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AI Agents in Marketing: Navigating Hype, Risk, and Opportunity

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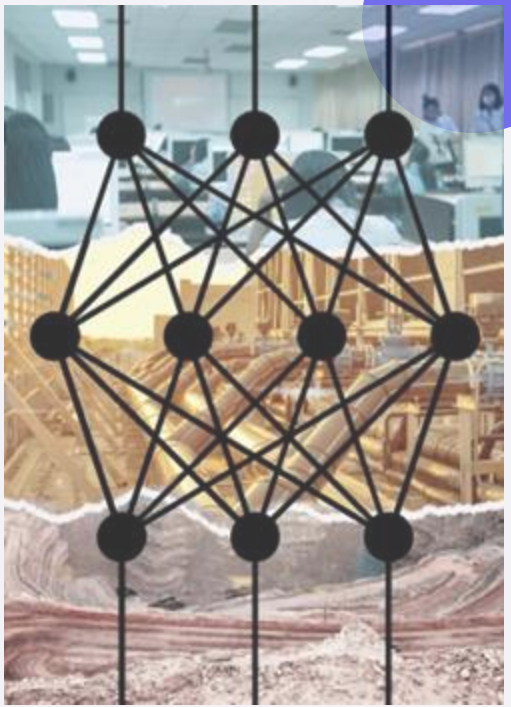
MMA RAIL RESPONSIBLE AI INNOVATION LAB



What We'll Cover

Webinar Scope

- **This guide is designed for business leaders** driving organizational transformation with AI agents.
- **Focus**: Change management, strategic decision-making, and responsible implementation.
- **Not a technical how-to**: While I'll touch on popular tools, this is not a step-by-step guide for building agents. Numerous free resources are available online for technical deep dives.

Depicting AI Accurately

- We've consciously avoided clichéd imagery (robots using computers, glowing brains) to promote a more realistic understanding of AI agents.
- Learn more at betterimagesofai.org

Agenda

I. Introduction & Context

II. Strategic Considerations for AI Agent Adoption

III. The Reality Behind the Hype

IV. Three Categories of Marketing AI Agents

V. Risk Management & Governance

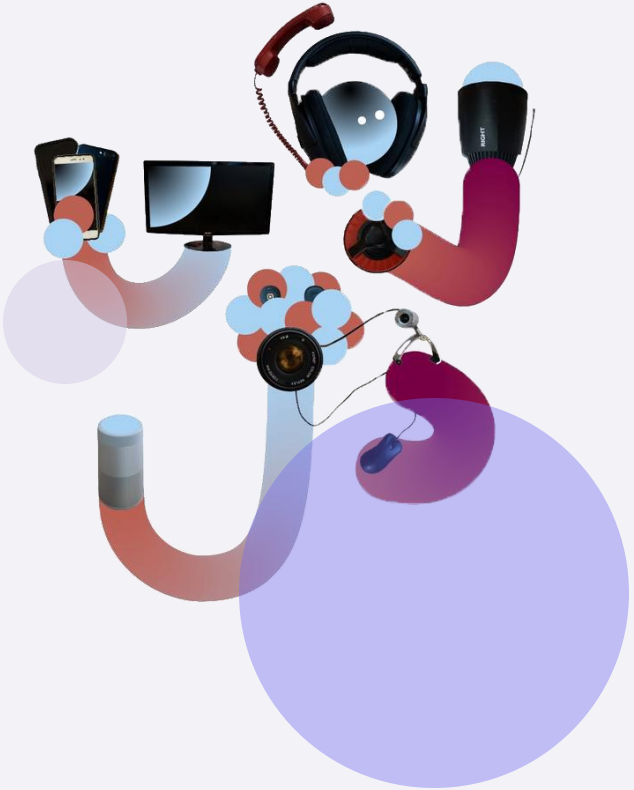
VI. Implementation Strategy

VII. Future Outlook

VIII. Action Items & Next Steps

Section I

Introduction & Context



Current State of Adoption

Agentic AI Still in an Early Stage

- Enterprise adoption is growing but cautious. Less than 1% of enterprises evaluating/pursuing agentic AI
- Most organizations still focused on basic GenAI education
- Gap between vendor marketing and reality
- Over 80% of businesses have embraced AI to some extent as a core technology (Vention Teams).
- 29% of enterprise leadership teams have a near-term vision (1-3 years) for enterprise-wide AI adoption, while 46% anticipate longer-term adoption (3+ years)Z.

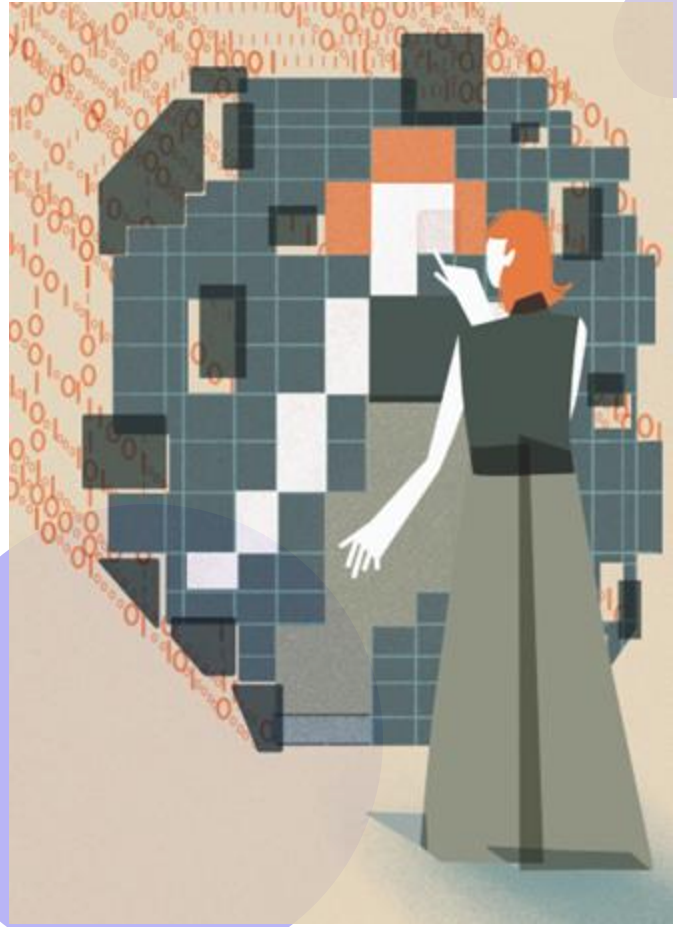
Substantial Economic and Productivity Implications

- AI agents contribute to a 14% increase in worker productivity (Get Odin).
- Business executives observe a 15.2% revenue boost from generative AI implementation (Vention Teams).
- Developer productivity shows a 55% improvement thanks to coding assistants (Vention Teams).
- By 2030, AI agents could add $16 trillion to the global economy (Get Odin).
- $4.4T potential annual global productivity impact by generative AI (McKinsey).

What Are AI Agents?

Defining AI Agents

- Core definition: Systems that take action to achieve goals.
- They differ from traditional AI systems by actively pursuing goals through planning and learning.
- Over the past 30 years, AI agents have evolved from simple rule-based systems to sophisticated, adaptive models
- Key characteristics of AI agents include autonomy, learning ability, and goal-oriented behavior.
- Examples of AI agents range from virtual assistants like Siri or Alexa to complex systems in autonomous vehicles.



