AI MARKETING

How to spot a real AI marketing expert

Two kinds of people share the title. One posts prompt lists. One has kept a model running in front of real customers.

Swipe →

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NO RANKING EXISTS

What the job actually is

- Take a model from demo to a live customer journey
- Measure it on a commercial outcome, not platform counts
- Govern it once it runs: data, consent, approvals
- Closer to product owner than content creator

  Prompt craft is real. It is perhaps a tenth of the job.

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EVIDENCE, NOT OPINIONS

Eight things a genuine one can do

1. Choose the outcome metric before the build
2. Design the handover as carefully as the automation
3. Put voice automation where the cost actually is
4. Produce content at scale without losing accuracy
5. Get the brand cited by AI assistants

Plus: explainable CRM scoring, consent as architecture, and keeping it in production.

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THE METRIC TRAP

"

A chatbot judged on containment can look excellent on the dashboard while patients leave without what they came for and ring the contact centre instead.

Define the outcome first: a resolved query, a booked appointment, a call not repeated.

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WHERE IT FAILS

Four failures no prompt fixes

ACCURACY	Fluent and periodically wrong: a doctor listed at the wrong unit
CONSENT	Reminder consent does not stretch to remarketing or training
VOICE	Generated copy converges: reassuring, even and empty
MEASUREMENT	Pages generated and minutes automated are not outcomes

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INTERVIEW QUESTIONS

Ask about work, not views

- Show me something in production that is still running. Who owns it?
- What metric did you choose, and what did the vendor want?
- When the model said something wrong, what changed in the design?
- What did you decide not to automate, and why?
- What did year two cost compared with the pilot?

Good answers are specific and slightly uncomfortable. Weak ones describe tools.

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RED FLAGS

Signs you are hiring a demo

- A portfolio of prompts and screenshots, no live journey
- A first conversation that promises headcount reduction
- Impatience with compliance, legal or clinical reviewers
- Success measured in volume, containment or engagement
- A badge or follower count offered as proof

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NEXT QUARTER

The order of operations for ninety days

1. Pick one journey, not a platform
2. Agree outcome metric and baseline before any vendor call
3. Map data and consent; build the approved-facts source
4. Write the refusal list with the medical director
5. Name the owner and fund year two before go-live

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READ THE FULL GUIDE

Spotting a real AI marketing expert, in full

- All eight capabilities with hospital examples
- Seven interview questions and what good answers sound like
- The ninety-day sequence for adopting AI
- gauravphogat.com/ai-marketing-expert-india

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