AI STRATEGY

AI Marketing Strategy in Eleven Steps

A one-page, decision-led framework for marketing leaders, from business outcome to review rhythm.

Swipe →

Gaurav Phogat
gauravphogat.com



THE FRAMEWORK

11 steps

From business outcome to review rhythm

One page, decision-led, with a named owner for every decision.

Gaurav Phogat
gauravphogat.com



STEPS 1 TO 3

Start with outcome, friction and data

1. **Define one business outcome**
   Written so that it can fail
2. **Map the customer journey**
3. **Mark waiting, repetition and confusion**
4. **Inventory your data and consent**
   Purpose limits in plain words

Gaurav Phogat
gauravphogat.com



STEP 4

Score every use case from 1 to 5

- Impact
- Effort
- Risk
- Reversibility
- Data readiness

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gauravphogat.com



WORKED EXAMPLE

Three use cases, three decisions

DRAFT COPY	Start now at draft level
NEXT MESSAGE	Fix data first, revisit at six months
PUBLIC REPLIES	Do not automate, assist only

Illustrative scores, not statistics.

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gauravphogat.com



GOVERNANCE

Write governance as approvals, not principles.

Principles such as use AI responsibly change nothing.

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gauravphogat.com



STEP 5

Decide where AI assists, drafts or acts

- Assist: AI suggests, a person works
- Draft: a person approves first
- Act: narrow, low-risk, reversible tasks only

Gaurav Phogat
gauravphogat.com



90 days

To a first honest reading

Day 30 sign-off, day 60 live pilot with a holdout, day 90 keep, change or stop.

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STEP 9

Measure in three layers

1. **Outcome metric**
   The behaviour change from step 1
2. **Process metrics**
   Turnaround, volume, heavy edits
3. **Guardrail metrics**
   Complaints, errors, rejected approvals
4. **A holdout group**
   The gap is the effect

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gauravphogat.com



READ THE FULL GUIDE

Build your one-page strategy

- A scoring example worked through
- A one-page template to fill in
- Governance, roadmap and risk register
- gauravphogat.com/ai-marketing-strategy

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