

AI and the Future of Marketing

The Guide for Canadian Business Leaders



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IntuitiveWebsites.com

Digital Marketing Facts



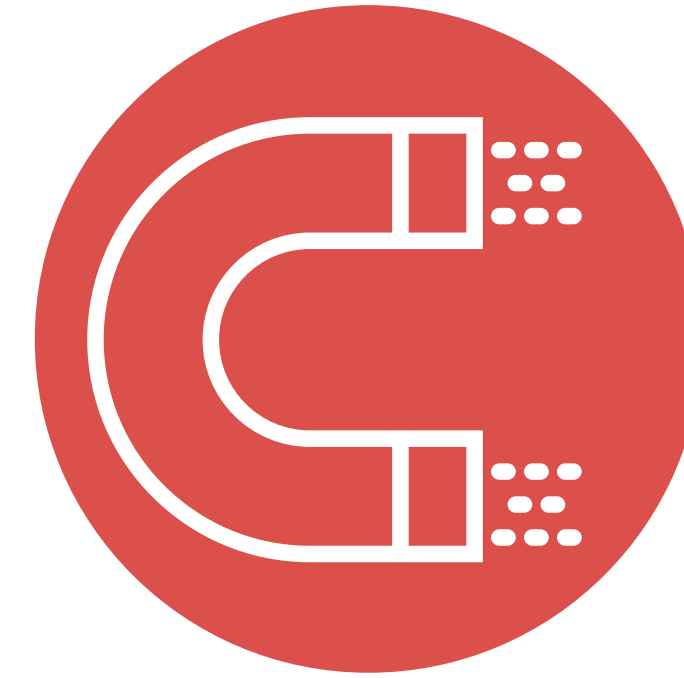
FACT 1

Companies with growing website and social media traffic are more likely to beat revenue goals.



FACT 2

Companies tracking digital marketing KPIs are growing faster than those who don't.



FACT 3

85% of companies use inbound and digital marketing, 50% do it well.



FACT 4

The right digital strategy and content resources are keys to results.

The Facts About ChatGPT



FACT 1

**Fasting growing
technology in
history.**



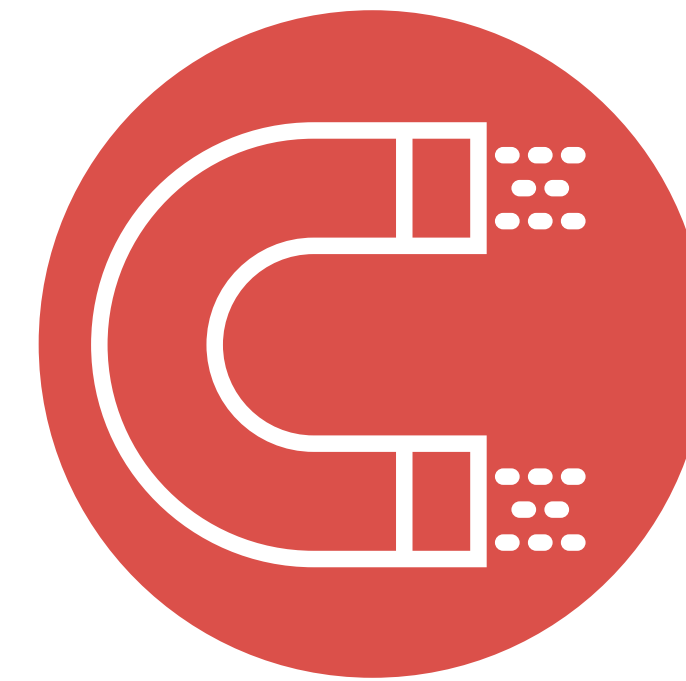
FACT 2

**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.**

What You Get Today

- **More leads** and **sales** from digital marketing.
- A **Four-Step Process** that works.
- How to use **AI** to **transform your digital marketing**.
- Get the most from your **digital marketing team**.
- Hands on review of AI chat and **improving your website**.

