



**NO
TIME
TO GROW** *025⁷*

Rūta Gaudešienė

civitta



2x every
6
months

AI



2x every
18
months

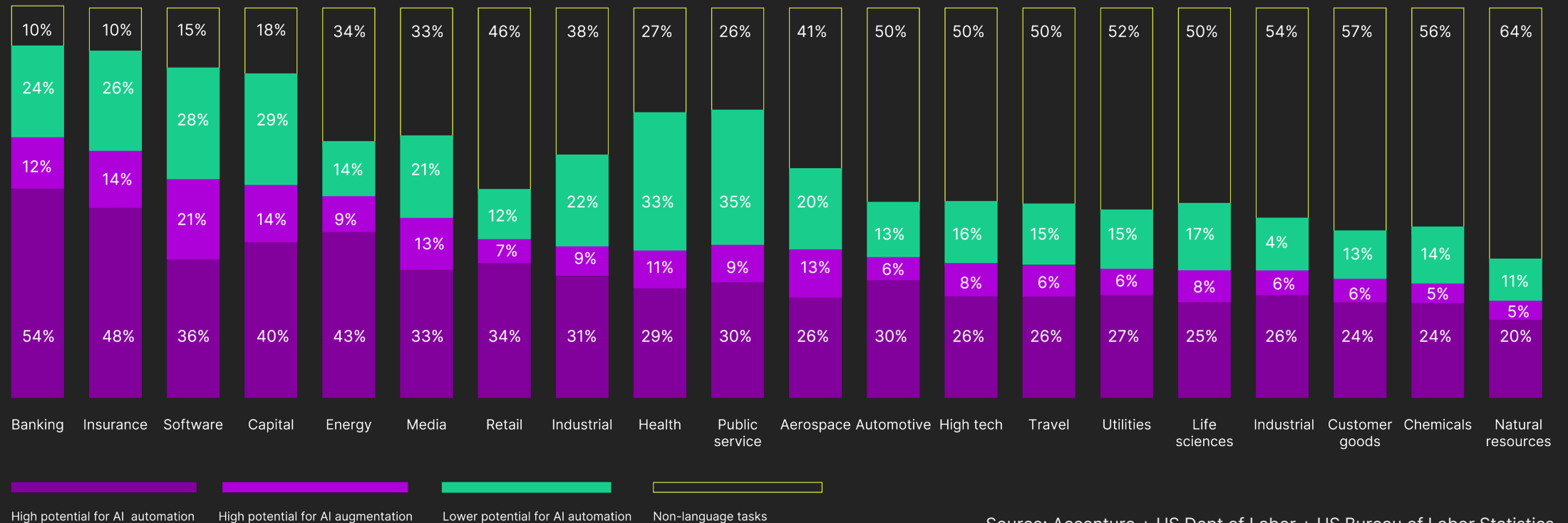
Gordon
Moore

Industry AI Alert:

Your Sector's Brace for Impact Rating

40%

of working hours across industries can be impacted by Large Language Models



Source: Accenture + US Dept of Labor + US Bureau of Labor Statistics

2025

Your year to get AI-ready

“With things moving as fast as they are, we shouldn’t go to where the AI is; we should go to where AI is going.”

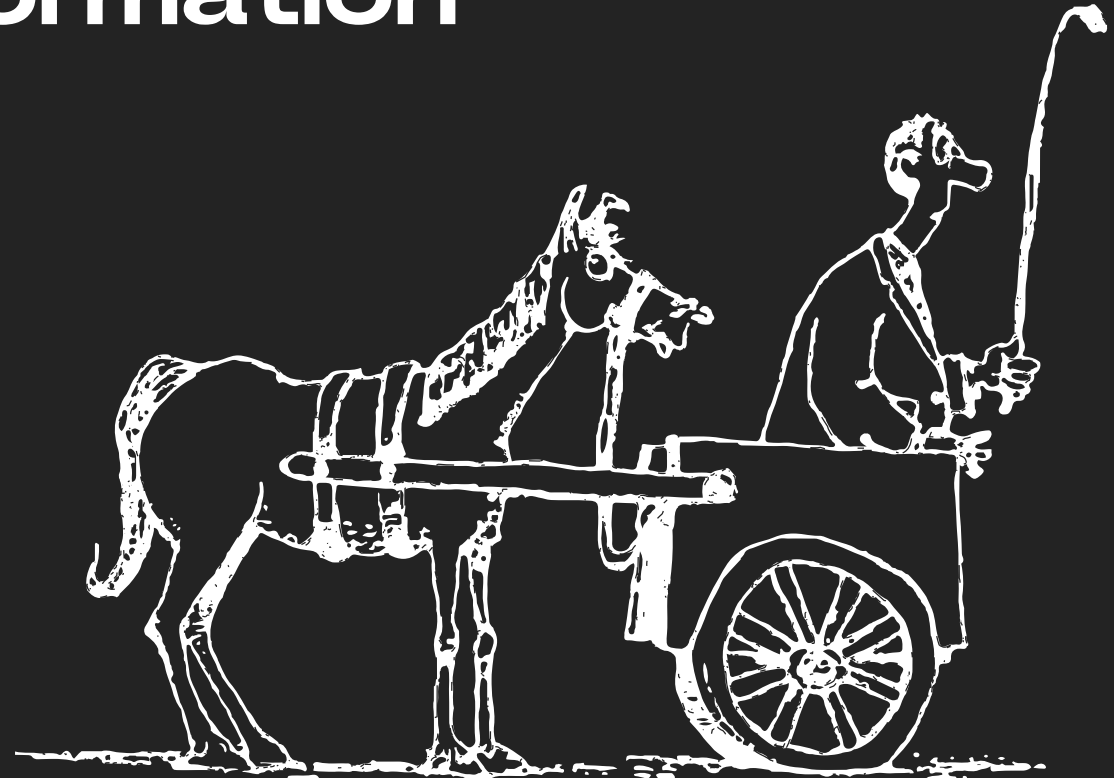
Dharmesh Shah, HubSpot, CTO

The Big Three of Marketing Transformation

AI-Ready Analytics Foundation

Communication Power Shift

AI-Powered Marketing Roles

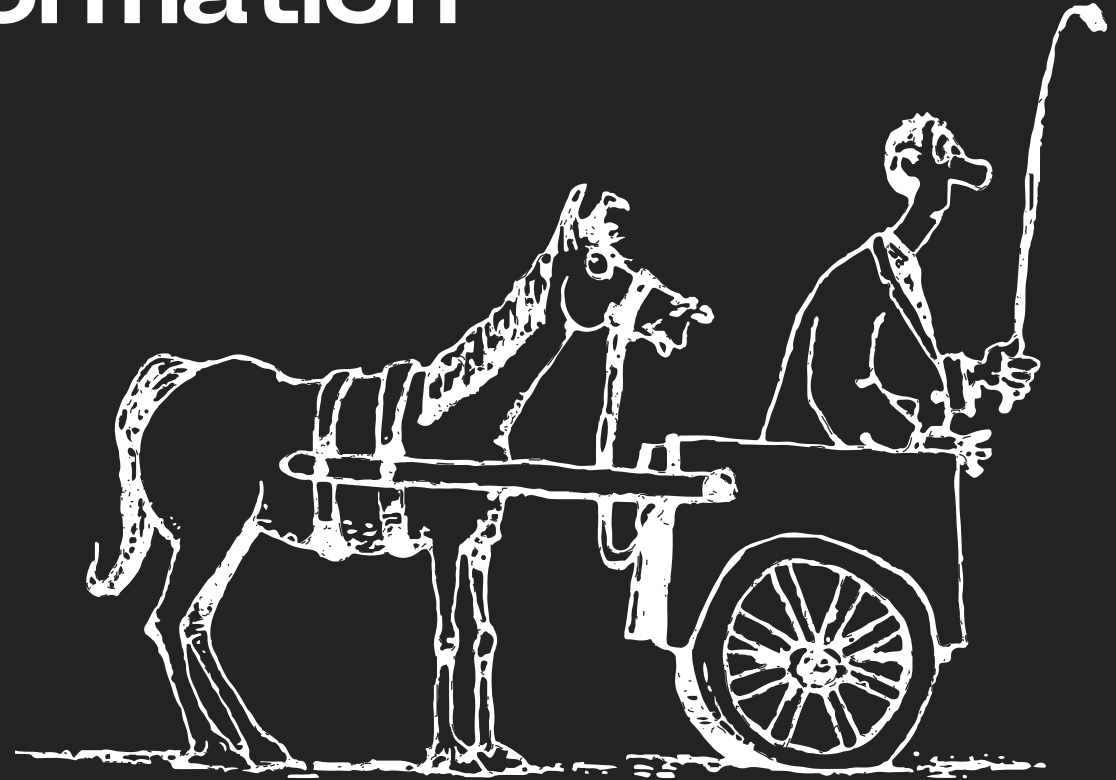


The Big Three of Marketing Transformation

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Tomorrow's Double Jeopardy:

global, data-driven competitors will dominate by being faster, more cost-efficient, and deeply personal

This was 2022. Imagine where they'll be tomorrow...

