

A Marketing Revolution

AI and the Future of Marketing



Presented By: Thomas Young
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The Facts



FACT 1

**Fasting growing
technology in history.**



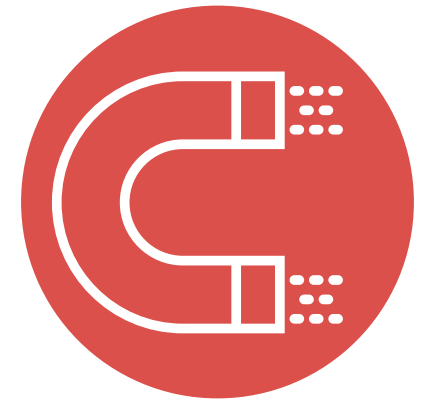
FACT 2

**Growth of AI
powered apps and
websites.**



FACT 3

**A resource for
enhancement of
knowledge and skills.**



FACT 4

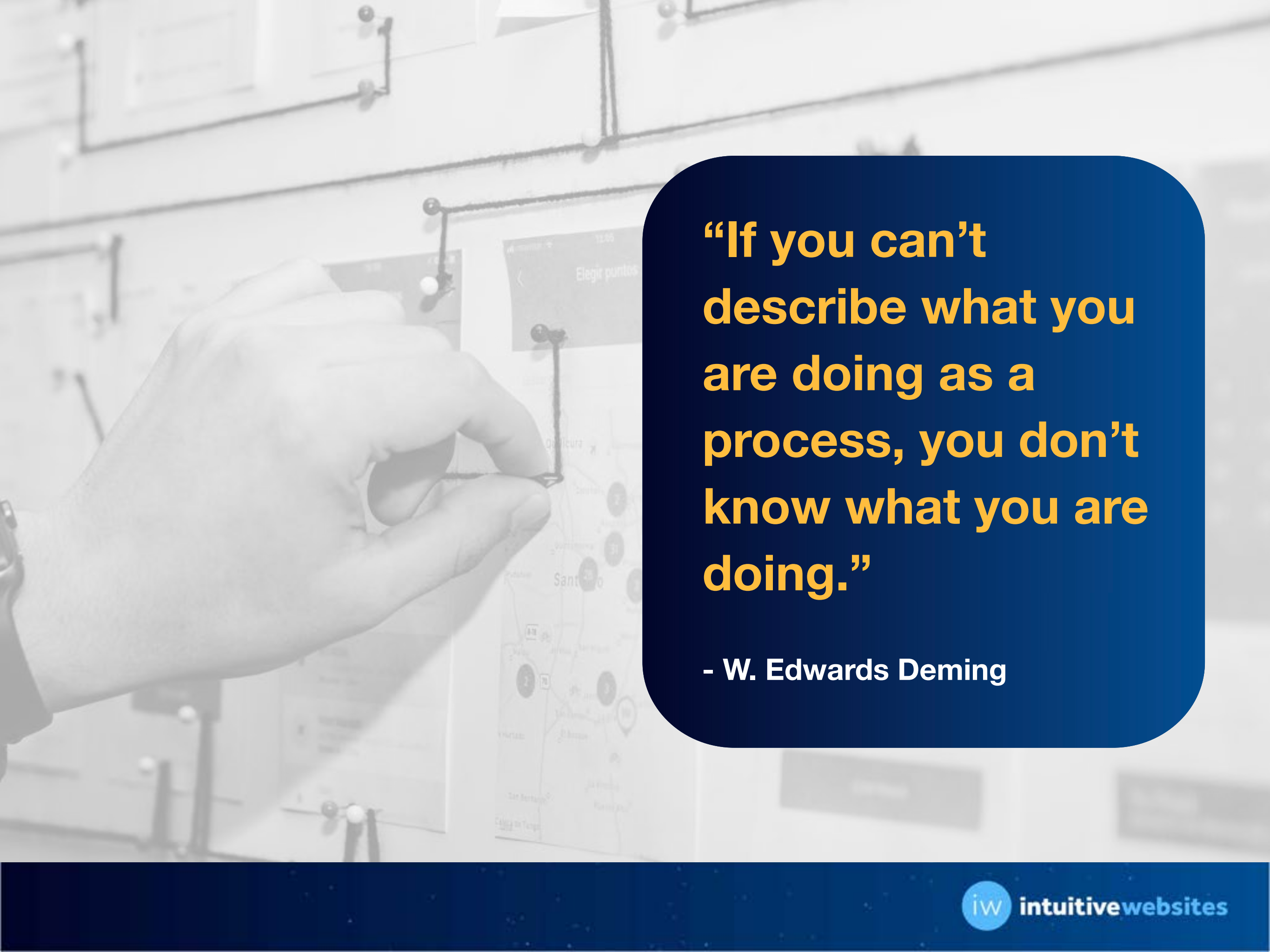
**Many people don't
use ChatGPT or Bard.**

Webinar Results

- Improved marketing results, **increased leads and sales.**
- AI and business growth within a **Four-Step Process.**
- Use AI to enhance your **sales and marketing teams.**
- What **issues to avoid** and **problems to prevent.**
- Develop a focused, **AI marketing action plan.**

Webinar AI Terms

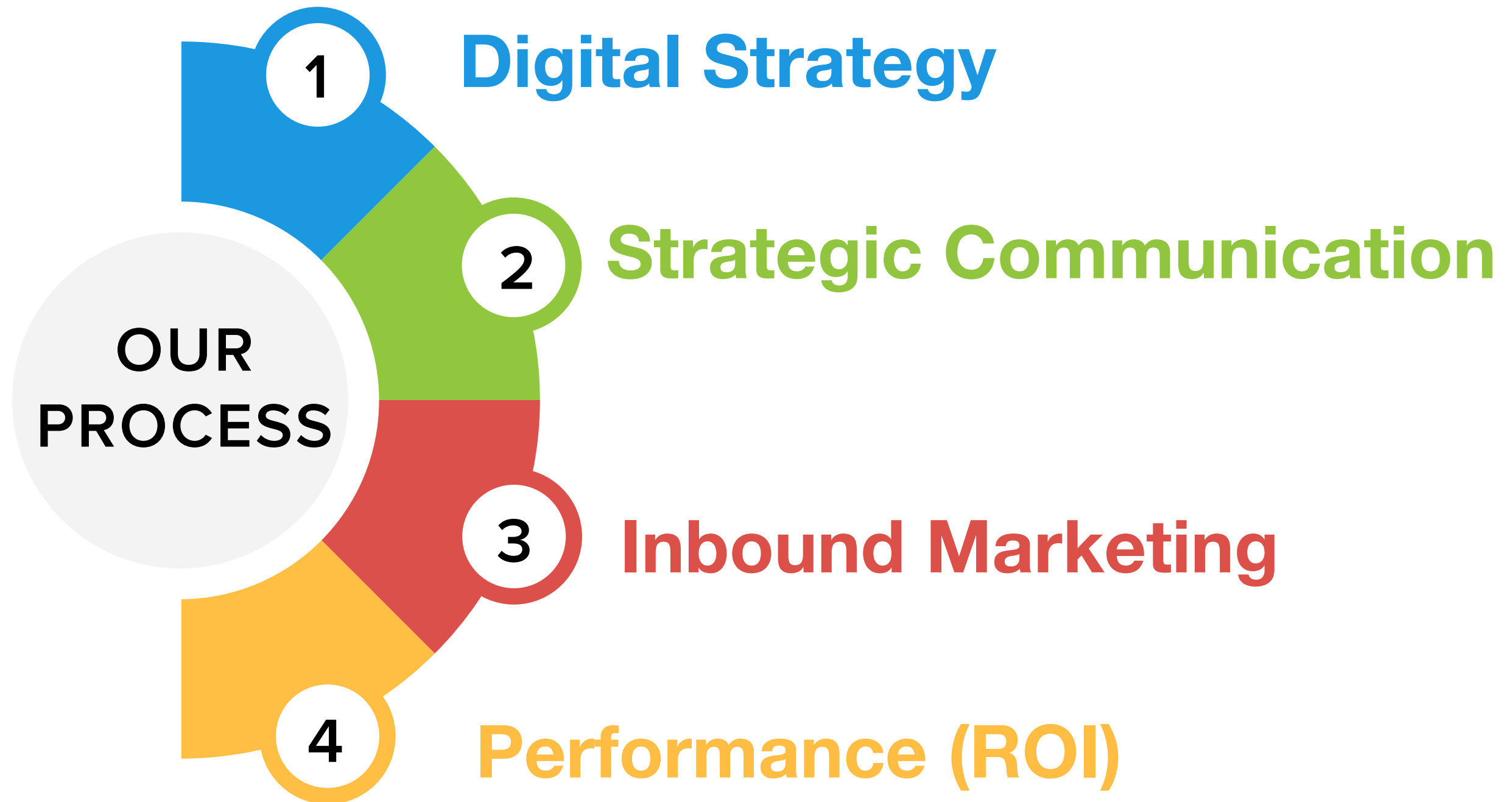
- **ChatGPT** from Open AI (Backed by Microsoft)
- **Bard AI** from Google - currently in Beta testing
- **AI chat tools** for commercial use
- **AI powered** apps and websites
- The **future of AI**, what's to come

