

Getting Marketing in Perspective of Agentic Society

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Abstract

Marketers are struggling to reshape sales-marketing relationship within AI-driven workflows' orchestration. Special attention is paid to marketers' concerns on the path to Agentic Economy, and in perspective of Agentic Society. The infrastructure building for agentic commerce is already progressing with full intensity. Now it's time to take practical steps to improve human and digital workforce synergy, keeping pace with the evolving enterprise agents, and reimagining the end-to-end phygital marketing process.

Keywords: Marketers' Concerns, Digital Marketing, Agentic Economy, Agentic Society, E2E Phygital Marketing Process

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

Reshaping sales-marketing relationship within AI-driven workflows' orchestration

According to the AI-powered customer platform HubSpot (2025), there is a quick transformation of the marketing landscape under the influence of the artificial intelligence (AI) combined with human creativity. The border between marketing and sales disappears as a result of the savvy marketers' focus on increasing engagement thanks to innovative AI-driven

workflows' orchestration. As we underlined in our last HMM Journal issue (Purcarea, 2025), it is now the real time to reflect and act including from the point of view of rethinking the sales-marketing relationship.

In the opinion of the President of the digital agency Zhivago Partners (Zhivago, 2025), because of sales-stopping tactics (such as: broken promises made by marketing; failing both to provide the information customers want, and the so-called "Amazon test" to make it easier for customers to buy; voicemail, a first-time caller needing to talk to a human to solve the problem; leaving the customer with unanswered questions after he reach out) a large part of marketing budgets (70%) is wasted.

The Senior Director, Content & Marketing, MarketingSherpa and MECLABS Institute, Daniel Burstein (2025), recently pointed out what to do within sales-marketing alignment when sales deals have stalled: trying the multi-agent workflow (please see the link below for more information: <https://meclabsai.com/workflow/s/yrFFUZzUhd8wOwss>). This involves six steps: stall diagnosing (paying attention to reduce customers' decision anxiety and commitment concerns); value proposition revisiting (more deeply understanding prospects' very specific pain points, and clearly stating your solutions' benefits); with a personalized touch re-engaging (being creative and relevant); incentives and urgency introducing (driving re-engagement based on a hard trigger); follow-up tactics optimizing (timely and structured); monitoring, measuring, and adapting based on data and real-time customer feedback.

Sitecore (Krokida, 2025), the digital experience platform (DXP) and one of Microsoft's closest partners, showed how important is for marketers to understand AI marketing tools' core capabilities (such as: AI content generators, AI-powered email and CRM assistants, Predictive analytics engines, AI chatbots and virtual assistants, AI for image and video creation, and AI for SEO and content strategy). As software solutions using ML, NLP, predictive analytics, and automation (Silvia a, 2025), AI marketing tools progress from the use of technology to automate specific (repetitive or time-consuming) tasks to agentic orchestration. Going that path CRM automation is reimaged, AI Workers operating (as autonomous AI agents) with context and intent and ensuring tasks' execution and goals' meeting accordingly, CRM being transformed into a dynamic execution engine (Silvia b, 2025).

Consumers' complex needs' serving requires relevant content within digital experiences' acceleration, B2C and B2B marketers being challenged for instance to tailor goods, services, and interactions and improve CX, this personalization solutions' identification being based on better understanding behaviors and delivering not only targeted content and recommendations, but also offers across phygital channels (Greene and Cizio, 2024). And as tailored messaging needs reduced volume of unique content creation, personalization must be focused on small components to ensure modular components' combinations' creation necessary to unique CX.

Marketers' concerns on the path to Agentic Economy, and in perspective of Agentic Society

According to an EMARKETER analyst report (Bourne, 2025), the way in which organizations measure success will be changed by AI agents' rise, being necessary to use more nuanced KPIs (such as: task completion assessment; customer satisfaction within agents' interaction with; autonomous decision-making abilities' degree; seamless orchestration across systems; agents' integration into workflows' ability) to capture AI agents' impact. With the passage of time AI agents are continuously improving by learning from interactions, combining not only reinforcement learning and large language models (LLMs), but also reasoning capabilities. Beyond concerns related to loss of creativity and human touch, marketers also need to pay attention to the diminishment of both direct control over brand voice, and identity management caused by AI agents.

