THE MARTECH SUMMIT | LONDON

B2B MARKETING

AI & Agentic Marketing

Agentifying the Customer Journey, What's Actually Working for Marketing Teams



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WRITER



Agentifying the customer journey

What's actually working for marketing teams

DIEGO LOMANTO, CMO, WRITER · MARTECH SUMMIT

AI is changing how markets and buyers operate — but most marketers still run yesterday's playbooks

84%
of organizations have not redesigned jobs or core workflows around AI.

- ✕ Buyers bypass funnel stages by self-educating in AI tools
- ✕ Channels are oversaturated with generic AI slop, eroding buyer trust
- ✕ Competitors launch and pivot in weeks, not quarters
- ✕ Off-brand, inconsistent assets in market creates risk



Source: Deloitte State of AI 2026

Today's buyer journey isn't one-way or owned by one team



Funnel

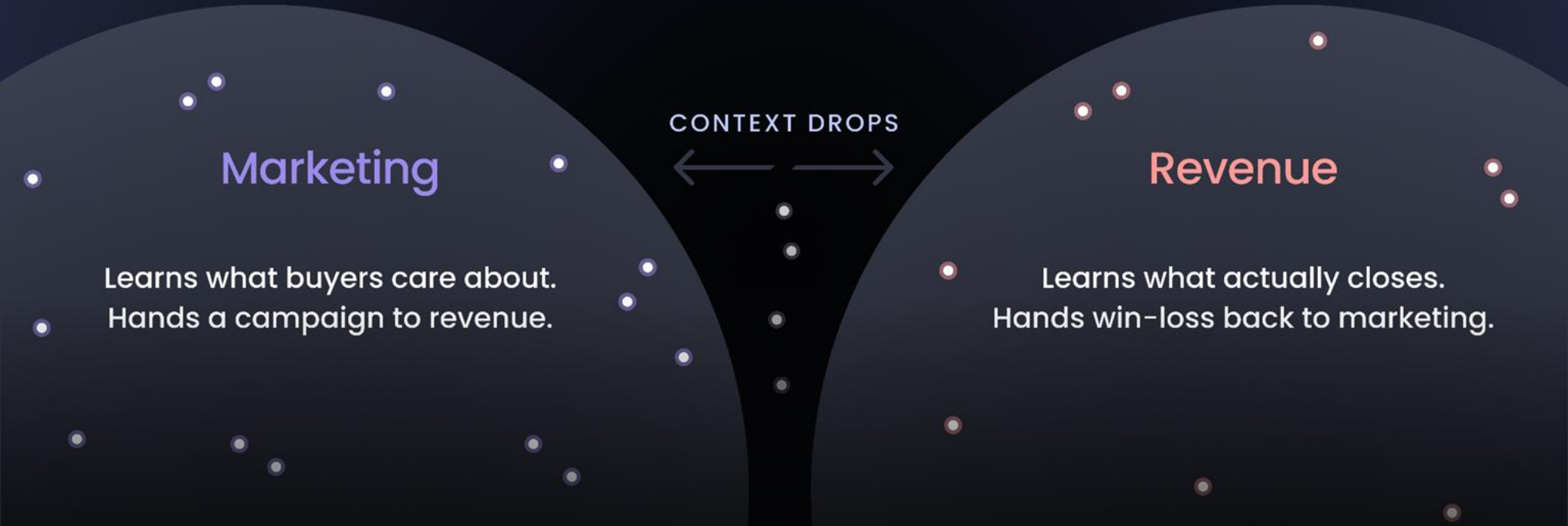
One way. Ends at the sale, with no relationship after.



Loop

Keeps going, but marketing runs it alone. Revenue still waits on the other side of the handoff.

The handoff tax



The people who pay the tax are the buyers — starting over with every conversation.

Two reshapes

1. THE MODEL

Funnel to helix



Built for a world where marketing hands a lead to sales and walks away. Your buyers don't move like that anymore.