A grayscale background image showing a hand pointing at a map pinned to a wall. Several other papers and maps are also pinned to the wall, some with pushpins. The map being pointed at shows a city area with labels like 'Santiago' and 'Elegir puntos'.

**“If you can’t
describe what you
are doing as a
process, you don’t
know what you are
doing.”**

- W. Edwards Deming

Intuitive Websites' Four-Step Process





DIGITAL STRATEGY

Translate what you do well.

Step One

Digital Strategy: What is it?

- Strategic translation of value
- Starts with a **Marketing Vision**
- Competitive Analysis
- Simple, direct and clear content
- Excellent digital resources for users
- Trackable conversion process/funnel
- Target market feedback

Step One

Digital Strategy: Questions

- How are you the best in your space?
- How are you different?
- What processes can you share?
- Who are your people?
- What are your values and mission?
- What are your stories?
- What is your customer's story?

Strategic AI Objectives

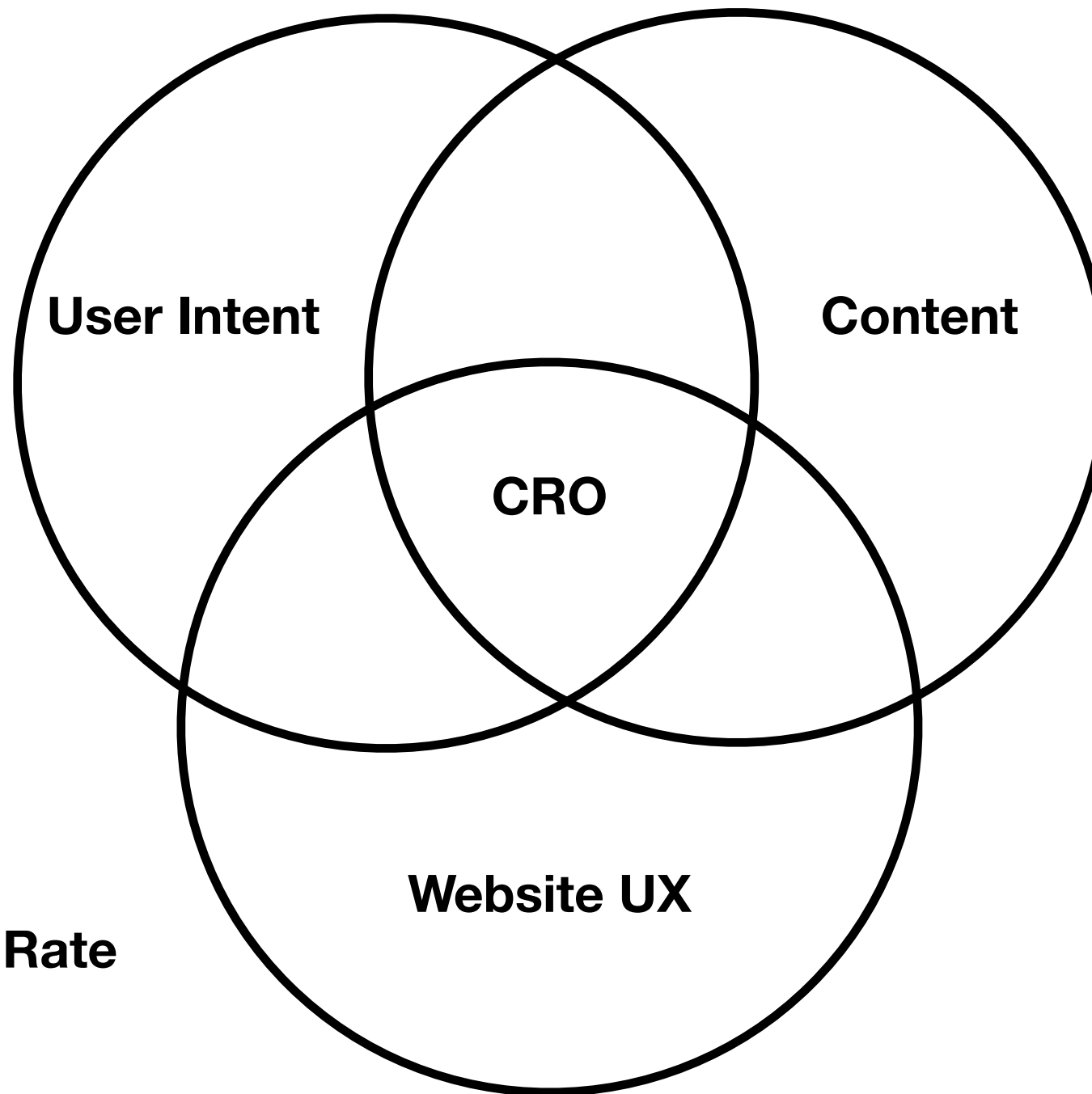
- AI tools to better translate your key benefits and risks.
- AI insights to gain a competitive advantage.
- Uncover new market opportunities using AI.
- How to use AI to get inside the minds of your customers.
- Write an executable marketing plan using AI as a guide.



STRATEGIC COMMUNICATION

Communicate Your Digital Strategy

User Intent is King



**CRO - Conversion Rate
Optimization**



Step Two

What Users Want

- To solve a **problem**
- **Enhance** their lives and convenience
- Easily search for **information** and **research**
- Product and service **information** & **pricing**
- How to **contact** your company or people
- To save **time** and **money**!

