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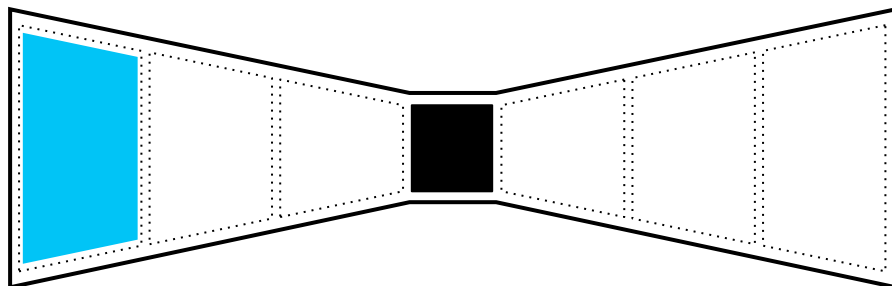
RESEARCH BRIEF

AI-ASSISTED MARKETING: MESSAGING & CONTENT

By Jim Hopkins, Revenue Architect at Winning by Design

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Research Abstract

This research dives into the current and future state of AI-assisted marketing, with a specific focus on messaging and content development. We outline AI's capabilities with regard to content development, why that matters in the context of growth, how to implement AI into your marketing approach, and what vendors to consider as partners in this journey.

For those looking to implement these approaches, the full version includes a feature-level vendor comparison and a ready-to-use RFP template, available to Winning by Design Advisory Access subscribers.

CEO Take

The pipeline creation playbook most marketing teams have been deploying since the 2010s no longer works. It has become stale, ineffective, and too expensive to sustain. We see this in cost-per-lead and cost-per-ARR-dollar figures that have been consistently climbing since 2022.

AI can reduce the cost and time required to execute existing programs. But the real promise is increasing reach and volume via new, AI-led initiatives. We've seen examples of orchestrated and automated implementations that confirm the potential for AI to completely revolutionize the marketing and pipegen playbook, turbo-boosting growth to new levels.

With the growth-at-all-cost era decidedly over, and marketing historically being one of the largest budgets in GTM, companies that don't take advantage of AI in marketing will continue to spend more heavily and grow more slowly than their competition. And as AI-assisted marketing solutions get closer to the promise of true marketing automation - delivering the right message, at the right time, on the right channel, to the right person - companies who haven't built the initial processes and infrastructure will be left too far behind to recover.

Strategic Insights

Given marketing's range of responsibilities, it's wise to focus initial AI investments on specific tasks or programs that provide the most tangible and highest-priority impact for the business - awareness and pipeline. In general terms, marketing teams focus awareness and pipeline efforts in three areas:
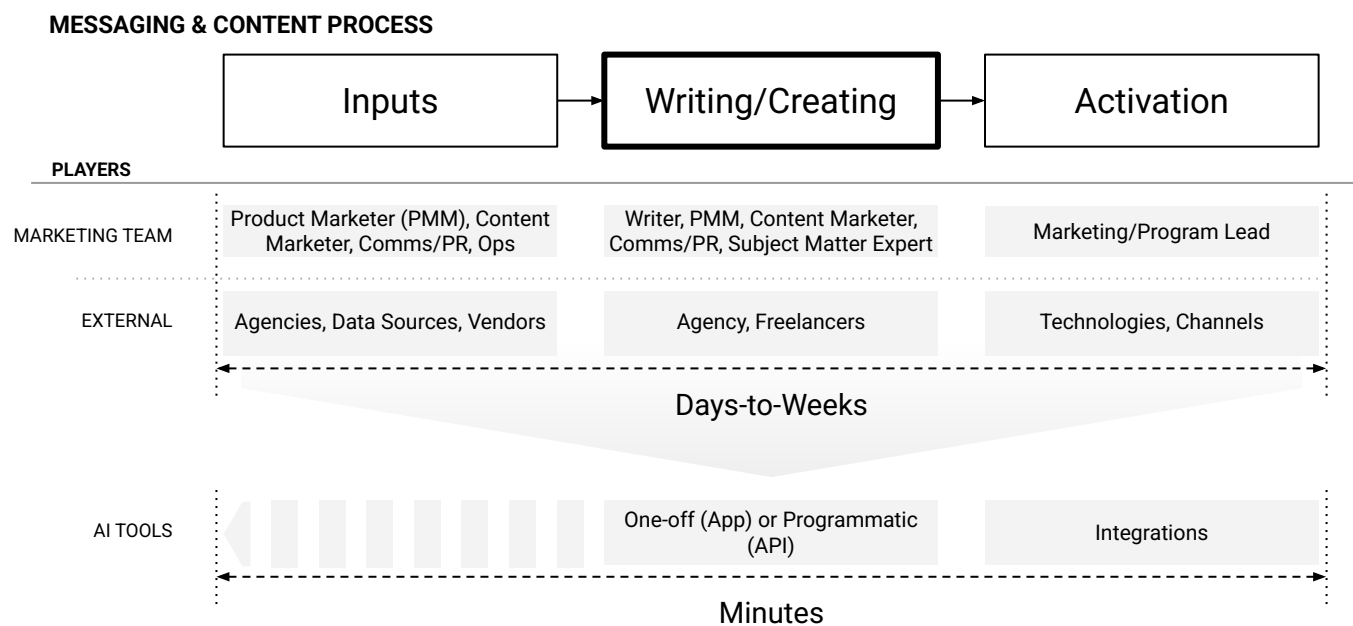
1. **Paid channels** - advertising, events, sponsorships, etc.
2. **Owned channels** - website, organic social, email, etc.
3. **Earned channels** - public relations, search (SEO), analysts, review sites, peer communities, etc.