The Big Players in AI

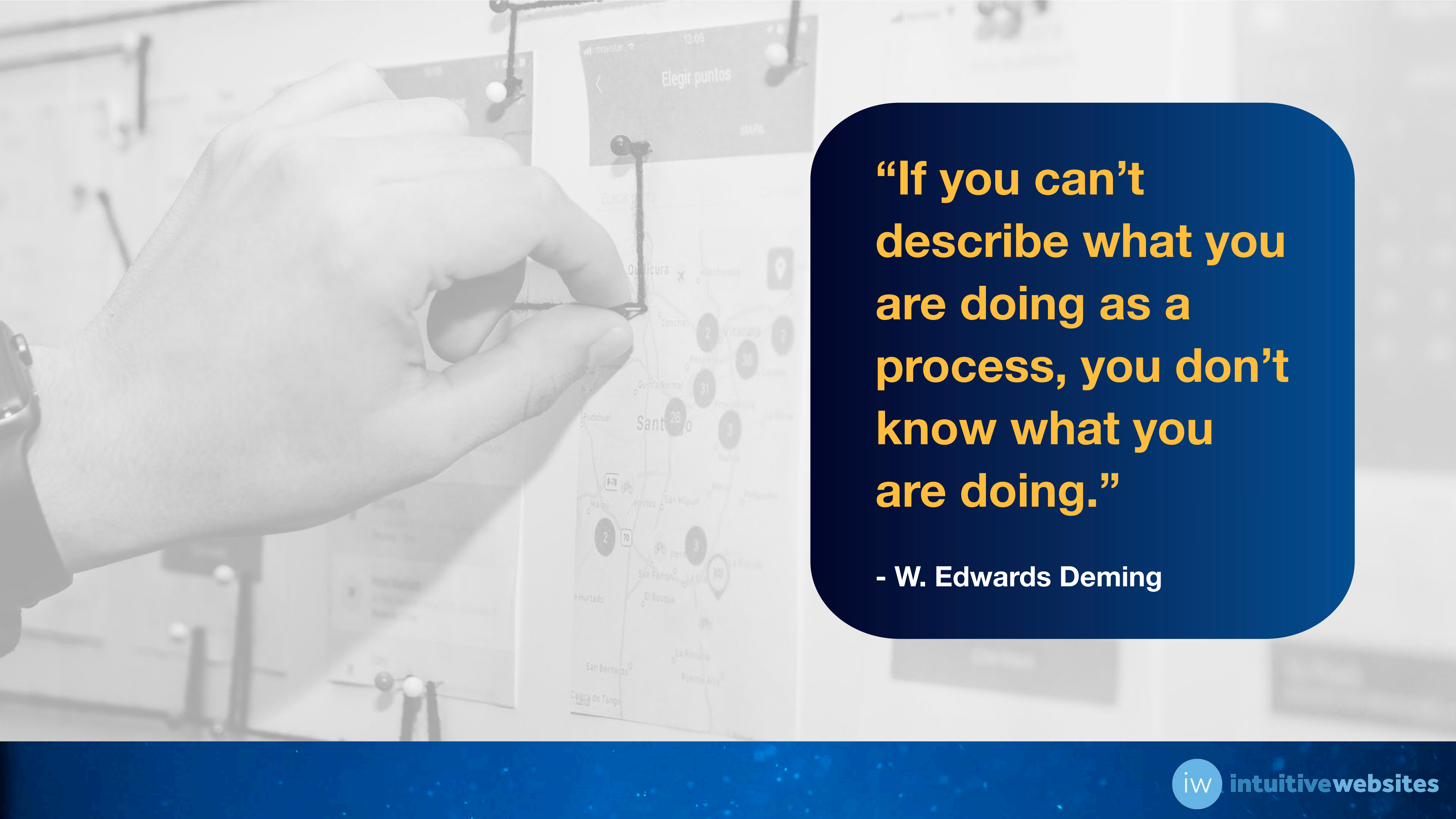
- **ChatGPT** from Open AI (Backed by Microsoft)
- **Bard AI** from Google - currently in Beta testing

The Future of AI - A Marketing Revolution

- **AI chat tools** and more for commercial use
- **AI powered** apps and websites
- **AI digital content** and **websites**
- AI generated **video, audio** and **more**
- What's to come with AI?