Value From Digital Content

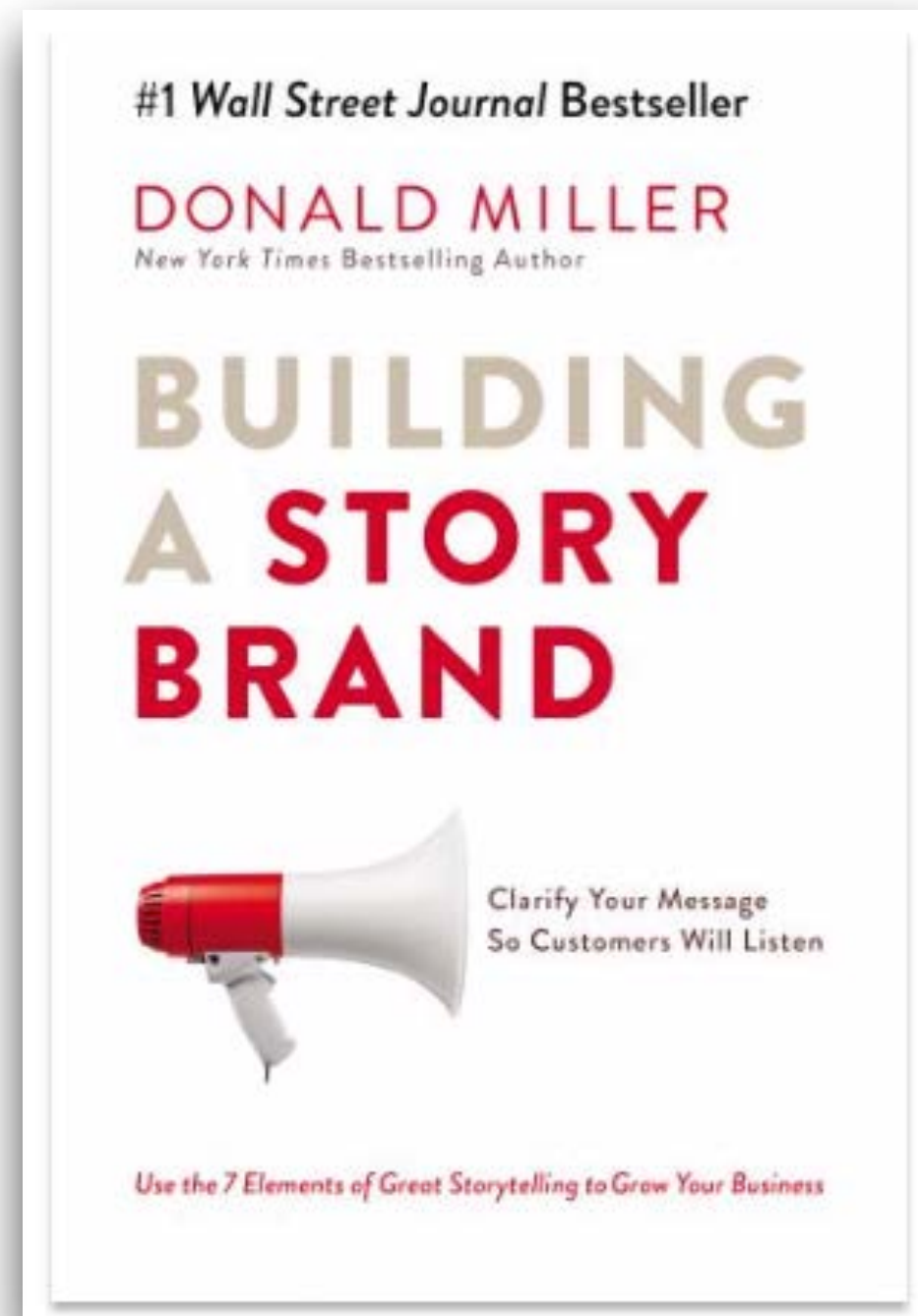
- Is it clear what the company does?
- Does the content use clear taglines/headers?
- Is the content “scannable” and does it add value?
- How does the content drive conversions?
- Is content optimized for the search engines?
- Is the content user-centered?

AI is Content Marketing Reinvented

- Get clear benefits and risks
- First drafts and content revisions
- Better website and digital content
- Excellent content for multiple digital channels
- Write checklists, mid-funnel eBooks/webinars and more
- Get code for apps, digital tools, calculators and more.

Step Two

Story Brand





Step Two

Story Brand Summary

- Clarify Your Company Message
- The Customer is the Hero
- Your Offer is the Guide for Change
- Your Company has a Plan and Call-to-Action
- The Customer Defeats their Villains
- Ends in Emotional Success

Step Two

Homepage Content Flow

- **Nav:** Products/Services, Resources, About, Contact
- **Header Tagline:** Direct and clear 10-out-of-10 rule.
- **Call-to-Action (CTA):** Mid-funnel & contact buttons.
- **Benefits:** What's in it for your prospects?
- **Stakes:** What's the risk of no purchase?
- **Featured Services & Products:** Key highlights.
- **Your Plan:** Four to five steps to get started.
- **Your Customers:** Testimonials, logos & case studies.
- **Featured Resources:** links to blogs and more.
- **Footer Nav:** Newsletter, Policy, Careers, Logins.



Step Two

AI Focus on Story & Benefits

- What are key benefits?
- What are real risks and buyer objections?
- Your customer is the hero you are the guide.
- Clarity and focus drive marketing results.
- Where does AI support marketing results?



Step Two

Great Questions for AI

- What are the benefits of _____?
- What are the risks of _____?
- How to get success in _____?
- What is the ROI of _____?
- Can you write a tool for _____?
- What are the keywords used in search?
- Write a homepage tagline for _____?

Step Two

AI Case Study

- AI content example - Roofing Company



A leaking roof and water damage can have significant consequences for a commercial building. Here are a few potential outcomes:



1. Structural damage: Water damage can weaken the structural integrity of a building, which can lead to costly repairs or even the need for a complete rebuild.
2. Mold and mildew growth: Water damage can create a damp environment, which can lead to the growth of mold and mildew. This can be hazardous to the health of employees or customers who spend time in the building.
3. Electrical damage: Water damage can also affect the electrical systems of a building. This can be dangerous and cause electrical fires or outages.
4. Loss of productivity: If the leak is severe, it can cause disruptions to business operations, leading to a loss of productivity and revenue.
5. Damage to inventory or equipment: Water damage can ruin equipment or inventory stored in the building, leading to financial losses.
6. Increase in energy bills: A leaking roof can lead to increased energy bills due to the loss of insulation, leading to higher heating and cooling costs.

Overall, a leaking roof and water damage can have significant consequences for a commercial building. It is essential to address these issues promptly to prevent further damage and maintain a safe and productive work environment.

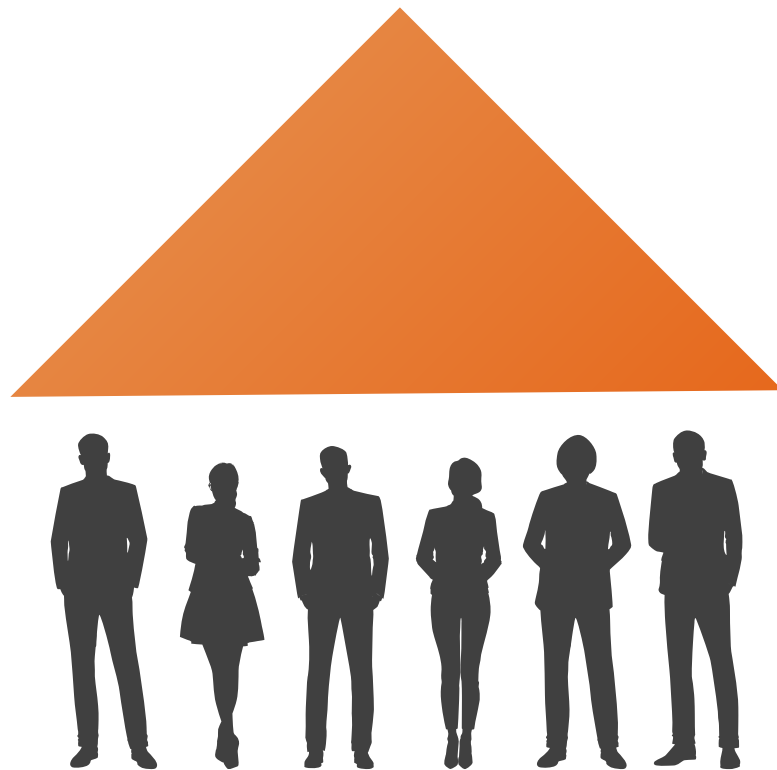


INBOUND MARKETING

Attract Qualified Prospects to Your Brand

Inbound Marketing

One Audience of Many



Infinite Audience of One



HubSpot

A blue-tinted photograph of two women looking at their smartphones. The woman on the left is holding a smartphone, and the woman on the right is also holding a smartphone. They are both looking down at their devices. The background is a solid blue color.

