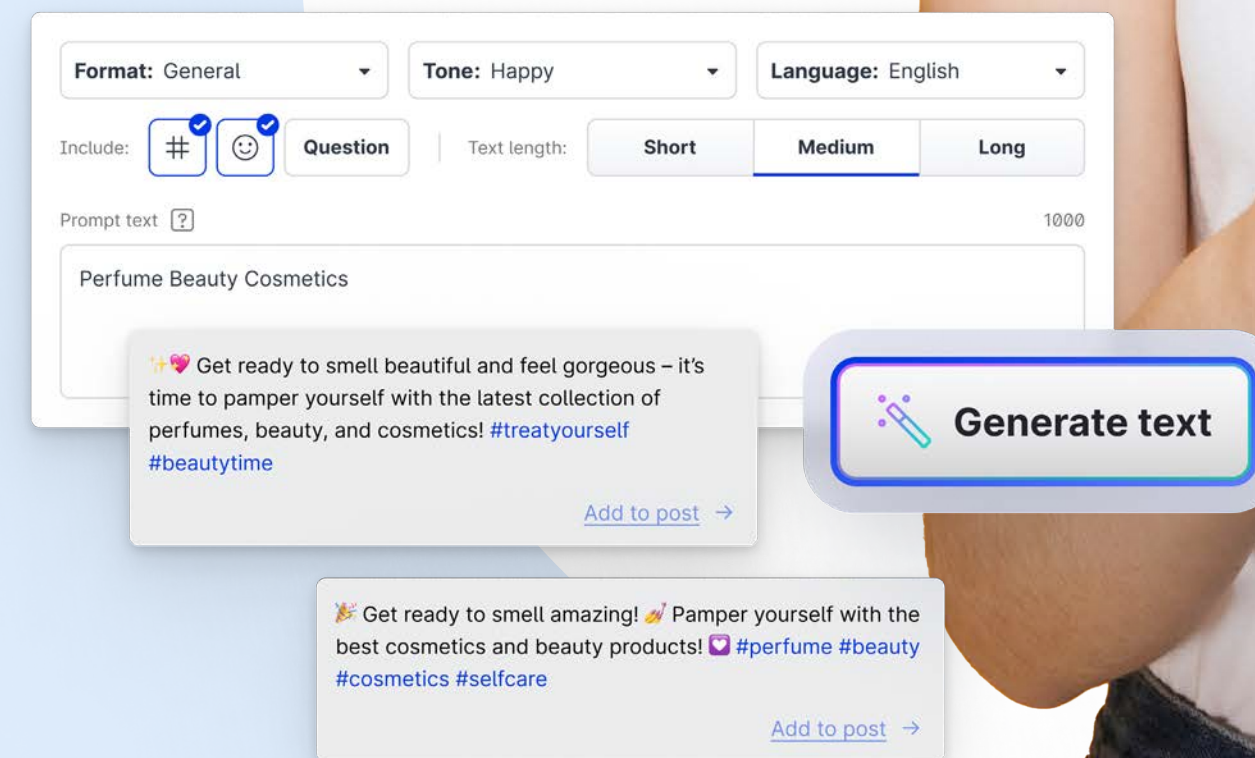# emplifi

The strategic agency playbook: Winning in the AI era

How forward-thinking agencies are scaling faster, proving more value, and leading the future of marketing.

Use AI Composer

Format: General
Tone: Happy
Language: English

Include: # ☺ Question | Text length: Short Medium Long

Prompt text ?
1000

Perfume Beauty Cosmetics

✨💖 Get ready to smell beautiful and feel gorgeous – it's time to pamper yourself with the latest collection of perfumes, beauty, and cosmetics! #treatyourself #beautytime

Add to post →

Generate text

🎉 Get ready to smell amazing! 💅 Pamper yourself with the best cosmetics and beauty products! 💄 #perfume #beauty #cosmetics #selfcare

Add to post →

INTRODUCTION

Rewrite the rules of agency growth

—

The modern marketing agency is feeling the heat. Under mounting pressure to prove ROI, move faster, and cut through the noise, agencies are being asked to deliver more - with less. The traditional model, built on time-heavy services and bloated media budgets, simply can't keep up.

Today's CMOs aren't looking for vendors. They want strategic partners - agile collaborators who understand emerging technologies, adapt quickly to trends, and deliver outcomes that matter. As Gartner puts it, "Fundamental shifts in business models and changes in partner channel strategies have spurred a reexamination of existing roster agency capabilities."
The message is clear: agencies must evolve - or risk becoming irrelevant.