The foundational element across all three channels is **messaging and content**. AI Marketing platforms have clearly noted the importance of messaging and content and made it a priority for their initial offerings. Accordingly, this brief is focused on the use of AI to assist marketing teams in creating and delivering messaging and content across channels.

Messaging and content includes the work done by product marketers, brand managers, communications teams, and content marketers to translate company values, vision, and strategy into formats that draw attention from ideal customers (ICPs, or ideal customer profiles). Effective messaging and content helps marketing, and the rest of the GTM team, signal to ICPs that:

1. The company understands the pains they're dealing with, and
2. The company has solutions that can help them solve their pains and achieve the impact they seek.

Traditionally, messaging and content work would require teams to invest time and resources in a process similar to the one outlined in Figure 1 below.

MESSAGING & CONTENT PROCESS

| Inputs | → | Writing/Creating | → | Activation |

PLAYERS

	Inputs	Writing/Creating	Activation
MARKETING TEAM	Product Marketer (PMM), Content Marketer, Comms/PR, Ops	Writer, PMM, Content Marketer, Comms/PR, Subject Matter Expert	Marketing/Program Lead
EXTERNAL	Agencies, Data Sources, Vendors	Agency, Freelancers	Technologies, Channels

Days-to-Weeks

| AI TOOLS | ◄ | One-off (App) or Programmatic (API) | Integrations |

Minutes

Figure 1. Legacy messaging & content development processes take days-to-weeks. AI promises to reduce portions of that process to minutes.

Most AI marketing solutions available today have started by focusing on the "Writing/Creating" step of this process. AI fills the role that a writer, freelancer, or agency would normally play in this step. AI produces a draft piece of messaging and content in a matter of seconds vs. the days or weeks it might take for humans to do similar work. Vendors in this space have developed apps, workflows, or wizards that make it easier to prompt AI for specific writing tasks by format - blog, whitepaper, social post, product description, etc.

AI is able to produce a draft piece of messaging and content in a matter of seconds vs. days or weeks.

Judging the quality of messaging and content can be subjective. Most agree though, that inputs and instructions play a significant role in output quality - both with humans and AI. For this reason, AI marketing platforms include capabilities to establish these inputs and instructions up front, speeding up the creative process, and simultaneously ensuring quality:

- **Brand voice parameters**–including style, format and key words or phrases
- **Persona templates**–format and process for developing ICP and persona descriptions that serve as input to messaging creation
- **Research process**–standard process for independently conducting research on the target market for incorporation into content
- **Content templates**–standard approaches to creating various asset types, including internal documents (e.g. conversation cards, positioning documents, creative briefs) and externally facing assets (e.g. blog posts, customer stories, product descriptions)

In all of this there are three levels of execution where marketing teams could take AI messaging and content solutions:

1. **Assistive:** Making individual contributors - PMMs, Content Marketers, et al - more productive by taking their inputs and acting as the writer, producing the content and messaging that they can then refine and activate on specific channels for individual programs. This level is estimated to deliver *3-5x more productivity (more content, programs → pipeline), while reducing costs*.

