

Choosing a Digital Marketing Strategy That Fits Your AI Plan

MANAGEMENT SUMMARY & CORE TAKEAWAY

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CONTEXT & EXECUTIVE RELEVANCE

Spring is a good moment to pause and take stock of what's really working in your digital routine. The days are getting longer, and energy tends to shift. It makes sense to check if your current digital marketing strategy still fits, especially if AI tools have found their way into how you work. Timings, tools, and tasks often change as teams grow or shift focus, and what made sense last year might be slowing work down now.

Not every strategy suits every team. We all have different goals, different ways of working, and different gaps we're trying to fill. Some teams want to respond faster to customers, others want fewer manual tasks, and others need help shaping content or sorting feedback. AI can support all of this, but it can't replace choosing the right strategy for your size, speed, and plans. Getting that match right now helps avoid backtracking later and gives your team a base to build from.

CORE ACTION ITEMS

- 01 AI can help react faster to customer changes, but only if it's set up to align with those needs
- 02 Tools that speed up content creation don't matter much if the goal is deeper audience trust
- 03 It's easy to lose direction when tools take the lead before plans are clear

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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