2. THE WORK

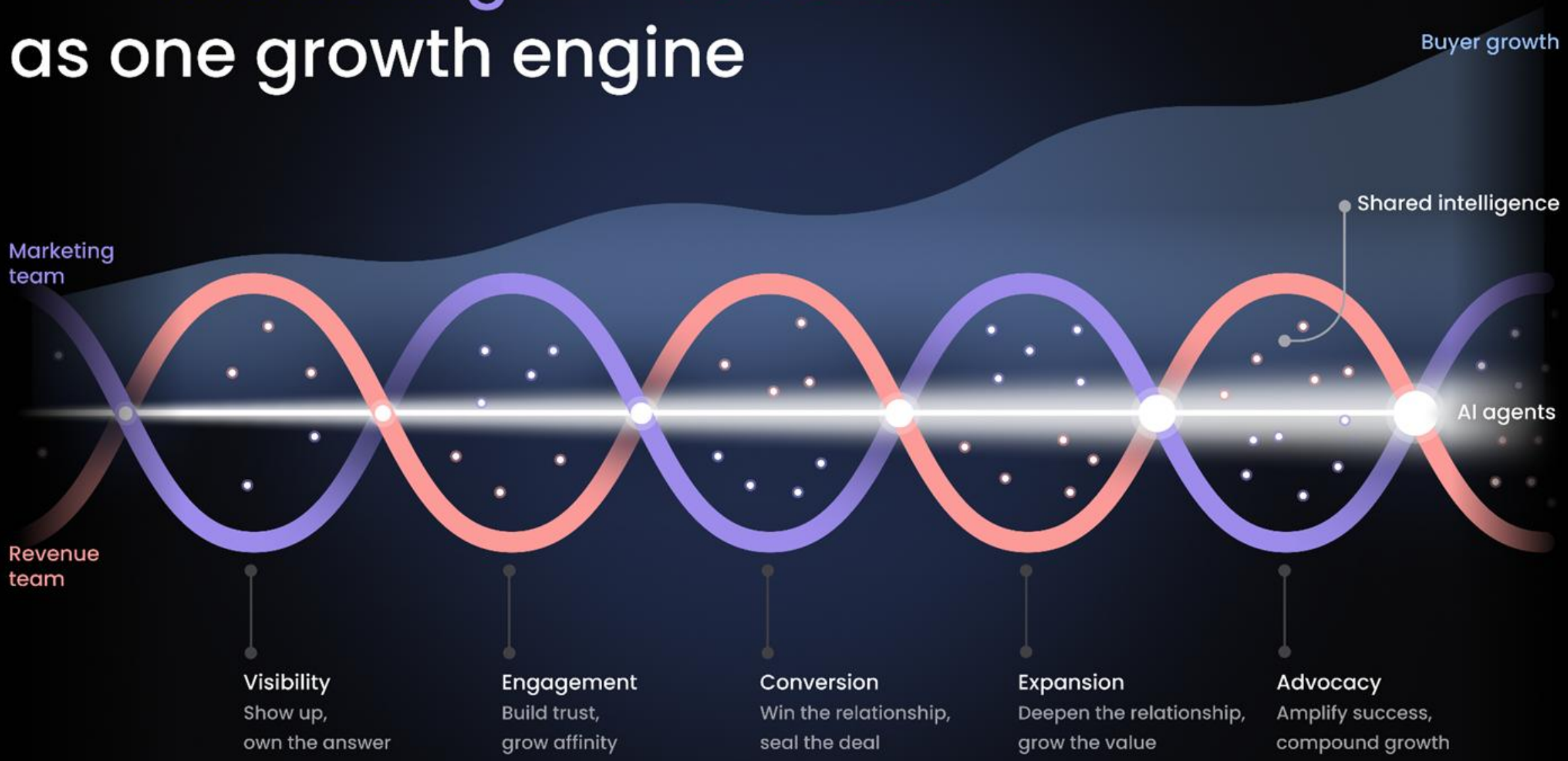
Pyramid to diamond



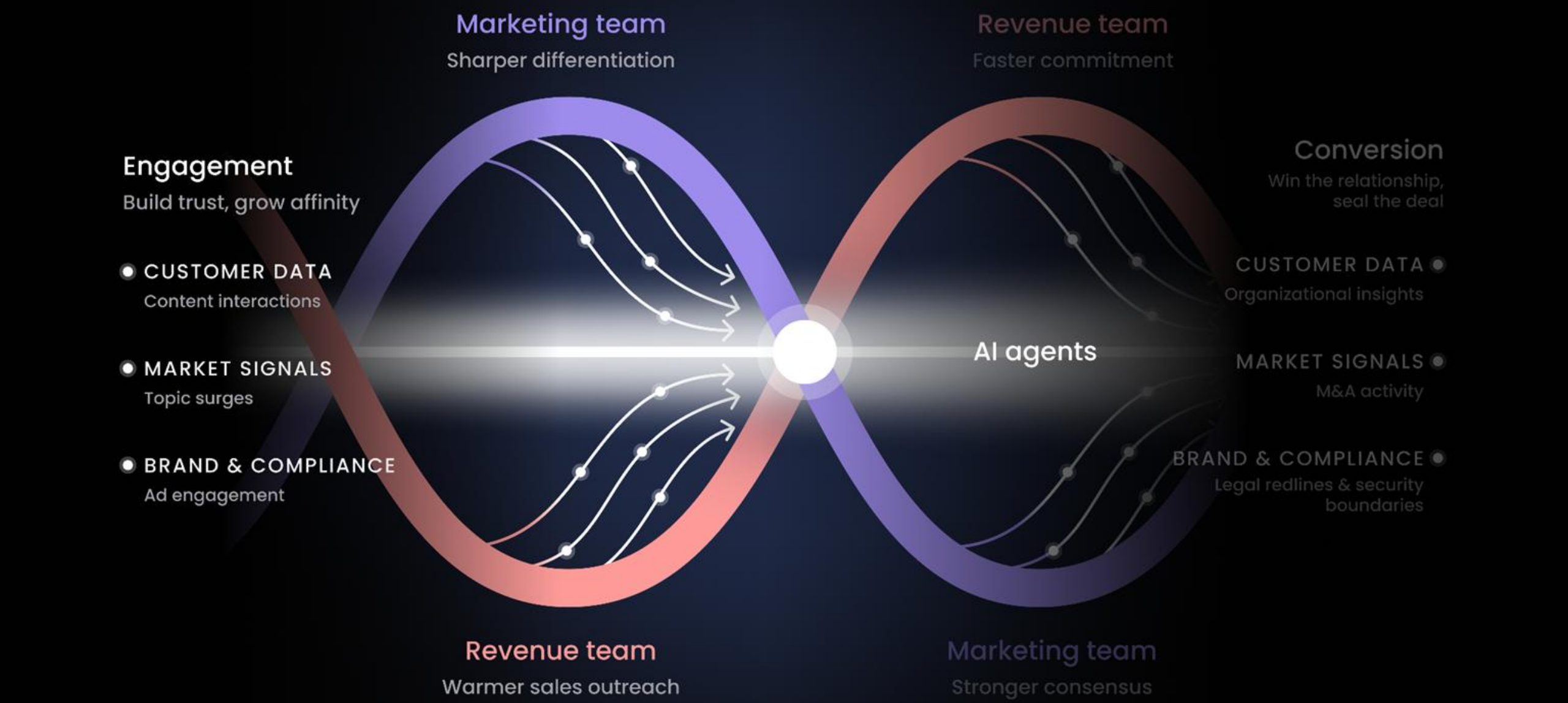
How your people and your agents split what it takes to fuel the model.

What doesn't change: buyer journey phases, org chart, people’s titles.

