



# How AI is Transforming GTM Operations at APAC Organisations

Exploring recent data and insights from AI experts on how APAC business leaders can prepare for an AI-powered future.

**2023**



## INTRODUCTION

# AI + Business = Innovation

Businesses everywhere are reporting that their [old strategies aren't working anymore](#), or that they've plateaued. And especially [in APAC, 90% of consumers report negative interactions](#) with brands. They're flooded with communications — but not enough of them are actually resonating.

Companies are desperately trying to connect, but it's not working.

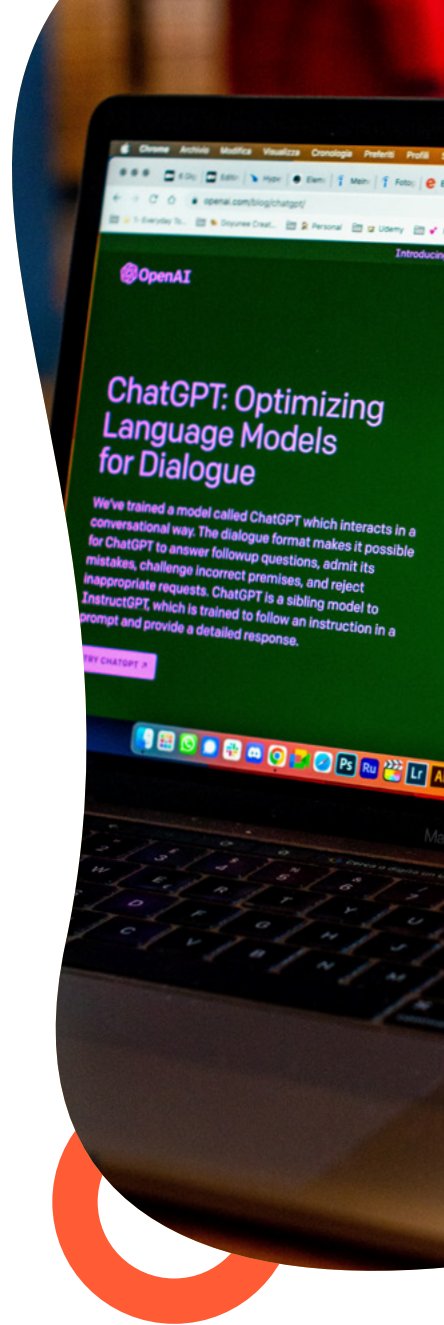
At the same time, AI solutions for every business challenge are taking off: in early 2023, [ChatGPT broke records when they reached 100 million users](#) within two months. Leaders across industries are talking about how AI could impact their lives and their businesses, what will happen if they adapt too slowly, and how this tech can help them better connect with their customer communities.

Connection isn't just a nice idea: it has bottom-line impacts. As shared by HubSpot CEO Yamini Rangan, [connecting consistently](#) across every stage of the customer journey drives 19% more growth.

Today, [78% of GTM teams in Australia are already using AI](#). Early adopter teams skew younger or larger: 86% of businesses less than 10 years old are trying out AI tools, compared to just 59% of businesses older than 20 years. And at large businesses, over 60% of sales and marketing professionals report investing in AI compared to 54% at SMBs.

If implemented properly, [AI stands to help businesses see unprecedented growth](#), according to 67% of SMB leaders. However, for businesses to fully benefit from this tech without taking on undue risk, they need to invest in AI literacy, training, and policies to help employees use it effectively and responsibly.

Today, we found that one in three marketers in Australia find it difficult to know how to prompt GAI tools to achieve the desired results. The majority of leaders and professionals are brand-new to AI, so companies need to invest in re-skilling their workforce to grow effectively with AI.





To help business leaders in APAC prepare for an AI-powered future, HubSpot hosted two talks on the subject — [Unleashing the Power of Generative AI with Scott Brinker](#), HubSpot’s VP Platform Ecosystem, and [The Algorithmic Tsunami: A Silicon Valley Insider’s Guide to the Promise and Pitfalls of the AI Revolution with Stephen Scheeler](#), former CEO of Facebook ANZ, and now CEO of Omniscent Neurotechnology, a revolutionary AI startup.

