

AI WON'T SAVE YOUR MARKETING

Monika Dimitrova



Monika Dimitrova

Marketing Director at SiteGround. Has been in marketing, tech, and WordPress for almost two decades, and still excited about all three.



Beigje.

**A case
against
beige.**

**A case
against
beige.**



AI is not
the problem.

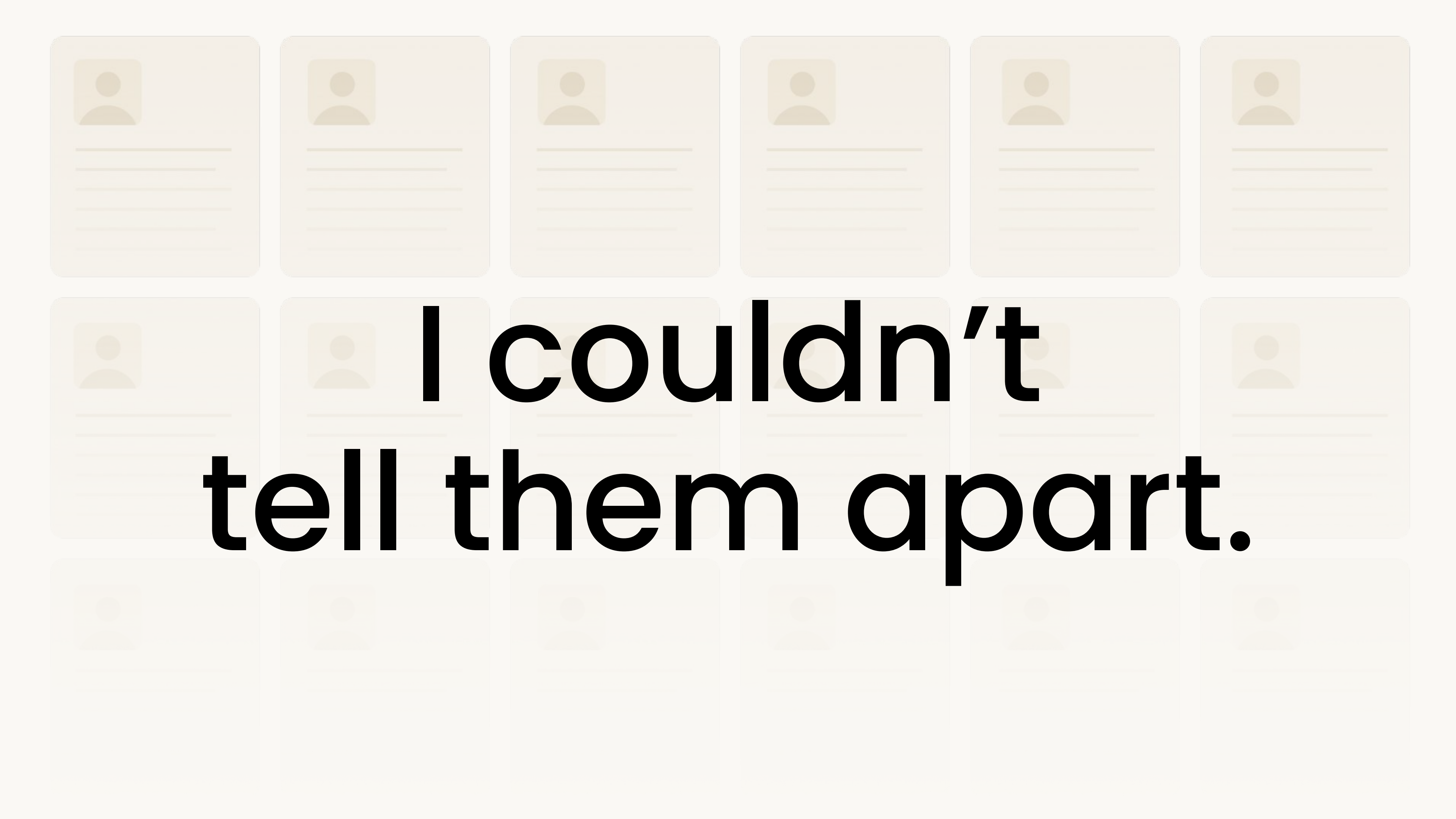
**High quality
work**

10+
marketing roles

100+
CVs

30+
tasks

**in every
submission**

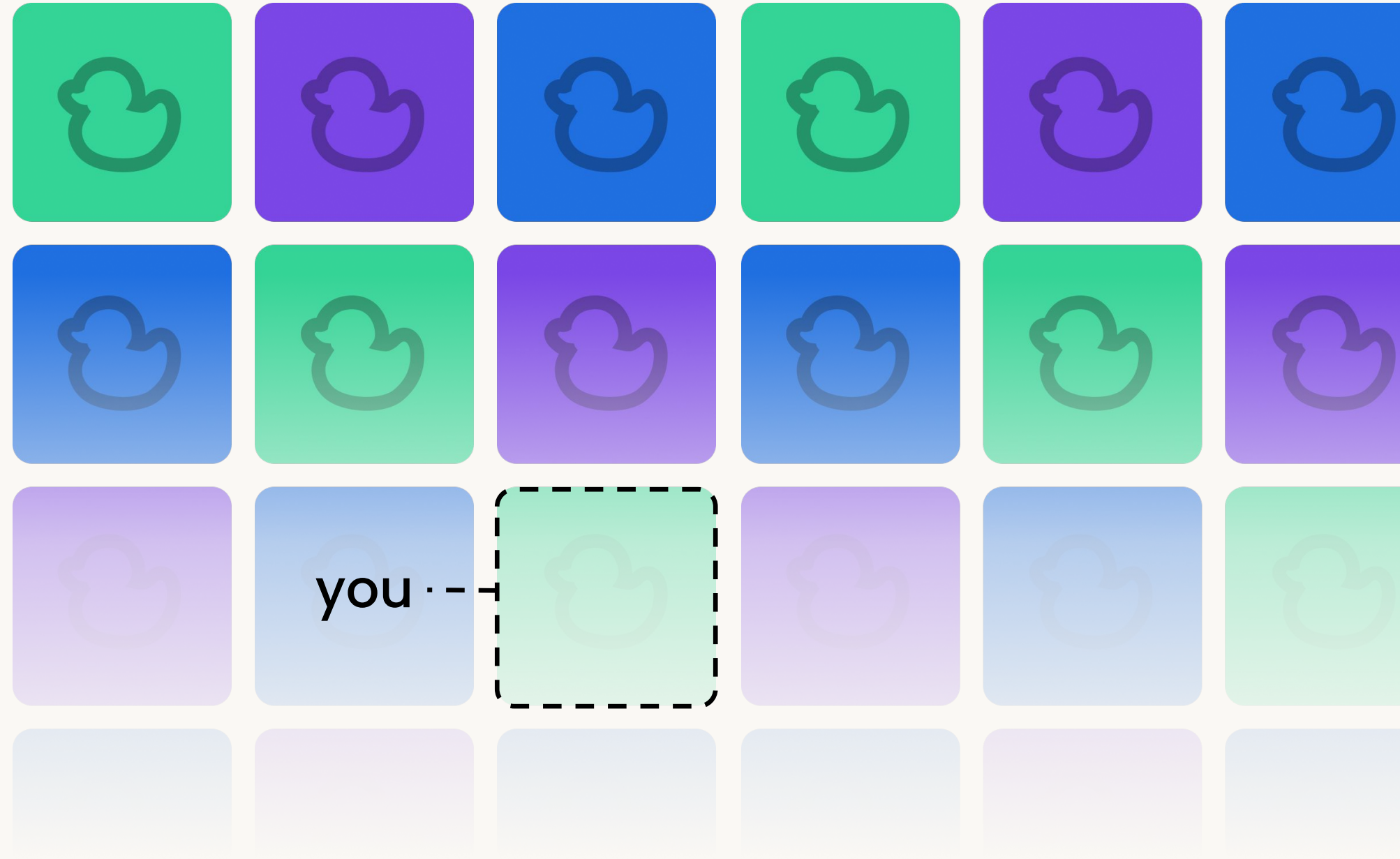


**I couldn't
tell them apart.**

You see

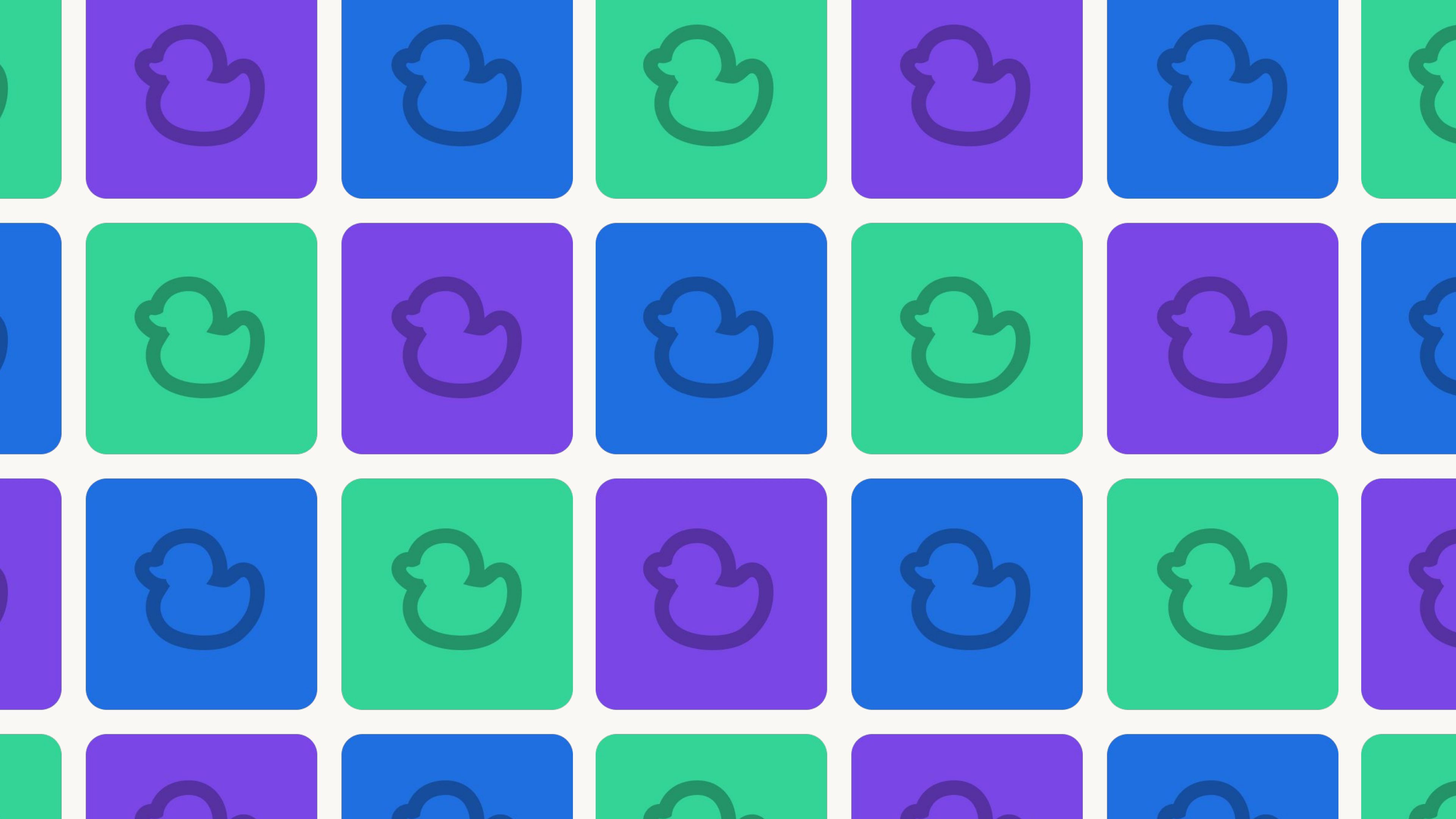


Your customers see



**Every task
was good.**







~~Is this good?~~

Is this different?

Different is harder
than good.



↓ Distinctiveness

Quality ↑

context-driven service, which is crucial for enhancing customer experiences in healthcare and transforming automation into something more human.

What CX Leaders and Solution Architects Should Know

