

Influential Women Launches Masterclass on Empathy, AI, and the Future of Marketing

Marketing strategist Emily Lyman shares how empathy and behavioral science help brands create authentic customer connections in an AI-driven world.

ST. PETERSBURG, FL, UNITED STATES, August 7, 2026 /EINPresswire.com/ -- Influential Women recently launched [Empathy: Your Marketing Edge in an AI-Accelerated World](#), a masterclass featuring Emily Lyman, Founder and CEO of Branch & Bramble.

Why Empathy Matters More Than Ever

Artificial intelligence has transformed how businesses create marketing content.

It can generate copy in seconds, analyze customer behavior at scale, and automate tasks that once required hours of manual effort. Yet as AI-generated content becomes more common, many brands face a new challenge: standing out in an increasingly crowded digital landscape.

According to Emily Lyman, the answer isn't producing more content—it's creating more meaningful connection.

Drawing on behavioral science and emotional intelligence, Emily demonstrates that while AI excels at producing information, people make decisions based on emotion. The brands that understand what their customers value, fear, and aspire to become are the ones most likely to earn trust and long-term loyalty.

What This Masterclass Offers

Throughout the session, Emily introduces a practical framework for integrating empathy into



every stage of the marketing process.

Participants learn how to move beyond demographics and analytics to uncover the emotional motivations that drive customer decisions. She also demonstrates how AI can be used to identify patterns and insights while leaving the creative, relationship-building work where it belongs—with people.

Participants will learn:

- Why empathy is a competitive advantage in modern marketing
- How emotions and values influence customer decisions
- The difference between behavioral data and emotional insight
- A five-step framework for building empathetic marketing strategies
- How to identify the emotional drivers behind customer behavior
- Ways to use AI to uncover customer insights without sacrificing authenticity
- How to evaluate marketing content using the Customer Empathy Scorecard
- Practical strategies for creating stronger customer relationships and improving marketing performance

Why This Matters Now

As AI becomes more integrated into everyday business operations, organizations have unprecedented opportunities to automate content creation and streamline marketing efforts. At the same time, consumers continue to seek authentic, emotionally meaningful interactions with the brands they support.

Emily's masterclass offers a practical roadmap for balancing technological innovation with human connection. By combining behavioral science, empathy, and responsible use of AI, businesses can create marketing that not only reaches customers but genuinely resonates with them.

Throughout the session, Emily reminds participants that empathy is not simply a feeling—it's a discipline. Organizations that intentionally build empathy into their marketing strategies will be better equipped to earn trust, foster loyalty, and thrive in an AI-accelerated future.

About Influential Women

Influential Women is a media platform dedicated to spotlighting women leaders, founders, and experts across industries. Through masterclasses, podcasts, editorial features, and thought leadership content, Influential Women creates structured opportunities for women to publish, speak, and teach directly from their own experience, elevating women as primary voices rather than subjects of commentary.

To explore additional masterclasses, visit: [Influential Women Masterclasses](#).

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