In this publication, we’ll explore some of the learnings from these events, along with the most recent research from the APAC region, and cover:

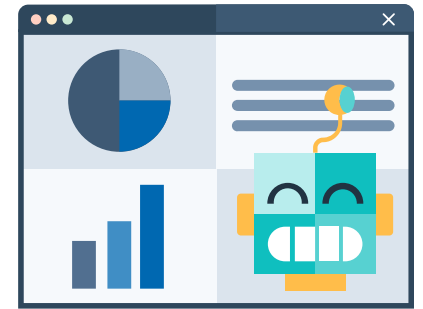
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## SECTION 01

# How AI Tools are Impacting GTM Strategies in APAC

AI is expanding capabilities for GTM teams and their customers. APAC businesses are using AI to reimagine business processes, products, and business models, and improve productivity. By reducing manual tasks and making it easier to access data and adjust strategies, they're able to be more efficient, improve the customer experience, and save costs.



## The Impact of AI on GTM Operations

### 1. Improved Efficiency

The time-savings potential for GTM teams using AI tools is already promising.



**2.5 hours**

Average hours per day marketers are saving with AI tools

[HubSpot 2023 AI Trends for Marketers](#)

**2 hours**

Average hours per day sales reps are saving with AI tools

[HubSpot 2023 The State of AI in Sales](#)

**39%**

Of Australian GTM teams already believe AI is a game-changer and will increase efficiency, productivity, and revenue.

“[AI has the potential] to change processes radically, to get rid of tedium, to improve the time that our people have to do higher-value tasks, and create new value for our teams and our customers.”



**STEPHEN SCHEELER**

CEO & Co-Founder,  
Omniscient Neurotechnology

## 2. Better Customer Experiences

When sales and CX teams save time by implementing AI tools to automate the more manual, tedious parts of their jobs (like transcription and data management), they can spend more time connecting with customers. Chatbots are also providing a more interactive experience for customers and prospects who prefer to do their own research.

AI tools provide a speedy way to personalise talk tracks, emails, and text messages at scale, for every contact, based on their history, purchases, and preferences — meaning customers will only receive what's relevant, in the right tone, on the right platform.



## 3. Easier Data Management and Access to Data-Driven Decision Making

“We’re living in a data tsunami, [with companies collecting more data than ever].”



**STEPHEN SCHEELER**

CEO & Co-Founder,  
Omniscient Neurotechnology

There’s an opportunity to facilitate personalisation and customer connection — but there’s so much data that employees waste time trying to wrangle it.

Data management, once left to IT, business systems pros, marketing operations teams, and GTM analysts, has gotten considerably more complex as teams have brought on [an average of 200+ tools](#). Employees are wasting time with double data entry and data cleaning. Now, with AI tools, especially those that effectively integrate with existing systems, marketers and sales reps can take on more data management and access advanced reporting independently.

As a result, they can quickly gather insights about what’s actually helping connect with customers and what isn’t.

## 4. Significant Cost Savings

Economic challenges have been at the top of APAC leaders' lists of worries this year, and many teams are having to do more with less. Budgets are under more scrutiny, so new tools and headcount requests are undergoing thorough cost-benefit analyses.

However, AI tools can:

- Automate tasks that would normally waste valuable time or require more headcount
- Improve revenue, close/win rates, and maximise conversion opportunities
- Optimise pricing models, sales, and marketing operations
- Identify areas to cut costs and save employees' time

### Let's talk numbers

Use [HubSpot's Total Cost of Ownership Calculator](#) to figure out how HubSpot (and our AI tools!) can add value to your organisation.



## SECTION 02

# Challenges, Pitfalls, and Risks of AI

While agility is important, Stephen Scheeler recommends that companies test and learn as they go with AI tools.

“Go incrementally, don’t go too far, too fast — especially when it comes to your customers. Your customers’ trust is the most important thing, so don’t screw it up.”