Enter AI. Not as a passing trend, but as a transformational force. Agencies embracing AI aren't just adapting; they're accelerating. From campaign optimization and social listening to automated reporting and predictive insights, AI is helping leading agencies work smarter, faster, and with greater precision than ever before.

And CMOs are taking notice. Gartner advises: "To minimize risk and maximize benefits, CMOs must rapidly assess how their existing or potential agency partners are implementing GenAI tools and governing their use." In other words: your agency's future depends on how effectively you adopt, manage, and scale AI.

"AI is no longer optional; it's the backbone of modern marketing. Agencies that hesitate will be outpaced by those harnessing AI to unlock new levels of speed, scale, and strategic insight. At Emplifi, we're not just supporting this transformation - we're empowering agencies to lead it."

Susan Ganeshan, CMO, Emplifi

This guide shows you how. With real-world examples, client stories, and expert insights, it's your practical playbook for navigating AI transformation. Whether you're just getting started or ready to go deeper, you'll find strategies and tools you can put to work right away.

The AI era is here. The agencies that lead will be the ones that last.

What you will find in this guide

SHIFT

Lead the charge: make AI your agency's advantage

AI isn't coming – it's already here.

According to Forrester Research, 91% of US agencies are already using - or actively exploring AI in advertising. Additionally, 67% of advertising professionals use tools like ChatGPT to brainstorm and develop core concepts (MNTN Research, 2024). AI is no longer an experiment - it's a vital part of modern creative and strategic workflows.

This rapid adoption is driven by a clear value proposition: 92% believe AI's greatest opportunity lies in improving process efficiency (MNTN Research, 2024). From content creation to reporting, AI helps teams do more with less - and do it faster.

Agencies embracing AI are seeing real impact:

- **Boosting productivity**
- **Streamlining execution**
- **Accelerating content development**
- **Unlocking strategic bandwidth**
- **Proving ROI faster - with greater confidence**

What once took hours now takes minutes. Tasks like campaign scheduling, content creation, audience analysis, and reporting are being automated, freeing teams to focus on what really matters: creativity, strategy, and client relationships.

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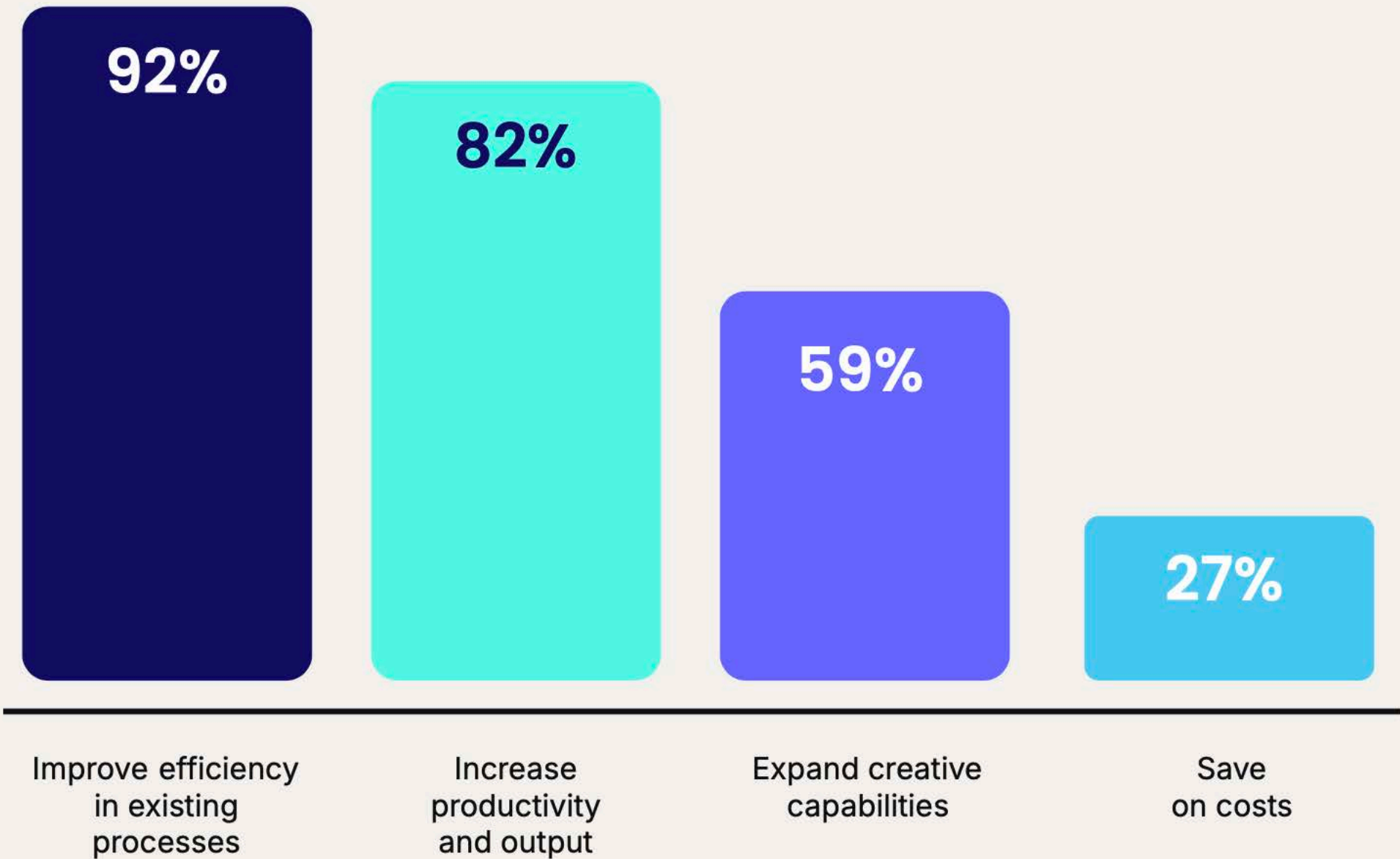
"One thing that helped us adopt AI was making it clear early on that Irish Titan has big growth goals - and no one should fear losing their jobs to AI. We need to embrace it to keep growing and scaling."