In today's fast-paced digital landscape, CX Leaders and Solution Architects play a pivotal role in shaping customer experiences that truly resonate. These professionals need to collaborate closely, understanding customer needs while leveraging the latest technologies. By fostering a culture of innovation and promoting open communication, they can create solutions that meet business objectives but also enhance customer satisfaction.

Data Infrastructure and AI Readiness



Top Mistakes Businesses Make When Choosing IT Infrastructure (And How Nutanix Solves Them)

November 25, 2024

Top Mistakes Businesses Make When Choosing IT Infrastructure (And How Nutanix Solves Them)

In today's fast-paced digital landscape, businesses face increasing pressure to choose the right IT infrastructure to stay competitive. However, many organizations fall into common traps that lead to inefficiencies, high costs, and unnecessary complexity.

[Read More](#)



How Acronis Can Save Your Business from Costly Downtime

November 22, 2024

How Acronis Can Save Your Business from Costly Downtime

In today's fast-paced business environment, downtime is not just an inconvenience—it's a financial disaster. For companies of all sizes, every minute offline can result in lost revenue, diminished customer trust, and operational setbacks.

[Read More](#)



Top Security Vulnerabilities Kaseya Can Solve for Your Business

November 21, 2024

Top Security Vulnerabilities Kaseya Can Solve for Your Business

In today's ever-evolving digital landscape, businesses face increasing challenges in maintaining robust cybersecurity defenses. As threats grow more sophisticated, companies must proactively address vulnerabilities to safeguard sensitive data and critical operations.