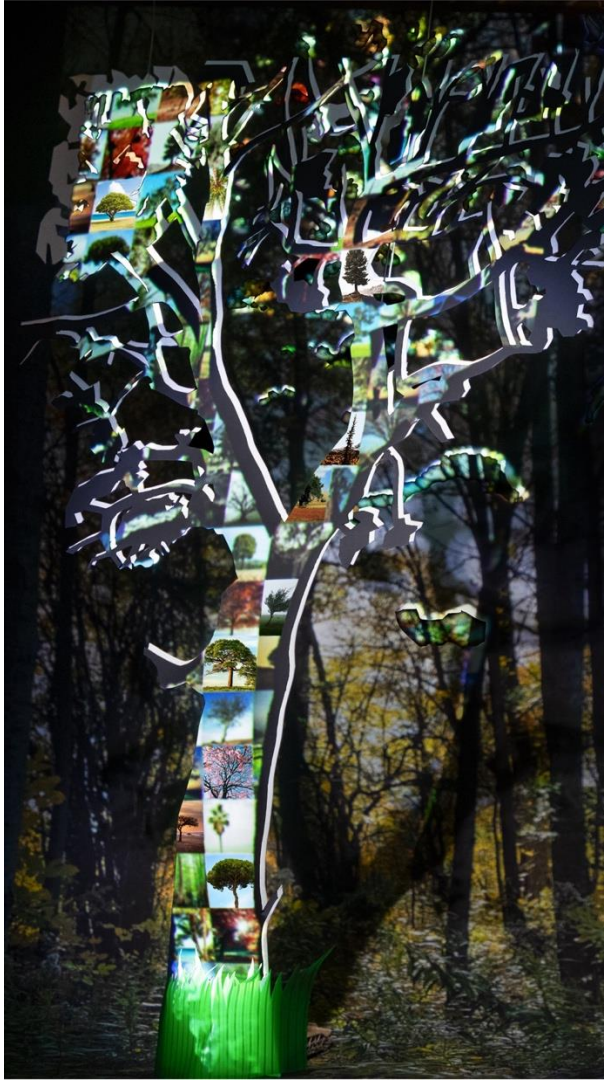
Traditional AI vs AI Agents

Traditional AI Characteristics

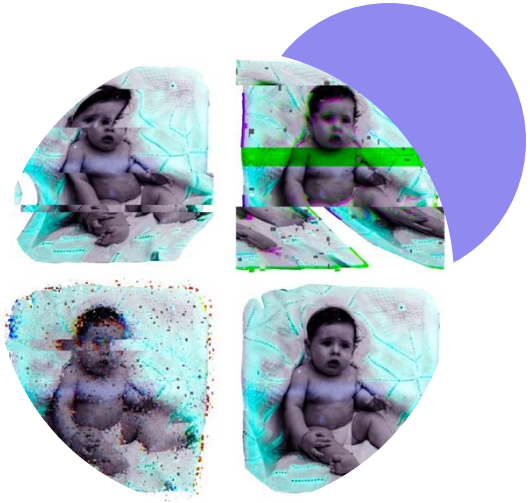
- Relies on predefined rules and scripts for interactions.
- Focuses on specific, repetitive tasks with limited flexibility.
- Responds with pre-programmed answers, lacking adaptive capabilities.
- Primarily designed for simple query-response operations.
- Limited to basic decision-making without contextual understanding.

Agentic AI Characteristics

- Evolves from language models to action-oriented systems.
- Capable of autonomous task completion and dynamic planning.
- Utilizes contextual reasoning for adaptive decision-making.
- Operates with minimal human oversight, achieving goal-directed actions.
- Enhances workflows by taking proactive, calculated actions.



The Marketer-to-Machine (M2M) Scale



The M2M Scale is a framework used to assess the level of AI integration in marketing technologies, helping organizations gauge their AI adoption strategy.

1. **Level 1**: Traditional marketing software, where humans are responsible for writing code and rules.
2. **Level 2**: Minimal AI involvement
3. **Level 3**: Balanced collaboration between humans and machines, with tasks being shared equally.
4. **Level 4**: Predominantly AI-driven
5. **Level 5**: A theoretical futuristic state where marketing operations are fully autonomous.

It's crucial to scrutinize AI company claims, as some Level 3 systems are marketed as fully autonomous.

Source: Marketing AI Institute

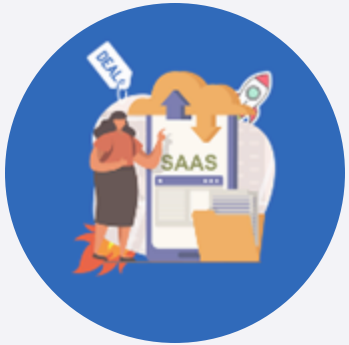
Section II

Considerations for AI Agent Adoption

Business Impact of AI Agents

- **Driving Efficiency and Productivity**: AI agents enable organizations to achieve more with fewer resources by automating repetitive tasks, optimizing operations, and enabling 24/7 operation. This allows human teams to focus on higher-value activities.
- **Enhancing Operational Capabilities**: AI agents can optimize supply chains, provide real-time market analysis, and dynamically adjust workflows across enterprise systems.
- **Driving Revenue Growth**: McKinsey estimates AI's potential to contribute up to $4.4 trillion annually to global productivity.
- **Creating Competitive Advantage**: AI agents offer advantages in speed (faster execution, real-time decisions, reduced time-to-market) , enhanced customer experiences (personalized interactions, 24/7 support), and increased capacity for innovation.
- **Brand Safety**: They can also help alleviate moderator burnout by automating content moderation tasks.

A Shift in How Software Delivers Value



The Evolution of Software Business Models

Traditional Software (1980-2000): Customer-managed, on-premise, high upfront investment.

SaaS (2000-2020): Vendor-managed, cloud-based, subscription model, but customers still responsible for execution and results.

AI Agents (2020-2040): Autonomous, outcome-driven, self-managing, and continuously improving.

Why AI Agents Disrupt SaaS

Outcome-Based Pricing: Pay for results, not usage.

Human-Like Interfaces: Interact via text, speech, or browser actions - no integrations needed.

Dynamic Decision-Making: Leverages real-time data streams instead of rigid data structures.

Massive Cost Savings: Automates labor-intensive processes, freeing up human resources.

Winner-Takes-All Potential: The best agents will dominate through superior data and rapid iteration.

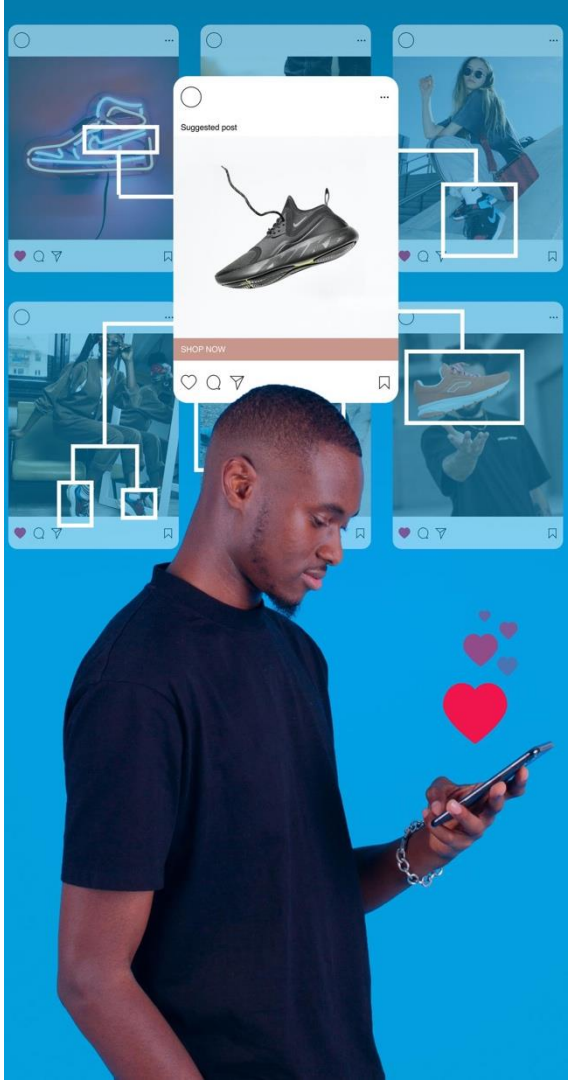
The Changing Landscape of Marketing Work

Moving Beyond Job Displacement Rhetoric

- The simplistic narrative of "AI won't take your job, a person using AI will" overlooks the nuanced reality of evolving roles and obscures the financial instability for millions. While the focus should be on how AI transforms work and the skills needed to thrive in an AI-driven environment, we can't ignore the massive incoming job loss.
- Automation will require even less human oversight over time. Companies deploying agents should resist shifting the burden of reskilling onto their workforce.
- A 2023 study by the World Economic Forum projected that by 2025, 85 million jobs may be displaced by automation, while 97 million new roles could emerge. Even in the best-case scenario, millions of people will lose work.