26x

More likely to
acquire customers

6x

More likely to
retain customers

15%

Better **profitability**

Your AI Won't Save You if Your Data isn't Ready

26x

More likely to
acquire customers

6x

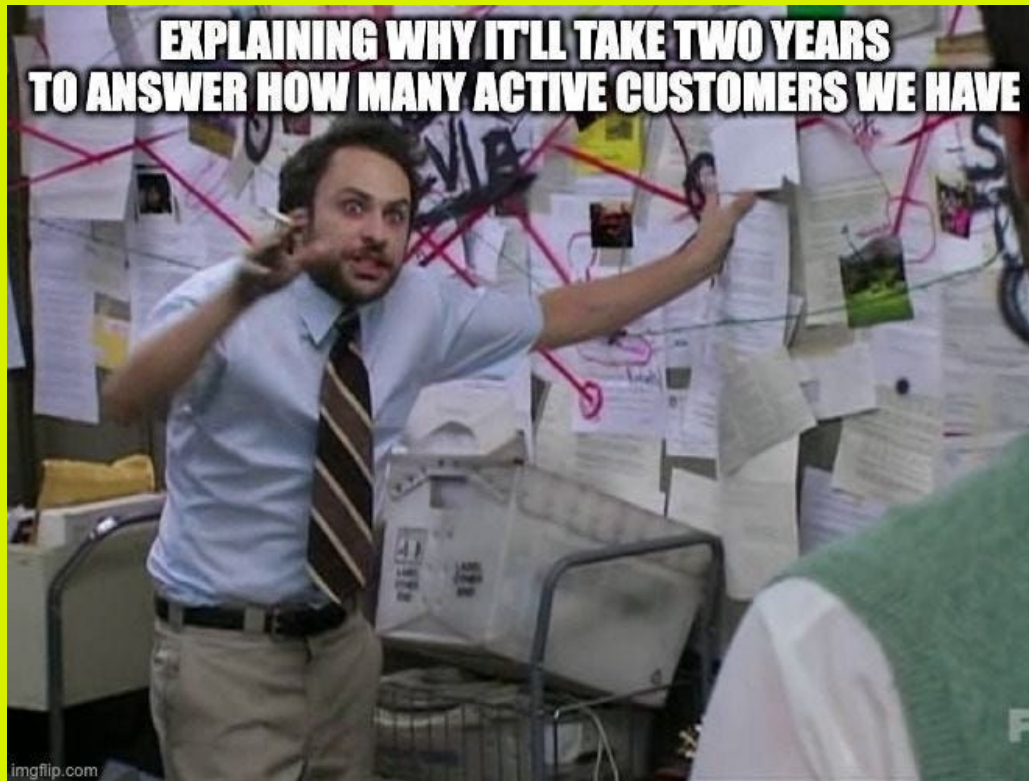
More likely to
retain customers

15%

Better profitability

POP QUIZ

Each YES = One marketing red flag ▶ How many do you collect?



YES

- ☐ Do you juggle multiple dashboards and spreadsheets to access the data you need to do your job?
- ☐ Does your tech stack exceed a manageable number of apps or platforms for daily operations?
- ☐ Do you and your leadership have doubts about your metrics and reporting?
- ☐ Are your next two quarters' revenue forecasts more wishful thinking than data?
- ☐ Is your team operating reactively rather than proactively?

Old world

New world

Legacy Silos Architecture

Integrated Data Ecosystem

Product-Led Data Structure

CRM-Centric intelligence

Traditional Vanity Metrics

Business Impact Metrics

Segmented Personalization

1:1 Personalization

Tailored, context-specific AI will outperform generic, one-size-fits-all solutions.

Essential Initiatives for 2025

Unify Marketing, Web & Sales Data into a Single Source of Truth with automated quality validation

Create Real-Time Customer ID System across all business touchpoints

Deploy Smart Automated Workflows - your foundation for AI-powered analytics

Integrated Data Ecosystem



CRMs will play a crucial role in creating personalized AI experiences.

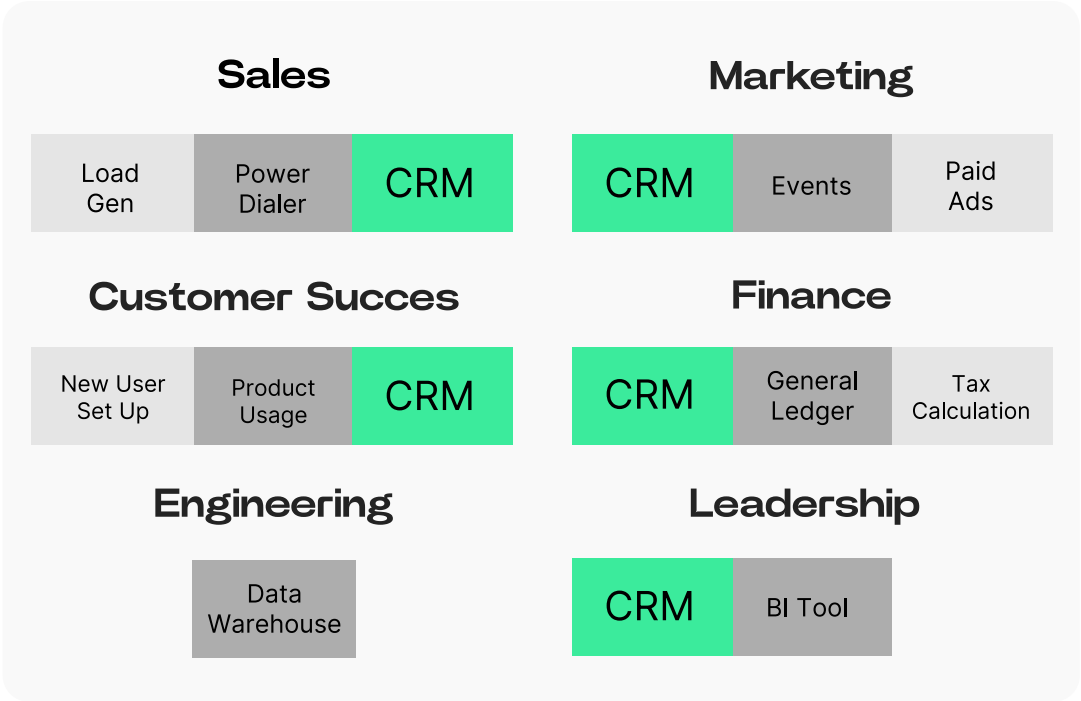
Essential Initiatives for 2025

CRM-Centric
intelligence

Merge sales, marketing, and customer data into one CRM system for better insights.

Use AI to predict and speed up customer journey from interest to purchase.

Track and improve customer satisfaction by connecting CRM to real-time feedback.