**STEPHEN SCHEELER**

CEO & Co-Founder, Omniscient Neurotechnology

## Data Privacy, Security, and IP Infringement

An AI tool breach can lead to IP infringement and compromised privacy, with leaks of proprietary company information or sensitive contact information. Invest in trusted tools and education for employees using them.

## SEO Implications

Using AI tools puts marketing teams at risk for producing inaccurate, low-quality, or unethical content. But, that doesn’t mean that AI is inherently bad for SEO. Look to [Google Search’s specific guidance for using AI tools](#) when creating content.

## Ethical Risks

[AI tools can provide deeply biased information](#) — so it’s especially important to take caution when using AI tools for people-centric processes.

Regulatory groups around the world are voicing concerns about manipulative, biased uses of AI tools as they’ve burst onto the mainstream. As a result, they’ve started creating policies around AI, like the [Algorithmic Accountability Act in the US](#) and the [AI Action Plan in Australia](#).





## AI Policy and Governance

Before bringing on a new AI tool, work with your Compliance, Legal, Security, and IT teams to build an AI policy. Then, work with team leaders across the organisation to create a governance plan. Compliance teams and policies make the rules, and governance is all about building a framework that helps users stick to them in practice.



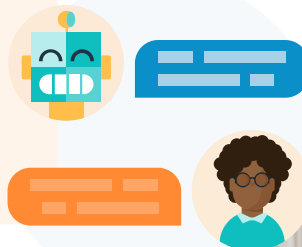
### FREE RESOURCE

Jasper.ai has created an [AI Policy Template](#) for companies to use as a starting point.

## AI and Copyrighted Information

Stephen Scheeler highlighted that Large Language Models (LLMs), that AI tools are built on, are running into problems because they can pull from copyrighted information. This can lead content teams, and other GTM functions, to create content with information they shouldn't be using without citing — or at all.

**Tip:** Loop in Legal teams early and often when it comes to AI implementation, and incorporate fact-checking into your production process.



## Customer Friction

Companies should tread especially cautiously when implementing AI tools for customer interactions.

“[It’s] going to lead to a lot of bad outcomes that are gonna be bad for customers, bad for those companies, because you’re putting AI in the wrong place too quickly.”



### STEPHEN SCHEELER

CEO & Co-Founder,  
Omniscient Neurotechnology

Since [consumers in Australia and Singapore have already voiced their dissatisfaction](#) with recent customer experiences, they expect to see improvements from brands, not a decline.



# Future-Proofing GTM Jobs

AI is helping marketers act as data analysts by democratising access to insights from complex data — taking low-level requests off the plates of busy Business Intelligence (BI) teams.

It's also helping sales pros embrace the role of consultant and trusted partner, because they can provide personalised, deep insights into how their products can help each customer.

In an AI-powered world, new roles and skills are emerging as must-haves:

## AI-Related Roles

- AI trainers
- AI tool implementation specialists in marketing, sales, and customer service
- Data scientists
- AI-focused engineers
- Machine learning experts
- Legal team members with a sole focus on AI implementation
- AI product managers
- Business intelligence developers
- Natural language processing engineers

## AI-Related Skills

- Querying and prompt engineering
- Data engineering
- Data analysis
- Machine learning
- High-level math
- Neural networks
- Communication



# AI Training and Implementation

“With marketing technology, the technology has advanced very, very rapidly. And we haven’t always done a great job of enabling teams to take full advantage of that. Let’s not miss out on that with this AI revolution.”



**SCOTT BRINKER**

VP Platform Ecosystem

AI literacy is a huge growth opportunity for forward-thinking GTM teams — and it’s crucial to combating misinformation and unnecessary security risks. Group training sessions, organised by company divisions, are a great place to start.

“To raise AI literacy, put together a task force and talk to each division of your company. What tools do they use now? How are they planning on using AI in their daily work?”



**STEPHEN SCHEELER**

CEO & Co-Founder,  
Omniscient Neurotechnology

For more ideas, check out [HubSpot’s Free AI Productivity Toolkit](#).



