



Unlocking AI-Powered Marketing Workflows

Developing the Right AI Strategy to Build
The Marketing Organization of the Future



What does the 'Future of Marketing' look like in the age of AI?

Marketing has been a hotbed of digital transformation for more than a decade, but with the emergence of generative AI (GenAI), the most profound changes lie ahead.

IDC's research shows that marketing and digital marketing-related initiatives are consistently ranked among the top use cases for AI in the Asia/Pacific region. In the next five years, GenAI will advance to the point where it can handle more than 40% of the collective work of marketing teams and potentially 100% of specific marketing tasks.

Marketing is not just experimenting but rather implementing AI in marketing operations, content marketing, advertising and creative services, campaign marketing, and web marketing. Not only are marketers implementing AI, but customers and consumers are actively using AI to engage with brands.

Additionally, ***to fully leverage AI's potential, CMOs will need to invest in AI technologies that align with their marketing goals***, build teams with the necessary skills to utilize AI effectively, and foster a culture of innovation within the entire organization, not just in Marketing.

The overall role of the CMO will therefore change as they work closely with IT, data, and digital teams, to name a few, to establish the necessary AI-infused marketing infrastructure and tools to deploy faster, more targeted and more effective campaigns.

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In the next five years, GenAI will advance to the point where it will handle more than 40% of the work of specific marketing roles. Because of the rapid evolution of GenAI capabilities, marketing leaders will have to prepare their staff for fundamental changes to roles, skills, and organizational structure.

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Gerry Murray,
Research Director,
Enterprise Marketing Technology
Practice, IDC

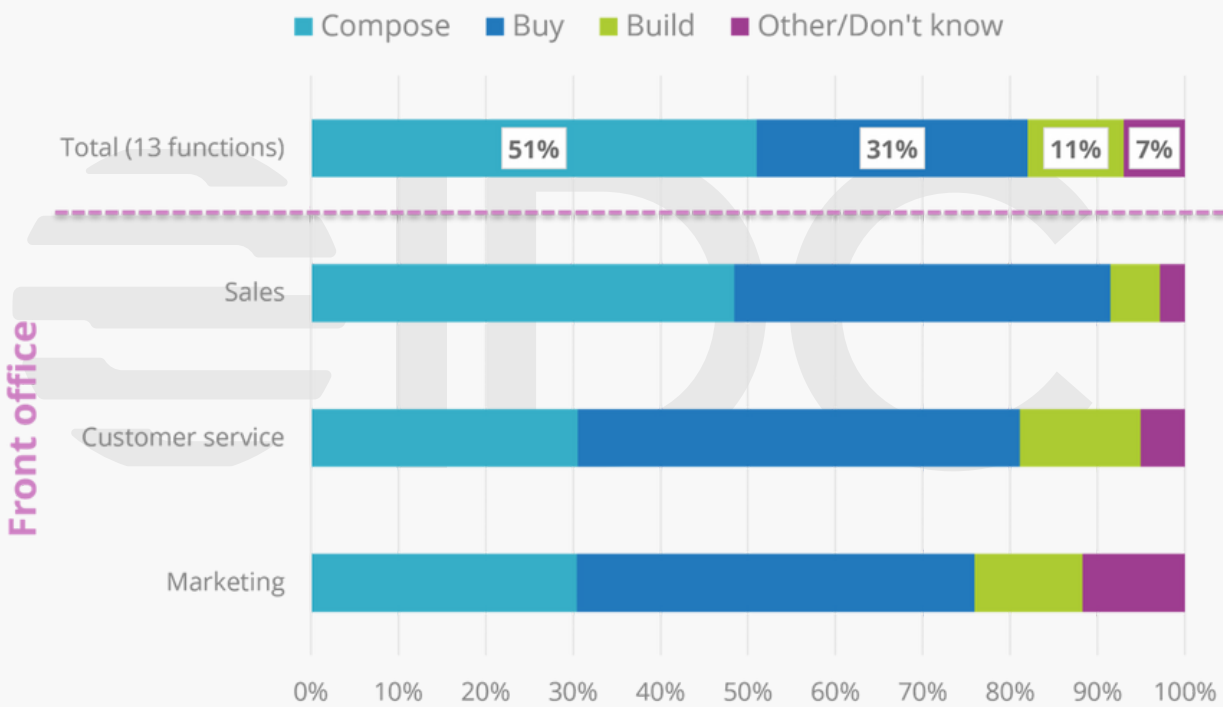
Source: IDC Perspective, [GenAI Will Increase Marketing Productivity by More than 40% in the Next Five Years; Then Sam Altman Says It Could Be Closer to 95%, #US51883524, March 2024](#)

Asia/Pacific Marketing Organizations Making the AI Pivot to Maximize the ROI

The region is still in a hyper-experimentation phase in their AI adoption journey; This will remain the case in the next 18 months. The CMOs will prioritize use cases that have higher conversion rates, reduce time to close, and help in higher customer engagement.