Darin Lynch, Founder & CEO, Irish Titan

Agencies that see AI not as a threat, but as a growth enabler, are already pulling ahead. They're using AI to amplify talent, not replace it; giving their teams the time, tools, and insights to do their best work.

This is the new agency mandate: adopt, integrate, and lead.

AI's biggest opportunities for transforming advertising programs

92%	**82%**	**59%**	**27%**
Improve efficiency in existing processes	Increase productivity and output	Expand creative capabilities	Save on costs

MNTN Research, 2024 - "The Majority of Advertising Professionals Are Using AI"
Forrester, 2024:"The State Of Generative AI Inside US Agencies"

Let's talk today — **Discover how Emplifi's cutting-edge AI solutions can streamline your workflows, amplify your team's capabilities, and drive scalable growth.**

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CHALLENGES

Overcoming the pressure: solving agency pain points with AI

Agencies today are under more pressure than ever

Clients demand more, budgets shrink, and teams are stretched thin, while expectations for fast, scalable results continue to rise. In fact, marketing budgets have decreased to 7.7% of overall company revenue in 2024, down from 9.1% in 2023, according to Gartner's Annual CMO Spend Survey. This 15% drop reflects a broader trend of reduced marketing investment. These aren't just temporary hurdles; they're the reality of a constantly evolving industry. The good news? Engaging with technology at high rates, including AI, has been shown to reduce burnout by 30% and make employees 40% less likely to leave their job in the next year (Gartner, 2024). The challenges are solvable, and AI is the solution.

Here are major challenges agencies face - and how AI helps resolve them:

Proving ROI is non-negotiable: AI makes it measurable

Clients expect impact, not just reports. Agencies face increasing pressure to link every campaign to real business outcomes. Traditional metrics like impressions and clicks fall short, and only 38% of marketers measure the full ROI of their efforts by combining traditional and digital channels (Nielsen, 2024). AI bridges this gap through predictive analytics, sentiment analysis, and content performance grading, uncovering deeper insights and clearly demonstrating campaign value.

Client & campaign complexity: AI brings order to chaos

No two clients are alike, and managing dozens of accounts, content streams, and deadlines can feel chaotic. The average marketing team now uses over 20 different tools to manage workflows, creating silos

and inefficiencies (Gartner, 2024). Meanwhile, clients expect always-on, always-accurate, and highly personalized work. AI brings control to the chaos, enabling agencies to streamline delivery, reduce errors, and scale quality across complex workloads.