AI to Get Found

Customers Research and Find You

Help Customers Find You

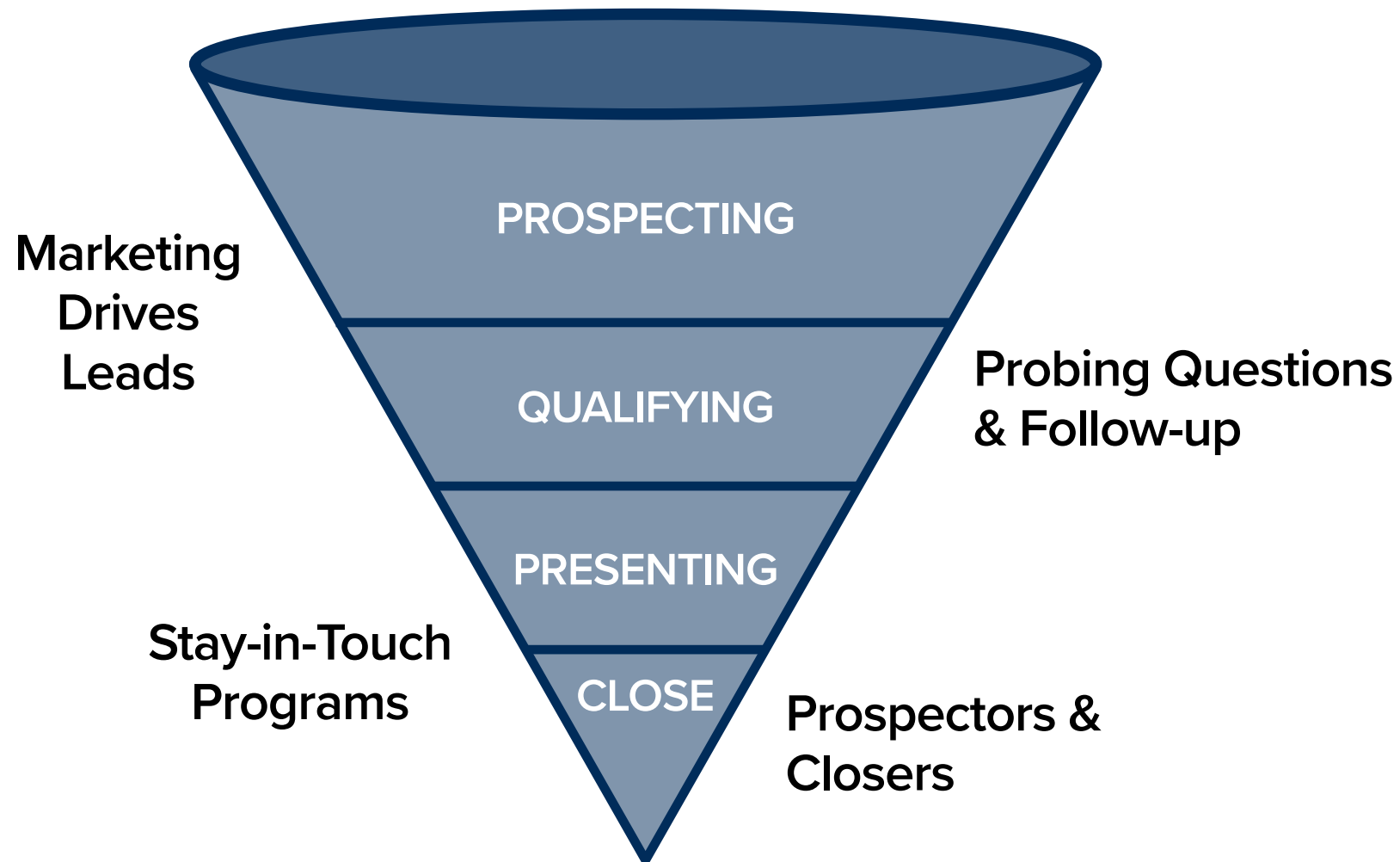
Data From Google

- B2C - 80% of consumers research before buying
- Four out of five use multiple devices and platforms
- B2B - 57% of buyers research before contacting
- Mobile is used by more than 50%
- **The Goal:** *Get found in their research!*

