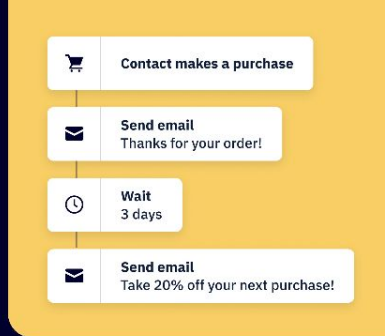
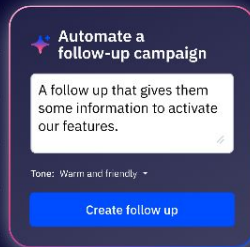


IFA Lunch & Learn Webinar

Reimagining Marketing: How AI Agents Are Changing the Game for Small Teams

Jackie Palmer, VP Product Marketing



Brandgrowth



2020

2021

2022

The Age of AI Agents

2035

69%

Feel excited about AI technology and its impact on their jobs

71%

Expect generative AI to eliminate busy work and let them focus more on strategic work

>80%

Integrate some form of AI into their online marketing activities

48%

Increasing AI adoption is a top goal

An abstract, organic shape composed of numerous small, glowing particles in shades of purple and blue, centered on a dark blue background. The particles are more densely packed in some areas, creating a sense of depth and movement.

**AI agents are
already everywhere**



**AI agents are artificial
intelligence that use tools
to accomplish goals**

Let's Bust a Myth!

AI will replace marketers

Let's Bust a Myth!

~~AI will replace marketers~~

AI won't replace marketers.

But marketers who use AI will
replace those who don't.

**So how can you transform
your marketing with
AI agents?**

Top Use Cases for Franchises



01 Content Creation

02 Personalization

03 Automation

04 Image and Video Generation

05 Data Analysis

06 Research

07 Social Media Marketing

08 Performance Marketing

93%
**of marketers use
AI to generate
content faster**

✦ Writing your follow-up email

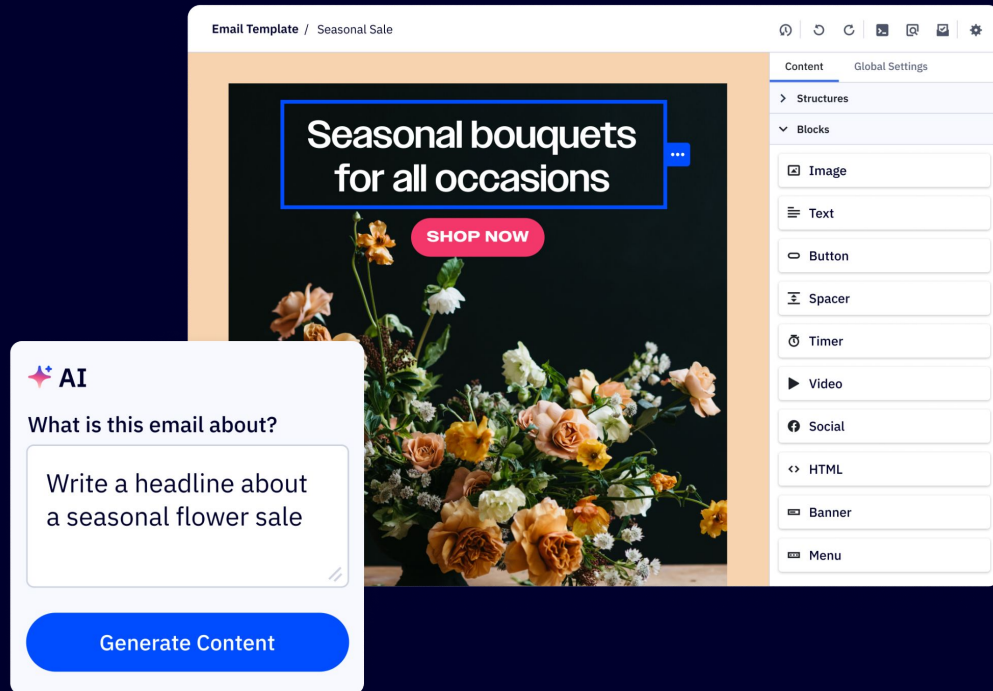
- ✓ Analyzing brand tone
- ✓ Writing variants for different industries
- ✓ Personalizing emails to individual contacts
- ✓ Adapting based on previous campaign performance

Content Creation

Remove writer's block and save time by using conversational prompts to compose and finetune content copy.