With regard to autonomous AI agents – which are coming into being “a critical abstraction layer responsible for executing tasks, communicating, reasoning, and making decision on behalf of humans and machine stakeholders” (Raskar et al., 2025) – MIT's Project NANDA described a NANDA RoadMap comprising three development phases: *Foundations* (Index and Data; Resolution and Delivery; Security and Governance); *Agentic Economy* (Data, Model Valuation; Trust and Reputation; Transactions) – system integration level being coordinated; *Agentic Society* (CoLearning; Population Model; Agent Marketplace) – system integration level being collective (MIT Media Lab, 2025). On the other hand, according to the new report published by MIT's NANDA initiative – and entitled The GenAI Divide: State of AI in Business 2025 – generative AI (GenAI) implementation indicates:

- A lack of success in reaching the goal (for 95% of respondent companies) because of tools and organizations' learning gap, AI adoption being essential;
- A misalignment in GenAI budgets allocation, in spite of the fact that greater part is dedicated to sales and marketing tools, the biggest return on investment was found by MIT research in the technology use to make administrative and operational tasks more productive and automatized without directly involving customer interactions (Estrada, 2025).
- That personal chatbot accounts are used by workers (as shadow users, at over 90% of respondent companies) for daily tasks (despite the fact that actually only 40% of respondent companies have official LLMs subscriptions), this shadow AI usage being preferred for simple work (drafting emails - 70%, and basic analysis - 65%), therefore being a limited impact on jobs (Lichtenberg, 2025).

According to Goldman (2025), who quoted various sources, in advertising the creative work both production and distribution is redefined by the quick shift to essential from

experimental produced by GenAI, larger advertisers already competing with smaller rivals. This in progress advertising production democratization by GenAI is enabling customization levels considered unaffordable just two years ago. It is also important to note that hyper personalized advertising (AI-driven ad creation) could be delivered by companies helped by Meta which have a large amount of detailed information (age, video engagement, and other microdata) on user behavior (Harmon, 2025). Meta’s strong redirection toward AI is indicated by the recent launch of its Superintelligence Labs unit (Clark, 2025).

It is also worth mentioning what Nielsen (2025) recommended – within a fragmented media environment in order to engage with fragmented audiences (see figure below) – to prioritize as key strategies: deeply understanding audience, integrating multi-channel approach, personalizing content at scale, and optimizing content for platform native experiences. It was underlined how essential is to ensure holistically engagement and campaign effectiveness measurement within the context of the irregularly distribution of audience attention.