Think with 

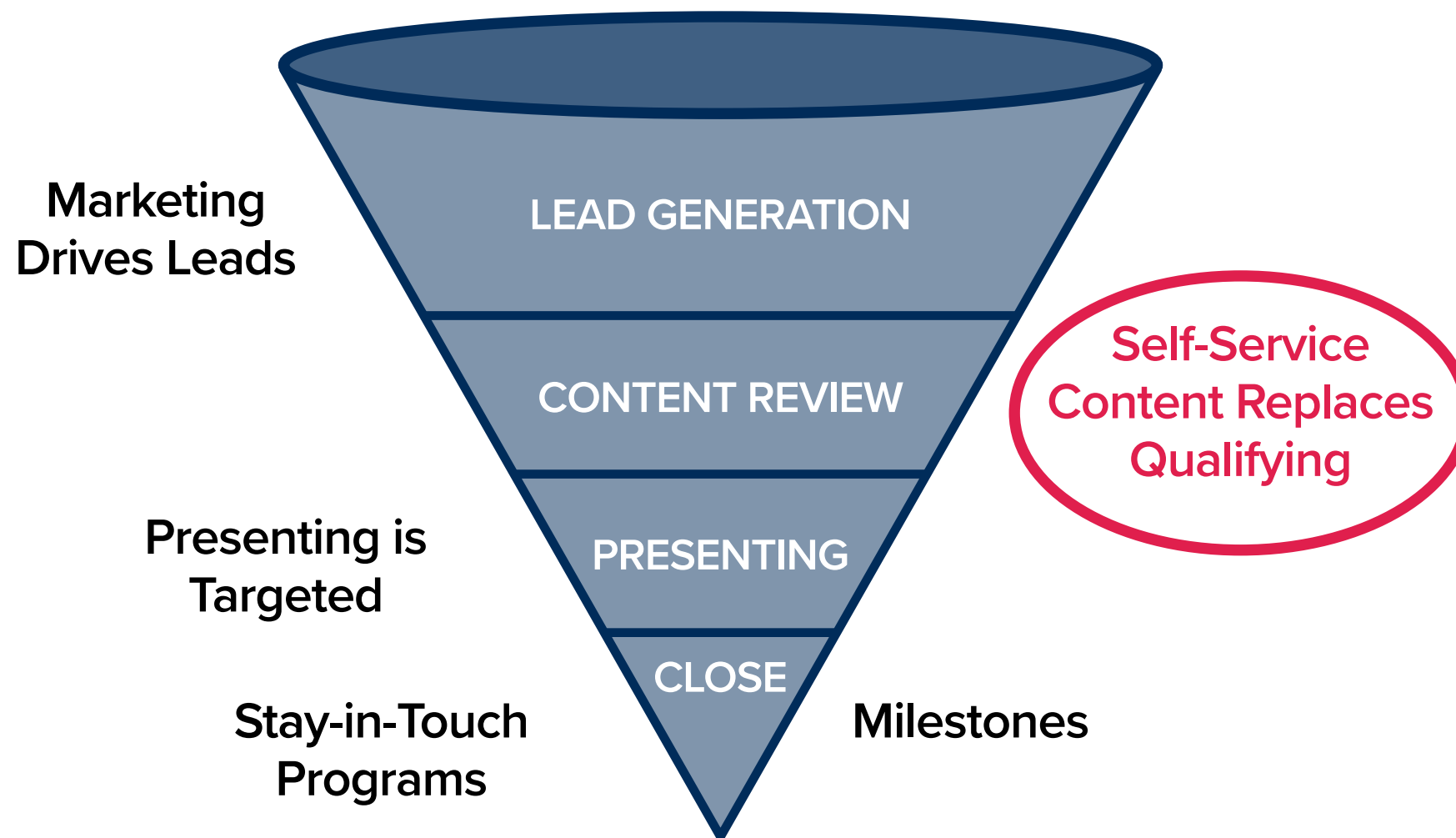
Marketing and Sales Funnel

The Old Funnel



Marketing and Sales Funnel

The New Funnel



Marketing and Sales Funnel

1. Website Visit
2. Social Media Interaction
3. Email Newsletter Subscribe
4. eBook or Gated Content
5. Webinar or Virtual Event Registration
6. Web Form Submission
7. Call and Virtual Meeting with Salesperson



AI Questions and the Sales Funnel

- How do I get people to _____?
- What are relevant social media topics in _____?
- What email topics do people desire in _____?
- Write an eBook or webinar outline for _____?
- Code a submission form for _____?
- Write questions for the first virtual sales call on _____?



AI to Get Heard

Build a Loyal Following

Better Understand Prospects with AI

- People want trust, empathy and understanding
- They are inundated with noise in a self-service world
- We read digital content for value, not to be sold
- Believe what they want to believe
- Impatient and want convenience
- People are more important than brands to build trust
- Want to trust and are skeptical of what they don't know
- Can see through “marketing sizzle” and want transparency



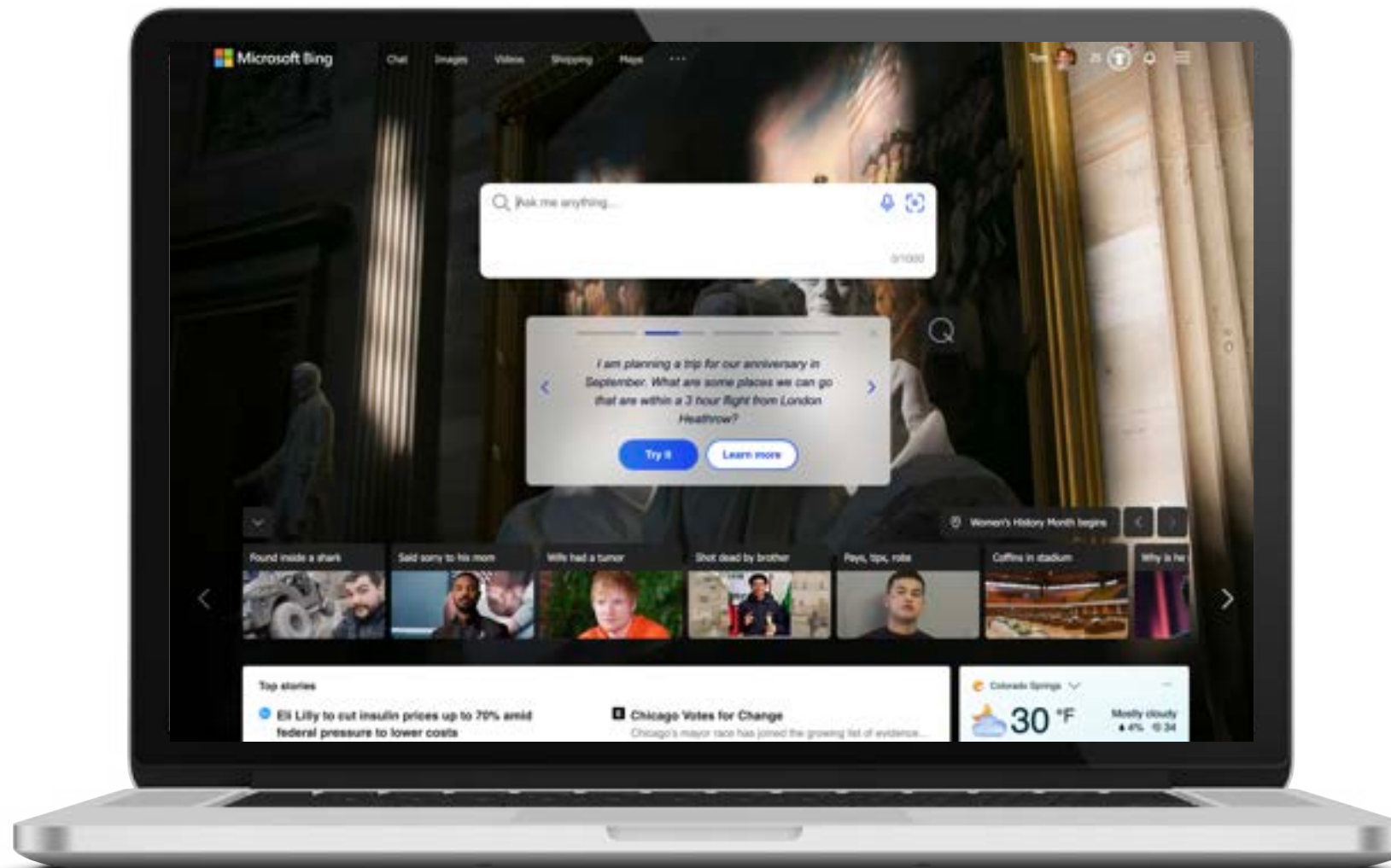
AI to Make it Easy

The Power of Simplicity

The Google Homepage



The Bing Homepage



Law Three

The Rules of Simplicity

1. Simplicity takes strategy and courage
2. Simplicity takes direction from the marketplace
3. Excellent and direct communication is key
4. Focus on three key messages
5. Follow the 10-out-of-10 rule
6. Simplicity drives conversions and sales

HOMEPAGE TAGLINE

- Use concrete and direct words
- Focus on the benefit and the pain
- Make it part of you homepage design
- Under 12 words is best
- Meet the 10-out-of-10 rule

Marketing Tactics & AI

Offline Sales &
Marketing

Search
Engines

Email
Marketing

Content
Marketing

Social Media

Influencer
Marketing

Step Three

Search Engines - Google

- **Website Code**
 - URL, title tags and meta descriptions
 - Headers, internal links and tags
- **Depth of Website Content**
 - Relevant to the search (EEAT)
 - Current content with a blog
- **Links from other Websites**
- **Google Guidelines**
 - Google Search Console
 - Mobile and User Friendly
- **Google Ads**

Step Three

Getting Found in AI - EEAT

- **Experience**
 - Use of content to show experience
- **Expertise**
 - Content for thought leadership
- **Authority**
 - Content that gets traction
- **Trust**
 - Content trusted by readers



