysis	CPL, CAC, CTR, CVR, ROAS, anomalies	faster decisions
Iteration	what to shut down, scale, rewrite	cycle of improvements

Performance AI must not spend budget on its own without rules. A human approves the strategy, limits, forbidden offers and final scaling decisions.

09 Creative production

Task	AI capability	Tools
Banners	fast variants for formats and audiences	Canva AI, Firefly, AdCreative.ai
Images	concepts, illustrations, moodboards	Midjourney, Firefly, DALL-E
Video	short clips, b-roll, animations	Runway, Pika, CapCut AI
Talking avatar	video with an AI speaker	HeyGen, Synthesia, D-ID
Voiceover	voiceover and voice variants	ElevenLabs, PlayHT
Editing	cutting, subtitles, repurposing	Descript, OpusClip, CapCut AI
Brand consistency	checking brand compliance	Adobe GenStudio, Frontify, Writer

10 Email, CRM and lifecycle marketing

Scenario	AI function	Metric
Welcome sequence	a personal series after registration	activation rate
Abandoned form	return after an unfinished application	form completion rate
Lead nurturing	nurturing by interests and funnel stage	MQL-to-SQL
Reactivation	reactivating the old database	reactivation rate
Upsell / cross-sell	the next product based on customer behavior	upsell revenue
Event reminders	reminders and personal arguments	attendance rate
Review request	requesting a review after an event or purchase	review conversion
Churn prevention	finding customers at risk of leaving	retention rate

11 Social media and community

Process	AI optimization	Tools
Content plan	ideas for the month by segments and products	ChatGPT, Claude, Jasper
Posts	text variants and tone-of-voice adaptation	ChatGPT, Writer
Comments	draft replies and classification of negativity	Sprout Social, Hootsuite AI
Monitoring	mentions of the brand, competitors and trends	Brandwatch, Talkwalker
Short video	scripts, hooks, subtitles and editing	OpusClip, CapCut AI, Runway
Influencers	search and relevance assessment	Modash, HypeAuditor

12 Landing pages and CRO

Element	What AI checks
First screen	whether it is clear what is being sold and for whom
CTA	whether the next step is visible and specific enough
Social proof	whether there are reviews, cases, numbers, logos
Objections	whether the customer's fears are addressed
Price	whether the value is explained
Form	whether it is too long and complex
Mobile version	whether there is any conversion loss

13 Marketing analytics

Report block	Content
Spend	spend by channels, campaigns and days
Leads	number of leads and quality
CPL / CAC	cost per lead and per customer
Conversion	conversions by funnel stage
Winners	best campaigns, audiences, ads, landing pages
Losers	weak campaigns and reasons
Anomalies	sharp deviations in CPL, CTR, CVR, spend
Actions	what to shut down, strengthen, check, test

Recommended format: a short daily AI summary for the Head of Marketing and a weekly executive summary for the CEO.

14 Marketing knowledge base

Section	Content
Products	descriptions, prices, advantages, limitations
ICP	customer segments, pains, triggers, barriers
Competitors	competitors, differences, prices, offers
Brand voice	communication style, examples and anti-examples
Offers	promotions, lead magnets, terms
Cases	cases, reviews, results
Objections	objections and responses
Legal restrictions	what cannot be promised
Campaign history	past campaigns, creatives and results
FAQ	frequent customer questions

15 AI agents for the Marketing department

Agent	Task	Output
Market Research Agent	monitoring the market, competitors, reviews and trends	weekly research memo
Content Strategy Agent	preparing the content plan	topics, formats, CTAs, KPIs
Creative Production Agent	creating creative variants	copy, hooks, prompts, scripts
Performance Optimization Agent	analyzing campaigns	what to shut down, strengthen, test
CRM / Lifecycle Agent	personalizing communications	sequences, segments, triggers
Brand Guardian Agent	checking style and risks	comments and a publishing block on violations

