5 Questions to Ask
Your Members About AI

A Digital Marketing eBook for Vistage and TEC Canada Chairs

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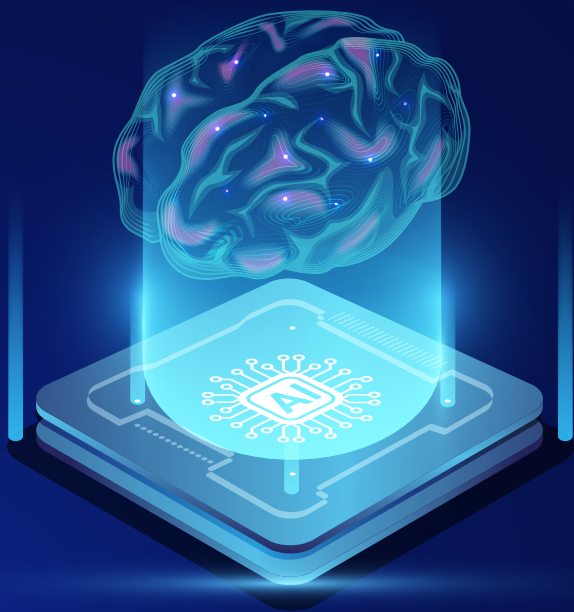
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Introduction

Vistage and TEC Canada members are hungry for insights on how to use AI to grow their companies. The amount of information and apps available to make this work is overwhelming and can leave your members confused and indecisive.

Learn how to effectively engage with AI to better market and grow your business.

Let's take the mystery out of AI and help your members get the AI strategy they must have to succeed and grow their business with better marketing!

To make this happen you will need to do what all great Chairs do well; ask the right questions.

This will result in your members effectively engaging with AI to get better at marketing and grow their business.

Why This eBook is Important.

By asking the right questions you motivate your members to take action. The five questions in this eBook will move your members towards improved marketing and the development of a stronger, more talented sales and marketing team.

In today's digital and AI-driven world, marketing is highly measurable. Get your members to do these things and they will see measurable results in:

- **More brand exposure**
- **Increased website visitors**
- **Higher search engine results**
- **Growth of email contacts**
- **Website and digital marketing lead conversions**
- **Growth in social media awareness and followers**
- **Improved ROI from paid ads**
- **Increased sales**

This happens because better marketing grows your member's sales funnels and your member's business will grow based on the strength of that sales funnel.

AI Unlocks Your Business Potential

5 Marketing and AI Questions

Here are the five key questions Vistage and TEC Canada Chairs should ask their members about the use of AI to grow their company.

1. How are you using AI to better understand your customers?

This is the starting point. The best marketers live inside the head of their customers and work hard to understand their needs and concerns.

There has never been a better tool than AI to help your members understand their prospective customers. Marketing teams will get great value by using AI to build marketing personas of their ideal customers and get inside their heads. Your members can use AI to not only build the personas, but also determine the content they want to read in their buyer's journey and provide a plan on how to find them. Encourage your members to use AI to identify these new customers and get the deeper insights needed to reach them.

Here are a few AI prompts to develop marketing personas:

- **Write a buyer's persona for (fill in the blank with the product or service).**
- **Show me the buyer's journey or sales funnel of this persona.**
- **What content does the persona desire to read when researching?**
- **How do I find more customers who match the profile of my best customer?**
- **What websites and social media platforms are used by this persona when researching?**

Your members can interact with the AI as they would a marketing consultant. They can ask the AI to be their persona and then have a conversion or role play with their prospective customer!

Great marketing is about targeting the right buyers and AI is an incredibly valuable resource to make this happen. Get your members on board with using AI to understand their target market and you will help them grow their business.

Key Takeaways

Use AI prompts to build a list of segmented personas for the member's key products and service offerings. Build a plan to find these customers where they research and write the content they want to read.

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2. How are you using AI to improve your sales and marketing results?

Your members should have a clear vision for what AI can do for their sales and marketing teams. This goes well beyond administrative tasks and into AI strategies and tactics that have a meaningful impact on marketing results.

Here are four AI strategies to support your member's sales and marketing teams:

1. Supercharge and improve digital content and thought leadership.
Marketing today is about content and AI is a phenomenal tool to support content teams. AI should not be used to write content that gets posted on websites and social posts, but AI can be used to develop content ideas, strategies, topics and support the writing process. Content writers using AI are highly efficient and on target. This is especially effective when matched to strong persona work so teams are writing content people want to read!

AI can help your members identify their thought leadership and execute on a plan to get that content in front of their target market. This will drive growth because thought leadership attracts buyers.