## SECTION 04

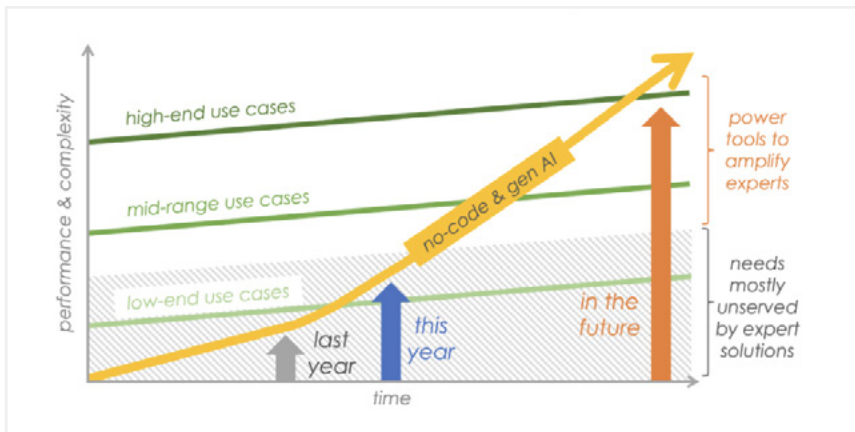
# AI Tools and the Business Tech Stack

Scott Brinker explained that AI tools have tended to follow a pattern of disruptive innovation. Today, we're seeing AI tools emerge from the stage of low-end use cases and start turning into power tools that can amplify and accelerate the work of experts.

One of the most important elements of running an effective business today is [battling disconnection](#): between customers and companies, and between the systems that the company uses to function.

Effectively connected systems with a single source of truth help ensure data flows properly between your CRM and customer-facing teams.

### No-Code & Generative AI – Classic Disruptive Innovation



## AI Martech Apps to Keep Your Eyes On

**11,000+**

The number of [marketing technology apps](#) on the market today.

## Chatbots

The [#1 type of AI marketing app](#) that marketers are using.

## Content creation

The most popular way [sales reps are using generative AI](#).

## Which AI Apps are Marketers Using?

The most popular AI tool for marketing is Compose AI (18%), followed closely by Jasper (17%) and Copy.ai (16%). Here's what some of the most popular AI tools for marketers can do.

### [ChatGPT](#)

Created by Open.ai, the most famous AI chatbot of them all. In just two months, [ChatGPT reached 100 million users](#).

### [Google Bard](#)

A conversational generative AI tool based on Google's LaMDA (Google's conversational AI model) that can summarize web pages, explain code, and boost productivity for any use case.

### [Kive.ai](#)

Kive.ai focuses largely on visuals and helps designers, brand managers, and art directors organize visual libraries and create AI-powered mood boards.

### [10Web](#)

This AI website building platform helps marketers and bloggers build Wordpress sites at lightning speed — and helps improve UX and solve page speed issues.

### [Jasper](#)

A generative AI chatbot focused on blog writing.

### [ChatSpot](#)

HubSpot's all-in-one AI tool for marketers: It takes all the information in a user's HubSpot CRM and combines it with the power of ChatGPT, DALL-E 2, Stable Diffusion, and keyword research.

### [HubSpot AI Content Assistant](#)

HubSpot's AI Content tools include a [blog writer](#), [paragraph rewriter](#), [email writer](#), and [content writer](#). It can help you take care of creating a first draft of all your copy initiatives.

### [SEO.ai](#)

This tool is built to accelerate keyword research and help SEO-focused marketers do more, faster, and more effectively.



## How Different GTM Teams Use AI Tools

On the whole, marketers are embracing AI tools to help with brainstorming, inspiration, and content generation, to do research or learn new things, and to speed up tedious processes. 90% of [marketers report that AI and automation help them spend less time on manual tasks](#). More than half of [marketers say they use chatbots](#) like ChatGPT or ChatSpot, 44% use GAI tools or visual AI tools, and 31% use audio AI tools.

Over on the sales side, a little [over half of sales professionals report that AI tools are very to somewhat important in their day-to-day roles](#) — and interestingly, 68% believe that most of the sales tools they use will have AI capabilities by 2024. Sales teams feel that AI tools help them pull insights from data more easily, better understand their customers, and personalise the sales experience. They're using AI to automate manual tasks, like marketers, gain data-driven insights, and generate outreach messages.