[Read More](#)



The Hidden Power of Quest: Simplifying Complex IT Challenges

November 20, 2024

The Hidden Power of Quest: Simplifying Complex IT Challenges

In today's fast-paced digital world, businesses face an ever-growing list of IT challenges. From managing sprawling data infrastructures to ensuring airtight cybersecurity, the demands

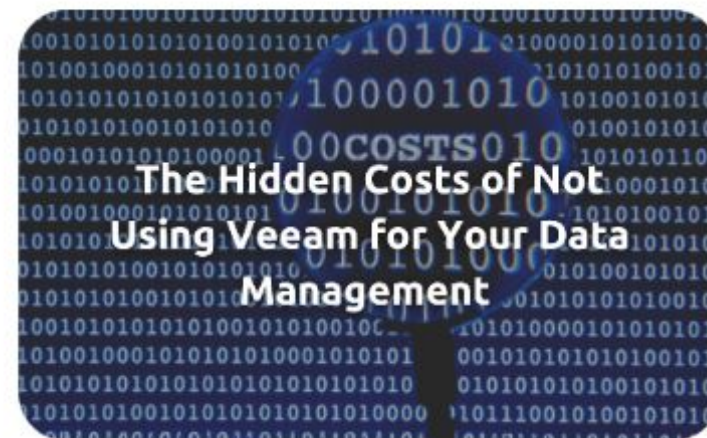


The Future of IT is Here: Why Businesses Are Switching to palmiq for Cutting-Edge Solutions

November 19, 2024

The Future of IT is Here: Why Businesses Are Switching to palmiq for Cutting-Edge Solutions

As the business world evolves at lightning speed, companies must adapt or risk being left behind. Central to this adaptation is the



The Hidden Costs of Not Using Veeam for Your Data Management

November 18, 2024

The Hidden Costs of Not Using Veeam for Your Data Management

In today's fast-paced digital environment, data management isn't just a behind-the-scenes function; it's a strategic asset that can make or break a business. Companies increasingly rely

AI lifts everyone
to the same floor
and erases the
differences that mattered.



How to be *different*?

1.

Talk to
a real
person.

2.

Solve
a real
problem.

3.

Have
a real
opinion.



Hiring Manager

35 yo

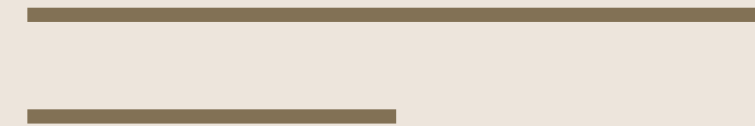
Female

Sofia, Bulgaria





Monika Dimitrova



plays video games

excited about AI

low tolerance for fluff

No research team?

**Read your last 10
support tickets**

**Read your own
reviews carefully**

1.