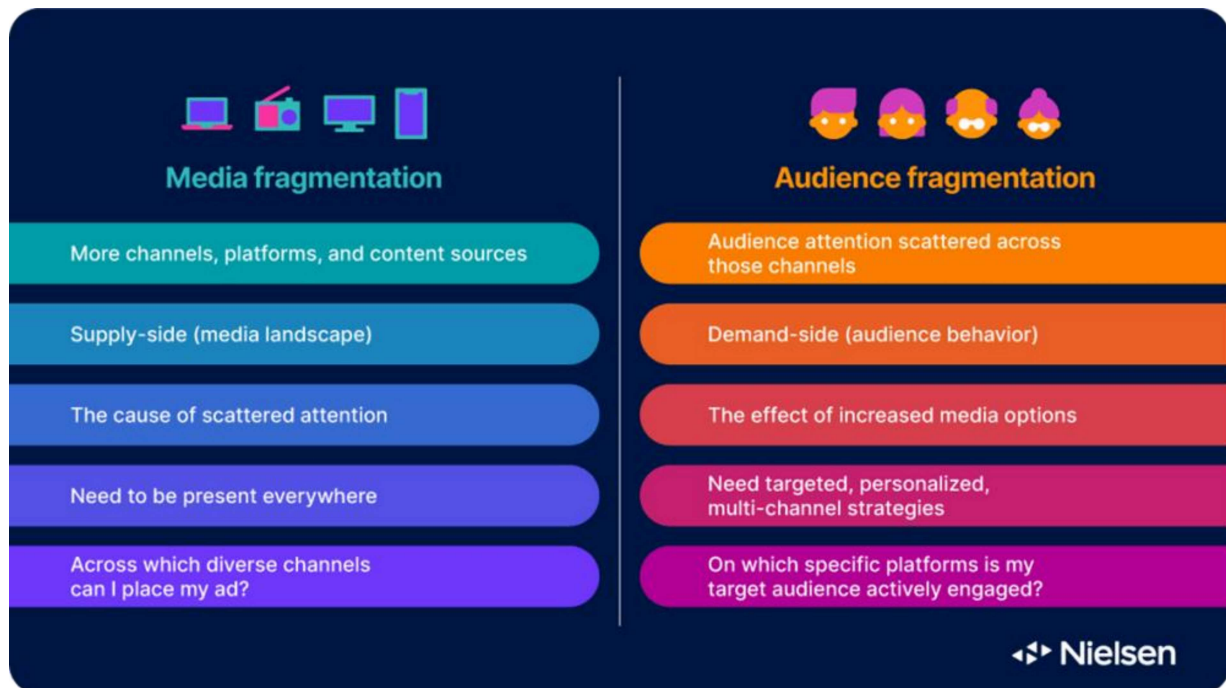


Figure 1: Media fragmentation and Audience fragmentation

Source: Nielsen, 2025. *Need to Know: What is media fragmentation and how to reach today’s audiences? Insights, July (work cited)*

With respect to AI, marketing leaders need to make things happen more quickly, engaging to enhance their employees’ AI skills, knowledge, and abilities, embracing the idea of collective intelligence and focusing on organizational culture (Perkal, 2025). The reputed Dave Chaffey (2025) highlighted AI and ML integration as a top digital marketing trend (together

with: the need of both a dedicated digital strategy, and a faster increase of digital maturity; SOPs for smarter marketing; zero-click marketing; increased Focus on CX; growth of visual and voice search; enhanced data privacy measures; martech stacks expansion; emphasis on sustainability and ethical marketing). And as shown by Digital Marketing Institute (2025), digital marketers need essential skills (such as: video marketing; SEO and SEM; content marketing; data & analytics; AI & automation; design thinking and planning; social media; email marketing).

The infrastructure building for agentic commerce is already progressing with full intensity

As shown by Norris (2025), the most significant disruption to e-commerce funnel (as stages a prospect goes through before and after purchasing) since Google is agentic commerce that pertains to specific digital shopping experiences. The autonomous AI agents (which are powered by LLMs like Perplexity, Gemini or ChatGPT quickly integrating commerce layers) act within these shopping experiences on behalf of consumers to deal not only with product research (the structured product content being optimized for answering questions) and comparison, but also with purchasing. Depending on context, consumers might use both different LLMs for different operations, and various in smart devices or shopping apps embedded retail-focused agents, a one-to-many infrastructure strategy being required in perspective. Consequently, digital marketers should prioritize a set of actions, such as: confirming fulfillment and inventory data at the moment of query (to avoid sellers' deprioritization by agents); to ensure agent activity monitoring, as well as refining based on agent-facing performance metrics etc.

According to CB Insights (2025), the infrastructure building for agentic commerce is already progressing with full intensity, significant importance being assigned by technology and payments leaders to the movement towards AI-driven interfaces, and fully autonomous shopping building blocks being already developed by emergent startups' rising tide. Based on its valuable Business Graph, CB Insights highlighted the markets (see figure below) energizing the above-mentioned progress (now some investors, merchants, and brands taking advantage of this opportunity prior to agentic shopping's arrival) towards AI-driven interfaces: to shaping AI-driven commerce, generative engine optimization (GEO) is becoming critical, being seen as the next frontier in digital visibility, directly shopping on AI platforms increasing; the necessary conditions to make fully autonomous shopping possible are created by retail AI agents (which are evolving beyond chatbots), early adopters (ensuring agents' introducing and training) giving merchants a significant competitive advantage that allows it to outperform rivals by building consumer trust, systematically collecting, measuring, and analyzing data, and preparing retailers' operations for the jump to autonomous commerce; the rapidly moving from concept to infrastructure is done by AI agentic payments, and as these tools develop being essential effective and multifaceted partnerships (early-stage companies long-built customer trust being offered by the major players, and the agility and technical infrastructure needed by the

incumbents being ensured by the solutions for AI payment tracks for money transfers developed by startups).