What Business Leaders Want to Know

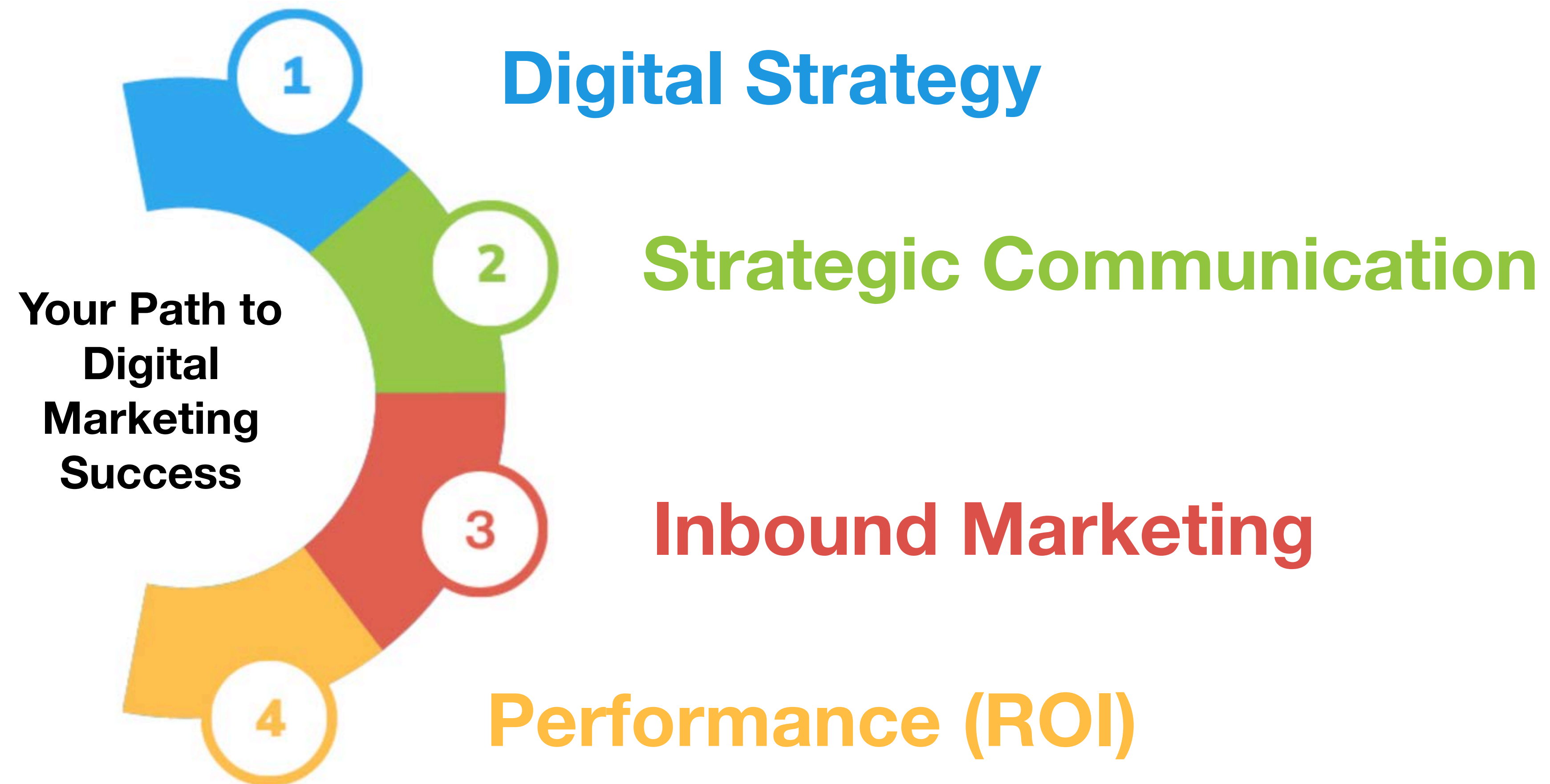
- Where do I spend my money to get and measure ROI?
- How do I build a team to get results?
- Digital marketing feels overwhelming to me, how is it managed?
- Content is too much work, how to get it done?
- How to generate more qualified leads and get sales?

A grayscale background image showing a hand pointing at a map pinned to a wall. A smartphone screen is overlaid on the map, displaying a 'Elegir puntos' (Choose points) interface with a map and several numbered points. The phone's status bar shows 'movistar' and '12:05'.

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

- W. Edwards Deming

Four Steps to Digital Marketing Wins





DIGITAL STRATEGY

Translate what you do well.

Strategic Questions

- How does your website deliver value?
- How much revenue comes directly & indirectly from digital?
- What is the ROI from your digital marketing?
- Where are you missing opportunities?
- What are your growth goals from digital marketing?

Step One

Digital Strategy: What is it?

- Starts with a **Marketing Vision**
- Competitive analysis
- Comprised of simple, direct and clear content
- Excellent digital resources for users
- A trackable conversion process and sales funnel
- Target market feedback to test and refine

Step One

Digital Strategy Questions

- How are you different and better?
- What processes can you share?
- Who are your people?
- What are your values and mission?
- 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 mind of your customers.
- Write an executable marketing plan using AI as a guide.



