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Many GTM leaders frankly don't trust AI outputs and are worried about AI slop. Yet a small group are already seeing outsized returns from AI.

They're generating high quality pipeline on auto-pilot. They're improving conversion rates through 1:1 messaging. And they're capturing efficiency gains across marketing and sales.

Maja Voje and I interviewed 30 GTM experts who are seeing real gains from AI, and compiled 40 of their best AI x GTM plays. These use cases spanned across four categories: content creation, growth and product marketing, prospecting, and sales engagement.

The best news: you don't need to be an AI expert or software engineer to start seeing value. Most of these AI plays can be built with general-purpose LLMs (ex: ChatGPT, Claude, Gemini) along with affordable, off-the-shelf tools.

Nine of my favorites -- go ahead, copy them:

1. AI content assistant via **Maja Voje** (GTM Strategist)
2. AI competitor comparison pages via **Matteo Tittarelli** (Genesys Growth)
3. AI competitive intelligence copilot via **Justin Norris** (360Learning)
4. AI digital twin for customer research via **Kieran Flanagan** (HubSpot)
5. AI SAM scoring algorithm via **Liam Gandelsman** (Galileo)
6. AI personalized ABM campaign via **Dave Rigotti** (Inflection)
7. AI outbound micro-campaigns via **Mike Ryan** (Crescendo)
8. AI meeting prep with a custom GPT via **Joey Maddox** (Verisoul)
9. AI re-engagement for closed lost deals via **Elaine Zelby** (Tofu)

See the prompts, tools & step-by-step workflows in today's **Growth Unhinged** newsletter: <https://lnkd.in/es9pNkm5>

Hope you find it useful.
 - KP

 Today's post is supported by **AirOps** who's hosting a webinar on how GTM teams deliver AI search results with MCPs. See what's working: https://lnkd.in/e7_C_7kW

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Top 40 AI x GTM plays

GTM Focus	101	201	301
Content creation	1. Content assistant 2. Content idea generator 3. Outlines from primary sources	4. Content assets tied to company messaging 5. Content strategist w/ skills 6. AI-generated assets from a webinar 7. AIO content refreshing 8. Competitor comp. pages	9. Programmatic landing pages 10. AI generated FAQ content for AIO 11. Knowledge graph for AIO
Growth & product marketing	12. Personal researcher 13. Paid spend analyst 14. Competitor ad analyst	15. GTM copilot 16. CMO coach 17. Email and messaging coach 18. Digital twin for customer research	19. Dynamic competitive intelligence agent 20. Social listening and response agent 21. SAM scoring algorithm 22. Pain point database for messaging
Prospecting	23. Website visitor campaign	24. Customer alumni campaign 25. LinkedIn connection outbound campaign 26. Outbound cold copy generator 27. CF model researcher 28. Custom lead enrichment 29. Personal ABM campaigns	30. Outbound micro-campaigns 31. Auto-prospecting from unstructured data 32. Product-led sales campaign 33. LinkedIn content engagement campaigns
Sales engagement	34. Meeting prep assistant 35. Personalized event assistant	36. Personal CRM 37. Interactive ROI calculator	38. Sales analyst to extract insights 39. Re-engagement for closed lost deals 40. Custom app layer for sales and marketing 41. Call recording analyst

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HUGE thank you to the 30 GTM leaders who contributed their best AI for GTM workflows for the report.

You may recognize some of these names from past newsletter editions. More than half of the contributors (and the AI workflows) are brand new for ...more



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Giant thanks for leading the industry with your insights and best practices! You people rock! We learn so much from you 🙌

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 Product Marketing at Axonius | Making Revenue Design
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I've had some luck with Claude Code as a dynamic messaging harness, but it's a lot of work to get in a good place. Working on improvements.

<https://github.com/fortyfivan/claude-message>

GitHub - fortyfivan/claude-message: A comprehensive messaging system designed for Claude Code