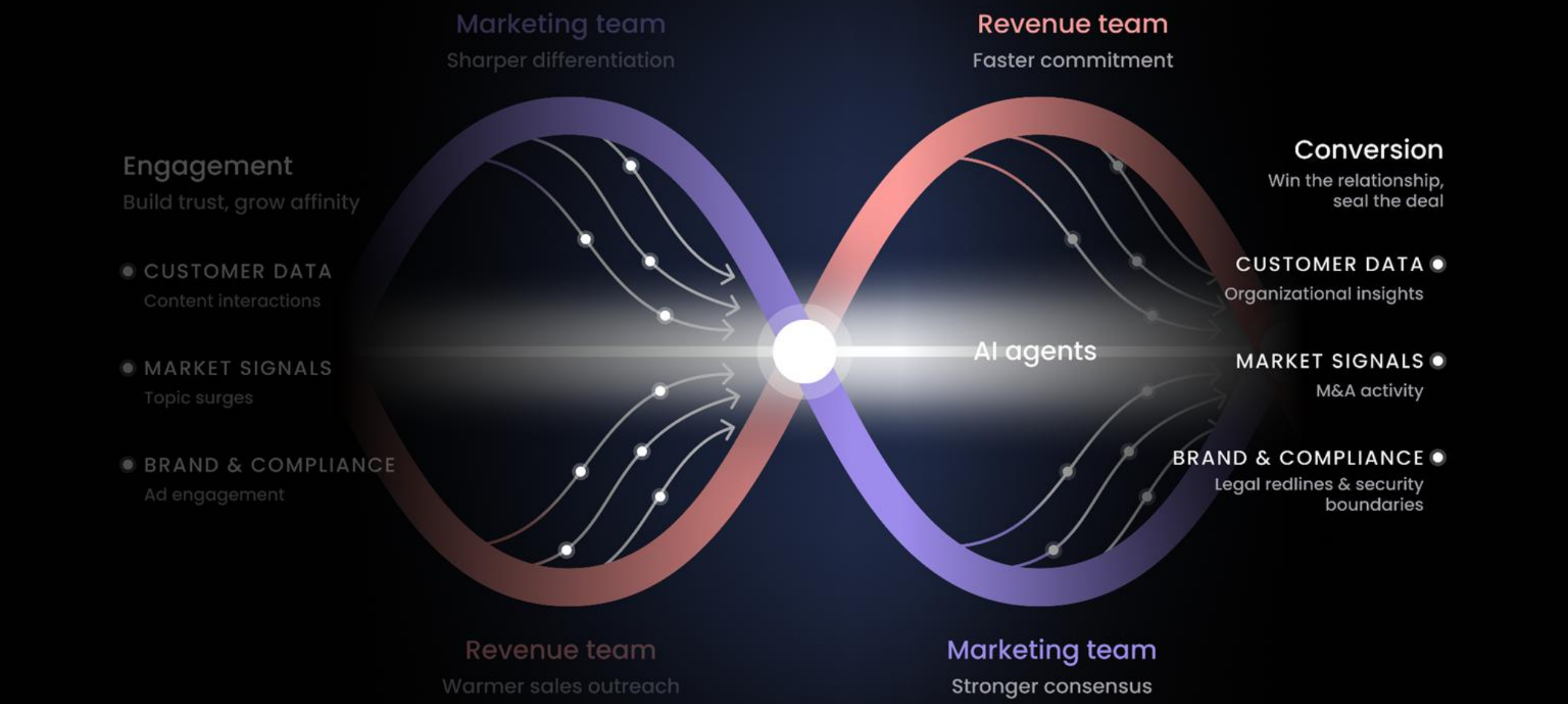
Run marketing and revenue as one growth engine