Draft content for emails, social posts, blogs, product descriptions, and so much more.

Customize campaigns with AI-driven content, layouts, and visuals with ease, ensuring personalized messages that adapt to each audience segment.



Personalization

Using AI for email personalization led to:

41%

increase
in revenue

13.44%

rise in
click-through rate

Personalization

Tailor campaigns and content to your audience for increased response rates and greater revenue.

Target your audience more effectively with AI-suggested segments, tailored to your industry and customized for your unique needs, all without manual work.

Ensure your campaigns land at the perfect time with AI-powered insights for send optimization.

The screenshot displays the ActiveCampaign user interface. On the left is a blue sidebar with navigation icons. The main area is divided into two panels. The left panel, titled 'Contacts', contains a list of menu items: 'Contacts', 'Accounts', 'Lists', 'MANAGE' (with a dropdown arrow), 'Segments' (highlighted in blue), 'Tags', 'Fields', 'Scoring', 'List Exclusions', 'Database Sync', 'Exports', 'Subscriptions by Email', 'Custom Email Headers', 'REPORTS' (with a dropdown arrow), 'Contact Trends', 'Contact Performance', 'Field Breakdown', 'Nearby Contacts', and 'Tag Trends'. The right panel, titled 'Segments', shows a list of AI-suggested segments. Each segment has a title, a star icon, and a brief description. The segments listed are: 'Re-engage Subscribers' (Contacts who engaged in the past but not recently...), 'Nurture Engaged Subscribers' (Highly engaged contacts who have viewed your website multiple times...), 'Welcome New Subscribers' (New contacts that were added but never emailed...), 'Attended pop up event' (Attended my pop up event @ Edgewater), and 'Purchased dog booties' (Customers who have purchased dog booties from us).

Contacts

- Contacts
- Accounts
- Lists
- MANAGE
- Segments**
- Tags
- Fields
- Scoring
- List Exclusions
- Database Sync
- Exports
- Subscriptions by Email
- Custom Email Headers
- REPORTS
- Contact Trends
- Contact Performance
- Field Breakdown
- Nearby Contacts
- Tag Trends

Segments

Segment Name

Re-engage Subscribers ✨

Contacts who engaged in the past but not recently. Consider targeting them in a re-engagement automation with curious or urgent content, like special offe...

Nurture Engaged Subscribers ✨

Highly engaged contacts who have viewed your website multiple times and engaged with an email in the last 7 days. Consider targeting these highly...

Welcome New Subscribers ✨

New contacts that were added but never emailed. Set up a welcome series automation triggered when a contact subscribes. This ensures timely...

Attended pop up event 🧑

Attended my pop up event @ Edgewater

Purchased dog booties 🐕

Customers who have purchased dog booties from us

Pit Boss Grills

Business Challenge

As Pit Boss Grills grew into a leading brand for outdoor cooking enthusiasts, they faced a major challenge: how to deliver personalized, relevant communication to customers at scale. With sales spanning both e-commerce and retail partners, connecting physical purchases to digital engagement and building an ongoing relationship with customers was difficult, leading to missed opportunities for upsells and community building.



Pit Boss Grills

Solution

ActiveCampaign's marketing automation, personalization tools, and seamless integrations with Shopify and NetSuite gave Pit Boss the ability to drive more targeted engagement. They now use purchase history, product preferences, and customer behavior to send highly relevant emails, from upsell offers for accessories to back-in-stock notifications and recipe inspiration, ensuring each customer receives communications tailored to their specific grill and interests.

