

THE FIELD GUIDE

AI in Marketing: Done Well vs. Done Poorly

A two-page diagnostic from David Berkowitz — Founder of High Caliber AI, author of *The Non-Obvious Guide to Using AI for Marketing*, and founder of the AI Marketers Guild (7,000+ members).

The capability matrix

Every team uses AI. Few use it well. Here's the honest split across the eight capabilities that actually move marketing outcomes.

Capability	Done poorly (most teams)	Done well (top 5%)
Content generation	Generic blog posts at scale; obvious AI tone; no edit pass.	Briefs grounded in proprietary data; human voice + POV; AI as draft, not final.
Personalization	Insert {{first_name}}; segment by industry; call it personal.	Behavior-triggered messages with real context — what they did, when, why it matters.
Research & insights	Ask ChatGPT for 'top trends'; paste into a deck.	Synthesize calls, support tickets, and reviews into actionable customer truths.
Campaign operations	Manual handoffs between tools; AI used in one step only.	End-to-end agentic workflows: brief → asset → distribution → measurement.
SEO & discovery	Spam Google with AI-written articles. Watch traffic die.	Build for GEO/AEO: structured answers, citations, expert POV that LLMs surface.
Creative & design	Stock-feeling AI images dropped into ads.	Brand-trained models; AI for variants and ideation, humans for the hero shot.
Analytics	Dashboards no one reads.	AI-generated weekly narratives explaining what changed and why — to non-analysts.
Team enablement	One person 'owns AI'. Everyone else is stuck.	Every marketer fluent in 3-5 tools. Shared prompts. Documented workflows.

OBJECTIONS, ANSWERED

The five objections killing AI adoption

When AI rollouts stall, it's almost never the technology. It's an unspoken objection no one addressed. Here's how to answer the five that come up in every engagement.

The objection	The honest response
"AI will replace our jobs."	AI replaces tasks, not roles. The marketers who learn to direct AI become 3-5× more valuable. The ones who don't, get replaced — by other marketers, not by the AI itself.
"Our data isn't ready."	It never will be. Start with the workflows that don't need clean data: research synthesis, creative ideation, drafting. Use those wins to fund the data work.
"It hallucinates."	So do humans, and we built editorial workflows around that. Treat AI output as a junior analyst's first draft. Verify, source, ship.
"We don't have an AI strategy."	You don't need one. You need an AI-enabled marketing strategy. The goal hasn't changed — pipeline, brand, retention. AI is the new how, not a new what.
"It's not on brand."	Train it. A two-hour brand voice exercise + a shared prompt library closes 80% of the gap. The other 20% is what your editors are for.

Your 30-day action plan

Week 1	Audit. Map every place AI touches your marketing. Score each on the matrix above. Find your three weakest squares.
Week 2	Pick one capability. Don't boil the ocean. Choose the highest-leverage square — usually research, content, or campaign ops.
Week 3	Build the workflow. Document the steps, the prompts, the tools, the QA gate. Train one person end-to-end.
Week 4	Ship & measure. Run it on a real project. Compare to baseline. Capture what worked, what broke. Then expand to capability #2.

Want this scored against your team?

Book a free 30-minute AI marketing audit with David. We'll walk the matrix together, find your top 3 leverage points, and leave you with a prioritized 90-day plan — whether or not we work together.

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