LTIMindtree

AI Smart Marketing Content Navigator

GenAI has expanded CMO's scope and accountability

CMO

- Marketing has evolved to become strategic growth driver for business
- Need for shift beyond promotional campaigns to creating personalized customer interactions
- Understand and leverage new technologies to drive rapid growth
- Keep the marketing budget in check, while improving team productivity

Want my **marketing analyst** to improve targeting and personalization of campaigns to drive sales

Need my **content marketing manager** to generate creative and differentiated content faster

Need my **campaign managers** to optimize SEO spend while driving more traffic to website

Want my **brand manager** to ensure brand consistency & positioning across content and channels

GenAI in Marketing: Opportunity to drive enterprise growth

20%
of current marketing & sales-team functions could be automated

McKinsey

94%
Marketing leaders think gen AI will become a regular part of tech stacks within four years

Gartner

30%
Outbound marketing messages from large organizations will be synthetically generated by 2025

Gartner

Bespoke brand algorithms will power agency offerings and Gen AI will recast all marketing as "Digital Marketing".

Forrester Predictions for 2024

1 in 4
organizations have already implemented Gen AI in marketing operations

Deloitte

11.4
hrs/week saved the average content marketing employee
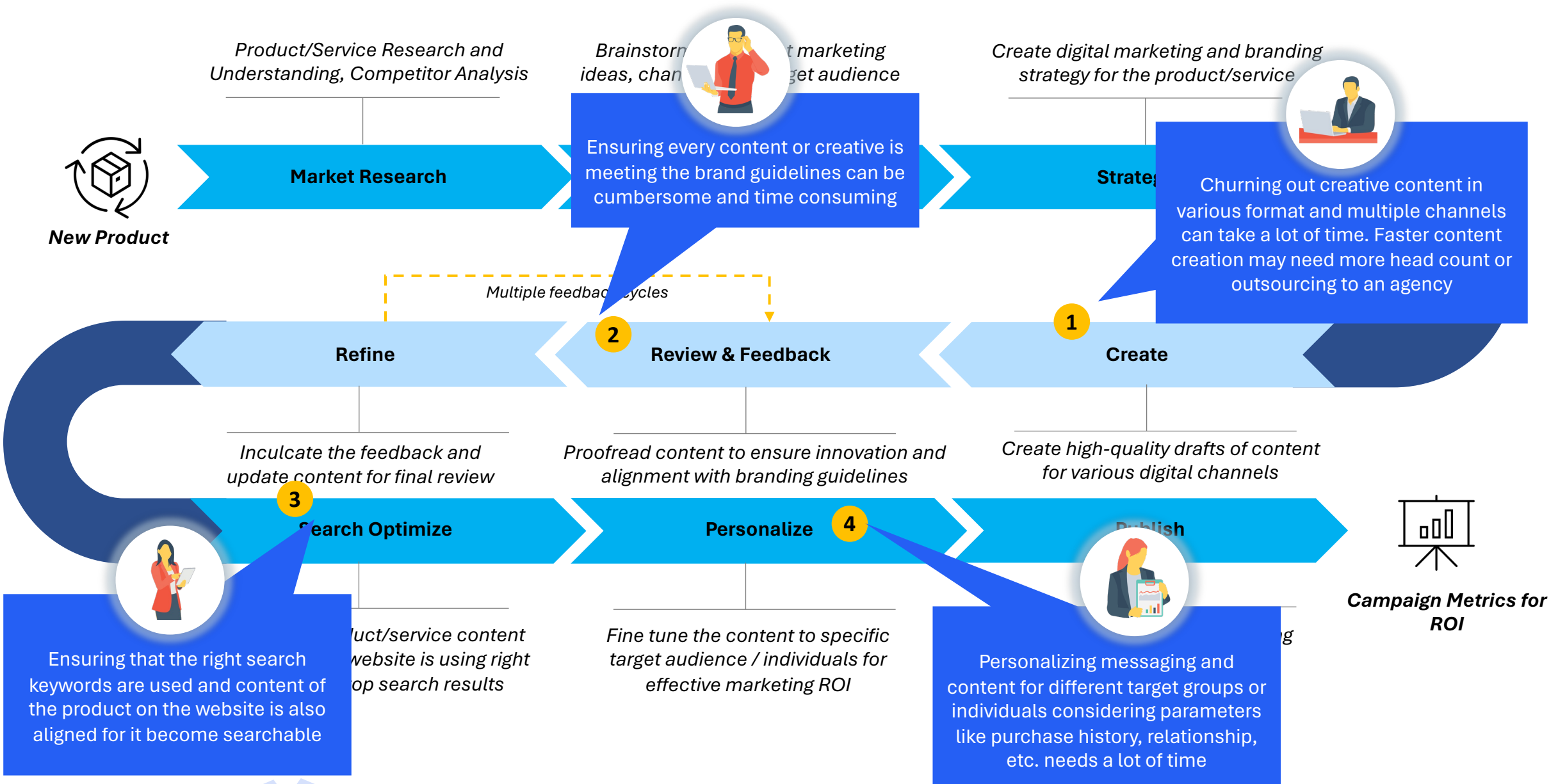
Deloitte