Overloaded teams & tight timelines: AI frees up human creativity

Many agencies are facing lean teams tasked with doing more with less. As workloads increase and expectations rise, burnout becomes a real concern. McKinsey research shows that AI has the potential to automate up to 70% of business activities, including key marketing functions like data cleaning, performance analysis, and content tagging. This automation helps alleviate the pressure on human teams, enabling them to focus on more strategic, creative, and high-impact work.

Gartner, 2024 – "Marketing Budgets Have Dropped to 7.7% of Overall Company Revenue"
McKinsey & Company, 2023 – "Transforming Central America's Workforce and Productivity with Gen AI"
Gartner, 2024 – "Gartner Survey Reveals 87% of Marketers Are Concerned About Technology Replacing Jobs in Their Industry"
Nielsen, 2024 – "Nielsen Releases Its 2024 Annual Marketing Report Surveying Global Marketers on ROI Strategies"

"Engagement trends and publishing schedules were largely driven by intuition and outdated historical data. From a creative process perspective, brainstorming, gathering insights, and manually curating content calendars took significant time and effort, especially at MullenLowe MENA, where we manage over 80 brands. It's insane how much time was spent from both creative and strategic perspectives just to understand data, especially with brands demanding data-backed work."

Madhushan Mudunkotow
Head of Digital
MullenLowe MENA

MULLENLOWE MENA

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CLIENT SPOTLIGHT

How Cheil Chile scaled Samsung's social media strategy with AI

Cheil Chile, the agency behind Samsung's social media across Latin America, faced a growing challenge: managing performance reporting and content strategy across dozens of product lines and regional teams. Manual data pulls, inconsistent insights, and siloed workflows slowed decision-making and created unnecessary complexity.

With Emplifi's unified, AI-powered platform, Cheil Chile automated the creation and scheduling of social media reports, synthesized real-time content performance data, and centralized campaign analytics across business units for clearer insights and faster decision-making.

This shift allowed the team to move from reactive reporting to proactive strategy - freeing time, increasing impact, and improving collaboration.

With AI handling the heavy lifting, Cheil Chile transformed how Samsung's campaigns are executed across LATAM - delivering smarter results, faster.

Cheíl

5%
audience growth - while the industry declined

30%
faster market response

80%
reduction in reporting time

Discover more about how Cheil Chile revolutionized Samsung's social media operations with AI.

Explore the full case study

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CLIENT SPOTLIGHT

Cheil

How Cheil Chile boosted Samsung's social media using Emplifi

—

The challenge

Managing Samsung's complex social presence across Latin America meant dealing with:

> Dozens of business units
> Siloed data and manual reporting
> Time-consuming performance analysis

The solution

Cheil adopted Emplifi's unified, AI-powered platform to:

> Automate social reporting across regions
> Centralize dashboards for global/local alignment
> Gain real-time content performance insights

"

"We needed a tool that could consolidate data from multiple sources into one place, enabling us to generate reports quickly and make informed decisions on the fly. Our previous methods were not sustainable as our client base and reporting needs grew."

