

Writers

Navigate your AI journey

Use case mapping



Integrate AI into your workflows

By methodically exploring potential ways to use AI, you can uncover opportunities to boost efficiency, creativity, and strategic impact.


Take some time to map out where AI can transform your current processes – without overwhelming your team or compromising your core marketing expertise.



Small steps towards big impact



Explore the following use cases to see
where AI could help you create
meaningful change in your
marketing efforts.



Marketing function	Current process	AI intervention	Potential efficiency gain	Notes/comments
<i>Copywriting</i>	Writers manually ideate, outline, and write copy for various marketing assets like web pages, ads, and content pieces. The process can be time-consuming and dependent on individual writing skills.	Assist with ideation by providing topic suggestions, content outlines, and even draft copy that writers can then refine. AI-generated headlines and search engine optimisations could also save time.	20–30% reduction in time spent on copywriting tasks	Ensure AI-generated copy aligns with brand tone of voice. Oversight and editing by human copywriters still required.
<i>Social media management</i>	Social media managers manually plan, create, schedule, and publish content across various platforms. They also monitor engagement and respond to comments. This can be a labour-intensive process.	Brainstorm and generate captions, schedule content based on optimal posting times, and even moderate comments through sentiment analysis. This would streamline the daily social media workflow.	15–25% reduction in time spent on social media management	Integrate AI-powered tools carefully to maintain authentic brand voice. Avoid over-automating human interactions.
<i>Email marketing</i>	Email marketing campaigns are manually built, with writers crafting subject lines and email copy. Segmentation, scheduling, and performance tracking are also done manually.	Optimise email subject lines for open rates, personalise email copy based on customer data, and automate email workflows based on user behaviour. This can help improve email engagement and conversions.	20–35% reduction in time spent on email marketing tasks	Ensure email personalisation doesn't come across as intrusive. Maintain oversight on sensitive or high-value email communications.

Marketing function	Current process	AI intervention	Potential efficiency gain	Notes/comments
<i>Briefing creative agencies</i>	Marketing teams manually prepare detailed creative briefs, gather reference materials, compile brand guidelines, and conduct briefing sessions with agencies. Teams can spend significant time clarifying requirements, providing feedback on initial concepts, and managing revisions through multiple rounds of communication.	Transform briefing workflow by converting internal project meeting recordings/transcripts into structured initial briefs, extracting key objectives, requirements, and creative direction. AI could also flag any missing critical information from the meeting discussions and suggest areas for clarification before agency sharing.	15–25% reduction in time spent on briefing preparation and management	Check AI suggestions align with strategic intent and brand context. Human involvement is crucial for creative direction and relationship management. Consider using AI primarily for data collection and initial brief structuring rather than creative strategy.
<i>Thought leadership</i>	Senior leaders or specialist teams manually brainstorm, research, and draft thought leadership articles, opinion pieces, or whitepapers. This often involves spending significant time on research, outlining, writing, and rounds of stakeholder feedback.	Assist by brainstorming key industry topics and trends, suggesting outlines, summarising sources and editing human written pieces. It could also analyse past engagement data to recommend high-potential topics.	20–30% reduction in time spent creating thought leadership pieces	It's important to preserve authentic voice and expert authority. AI can assist with initial research and planning, but drafting the piece needs strong human expertise and relatable storytelling.
<i>Content planning</i>	Marketing teams manually audit past content performance, brainstorm ideas, build content calendars, and allocate resources across channels. This requires a lot of coordination and manual analysis.	Analyse past performance to suggest high-performing topics, predict content gaps, and even recommend optimal publishing frequency. It could also generate draft content calendars based on audience behavioural data.	25–40% reduction in time spent on content planning and strategy	Needs human oversight to ensure AI-generated plans align with broader business and brand strategies. AI could supercharge insights but shouldn't replace strategic judgement. Test AI-driven suggestions before fully adopting.

Get started



Download [this worksheet](#) to map how you can embed AI into your own marketing workflow – and supercharge your effectiveness.

And if you need help with words, [get in touch](#).

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