2. **Orchestrated:** Supercharging entire programs or channels by creating an integrated flow that allows for messaging and content production at scale.One common use case is an email/nurture program that takes inputs from large datasets, uses them to produce personalized and relevant messages, and delivers them to target audiences. Another is analyzing and recommending an SEO strategy, setting up an ongoing content creation schedule, then writing/producing content that gets prepped and published via integration. This type of use case gets us to more exponential gains, with reports showing **5-10x productivity/pipeline, and even more reduction in costs.**

3. **Autonomous (Real Marketing Automation)**: AI solutions take on more of the complete process of messaging and content, including more tools for developing inputs, and then more automatically activating/delivering it. This is the fulfillment of the visions of "Marketing Automation" from many years ago. Unlike traditional tools limited to lead databases and email campaigns, AI-powered marketing automation will organize signals, analyze them, and autonomously decide which messages to send, when, and through which channels — all with minimal human intervention. This use case is still in vision/roadmap status, but it holds the promise of transformation that delivers logarithmic productivity and savings.

Most vendors analyzed for this research offer apps/platforms, and even free trials, that deliver "Assistive" benefits. These apps allow marketers to use a workflow to provide inputs and prompt the AI to write something, usually focused on a specified format or channel. While several vendors told stories of customers taking advantage of "orchestrated" benefits, this still requires a non-trivial amount of human-in-the-loop setup, configuration, and integration with other solutions. In most cases, the AI solution is being used purely as the "writing" mechanism in the flow, with inputs coming from a data source, system, or the like, and activation happening via integration with an email platform, marketing automation tool, or website/content management system.

Industry averages for marketing spend put content marketing at around 25% of the total budget, with writing or agency fees ranging from $5-50k/month depending on size and volume. With an AI solution in the hands of a core group of strategic marketers, we estimate immediate cost savings of 90-95%. When calculating time savings, we should factor in not only creation time, but also waiting time. With quicker turnarounds, for content creation and review, our research indicates that AI-assisted programs could easily double the number of assets produced and/or campaigns run (2x). Other research and customer stories highlight improvements in quality of engagement and conversion rates through the increased ability to be more targeted and personalized with messaging and content at scale, meaning more pipeline at a lower cost. Taking this into consideration, we estimate conversion rates can improve at an average of 40% when leveraging more targeted and personalized AI-assisted messaging and content.

As AI-assisted marketing matures, other areas of the marketing function could be impacted. While this report focuses on one facet of marketing – messaging & content - several vendors offer solutions that dabble in other marketing tasks. AI has the potential to support more marketing use cases including:

- **Strategy** - prioritization, targeting, goal setting, budgeting and performance measurement
- **Demand Creation** - campaign planning, media planning, creative optimization, automated interactions/engagement
- **Demand Capture** - form replacement, lead database management, scoring, routing
- **Enablement** - training, certification, feedback, voice-of-customer, resource/document management

Some B2B marketing teams may be responsible for the prospecting function, and so may be involved in employing AI agents for inbound and outbound lead development (see AI SDR Agents Research [here](#) »). This could likely involve transitioning demand capture mechanisms, setting up the digital presence, and adjusting lead flow to support the use of AI agents. The future could see more agentic presence on digital channels owned by Marketing - a digital concierge replacing a more traditional "brochure" website or content repository. For now, Marketing's AI maturity is at stage 2 (see figure above), mostly replacing the roles that might currently be done by agencies, consultants, and freelancers.

Practical Insights: Implementation

Identifying Opportunities

Within an initial focus on the marketing sub-discipline of messaging & content, there are a variety of possibilities for testing and implementing AI. Start by working with your messaging & content leaders to assess the current state of programs and assets. Are there gaps - areas where we have outdated or missing messaging, or channels/formats where we're lacking content? Are we underperforming in some area - a particular channel with low engagement, an ICP that's not converting well, etc.?

Are there desired methods or levels of personalization the team has not been able to try because of limitations in bandwidth or budget? Test one or more of the AI solutions' content analysis/recommendation features to see if it can adequately identify opportunities based on competitors, keywords, traffic patterns, SEO, style, etc. You may even do some internal research, surveying or interviewing team members to find out if there are messaging and content gaps or opportunities you haven't seen.