STRATEGIC COMMUNICATION

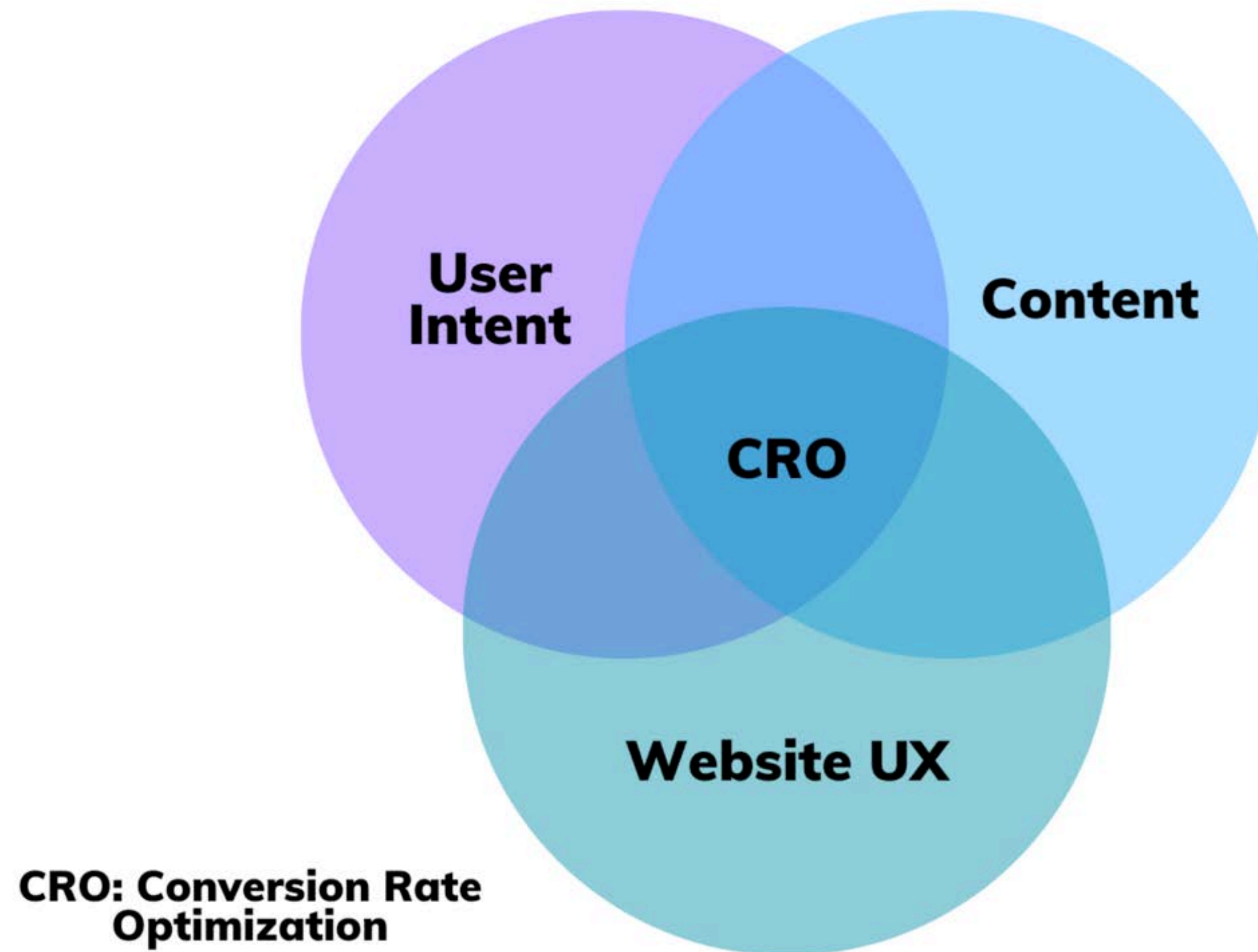
Communicate Your Digital Strategy



How You Communicate

1. Messaging and Content
2. Graphic Design
3. Usability
4. Video
5. Website Tools and Applications

User Intent is King





Step Two

What Users Want

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



Step Two

What Users Do with Digital

- Get an instant **impression** of your company
- Start in the upper **left corner**
- Read **taglines** and **headers**
- Look at **photos**, especially people
- **Ignore ads**, clutter and marketing content
- Quickly move to **navigation**
- **Scan** content, miss key areas & leave

