GURU CONFERENCE 2026

From One-Person Band to Maestro

Make your data work for you,
so you can get back to marketing.

Abhi Yadav
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OVERTURE

Meet the modern marketer.

Tools, channels, plays. Now agents, MCPs and a new AI tool every week.

Learning AI. Building sheets. Wrangling data.

More tired than ever. Always afraid we're missing something.



OVERTURE

Every instrument, its own sheet music

Email
Deliverability, inbox tabs

SMS
Opt-in, quiet hours

Ads
Algorithms, endless formats

Social
The feed decides

Website
Pixels, forms, UTMs

CRM
Fields nobody updates

Consent
GDPR, CCPA, TCPA

Measurement
Every channel claims the sale

And the sheet music changes every week.



OVERTURE

Your buyer is half-listening.

They see you in email, ads, search, social and on your site. Rarely in that order. Never all at once.



OVERTURE · WHO'S TALKING

From orchestras to bands

Abhi Yadav · Founder & CEO, iCustomer

THEN

Worked with some of the world's best marketing teams.

i.e: Google, Target, AmEx · Nike, Slack & 1000+ Startups

NOW

One-person Growth team

Including our own: one growth lead running our marketing on our own platform.

A maestro doesn't play every instrument.

They listen to every section and cue the right one at the right moment.

AI plays the sections. You conduct.

AI plays

- Builds your audience
- Watches signals
- Suggests the next play
- Adds real context
- Remembers what worked

You conduct

- Set the goal
- Write the story
- Keep the taste
- Approve and activate
- Decide what's next

THE SCORE

Four movements, eight steps

MOVEMENT 1

Know the room

Steps 1-2

MOVEMENT 2

Listen to every section

Steps 3-4

MOVEMENT 3

Cue the right instrument

Steps 5-6

MOVEMENT 4

Close and listen back

Steps 7-8

Runs on tools you already have.

1. Set your goal, context and rules

- Pick goals, targets and KPIs for the year & quarter
- Give AI context: brand, offers, past wins
- Sharpen your best-customer profile
- Set one tracking rules and your AI data rules

TRACK **One agreed goal**



2. Build your audience

- Pull every record and site visit
- Link emails, phones, visits: one identity
- Enrich the gaps, compliantly
- Discover more like your best customers
- Waterfall: relevance first, volume last

TRACK **Unique, reachable people who fit**



3. Listen for signals, then segment

Stage: new, customer, quiet, suppressed. Heat: hot, warm, cold. Signals: your data (1P), partners (2P), outside intent (3P).

SIGNAL (WHY NOW)	THEY MOVE TO	PLAY CUED
Viewed a product twice (1P)	Hot	Rescue
Researching your category (3P)	Hot	Email + sales call (B2B)
Bought from you or a partner (2P)	Customer	VIP, no acquisition ads
Quiet 60 days after buying	Quiet	Win-back
Unsubscribed or complained	Suppressed	Stop everywhere

TRACK **Who moved segments this week**

4. Check before anything goes out

- **Consent:** one suppression list, synced to every tool
- **Fatigue:** skip anyone who's heard enough this week
- **Fit:** drop anyone this play doesn't fit
- **Email basics:** SPF, DKIM, DMARC, complaints under 0.3%

TRACK **Complaint and opt-out rate**



MOVEMENT 3 · CUE THE RIGHT INSTRUMENT

5. A play per group

WELCOME
New subscriber
Email + social

RETARGET
Browsed, no buy
Email + retarget ad

VIP
Recent buyer
Email + SMS

WIN-BACK
Gone quiet
Email, then SMS

EDUCATE
Engaged, not ready
Email + organic social

SALES-READY
Pricing visit (B2B)
Email + sales call

TRACK **Revenue per play**

MOVEMENT 3 · CUE THE RIGHT INSTRUMENT

Email leads. Every channel has a part.

EMAIL

The podium

Owned. Every play starts here.

SMS

Urgent

Opt-in only.

ADS

Reach

Sync hot groups. Exclude buyers.

SOCIAL

Trust

Organic first.

SALES

Intent

B2B, with context.

6. Send one story across channels

- One story and offer, every channel
- Personalize by heat
- AI adds one true detail

TRACK **Conversion by channel**



MOVEMENT 3 · CUE THE RIGHT INSTRUMENT

One play, three channels: Rescue

Viewed a jacket twice. Didn't buy.

EMAIL · DAY 0

“Still thinking about the jacket?”

AD · DAYS 1-3

Only if they didn't click

SMS · DAY 2 · OPT-IN

“Your size is still in stock.”