Aligning business around the “Metrics that Matter”

Essential Initiatives for 2025

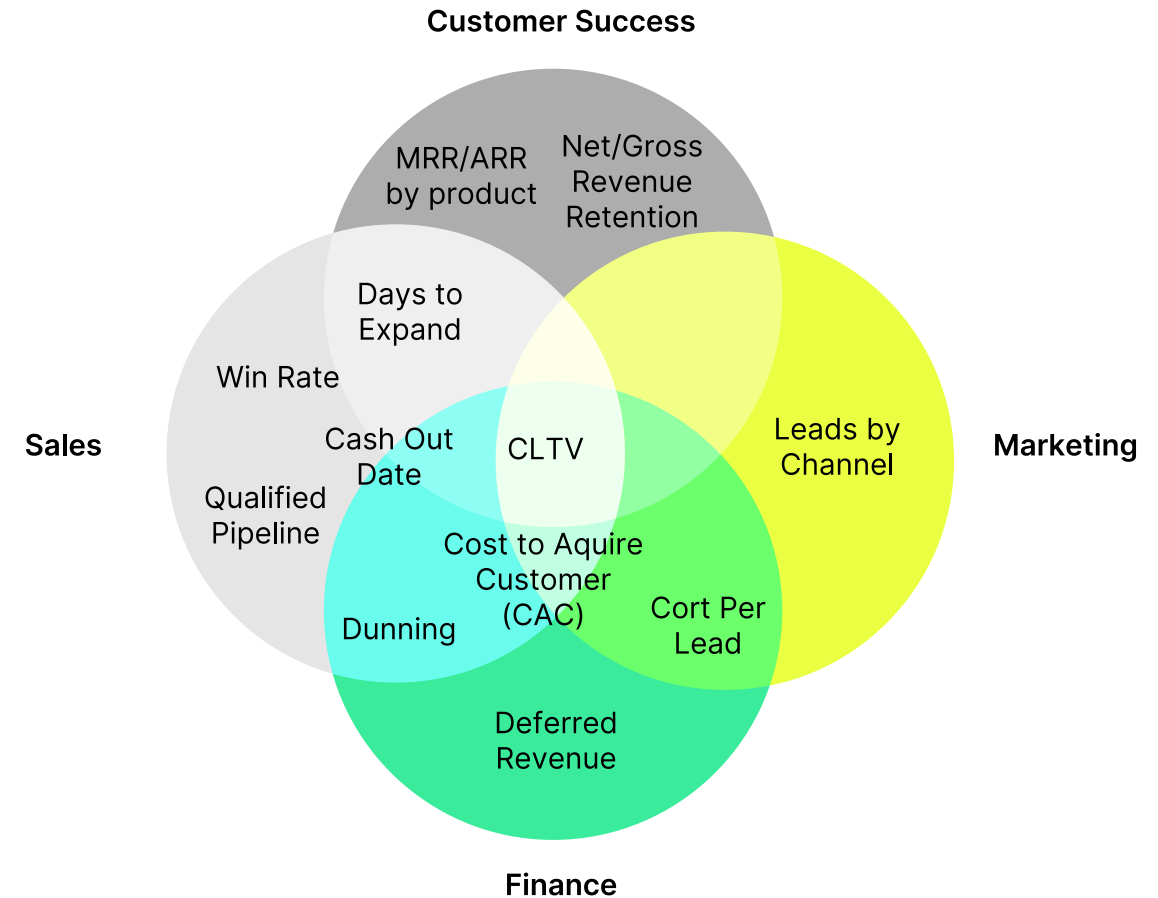
Standardize key metrics such as customer acquisition cost (CAC) and lifetime value (CLV).

Integrate customer usage, satisfaction, and revenue into a single health score

Automate tracking of funnel performance, retention rates, and revenue growth to identify and act on gaps in the customer journey.

Shift focus from vanity metrics (e.g., follower counts, page views) to actionable metrics like Net Revenue Retention (NRR), Qualified Pipeline, and CLTV for long-term impact.

Business Impact Metrics



AI-Driven Personalization

1:1
Personalization
direct mailing

FROM:

Cold outreach to anyone who matches your ideal customer profile, regardless of if they've shown any interest in your product.

TO:

- Warm outbound** to customers that have shown buying intent by
- Visiting your website
 - Researching your niche or product category
 - Job change intent signals



Adi Verma
@adityatheverma

Emails that SUCK:

- Here's who I am
- Here's my product
- Here'e what it does
- Here's how you can get it

Emails that CRUSH:

- Here's your problem
- Here's why it's hard to solve
- Here's why what you tried failed
- Here's our solution that'll finally solve it

214 Likes 26 Retweets 20 Replies

AI-Driven Personalization

1:1
Personalization
WEB

FROM:

Generic websites that deliver the same experience to every visitor, with no differentiation based on user intent, behavior, or profile.

TO:

Leverage IP intelligence and UTM parameters to identify website visitors in real time, seamlessly directing them to the most relevant, personalized landing page—scaling from 10,000 today to infinite possibilities tomorrow

- Personalize the offer
- Personalize the product demo shot
- Fully personalize messaging

Enterprise

The screenshot displays the Livestorm website's enterprise landing page. At the top, a navigation bar includes the Livestorm logo, a dropdown menu with 'Platform', 'Enterprise' (highlighted), 'Customers', 'Product Demos', and 'Resources', and a 'Get your personalized demo' button. Below the navigation, a hero section features the headline 'Connect Simply, Engage Powerfully.' followed by a sub-headline: 'The Enterprise-ready video engagement platform enabling organizations to create online events at scale.' Two buttons are present: 'Get started for free' and 'Get your personalized demo'. To the right of the text is a video thumbnail showing a woman on a couch using a tablet. Below the hero section, a star rating of 4.7 stars with 500+ reviews is shown. At the bottom, a row of partner logos includes Intercom, Freshly, Dolby, Klaviyo, and Pipedrive.

AI-Driven Personalization

1:1
Personalization
WEB

FROM:

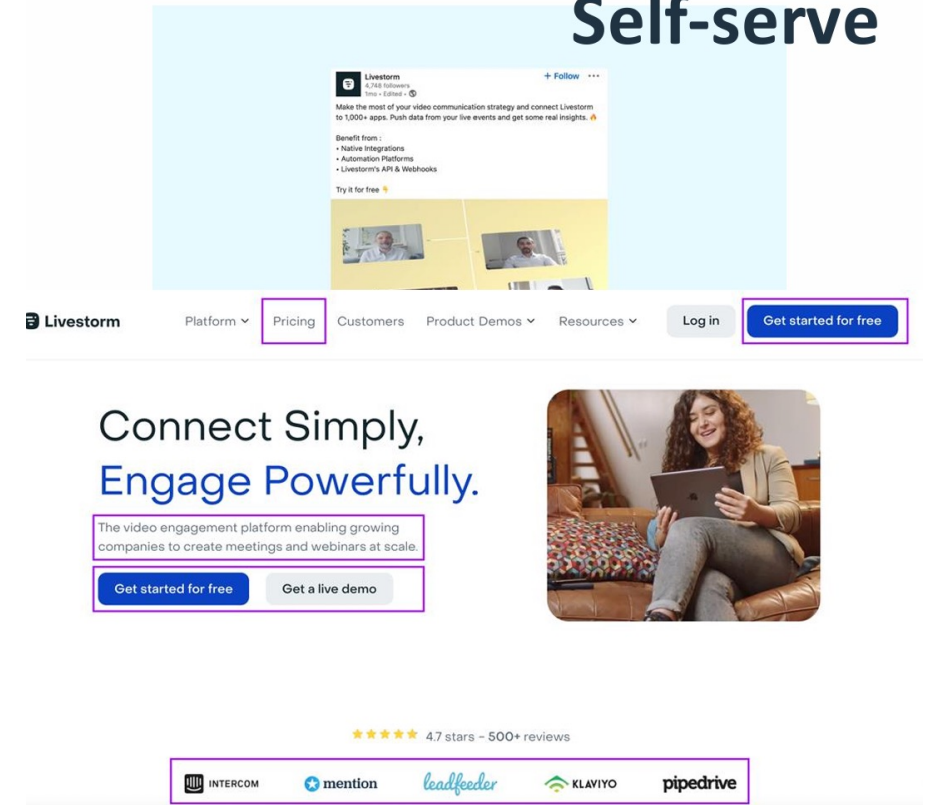
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Self-serve