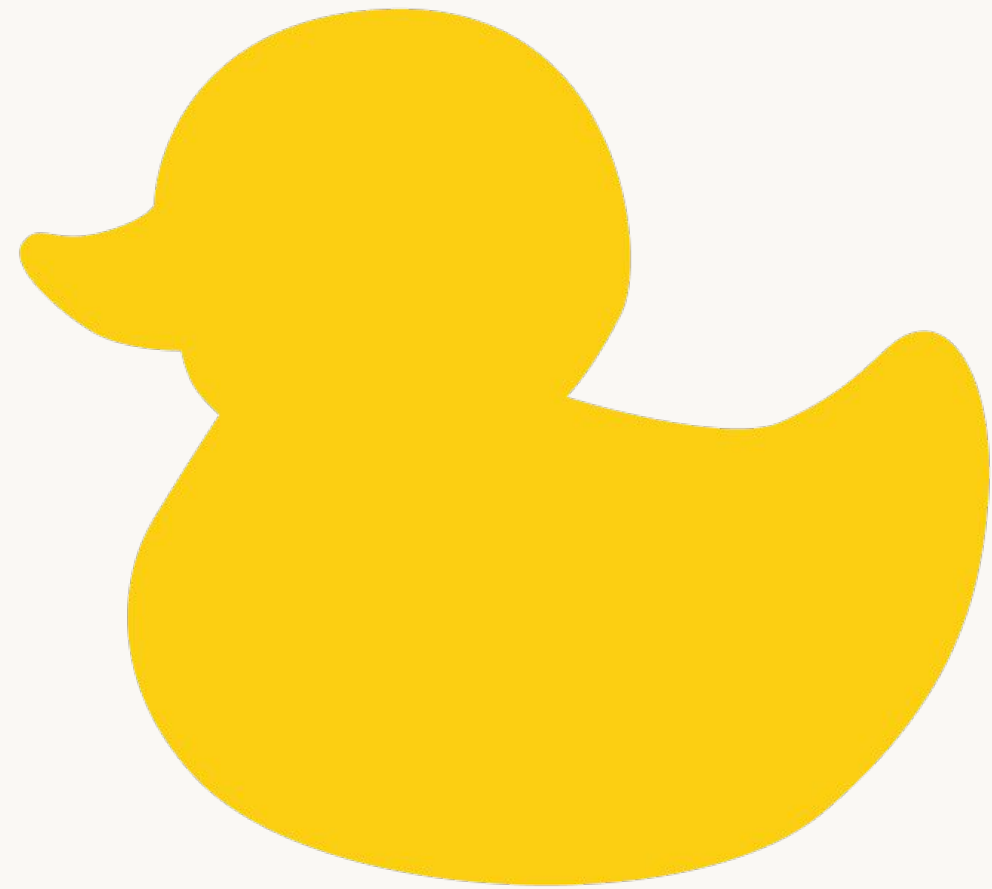
Talk to
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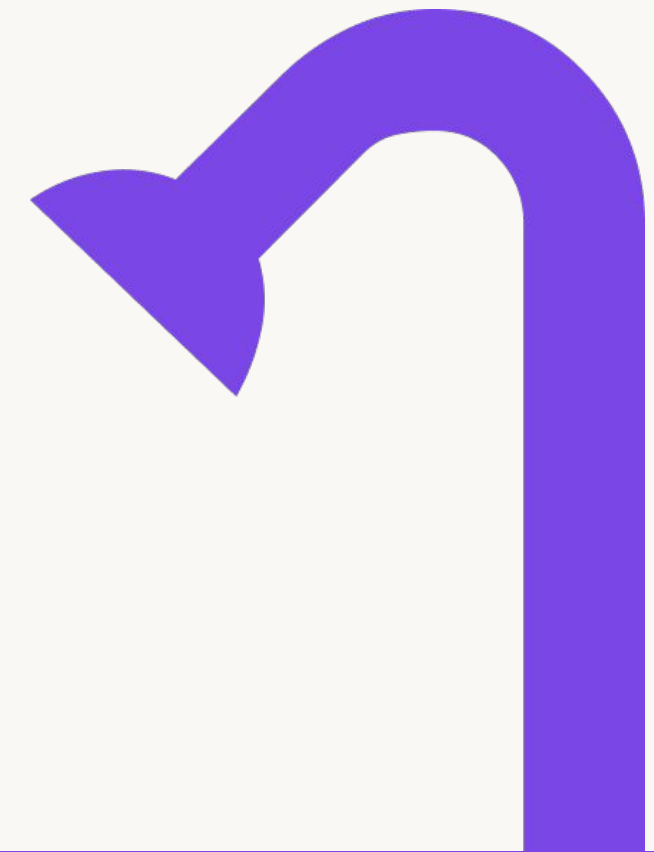
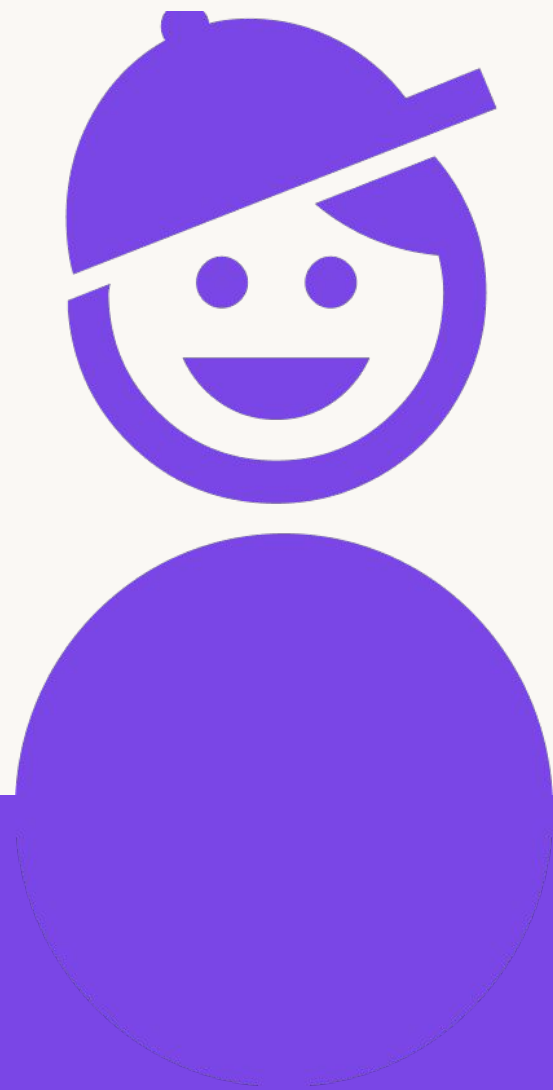


A Rubber Duck

BPA-free

Water-resistant

10 000 squeeze tested



Bath time without
the screaming

1.