Ethical Challenges in AI Implementation

- While increasing automation may reduce human oversight in some areas, ethical decision-making must remain a human responsibility. AI can enhance efficiency, but it cannot replicate human ethical judgment.
- The deployment of AI has led to many instances of bias, demonstrating the necessity for human oversight.



Evaluating AI Agent Solutions: Questions to Ask

Proof of Capability

Request specific case studies and performance metrics that demonstrate the vendor's AI agents have successfully addressed challenges similar to yours.

Human Oversight Requirements

Clarify how much human intervention is necessary for the AI agents to function effectively, ensuring they align with your operational standards.

Integration with Existing Systems

Inquire about the compatibility of the AI agent solutions with your current technology stack, including APIs and data sources.

Scalability Potential

Assess the vendor's ability to scale the AI solution as your needs grow, ensuring it can adapt to increasing demands and complexities.

Risk Management Protocols

Understand the vendor's approach to managing risks associated with AI deployment, including data privacy and ethical considerations.

Support and Training Services

Evaluate the level of ongoing support and training provided by the vendor to ensure your team can effectively utilize the AI solutions.

Not a One-Size-Fits-All Solution

A Strategic Approach

- ✓ Start with the business problem, not the tool.
- ✓ Use AI agents strategically when they offer the best solution.
- ✓ Don't force agents into use cases where traditional AI or simpler solutions are more effective.
- ✓ Many use cases can be addressed with simpler workflow orchestrators.

Pitfalls of Over-Reliance

- ✗ Over-reliance on AI agents can lead to overlooking simpler, more effective solutions.
- ✗ Without proper foundational elements (well-structured data, integrated operational processes), AI agents will fail to deliver meaningful value.

Evaluating AI Agent Solutions: Making Informed Decisions

Focus on Proven Use Cases

Prioritize solutions with validated use cases and proven records. Request specific case studies and metrics to ensure AI agents address your challenges.

Establish Clear ROI Metrics

Define measurable objectives to track ROI for AI solutions, ensuring quantifiable ways to assess effectiveness and impact as they scale.

Pilot Programs

Start with pilot programs to test AI agents on a smaller scale before full deployment, allowing for adjustments based on initial results.

Conduct Thorough Risk Assessments

Evaluate privacy, compliance, vendor expertise, and reputational impacts. Understand vendor risk mitigation strategies to protect your organization.

Watch Out for Red Flags

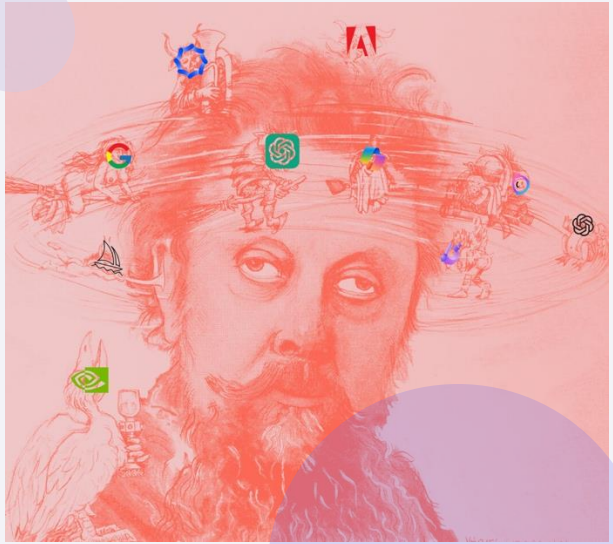
Be cautious of vendors that overpromise, minimize data needs, lack transparency, or show insufficient technical expertise.

Integration with Existing Systems

Inquire about AI agent solutions' compatibility with your current technology stack to ensure seamless integration and enhance deployment effectiveness.

Section III

The Reality Behind the Hype



Understanding True Autonomy

Current Limitations

1. Goal setting (Human)
2. Planning (Human)
3. **Execution (Agent)**
4. Improvement (Human)
5. Analysis (Human)

Marketing vs. Reality

Several companies market their AI as having agency, but these still need significant human intervention and guidance to function effectively.

Future Prospects

Jensen Huang's (NVIDIA) Digital Workers Framework suggests AI agents can become digital employees with proper training, skill development, and performance evaluation.

The Push Toward Agents

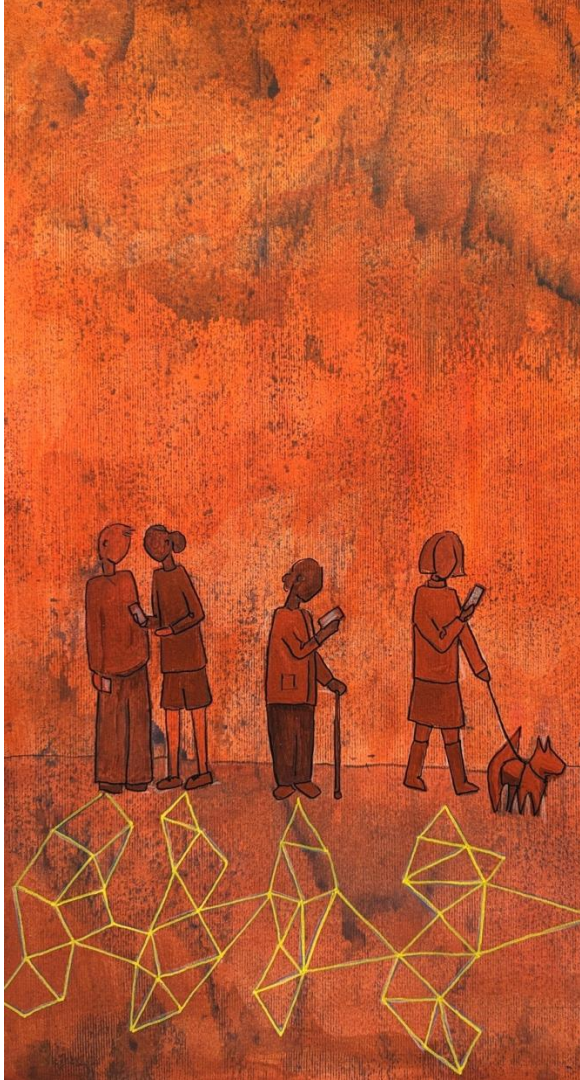
Vendor Claims vs Reality

AI Company Messaging Analysis

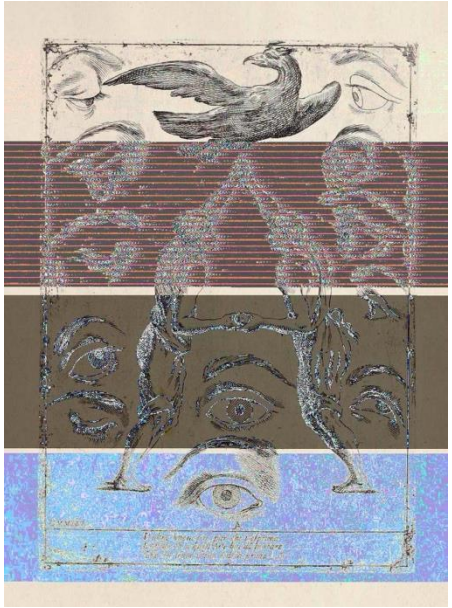
- **Current Limitations**: Existing AI agents lack the reliability and full autonomy needed for widespread adoption. Advancements are often overstated, requiring human oversight for corrections and guidance.
- **Marketing Hype**: Marketing claims often exaggerate capabilities, leading to a gap between expectations and reality.