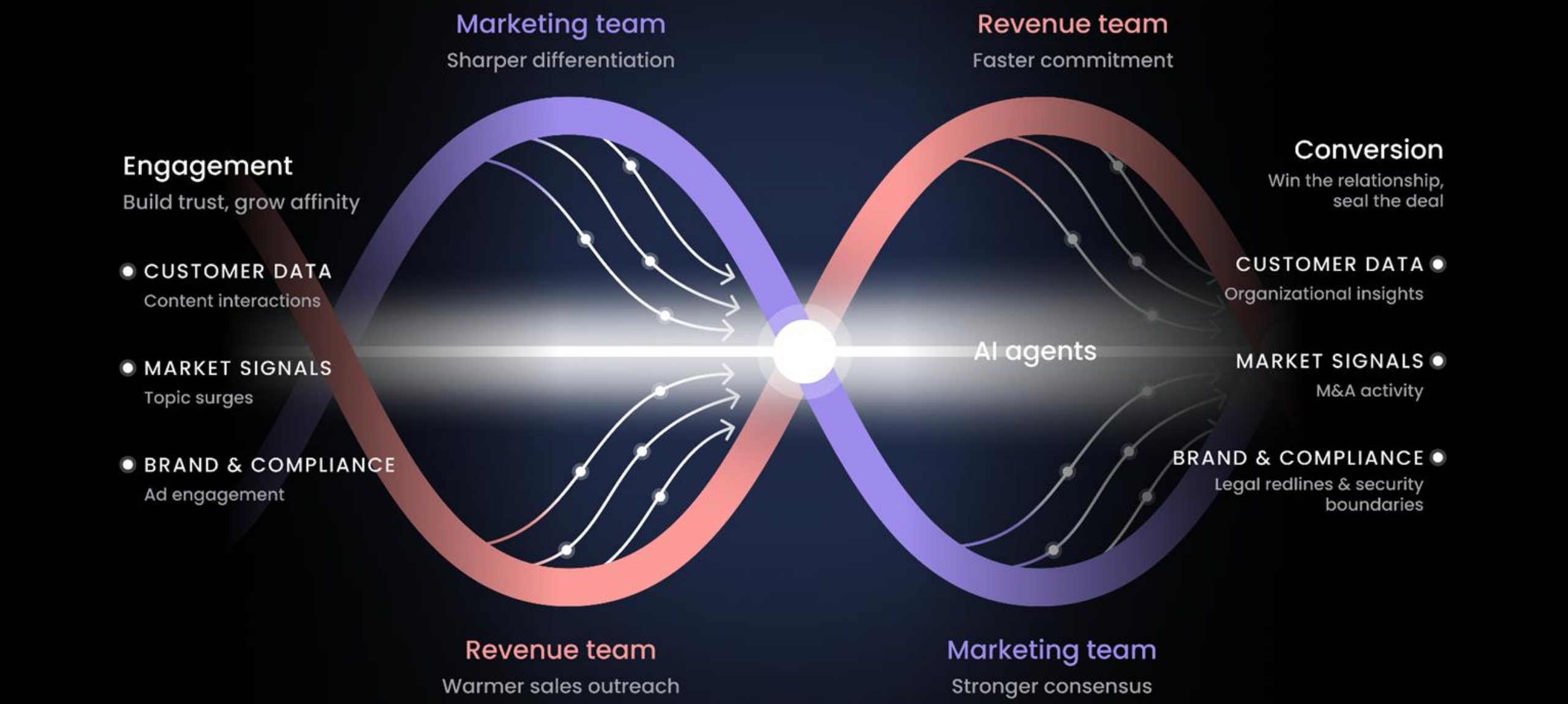
How shared context reshapes every stage



How shared context reshapes every stage



How shared context reshapes every stage



The efficiency trap



YESTERDAY

The pyramid

Leadership
CMO, VPs

Specialists
Managers, strategists

Execution
Writers, coordinators, producers

RESHAPES

Mass moves to the middle

AI-NATIVE

The diamond

Strategy
CMO, VPs

Curation Architecture Orchestration
Where the mass - and the leverage - now lives

Execution
Drafts, formats, ships

Real-time intelligence
Monitors, surfaces, alerts

Leadership Human-owned tier Agent-owned tier

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1		Initiative/workflow	Curation I act as a curator by...	Architecture I act as an architect by...	Orchestration I orchestrate workflows by...	
2	heme this	The specific project or repeatable workflow that advances the goal. One row per initiative or workflow. Ex: A product launch would be one line	The work of defining what good looks like: messaging, standards, taste, expertise that needs encoding so the system can reproduce it.	The work of building the system inside of WA: playbooks, workflows, and context pipelines that turn curated expertise into repeatable output.	The work of running the system day to day: executing playbooks, QA-ing output, feeding performance data back in the system.	The work shipping output is
3	the uilt for	Product launches	Defining what good project managment looks like for a launch (asana template)	Running playbooks that update Asana launch projects to populate for new launches, update due dates (typically in sessions)	Take in weekly sync transcripts + Asana project = executing on our launch plans	Updated a



Alaura

Director of Enterprise Content

Curation	30%	Encoded the standards. Now guards them.
Architecture	10%	Built the playbooks. Didn't wait for IT.
Orchestration	20%	Directs the agents. Steps in where they drift.
Strategy	40%	Creative direction. SME collaboration. Content strategy.