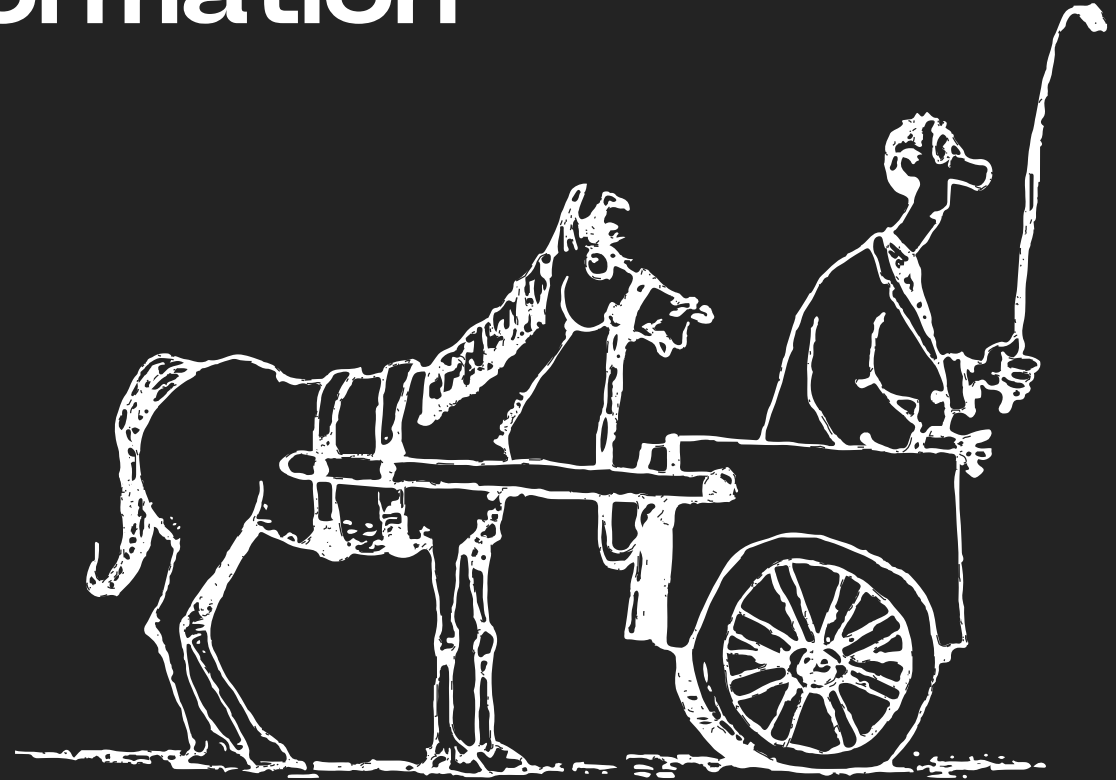


The Big Three of Marketing Transformation

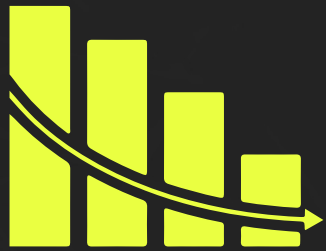
AI-Ready Analytics Foundation

Communication Power Shift

AI-Powered Marketing Roles



If the only reason you were producing content was for search and Google,
you're missing the boat.



Gartner predicts a

25%
decrease

In organic web traffic by 2026 due to AIOS

Post-Google Era begins as AI Search engines fundamentally changing how people discover information online and threatening traditional SEO strategies

Yesterday's Search

outdoor solar lights

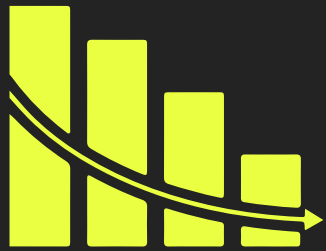


Tommorow's Search

I need silver solar lights to mark my driveway, they should be subtle and easy to install, about 8 cm wide



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Social platforms are giving less visibility to
posts with links

6x[📷] **1.4x**^{✂️} **50%**ⁱⁿ

Less reach

Less reach

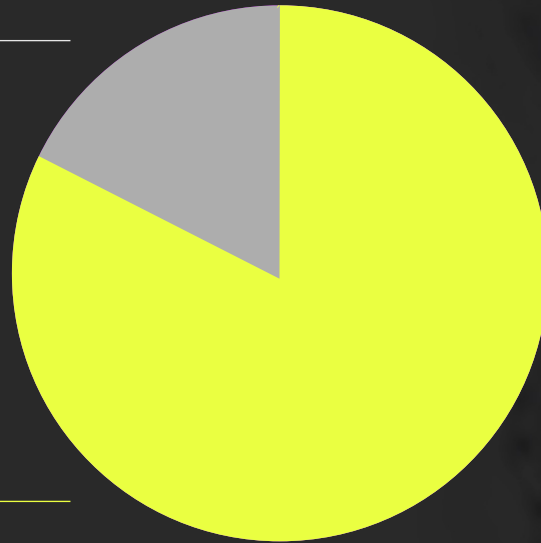
Fewer impressions

Social platforms are giving less visibility to post with links forcing brands to adapt to 'walled garden' reality"

Self-centered Madness

What client want?

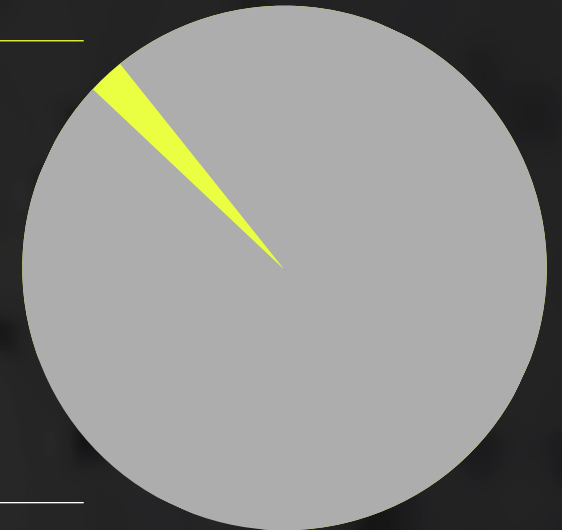
Company voice: 15%



Client voice: 85%

What are we offering them?

Client voice: 2%



Company voice: 98%

POP QUIZ

Each YES = One marketing red flag ▶ How many do you collect?



YES

☐

Does your content strategy revolve around *"please visit our website to learn more"*?

☐

Is your SEO strategy still chasing high-volume keywords?

☐

Does your team rely on polished campaigns over authentic engagement?

☐

Have you mapped your content to real customer pain points or specific jobs-to-be-done?

☐

Is your video creation limited to quarterly corporate updates and product launches?

☐

Are you nervous about letting customers and employees tell your brand story?

Old world

New world

Social Media Noise

Community-Led Conversations

Occasionally creating a video

Video first marketing

Keyword targeting

Mid-funnel Content

CX as cost center

CX as revenue driver

The Empathy Economy: Where Trust Drives Growth

Community-Led
Conversations

92%

of consumers say they **trust UGC more** than traditional advertising

48%

Personal Newsletters have higher average open rate than Brand Newsletters'

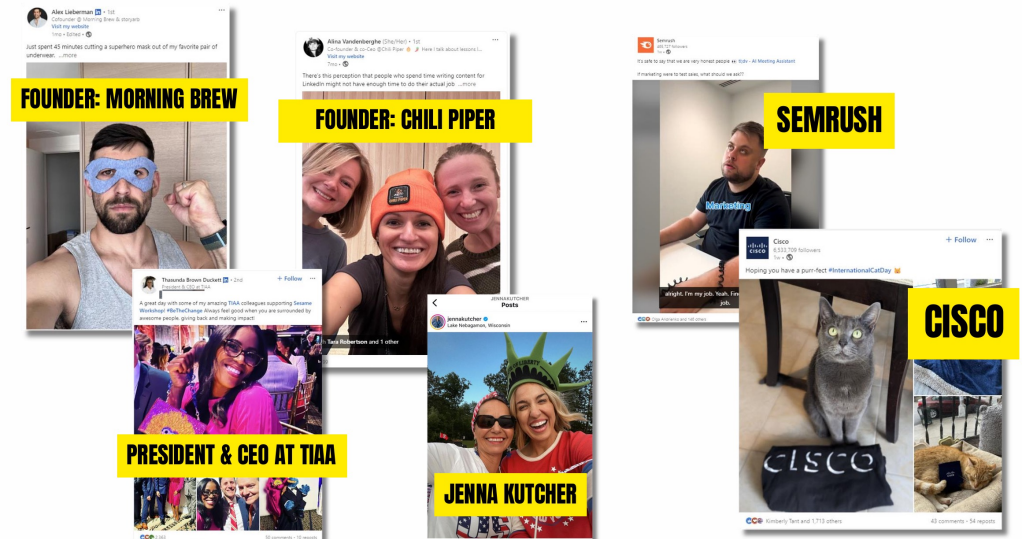
42%

Lo-Fi Content engagement up numbers last 12 month across all social media

Stop trying to be everything to everyone; build deeper relationships instead of shouting into the abyss

Turn your **customers and employess into co-creators** – use their stories, photos, and voices to drive your content.

