AI Readiness for Marketing Professionals

What it Really Takes to Make AI Work in Marketing

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Meanwhile, new AI-powered platforms are flooding the market daily, each one promising to deliver exponential productivity gains and take your marketing to the next level.

AI tools, like ChatGPT, Copilot, and AI chatbots, are widely adopted. Most teams have even began to build custom, no-code agents.

However, very few marketing organisations are structurally designed to support adoption at scale.

The reasons are obvious.

AI does not operate in isolation. It relies on structured data, disciplined workflows, integrated technology, & clear governance.

When these foundations are weak, AI doesn't solve problems, it accelerates them.

This is the AI Scalability Gap: the widening space between AI ambition and operational readiness. If you don't close the gap, AI fails to deliver on its promises.

This guide is designed to help you close that gap.

Why Marketing Sits at the Centre of AI Accountability

While IT manages the foundational layer, automation and background processes of AI at workplace level, marketing operates at the application layer.

This is where AI touches the customer, and that's where the spotlight falls. This creates a unique, dual pressure:

Efficiency Pressure
Do more with less. Operate new channels, demanding more content & generating additional data, with the same or fewer resources.

Experience Pressure
Customers expect flawless, relevant, and consistent brand experiences. Any slip up puts your brand reputation at risk.

This means the CMO, and every AI tool that their team uses, has to get it right.

What AI Readiness Actually Requires...

Can you honestly say you have a clear AI strategy? Is AI woven into the fabric of how your team works, or is it just a series of isolated tests? And crucially, can you do all this without exposing your brand to compliance or quality risks?

These questions get to the heart of AI readiness. It's the point where ambition meets operational reality, and it requires strength across five specific foundations.

The Five Foundations of AI Readiness

1.Strategy

Clear direction transforms AI from disconnected experiments into a purposeful, competitive capability. You need to create a roadmap that defines where AI fits, which use cases to prioritise, and how success will be measured.

2. Processes

Clean and consistent processes enable AI to deliver at speed and scale. Unclear approval processes, inconsistent workflows, and manual handoffs must be systematically addressed first. You can't automate chaos.

3. Data

Your data must be complete, accurate and trusted. Unreliable data prevents AI from working effectively. AI tools rely on the quality of the data that flows through them.

4. Technology

AI is both built in and bolted on to your existing martech stack. Readiness requires integrating core tools, and defining the purpose of every piece of tech. Greater value often comes from simplification and better utilisation.

5. People

The success of AI depends on the people who configure and operate it. This requires building literacy, establishing clear governance, and providing practical guidelines to build skills that move teams towards confident adoption.

Creating a Systematic Approach to AI Readiness

At IMG, we use a proven methodology that aligns Data, Operations, and Technology: **The DOT Growth® Framework**.

This framework provides a structured, actionable pathway to AI readiness, diagnosing where you are today and charting your next steps.

Phase 1: Discover
Establish the Baseline

In the Discover phase, we establish a comprehensive baseline of your current state. We look at:

Strategy & Goals: What business outcomes should AI support? How will success be measured?

Processes: How work actually gets done: Where do workflows break, slow down, or depend on manual intervention?

Data: What data exists, where it resides, how clean it is, and whether it's accurate enough for AI.

Technology: What tools are in place, how well do they integrate, and which capabilities are under-utilised?

Phase 2: Optimise
Build the Foundations

Once the baseline is established, we focus on optimisation, unlocking quick value and paving the way for future use cases. We set the foundations for scalability, while reducing risk.

Process Optimisation:
Mapping activities into clear, repeatable workflows. Identifying tasks AI can support or take over autonomously, and removing process waste & friction through process engineering.

Data Readiness:
Cleaning, structuring, completing, and advising on governing your data. Improving accuracy and consistency so AI generated outputs can be trusted

Technology Optimisation:
Helping you better utilise existing tools and features, identifying opportunities before integrating new platforms.

Phase 3: Transform
Scale AI with Confidence

Only once the foundations are in place we move into transformation. This ensures AI is embedded into a healthy system, not layered on top of a broken one.

Use Case Prioritisation:
Deploying AI initiatives aligned to your business goals, balancing impact, feasibility, and risk.

Technology Selection & Integration:
Selecting tools with clear requirements and architecting AI into workflows.

Change & Adoption:
Redefining roles, training teams, and guiding them through new ways of working, whilst building their skills.

Scalability by Design:
Ensuring workflows are repeatable and reliable. Testing before gradually scaling across teams,channels, and markets.

At IMG we don't sell another silver bullet AI-tool, we help customers cross the scalability gap.

We build the operational foundations that enable AI to deliver real efficiency, measurable impact, and demonstrable ROI. We create the Marketing Experience (MX) that makes your team happy, your board confident and your customers take notice.

Great marketing starts with a great MX. When your MX is clear and connected, marketing flows. Your tools work. Your data makes sense. And your team? They can finally get back to doing what they do best: great ideas, clean execution, and marketing that makes a real impact.

Ready to build your AI readiness? Let's talk.

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