

GEN AI IN LIFE SCIENCES BLOG

The creative power of generative AI to amplify marketing excellence



By now, you may have heard the buzz about generative artificial intelligence (AI) and the promise of its transformative potential. There hasn't been an innovation in recent memory that has so quickly and deeply captured the collective imagination of society. Generative AI tools like ChatGPT and Dall-E reached more than 1 million users in a matter of days when they were launched and have since inspired marketing leaders to identify an endless list of use cases. Now, the imperative is to develop a thoughtful transformation strategy that reimagines the marketing function writ large to deliver value greater than the sum of its parts. In this blog post, we'll share our point of view on the transformative potential of generative AI in redefining marketing excellence and make the case for a purposeful implementation approach.

In a hypercompetitive and dynamic marketing environment, where customer needs are evolving at lightning speed, responsiveness and agility must be at the forefront. But organizations are encumbered by systems and processes that force linearity and hinder their ability to identify and engage with customers at scale and speed. These dial-up-internet ways of working don't serve us in an age where our customers are wanting Netflix-like streaming experiences.

Generative AI underwrites the strategic transformation toward customer-centricity by overcoming the technological barriers to enabling speed and scale. Organizations can leverage generative AI to develop and build hyper-personalized content (e.g., message, graphic) at scale that appeals to customers' emotional needs at the n-of-1. Generative AI can also optimize each piece of content for multiple channels (e.g., banner, mobile), enabling organizations to reach customers with relevant content when and where they need it the most. As the content generated by these organizations proliferates exponentially, generative AI can be used to tag and manage the large corpus of content.

Further, these AI-generated tags enable organizations to measure effectiveness of content at a granular level with precision. This example of leveraging generative AI across the content life cycle demonstrates the how generative AI can usher in a revolutionary paradigm for marketing—one where stepwise, episodic, and predictable engagement gives way for dynamic, continuous engagement that can delight customers.

Marketing leaders can fully harness the promise and potential of generative AI by embedding it across the full breadth of their marketing programs.

Potential outcomes enabled by generative AI

Data	AI-enabled data classification, extraction, and integration that enable creation of a robust, scalable data fabric
Insights	Generate rich insights about customer behavior, personas, and customer needs from large volumes of interaction data to inform engagement choices
Brand strategy	Real-time competitive, market, and customer intelligence from public sources to inform and continuously refresh brand strategy
Content development	Efficiency, scale, and velocity plays enabled by automated content tagging, content generation, and hyper-personalization
Precision engagement	Amplify next-best engagement throughout the customer life cycle, from onboarding to retention, by providing always-on experiences at scale
Measurement	Enable precise, granular measurement of campaign effectiveness at the content attribute level by overcoming barriers to scale associated with manual tagging

Even as marketing leaders recognize the competitive imperative for leveraging generative AI and are excited by its potential, many still grapple with how to incorporate this innovative and expensive technology into their marketing programs.

- 1. Anchor in signature business issues.** Avoid the trappings of shiny new objects by rigorously tying investments to signature business issues like next-best action, customer-centric patient support programs, and digital field force.
- 2. Manage risk and stakeholder buy-in.** Start with internal-facing use cases to prove out the technology and understand its shortcomings. By showing tangible results from low-risk use cases, organizations can take the time to develop robust approaches to drive trustworthy use of AI and get buy-in from legal, risk, and regulatory teams.
- 3. Think about differentiation.** Most organizations are considering utilizing the same efficiency plays, which can help achieve competitive parity at best. Investing in differentiated capability and experience value plays—ones that help drive top-line growth—can help organizations gain and sustain a competitive advantage.
- 4. Make convergent technology plays.** Looking at generative AI in a technology vacuum might generate financial gains in the near term, but to fully harness the technology's potential, it's critical that organizations consider synchronizing generative AI investments with traditional AI, data modernization, and cloud strategies.

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As you embark on your generative AI journey, reach out to us to learn how we might help fine-tune your generative AI strategy to better amplify value and accelerate outcomes.

For additional blogs on life sciences generative AI, check out:
[Can life sciences companies unlock the full value of GenAI?](#)
[Generative AI to accelerate clinical development](#)

Coming soon

Generative AI's elevating standards: The future of quality management

Generative AI to transform application development and testing

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