



# WILL AI REPLACE ME?

## Marketing Manager

*Business Support*

The development of marketing strategy requires a nuanced understanding of human behaviors, cultural trends, and the company's positioning vs the competitive landscape, which makes complete automation unlikely. However, the planning and monitoring of campaigns and studies can be supported by AI, particularly in targeting, tracking and optimizing. Furthermore, advanced analytics tools greatly enhance the analysis of campaign effectiveness, with AI providing in-depth insights and the ability to quickly adjust marketing strategies for maximum impact.

Automation degree: 46.67%

Significant Impact of AI on the Job



## Main tasks

This section reviews the 3 main tasks associated with the job studied and assesses the potential level of automation induced by AI (« **AI Automation Impact** »). The modeling uses 8 criteria detailed on the « **Methodology** » page.

Tasks	AI Automation Impact
Develop and deploy the company's marketing strategy to promote products or services.	Significant
Oversee the execution of advertising campaigns, market research, and other marketing initiatives.	Significant
Analyze the effectiveness of marketing actions and adjust the strategy accordingly.	High

## Impact on skills

### At-risk Skills ↓

Conduct an email marketing campaign	While email marketing remains relevant, the importance of other digital communication channels is increasing, potentially making this skill less central than before.
Mastering direct marketing techniques	As digital marketing and content marketing become dominant, traditional direct marketing techniques may see their relevance decrease.

### Future-proof Skills ↑

Cross-channel strategy	Seamless integration of various communication and sales channels is essential.
Adjust marketing campaigns in real-time	With the increase in data volume and the acceleration of consumer behavioral changes, the ability to adjust marketing strategies and tactics in real-time has become essential. This skill goes beyond merely reacting to data; it involves the capacity to quickly and effectively integrate them to make informed decisions.

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