

What's possible with AI in marketing

Evidence current to mid-2026.

A clear breakdown of where AI does and does not fit across the core tasks of a marketing team. A practical starting point, not the last word.

Where AI is mature: strong fit today

Proven and available today. AI does the bulk of the work and the marketing manager reviews it.

Function	The job today	With AI
Blog, web and article copy	Turn a brief or outline into on-brand drafts for the site and blog	AI drafts from the brief and your own material; the content marketer checks the facts and claims and owns the words
Social posts and captions	Write and schedule a steady run of posts across channels	AI drafts variants and a calendar from one idea; the social media manager checks tone and claims before it goes out
Email and newsletter copy	Draft campaigns and nurture sequences, subject lines and variants	AI drafts the copy and subject-line options; the marketing manager owns the list, the consent and the send
Search engine optimisation (SEO) keywords, metadata and on-page	Research terms, write titles and meta descriptions, structure the page	AI drafts metadata and clusters topics at scale; the marketing manager checks intent, accuracy and quality
Repurposing one asset into many	Cut a webinar, report or talk into posts, emails and snippets	AI drafts the spin-offs in each format; the marketer edits for channel and checks nothing drifted

Where AI is emerging: consider piloting with a human gate

Promising but not yet proven at this scale. AI assists and the marketing manager stays in the loop, so trial it on a contained scope first.

Function	The job today	With AI
Ad copy and A/B (split test) variants	Write search and social ad variants, headlines and descriptions	AI drafts dozens of variants fast; the marketing manager checks every claim can be backed up and owns what runs
Images, graphics and creative drafts	Brief and produce social tiles, ad creative and hero images	AI drafts concepts and rough cuts; the marketer checks rights and brand fit and that nothing is borrowed
Campaign and creative briefs	Turn an objective into a brief for the team or agency	AI drafts the brief from your inputs; the marketing manager sets the strategy, the budget and the bar
Campaign reporting and analysis	Pull the numbers, build the report, explain what moved and why	AI assembles the report and drafts commentary; the marketing manager traces every figure and owns the read
Audience segments, personas and personalisation	Group customers, build segments and personas, tailor content	AI clusters and drafts the segments; the marketing manager checks them and keeps sensitive attributes out
Review, comment and social-listening analysis	Read the reviews, comments and mentions, find the themes	AI clusters the themes and drafts the summary; the marketer sense-checks the source and watches for sarcasm

Function	The job today	With AI
Market and competitor research	Scan competitors, pricing and the market, write it up	AI gathers and drafts the scan; the marketer verifies every claim before it informs a decision

Where AI is not ready or suitable today: keep with people

These stay with people, either because the tooling is not reliable enough or because controls and compliance rule it out.

- **Claims and their substantiation.** Whether a price, a comparison, a "best", or a health or environmental claim is true and provable is your liability under the Australian Consumer Law, not the model's. AI writes confident claims it cannot stand up. See [the ground rules](#).
- **Final brand and creative sign-off.** What represents the brand, the positioning and the tone is judgement built on knowing your market. AI drafts to a brief; the marketing manager owns what goes out the door.
- **Fully autonomous publishing.** Posting, sending and releasing ad spend with no marketer in the loop invites an off-brand or non-compliant message at full reach. The marketing manager approves and releases. On email and SMS, the Spam Act 2003 requires consent, sender identification and a working unsubscribe actioned within five working days, whether or not a human wrote the message. See [the ground rules](#).
- **Targeting on sensitive attributes.** Aiming or tailoring on health, race, religion or assumptions that proxy for them is a discrimination and privacy risk. The model will use any signal it is given; the marketing manager sets the limits. From 10 December 2026, substantially automated decisions using personal information that could significantly affect someone must be disclosed in your privacy policy. See [the ground rules](#).
- **The numbers you report.** Attribution, return on investment (ROI) and results that go to the board or a client are traced to source by the marketing manager. AI assembles and drafts; it does not get to invent the figure. See [the ground rules](#).

Worth weighing: for any of these, the upfront setup (loading your brand voice, the guardrails on claims, the segments and the templates) is a one-off, separate from the ongoing effort. On the strong-fit items the ongoing effort is mostly review. The time it frees goes to what AI genuinely cannot do: the strategy, the distinctive angle and the claims you can actually stand behind. That matters because the real risk in marketing is not the drafting, it is volume without judgement: AI makes content all but free, and a sea of undifferentiated copy dilutes the brand and that search now demotes.