Foresight

AI & AUTOMATION · DAY IN THE LIFE

AI for Sales & Marketing

From an AI-powered website that turns visitors into leads, to agents that hunt buying signals and write the outreach — here's a sales and marketing day with the busywork handled.

A TYPICAL DAY

- ✓ **Capture & qualify website leads 24/7** — an AI assistant (like the one in the corner of this page) answers questions, books calls and hands warm leads straight to the team.
- ✓ **Scrape buying signals** from the web and LinkedIn — new funding, hiring sprees, leadership changes or tech switches that say "they're ready to buy".
- ✓ **Write & send personalised outreach** — AI drafts tailored emails and follow-up sequences from each prospect's own signals, ready for a human to approve.
- ✓ **Track incoming sales requests on a live dashboard** — every enquiry, quote and reply in one view, auto-prioritised by intent.
- ✓ **Create content on tap** — social posts, blog drafts, ad copy and newsletters generated in your tone of voice, then scheduled.
- ✓ **Summarise sales calls** and auto-update the CRM — no more losing deals to admin.

EVERY MONTH

- ✓ Build the content calendar and campaign plan
- ✓ Analyse campaign performance and reallocate ad spend
- ✓ Segment the database and launch nurture journeys
- ✓ Monitor competitors' pricing, ads and messaging

EVERY YEAR

- ✓ Model the annual marketing strategy with AI scenario planning
- ✓ Refresh website and sales copy at scale for SEO and GEO
- ✓ Run the annual customer survey and analyse the sentiment

STOP OUTSOURCING — DO IT IN-HOUSE

USUALLY OUTSOURCED	NOW IN-HOUSE WITH AI
Copywriting agency	**AI drafts; your team edits and approves**
Lead-gen & appointment-setting agency	**AI signal scraping + outreach agents**
SEO agency retainer	**AI-assisted content, on-page and technical SEO**
Market research firm	**AI web research and synthesis in minutes**

How: it starts with our AI Readiness Audit — a "day in the life" of your team to find the handful of tasks AI saves the most time on — then Microsoft Copilot and custom AI agents, set up securely with governance built in.

Book a free, no-obligation AI review

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