Talk to
a real
person.

2.

Solve
a real
problem.

3.

Have
a real
opinion.



AI will tell you:

Yes. Sure. Of course. Absolutely. Got it. Yes. Right away. Sure. Happy to. Yes. Of course. Absolutely. Yes. Sure thing. Yes.

**But it won't tell
you you're
solving the
wrong problem.**

IT DOESN'T HAVE TO BE

~~A hot take~~
~~Controversial~~
~~Starting a fight~~

IT HAS TO BE

A position
you'd defend.

1.

**Talk to
a real
person.**

2.

**Solve
a real
problem.**

3.

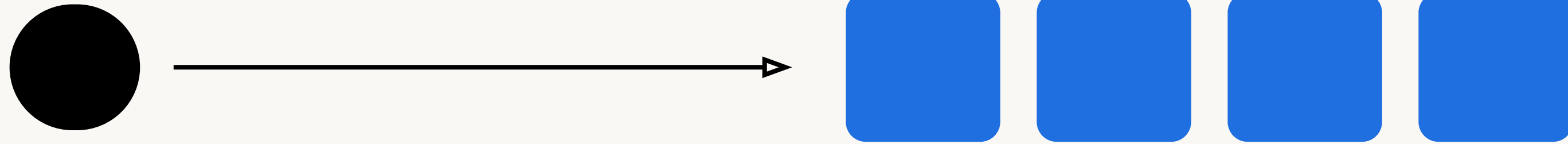
**Have
a real
opinion.**



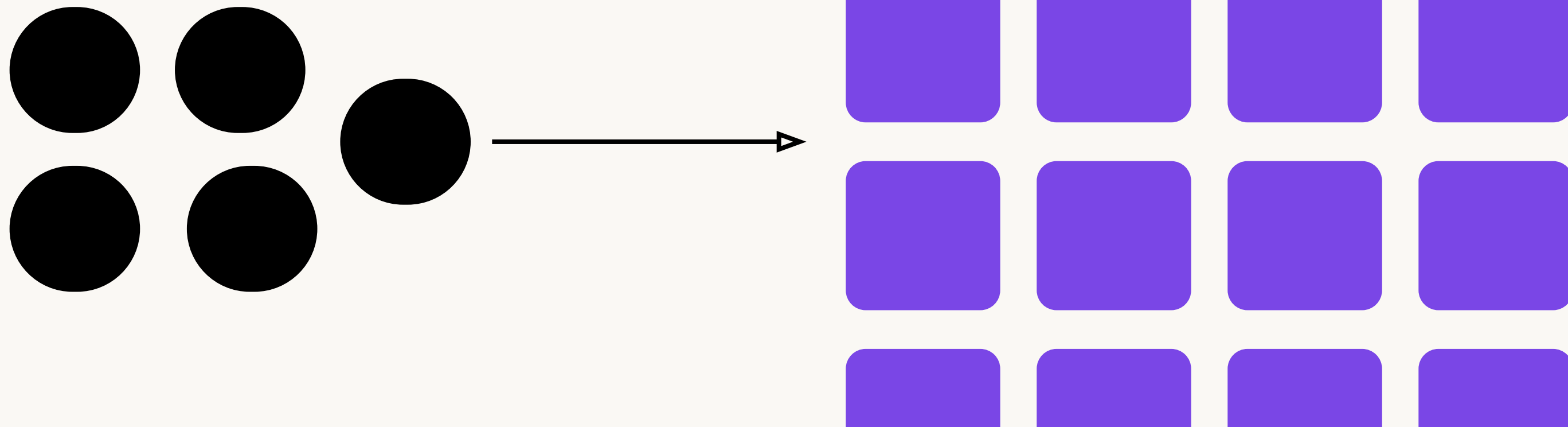
AI as a
multiplier.