"HubSpot has definitely made the sales-marketing hand-off easier. It's a single source of truth for KPIs. Marketing and sales teams are not fighting over different data sets. Our teams spend a lot of time on dashboards, and it wouldn't be possible on different systems."



**BEN GROSSBERG**

Marketing Manager, Weel

## How much budget should businesses be investing in AI?

According to McKinsey, [high-performing organisations are more likely to spend over 20% of their digital budget on AI](#).

However, Scott Brinker says it's important to note that 20% could include tools that have started bringing in AI capabilities, not necessarily just net-new AI tools.

Brinker also explained that he has always advocated for spending big on people, and keeping tech budgets smaller.

"LLMs are commoditised, and anyone can get them, but what distinguishes companies is their talent."



**SCOTT BRINKER**

VP Platform Ecosystem

## CLOSING

# A Framework for Setting Up Your Business For Success with AI

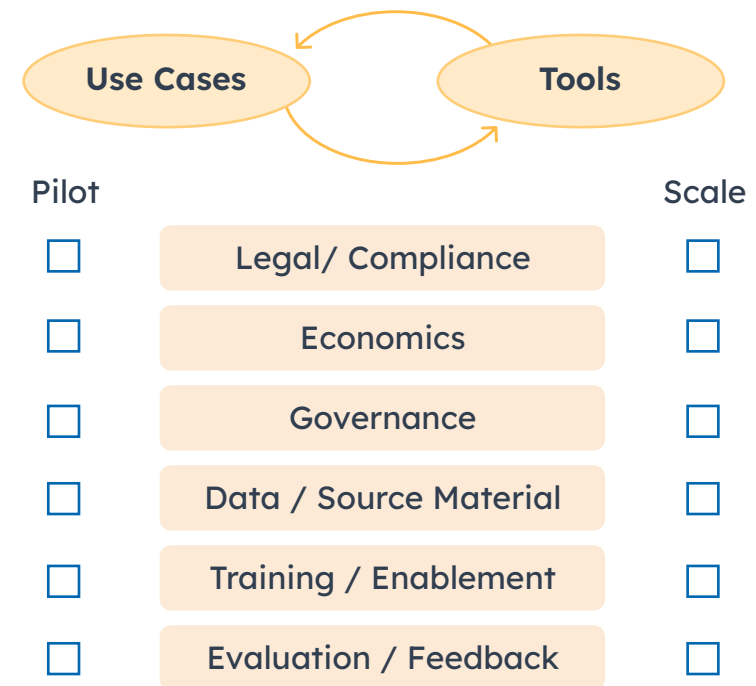
As AI tools become more sophisticated, more use cases are revealed, and even more tools are built to address them.

Scott Brinker shared a framework for how organisations can think about bringing on Generative AI tools.

Within an organisation, teams need to take a measured but agile approach to bringing on AI tools that accounts for all the following teams and steps:



## Framework for Adopting Generative AI



Source: Scott Brinker

# How to Measure Success with AI

Every organisation will have different primary goals when bringing on AI tools. Use the framework below as a starting point and measure impact on a monthly or quarterly basis.

