

AI Digital Marketing Department and ABM, ABX, and Account-Driven GTM Strategies

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Abstract

Engaged in a process of continuous learning, it is now the real time to reflect and act by better understanding buyer moves between marketing, sales and CX waiting rooms, and improving mixed endeavors of marketing, sales and customer support. That means including rethinking the sales-marketing relationship by better understanding the customer journey, and how the account-driven go-to-market, as B2B marketing future foundation, take it to a more advanced stage the account-based experience, the sales-marketing relationship being totally reshaped by AI, more opportunities being created. We are seeing how sales and marketing teams are benefitting of AI agents, increasing their focus on building an AI digital marketing department progressing towards an easy-to-use system.

Keywords: Digital Marketing, AI Integration, ABM, ABX, Account-Driven GTM,
Gen AI-Powered Tools

JEL Classification: D83; L81; L86; M15; M31; O32; O33

Better understanding buyer moves between marketing, sales and CX waiting rooms, and improving mixed endeavors of marketing, sales and customer support

In our last HMM issue we underlined the important role of valuable content created by marketers keeping up with the times (Purcarea, 2025). Allow us to also remember how last year,

the Marketing Waiting Room™ (MWR) concept was coined, so as to better see (while progressing on the path to ensuring conversion rates' improvement) what a buyer associate with a brand before he is energetically buying it, buyers' acquisition strategy benefitting of high-quality content creating value to them and paving the way for pre-selling (Ciecierska, 2024).

This year, Anyaegbunam (2025) expressed his appreciation for the above-mentioned spatial approach of waiting rooms' interconnection, highlighting Ciecierska's solution to map customers' reality, better understanding buyer moves between marketing, sales and CX waiting rooms based on mind reader workshop (empathy probing). Going on this way, marketers can discover not only category entry points and emotional triggers, but also high-impact features, firmly implanting themselves in their customers' world.

In the B2B buyer journey, for example, every touchpoint can be personalized with the help of the Account-Based Experience (ABX), target accounts being provided with tailored CX based on this Go-To-Market (GTM) strategy (from awareness through to post-sale) which is ABX known as combining efforts of marketing, sales and customer support, prioritizing quality over quantity (Leighton, 2024). Customer relationships' support is ensured by marketing and sales actions' unification and customer success teams' valorization. It is also important to remember that as it is essential for meeting both buyer needs, and driving revenue growth in the current digitally-driven B2B landscape, ABX (seen as a strategic operating model and a smarter approach to B2B marketing) requires a new set of Account-Based Marketing (ABM) priorities (agility, engagement, insight), buyer interest and intent depending on high-quality account engagement that as shown by Monaco (2024) is driven by personalized experiences.

Rethinking the sales-marketing relationship by better understanding the customer journey, and how the account-driven go-to-market, as B2B marketing future foundation, take it to a more advanced stage the account-based experience, the sales-marketing relationship being totally reshaped by AI, more opportunities being created

Two years ago (Purcarea, 2023), our HMM Journal brought to our savvy readers' attention the spectacular evolution in marketing and sales alignment. As the working in harmony of sales and marketing always been a real challenge, it was interesting to recently note how Kramer (a, 2025) brought to our attention the need of considering the recent changes in the above-mentioned GTM. Within the podcast framework, one of the cohosts (Devon Watts) recommended businesses to build, for instance, a GTM function that works for them, based on combined Revenue Operations (RevOps, as the strategic integration of sales, marketing and service departments) team for all of GTM with Sales Development Representatives (SDR being an employee whose job is to be responsible for outreach, prospecting, and qualifying leads) on it, too.