Marketing teams also will find buying embedded AI solutions will give them a fast track to productivity and performance. However, they will prefer composing AI to leverage proprietary customer data for personalized campaigns in the long term. Fine-tuning existing models helps improve targeting, audience segmentation, and content recommendations with faster deployment.

What is/will be your organization's approach to adopting GenAI for this use case?



Source: IDC Survey Findings: Asia/Pacific Front-Office Function GenAI Use Cases Prioritization, #AP52199024, December, 2024



APAC CMO Predictions: #9

By 2028, one out of five marketing roles or functions will be held by an AI worker, shifting human expertise to driving strategy, creativity, ethics, and managing a blended human and AI workforce.

Redefining the Role of Marketing with AI-enabled Work Models & Apps

While preparing to accelerate growth and success in an AI-fueled business model, it is vital to shift to an AI-ready technology operating model, ensuring that you can cost-effectively and securely scale the use of AI capabilities anywhere. You are confident that you can track the costs and benefits associated with AI-infused processes & apps.

Currently, the business environment is tough for CMOs pushed to show a more direct value impact of their marketing campaigns. As a result, the reliance on AI-infused solutions for scale, enhanced targeting, and innovative initiatives will increase. ***The current use of virtual assistants and LLMs for routine tasks and queries will evolve to fully automated AI workers, with multiple agentic systems working together alongside human marketers.***

These AI workers are designed to monitor events and intelligently create and execute multistep marketing workflows and activities across a digital ecosystem and will take actions all on their own to achieve specific goals.

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How to Make Sense of AI Powered Apps?

As AI technologies impact ways of working, shopping, researching, developing, and other day-to-day activities, **there is a need to define terms such as agents, advisors, copilots, etc.** of their roles and the capabilities they offer.

This table takes a high-level comparative view of the capabilities AI and GenAI technologies assume as they increasingly move from assisting to augmenting and advising to fully enacting work that originally was done by humans.

This table is not merely meant to show additive properties to each role but also to stress that they are different from one another. Clear definitions of the terms, aligning them with technical capabilities and business outcomes and providing guidance on how each of these support systems impacts current and future work models.

AI CAPABILITY	DESCRIPTION	SAMPLE VENDOR EXAMPLES
Assistants – applications that assist	Assistants provide productivity gains for organizations by helping individuals to complete work or other transactions more quickly and consistently. Assistants work reactively and cooperatively with humans in response to user requests, automating rote tasks such as answering simple FAQs, updating billing information, or summarizing meeting notes and follow-up items.	Cisco Webex Assistant, Google Gemini, Microsoft Azure OpenAI, IBM watsonx Assistant for Z, SearchUnify Virtual Assistant, Oracle Digital Assistant, Salesforce Einstein Bots
Advisors – applications that advise	Advisors provide enhanced insights to organizations by synthesizing disparate data into integrated insights and recommendations. They can answer more complex questions, proactively generate insights or identify anomalies, and provide related recommendations.	IBM watsonX BI Assistant, Cogito Companion
Agents – applications that act autonomously	Agents move organizations toward integrated and/or autonomous workforces. They help organizations to optimize such workforces by proactively, autonomously performing actions to achieve a pre-defined goal, working independently or in conjunction with other AI systems. In turn, this provides greater agency to human employees to focus on more innovative, complex, and higher-value work.	ServiceNow Assist, IBM watsonx Code Assistant, IBM watsonx Assistant, Auto-GPT (open-source), Microsoft JARVIS
Co-pilots – applications that assist, advise and act as agents	Copilots are AI solutions interacting with humans based on generative AI foundation and large language models. They support both end users and developers by automating specific business tasks across functions and guiding users through various enterprise software from spreadsheets to email to enterprise application processes. Copilots can be both reactive (i.e. respond to directions) and proactive (i.e. based on certain inputs, perform a task, or respond without being explicitly asked).	Microsoft Copilot 365, Microsoft Copilot for Sales, Genesys Agent Copilot, Yellow.ai AI Builder Copilot, Salesforce Einstein Copilot

Future State: AI-Fueled Apps | A Case in Point for Marketing

The key insight from GenAI experiments is that success is not just about advanced models — it is about their ability to augment and enhance business processes through large language model (LLM)-driven capabilities. ***Beyond content generation, GenAI must offer reasoning, sequential task execution, decision-making, and integration with enterprise workflows to provide real value.***

By late 2026, 50% of organizations in APJ will leverage AI to bring immediate employee and business value with AI-driven technology assistants, advisors, and agents enabling improved decisions.*

Agentic AI can revolutionize the marketing department of an organization by autonomously executing complex tasks, enhancing employee efficiency, and driving data-driven decisions for marketing professionals. It also streamlines different activities such as campaign management, content creation, customer engagement, generating personalized recommendations, and building predictive analytics.