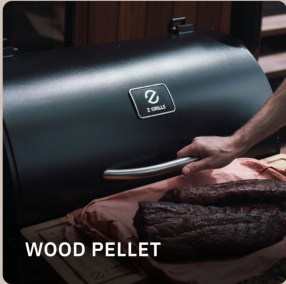
Subject: Fire Up Your Summer

Preheader: Your Backyard BBQ Upgrade Starts Now 🍔

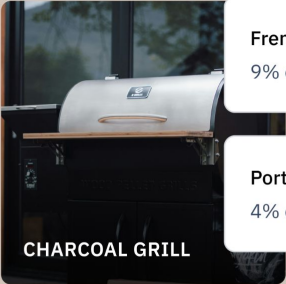
BRISKET BRO'S BBQ

Wood fired flavor starts here

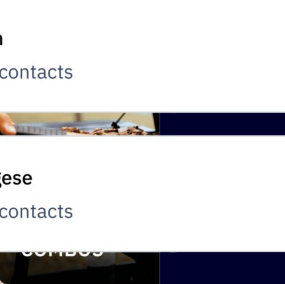
[SHOP NOW](#)



WOOD PELLET



CHARCOAL GRILL



SMOKER

English
72% of contacts

[Cancel](#) [Save edits](#)

Spanish
15% of contacts

French
9% of contacts

Portuguese
4% of contacts

Pit Boss Grills

Results

38.7% increase in email revenue year over year.

\$76k generated from a single two-email back-in-stock campaign.

786% increase in click-through rates on targeted emails.

34% open rate on personalized recipe email series.

Significant time savings for the marketing team, allowing them to **focus on strategic growth initiatives** rather than manual outreach.



Automation

43%

of marketing professionals
automate repetitive tasks and
processes with AI software

Automate a follow-up campaign

A follow up that reminds them to make the most of their trial and gives them some information about our new skincare products.

Tone: Warm and friendly ▾

✦ Create follow up



Contact opens email
Thanks for your order!



Wait 3 days



Generate follow up email



Add contact to Facebook
Custom Audience

Automation

Leverage AI to automate repetitive tasks so you can focus on higher-priority activities and be more productive.

Take the guesswork out of what's next by asking AI to pinpoint the next action to take across your automations, fine-tuning their effectiveness.

Leverage pre-built automation recipes to speed your development.

AI Builder

What do you want to automate?

A follow up that reminds them to make the most of their trial and gives them some information about our new skincare products.

Create automation



Contact opens email
Thanks for your order!



Wait 3 days



Generate follow up email

Frank and Sherri

Business Challenge

Running a fast-growing online education business, Frank and Sherri Candelario needed to maintain high-touch, personalized engagement with thousands of students — but manual marketing processes and contractor dependence slowed them down. They needed a faster, smarter way to manage outreach without sacrificing quality or burning out.



Frank and Sherri

Solution

With ActiveCampaign's AI automation tools, Frank and Sherri automated repetitive marketing tasks, personalized follow-ups based on member activity, and built campaigns faster using AI-generated prompts and automation recipes. Instead of relying on expensive contractors, they now use AI to suggest next actions, create targeted emails on demand, and manage student engagement at scale — allowing them to stay focused on delivering classes and expanding their mission.



Frank and Sherri

Results

Eliminated \$85/hour contractor costs by using AI campaign builder and suggested follow up.

Created campaigns in minutes using AI-driven prompts, reducing decision fatigue.

Personalized outreach by tracking student behavior and **automating follow-ups**.

Centralized membership and engagement workflows in **one system powered by automation**.