Step Three

Email Marketing

- Collect names and build a great list
- Easy to find sign-up box
- Write great email content with AI support
- Monthly email newsletter
- Once per month at minimum
- Track and measure results

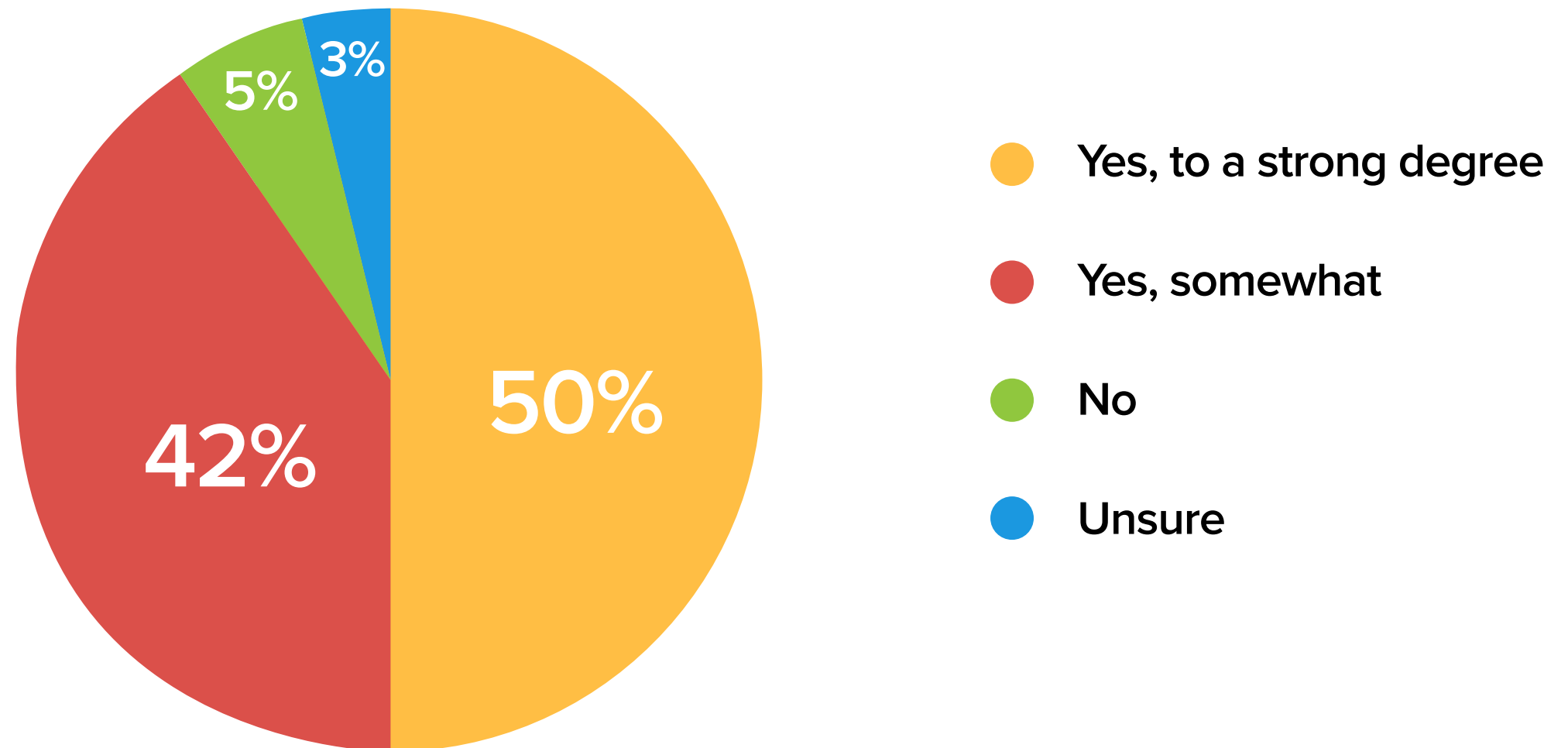
Step Three

Content Marketing

- Website content drives Google rankings
- 500-1,000 website pages is ideal
- 50 more pages is equal to 48% more traffic
- 9x more traffic when you reach 1,000 pages
- 5x more traffic for websites with blogs

Think with Google

Content is a Business Asset



Content Marketing Institute 2017 Content Management & Strategy Survey

A Case for Content Marketing

Data on ROI and Conversions

- Three times better conversion rate than paid ads
- Costs less than outbound and generates more leads
- More than half of B2B prospects get news from digital channels
- Blogs get 126% more leads than websites without blogs
- Content is a competitive advantage
- Six times more likely to get lead conversions using content
- It lasts forever!

Think with Google



Step Three

Social Media & Content

- Social media is story telling and visual
- Part of Content Marketing plan and schedule
- Facebook - LinkedIn - GoogleMyBusiness - YouTube - Twitter - Instagram - Pinterest
- GoogleMyBusiness drives local search results
- There is no Social Media quick fix
- Platform + Content + User Intent = Social Growth

Step Three

Influencer Marketing

- Research Influencers
- Build a database and add to CRM
- Train the sales team to identify benefits
- Build relationships and networking
- Prepare influencer content
- Track results and conversions
- Ask for links to your website
- Sample Influencer Plan

Step Three

AI Content Action Items

- Become an online publisher and thought leader
- Develop a content marketing calendar
- Cover all the SEO basics
- Coordinate topics: email, blogs and social
- AI to drive content topics