Critical Analysis of the Shift to AI Agents: Reading Between the Marketing

- The shift to agents might be a way to shift focus away from the expectations they previously set regarding frontier model improvements and AGI.
- Aspirational goals should be distinguished from present capabilities.
- The AI industry has a history of overpromising, leading to "AI winters."



Current Capabilities and Limitations



State of Implementation

- Very few enterprises currently have significant deployments of AI agents.
- AI Agent Market expected to grow from $5.1 billion in 2024 to $47.1 billion by 2023.[1]
- Early adopters focus on specific use cases like customer service automation and workflow optimization.

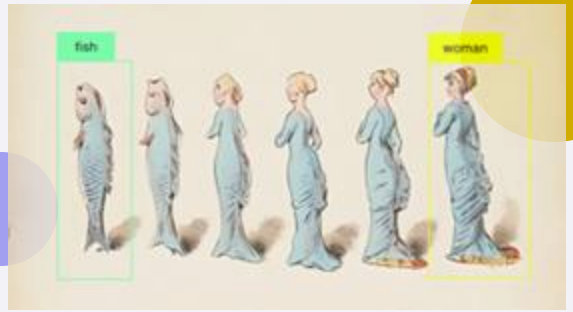
What's Currently Possible

- AI agents often struggle with tasks requiring advanced reasoning or adaptability, resulting in high error rates.
- They perform best in narrow, domain-specific, supervised tasks.
- Human intervention is frequently necessary to guide and correct AI agents.

Characteristics of Successful Implementations

Required Conditions for Success

- Clear, specific objectives
- High-quality, relevant data
- Scalable infrastructure
- Continuous monitoring and adjustment



Early Success Stories

- Klarna's use of AI in marketing has accounted for a 37% cost savings of roughly $10 million per year
- Companies have reduced response times and improved customer satisfaction by implementing AI agents
- AI agents have enhanced marketing campaign performance through data analysis and targeted strategies.
- Potential for automation of routine tasks, integration with CRM systems, and real-time data processing and analysis

Top AI Agent Use Cases

- **Content Creation & Distribution**: Automates email variations, social media posts, image editing, and content republishing. Human review is still needed for brand voice and accuracy.
- **Customer Service & Support**: Handles routine inquiries, resolves basic issues, and escalates complex cases, achieving significant cost savings (e.g., Klarna case study).
- **Campaign Management**: Optimizes A/B testing, ad bidding, and performance tracking, but requires human-defined parameters and goals.
- **Analytics & Reporting**: Automates data aggregation, report generation, and anomaly detection, though complex analysis still needs human interpretation.
- **Lead Management**: Automates lead scoring, follow-ups, and meeting scheduling, but complex sales interactions require a human touch.

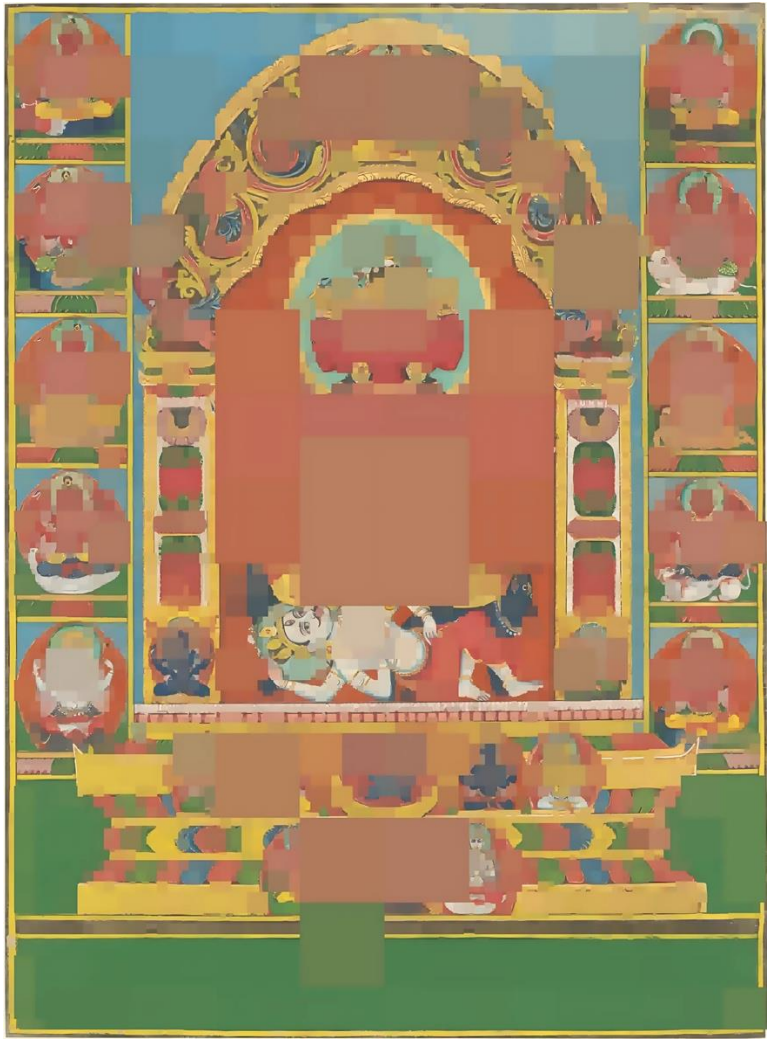
Implementation Challenges

What's Not Yet Reliable

- Fully autonomous campaign creation
- Complex strategy development
- Nuanced brand voice maintenance
- Advanced creative direction
- Complex customer negotiations
- High-stakes decision making
- Novel problem solving

Implementation Challenges

- Technical Barriers
- Cost considerations for deployment and maintenance.
- Data access and integration
- Security and privacy concerns
- Requires robust human oversight
- Change management requirements
- Common failure modes and limitations



Section IV

Three Categories of Marketing AI Agents

Phase 1: Marketing Task Copilots (Current)

Content Creation Efficiency

AI tools automate 37% of tasks such as drafting emails, social media posts, visual content, and SEO materials, saving teams 30 minutes daily on basic tasks.

Data Analysis & Planning

AI aggregates real-time data, offering insights for campaign optimization and performance tracking, enhancing decision-making.

Limitations and Risks

AI requires extensive data, posing privacy risks. Overreliance may reduce human creativity and emotional connection.

Phase 2: Persona-Based Marketing Agents (Emerging)

Autonomous Task Execution

Will enable A/B testing, ad bidding and optimization, attribution tracking, content iteration, and customer service.

Shift to 1:1 Marketing

Will enable hyper-personalization, real-time customer interactions, dynamic campaign adjustments, and basic lead management.

Current constraints

- Integration challenges with existing systems.
- Performance limitations on complex tasks.
- Ongoing need for human oversight.

Phase 3: Autonomous Teams / Company Agents (Future)

Projected Capabilities

- Manage complete marketing campaigns across multiple channels.
- Optimize content and strategies in real time.
- Handle strategic planning, execution, budget optimization, and performance monitoring autonomously. (McKinsey)

Implications for Marketing Org Charts

- Shift towards roles that oversee AI operations and strategy.
- New skill requirements in AI management, risk management, ethics, and data handling.
- Potential reduction in traditional roles, with an emphasis on AI oversight.

Risk and Compliance

- Ensuring brand safety and regulatory compliance.
- Implementing safeguards and control mechanisms.
- Balancing automation with human touchpoints in customer interactions.
- Ensuring compatibility and seamless operation with existing systems.