Talk like a friend, not like a corporate guru. There's **nothing wrong with being average** if you are sincere and authentic



No time to record a video? Not anymore.

Video first
marketing

75%

More likely to watch videos
than text and images

92%

Content featuring human
faces receive more attention

69%

of marketers see **video as the
most difficult content** to create

Become your own brand digital avatar and invite
employees to join as brand ambassadors

Convert written content into videos, with your
avatar speaking in 175 languages using your brand voice

Turn a single video into multiple TikTok, Reels, and
YouTube videos instantly.

Go Beyond Marketing - use AI video in sales and
support

Sources: *Forrester*, *Adwerx*, *Optimmonster



Beyond **Keywords:** Win in the Middle

The consideration phase is our new SEO battlefield

Mid-funnel
Content

Traditional Search



Your Website



Email



Sales page

Awareness

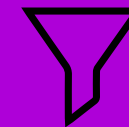
Consideration

Purchase

Generative AI
Search



Google



Mid-funnel Content



Sales page

Beyond Keywords: Win in the Middle

The consideration phase is our new SEO battlefield

Mid-funnel Content

The screenshot shows the Perplexity AI web interface. The search bar contains the query "help me buy a car". The left sidebar shows navigation options like Home, Discover, Spaces, and Library. The main content area displays "Sources" from LendingTree, Consumer Reports, and Reddit. Below this is the "Answer" section, which provides structured steps for buying a car, starting with "1. Set Your Budget".

help me buy a car

Sources

- How To Buy a Car in 8 Easy Steps | LendingTree
- How to Buy a New Car in Today's Challenging Market - consumerreports · 2
- Car buying tips? : r/MoneyDiariesACTIVE - Reddit · 3

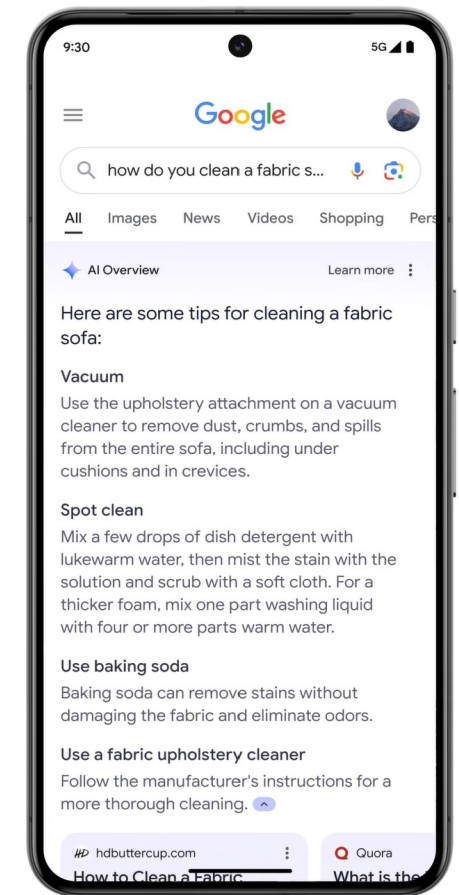
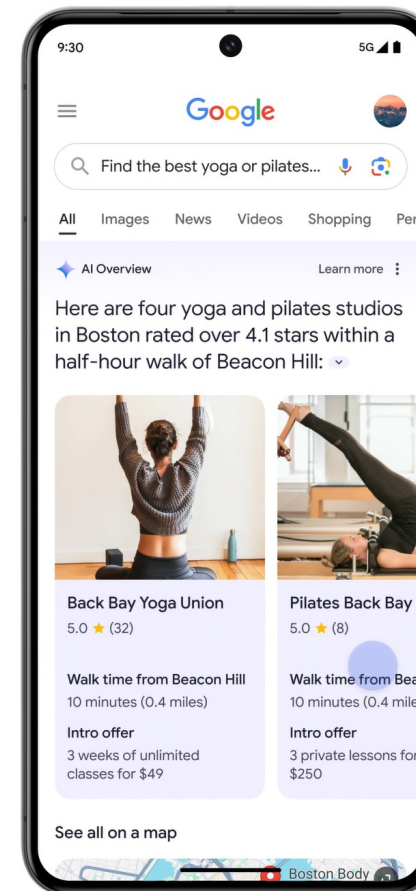
Answer

To successfully buy a car, whether new or used, follow these structured steps to ensure you make an informed decision and secure the best deal.

1. Set Your Budget

- Determine your financial limits:** Use the **20/4/10 rule** as a guideline:
 - Make a down payment of at least **20%**.
 - Choose a loan term of **four years or less**.
 - Ensure your monthly transportation costs do not exceed **10%** of your monthly income 1 2.
- Prearrange financing:** Get pre-approved for a loan from banks or credit unions to understand what you can afford and potentially secure better rates 2 3.

Ask follow-up: you desire (e.g., safety ratings, technology) to narrow down your choices 4 5.



Beyond Keywords: Win in the Middle

The consideration phase is our new SEO battlefield

Mid-funnel
Content

Make data visual: create charts, comparisons and graphs that AI can't easily summarize

Plastpro Doors

<https://www.plastproinc.com> › Door Buying Guides

Wood vs. Fiberglass vs. Steel Doors: A Comparison Guide

2021-10-11 — Most steel doors feature a smooth surface and less defined panel embossments, resulting in lesser curb appeal compared to wood and fiberglass.

WOOD	STEEL	FIBERGLASS
Many are painted and finished	Smooth surface	Smooth surface
Many panel configurations	Less defined panel embossments	Smooth surface
Many panel configurations	Many panel configurations	Many panel configurations
100 - 1000	1 - 100	100 - 100
****	**	*****
**	** - *****	*****
** - *****	** - *****	** - *****

Create comprehensive "how-to" content

HubSpot Blog

<https://blog.hubspot.com> › marketing › Išversti šį puslapį

How to Create a Pivot Table in Excel: A Step-by-Step Tutorial

2024-08-30 — **How to Create a Pivot Table** · Step 1. Enter your data into a range of rows and columns. · Step 2. Insert your **pivot table**. · Step 3. Edit your ...

Build decision-making tools: interactive calculators and assessment guides

LendingTree

<https://www.lendingtree.com> › home › Išversti šį puslapį

Is It Better to Rent or Buy a House?

On a per-month basis, **renting tends to be cheaper than buying** — at least it has been in recent years, according to a LendingTree study. The average monthly cost ...