Image and Video Generation

68%
of images shared on
social media in Europe
are AI-generated

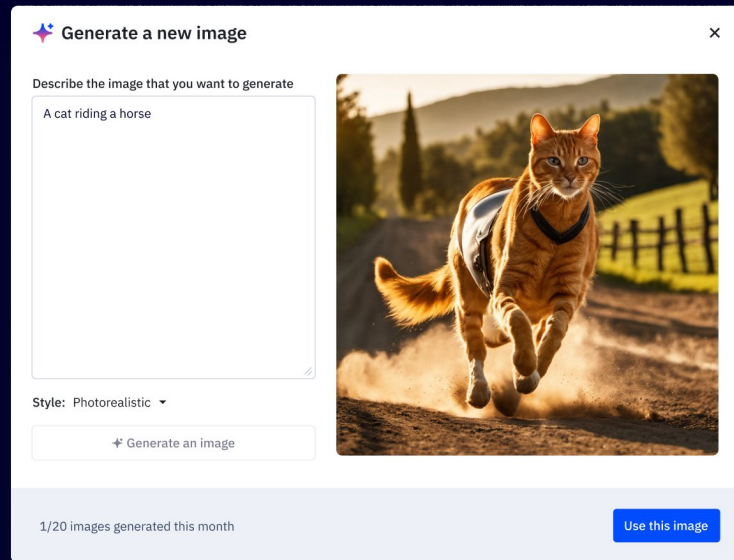


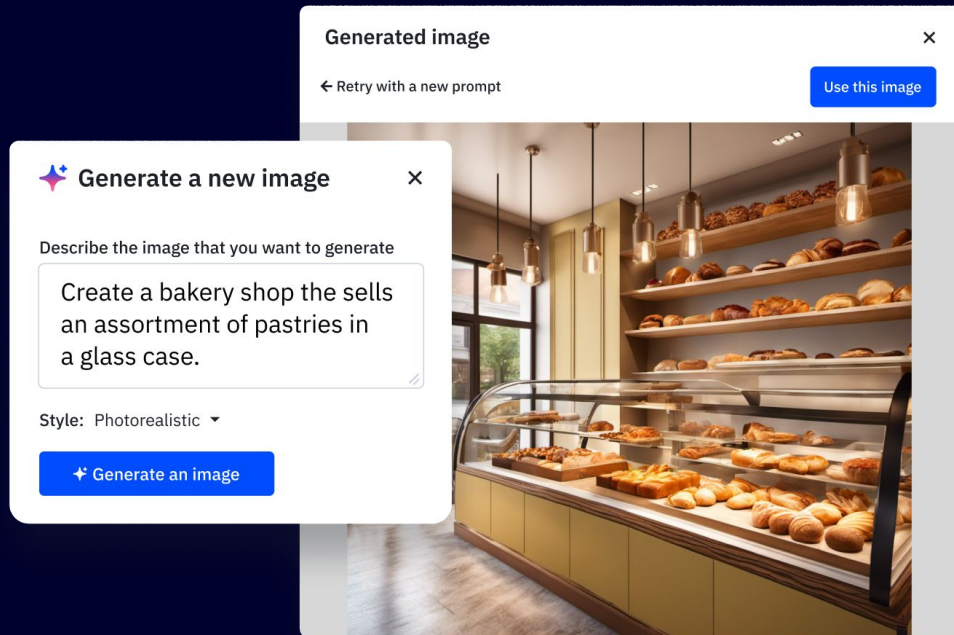
Image and Video Generation

Generate high-quality images in seconds, freeing up time for strategic marketing initiatives.

Create unique visuals tailored to your brand by simply entering ideas.

Import colors, fonts, images, and logos directly from your website to generate images and content that are perfectly on-brand.

Speed video production with AI text-to-speech generation, realistic AI voices, and AI animation to create more engaging and relatable video content.



YMCA of Alexandria, USA

Business Challenge

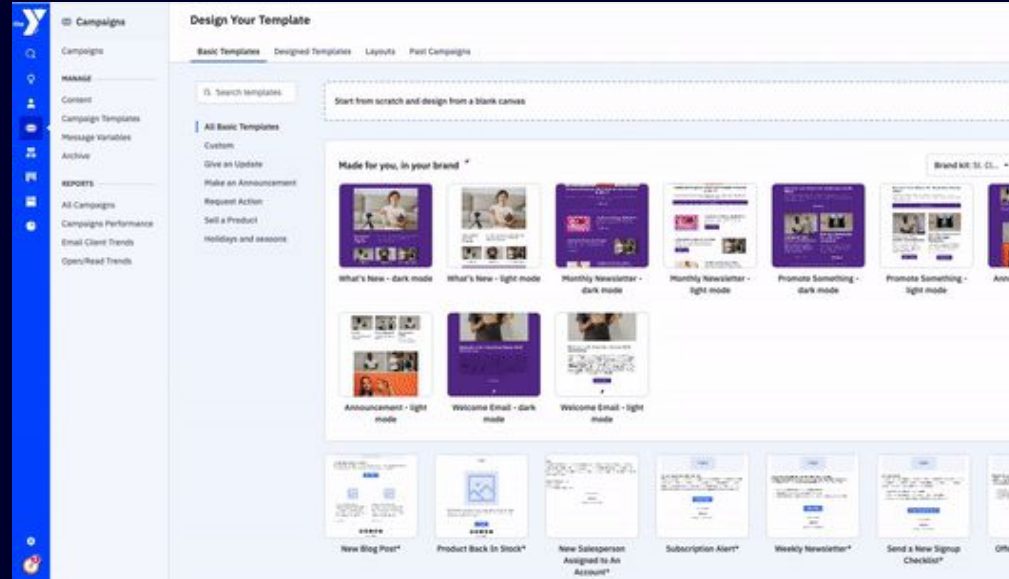
As a community hub serving a wide range of audiences, the YMCA of Alexandria needed to send relevant, branded communications that resonated with each member group. But with only one person managing email design, manually creating on-brand, engaging visuals for every campaign was time-consuming and difficult to scale.



