



AI analysis

Maximize AI-Driven Campaign Impact With Asana and HubSpot

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Summary

The session explores how marketing teams can maximize AI-driven campaign impact using Asana and HubSpot. The speakers discuss the challenges marketers face when scaling AI, emphasizing the need for proper context and integration within workflows to achieve meaningful results. They highlight that AI alone cannot deliver outcomes without understanding the broader context of marketing tasks, goals, and dependencies.

Using Asana's platform, the speakers demonstrate how AI can assist in streamlining processes such as campaign brief creation, product launches, and creative production. AI can generate first drafts, automate smooth handoffs, and extract insights quickly, allowing marketers to focus on strategy and storytelling. The integration of AI into daily work helps in reducing time spent on logistical loops and back-and-forth coordination, ultimately freeing up marketers to take bigger and bolder bets.

Dr. Mark Hoffman from Asana's Work Innovation Lab shares research findings on AI adoption in marketing. He notes that many marketers are skeptical about using AI, fearing it might make them seem lazy or untrustworthy. High-performing organizations, however, embed AI into daily workflows and view it as a teammate rather than just a tool. These organizations also identify internal influencers to champion AI adoption, leading to more effective integration and higher productivity gains. The key takeaway is that successful AI implementation requires a shift in mindset and a focus on organizational outcomes rather than just individual tasks.





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Takeaways

Integrate AI into Daily Workflows

For AI to deliver meaningful outcomes, it must be embedded in the daily workflows of marketing teams. This integration allows AI to understand the broader context and dependencies of tasks, goals, and channels, thereby enhancing productivity and streamlining processes.

Treat AI as a Teammate

High-performing organizations view AI as a collaborator rather than just a tool. This mindset shift encourages marketers to interact with AI, ask questions, and collaborate regularly, leading to more effective use and greater productivity gains.

Empower Internal Influencers

Identifying and empowering internal influencers within the organization is crucial for successful AI adoption. These influencers bridge different teams and functions, ensuring AI workflows are effectively integrated and adopted, ultimately driving organizational outcomes.

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