16 Recommended AI stack

Category	Tools
LLM / general-purpose assistant	ChatGPT Enterprise, Claude Team, Gemini, Microsoft Copilot
Content	Jasper, Writer, Copy.ai
Design	Canva AI, Adobe Firefly
Video	Runway, Pika, Synthesia, HeyGen, Descript, OpusClip
SEO	Semrush, Ahrefs, Surfer SEO, Clearscope
Ads	Google Ads AI, Meta Advantage+, AdCreative.ai
CRM / Marketing automation	HubSpot, Salesforce MC, Klaviyo, Mailchimp, ActiveCampaign
Analytics	GA4, Looker Studio, Power BI, Tableau
Social listening	Brandwatch, Talkwalker, Sprout Social
CRO	Optimizely, VWO, Unbounce, Instapage
Knowledge base	Notion AI, Confluence AI, Guru, Glean
Automation	Zapier AI, Make, n8n

17 AI marketing KPIs

Area	KPI
Productivity	campaigns per marketer, launch speed
Content	content units per month, cost per content unit
Creatives	number of tested variants, CTR, hook rate
Performance	CPL, CAC, ROAS, ROMI, CVR
SEO	organic traffic, rankings, leads from organic
Email	open rate, CTR, conversion, unsubscribe
Social	ER, reach, saves, comments, shares
CRO	landing-page conversion rate
Analytics	report preparation speed, number of anomalies
Quality	brand compliance, factual accuracy, approval rejection rate
Economics	hours saved, lower production cost, revenue growth

18 Risks and control

Risk	Control
Hallucinations	fact-checking and mandatory sources for factual statements
Brand voice violations	brand guideline and Brand Guardian Agent
Legal errors	legal checklist and approval flow
Poor-quality content	a human editor and quality criteria
Uniform style	a library of examples, anti-examples and different creative angles
Data leakage	corporate AI accounts, ban on sensitive data, DPA
Advertising errors	budget limits, manual campaign approval
Over-automation	a human approves the strategy and critical decisions
Growth of hidden costs	usage dashboard, limits, cost owner

19 90-day implementation roadmap

Period	Actions	Result
1–2 weeks	describe processes, tools, budgets, bottlenecks and AI use cases	marketing AI audit
2–4 weeks	assemble the knowledge base: product, ICP, FAQ, objections, brand voice	a ready knowledge base
4–6 weeks	launch 5 pilots: content factory, ads generator, campaign analyst, SEO assistant, email personalization	first measurable effects
6–10 weeks	integrate CRM, Ads, GA4, BI, knowledge base and LLM	semi-automatic workflows
10–12 weeks	approve AI policy, approval flow, KPIs, owners and scaling	a managed marketing AI system

20 Implementation priorities

No.	Process	Why
1	Content plan and posts	fast to adopt, few integrations
2	Ad copy	immediately increases the number of hypotheses
3	Campaign analysis	saves time for the CMO and performance team
4	Email segmentation	affects conversion and retention
5	SEO briefs	accelerates organic growth
6	Brand Guardian	reduces risks and increases consistency

21 Final target model

Within 90 days the Marketing department should have not just a set of AI tools, but a managed operating system: a knowledge base, a prompt library, AI agents, integrations with CRM/Ads/BI, quality control and transparent KPIs.

Component	Target state
Knowledge base	an up-to-date base of product, audience, competitors, brand and campaigns
AI workflows	standardized processes for research, content, ads, CRM and analytics
AI agents	agents for research, content, creatives, performance, CRM and brand control
Governance	data rules, approvals, limits and accountability
Measurement	before/after KPIs, impact dashboard and regular review

22 Sources and reference points

The document draws on both practical AI-transformation templates and open market reference points regarding the use of GenAI in marketing, customer experience, performance content and AI-search visibility.

Source	Use
McKinsey – The state of AI	reference points on GenAI adoption areas and impact in marketing & sales
Adobe – AI and Digital Trends / GenStudio	AI-powered workflows, content supply chain and brand governance
Salesforce – AI marketing tools	categories of AI tools for campaigns, personalization and optimization
Business Insider – AI-search / GEO	context on the growth of brand visibility in AI search and LLM-driven queries

This is a demonstration example of a deep audit of **one** department. A full AI audit covers every department in your company. Request one at auditari.com – we'll tailor the audit to your structure.