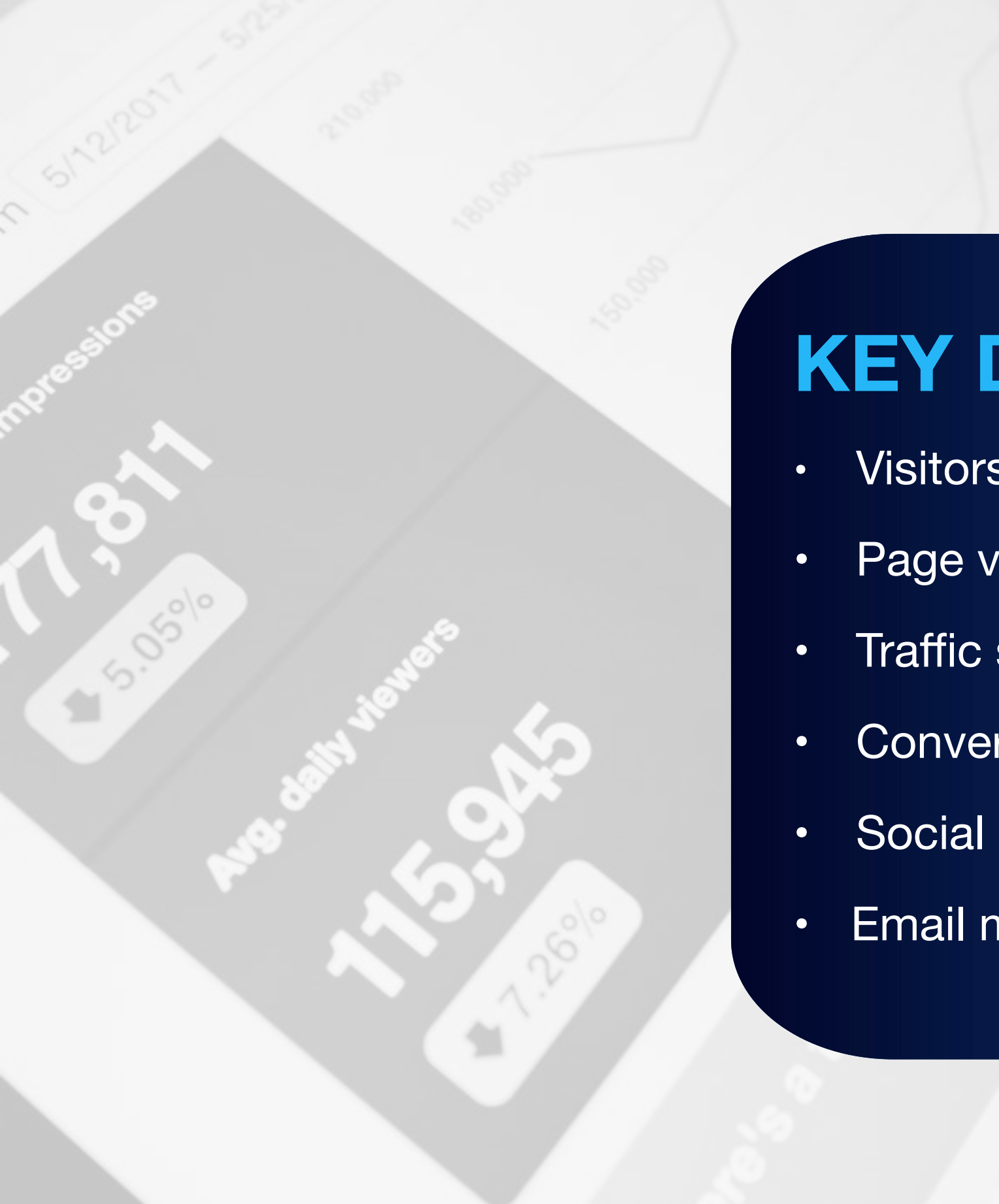
PERFORMANCE & ROI

The Most Important Step

Step Four

Conversion Strategy

- Establish a measurable conversion strategy
- Review Google Analytics
- Define digital stats and reporting
- Develop digital sales funnels and tracking
- Extend digital leads into the sales process
- Monthly digital marketing meetings



KEY DIGITAL METRICS

- Visitors - new and repeat
- Page visits, time and bounce rate
- Traffic sources and search terms
- Conversions and sales tracking
- Social media engagement
- Email marketing automation metrics

Step Four

Digital Marketing Budgets

- WordPress Content Websites: \$15,000 and up
- eCommerce Websites: \$20,000 and up
- Digital Marketing Services: \$85 - \$250 /hour

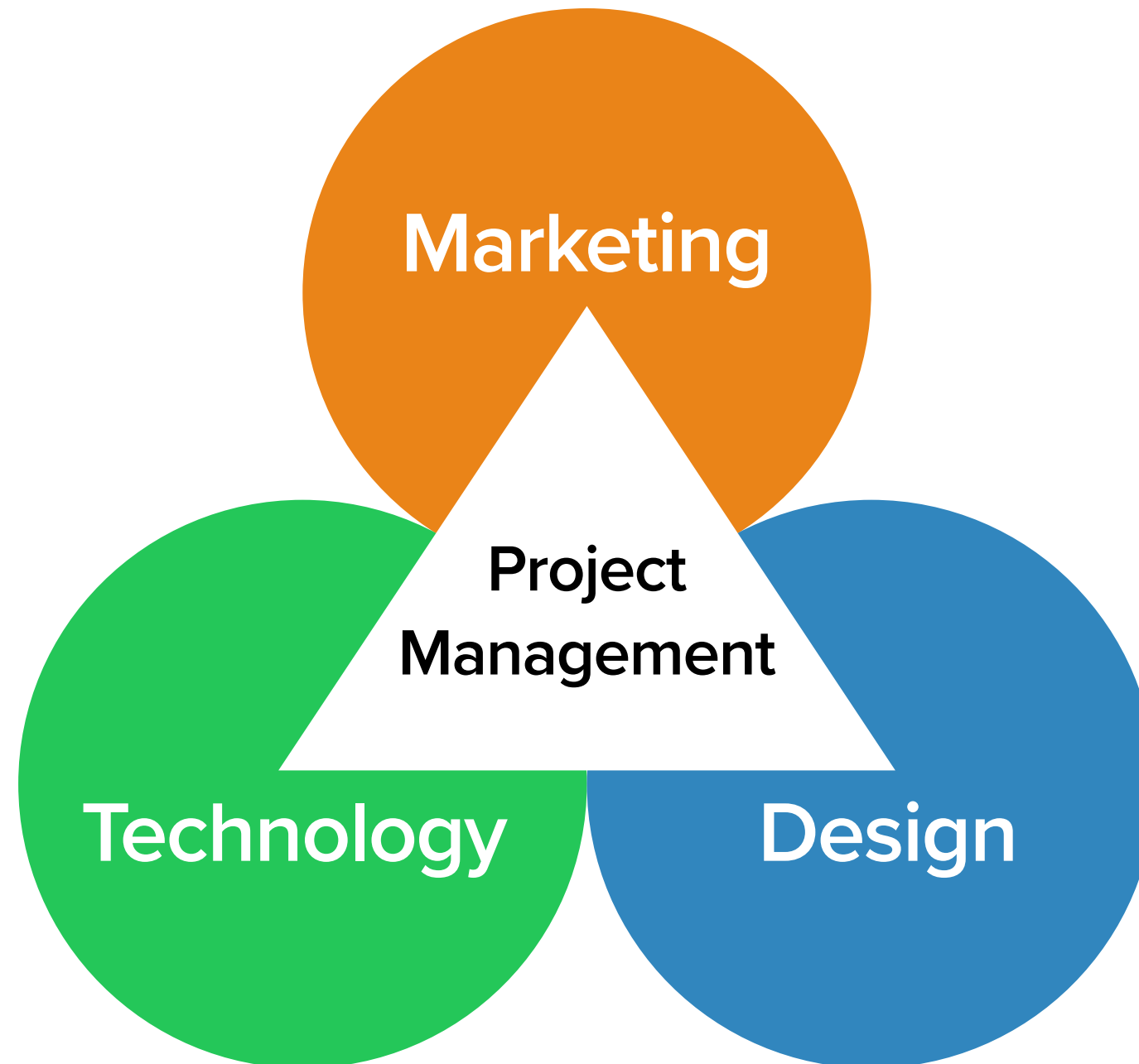
ROI: Website Lead Example

- Average Order: \$10,000 (lifetime value)
- Website Design and Development Cost: \$20,000
- Monthly Digital Marketing Spend: \$4,500
- Total Monthly Website Visitors: 5,000
- Conversion Rate to Inquiries: 1% (50 inquiries)
- Conversion Rate to a Sale: 10%
- 5 Sales per Month = \$50,000



AI for Sales and Marketing Teams

The Digital Marketing Team



The Roles of the Team

Marketing Direction



The customer
champion



The growth
driver



The innovation
catalyst



The capability
builder



The chief
storyteller

Marketing Team Roles

The Hats People Wear

Internal Teams

- Strategic Digital Marketing Lead
- Funnel Manager (Emails and Stats/Usability)
- Digital Marketing Manager (Traffic Generation)
- Project Manager or Coordinator

External Teams

- Content Writer for Digital Marketing
- Photo/Video/Audio & other Media
- Graphic Design
- Technology and Development

AI Tasks by Team Member

Drive Marketing Results with AI

Sales and Marketing Leadership

- Know your benefits and risks
- Develop a marketing scorecard and track ROI
- Get your content topics by persona
- Know your sales funnel and conversion rates

AI Tasks by Team Member

Drive Marketing Results with AI

Sales Team

- Knowledge and insights to help buyers
- Know and track the buyer's journey
- AI for ongoing sales training
- Better questions, sales pitches and objection handling
- Write great proposals