Section V

Risk Management and Governance

The AI Agent Governance Gap

Limitations of Current Frameworks

- EU AI Act: Provides a comprehensive framework but lacks specific provisions for autonomous agents.
- NIST AI Risk Management Framework: Primarily focuses on machine learning models, not the unique challenges of autonomous systems.
- ISO Standards: Address general AI and machine learning but do not specifically cover autonomous agent actions.

The Need for Agent-Specific Governance

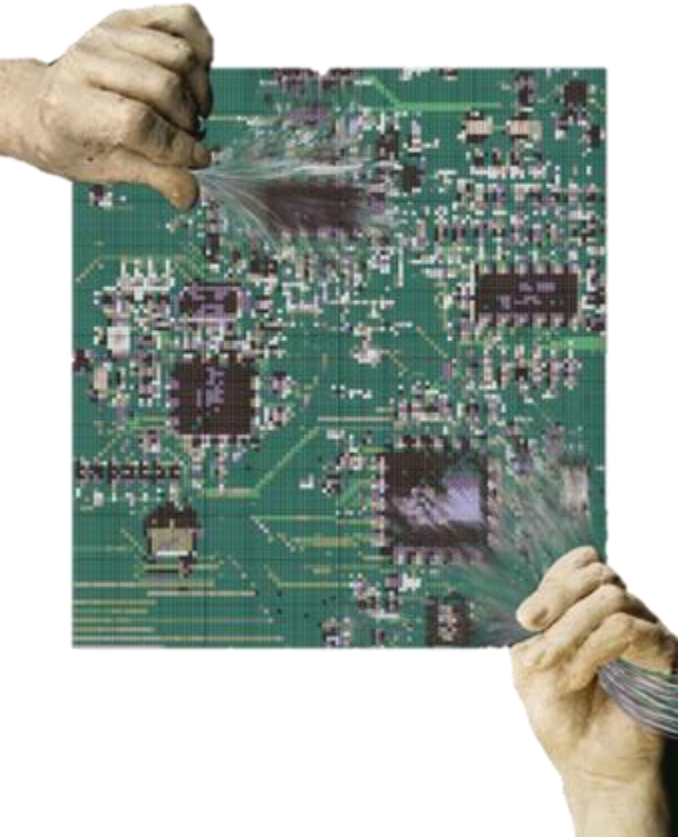
AI agents require specialized governance frameworks. Agents learn continuously, adapt to new situations, and can have unintended consequences. New frameworks must address these unique risks and operational dynamics.

Key Questions for Agent Governance

Multi-Agent Risks: How do we manage the complexities and risks of multiple interacting agents?

Employee Access: How do we define and control employee interaction with AI agents?

Building an Ethical Framework for AI Agents



Responsibility and Accountability

- **Implement orchestrator systems** to coordinate and monitor AI agent activities.
- **Establish control hierarchies** that define decision-making authority and oversight.
- **Clearly delineate decision rights** between autonomous agents and human oversight.
- **Maintain comprehensive audit trails** and documentation of agent actions for accountability and traceability.

Risk Management Framework

- **Develop new risk assessment methodologies** tailored to the unique challenges of AI agents.
- **Implement continuous, real-time monitoring** to detect and address issues promptly.
- **Establish performance metrics and thresholds** to evaluate effectiveness and safety.
- **Create feedback loops** for continuous learning and improvement based on performance data.
- **Develop incident response protocols** to mitigate the impact of agent errors or failures.

Core Principles for AI Agent Governance

Human Oversight

Establish clear lines of responsibility and accountability.

- Cross-functional governance teams (leadership, legal, compliance, data, HR).
- CEO and senior leadership set the tone for responsible AI use.
- Define roles for AI development, approval, monitoring, and remediation.
- Enforce policies through access restrictions.

Implement mechanisms for human override.

- Define decision rights and authority.
- Regular audits and monitoring.
- Escalation protocols for ethical issues.

Scope and Restrictions

- Define the extent of AI agent applications and tasks.
- Specify tasks that require human control.
- Implement "guardrails" to prevent agents from exceeding their intended scope.

Data Governance

- Control and monitor AI agent access to data across systems.
- Implement data anonymization and privacy-preserving techniques.
- Establish clear data retention policies to minimize storage of sensitive information.
- Requires robust data governance and protection protocols.

Key Protection Areas for Ethical AI Agents

Privacy and Data Protection

Collect only essential data, enforce strict access controls, and establish clear data retention policies to protect user privacy.

Fairness and Bias Mitigation

Use diverse training data and conduct impact assessments to prevent discrimination and mitigate biases in AI systems.

Transparency and Explainability

Ensure AI decision-making is visible and understandable, with comprehensive documentation and disclosure of system capabilities.

Human-AI Collaboration

Define AI and human roles clearly, develop approval workflows, and establish monitoring to maintain oversight and quality.

Risk Management Best Practices

Comprehensive AI Policies

Establish AI policies that align with ethical principles and business objectives, connect principles to specific implementation steps, and establish standards for agentic decision-making.

Bias Prevention Measures

Employ diverse data sets, conduct rigorous bias audits, and maintain human oversight for high-risk AI decisions.

Audits and Reviews

Conduct consistent audits and reviews to identify risks, ensure compliance, and implement necessary improvements.

Performance Monitoring

Utilize KPIs and health metrics to continuously monitor AI performance, detecting anomalies and ethical issues.

Brand Protection Strategies

Align AI outputs with brand values and use moderation tools to filter inappropriate or harmful content.

Regulatory Compliance

Assess compliance with standards and adapt to new regulations through effective change management protocols.

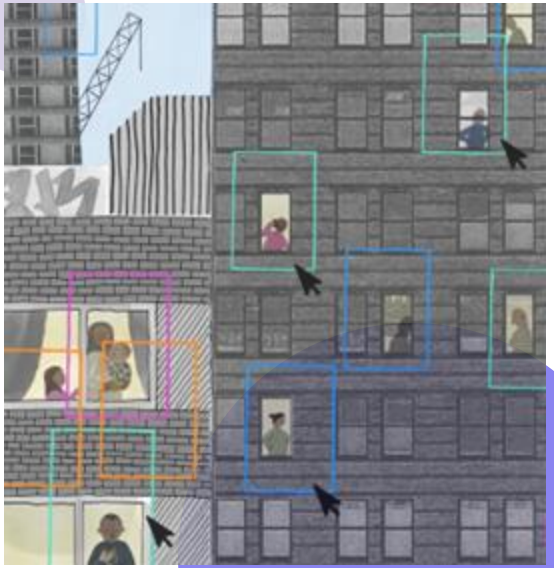
Core Tensions of Agentic AI Governance

Implementing AI agents involves inherent tensions that require careful consideration and strategic decision-making.

- **Safety & Accuracy vs. Productivity**: How do we maximize the efficiency gains of AI agents while ensuring reliable and safe operation?
- **Cost vs. Quality**: How do we balance cost-effectiveness with the need for high-quality, ethical AI agents?
- **Speed vs. Control**: How do we deploy AI agents rapidly while maintaining adequate oversight and control?
- **Innovation vs. Responsibility**: How do we foster innovation with AI agents while upholding ethical responsibilities and environmental commitments?
- **Automation vs. Employment Impact**: How do we leverage automation while mitigating potential negative impacts on employment?

