SenseCheck report
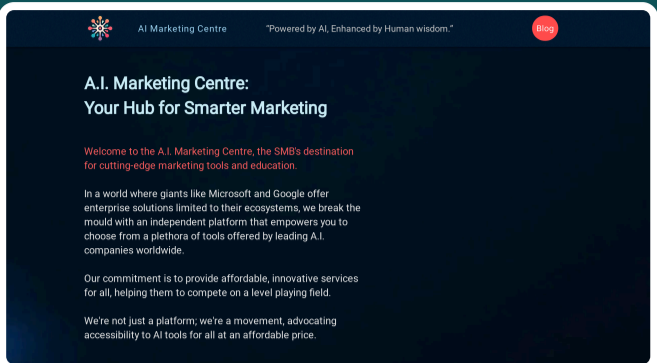# "AI Marketing Centre Website"

"Feedback is the breakfast of champions" - Ken Blanchard

Recommendations

We have used AI to helpfully summarize your feedback

Priority recommendations:

- Clarify unique value proposition: Several reviews noted that it is not clear enough how AI Marketing Centre differentiates itself from 'overnight AI gurus'. Demonstrating how content is curated, peer-reviewed, or tested could help establish credibility and trust.
- Improve content clarity and benefits communication: Reviewers expressed a need for clearer signposting and key benefits to be communicated effectively. Focusing on how AI Marketing Centre makes AI marketing accessible, understandable, and usable should be prioritised to attract visitors.
- Enhance website design and usability: The recommendation to position sign-up forms 'above the fold' and improve the overall layout was prominent, highlighting the importance of ensuring the site is compelling and easy to navigate.
- Introduce segmented content: Creating tailored content for different audience segments, such as marketers, L&D professionals, and business owners, was suggested to make the site a go-to resource for all things related to AI in marketing.
- Utilise strategic copywriting: Engaging a skilled strategic copywriter to refine the tone of the text and make it more relevant and engaging for the modern marketer was consistently recommended.

Key takeaways:

- It's essential that the AI Marketing Centre's value and benefits are clearly communicated. - Simplifying content and ensuring the tone is modern and engaging is critical. - The design and layout of the website should guide and encourage visitor interaction. - Targeted content for specific audience segments would make the site more inclusive and valuable to a wider range of users. - Leveraging strategic copywriting skills is crucial for articulating the platform's relevance and appeal to its audience effectively.
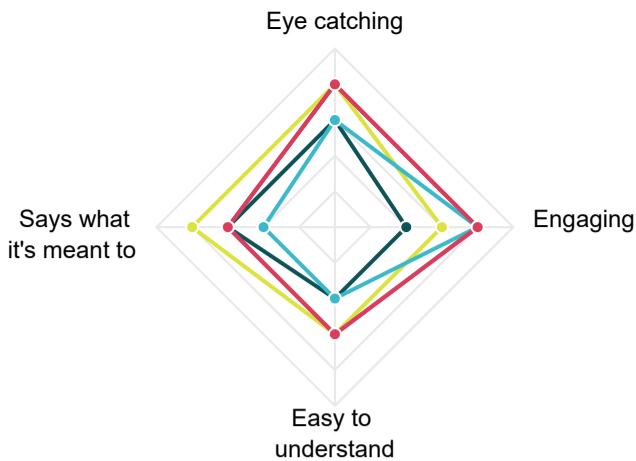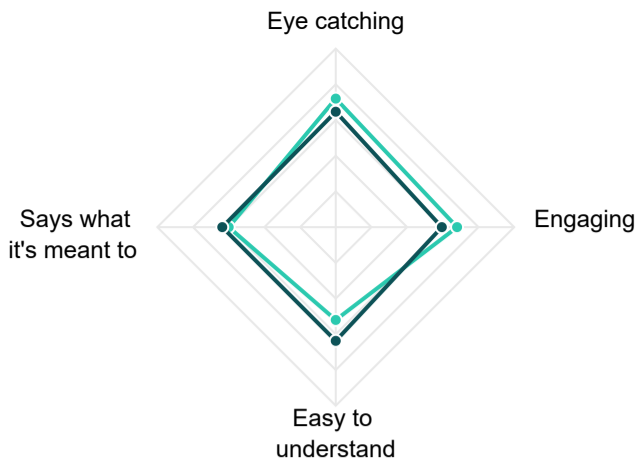
Results

Your score:

12.6

SenseCheck average

12.6

The scores from your SenseCheckers

Average Score	Your Score

Your ratings in detail:

	Eye catching	Compelling	Easy to understand	Says what it's meant to	Total score
Reviewer 1	3	2	2	3	10
Reviewer 2	4	3	3	4	14
Reviewer 3	4	4	3	3	14
Reviewer 4	3	4	2	2	11
Reviewer 5	4	4	3	3	14

Overall result

	Eye catching	Compelling	Easy to understand	Says what it's meant to	Total score
Your overall score ■	3.6	3.4	2.6	3	3
SenseCheck average ■	3.2	3.0	3.2	3.2	3.2

Reviewer commentary

To follow up with any of your reviewers, contact **monica@sensecheck.com**

■ Reviewer 1

My passion is transforming businesses through the power of strategic branding

Would you run this idea?
Answer is "Yes, with minor changes"

Why did you give the scores you did?