Mario Ibarra
Head of Data Analytics & Performance Marketing
Cheil Chile

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AI-powered solutions built for agency workloads
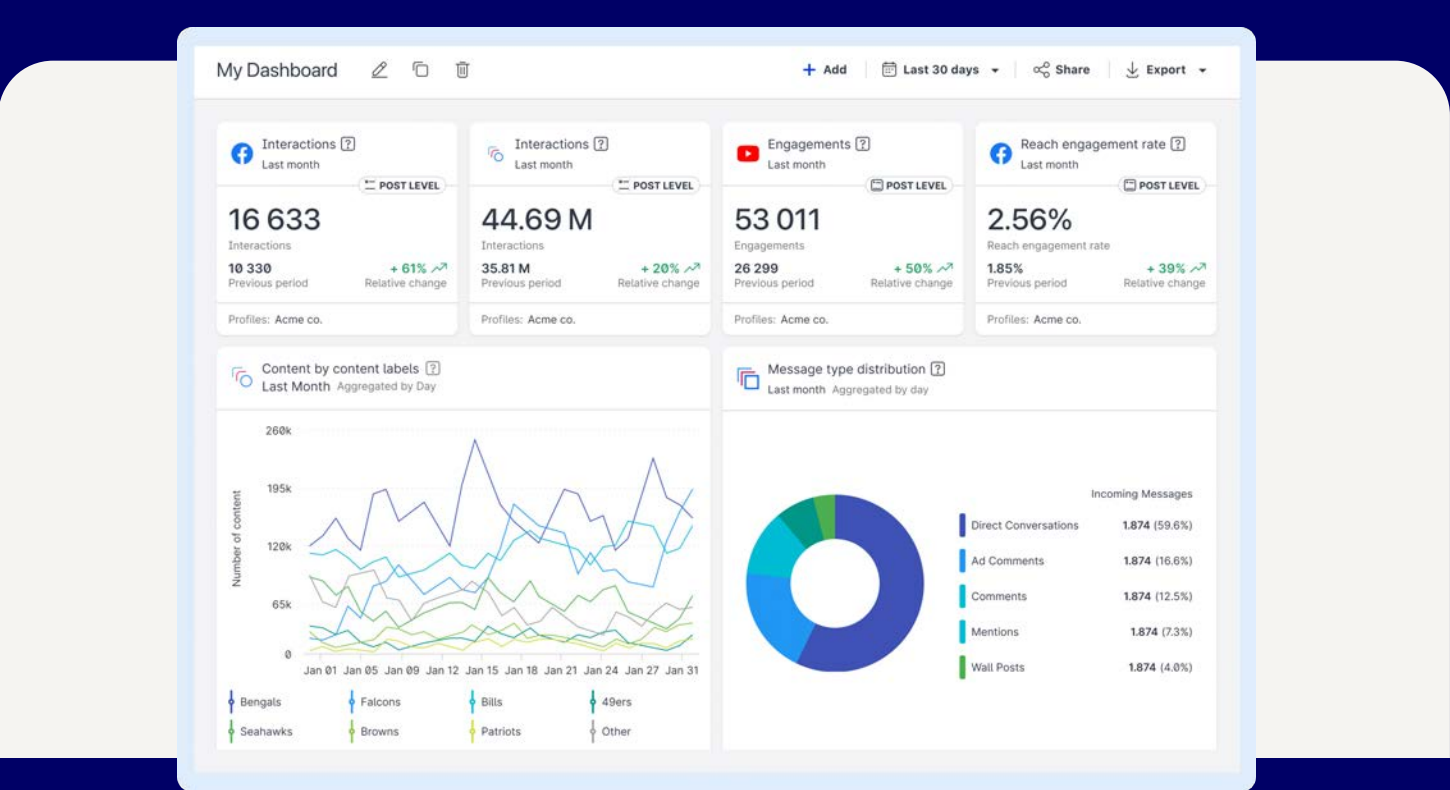

Proving ROI - with precision and confidence

Clients no longer want just data, they want proof that marketing works. Emplifi makes it easy to tie activity to impact with tools that surface actionable insights and outcomes.

Key AI-based tools:

Performance prediction & content grading - Anticipate how content will perform before it goes live.

Dynamic topics & sentiment detection - Track trends and audience sentiment in real time.