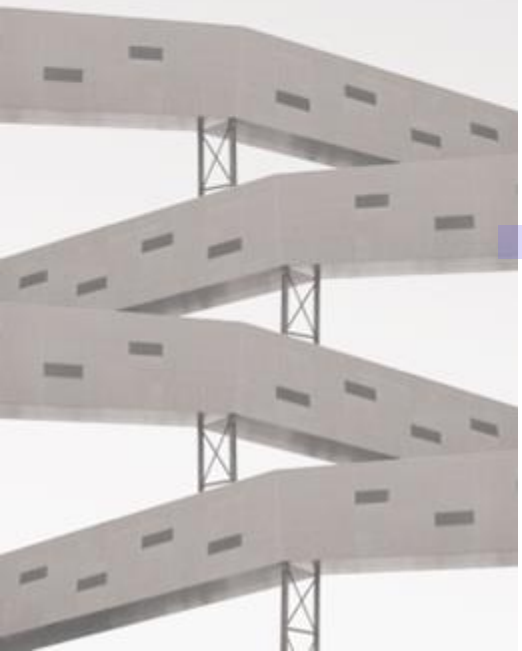
Section VI

Implementation Strategy



VI. Implementation Strategy

Technical Foundation for Successful Deployment



Infrastructure Requirements

- **Data Integration:** Seamless integration across diverse data sources is crucial. 73% of organizations cite data integration as a major challenge.
- **APIs and System Connections**: Robust APIs enable communication between AI agents and existing systems.
- **Security Architecture**: Comprehensive security measures, including encryption and access controls, are essential.
- **Monitoring Systems**: Continuous monitoring ensures performance, reliability, and ethical operation.
- **Backup Procedures**: Regular backups of data and models are critical for business continuity.

Development Standards

- **Code Reviews**: Utilize AI-assisted code review tools to enhance quality and security.
- **Testing Protocols**: Implement rigorous testing (unit, integration) to ensure proper functionality.
- **Documentation Standards**: Maintain comprehensive documentation for transparency and maintainability.
- **Security Requirements**: Incorporate security best practices throughout the development lifecycle.
- **Performance Metrics**: Define and monitor key metrics (e.g., response time, accuracy) for continuous optimization.
- **Backup Procedures**: Regular code backups and version control are vital.

Phased Deployment Approach

Phase 1: Pilot, Test, and Refine

Focus on internal-facing, low-risk, high-value use cases (e.g., automating routine tasks).

Steps:

- Define specific use cases and select framework.
- Manual testing to ensure each step works.
- Prioritize tasks with measurable outcomes and clear ROI.
- Emphasize human oversight and continuous monitoring.
- Establish feedback mechanisms for iterative improvement.

Evaluation:

- Conduct risk-benefit analyses, assess resource needs, and define success metrics.

Phase 2: Expand, Optimize, and Scale

Expand to broader, more complex use cases based on initial successes.

Steps:

- Chain together steps in a proper sequence.
- Provide contextual information to agents.
- Implement processes for analysis and decision-making.
- Define input sources and gradually increase scope.
- Action execution: Enable effective environment interaction.

Scale Considerations:

- Plan for infrastructure, security, and compliance scaling.
- Ensure performance optimization for a larger deployment.

Change Management: People, Processes, and Communication

Training and Skill Development

1. **Develop AI agent management skills**
2. **Share AI limitations**: Set expectations and prevent overreliance.
3. **Provide risk awareness training**: Educate staff on data privacy, security, bias, hallucinations, and other ethical considerations.
4. **Enhance technical understanding**: Facilitate effective human-AI collaboration through improved technical traiining.
5. **Define oversight responsibilities**
6. **Develop emergency procedures**

Process Integration

1. **Adapt workflows to incorporate AI agents**
2. **Establish decision-making frameworks:** Define clear roles for AI and human judgment.
3. **Implement performance measurement**: Track AI performance and impact on business outcomes.
4. **Maintain rigorous quality control:** Ensure AI outputs meet organizational standards.
5. **Foster a culture of continuous improvement**

Communication Strategy

1. **Engage stakeholders**: Build trust and gather insights.
2. **Manage expectations**: Share AI capabilities and limitations.
3. **Report progress**: Share milestones and challenges.
4. **Address employee concerns**: Proactively address anxieties about job security and role changes.
5. **Celebrate successes**: Recognize and reward achievements to maintain morale and momentum.

VI. Implementation Strategy

Measuring Success of AI Agents

Key Performance Indicators (KPIs)

- **Efficiency**: Process speed improvements (e.g., 30% reduction in processing time). Resource utilization optimization. Improvements in First Call Resolution and Average Handle Time.
- **Quality**: Accuracy and reliability of AI outputs (e.g., 25% increase in diagnostic accuracy). Agent performance improvements.
- **Cost Savings**: Reductions in operational expenses (e.g., $10 million annual savings). Significant reduction in labor costs.
- **ROI**: Overall return on investment from AI agent implementation.
- **Customer Satisfaction**: Improvements in customer experience and retention (e.g., 15% increase in CSAT scores, 30% improvement in customer experience).

Long-Term Value Tracking

- **Business Impact:** Monitor effects on market share, profitability, and overall business performance (e.g., 20% sales boost).
- **Team Effectiveness:** Assess changes in productivity and collaboration (e.g., +40% efficiency).
- **Customer Retention:** Track long-term trends in customer retention (e.g., 10% reduction in churn).
- **Innovation:** Evaluate the rate of new product or service development (e.g., 35% faster sprints).
- **Risk Management:** Analyze the effectiveness of AI in identifying and mitigating risks (e.g., 50% reduction in fraudulent transactions).

VI. Implementation Strategy

AI Agent Learning Roadmap

Level 1: Foundational Knowledge

- **Generative AI (GenAI) Introduction**: Explore GenAI concepts, applications, and ethical considerations.
- **Large Language Models (LLMs)**: Understand transformer architecture, attention, tokenization, and embeddings.
- **Prompt Engineering**: Master zero-shot, few-shot, chain-of-thought, and temperature control.
- **Data Handling**: Learn to clean, structure, and preprocess data for AI.
- **API Wrappers**: Automate tasks using API calls (REST, GraphQL).
- **Retrieval-Augmented Generation**: Grasp the basics of RAG and embedding-based search.

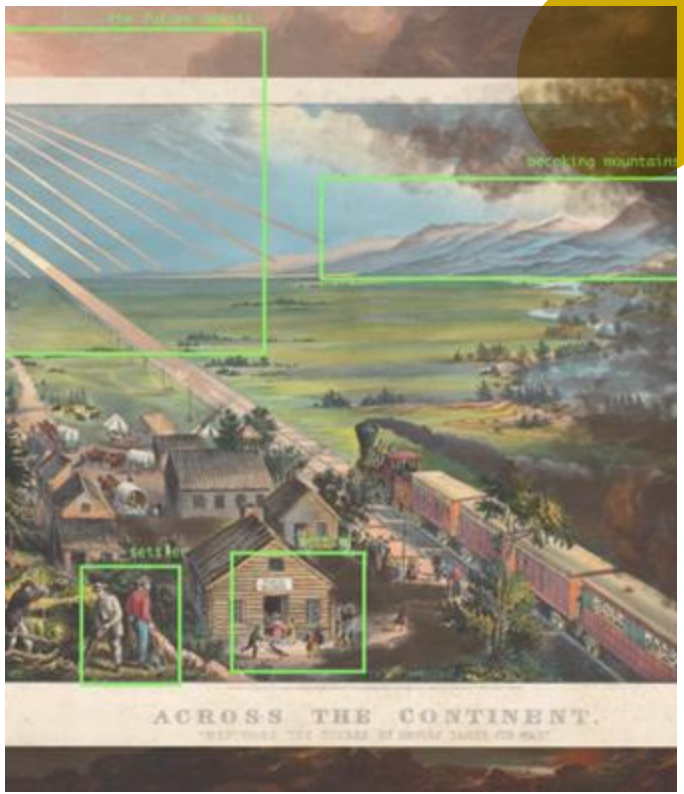
Level 2 - Agent-Specific Skills

- **Introduction to AI Agents**: Understand agent-environment interaction.
- **Agentic Frameworks**: Build agent workflows using frameworks like LangChain and explore low-code options like Langflow.
- **Building a Simple AI Agent**: Create your first agent, integrating LLM APIs.
- **Agentic Workflow**: Design multi-step tasks, optimize orchestration, and error recovery.
- **Agentic Memory**: Explore short-term, long-term, and episodic memory; learn storage/retrieval mechanisms.
- **Agentic Evaluation**: Measure accuracy, response time, decisions, and context retention.
- **Multi-Agent Collaboration**: Learn collaboration strategies and agent communication.
- **Agentic RAG**: Master context handling, memory, pipelines, and feedback loops.