Share ready-to-use assets: develop templates, checklists and frameworks

Live Craft Eat

<https://www.livecrafteat.com> › printa... › Išversti šį puslapį

Free Printable Weekly Meal Planner

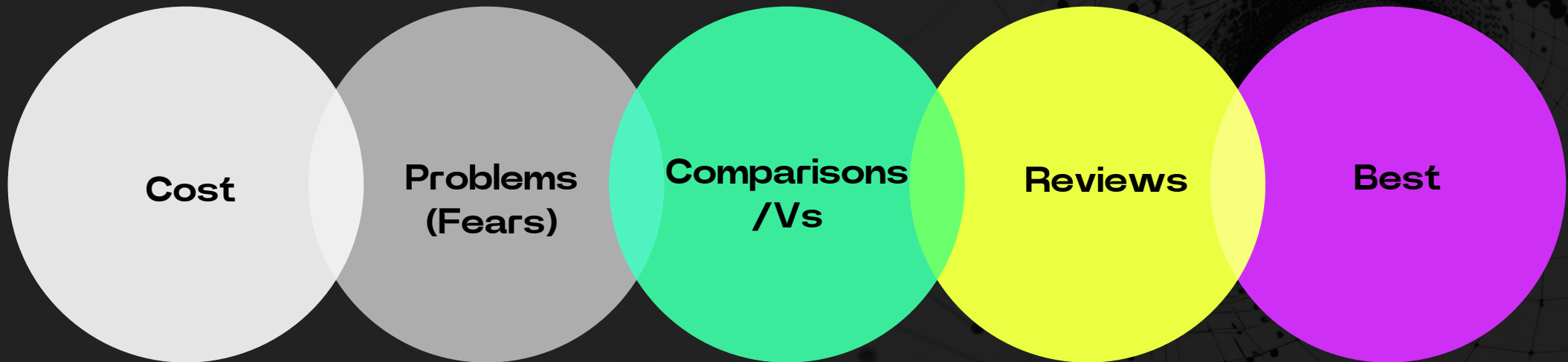
Choose the **free weekly meal planner** that best suits your family and home's needs. Download any one of 11 different layouts with a Sunday or Monday start and ...



How people buy is how you should **sell**

How you sell is **how you win**

The Big 5



AI-Driven CX Transformation to Value Creation

CX as a revenue driver

FROM:

Service Reps Headcount by Default
Disconnected Tools and Silos
Repetitive Problem Solving
React to Tickets → Meeting Basic Expectation

TO:

AI-Powered Service (24/7, Any Channel)
Unified 360° Customer View
Proactive Value Creation
Retain & Grow Customers → Delivering Value

NEXT-GEN CX TEAM:

AI for tickets

Human for customer success

- Helps customers get **value from products**
- Brings ideas for **marketing** and **sales**
- Brings ideas for **product development**
- Brings ideas how company can **upstream and downstream customer's journey**

■ v

Quick break

Download my slides



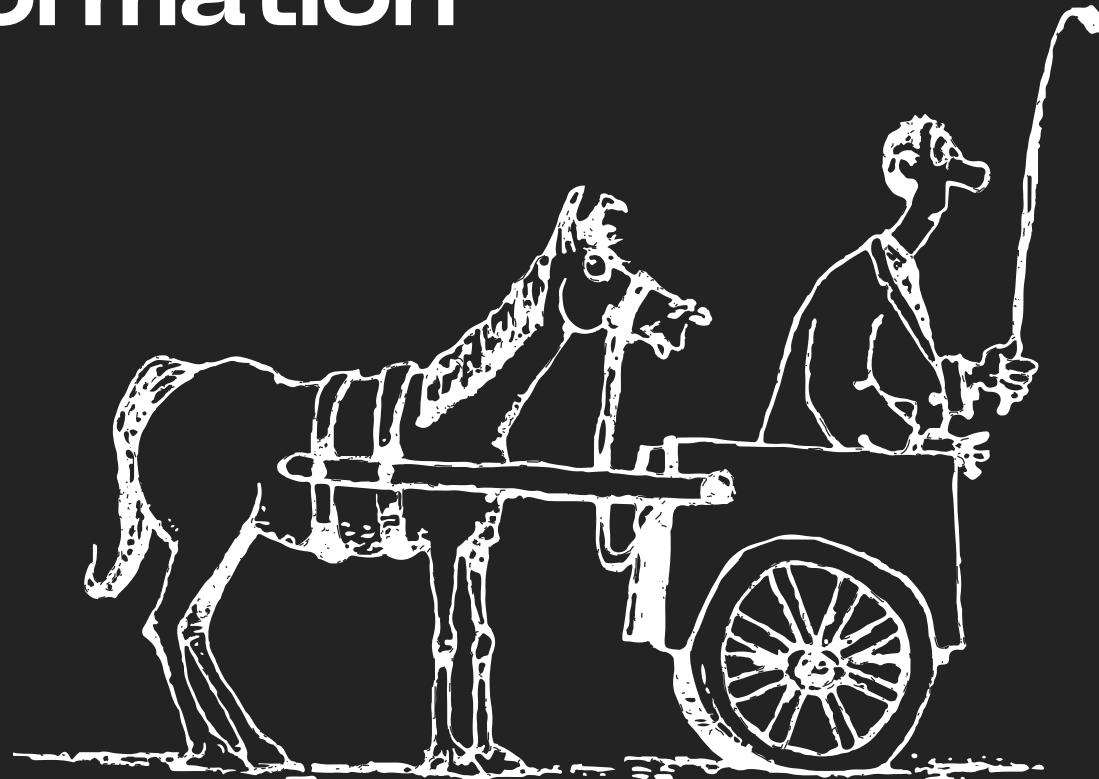
ruta.gaudiesiene@civitta.com

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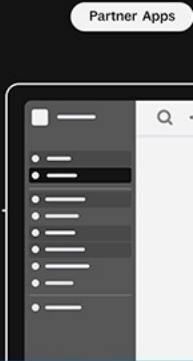


2023: The Year of the Copilot

How to connect
Google Docs



(C) Copilot



QUALIFIED

Power your website
with Qualified AI

GENERAL AVAILABILITY

Copilot Enterprise



Einstein
Copilot



Harvey.