2023

Solo founder

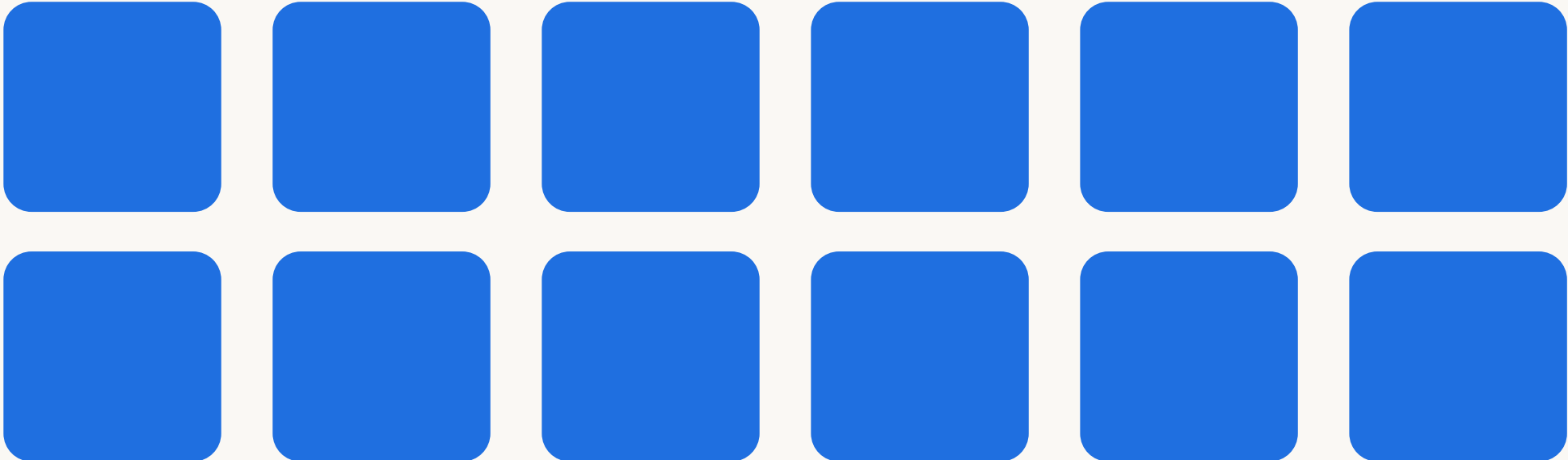
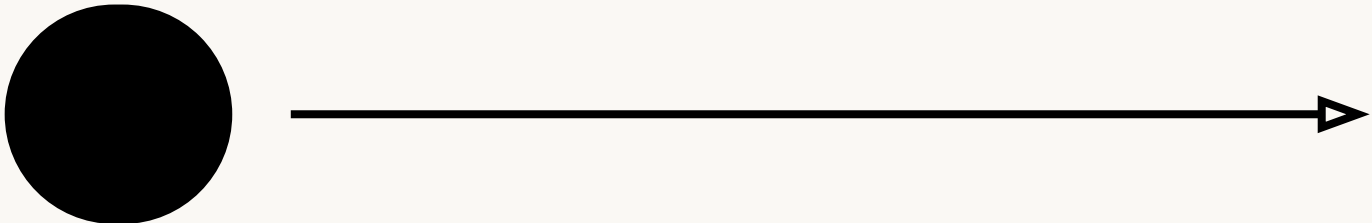