YMCA of Alexandria, USA

Solution

ActiveCampaign's AI Brand Kit made it easy for the YMCA to generate consistent, impactful email designs by automatically applying their logos, fonts, colors, and brand elements across every communication. Without having to build templates from scratch, the team could quickly create professional visuals that maintained brand integrity and helped their messages stand out — ensuring every interaction with members felt cohesive, polished, and personalized.



YMCA of Alexandria, USA

Results

Saved 10+ hours per week by automating email design with the AI Brand Kit.

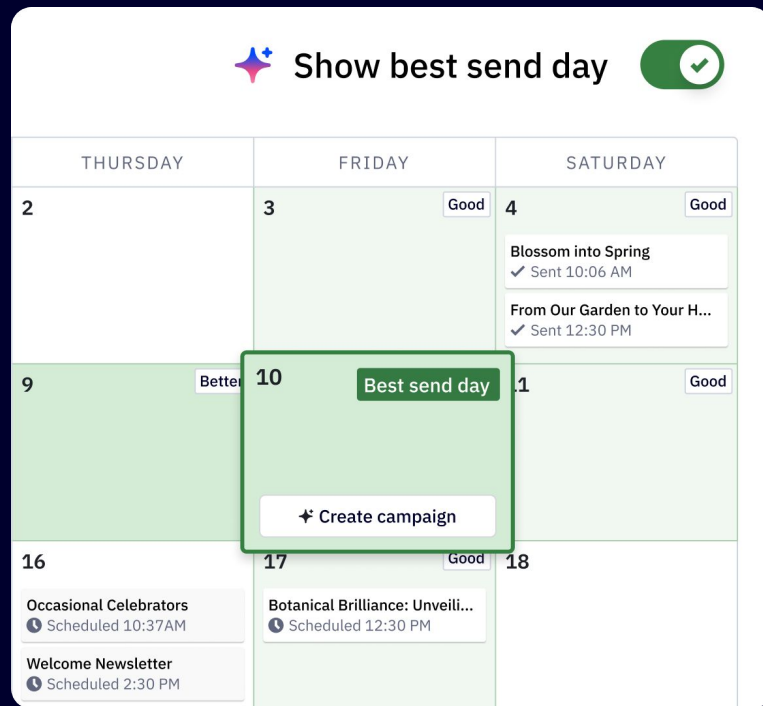
Created consistent, high-quality visuals that matched YMCA brand standards.

Enabled non-design staff to **easily produce branded emails**, eliminating bottlenecks.

Achieved a **12.8% click-through rate** for a targeted campaign, compared to a 2% industry average.



41%
of marketers analyze
data for insights
with AI tools



Data Analysis


Leverage AI to uncover trends and categorize customers based on patterns and trends for smarter decision making.

Use AI to analyze behavioral customer data to help with customer journey mapping and improve engagement and interactions.

Use past purchase history and engagement to estimate customer lifetime value and adjust messaging accordingly.

Automatically analyze customer reviews, social media comments, and online feedback, and send personalized follow-ups based on whether the sentiment is positive or negative.

< Back×



AI Prompt
Bring AI into an automation. Perform a complex calculation, summarize, translate, categorize fields, and more.

What do you want to do with this contact?