Generative AI should be used for content generation and creating more customized content, email designs for internal and external audience, personalized copies for sales pitch, social outreach, executive communication, customized images, etc.
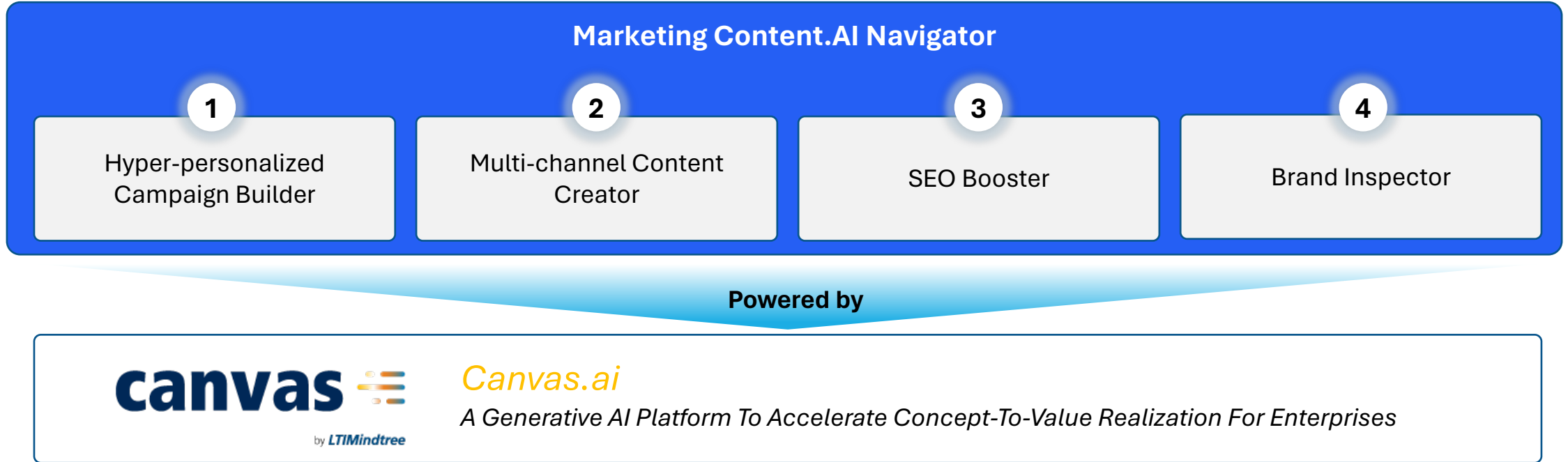
VP, professional services industry, 10,000+ employees

Content Marketing Lifecycle & Challenges

Product/Service Research and Understanding, Competitor Analysis

Brainstorm ... marketing ideas, chan ... get audience

Create digital marketing and branding strategy for the product/service

New Product

Market Research

Ensuring every content or creative is meeting the brand guidelines can be cumbersome and time consuming

Strateg...