"I think that the idea and sentiment of the concept is excellent and is a proposition people will relate to. I love the line "Powered by AI, Enhanced by Human wisdom." which I think is reassuringly insightful. I think current itteration is a little too wordy and could do with more clear signposting to keep the readers engagement and help break the messaging up. Elevate the key benefit of making sense of AI and De bunking the so called 'gurus'."

How would you suggest if this idea can be improved?

"Clearer signposting and key benefit messaging. Making AI acessible, understandable and usable. Not just another overnight 'AI guru'.etc Change the way the assumption of 'Your Trusted Guide in AI-Driven Marketing' is delivered as you are telling me that its my trusted guide when I know nothing about you at this point!"

■ Reviewer 2

Results-oriented Marketing Manager with 10+ years of experience driving B2B brand awareness, lead generation, and revenue growth. Skilled in developing and executing strategic marketing plans across digital and offline channels. ng B2B brand awareness and revenue.

Would you run this idea?
Answer is "Yes, with minor changes"

Why did you give the scores you did?

"The immediate reaction is that is seems like a good idea, and it would be valuable to have useful resources in one place. The challenge I see and general feedback I have is how does this stand out from all the overnight AI gurus you mention? How is this different? Is content peer-reviewed? How is it tested? Consequently, the website doesn't do enough to intrigue me as a

marketer to sign up. There is no FOMO or clear benefits. There is a lot of wordy text and not much to really sell it if I was skimming."

How would you suggest if this idea can be improved?

"I would shorten the text and make it more compelling. I would also ensure every time AI is mentioned it is capitalised for consistency - it's not in the headline but is every where else. I would probably use a clear headline and accompanying text, then have the sign up form above the fold."

■ Reviewer 3

Copywriter and brand strategist. Author of Brand Language: Tone of Voice the Wordtree Way. Clients include private banks, pension companies, public sector organisations, life science companies, start-ups and corporations.

Would you run this idea?
Answer is "Yes, but with significant changes"

Why did you give the scores you did?

"I think this is an excellent idea. However, I think that your home page content looks a little like a reworked investor deck slide. Your customers don't necessarily care about the business case for your offer (the overwhelming choices etc). They care about what's in it for them. I don't think the most compelling benefit is "unlocking the future of marketing". It's probably more about the stuff that AI-powered marketing will allow them to do: Getting deep, personalised insight into customers Interacting meaningfully across touchpoints Leveraging data Creating efficiencies Etc Your resources give them the power to get up to speed and stay on top of AI advances in marketing. In terms of content, I think it would be useful (both in terms of usability and SEO) for you to include a primer section: What is AI in marketing? How do I get started with AI in marketing? How to incorporate AI in customer journey mapping Etc, etc Basically, you want this to become the go-to resource for all marketers and L&D professionals. So when a junior marketer is tasked with "working out how we use AI" they can come to your site and get all the info they need to look clever at their next meeting. When an L&D professional is told there's an AI gap in marketing capability, they can come to your site to find resources and courses. So you need the content to be there to answer their questions. I'd also be inclined to introduce content directed at audience segments: For marketers For L&D professionals For business owners For education partners (there are plenty of business schools offering AI marketing courses - so make it clear how they can interact with you) Generally, I'd say that you have too much text (way too much text) - and that the tone of the text is too formal/slightly old fashioned (upon launch... the question arises...). This is at odd with an offer that's taking customers into the future. My advice would be to get a great strategic copywriter to work with you on this. I'd also"

How would you suggest if this idea can be improved?

"See previous comments."

■ Reviewer 4

I've got many years of experience from creative agency work and in-house marketing for a large plc; working with some amazing projects for big name household brands. I now bring that knowledge and passion with me to work with entrepreneurial individuals and growing businesses.

Would you run this idea?
Answer is "No"

Why did you give the scores you did?

"The page is too overloaded with preamble which could better suit marketing and promotional activity. I'm half way down the page before I start to get the purpose of the website. Also, feels like more effort has been put into the visual and not the message."

How would you suggest if this idea can be improved?

"I would suggest a stronger focus on building the message and getting to the point. Things like "A one-stop hub" just cheapen a proposition in my experience. It's key to tell people what you do - and quickly. I'm unsure if I would have the patience to read so much content. If this is to be a hub for CONTENT - it's important that the user can easily understand, access and navigate what that content is and understand how it would help them. In short; - Review the "what", "why" and "how" of your proposition. - This is about the future of communication, so don't cheapen it. - Make it easy for the user to find and discover."

■ Reviewer 5

Started in Sales & Marketing. Many years in media production and advertising management. I've run 7 successful businesses in USA and overseas, including one that hit $3M in MRR in its third month. Currently the CEO for hire that is growing a business 20% MTM.

Would you run this idea?
Answer is "Yes, but with significant changes"

Why did you give the scores you did?

"Like almost everyone, we are actively exploring AI solutions. The topic attracts attention because it's top of mind. The website raises more questions than it answers. Why should we trust this entity? Maybe a personal touch - a spokesperson - would help convey some warmth and passion about solving the problem - separating the best ai from the garbage. Like many other entrepreneurs, I never have enough time. Sixty hour work weeks are vacation paradises in my world. Help me save time and I'll send money."

How would you suggest if this idea can be improved?

"Done on the prior page."

Thank you for using SenseCheck. We hope the feedback in this report helps you improve your marketing outcomes and we look forward to your next test soon!

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