

A CONVERSATION · 7 IDEAS · 2 TAKES

How to be a better marketer in the **AI era**

I sat down with Mattia Santin, a friend and former colleague, to talk about what marketers actually need to do differently when AI becomes part of the everyday workflow. He produced this outtake of our conversation: seven ideas, with his take on each.

- **Dave Anderson**
CMO, PointFive · Host of Tech Seeking Human
- **Mattia Santin**
Conversation and takes

Swipe →

01

Hire for curiosity, not just technical depth

MY VIEW

AI can bridge most technical gaps now. What it cannot do is keep asking better questions. I hire for inquisitiveness and creativity, for people who finish a project and immediately ask **what else can we do?**

MATTIA'S TAKE

Curiosity becomes disproportionately valuable. People who challenge assumptions and keep learning are hard to replace.

02

Start with a clear business objective

MY VIEW

AI makes it easy to do too many things at once. Start with the outcome and work backwards. My current test is simple: does this **generate sourced demos**, or just vanity metrics?

MATTIA'S TAKE

AI is not the goal. Growth is. Define the business target first, then use AI to reach it faster or in a more differentiated way.

03

Experiment constantly

MY VIEW

My team can now build pages, test SEO ideas, spin up demos and produce content without waiting on multiple specialist teams. That should **dramatically increase testing.**

MATTIA'S TAKE

AI should not only make the old workflow cheaper. It should increase the number of experiments, and therefore the learning a team generates.

04

Speed is a competitive advantage

MY VIEW

Just do it. Ship, make mistakes, learn and keep moving. AI makes quality work much faster, so **learning velocity matters more than perfection.**

MATTIA'S TAKE

An 80 percent solution live today teaches you more than a perfect solution weeks later. The loop that matters: ship, learn, adjust.

05

Enable everyone, then share what works

MY VIEW

When someone on my team discovers a useful AI workflow, we teach everyone immediately. New capabilities should **spread, not sit with one specialist.**

MATTIA'S TAKE

AI knowledge should not live with one designated AI person. The compounding happens when the whole team applies the same capability to different problems.

06

Connect AI to the data that makes you different

MY VIEW

My biggest step change came from connecting AI to product data, customer questions, CRM records and real sales conversations. **Proprietary knowledge creates better marketing.**

MATTIA'S TAKE

Generic models have generic knowledge. Your own data is the advantage, but only if it is connected and trustworthy. Messy data creates messy answers faster.

07

Culture is the prerequisite for everything above

MY VIEW

The first six only work when people have permission to experiment, connect tools, publish quickly and learn from mistakes. **Autonomy turns AI into an advantage.**

MATTIA'S TAKE

This is the most important point. Without access, trust and permission to ship, AI mostly makes existing processes slightly faster rather than creating exceptional marketing.

**AI does not automatically
create better marketing.
It gives good marketers
more leverage.**

The teams that win will combine:

- ↗ Curious people
- ↗ Clear business goals
- ↗ Fast, constant experimentation
- ↗ Proprietary data, connected and trusted
- ↗ A culture with permission to actually ship

KEEP THE CONVERSATION GOING

Which of the seven is your team missing?

Tell us in the comments. The pushback is usually more useful than the agreement.

Follow Dave Anderson

With thanks to Mattia Santin for the conversation and the takes

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