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Combining AI tools & human insight to drive B2B brand differentiation.

Challenge:
Limited brand differentiation.

Consequences:
Commoditization, price-based competition that doesn't drive brand performance metrics.

(Solution 1)	Competitive analysis	Combined AI and human insight that can help with competitive analysis e.g., Crayon / Qualitative / quantitative insights
(Solution 2)	Brand story	Combined AI and human insight that can help craft your brand story analysis e.g., Copy.ai / Ethnographic insights
(Solution 3)	Thought leadership	Combined AI and human insight that can help with thought leadership e.g., Curata / C-suite content generation
(Solution 4)	Understand customers' feelings	Combined AI and human insight that can help understanding customers' feelings e.g., Lexalytics / projective research techniques
(Solution 5)	Innovation	Combined AI and human insight that can help with innovation e.g., Gong / Jobs to be done thinking/scenario planning

Solution :
Meaningful brand differentiation.

Consequences:
Distinct, value-based differentiation which drives brand performance metrics.

PROPOLIS

To learn how to implement this model into your Marketing Strategy, contact our Customer Success Team here