A week later, in the next episode (Kramer b, 2025), it was remembered that due to AI, automation, and personalization growth marketers are becoming more like SDRs (who are becoming more like growth marketers), consequently being: easy to understand the need of growth marketers and SDRs to reporting into the same place so as to help both driving more revenue, and with total GTM alignment; recommendable to Marketing Operations (MOPs) to report into a central Revenue Operations (RevOps) team, and to SDRs to report into marketing. Kramer also showed how the above-mentioned Account-Based Experience (ABX) expands (to track signals and reach more buyers, by using modern tools) the Account-Based Marketing (ABM, as the original strategy) to more accounts, while the Account-Driven GTM (as B2B marketing future foundation) take it to a more advanced stage, the foundation for all companies' marketing and sales activities becoming even these accounts. Also, within this framework, it was underlined how: sales-marketing relationship is reshaped overall by AI, more opportunities being created; marketing and sales alignment is supported by: unifying outbound and pipeline goals (based on moving SDRs under marketing), keeping systems and metrics clean across GTM (based on centralized RevOps), building stronger collaboration (based on purposefully making available account-driven GTM), reducing friction (based on treating marketing attribution as a directional insight), and creating fairness across teams (based on simple variable compensation structures for marketing).

Instead of conclusion: *Sales and marketing teams benefitting of AI agents and*

increasing focus on building an AI digital marketing department

progressing towards an easy-to-use system

To aid sales and marketing teams HubSpot's Breeze AI (Jones a, 2025; Jones b, 2025) introduced four AI agents (Customer Agent, Knowledge Base Agent, Prospecting Agent, and Content Agent). HubSpot is known as investing in AI and offering a successful unique value proposition, while paying attention to AI transparency (considering Zero Data Retention, EU Regional Data Control, and Data Masking before AI processing). On the other hand, media campaigns are reshaped by AI, but incorporating AI into agencies', brands', and publishers' media campaigns is still a significant challenge (Feger, 2025).

Beyond data privacy and data security, in case of small businesses, for example, the technical aspect of AI implementation is not so a simple task (Allton, 2025), the process also including to build an AI digital marketing department, making the agentic AI tools work together involving considering some layers (the foundation, LLMs, the conversational AI; the platforms and software allowing for some agentic capabilities; custom development done with AI coding tools). It is important to know that an AI digital marketing department can obtain a positive ROI before getting into the third layer (anything custom code), being also recommendable to look for a partner to work with (if that's the case). Also, it is recommendable to familiarize yourself with

the AI tools (the LLMs, the prompting tools, the Gen AI) to better understand what is at this imminent Agentic AI wave base.

New research by CB Insights (2025) revealed that each stage of the customer journey (see figure below) will be impacted by AI agents, this journey being made more efficient and effective. For example, AI agents will ensure shopping optimization across a select group of merchants, consequently traditional loyalty programs losing effectiveness (Direct-to-agent commerce). On the other hand, AI-driven personalization future will be influenced by first-party transaction data, being advantaged the companies with direct access to these data (directly collected from companies' customers and audiences through their interactions with them).

