

THE 10X MARKETING PLAYBOOK

---

# AI Marketing *Playbook.*

How to 10x your marketing with AI — without spam, slop, or spoon-feeding.

BY MAVEK · V1.0 · APRIL 2026

## INTRODUCTION

# The 10x marketing thesis.

One founder with the right system now does the work of a full marketing department. Not because AI is magic — because AI compresses the boring 80% so the remaining 20% (strategy, taste, judgment) is where your time actually goes.

Most companies don't get there. They bolt a writing tool onto a broken funnel and wonder why output doubled but pipeline stayed flat. This playbook lays out the system that actually produces leverage — five principles, a stack audit, and a full-funnel orchestration pattern you can copy.

*“One person with Mavek does the work of ten. That is not aspiration — that is the bar.”*

## CHAPTER ONE

## Why point tools fail.

Jasper writes copy. Copy.ai writes copy. ChatGPT writes copy. You end up with twelve tabs open and no throughline. Each tool optimizes its slice; none understand the funnel.

### The point-tool trap

- **No memory of your brand.** Every session starts cold.
- **No handoff between stages.** SEO research doesn't feed content; content doesn't feed ads.
- **No learning loop.** What worked last week doesn't inform this week.
- **No owner.** The human has to manually stitch everything together.

The result: more output, same leverage. You replaced a junior with a tool that still needs the same amount of supervision.

## CHAPTER TWO

# The five principles.

These are not nice-to-haves. A marketing system that violates any one of them generates volume without leverage.

## 01 No spam.

Quality over volume. One campaign that lands beats ten that get ignored. If your open rates are falling, sending more is the wrong lever.

## 02 No AI slop.

Generic output is worse than no output — it erodes trust. Every piece must feel like a human with taste made it. Edit ruthlessly.

## 03 Minimal things that work.

Fewer campaigns, better outcomes. Cut the bottom 50% of your channels for one quarter and watch what happens.

## 04 Uses your own data.

Generic playbooks are table stakes. Your leverage comes from your ICP, your past wins, your customer language. Feed those in.

## 05 No spoon-feeding.

If your AI system needs a 500-word prompt every time, it's not a system — it's a tool. Automate the prompting.

## CHAPTER THREE

# Full-funnel orchestration.

Think of AI marketing as four agents, one funnel. Each agent has one job. They hand off.

STAGE	AGENT	OWNS
<b>Demand</b>	<b>Research</b>	ICP, keyword research, competitor audit
<b>Capture</b>	<b>Content</b>	SEO pages, blog, landing pages, lead magnets
<b>Activate</b>	<b>Outreach</b>	Email sequences, LinkedIn, paid ads
<b>Retain</b>	<b>Analytics</b>	Attribution, cohort analysis, re-engagement

The key: **agents hand off context**. Research tells Content what to write about. Content tells Outreach what to promote. Outreach tells Analytics what to measure. Analytics tells Research what to dig deeper on. The loop closes.

## CHAPTER FOUR

# Feed AI your own data.

Generic AI output is everyone's output. The moat is **your** data: your ICP interviews, your won-deal emails, your top-performing landing pages, your customer support transcripts.

## The minimum viable data set

1. **ICP document.** One page per persona: pain, trigger, objection, language.
2. **Won-deal corpus.** Last 20 closed-won emails, sales calls, onboarding docs.
3. **Top content.** Your five highest-converting pages + why they converted.
4. **Brand voice.** Ten sentences that sound like you. Ten that don't.
5. **Competitor delta.** Where you're differentiated and where you aren't.

If you feed all five into your AI system, your output stops sounding like AI. It starts sounding like *you*, scaled.

## CHAPTER FIVE

# Human-in-the-loop.

Autonomy is not absence. The humans in your marketing function shift from **producer** to **editor**. You don't write the first draft — you judge the fifth. You don't pull the report — you decide what it means. You don't send the email — you approve the send.

*“AI drafts. Humans decide. The machine handles the reps; you handle the taste.”*

## CHAPTER SIX

# Audit your stack.

Before you add another tool, cut the ones that aren't earning their seat. Use this audit on every tool in your marketing stack.

- Does it understand my brand voice without a prompt every time?
- Does it hand context to another tool, or does it dead-end?
- Can it learn from my past wins, or does every session start cold?
- Does it produce output I ship, or output I rewrite?
- If I cut it for one quarter, would my pipeline notice?

If you answer no to two or more, that tool is a point tool. Replace it with a system, or cut it and reinvest the budget.

---

**NEXT STEP**

## See it run on your data.

Mavek is four agents on one full-funnel system. It uses your ICP, your won-deal language, your top content — and produces output that sounds like you.

**Book a demo** → [mavek.ai/contact](https://mavek.ai/contact)