AI Tasks by Team Member

Drive Marketing Results with AI

Content Writers

- Write a great first draft
- Research great topics
- Improve your website homepage content
- Write mid-funnel assets to get emails

AI Tasks by Team Member

Drive Marketing Results with AI

Email Marketers

- Write first draft emails
- Research and schedule campaigns
- Write headers, CTAs and engaging content
- Analyze data to improve the next campaign

THE ROLES OF THE TEAM

AI Tasks for the Team

Inbound Marketers

- Pillars of thought leadership
- Experience, Expertise, Authority & Trust
- Develop CTAs across platforms
- Drive conversion testing
- Interpret digital marketing data
- Keywords and SEO insights

THE ROLES OF THE TEAM

AI Tasks for the Team

Project Managers and Coordinators

- Use Fathom - AI meeting note takers and summaries
- Improve each step of project management
- Organize the team and resources
- Minimize project risk and manage resources

THE ROLES OF THE TEAM

AI Tasks for the Team

Website Developers

- Build development tools and plugins
- Get coding support and insights
- Develop mid-funnel assets - calculators and more
- User search tools and data insights
- Add AI to your website or app

THE ROLES OF THE TEAM

AI Tasks for the Team

Social Media Pros

- Great topics by social channel
- Content calendars by channel
- Ideas for getting traction with content
- Convert content into social videos
- Analyze data and engagement

AI Issues to Watch - A Language Model

- Don't put out bad content - it will hurt you!
- Plagiarism is real - scan with CopyScape
- Inaccuracies are part of AI in this early phase
- AI is not your personality
- Browsers are the gatekeepers
- Watch for Apple and Amazon to enter soon
- Changing every week - Google (Bard) and Microsoft (ChatGPT)



TAKE ACTION



Contact Us Free 30-Minutes

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[Click Here to Book a Meeting](#)



Tap into Our Talent Network

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CanopyAdvisory.com

[Click Here to Book a Meeting](#)

AI Marketing Action Items

- Start using ChatGPT and Bart at your company
- Build AI as a resource like Google
- Find benefits, risks and brainstorm content topics
- Write first draft marketing content, for blogs, email and social
- First draft email copy and marketing campaigns
- Develop strategies for getting found
- Use Fathom for sales and marketing meetings
- Improve proposal content to close more sales

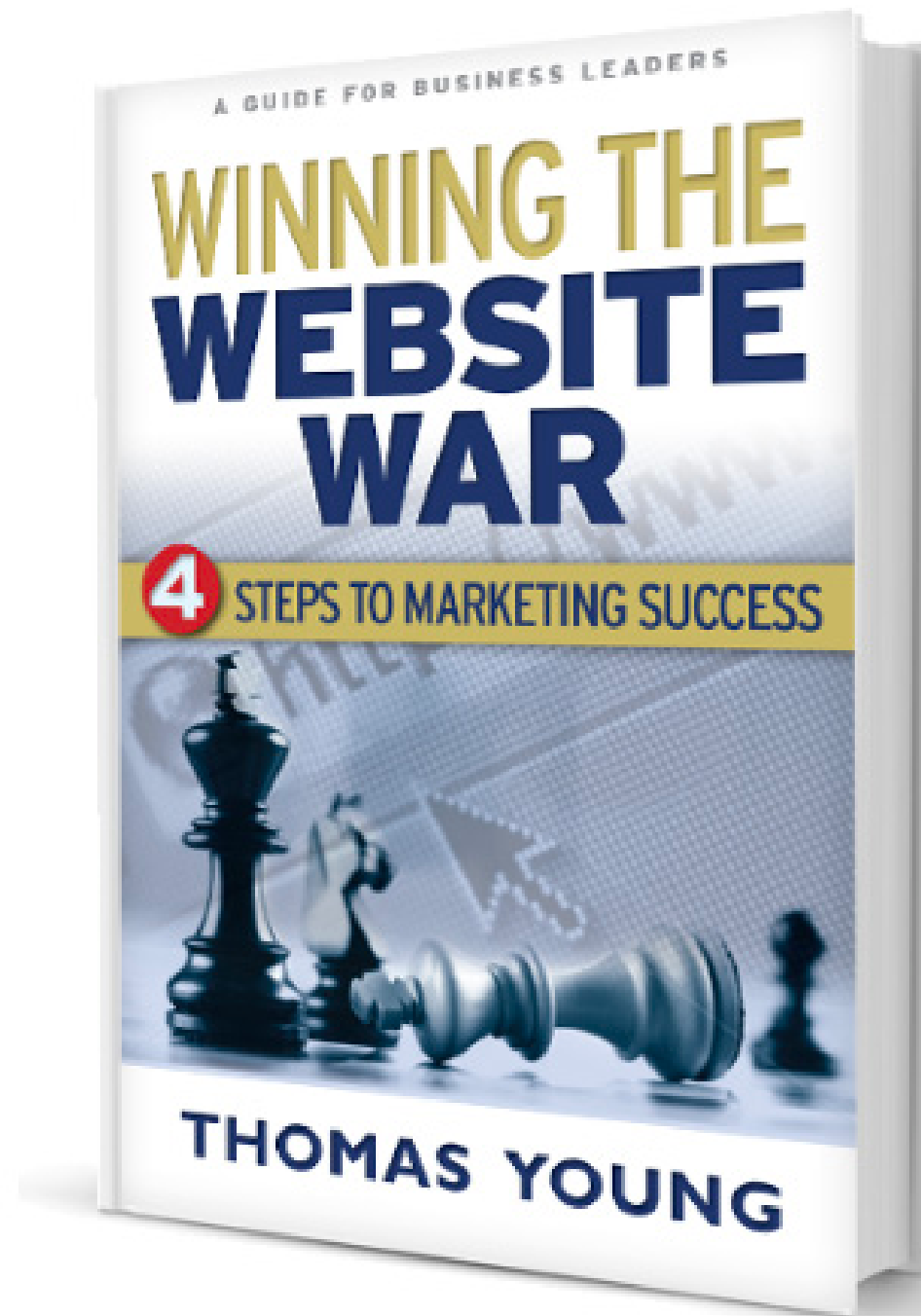
Immediate Marketing Actions

- Increase Communications
- Website Homepage Updates
- Content Calendar: Email, Blogs and Social Media
- Launch an email newsletter program
- Marketing Automation (HubSpot)
- Webinars and Virtual Workshops
- Graphics and PDFs for Webinars
- Videos for Social Media
- Targeted Website Landing Pages

Digital Marketing Action Items

- Write a strategic, Digital Marketing Plan
- Select a Digital Marketing Strategic Lead
- Ask for customer feedback
- Research search engine keywords
- Write brand focused taglines and content - Story Brand
- Develop a content marketing strategy and schedule
- Use Google Analytics for ROI and conversion tracking
- Schedule digital marketing meetings to review stats

Resources



WinningtheWebsiteWar.com

Resources



ImprovingSalesPerformance.com

Additional Resources

- Google Analytics & Google Search Console
- Content Marketing Institute
- Search Engine Watch
- Neil Patel and SEMRush for SEO
- ScreamingFrog for SEO
- Writer's Access and Verblilo
- CrazyEgg for heat mapping
- Google Ads keyword search tool
- Asana for Project Management
- Buffer or Hootsuite for Social Media
- Social Media Examiner
- IntuitiveWebsites.com
- leadfeeder.com
- ZoomInfo.com
- HubSpot for email marketing, CRM and more
- Jasper for content
- Open AI for ChatGPT-4
- Fathom AI



Website Content Reviews

Live Feedback