Free Resources to Get Started

1. AI Python for Beginners
2. Generative AI for Everyone
3. Getting Started with LLM
4. Prompt Engineering for VLMs
5. RAG Basics and Advanced
6. Build AI Apps with GPT Wrappers
7. Evaluation Metrics for AI Agents
8. Agentic RAG with LlamaIndex
9. Agent Memory

AI Agent Tools



Key AI Agent Tools and Features

- **OpenAI's Operator (Q1 2025)**: Claims to accomplish multi-step tasks autonomously
- **Anthropic's Claude "Computer Use"**: Allows non-engineers to build AI agents that click buttons and type autonomously
- **Google's Vertex AI Agent Builder**: Provides visibility into agent behavior (explainability)
- **Langflow**: Visual interface, reusable components and templates, and open-source.
- **Other Notable Tools**: Flowise, Cursor, Fify, VectorShift, Voiceflow

- Section VII

Future Outlook

VII. Future Outlook

The Evolution of Work in an AI-Agent Era

Emerging Roles

AI Agent Managers/Trainers, AI Personality Designers, ICs managing multiple agents, Oversight Experts, and Integration Experts and Integration Experts, focusing on supervising AI performance and integrating solutions into systems.

Evolving Skill Requirements

Technical literacy, risk assessment, strategic thinking, and agent management.

First Roles to Change

Content creation, campaign management, analytics, customer service, and administrative roles are shifting towards AI automation and displacement.

Organizational Impact

Human-AI hybrid teams, new collaboration Models, and process changes as workflows are redesigned to incorporate AI capabilities and new quality control systems monitor AI inputs


Meet Piper the AI SDR
QUALIFIED
#READY TO WORK
14X48
OUTFRONT
464050
6269

VII. Future Outlook

Industry Evolution and Emerging Trends

Market Dynamics

Competition in AI development is intensifying with **vendor consolidation** rising to achieve efficiency. Generative AI is **attracting investments,** fueling **innovation and market maturity,** despite **ethical challenges**.

Regulatory Development

Regulations are evolving to address AI's societal impact (EU AI Act). Standards for trustworthy AI are being updated (NIST). Companies face increasing compliance demands regarding **privacy, transparency, and bias.**

Future Challenges

Environmental concerns about **AI's staggering energy use** are growing. **Investment in training** is needed to bridge the **widening skills gap.** International cooperation is crucial to harmonize global AI governance.

Cautionary Tales: Learning from the Past and Present

Historical Lessons

Automation has often fallen short of promises, resulting in greater corporate profits that don't translate into increased leisure time or higher salaries.

High-profile failures highlight the risks of inadequate testing.

The FTC has taken action against companies for deceptive claims about AI capabilities.

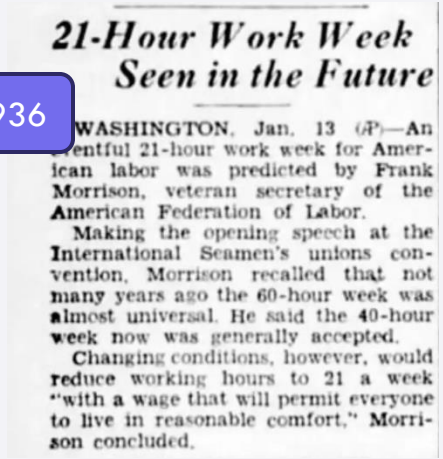
Potential Downsides

Depersonalized Experiences: Over-automation can lead to reduced human interaction and customer dissatisfaction (e.g., self-checkout and items locked behind store shelves).

Poor User Experience: Badly designed AI systems (e.g., frustrating chatbots or phone trees) can damage customer relationships.

Cautionary Tales: Learning from the Past and Present

1936



21-Hour Work Week Seen in the Future

WASHINGTON, Jan. 13 (AP)—An eventful 21-hour work week for American labor was predicted by Frank Morrison, veteran secretary of the American Federation of Labor.

Making the opening speech at the International Seamen's unions convention, Morrison recalled that not many years ago the 60-hour week was almost universal. He said the 40-hour week now was generally accepted.

Changing conditions, however, would reduce working hours to 21 a week "with a wage that will permit everyone to live in reasonable comfort," Morrison concluded.

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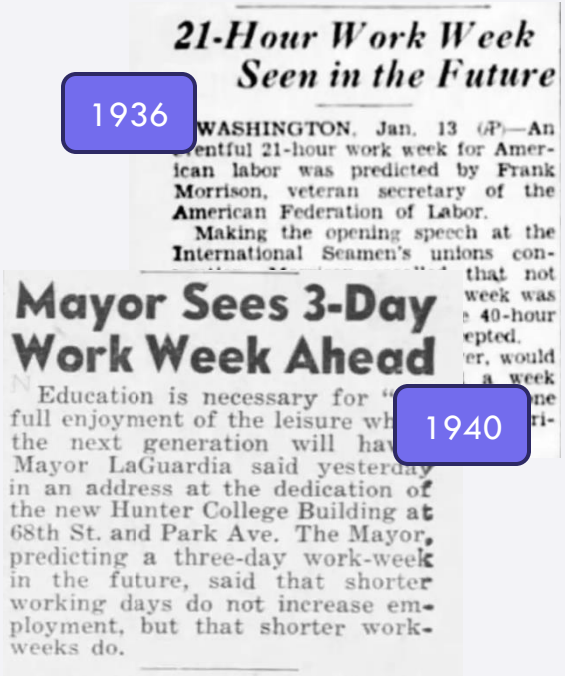

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1940

Mayor Sees 3-Day Work Week Ahead

... Education is necessary for "... full enjoyment of the leisure wh... the next generation will hav... Mayor LaGuardia said yesterday in an address at the dedication of the new Hunter College Building at 68th St. and Park Ave. The Mayor, predicting a three-day work-week in the future, said that shorter working days do not increase employment, but that shorter work-weeks do.

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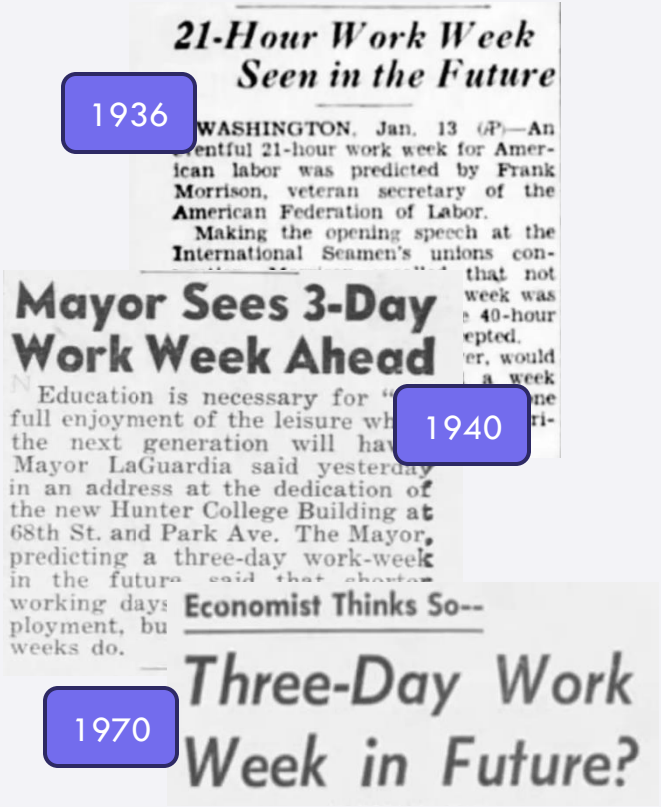