Unprecedented
legal AI

2024: The Year of the AI Worker

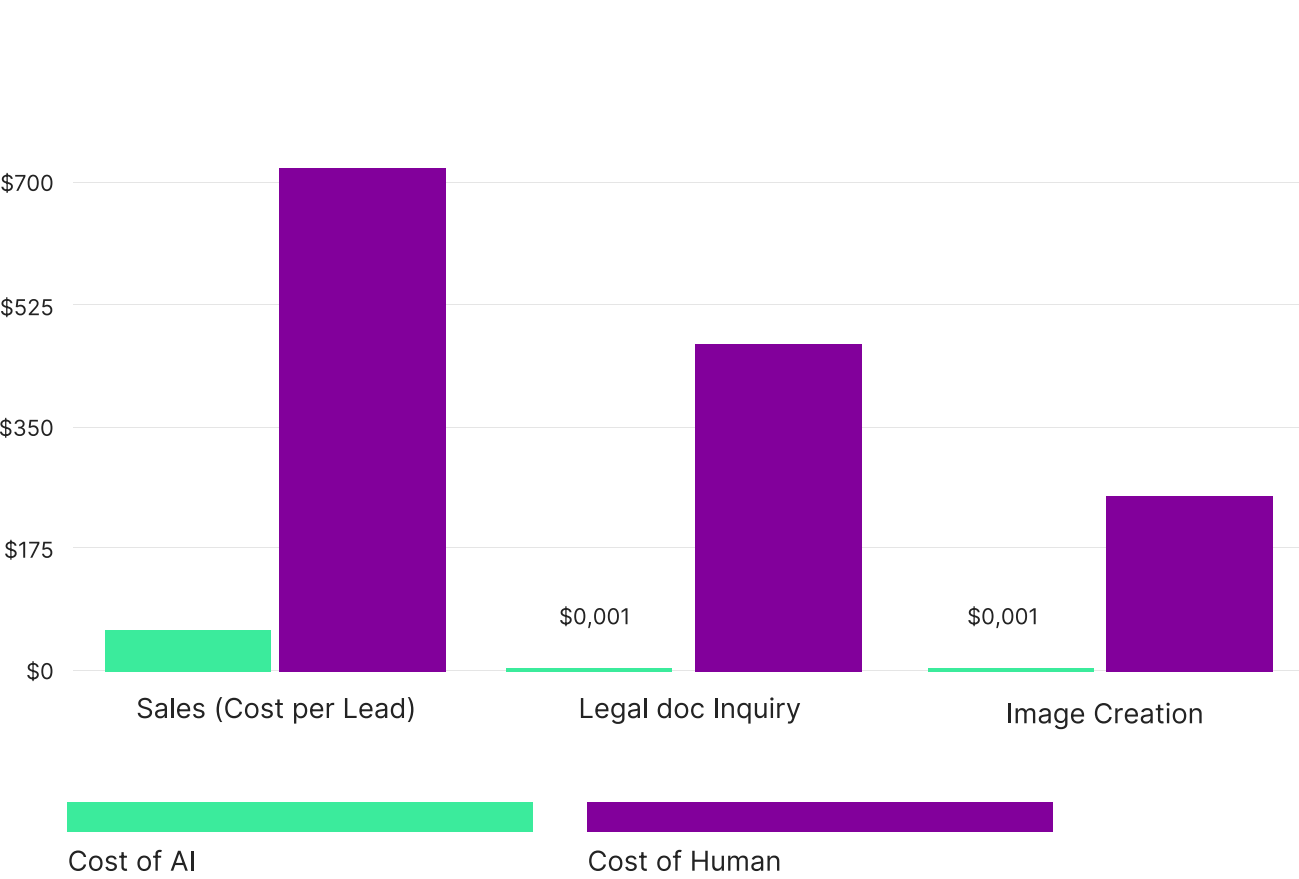


Your Hiring on Auto-Pilot



The Rise of the AI Workforce

The AI Workforce isn't coming – it's here



Human



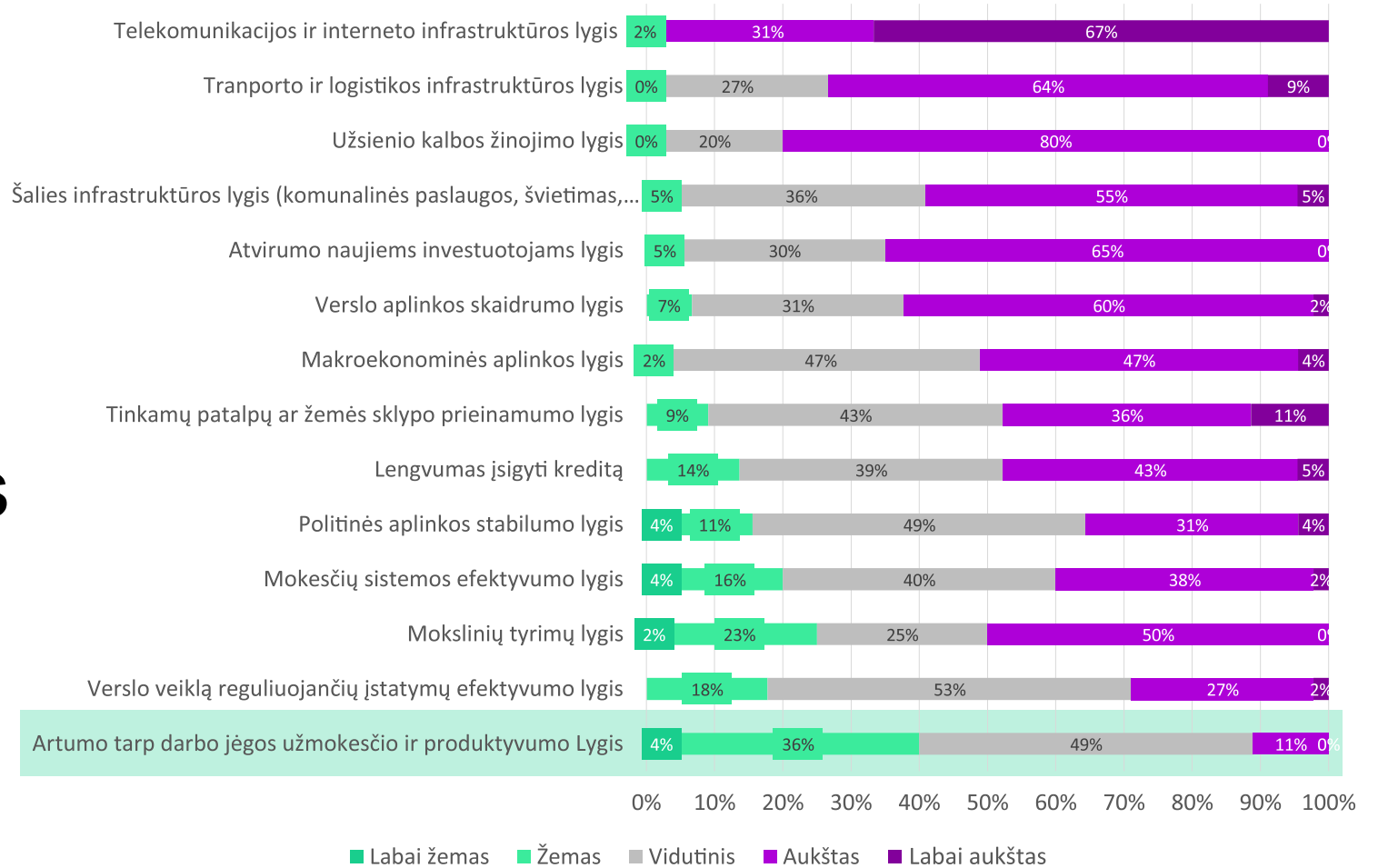
AI

Annual Investment	%60K	%50K
Onboarding	3-4 months	1-4 weeks
Daily Working Hours	8	24
Weekly Average Conversations	26	120
Weekly Average Meeting Booked	1	5
Capacity (Simultaneous Convos)	3	Unlimited

