ADVANCED AI FOR STRATEGIC MARKETING FOR MID & SENIOR LEVEL PROFESSIONALS Focused on Zero Waste Marketing Budget

07 January 2026 10:00 AM - 07 January 2026 05:30 PM

Brief Overview:

MADRAS MANAGEMENT ASSOCIATION

Presents

One day Workshop on

HANDS- ON ADVANCED AI FOR STRATEGIC MARKETING FOR MID & SENIOR LEVEL PROFESSIONALS

Date :Wednesday, 7th January 2026

Time : 10:00 AM - 5:00 PM

Venue : Madras Management Center, Chennai.

ADVANCED AI FOR STRATEGIC MARKETING

Powered by Amanstra's Proprietary PRIME™ Model + AI

PROGRAM PROMISE

Design a predictable B2B growth engine by eliminating marketing waste, engineering relevance, and scaling what works — using the PRIME™ model and AI-driven signal intelligence.

THE AMANSTRA PRIME™ MODEL (CORE SPINE)

P – Positioning ? What you stand for in the buyer's mind
R – Relevance ? Why the right account should care now
I – Intent ? Evidence of buying readiness
M – Motion ? Repeatable GTM execution
E – Economics ? Predictable pipeline and ROI

PRIME™ replaces random campaigns with a zero-waste B2B system.

Equip mid-to-senior marketers with Prime model+AI tools to optimize customer acquisition, personalize campaigns, and boost ROI. Participants learn to integrate AI for lead prioritization, predictive forecasting, and workflow automation, drawing from Amanstra's data-led approach.

Session content:

- **ADVANCED AI FOR STRATEGIC MARKETING**

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ACT 1 — THE COST OF B2B MARKETING WASTE

Time: 60 mins

Focus

- Why B2B growth breaks as complexity increases
- The 7 forms of B2B marketing waste
- Founder-led selling and pipeline volatility

PRIME™ Lens

- Waste occurs when PRIME is fragmented

Exercise

- B2B Marketing Waste Map

Output

- Clear view of revenue, effort, and credibility leakage.

ACT 2 — ZERO-WASTE THINKING: ACCURACY ? PRECISION ? RELEVANCE

Time: 60 mins

Focus

- Accuracy vs Precision vs Relevance in B2B
- Why relevance matters more than reach
- How PRIME™ creates compounding trust

PRIME™ Lens

- Positioning enables Accuracy
- Precision enables Relevance

Exercise

- Accuracy–Precision–Relevance Gap Mapping

Output

- Shift from lead volume to repeatable wins

ACT 3 — PRIME™ TARGETING: WHO TO GROW WITH (B2B) + AI

Time: 75 mins

Focus

- Why broad B2B ICPs destroy conversion
- PRIME™ targeting layers:
    - Market & account fit
    - Decision-maker & buying committee
    - Problem & trigger precision
    - Belief & readiness alignment
- AI-driven fit, intent, and signal scoring

Exercise

- PRIME™ ICP Builder
- "No-Fit Account" List

Output

- **High-confidence B2B target account definition**

ACT 4 — PRIME™ MESSAGING: B2B RELEVANCE AT SCALE + AI

Time: 75 mins

Focus

- **Why capability-led messaging fails in B2B**
- **One problem, one promise, one narrative**
- **Consistency across sales, content, and outreach**
- **AI for message simplification and persona alignment**

Exercise

- **PRIME™ Message System:**
  - **Website headline**
  - **Sales opener**
  - **One outbound ABM message**

Output

- **Single, repeatable B2B message architecture**

ACT 5 — PRIME™ MOTION: ZERO-WASTE B2B EXECUTION + AI

Time: 60 mins

Focus

- **From campaigns to GTM motion**
- **Standardising outreach, content, and follow-ups**
- **Signal-based reviews and governance**
- **AI for prioritisation, forecasting, and optimisation**

Exercise

- **Stop / Standardise / Scale Framework**

Output

- **Predictable B2B execution rhythm**

ACT 6 — PRIME™ ECONOMICS: THE 90-DAY ZERO-WASTE B2B SPRINT

Time: 60 mins

Focus

- **30-day: eliminate waste, lock positioning**
- **60-day: reinforce relevance, improve conversion**
- **90-day: scale motion, stabilise pipeline**

Exercise

- PRIME™ 90-Day B2B Growth Plan

Output

- **Executable Zero-Waste B2B Growth Blueprint**

For Whom:

- **Who can Attend**

This Integrated Advanced AI for Strategic Marketing workshop is ideal for:

CMO's , Head of Marketing, Growth/ Revenue Leaders, Product Marketing Managers.

Digital Team which lack an AI playbook: Teams already doing performance marekting,content, social, email, SEO or ABM. This workshop will improve ROI, CAC.

Sales leaders , Revenue and Operations heads, and CX leaders.

Be non-technical but data-curious: comfortable with dashboards and metrics, but not a data scientist, matching typical AI-for-marketers workshop audiences.

Want practical, not theoretical AI: looking for ready-to-use prompts, templates, and strategic frameworks they can implement in 30–90 days.

Have clear pain points: high CAC, low-quality leads, weak personalization, fragmented martech stack, or poor alignment between marketing, sales, and operations—exactly where Amanstra's precision marketing and operational excellence help.

Key Takeaways:

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- **B2B Marketing Waste Audit**
- **PRIME™ ICP & Account Map**
- **Relevance-driven B2B messaging system**
- **AI-enabled GTM motion framework**
- **90-day predictable pipeline plan**

Facilitator profile:

AMIR NAIR:

An ex-corporate exec turned high-performance business strategist, I've led transformations across IT, Financial Services, Hospitality, and Supply Chain. I've trained and coached teams in India, Japan, the US, UK, Switzerland, and Singapore. I hold certifications as a Six Sigma Master Black Belt (Bank of America), Black Belt (Dell), Lean Practitioner (Cardiff University), and a Doctorate in Quality Management. As a consultant to Fortune 500s and top GCCs, I now lead Amanstra — a consulting firm driving AI + Ops transformation for hospitals, tech firms, and GCCs.

With Two and a half decades of cross-industry experience in leadership development, team dynamics, and process excellence, Amir Nair brings a rare blend of behavioral insight, operational rigor, and real-world impact.

He's a systems thinker, leadership mentor, and sonic storyteller. Over the last 15+ years, I've helped businesses drive operational excellence, launched PerformIQ, an AI-powered hospital performance platform, and coached leaders across industries.

Fee Details:

- **Fee Details**
- Member amount : Rs 0.00- (Including 18%GST)
- Non Member amount : Rs 0.00- (Including 18%GST)
- Total Member count :