Churning out creative content in various format and multiple channels can take a lot of time. Faster content creation may need more head count or outsourcing to an agency

Multiple feedback cycles

2

Refine

Review & Feedback

1

Create

Inculcate the feedback and update content for final review

Proofread content to ensure innovation and alignment with branding guidelines

Create high-quality drafts of content for various digital channels

3

Search Optimize

Personalize

4

Publish

Ensuring that the right search keywords are used and content of the product on the website is also aligned for it become searchable

...uct/service content ...website is using right ...op search results

Fine tune the content to specific target audience / individuals for effective marketing ROI

Personalizing messaging and content for different target groups or individuals considering parameters like purchase history, relationship, etc. needs a lot of time

Campaign Metrics for ROI

Introducing LTIM's AI Smart Marketing Content Navigator

End-to-end GenAI powered content marketing solution for Enterprises

Marketing Content.AI Navigator

1 Hyper-personalized Campaign Builder

2 Multi-channel Content Creator

3 SEO Booster

4 Brand Inspector

Powered by

canvas by LTIMindtree

Canvas.ai

A Generative AI Platform To Accelerate Concept-To-Value Realization For Enterprises

Impact Kontent.ai can create for marketers

>40%
Improvement in productivity

>35%
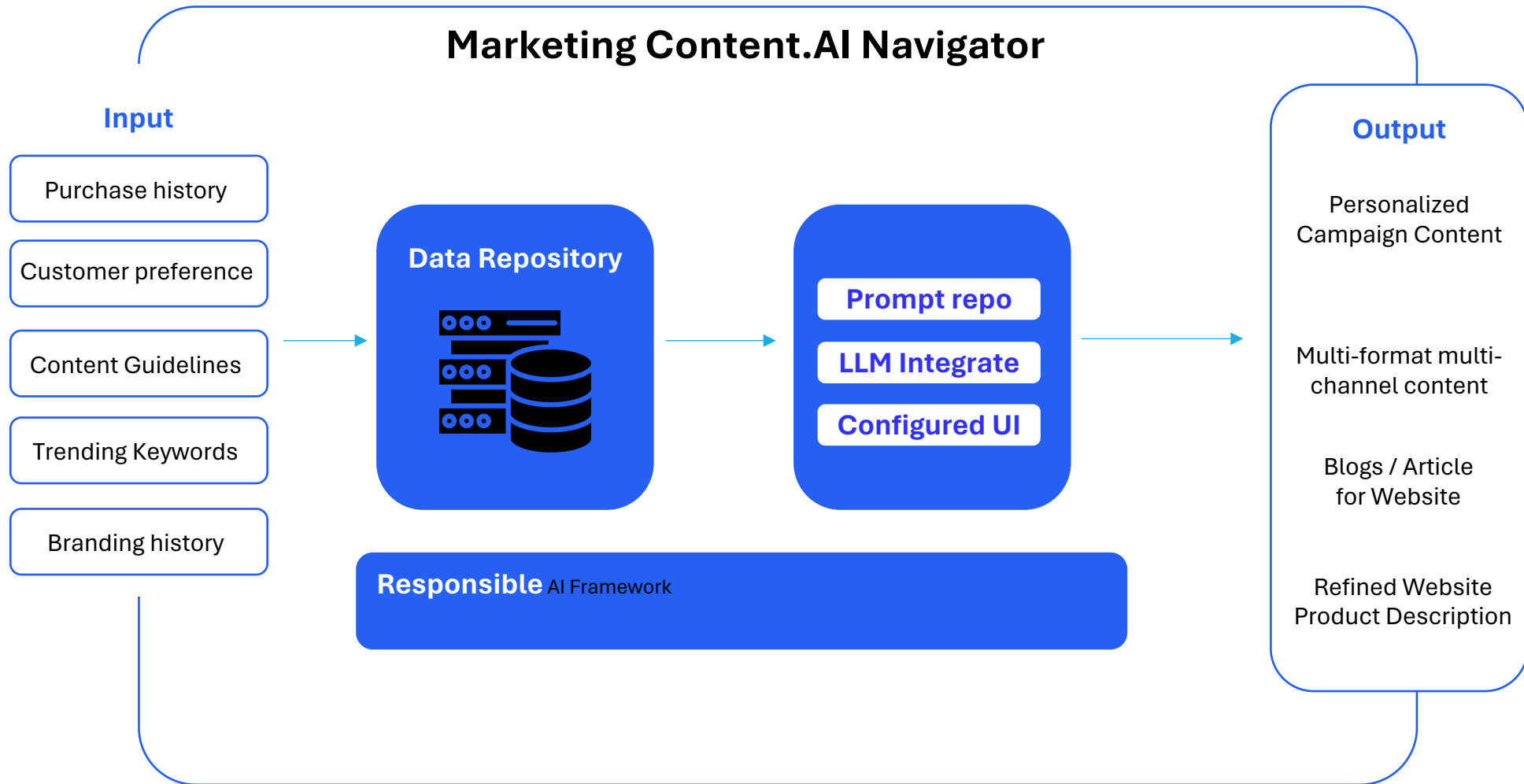Improved campaign ROI

50%
Increase in website traffic

20%
Improved CSAT/NPS

AI driven marketers' journey for efficiency

Product/Service Research and Understanding, Competitor Analysis

Brainstorming con... ...ng ideas, channels and ...ence

Create digital marketing and branding strategy for the product/service

Market Research

Strategize

New Product

Refined AI driven content creatives meeting the brand guidelines

Ai driven creative content in various format and multiple channels of social reach

>40% improvement in productivity with brand ready content always

80% reduction in content creation time

Multiple feedback cycles

2

1

Refine

Review & Feedback

Create

Inculcate the feedback and update content for final review