5-person team

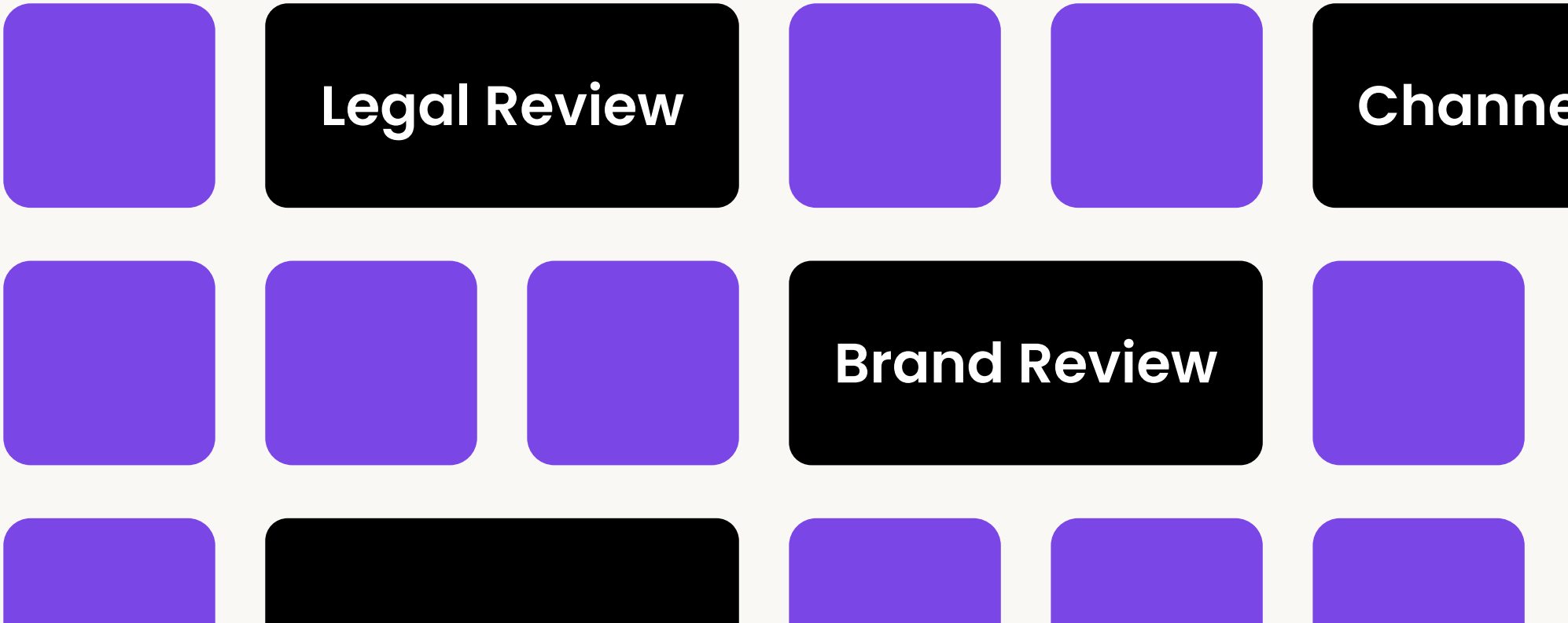
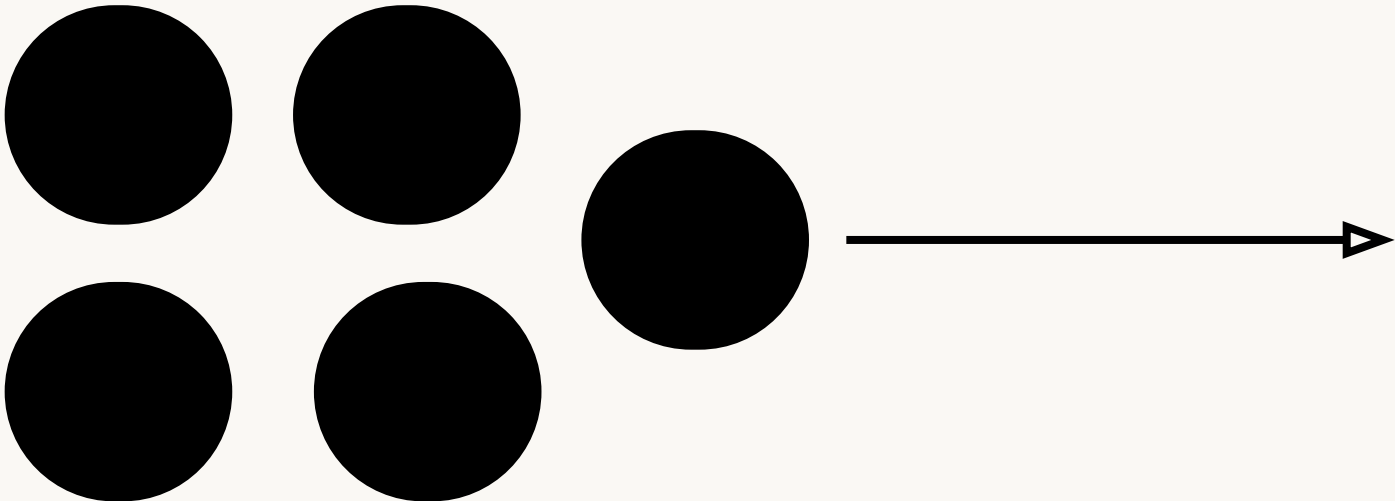


2026

Solo founder



5-person team



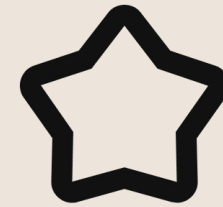
Sharp opinions
are *a feature.*



What you can do
on Monday.

1.

Take one piece
of marketing
you've published



1.

Cover your
brand name.
Read it again.

1.

Could you
imagine reading
this from one of
your competitors?

2.

**Pick one thing
that should
sound like you
and only you.**



2.

Take it back
from AI.



2.

The words
should be yours.





THANK YOU!

Get in touch with me at the SiteGround booth
or at monika@siteground.com