Use a contact's personalization tag in your prompt to ask AI for more information or to perform a task


Save the response to this field


☒ Save to existing field


Select a field


☐ Create a new field

Example prompts

Summarize  Company Description in 10 words or less

Categorize  Survey Response into one of the three following categories: Positive, Neutral, Negative

Where is this phone number from geographically?  Phone Number

Translate  Interests into a different language

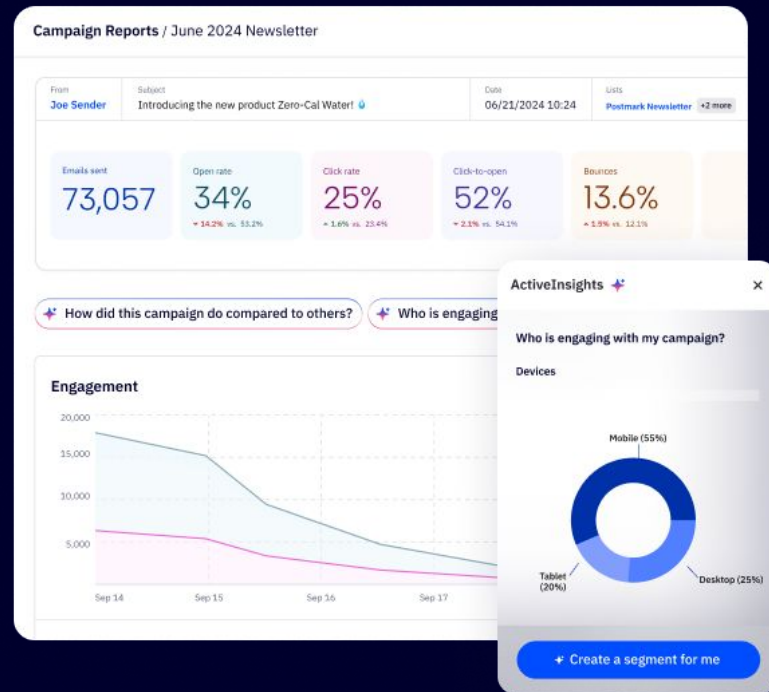
[See more examples](#)

Cancel

Save

Research

40%
of marketers use
artificial intelligence
to conduct research

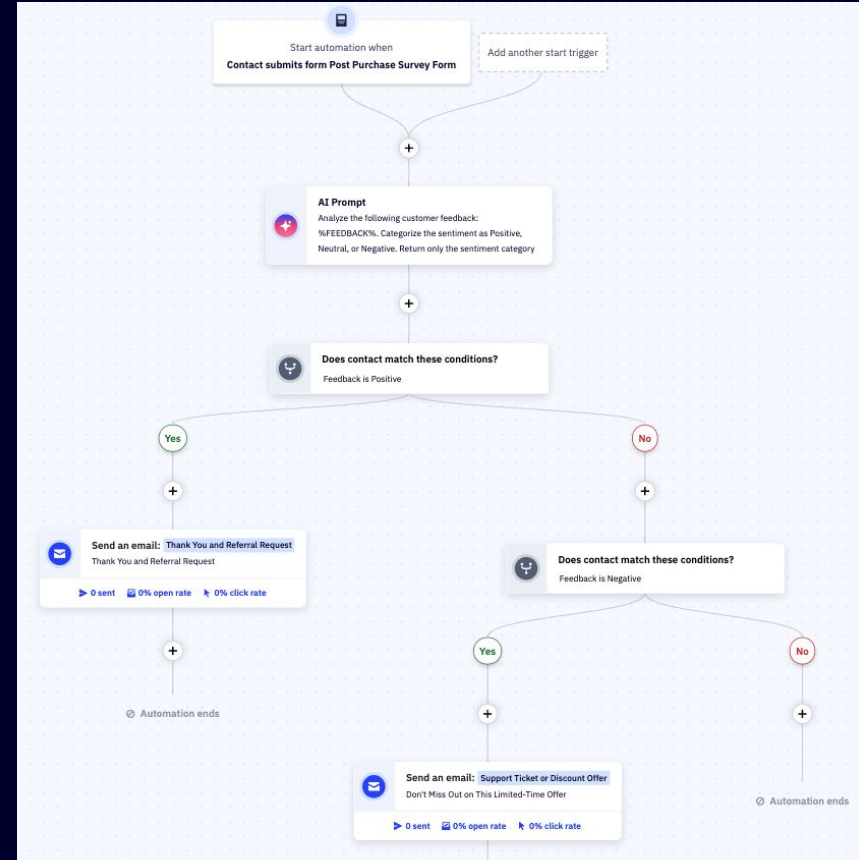


Research

AI-powered chatbots and virtual assistants can be used to collect real-time feedback from customers like customer satisfaction surveys at a speed that humans can't match.