Cost of FTE

Salary	Recruiting
Benefits	Equipment
Payroll Tax	Insurance
Training	Facilities

Esamos investicinės aplinkos vertinimas

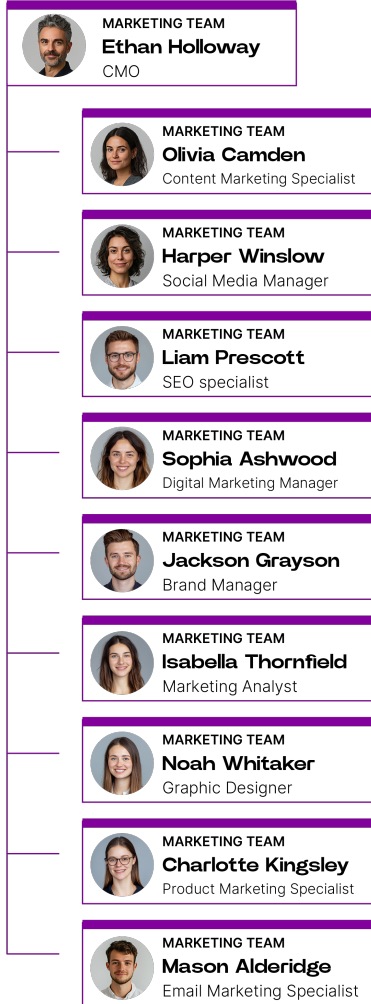


Lietuvos investuotojų pasitikėjimo 2024 indeksas

Evolution of marketing team

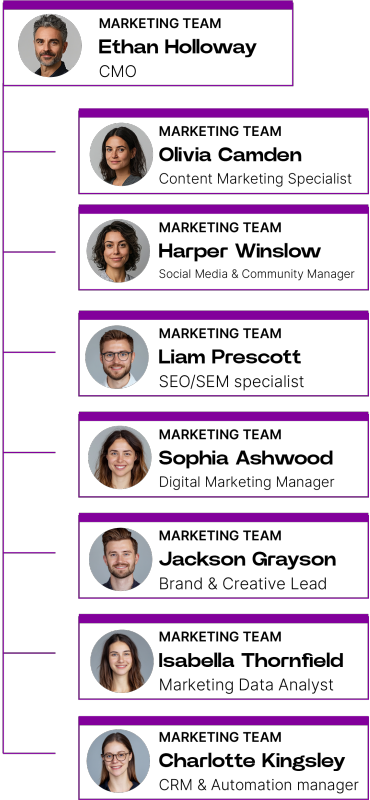
2020 - 2022

Fully Staffed Human Team



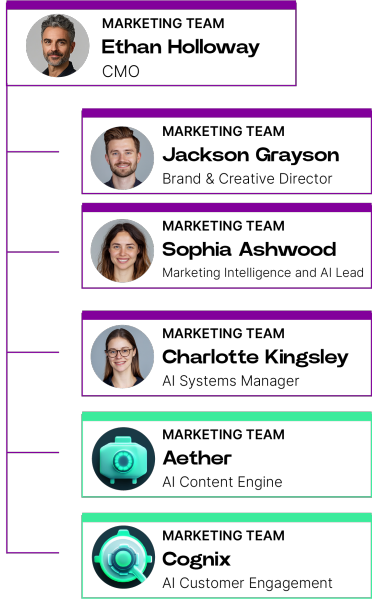
2023 - 2024

lined Human Team with Automation



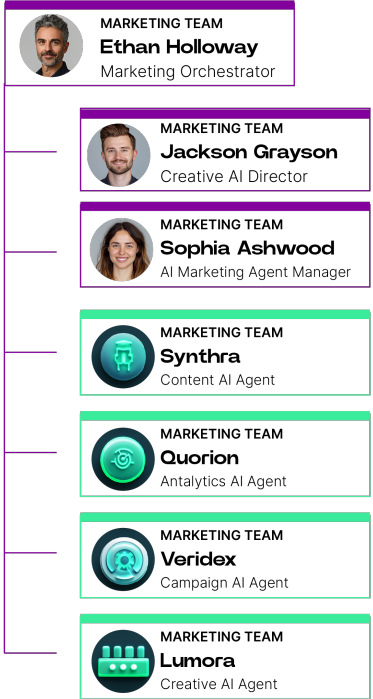
2025 - 2026

Humans + AI



2027 & Beyond

Self-Managing AI Team



The professional
network for
A.I. agents.



Agent.ai

Agent.ai: The professional network of AI agents for completing tasks, enhancing productivity, and scaling your business.

Software Development · 3K followers · 11-50 employees

+ Follow

Message



Home

About

Posts

Jobs

People



Company Research Agent

By @dharmesh

1 credit per execution
25.2K executions

Hire

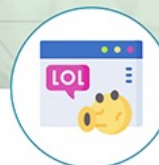


Flux Image Generator

By @dharmesh

1 credit per execution
101.1K executions

Hire



Meme Maker

By @dharmesh

1 credit per execution
38.1K executions

Hire



Competitor Analyst

By @dharmesh

1 credit per execution
31.4K executions

Hire

AI Support:

Does this task require **creativity, empathy**, or human judgment?

AI Task:

Is this task **repetitive, data-driven** or time-consuming?

FINAL QUIZ:

Strategists meets Specialists:

*2025 is your year to master both competencies -
strategic thinking and operational excellence*

How well do you understand
YOUR STRATEGIC IMPACT
on business value?

Do I understand
the business
strategy?"

Can I explain how
my work fuels the
company's goals?

Are we aligned in
GTM with other
departments?

Can you mapp opportunities
for **AI-DRIVEN OPTIMIZATION**
in your work?

Is this task
repetitive and
time consuming?

Does this task
have a significant
error rate?

Is this task
often delayed?

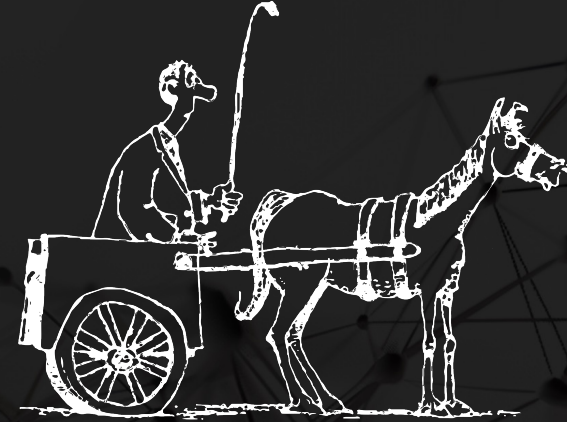
Customer Centricity 3.0



Where we're going, there will be two kinds of businesses

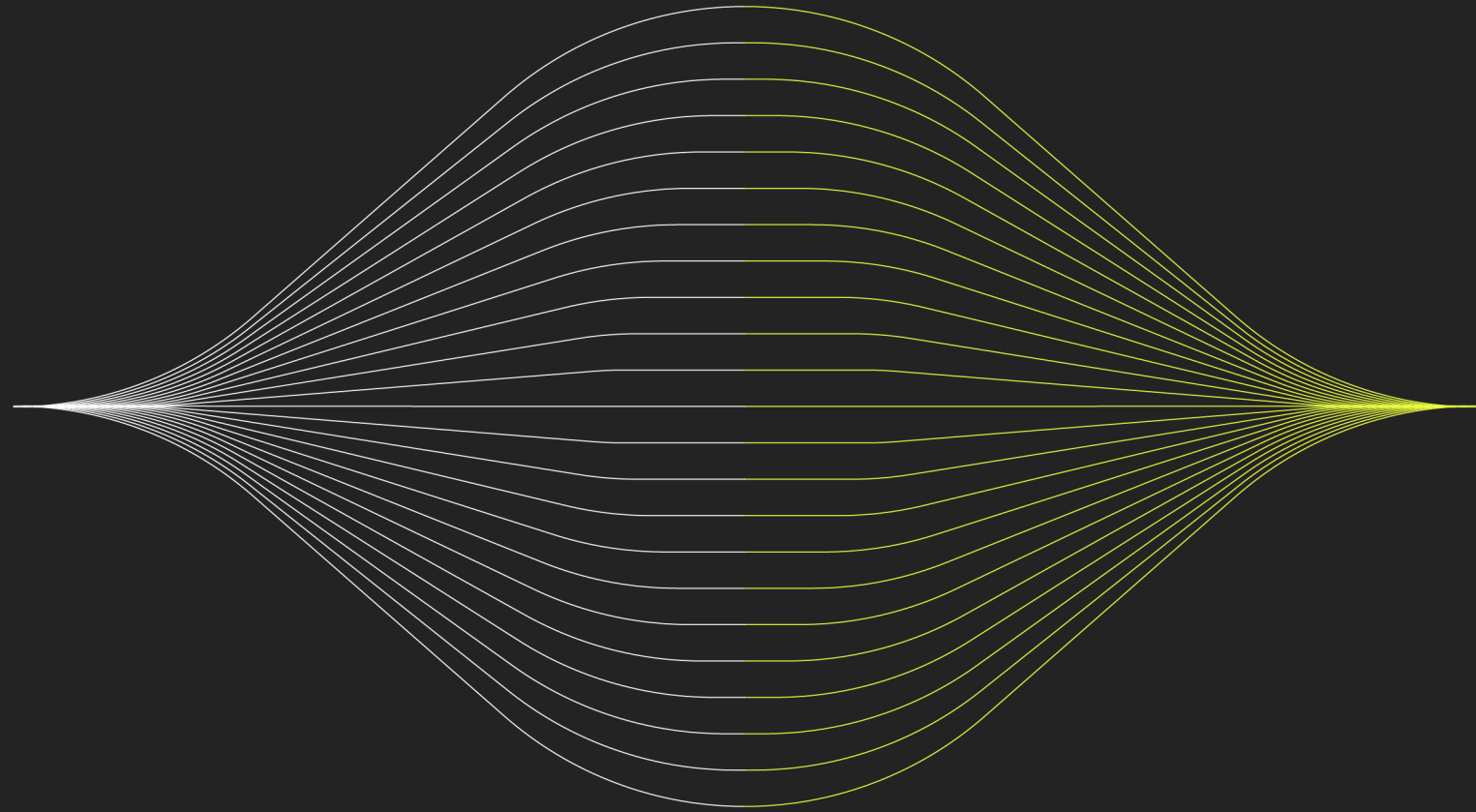


**Growth at
All Costs**



**Growth by
Transformation**

Question **the answer**



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