

BEYOND PROMPTS

How to Avoid Faster Mediocrity with AI

Is your AI working hard or working smart?



Jack Hom

Commercial Director,
Franchise, ActiveCampaign

He/Him

Today's format and agenda

Duration: 30 minutes



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- 01** How to use AI to avoid "faster mediocrity"
 - 02** Creativity as a supply chain, not magic
 - 03** The 4 Cs framework for AI systems
 - 04** Data lakes, ponds, and puddles
 - 05** 3 actions for next week, a new ROI model
-

Poll results

Q: Where have you tried AI but given up because you weren't satisfied with the results?

**How to use AI to
avoid “faster
mediocrity”**

01

Jack's take

"I'm not a huge prompt engineer advocate. For a simple reason. I think we're making it too complicated."

The hidden power of questions

Toddlers ask 300+ questions a day

- Curiosity is an innate survival skill
- We may stop asking (or we ask the wrong questions)
- Our questions shape workflow, meet customer needs, teach teams, and build trust

Ex: Start every campaign with audience definition.

Question: which audience segments have problems that a product with [specific characteristics] would solve?

Two ways to ask the same question

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Google approach

"Who were the researchers who have done trials on Alzheimer's disease?"

Vague, generic, shallow.

✓

PhD student approach

"Find investigators who have run trials in the **last three years**, who appear to be leaders in the field, who had trials reach **phase three**, whether they succeeded or failed, tell me what they learned, and show me **exactly how many** patients they recruited per center."

Specific, strategic, deep.

Think bigger than prompts

**Prompt
engineering**

A tactic.
Marginal improvements.



**Systems
thinking**

Strategy.
Competitive advantage.

Imagine: You're creating a new ad

- Strategic decisions (4-5 questions)
- Creative direction (4-6 questions)
- Execution and production (4-5 questions)
- Governance/optimization (3-4 questions)

That's a **“prompt supply chain”**

**Creativity as a
supply chain,
not magic**

02

Creativity as a **supply chain**, not magic

AI accelerates *every* step as we create a campaign

Raw materials > Production > Distribution

Raw materials: Research, insights, customer data

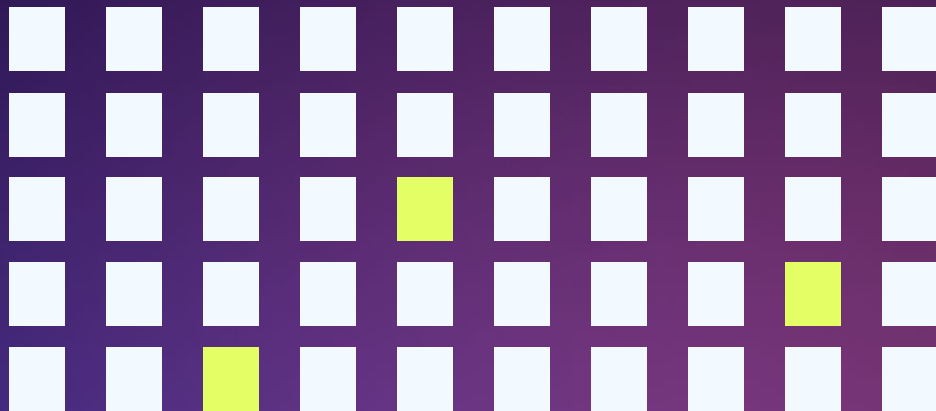
Production: Briefs, design, copywriting

Distribution: Campaigns, channels, personalization

More efficient, repeatable and, as a result, scalable

The 50 drafts concept

Review **50 versions of an ad concept in 30 mins**

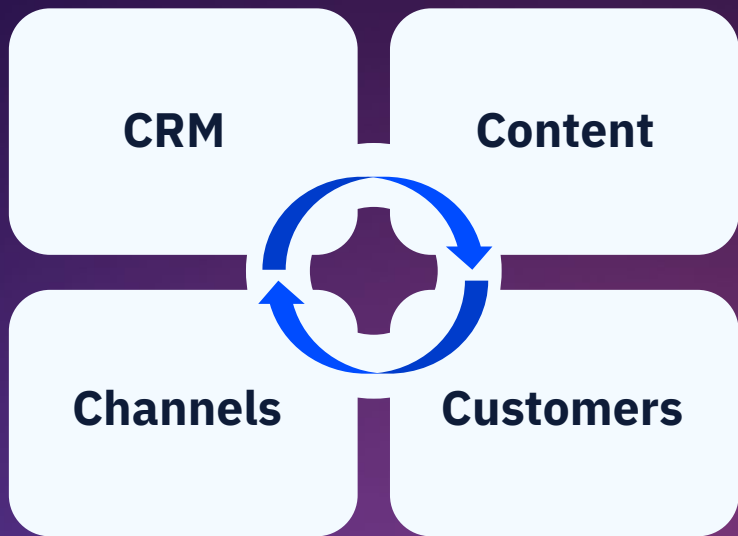


Your job: Recognize which three are worth refining

03

The 4Cs framework for AI systems

The 4 Cs framework for AI systems



Build an **autonomous workflow**, not just connected tools

CRM and Content

CRM

Question: “Can you predict which leads will convert before sales wastes time?”

Key capability:
Intelligence that makes every interaction smarter

Content

Question: “Can you measure brand voice consistency in real-time?”

Key capability: Adapt before the campaign ends, not after

Channels and Customers

Channels

Question: “Can you kill underperforming channels mid-campaign?”

Key capability: Real-time optimization vs. set-it-and-forget-it

Customers

Question: “Do you know which contact data is accurate before building campaigns?”

Key capability: Personalization based on real insights, not guesses

So... is  AI even worth it?

$$\frac{\textit{precision/volume}}{\textit{decisions/outcomes}} = \text{return on information}$$

Ask yourself: Is AI making better decisions that improve outcomes?

Data lakes, ponds, and puddles

04

Where's your competitive edge?

Data lake

The broadest set of data—all open source and publicly available information

Data pond

Company-specific intelligence for a division, country, or brand

Data puddle

Hyper-focused information combining 5-10+ specific sources for personalized needs

**But, how do
you build your
data puddle?**

Creative capability without infrastructure is worthless

Eleven Labs

You could launch in 47 markets overnight...



But can you price it? Distribute it? Support it?

ElectricityRates.com

AI identifies perfect timing across 250K+ customers...



But can you act on it? Trigger emails? Segment by region? Update rates in real-time?

*If infrastructure
can't keep up,
the tool is
useless.*

*You might as
well be a race
car stuck at a
toll booth.*

1 person can do the work of 6 because infrastructure scaled with AI capability.

The real danger of AI

Scaling **crappy work** has never been easier.

Smart companies build quality control systems around their AI, adding human judgment to AI's speed.

**3 actions to start
next week**

05

#1: Build your intelligence platform

1. Pick 3 customer segments
2. Use AI agents to gather publicly available data on:
 - Challenges and pain points
 - Content consumption habits
 - Who influences their decisions
 - Industry trends
3. Create content from intelligence, not guesses

#2: Learn strategic questioning

Challenge: Spend one week writing longer, more specific prompts.

Include in every prompt:

- Your audience
- Desired outcomes
- Tone and voice
- Constraints and requirements

5 minutes crafting the question could save you an hour of revision.

#3: Assign AI workflow roles

Key principle: Integrate AI into existing roles, don't create an "AI team."

Role examples:

- Workflow planner
- Creative library manager
- Intelligence platform owner

When AI integrates into everyone's daily work, it becomes standard operating procedure.



Thank You