## Increase Revenue

- Close rate
- Win rate
- Revenue growth QoQ or YoY
- Net profit



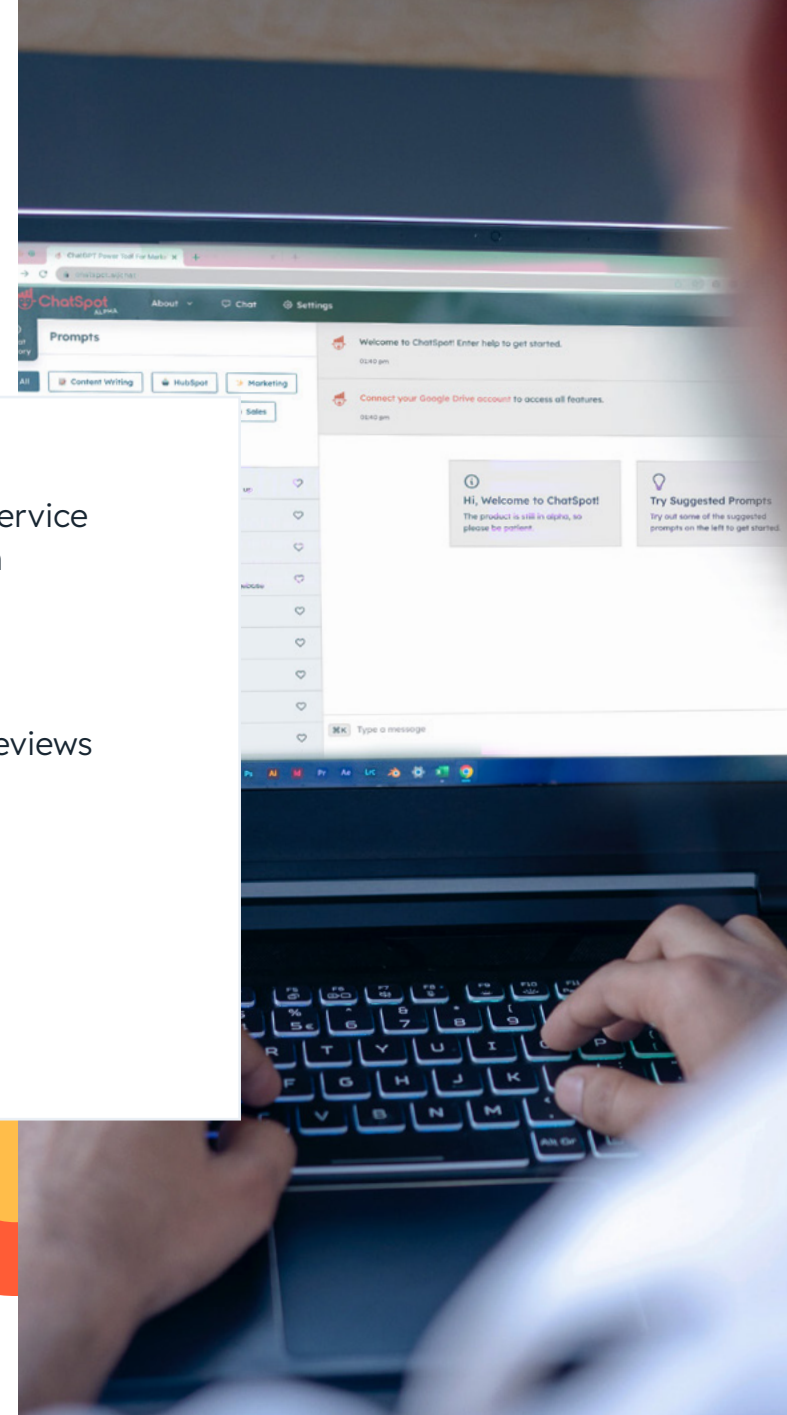
## Save Teams Time + Boost Productivity

- Time spent on data cleaning
- Time spent on transcription
- Time spent connecting with customers
- Time spent on high-value tasks
- Value created by each employee

## Improve CX

- Customer service satisfaction
- NPS score
- CSAT score
- Customer reviews
- Churn rate

The AI revolution is just beginning — how will your organisation take advantage of innovative new tools to forge better connections?





# Supercharge GTM Operations With HubSpot AI

Embrace the future of productivity and unlock limitless innovation with easy-to-use AI tools, seamlessly available throughout the HubSpot customer platform.



## **ChatSpot**

Ask an AI-powered assistant combining ChatGPT with unique data sources like the HubSpot CRM to help supercharge your work.



## **AI Content Writer**

Draft content in a flash with an AI-powered copywriter that saves you time and money.



## **Website Generator**

Easily create a single-page website with an AI website builder based on simple prompts.



## **Social Caption Generator**

Produce engaging copy for your social media posts with ease, letting AI do the heavy lifting.

[Get started free](#)