

AI & the Future of SA *Marketing*

Everyone has an AI opinion. The marketers in this guide have AI results — the deep edition on what actually changes, from the people already past the demo phase.

INSIDE, YOU GET:

- **Same-day content & the death of the approval chain** — how to be fast without being reckless
- **Brand as a series** — the Drakensberg campaign that guaranteed the client's money back ... and broke records
- **The aha use-case finder** — the real reason AI adoption sticks for some teams and dies in others
- **The human line** — the work that gets *more* valuable as AI raises the floor for everyone

“AI is a race to the middle. It's put pressure on really good marketers to become really great ones.”

— Matt Brownell, fractional CMO, live at the Marketing Cafe

2026

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