Agentic AI enables real-time segmentation, optimizing advertisement spend and helping in maximizing the ROI from it. AI agents can automate A/B testing, enhance lead nurturing, and help in refining product messaging based on target customers' behavioral insights.

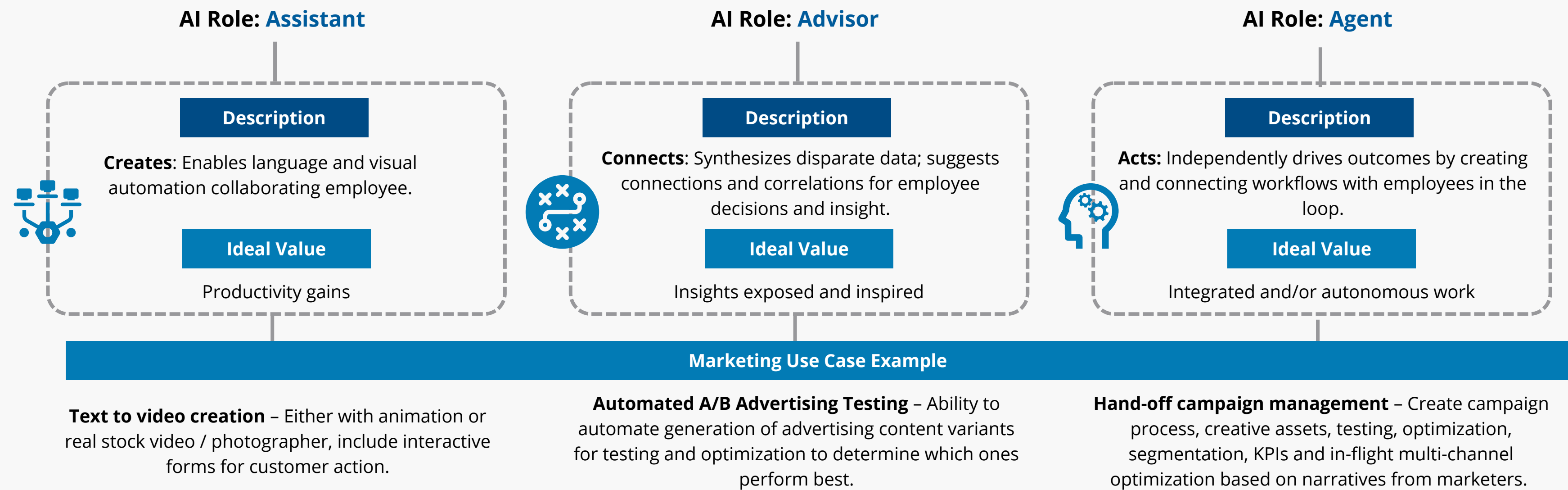
Source: IDC Press Release, IDC Predicts: Asia/Pacific Business Leaders to Demand 80% Success Rate on GenAI Initiatives by 2027, #prAP5270962, November 2024*



Future State: AI-Fueled Apps | A Case in Point for Marketing

A marketer can leverage AI agents for delivering competitive analysis, forecasting market trends, and hyper-personalized experiences, reducing a lot of manual workload while improving precision. By integrating Agentic AI into their marketing operations, organizations can scale their marketing efforts effectively, fostering a stronger customer relationship and boosting overall business growth.

How will the Marketing function embed AI solutions across areas, moving from simplest to most complex?



IDC's Guidance to Tech Marketers

Identify Your Marketing Needs: It is critical to plan for your specific marketing mission, team structure, operating environment, and technology infrastructure. Your plan needs to be uniquely designed around how much and what kind of work is assigned to each of your staff roles.

No AI Islands: AI capabilities should be implemented from the data layer up not from the task automation layer down. While many GenAI apps exist, every instance of GenAI in a commercial enterprise should share common services for data, governance, security, etc.

Scale up from a single use case to a portfolio approach: Experiment with AI and relevant supporting technologies to find the optimal AI-fueled experiences shifting the perspective of business & IT stakeholders within the organization.

Focus on business objectives and value creation: Enterprises are defining their goals in terms of measurable KPIs. Align marketing investments to drive results for core business metrics will be essential to success.

Upskill and Reskill Marketing Teams: Marketing leaders should assess how much work will be delegated to GenAI, and across which roles. They should prepare staff for significant changes to their roles which may necessitate upskilling, re-organization, elimination of some job titles, expansion of others, and the creation of entirely new career paths.



Additional Resources

- [CMO Agenda 2025 Predictions for Asia/Pacific - An Exclusive Look into Four FutureTech Trends CMOs Must Consider](#)
- [Evolving Digital Marketing Strategies in the Era of AI Everywhere](#)
- [Overview of Marketing and Other Functional AI Use Cases](#)

Leverage Trusted Trends and Data for a Powerful Go-To-Market Strategy. Know More →

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