

6 Steps to Rescue Your B2B Tech Content from the AI Beige

1 Strip the AI-isms

You've come across them I'm sure: AI's tells. It loves phrases like 'In today's ever-evolving landscape' or repeating the same sentence structure.

Remove and rewrite to match your brand voice.



4 Localise the Nuance (UK vs. US)

Most LLMs default to US-centric terminology and market contexts.

Adapt the copy for UK-specific hospitality labour markets, VAT rules, and industry slang.



2 Industry Research

AI often relies on outdated training data or, worse, hallucinates statistics that don't exist.

Manually add and link to recent, credible industry reports.

5 Authentic Social Proof

AI can't feel empathy or understand the real-world impact of your software on a busy hotel manager.

Weave in mini-anecdotes or specific customer wins that prove ROI through storytelling.

3 Extract Hidden SME Gems

AI summarizes the internet; it cannot interview your Head of Product or CEO.

Conduct 15-minute interviews to find the unique perspectives that aren't already on Google.



6 Structure for Scannability & Action

AI tends to produce dense walls of text that are hard to digest on mobile.

Use bold headers (and format them!), punchy bullet points, and a clear, singular call to action.