

A man in a dark suit and light shirt is shown from the waist up, looking upwards and reaching his right hand towards a glowing network of nodes and lines. The network is composed of numerous small, bright green and blue spheres connected by thin, glowing lines, creating a complex web-like structure. The background is a dark gradient, transitioning from black on the left to a deep green on the right. The overall aesthetic is futuristic and technological.

AI

PRODUCT MARKETING FOR HUMANS

CONSIDERATIONS, TIPS,
AND WHAT TO AVOID



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THE PRODUCT MARKETER'S LAMENT



STOP ME IF YOU'VE HEARD THIS BEFORE...

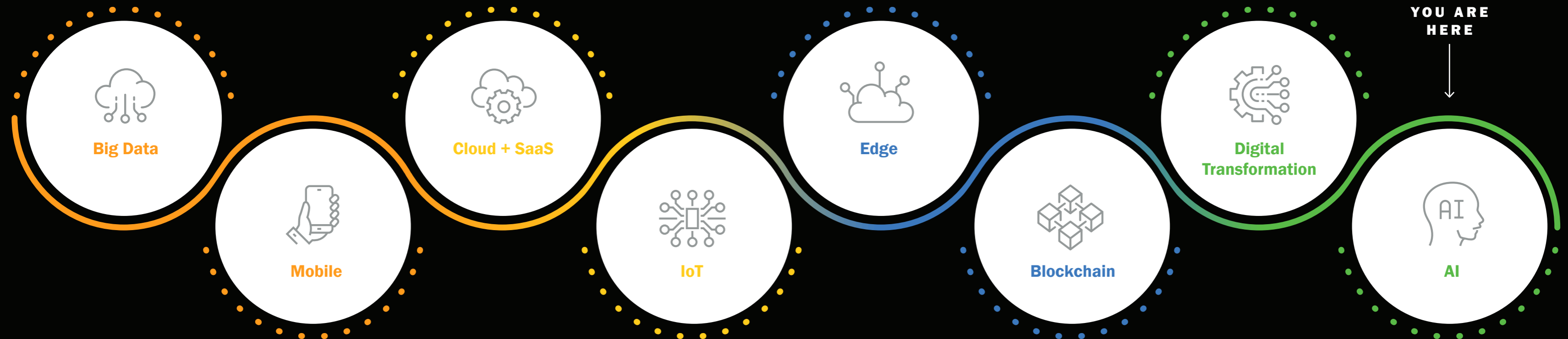
A new technology enters the market with the promise to revolutionize industries, transform operations, and change how we see the world. As hype turns to reality, businesses rush to stake their claim—fueled by the fear of being left behind.

Marketing teams now face a sizable challenge: crafting a unique voice and position that resonates in a fluid, crowded market.

Chances are, this is exactly where you find yourself in the AI era.

For Product Marketers facing this uphill battle—fear not!

In the following guide, we unpack the fundamental building blocks you need to achieve true differentiation and stand out in today's highly competitive AI landscape.



DIFFERENTIATE DIFFERENTIATE DIFFERENTIATE

From chatbots and copilots to advanced automation, everyone—and I mean everyone—has a new AI-powered something.

WHAT MAKES YOURS VALUABLE? UNIQUE? WORTH IT?

While features and functions can define your offering, most marketers find themselves going toe-to-toe with competitive tools boasting similar capabilities. And those who win aren't always the ones with the "best AI."

Success often comes to marketers who can demonstrate real value and build trust through transparency in a field that remains both promising and polarizing.

To achieve true market leadership with AI, **marketers must get back to the basics with a clear, approachable, and consistent narrative** that directly addresses target audiences and their needs.



CLEAR

Article value with compelling and adaptable messages

FUNDAMENTAL PILLARS FOR AI MESSAGING



APPROACHABLE

Abstract the complexity, favoring simplicity, accessibility, and purpose



CONSISTENT

Unify your voice to better resonate and reduce confusion in market

ELEVATE YOUR AI BRAND WITH TANGIBLE, PROVABLE POSITIONING

AVOID AI WASHING

Technology washing refers to the practice of overhyping or overpromising capabilities. It's often a knee-jerk reaction from companies playing catch-up in the market or attempting to capitalize on emerging technology trends.

Though not intended to be malicious, AI-washing serves as a cautionary tale. Promoting "smart" and "intelligent" capabilities can enhance the perceived value of AI in your offerings, but overuse and blanket statements can significantly damage customer trust.

AI fatigue, false promises, and vague definitions are increasingly undermining brands—especially at a time when businesses, partners, and users are already skeptical of AI's role in technology.

By taking a more measured approach to AI messaging, you can foster genuine trust while still positioning solutions as innovative, progressive, and ahead of the curve.

