NetElixir™

Illuminating the Path to Marketing Excellence:
8 Recommendations For The AI-First CMO

1 **Change Your Mental Model:** leadership should devote 10-20% of their time focusing on the future, as just solving day-to-day issues won't leave room for growth and innovation.

2 **Continually Build On The Generative AI Foundation:** every member of your organization should devote 30 to 60 minutes asking questions to ChatGPT to both learn the model and ask brand-related queries to influence future results as the language model continually learns.

3 **Adopt A Fail Faster Approach:** the best way to learn something new is to test, experiment, fail, and learn. However, a crucial element is creating a culture that encourages and celebrates failures in order to generate more ideas.

4 **Design For Agility:** it is important to unleash creativity within your team as innovation and new ideas can come from anyone who feels comfortable and valued enough to share their thoughts without fear.

5 **Build And Lean On Your Knowledge Ecosystem:** identify partners who are more informed than you based on how much they have experimented and failed and build off their foundational insights.

6 **Leverage Bing:** increase your Bing budget 15-20% to capture the shift of searchers increasingly engaging with Bing's chat integration. Bing has largely been an afterthought, but now it should be treated as a new, separate channel with its own strategy and need for testing.

7 **Conduct Internal Process Mapping:** map out each and every process in your company to quantify where ChatGPT and generative AI can save employees time and increase productivity by focusing on what energizes them.

8 **Tap Into the Conversational Search Funnel:** curate a culture of experimentation to understand how to tap into the new conversational search funnel that is emerging with ChatGPT's answer engine.

Want to know how you fare with AI adoption compared with your competitors?

Get your Future-Ready Scorecard at netelixir.com/futureready.