



Client: GO2 Partners Internal Branches
Project: AI Integration for GO2 Partners Internal Branches

Enhancing Marketing Efficiency with Jasper AI Integration

ARTIFICIAL INTELLIGENCE

MARKETING COMMUNICATIONS

Our Challenge

The departments across various branches within GO2 Partners faced several issues: burdensome content creation processes that were time-consuming and inefficient, suboptimal data analysis and reporting that hindered effective decision-making, increased expenses due to content production and marketing analytics, and a lack of consistency in brand voice across different platforms, leading to a fragmented and confusing brand identity. These challenges collectively impacted their overall marketing effectiveness and strategic growth.

GO2's Revenue Growth Strategies department sought to support corporate and other verticals and branches by streamlining marketing operations through the implementation of Jasper AI.

Our Solution

GO2 Partners introduced a comprehensive AI-powered solution focusing on key areas. An organizational readiness assessment was conducted, and an AI integration strategy tailored to the needs of various branches was developed, ensuring smooth adoption of AI technologies within the marketing teams.

Our team customized Jasper models to align with the brand strategies of different branches. Consistent testing and optimization were carried out to ensure high-quality content that adhered to the brand's voice and style. By automating the content-creation process with Jasper AI, we significantly reduced the time spent on generating marketing materials. Jasper AI was trained to produce consistent, brand-aligned content efficiently.

Additionally, we combined Jasper AI with HubSpot to enhance marketing automation and CRM capabilities. This collaboration facilitated seamless data analytics, smarter decision-making and targeted marketing strategies.

Our Results

The integration of Jasper AI brought about substantial benefits. Each member of the marketing teams saved an average of six hours each week, enabling them to focus on more strategic initiatives. On a departmental level, this translated into a monthly saving of 154 hours on average. Furthermore, the various branches saved a combined \$139,000 per year in marketing expenses by decreasing time spent on content creation and enhancing efficiency in marketing operations.

The content creation process became faster and more consistent, while automated data analysis provided actionable insights, resulting in more successful marketing campaigns. As repetitive tasks were automated, the marketing teams could focus on creative and strategic activities, leading to increased job satisfaction and

productivity.

For more information on how GO2 Partners can help your business achieve similar results, contact us at rgs@go2partners.com or visit our website at growth.go2partners.com/go2-ai-solutions.