TIPS TO AVOID AI WASHING

PROVABILITY IS YOUR FRIEND

Clearly distinguish AI from other advanced technologies. This enables marketers to thoughtfully introduce AI into conversations without exhausting audiences.

BE DELIBERATE IN YOUR MESSAGING

Everything does not have to be powered by AI. Your customers understand that—in fact, many prefer it that way.

AVOID THE BUZZWORDS

Yes, it's essential to demonstrate a deep understanding of AI, its components, and how it's implemented. However, overusing AI jargon can backfire, causing white noise that makes your brand indistinguishable from the competition.

REMEMBER THE CUSTOMER

What's the role of your AI?

For some, it's about improving operations; for others, it's about enhancing and enriching the user experience.

Ultimately, it's about benefiting the customer in new and unique ways.

A common pitfall for Product Marketers is getting lost in the technology itself, prioritizing wow factors over practical, real-world outcomes. Leaning into the tech while losing sight of how it helps.

The role of AI can also significantly vary across vendors and partners. While employing AI might address a specific need for one user base, your unique customers may face different workflows, challenges, or opportunities where AI can add value.

Staying grounded in what customers truly want from AI aligns your story, message, and narrative with market needs. This approach helps demystify AI investments, highlights their practical benefits, and builds trust by showing a clear purpose:

**AI THAT CAN ADDRESS
A PRESENT NEED.**



CUSTOMER-CENTRICITY AT THE INTERSECTION OF AI



REMEMBER THE SELLER

To reach and engage customer audiences, efficiency and repeatability are key.

THAT'S WHERE YOUR SELLERS COME IN.

When sales teams can clearly articulate your value, they help connect the dots and effectively carry your message to market. It also prevents a Product Marketer's worst nightmare: going off-script.

If marketing messages are perceived as too irrelevant, generic, or complex for sales teams and partners, **your AI positioning begins to unravel**. This undermines the differentiation you aim to achieve, forcing sellers to ad lib, improvise, or worse, avoid the AI conversation altogether.



S I M P L E S T E P S F O R S U C C E S S

INTERNAL SALES TEAMS

Consider this: Sellers focus on what works. They always have. Regardless of how impactful your AI solution can be, sales teams will continually gravitate to what retires quota—even if it's legacy tech.

What to do:



Get off on the right foot

Train sellers on your AI story



Create feedback loops

Actively engage on what's working and what's not



Put skin in the game

Refine messaging with their feedback

PARTNER SELLERS

Consider this: Your partners have thousands of services to sell, many offering next-gen AI capabilities. Why yours? If struggling to address this, your solutions may find themselves lost in a crowd or at the bottom of the list.

What to do:



Dedicate the time

Build partner-specific positioning



Demonstrate customer success

Show real, measurable results with AI



Equip them properly

Create purpose-built tools and materials

REMEMBER THE HUMAN

Successful AI strategies require more than just the sizzle. Business decisions are ultimately made on practicality, emotion, and value.

Many customers, users, and industries are skeptical about the application of AI, especially regarding concerns with ethics, job displacement, and accuracy. These perceived risks can drastically outweigh the benefits—curbing AI purchasing decisions and stalling adoption.

For those marketing AI solutions, it's critical to remember this simple principle: **AI exists to aid people.**

For Product Marketers, it means reinforcing this concept directly, passively, and continuously throughout go-to-market (GTM) efforts.

This helps **ensure your approach to AI enriches, enhances, and extends human capabilities**—rather than undermining them.

MAKE AI HUMAN



Emphasize the User

Remember the user journey. Clearly articulate where AI helps, how users stay in control, and key functions that will remain human-driven.



Demonstrate Ethics

Ethics. Bias. Hallucinations. By tackling these topics head-on, marketers can address the elephant in the room while reinforcing a responsible application of AI.



Build Trust

AI can be perceived as a “black box.” Focus on demystifying AI with a technically sound perspective on how models, tools, and solutions should be crafted, maintained, and improved to benefit customers.



CREATE COMPELLING AI NARRATIVES

Does your AI story stand out?

Establishing your brand requires a clear vision, a unique approach, and a compelling narrative that resonates with buyers.

EXACT MARKET IS HERE TO HELP.

Our dedicated AI Practice is purpose-built to address the unmet needs of AI differentiation in today's tech industry, enabling businesses—from startups to Fortune 100s—to overcome common pitfalls, stand out from the pack, and achieve genuine market leadership.



SHAPE THE MARKET with AI solutions for today's most complex challenges



MAXIMIZE BRAND POSITIONING to establish and strengthen leadership in key markets



EXPAND STRATEGIC ALLIANCES to unlock innovation and open new sales channels



EMPOWER SALES TEAMS to fuel direct and indirect revenue growth



ENHANCE AGILITY to bring your AI story to market quickly and effectively

To learn more, visit exactmarket.com/ai