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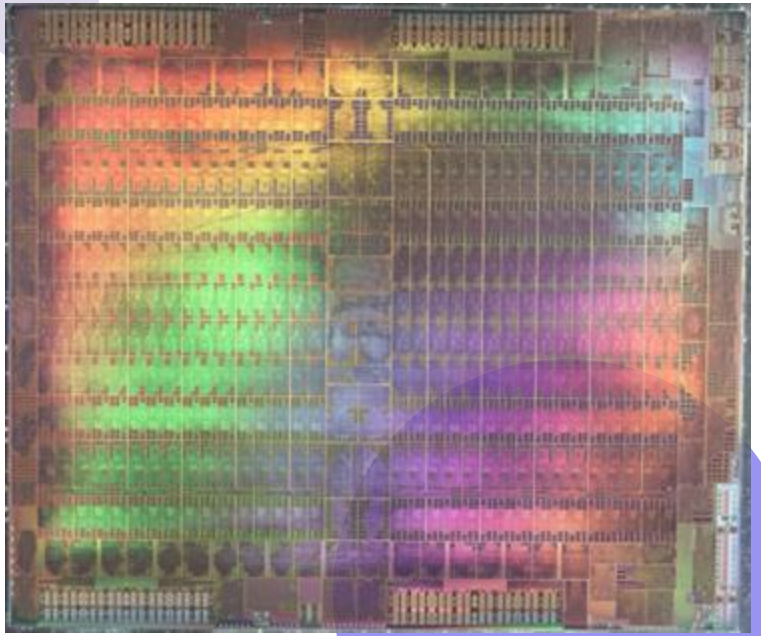
1970

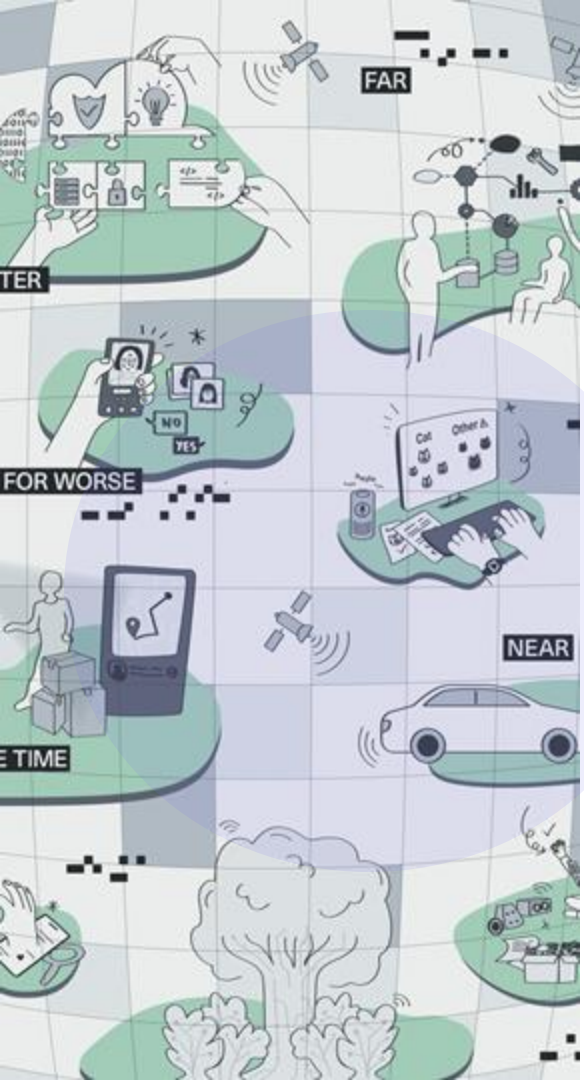
Economist Thinks So--

Three-Day Work Week in Future?

Section VIII

Action Items & Next Steps





VIII. Action Items & Next Steps

Assessment & Planning

Risk Evaluation: Conduct a comprehensive analysis to identify potential risks (data privacy, ethics, operations). Utilize frameworks like the MMA Marketing AI Risk Evaluation Framework.

Use Case Identification: Determine specific areas where AI agents can add value (e.g., customer service, data analysis). Focus on applications aligned with strategic goals and clear ROI.

Infrastructure Review: Assess your current technology infrastructure (data integration, computing resources, security). Ensure it can support AI agent initiatives.

Policy Development: Identify and develop necessary policies to govern AI usage (data governance, ethics, compliance).

Team Readiness Assessment: Evaluate current team skills and identify gaps. Plan for training or hiring to address these gaps.

VIII. Action Items & Next Steps

Resource Preparation

Budget Allocation: Allocate financial resources for technology, training, and potential partnerships. Ensure the budget aligns with projected benefits and ROI.

Team Training: Invest in training programs to enhance AI competencies (technical skills and ethical considerations).

Technology Evaluation: Assess various AI technologies and tools based on your organization's needs. Consider scalability, compatibility, and vendor support.

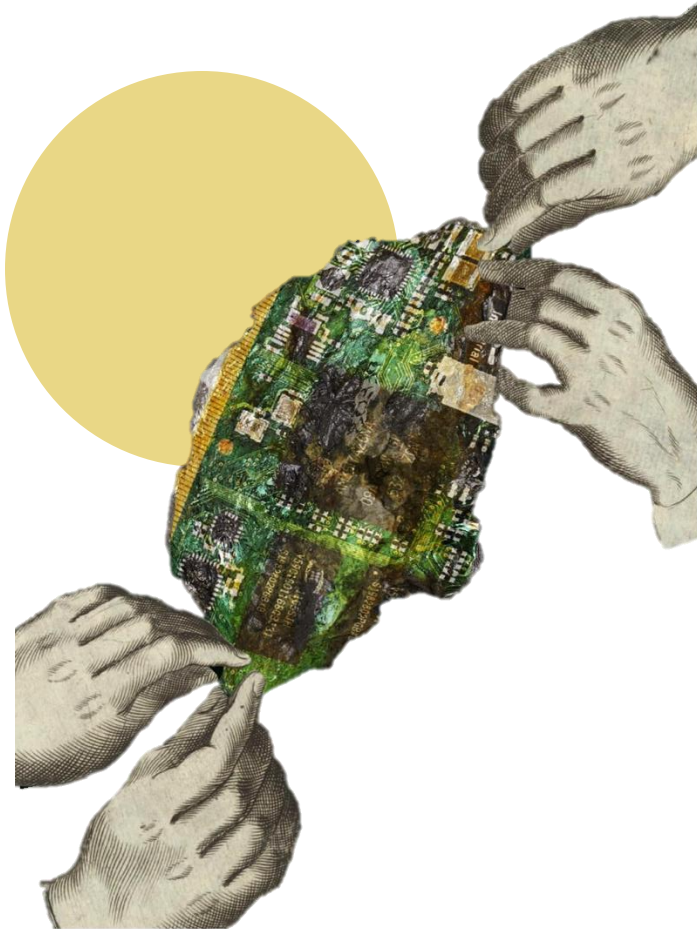
Partner Identification: Identify potential AI vendors or consultants. Evaluate their track record, reliability, and alignment with your objectives.

Success Metrics Definition: Establish clear metrics to measure the success of AI initiatives (e.g., efficiency, cost savings, user satisfaction).

Conclusion

AI Agents in Marketing
Key Takeaways

- **AI agents offer significant potential to transform marketing,** boosting efficiency, productivity, and customer personalization. However, the technology is **currently overhyped**.
- **Adoption is still in its early stages,** providing a chance for organizations to lead if they navigate the hype strategically.
- **Strategic implementation can drive revenue growth,** but improper implementation can lead to wasted resources.
- **Strong governance and ethical frameworks are essential** to ensure responsible deployment and mitigate risks.
- **The line between human and AI roles will blur,** requiring proactive skill development and workforce adaptation.



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Thank you.