Dynamic dashboards - Instantly turn real-time performance data into stunning, client-ready reports.
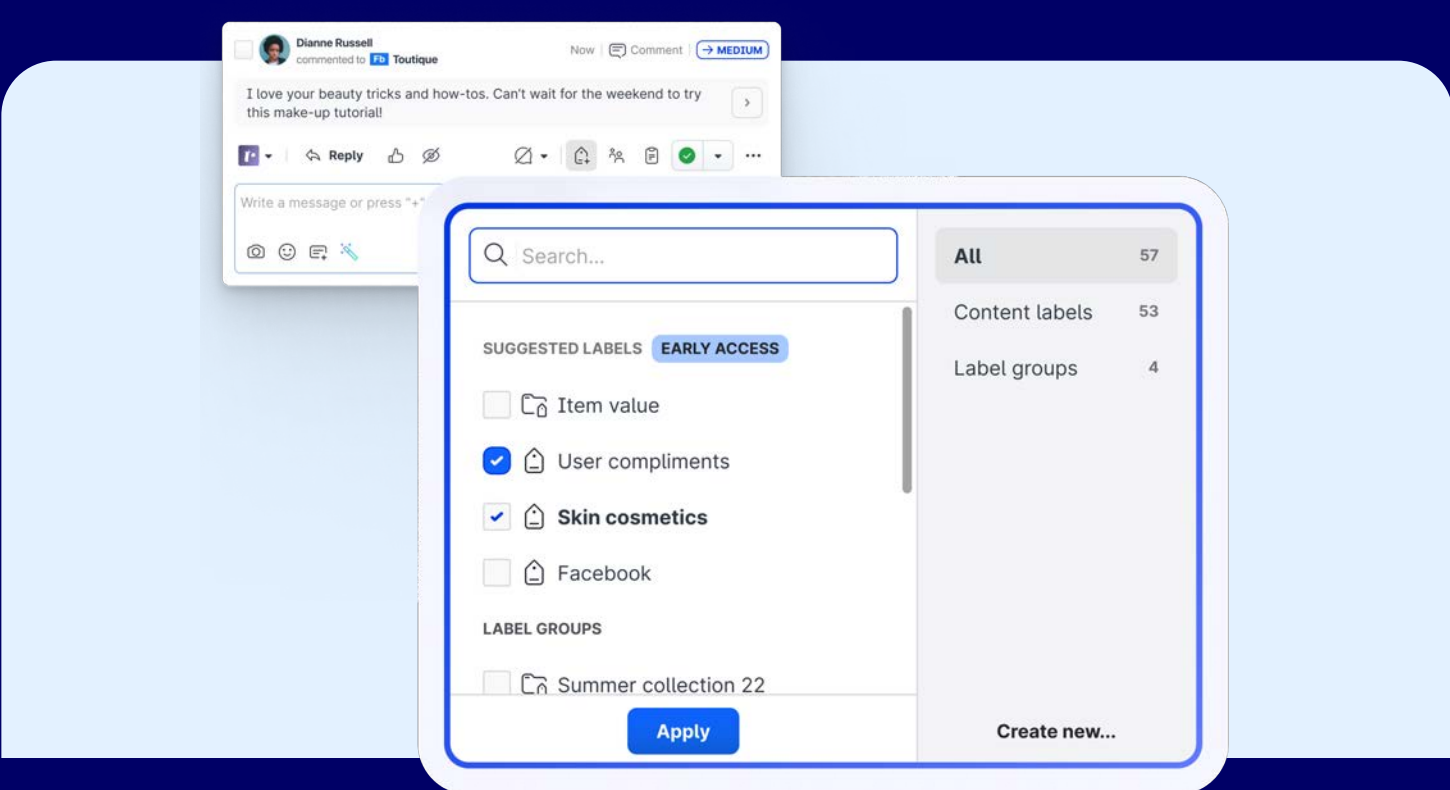
## Managing multiple clients - without the chaos

Handling dozens of brands and campaigns can get messy. Emplifi brings structure and efficiency to multi-client environments, reducing friction and maximizing clarity.

Key AI-based tools:

Visual asset management - Organize and access creative by campaign, region, or brand.

Rule-based labeling - Tag and sort content automatically based on custom rules.

