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The Manufacturing & B2B Company's AI Risk Checklist

7 Areas You Must Prepare Now to Stay Competitive in an AI-Driven Marketplace

AI is no longer a future trend. It's already reshaping how buyers search, compare, and interact with vendors in manufacturing and B2B industries. These simple sign/risk checklists are designed to help your team quickly assess readiness and uncover gaps in 7 critical areas.

01 AI AND MARKETING



SIGN

- You're not using AI tools internally.
- Your team fears AI will replace them.
- You're only experimenting with ChatGPT.
- Your marketing strategy hasn't changed in 2+ years.
- You don't have a plan for AI-readiness.



RISK

- Your competitors are moving faster with content, strategy, and automation.
- You miss out on collaboration between humans + machines.
- You're missing tools like Claude, Gemini, Perplexity, and NotebookLM.
- It's likely outdated in the age of AI-powered decision-making.
- You'll fall behind in visibility and buyer engagement.

02 AI AND SEARCH



SIGN

- Your SEO only targets Google and Bing.
- You don't use schema markup.
- Your content lacks clear Q&A formats.
- You ignore zero-click search trends.
- You don't audit how LLMs present your brand.



RISK

- You're missing AI-native engines like Perplexity.
- AI tools can't parse or rank your content properly.
- You won't show up in AI summaries or chat answers.
- Your traffic could decline without warning.
- AI might misrepresent you or skip you altogether.

03 AI AND SOCIAL



SIGN

- You post without repurposing long-form content.
- You don't use AI to clip or caption videos.
- You're not tracking share rate by content type.
- You don't test AI-generated hooks or headlines.
- You treat every platform the same.



RISK

- You're losing efficiency and reach.
- Your social videos are less engaging and less shareable.
- You may be investing in content that no one shares.
- Your social content may be underperforming.
- You miss platform-specific opportunities AI tools can optimize for.

04 AI AND VIDEO



SIGN

- You don't caption or segment your videos.
- Your videos don't include keywords in descriptions.
- You're not using AI clipping tools like Opus Clip.
- You don't post videos across platforms.
- You only use video for YouTube.



RISK

- AI tools can't generate summaries or highlights.
- You won't show up in AI-powered video recommendations.
- You're leaving high-performing clips on the cutting room floor.
- Your discoverability stays low.
- You miss short-form reach on LinkedIn, Instagram, and TikTok.

05 AI AND AI ANSWERS



SIGN

- You've never asked ChatGPT a question about your brand.
- Your content isn't being cited by LLMs.
- Your PDFs and downloads aren't crawlable.
- You rely on fluff over facts in content.
- You don't analyze prompt-based competitor comparisons.



- You don't know how you're represented in AI answers.
- You're invisible to AI-driven researchers.
- AI can't summarize or surface your assets.
- AI ignores low-authority or vague content.
- You miss insights on how prospects are viewing you vs. others.

06 AI AND YOUTUBE



- You don't use timestamps or chapters.
- Your descriptions lack keywords and summaries.
- You ignore community posts and Shorts.
- You don't optimize titles/thumbnails.
- You post inconsistently.



- AI and users can't navigate your videos easily.
- Your videos won't be surfaced by LLMs or voice search.
- You lose out on audience growth tactics AI tools support.
- AI and search engines deprioritize your content.
- AI-driven recommendations won't favor your channel.

07 AI AND CONTENT



- Your blog posts lack summaries and structure.
- You don't write for buyer pain points.
- You treat all content as equal.
- You're not measuring content performance by shares and time-on-page.
- You don't update old posts.



- AI tools can't scan or use your content.
- AI assistants won't match you to buyer prompts.
- You miss out on high-visibility formats like video and infographics.
- You can't train AI on what actually works.
- AI search engines may pull outdated or irrelevant info from your brand.



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