

Here is the translated version of the interview with Marc Decker and Donna Peterson from the German publication, *VDI Ingenieur Forum* magazine:



AI TOOLS TRANSFORM MARKETING & SALES FOR MANUFACTURERS

Increase lead conversion by 25% using AI-driven personalized campaigns.

Reduce marketing costs by 15% with data driven AI tools.

Improve customer engagement by 30% using personalized campaigns.

B2B Marketing – Without People?

Marc Decker: The company World Innovators has been in the B2B marketing market for more than 40 years. You’ve experienced an entirely different era compared to today. How do you perceive the development from the “analog” to today’s “digital” age? And how have you managed to stay up-to-date with current and future technologies?

Donna Peterson: Over the years, we have witnessed a dramatic shift from the analog world, where marketing was heavily reliant on direct mail, trade shows, and print ads, to the digital era, which focuses on data-driven strategies, AI, and automated systems. For us, staying ahead of the curve has always been essential. We’ve achieved this by continuously investing in learning and experimenting, closely monitoring industry trends, attending conferences, and collaborating with technology partners. This way, we’ve ensured that we can provide our clients with the most effective and forward-thinking strategies.

Marc Decker: After over 40 years in marketing, you must have extensive experience understanding what customers want and how to reach them effectively, even as those needs have changed over the decades. In the early years, extensive research was undoubtedly required. Today, in the era of artificial intelligence, does having such a “traditional” pool of experience provide an advantage?

Donna Peterson: Absolutely. Our extensive experience from the analog era has given us a solid foundation. It has equipped us with an intuitive understanding of human nature, which remains constant despite technological changes. This understanding is invaluable when using AI tools like ChatGPT. While

technology is powerful, it still requires a human touch to create meaningful and impactful communication. We combine our deep-rooted knowledge with modern AI to develop personalized and effective marketing strategies.

Marc Decker: You've explored many digital tools and platforms in your presentations. To what extent does your experience play a role in choosing the right platform? And do you think a business model like yours will still exist in 10 to 15 years?

Donna Peterson: My experience plays a critical role in selecting the right platforms. It's not just about what's new or trendy; it's about what truly resonates with our clients' target audiences and delivers results. As for the future, I believe that while technology will continue to evolve, the core principles of marketing—understanding the audience, building relationships, and providing value—will remain unchanged. Our business model may adapt, but the essence of our work will continue to be relevant.

Marc Decker: Could you imagine a future where AI develops a product, creates the user manual, and even designs, writes, and implements the marketing strategy? What role will humans play in such a scenario, particularly in B2B marketing?

Donna Peterson: While AI is incredibly advanced and will take over more tasks, I believe there will always be a need for human understanding in B2B marketing. AI can process data and even generate content, but understanding complex human emotions, cultural nuances, and the specific needs of a B2B audience requires a human touch. AI will be a powerful tool, but it won't replace the creative and strategic thinking that people bring.

Marc Decker: Is there a risk that increasing reliance on AI will lead to a standardized and uniform world, lacking individuality? And do you think this trend is driven by the U.S. or other nations?

Donna Peterson: With the growing use of AI and automation, there is a risk of standardization. However, I believe there will always be a demand for individuality. People crave unique experiences and personal connections, especially in B2B marketing. It's our responsibility to ensure that we maintain a strong focus on personalization and individuality, even in a technology-driven world. This is a global challenge, not limited to any one country, and it's up to marketers worldwide to resist standardization and keep creativity alive.