Below are several examples of where AI could make an impact for specific messaging and content jobs-to-be-done:

Category	Before AI	After AI
Foundational Messaging (One-Off)	Manual brand workshops, stakeholder interviews, iterative reviews to define positioning, tone, voice Limited by expertise, bandwidth - unable to cover all segments, ICPs.	AI-assisted synthesis of stakeholder input, instant tone/voice modeling, dynamic brand guide generation Produce several options and iterate quickly. Cover all segments thoroughly.
Product Messaging & Documentation	PMs or marketers write copy with SME reviews, often delayed or incomplete. Manual tracking and organizing to update with new releases, launches, etc.	AI trained on product materials generates clear messaging and user-facing docs with SME prompts. Fit into tight product launch timelines. Cover more product areas with fewer resources.
Demand Gen Content	Content strategists and writers draft blogs, eBooks, and webinars manually, often limited by bandwidth, budget, and timelines.	Quick turnaround of ideas, outlines, and drafts at significantly lower cost. Any number of versions by segment, industry, persona, region, etc.
Campaign Creative	Brainstorming sessions, creative briefs to agencies, lengthy review cycles for copy and creative concepts.	AI suggests campaign themes, headlines, visuals, and variations in minutes, enabling faster testing. No agency necessary.

Category	Before AI	After AI
SEO & Website Content	Keyword research, slow drafting of optimized content, manual A/B testing for performance.	AI auto-generates SEO content from key terms and audience intent; tests variations and adapts dynamically.
	Maintain/keep up with production calendar to see best results.	Schedule ahead of time and spend time on refinement/strategy.
Email Programs	Long cycles for drafting, approval, testing; performance-driven by experience.	AI crafts copy for nurture, promotions, and triggers using customer behavior patterns and performance data
	Limited by bandwidth to large segments and blasts, token-based customization.	Can deliver 1:1 personalization at scale and improve engagement/response (limited only by audiences/targets)
Organic Social	Content calendars created manually; limited team capacity for timely or reactive posts.	AI schedules and writes social content - with multiple variations - across platforms, adjusting tone per audience.
PR & Thought Leadership	Execs or ghostwriters spend hours crafting op-eds or interviews, making it hard to scale.	AI helps generate outlines and drafts in authentic voice from bullet points or past writing.
	Fire-drills to quickly draft and refine content on tight timelines.	Organize and schedule content in well in advance.
Outreach Messaging	SDR teams or marketers manually write scripts and follow-ups, with limited A/B testing cycles.	AI tailors outreach for segments or individuals based on firmographic and behavioral data; can auto-test variants.
Sales / Enablement Content	Reps rely on slide decks, one-pagers created by marketing with long update cycles.	AI dynamically generates updated, segment or persona-specific collateral and resources based on needs and/or data inputs.

Table 1. Messaging and content jobs-to-be-done before and after AI

Once you identify an opportunity, you can begin to plan how to apply an AI solution to address it.

People

Product Marketing and/or Content Marketing are often the key roles responsible for messaging and content, with some involvement of Brand/Communications/PR. Leaders of these teams should be tasked with piloting AI solutions to aid their work, and collaborate with Marketing Leadership, Operations, and other peers to set up more orchestrated or automated workflows, measure performance, and explore more transformational use cases.

For "Assistive" use cases, AI solutions will serve as aides or copilots. Your team will need to gather and/or connect inputs in the role of strategist, editor, or creative director. AI will be able to help synthesize and organize those inputs and offer recommendations or guidance, then fill the role of writer and creator. In this scenario, solutions like those reviewed for this research offer workflows or apps that are specific to a content format or channel, suggesting the info the user might provide as inputs to get an ideal result.

If you've invested in writing capabilities as part of your team, those roles can be shifted into more editor/creative director roles. AI will enable team members with messaging and content skills to think more strategically and focus on higher value tasks, while increasing productivity.

In "orchestrated" use cases, AI solutions will be used as a link in the chain, likely connected to other systems and tools to serve a complete program. In this scenario, you'll likely need a small group of marketing team members that includes Ops, PMM/Content, and Demand Generation to help with setup and ongoing monitoring and optimization of the program.

As AI solutions for marketers proliferate, we see teams becoming more productive and therefore leaner. Marketers will no longer need to have advanced writing skills, or a portfolio. The marketer who is adept at conducting and orchestrating strategic programs will be able to build and execute the programs herself, without an army of specialists to wrangle. This may mean that there will be fewer opportunities for the marketing specialist with skills that overlap with AI capabilities. Those who embrace these solutions, and their potential for transformation vs. kung-fu gripping the old playbooks, will be better equipped to thrive in an AI-powered future.