Proofread content to ens... alignment with brand...

>50% increase in the CTR due to hyper personalization

...gh-quality drafts of content ...arious digital channels

3

4

Search Optimize

Personalize

Publish

50% increase in website traffic with use to optimized search keywords

...ne tune the content to sp... target audience / individua... effective marketing RO...

...r marketing ...ss various ...ls

Campaign Metrics for ROI

AI driven amalgamation of trending keywords to enable trending content for web site optimization and serach

...e website is using right ...o top search results

AI driven hyper personalized messages for different target groups based on purchase history, relationship, etc.

>25% improvement in campaign ROI

Power of AI Smart Marketing Content Navigator

Marketing Content.AI Navigator combines Generative AI enabling disruptive automation in marketing journey, empowering marketing analysts with creative content and boosts revenue with better website traffic and product brand specifications for improved conversions

Marketing Content.AI Navigator

Input

- Purchase history
- Customer preference
- Content Guidelines
- Trending Keywords
- Branding history

Data Repository

Prompt repo

LLM Integrate

Configured UI

Responsible AI Framework

Output

Personalized Campaign Content

Multi-format multi-channel content

Blogs / Article for Website

Refined Website Product Description

How can AI Smart Marketing Content Navigator amplify your reach and team's potential?

Modules

01 Hyper Personalization Campaign Builder

02 Multichannel Content Creator

03 SEO Booster

04 Brand Inspector

Key Features

- Utilize AI algorithms to analyze datasets
- Identify nuanced audience segments
- Dynamically generate personalized content targeted at individuals based on their preferences, behavior, and demographics

- Assist in managing and optimizing content marketing efforts across various channels, ensuring consistency and effectiveness
- Create multi-format marketing content as per channel requirements

- Leverage AI-driven analytics to create effective SEO campaign
- Analyzing top trending search keywords and conversion rates
- Leverage or finetune website content to improve search results