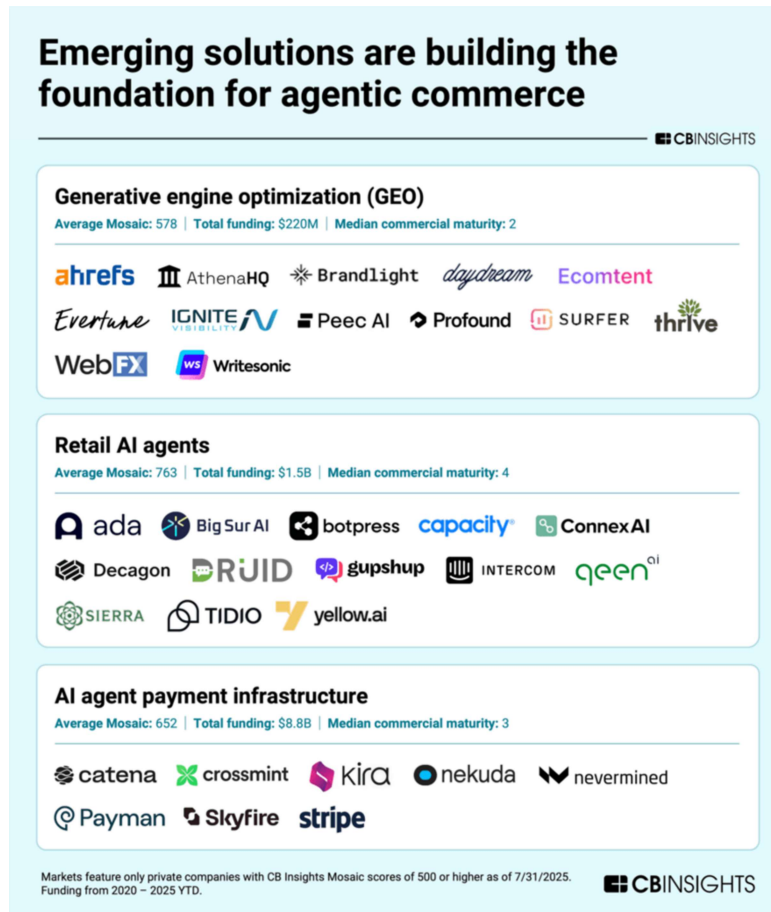


Figure 2: Emerging solutions are building the foundation for agentic commerce

Source: CB Insights, 2025. 3 markets fueling the shift to agentic commerce. Research, August 4 (work cited)

Instead of conclusion: *Improving human and digital workforce synergy, keeping pace with the evolving enterprise agents, and reimagining the end-to-end phygital marketing process*

We showed in our above-mentioned last HMM Journal issue how sales and marketing teams are benefitting of AI agents, and marketers are increasing focus on building an AI digital marketing department advancing towards an easy-to-use system, also making reference to the role of AI in improving marketing teams' performance, developing marketers' critical thinking.

There is no doubt about the importance of building AI expertise, an instructor at the Harvard Division of Continuing Education's Professional & Executive Development, Christina Inge (also author of the book "Marketing Metrics: Leverage Analytics and Data to Optimize Marketing Strategies", Kogan Page, 1st Edition, 3 Sept. 2022), recommending marketers to pay continued close attention to "how AI is impacting various roles and tasks and proactively build your expertise" (Russell, 2025).

Within the context of expectations regarding an increase in AI usage, a complete reimagining of the end-to-end marketing process is seen as being possible in perspective. AI in digital marketing is defined by Salesforce (2025) as the process of using AI to ensure business's marketing strategy development, execution, refinement and improvement. Operating smarter from the start is critical for today's business that needs to improve human and digital workforce synergy, keeping pace with the evolving digital workers (enterprise agents), based on well-orchestrated end-to-end processes (Lo, 2025).

Allow us to end by remembering some challenging words: "Change Management provides value in part by enabling people to adopt the change and operate in the future state of the company" (Hendrith Vanlon Smith Jr.); *"AI agents will become an integral part of our daily lives..."* (Andrew Ng); *"AI agents will become our digital assistants, helping us navigate the complexities of the modern world. They will make our lives easier and more efficient"* (Jeff Bezos); *"In a world where ChatGPT and other AI apps can do many things humans once needed to do themselves or needed to hire other humans to do, the question of 'how will I add value?' becomes more relevant than ever"* (Hendrith Vanlon Smith Jr.).

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