AI-powered community management - Automatically triage and prioritize incoming messages.
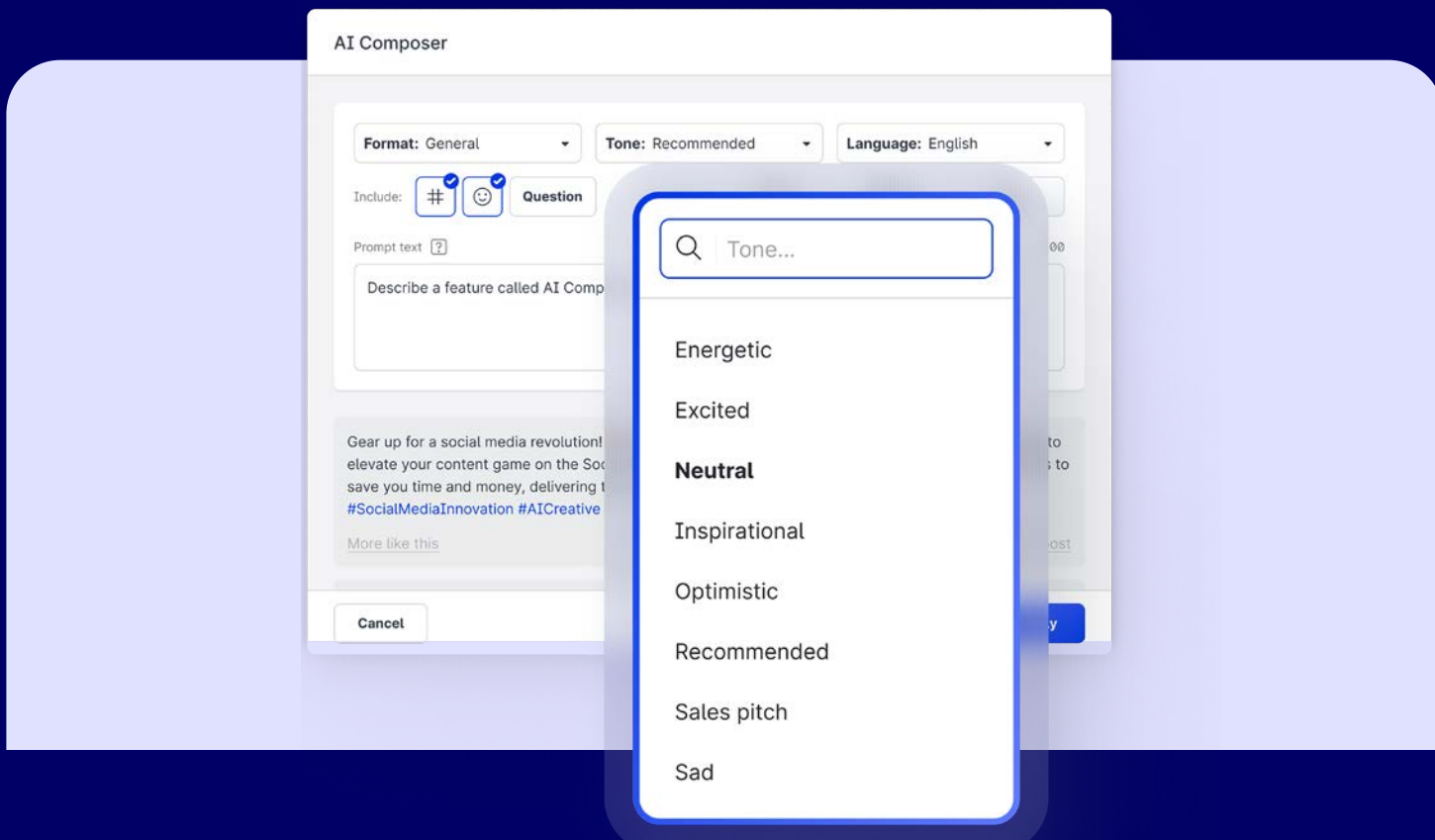
Doing more with less - unlocking human potential

When resources are tight, every second counts. Emplifi's automation features free your team from repetitive work so they can focus on strategy, creativity, and growth.

Key AI-based tools:

AI Composer - Create engaging, polished, on-brand content fast.

Prime Time - Schedule posts for maximum visibility, backed by AI-powered timing suggestions.

Brand Voice Composer - Create social content that matches your brand's unique tone of voice and style, saving time while maintaining authenticity.

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TAKEAWAY

The future belongs to the agencies who lead with AI

AI is no longer a competitive edge - it's the baseline for modern marketing success. As this guide has shown, forward-thinking agencies are already unlocking powerful advantages by embracing AI to streamline operations, prove ROI, and deliver greater value to clients at scale. The pressure may be rising, but so are the possibilities.

Emplifi's AI-driven solutions are built to help your agency meet today's demands while preparing for tomorrow's opportunities.

Whether you're looking to optimize workflows, enhance creativity, or drive better outcomes faster, the path is clear: adopt with intention, implement with purpose, and lead with confidence.