Virtual focus groups and panels can be simulated using AI to provide real-time feedback and eliminate the need for in-person sessions.

Speed up the competitive analysis process with AI to track strategies, pricing, and performance.



43%

of marketers think AI
is important to their
social media strategy



Social Media Marketing

Automate tasks such as creating, designing and scheduling social posts.

Monitor brand reputation by highlighting brand mentions and detecting potential issues early, enabling marketers to respond proactively.

Use AI for more accurate listening with natural language processing (NLP) that can interpret regional dialects and grammatical flaws which might have distort insights before.

Stay on top of trends by using AI to scan for topics, keywords, and hashtags that are gaining traction so you can react in real time.

The screenshot displays the ActiveCampaign interface for a campaign titled "Don't forget about these great deals". The main content area features a promotional banner for soap products. The banner includes three product images with their names and prices: "Unscented soap \$7.99", "Premium soap \$12.99", and "Herbal soap \$9.99". Below the images is a large blue box with the text "%15OFF%" and a "View all collections" button. To the right of the banner is a "Create a Dynamic Coupon" panel. This panel has a "Discount" dropdown set to "Percentage", a "Coupon type" dropdown set to "15 off", and a "Value" dropdown set to "15". A "Create coupon" button is at the bottom of this panel. Below the main content area is a workflow diagram. It starts with a contact icon and the text "Contact visits website Soap subscription". This leads to a decision box with a question mark and the text "Did contact make purchase?". If the answer is "YES" (indicated by a green circle), the workflow proceeds to a box with a Facebook icon and the text "Remove from Facebook Custom Audience Leads". If the answer is "NO" (indicated by a red circle), the workflow proceeds to a box with an email icon and the text "Send Email 15% off coupon code".

86%

**of SEO professionals
have already
integrated AI into
their strategy**

68%

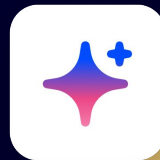
**get a higher
content marketing
ROI due to AI**

Performance Marketing

AI has long been used in advertising and digital marketing to target customers with the highest likelihood of conversion.

Automated optimization of headlines, images, and CTAs improves ad performance.

But AI search engines and AI summaries on results pages have completely upended traditional search behavior. **Now, about 80% of search users rely on AI summaries at least 40% of the time.**



Bodybalance

New classes added this month!

SIGN UP NOW



AT HOME CLASSES



STUDIO CLASSES

Top Use Cases for Franchises



01 Content Creation

02 Personalization

03 Automation

04 Image and Video Generation

05 Data Analysis

06 Research

07 Social Media Marketing

08 Performance Marketing

How AI Agents Transform Your Marketing

Before AI

- Manually segmenting contacts
- Writer's block and content overload
- Sending at random times
- Struggling with visuals
- Guessing trends
- Long feedback loops

With AI Agents

- Predictive segmentation in seconds
- Fast, creative content generation
- Send-time optimization
- Branded visuals on demand
- Real-time trend tracking
- Instant customer feedback via virtual panels

**Reclaim your time to
create better work!**

What Do You Do Next: Reimagine What's Possible

Start small.

Experiment with one AI use case this week.

Ask more from your tools.

Most already have AI built in.

Think big.

What could your team do with 10x the bandwidth?

Remember:

It's not about working harder. It's about creating smarter.



Jackie Palmer

VP Product Marketing,
ActiveCampaign

Follow me on LinkedIn!



ActiveCampaign >

Turn your ambition into impact by orchestrating your marketing through AI agents—powering your imagination with billions of data points, activating fully-realized campaigns and strategies from your ideas, and validating what works—so you can drive real results.

Business ● Creators ★ Real Estate ☀ Entertainment

Healthcare 📈 Non-Profit ✨ Event

Agencies

Education

Technology

Healthcare

Thank you

Events 📺 Influencers ☀ Hospitality ● Wellne

SaaS 📈 Travel ★ Ecommerce 📈 Creators