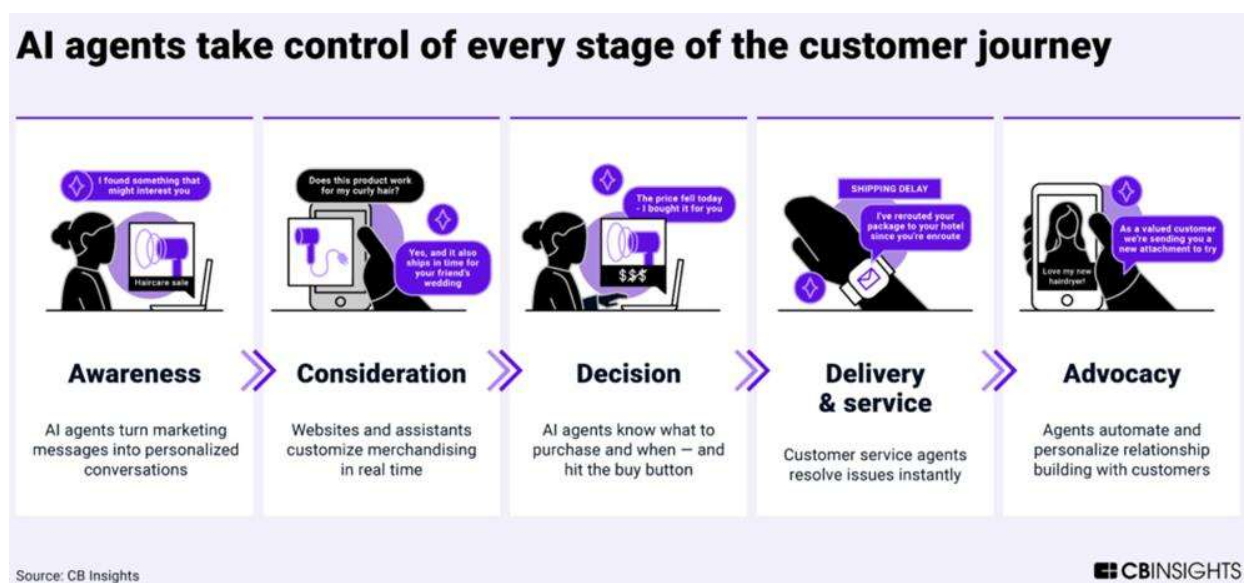


Figure 1: AI agents take control of every stage of the customer journey

Source: CB Insights, 2025. The future of the customer journey: AI agents take control of the buying process, Research, February 25, 2025 (work cited)

There were underlined, for instance, great expectations regarding the significant impact of AI-driven initiatives' implementation in marketing strategies on productivity, efficiency and innovation, for today's marketers AI in digital marketing being considered a game-changer driving personalization, predictive analytics, CX etc. (Digital Marketing Institute, 2025). And that without replacing humans' roles (retrained to deploy AI, by improving competences in data management and analysis, testing, content personalization, marketing automation, process analysis and improvement) and efforts.

As showed at the reputed Northwestern University's Medill School (2025), digital marketing was revolutionized by the predictive, prescriptive and Gen AI, and as remaining competitive is vital for any business marketing teams are more and more appealing to AI-driven

solutions, increasing CX and releasing maximum potential. Supported by AI, marketing teams' ingenuity and creativity can improve customer engagement, streamline marketing automation processes, boosting productivity, while challenging the development of marketers' critical thinking.

Also, as recently revealed by Marketer Milk Team (2025), AI is used by marketing teams to grow fast, which is also valid in the case of biggest brands (like Google, IBM, and Airbnb), giving an advantage over competitors. Within this framework, 26 of the best AI marketing tools (AI-driven apps and platforms) were given as an example, such as: ContentShake AI (for SEO blog writing), Gumloop (best for AI automations), Surfer SEO (for content optimization), Notion AI (for productivity), Jasper AI (for copywriting), Lexica Art (for blog thumbnails), LALAL.AI (for audio recordings), Crayo (for short-form videos), Brandwell (for generating SEO blog posts) etc.

Allow us to end by showing how Dubois and Niessing (2025) recently highlighted that in order to obtain long-term measurable success an essential tool for marketing and sales leaders are prompts (which produce specific responses or outputs as unstructured inputs directing Gen AI-powered tools, translating into actionable content the strategic goals) allowing not only to create hyper-personalized campaigns (balancing scale with personalization being one of the most significant challenges in digital marketing) and drive efficiency (reducing this way the time and resources spent on content creation), but also to optimize messaging (ensuring alignment with brand values, without being influenced by the platform). Prompts' usage allow marketing and sales leaders prompts to go beyond traditional campaigns by exploring creative ideas. By being specific, incorporating context, iterating and refining, as well as aligning with data (as four key best practices), CMOs can craft the necessary effective prompts, progressing towards an easy-to-use system (by ensuring advanced analytics, prompt generation, and content deployment integration).

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