RESULT **[Before: _X_ conversion rate. After: _Y_.]**

MOVEMENT 4 · CLOSE AND LISTEN BACK

7. Convert

- A heads-up when someone's ready
- One click for the buyer: cart, booking or reply
- Sales gets the why: what they did, and when
- Follow up within 24 hours

TRACK **Days to buy**



8. Close the loop

- Hold back 10% to see your lift
- Save what worked, for whom, where
- Next play starts from memory

TRACK **Lift per play, week over week**



THE PAYOFF

You built an always-on growth brain

Your data. Your intelligence. You own both.

Your audience

A connected graph of every person, for your team and AI

Context that learns

Solid Foundation

Signals keep it current

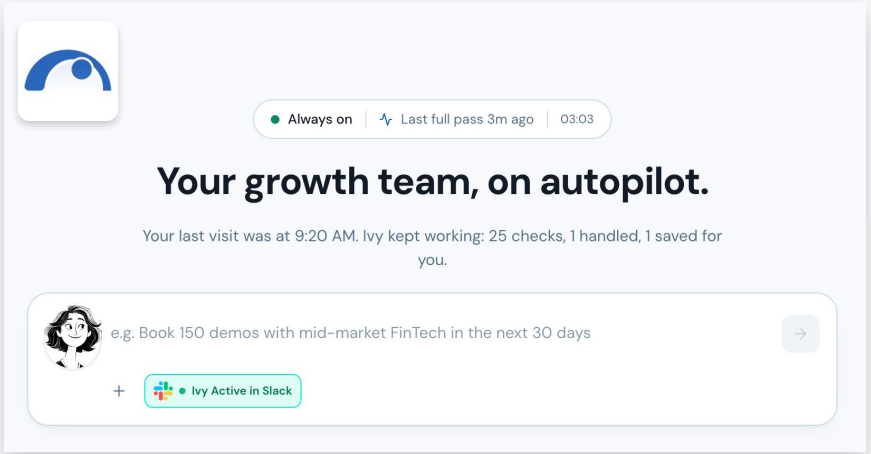
Decisions

Who, where, why now

Orchestration

Activate, measure, remember

Run it by hand once a week. Or always-on, connected to the 200+ tools you already use.



Use AI without leaking or losing control

- **Turn training off** when exposing your company data
- **Swap PII for IDs** before you paste
- **Share counts.** Raw lists stay home.
- **Never paste your alpha:** margins, pricing, keys
- **Respect consent:** SMS opt-in, unsubscribes
- **A human approves** every send, bid and budget
- **Creative and taste** stay human



ENCORE

Three moves to start this week

1 **Pick one goal. Build your audience in one place.**

2 **AI audits and labels. You approve its plays and channels.**

3 **Read your weekly pulse. Decide what's next. Repeat.**

Prompts, templates and the safety checklist: **icustomer.ai/growth-brain**



Be the maestro.

AI learns your audience and plays the sections.

You set the goal, keep the taste and orchestrate.

iCustomer Always-On Growth Brain.

Using 200+ tools you already use. Free to start.

Trusted by 500+ growth teams.

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icustomer.ai/growth-brain

APPENDIX · CHEAT SHEET

The 8 steps on one page

STEP	DO THIS	TRACK
1 Goal, context, rules	One 90-day goal, brand context, customer profile, UTM and data rules	One agreed goal
2 Build your audience	All records, deduped, cleaned, enriched. Rank by relevance.	Reachable people who fit
3 Signals to segments	Stage + heat from clicks, replies, visits, buys. No opens.	Who moved
4 Check before it goes out	Consent, fatigue, fit. SPF, DKIM, DMARC. Complaints under 0.3%	Complaint rate
5 A play per group	A play and channel mix per group, by stage and heat	Revenue per play
6 One story	Same story and offer everywhere. Personalize by heat.	Conversion by channel
7 Convert	Heads-up when ready. One click for the buyer. Follow up in 24h.	Days to buy
8 Close the loop	10% holdout. Measure lift. Save to memory. Shift budget.	Lift per play

Works with the tools you already have. Prompts and templates: **icustomer.ai/growth-brain**

APPENDIX · CHEAT SHEET

Signals, channels and safety

Signal → segment → play

- Viewed twice (1P) → Hot → Rescue
- Category research (3P) → Hot
- Bought from you or partner (2P) → VIP
- Quiet 60 days → Win-back
- Unsubscribed → stop everywhere

Channel roles

- Email: the podium, every play
- SMS: urgent, opt-in only
- Ads: hot groups only
- Social: trust, organic first
- Sales: B2B high intent, with context

Safety rules

- Training off, or a team plan
- Swap names and emails for IDs
- Share counts, keep raw lists home
- Never paste margins, pricing, keys
- SMS needs express opt-in (TCPA)
- A human approves every send, bid and budget
- Creative and taste stay human