

# What a Digital Marketing Consultant Should Ask Before Using AI

## MANAGEMENT SUMMARY & CORE TAKEAWAY

With so much talk about artificial intelligence lately, it is easy to feel like we all need to jump in or get left behind. But moving fast without a plan usually causes problems later. New tools might seem helpful at first, but if they are not solving the right issues, they can e

## CONTEXT & EXECUTIVE RELEVANCE

With so much talk about artificial intelligence lately, it is easy to feel like we all need to jump in or get left behind. But moving fast without a plan usually causes problems later. New tools might seem helpful at first, but if they are not solving the right issues, they can end up adding more noise than value.

As digital marketing consultants, it is our job to look before we leap. That means asking clear questions that help us choose tech for real needs, not just because AI is popular. Now that spring is rolling into Switzerland and new campaigns are starting, it is a good moment to slow down and check whether AI fits into our bigger goals.

CORE ACTION ITEMS

01 Start by naming daily tasks that drain time or energy.

02 Look for repeat issues that get in the way of results.

03 Do not add tools just to feel modern or keep up with trends.

SWISS COMPLIANCE & ARCHITECTURE GUIDELINES

- ☑ Full compliance with revised Swiss Data Protection Act (revDSG).
- ☑ Zero vendor lock-in on closed proprietary models.
- ☑ Seamless integration into Abacus, Bexio and M365 ecosystems.

Non-Binding Process Analysis

Let us review in 20 minutes where AI agents create immediate measurable efficiency in your workflows.

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