- Leverage branding guidelines to create authentic and compelling brand narratives
- Strengthen brand perception with curated content & artwork
- Generate high-quality content quickly in few minutes

Key Benefits

- 45% Improved Conversions with hyper personalized messaging
- 2X improvement in CSAT
- 20% increase in efficiency of marketing spend

- 80% Faster Content Creation
- 40% improvement in productivity
- More content variations for A/B testing

- 25% improved campaign ROI
- 40% increase in website traffic

- 27% improvement in brand recall
- Consistent brand messaging across channels

Contributes to

↑ Revenue

↑ Productivity

↑ Revenue

↑ Productivity

Few examples of this offer delivering value to our clients...

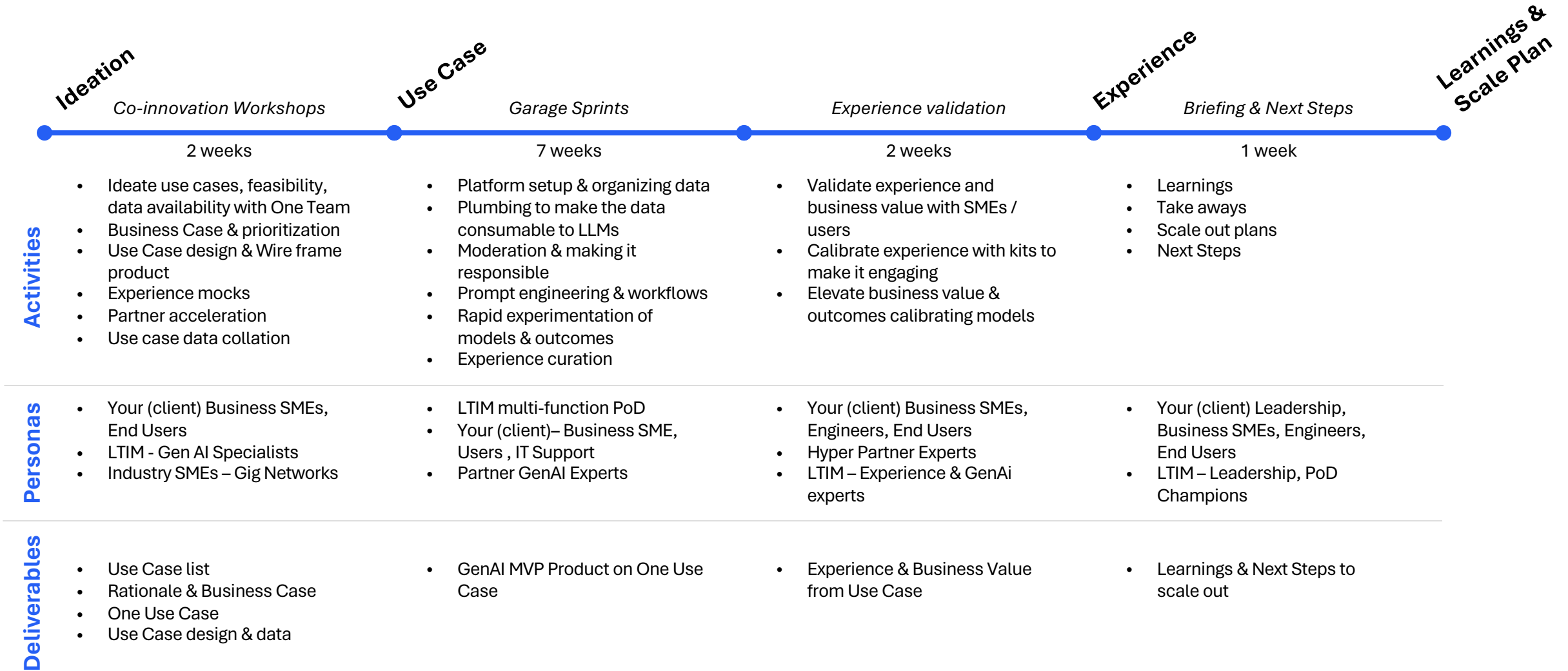|	**Content Generation**	**Virtual Assistants**	**Creative Product Design**	**Customer Engagement**
Initiative	GenAI to create ad, social media posts, and product descriptions, saving time and ensuring a consistent tone. Generate ideas for blog posts based on trending topics, user preferences, and industry trends.	Interactive Chatbots - Develop chatbots that can engage with users on websites or social media, answering queries, providing information, and guiding users through the sales funnel.	Image and Video Creation: Generate unique images, graphics, or video content for marketing materials. Logo Design: Use generative AI to assist in the creation of logos and visual branding elements.	Interactive Polls and Surveys: Generate interactive content like polls and surveys to engage customers and collect valuable feedback.
Value Delivered	▪ Writing cost reduction via automated faster content creation ▪ Increase in platform traffic (Email, LinkedIn and Blog Post) with higher quality content ▪ Better alignment to brand guidelines, strategy by effective use of company knowledge	▪ Increase in efficiency and productivity by automating repetitive and time-consuming marketing tasks like searching the legal documents for compliance. ▪ Faster and more accurate insights	▪ Increase in efficiency and productivity by creating visuals dynamically with based on content key words	Improved customer loyalty ▪ Analyzing customer feedback, understanding sentiment, and implementing the areas for improvement ▪ Targeted Campaigns ▪ Personalized Interactions
Personas Impacted	▪ Content Writer ▪ Content Marketing Manager	▪ Content Writer ▪ Content Marketing Manager	▪ Brand Manager	▪ Marketing Analyst ▪ Content Marketing Manager
Customer	▪ Global HVAC Major ▪ Global CPG Major	▪ UK Nonprofit Organization	▪ Global CPG Major ▪ Largest Bank in USA	▪ Global CPG Major