Orchestration includes partnering with agents to write content

The enterprise platform for agentic sales and marketing, built for governed autonomy

1 Connect your sales + mktg stack

- Marketing automation
- CMS
- CRM
- Data warehouse

2 Give agents the business expertise and IT access and controls they need



3 Scale outcomes across the revenue org

- Content to campaign lifecycle
  - ▲ Pipeline generation
- SEO GEO
  - ▲ Customer acquisition
- Personalization at scale
  - ▲ Pipeline conversion
- Field
  - ▲ Pipeline generation
  - ▲ Win rate

Three things to start doing Monday

1 **Build something yourself**

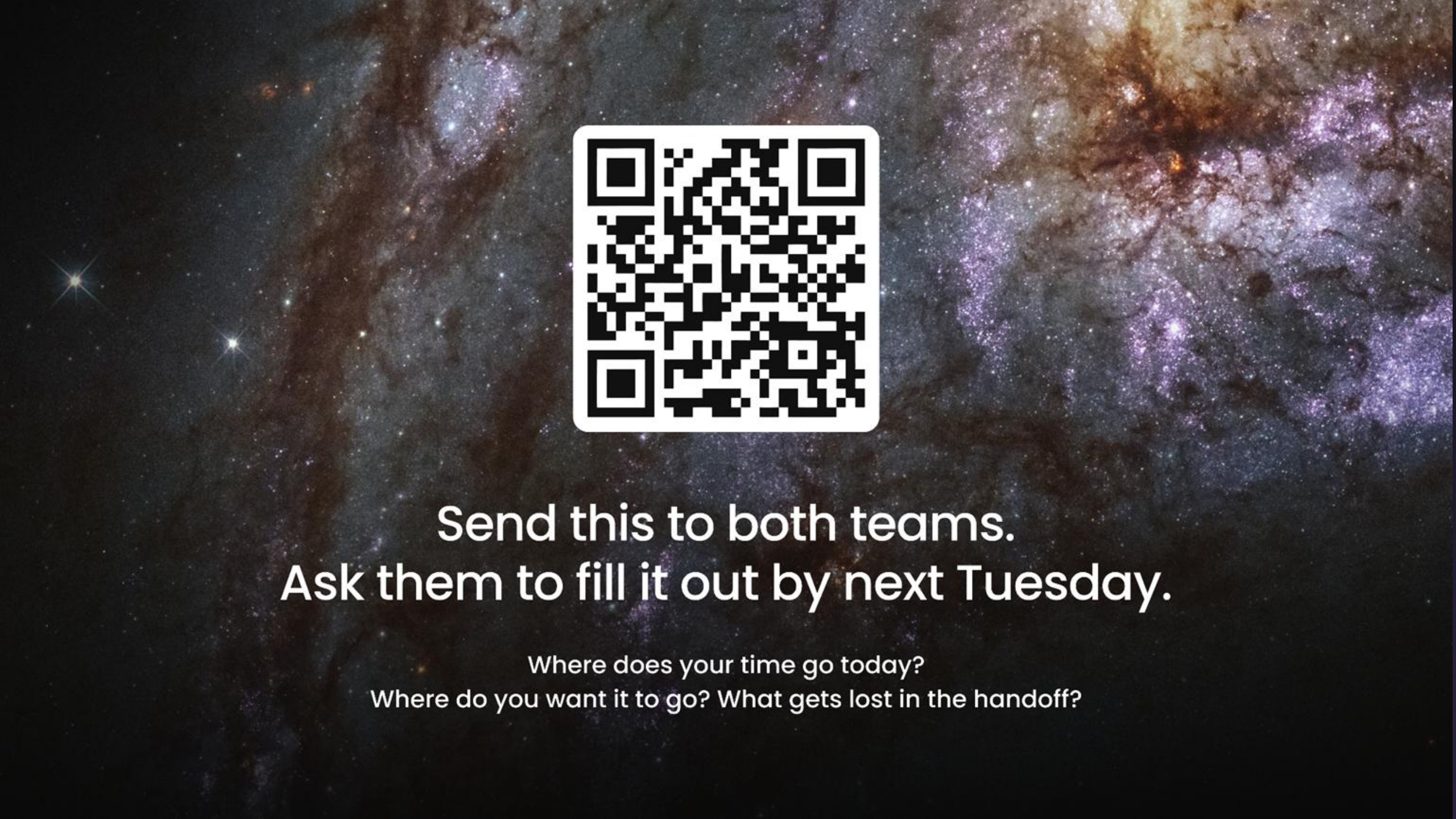
Play the architect. Leaders who build credibly lead the change.

2 **Ask the question**

What outcomes do you own? Measure in revenue and retention, not time saved.

3 **Map the handoffs together**

Get marketing and revenue in the same room. Find every place the context falls through.


Send this to both teams.
Ask them to fill it out by next Tuesday.
Where does your time go today?
Where do you want it to go? What gets lost in the handoff?