Process

Using AI as a writer/creator in the messaging and content use cases listed above is the first and most obvious deployment. Considering the full messaging and content development process (figure 1), there may be additional offerings and strengths the AI solutions has, including:

- Helping gather, parse through and summarize inputs like large amounts of data, research, or other content to inform messaging and content — especially in an orchestrated scenario
- Creating and refining briefs, instructions, outlines, or prompts for creating the content - sometimes for use with other AI or creative solutions
- Reviewing and refining for style adherence, with editing suggestions
- Preparing content for publishing, adding production-ready elements, or leveraging integrations or workflows for "going live"

Some solutions may be able to self-optimize or learn, requiring the most human involvement in initial setup and configuration then reducing over time. Getting to the Goldilocks point where you can trust the AI to produce messaging and content that is "just right" will take testing, refinement, and hands-on editing. Successful teams use a pilot project or test campaign with heavy human oversight to gauge the following for their selected solution:

- How much effort of input does the solution require - upfront for set up, and ongoing?
- Is the output quality satisfactory? Is it able to improve with additional direction? How much human review is required to get the outputs to an approved state?

Compare the results of the test campaign to your legacy, non-AI messaging and content process. A positive signal would be that you are able to achieve a comparable output (measured in engagement or conversions) for a similar or lower level of human effort, while reducing costs and time in the writing/creation steps. The assumption then, is that optimizations and scale will offer even better efficiencies and cost savings. A test could look something like below, taking the example of a single blog post:

Metric	Legacy/Non-AI	AI Solution X
Content Creation Time	4 hours (2 days wait/edit)	30 minutes
Engagement	100 views/mo	100 views/mo
Conversions	5	10
Marketing time per converted lead	48 min (plus wait time)	3 min
		→ 93% savings

Table 2. Sample calculation comparing legacy content creation methods to an AI solution

Systems

It's important to design pilot programs and evaluate solutions based on the answers to some of the following questions about solution capabilities and features:

Foundation/Setup:

- How do we incorporate or develop guardrails around our brand guidelines (voice, tone, style, etc.), strategy, and goals?
- What inputs are required for generating messaging and content and how are they collected - is it a guided wizard/flow, templates for prompts, free form/text prompts, or some other mechanism?
- What assessment, audit, analysis, or recommendation tools are available?
- Which LLMs (Large Language Models) does the solution leverage? What are the strengths and weaknesses of the model(s)?
- How will you check, measure, and ensure quality? What editing, approval, and collaboration capabilities will we need?
- What orchestration capabilities does the solution have - automated content production?
- What can be done via integration (inputs and outputs)?
- How much human involvement will be required to publish or put content into production?

Formats

Are the messaging and content formats you need covered?

- ❏ Product Messaging
- ❏ Presentations & Slides
- ❏ Advertising Concepts
- ❏ Advertising Copy
- ❏ Advertising Creative (Text vs. Image vs. Video)
- ❏ Social Media Posts
- ❏ SEO Content (keyword-based)
- ❏ Blog Posts (types: listicle, how-to, problem-solution…)

- ❏ Long Form Content (eBook, Whitepaper, Thought Leadership, etc.)
- ❏ Press Releases
- ❏ Email (one-off/blast)
- ❏ Email Programs/Sequences
- ❏ Multi-Channel Sequences (lead dev/prospecting)
- ❏ Website/Landing Pages (concept vs. copy vs. design)
- ❏ Video Concepts/Scripts
- ❏ Video Production/Clips
- ❏ Other?

Vendor Selection

- What resources would be available to you as a customer?
- Do roadmap capabilities match the vision for your marketing strategy?
- Where in the roadmap are they adding orchestrated/automated content program capabilities?
- Is the roadmap pointed toward AI-marketing automation - more autonomous marketing campaigns?
- What have other peers or similar customers been able to achieve that would be impactful to your business too?

Final Word: The AI Marketing Revolution Is No Longer Optional

The hype around AI is intense, but marketing teams cannot wait until 2026, when it will be too late, with competitors on the next wave of evolution. Marketers who take advantage of AI to enhance messaging and content development are experiencing unprecedented efficiencies—reducing production timelines from weeks to hours while simultaneously seeing improved quality, unprecedented levels of personalization, and new audience reach. As marketing budgets face increasing scrutiny in a post-growth-at-all-cost era, the productivity gains and cost savings associated with AI implementation will soon shift from advantage to necessity. Using the rapidly maturing solutions in messaging and content as a center of gravity, teams that learn and evolve with these technologies and partner with vendors will be able to more effectively expand to other typical marketing uses, then evolved playbooks, and on to currently unimagined methods.

Want to make this happen?

[**Book Time with an Advisor**]

SUPPLEMENTARY MATERIALS

The following supplementary materials are available in the full version of this report, available to subscribers in the reference library. For more information on subscribing, see winningbydesign.com/access-pass.

01 **Vendor Descriptions**

02 **Vendor Comparison**

03 **RFP Template**

04 **Content for Multiple Touches**

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