2. Improve customer interactions and increase engagement.
Why give users a static website when they can communicate directly with an intelligent AI chatbot? This is the future of websites and get started now by having your members build their own custom ChatGPTs for their content and intelligent AI chatbots, clones and agents to interact with prospective customers.

3. Develop a stronger sales funnel from top to bottom.
Now that your members have identified their marketing personas, created engaging content, and understand where their audience goes to research, they can begin to determine the key steps or milestones in the buying process. These trackable call-to-actions (CTAs) stimulate people to move through the buying process. AI can help identify and refine the buyer's journey and assist in the creation of CTAs that move your member's target market towards a sale.

4. Build a more effective website that attracts visitors, builds engagement and drives leads.
At the center of the buyer's journey is your member's website. I have been reviewing Vistage and TEC Canada websites for over 20 years and I have seen massive improvements over the years. The website areas that almost always need to improve are the use of clear and direct content, improved CTAs and content that expresses thought leadership. AI is an excellent resource to improve website content in these areas.

These four strategies work together to drive growth. AI is a key resource to make that happen and is often overlooked or not used in a meaningful way by your members.

Key Takeaways

Build a plan for the use of AI in the four areas mentioned above. Encourage your members to think of AI as their personal sales and marketing consultant. Encourage your members to have regular conversations about marketing with ChatGPT and other AI tools.

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3. How is your team using AI to be better at sales and marketing?

This question helps leaders identify how their team is actively using AI to make themselves better at marketing and sales. Using AI to improve job performance by improving one's job skills is a major benefit of AI.

This is especially true when it comes to sales and marketing work. These are activities that can be measured, where skills make a difference and have a huge impact on company growth.

Here are a few ways your member's sales and marketing teams can use AI to get better results and be better at marketing.

Record meetings with an AI tool like Fathom to get more effective meeting summaries, clear priorities and action items.

- **Use AI to set impactful marketing priorities and tactics that get results.**
- **Determine highly targeted and focused content topics that get read.**
- **Prepare first draft content for blogs, websites, email and social media.**
- **Create a clone of key thought leaders to scale content efforts.**
- **Drive consistent branding and messaging across all channels.**
- **Get insights into improved marketing data, reporting and analysis.**
- **Improve search engine rankings with a deeper understanding of keyword intent.**
- **Competitive analysis and data insights to help positioning.**
- **Build a stronger sales funnel and buyer journey.**
- **Create marketing campaigns that work in the sales funnel and drive ROI.**

AI is an excellent sales and marketing mentor that keeps marketing teams sharp and allows them to move fast. AI also excels at analyzing vast amounts of data to create specific marketing strategies and content.

Key Takeaways

Position AI as a mentor to your sales and marketing teams. Make AI their personal sales and marketing consultant and trainer. Ask your members to check-in with their marketing teams and find out how they use AI in their daily work.

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4. How are you applying AI to develop as a marketing leader?

Marketing implementation goes beyond the team and also rests on the shoulders of leadership. Marketing is essential for growth and leadership must also leverage AI to help make this happen.

Here are a few AI prompts for business leaders that help them better understand marketing:

- **How should marketing translate my business strategy to drive growth?**
- **What happens if I increase or decrease my marketing budget?**
- **What are marketing trends in the (fill in with your industry) our Industry?**
- **Does our website homepage clearly translate value?**
- **Based on our website content, what do we do and how do we add value?**
- **Based on our website, who is our target market?**
- **Prep for marketing meetings with meaningful questions about ROI, sales funnel movement and marketing results.**

This forward-looking question encourages leaders to think strategically about how AI can help them be better at marketing.

Key Takeaways

Use the paid version of ChatGPT as your own personal sales and marketing consultant. Copy the content from your website's homepage and ask ChatGPT to tell you what your company does.

5. Which AI tools are you using, and what's their impact?

Asking about the AI tools used by your members helps you gain an understanding of where they are in their AI journey. This question helps you uncover internal and external barriers to AI implementation, such as lack of expertise, cost concerns, or data and privacy issues.

The starting point for most companies is the paid version of ChatGPT. This is not an optional tool and your members should use the team's version of ChatGPT so their team can collaborate.

Recommended AI Tools
AI adoption can be complex and confusing. At Intuitive Websites, we have filtered through many AI resources and tools and here are a few of the best.