The agencies that win won't be the ones doing more of the same. They'll be the ones who reimagine what's possible, and use AI to make it real.
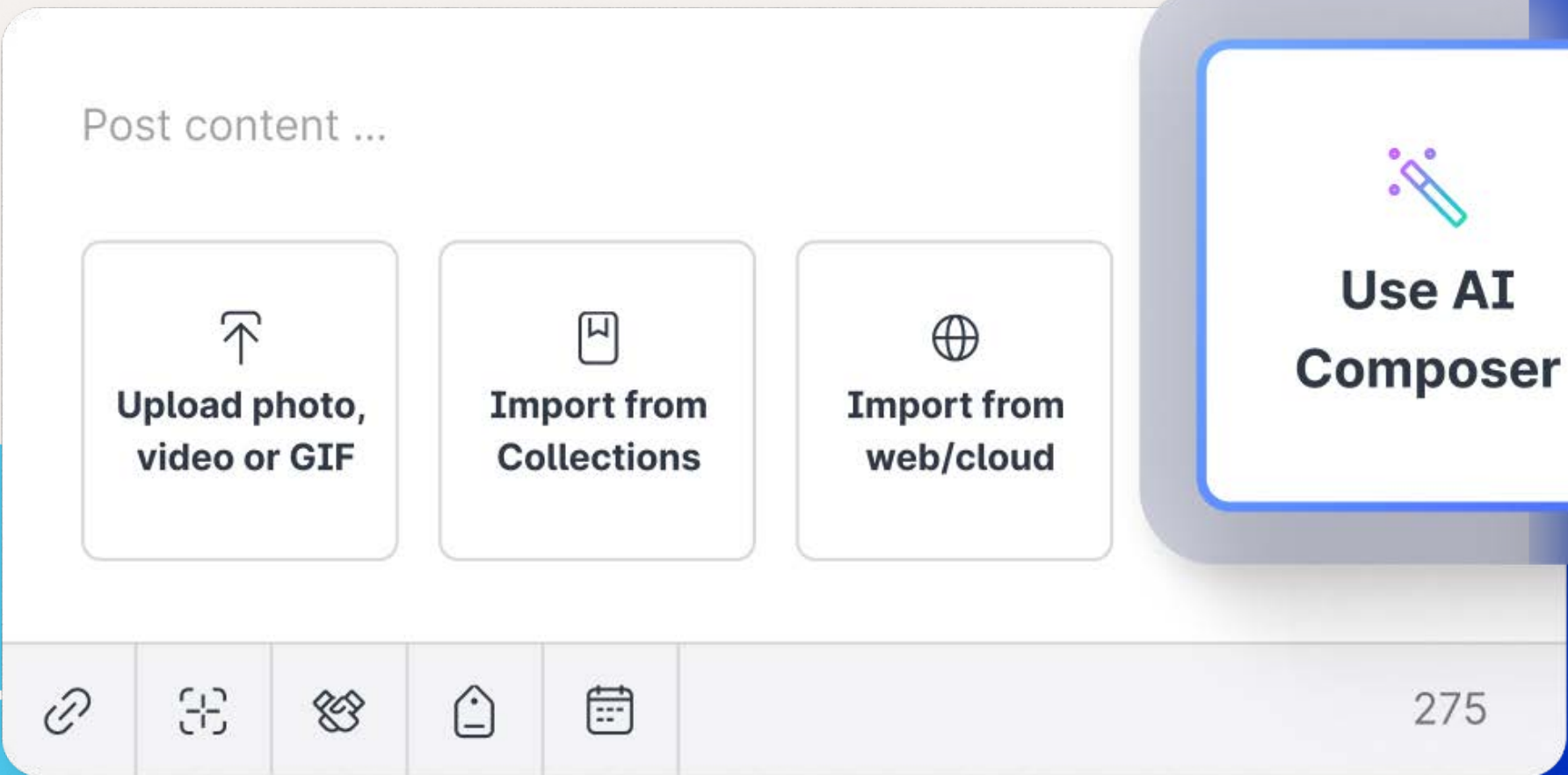
Ignite creativity

Free your team from repetitive tasks to focus on high-impact innovation.

Move at market speed

Automate workflows, campaigns, and reporting with precision.

Decide smarter, faster

Turn real-time insights into confident, data-driven decisions.

Stay consistent, stay sharp

Keep brand voice and quality strong across every touchpoint.

Predict what's next

Anticipate trends and act ahead of the curve with intelligent forecasting.

Grow with the right partner

Scale your agency with Emplifi's flexible tech and dedicated support.

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TAKEAWAY

Your AI transformation starts now

Post content ...

Upload photo, video or GIF

Import from Collections

Import from web/cloud

Use AI Composer

275

Your AI adoption checklist:

Educate your teams & clients: Build trust around AI's role

Invest in AI powered solutions: choose partners like Emplifi who integrate AI and efficiency throughout their offerings

Develop an AI strategy: Ensure ethical and responsible usage

Invest in training: Help your team grow with AI

Identify key areas for AI: Focus on high-impact pain points

Set clear KPIs: Measure AI's ROI and effectiveness

Foster continuous learning: Stay updated on AI advancements

Start small & iterate: Implement AI and gradually refine

Emplifi helps boost efficiency, increase revenue, and scale your social media. Want to see how?

Speak to an expert

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emplifi

Emplifi provides exceptional digital customer experiences via a platform trusted by more than 20,000 of the world's leading brands. With comprehensive and integrated social media marketing, social commerce, and care, combined with unified analytics and AI, Emplifi fuels growth, resulting in happy customers, increased product sales, and improved brand loyalty.

Want to learn more?

Please get in touch for more information or to request a demo.

Connect with us