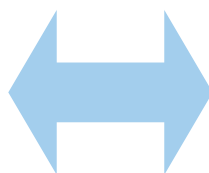# An agile and accelerated implementation with focused outcomes

Ideation — Co-innovation Workshops — 2 weeks
Use Case — Garage Sprints — 7 weeks
Experience — Experience validation — 2 weeks
Learnings & Scale Plan — Briefing & Next Steps — 1 week

	Co-innovation Workshops (2 weeks)	Garage Sprints (7 weeks)	Experience validation (2 weeks)	Briefing & Next Steps (1 week)
Activities	• Ideate use cases, feasibility, data availability with One Team • Business Case & prioritization • Use Case design & Wire frame product • Experience mocks • Partner acceleration • Use case data collation	• Platform setup & organizing data • Plumbing to make the data consumable to LLMs • Moderation & making it responsible • Prompt engineering & workflows • Rapid experimentation of models & outcomes • Experience curation	• Validate experience and business value with SMEs / users • Calibrate experience with kits to make it engaging • Elevate business value & outcomes calibrating models	• Learnings • Take aways • Scale out plans • Next Steps
Personas	• Your (client) Business SMEs, End Users • LTIM - Gen AI Specialists • Industry SMEs – Gig Networks	• LTIM multi-function PoD • Your (client)– Business SME, Users , IT Support • Partner GenAI Experts	• Your (client) Business SMEs, Engineers, End Users • Hyper Partner Experts • LTIM – Experience & GenAi experts	• Your (client) Leadership, Business SMEs, Engineers, End Users • LTIM – Leadership, PoD Champions
Deliverables	• Use Case list • Rationale & Business Case • One Use Case • Use Case design & data	• GenAI MVP Product on One Use Case	• Experience & Business Value from Use Case	• Learnings & Next Steps to scale out

Team that will drive this

Client Team

Business SME

Project Manager / Scrum Master

LTIMindtree Team

Project Manager

GenAI Architect

Senior Business Analyst

GenAI specialist

ML Tester

Data Engineer

UX Expert

UI Expert

Thank you!

LTIMindtree