- ChatGPT for individuals and work teams (https://OpenAi.com).
- Google's Gemini (https://gemini.google.com).
- Claude from Anthropic (https://Claude.ai).
- HeyGen for AI generated videos (https://HeyGen.com).
- Vapi for AI cloning and voice powered agents (https://Vapi.ai).
- ElevenLabs to capture your voice for AI cloning (https://ElevenLabs.io).
- Use Jasper (https://Jasper.ai) and Copy AI (https://Copy.ai) for content.
- Fathom AI (https://Fathom.video) for recording and summarizing Zoom meetings.
- Use Riverside (https://RiverSide.fm) to record high quality videos.
- Use OpusPro (https://Opus.pro) to quickly edit your videos for social postings and more.
- Use WorldTune (https://WordTune.com)to edit current copy and make you a better writer by taking rambling ideas and turning them into content.
- With WordAI (https://WordAI.com) you can re-write content and improve your sentence structure.
- Try Rytr (https://Rytr.me) it's great for short form content like emails and quick texts.
- For news and an easy to use prompt get Perplexity (https://Perplexity.ai) powered by several AI sources.

Many of the apps, websites and other tools are using the most common Large Language Models with ChatGPT and Gemini leading the way.

Key Takeaways

Have your members review these AI tools and explore those that would work best for their marketing teams.

Conclusion

AI and Marketing Checklist

Download a free digital marketing and AI checklist from our website here:

https://intuitivewebsites.com/checklist/ai-digital-marketing-checklist/

Meet the AI Clone of Thomas Young

You can have a detailed conversion about anything in this e-Book with my AI clone. Call the number below or click on the link and my clone is ready to help. I use my clone for content ideas to refine my thoughts and to help me remember things I have talked and wrote about in the past.

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AI Helps You Explore Your Bright Ideas!

Get the Book

AI is a game-changing technology that can drive marketing results to higher levels. The questions in this eBook will help your members use AI to gain a competitive advantage and grow sales. By focusing on the measurable impact of AI in marketing, business leaders can improve ROI, get productivity gains, and drive business growth.

Your questions will move your members to action, helping them run a stronger business and helping them become better leaders.

Here are a few more questions to think about:

- Are you subscribing to the team's version of ChatGPT?

- What challenges have you faced when integrating AI into your business?

- How have you addressed these challenges?

- Are you using AI for strategy and research in marketing?

Digital Marketing in the Age of AI
These questions align with insights from my new book "Digital Marketing in the Age of AI" and my Vistage presentations on digital strategy, inbound marketing, and AI adoption. They can help CEOs and business leaders identify gaps, optimize AI-driven strategies, and accelerate growth.

DIGITAL MARKETING IN THE AGE OF AI

GET FOUND.

GET HEARD.
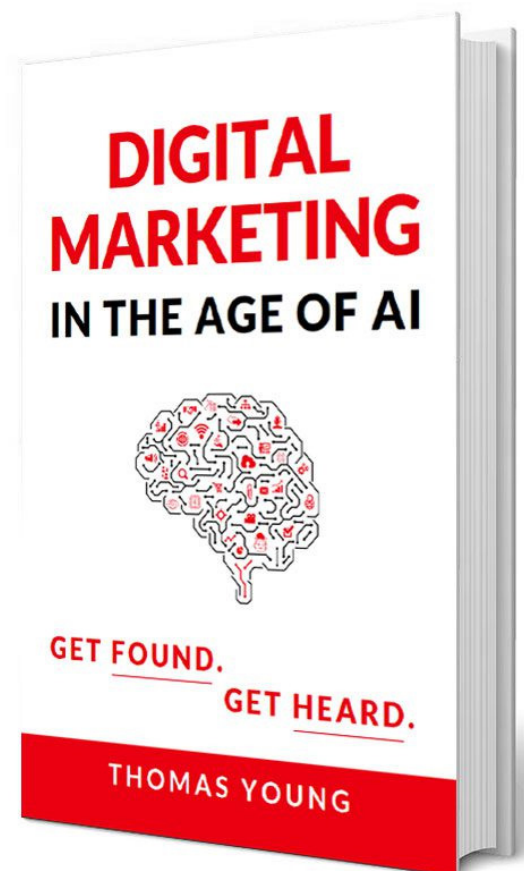
THOMAS YOUNG

Meet Tom

Thomas Young is a nationally recognized Vistage speaker, Founder of Intuitive Websites and author of four books including his most recent, Digital Marketing in the Age of AI. With over 35 years of experience and hundreds of presentations to business leaders, Tom brings a practical and strategic approach to help companies grow through smarter digital marketing.

His Four-Step Process is used by hundreds of firms and guides leaders in building high-ROI websites, leveraging AI tools like ChatGPT, and aligning sales with marketing strategy. Tom's Vistage and TEC Canada sessions are engaging, actionable, and tailored for busy executives who need clarity in a noisy digital world.

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