The Value of Digital Content

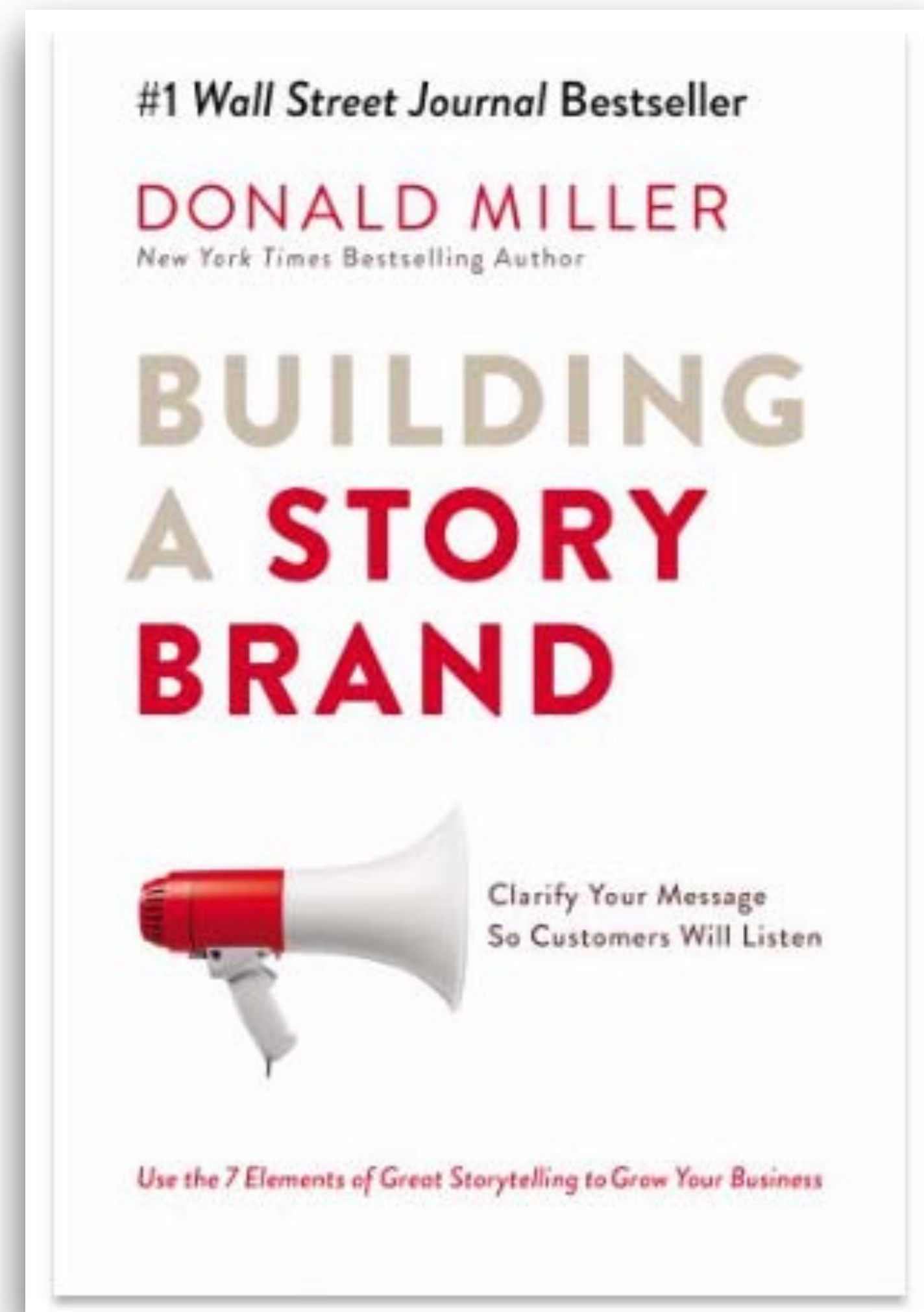
- Is it clear what your company does?
- Does the content use clear headlines?
- How does the content drive conversions?
- Is content optimized for search?
- Is the content user-centered?

AI is Content Marketing Reinvented

- Get clear **benefits** and **risks**
- **First drafts** and content revisions
- Better content for **multiple digital channels**
- Create checklists, **eBooks**, **webinars**, **tech papers** and more
- **Write 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 Layout

- **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

- Where does AI support marketing results?
- What are key benefits?
- What are real risks and buyer objections?
- Clarity and focus drive marketing results.



Step Two

Great Questions for AI Chat

- 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

The New Law of Marketing

One Audience of Many



Infinite Audience of One



Customers Research and Find You

Help Customers Find You

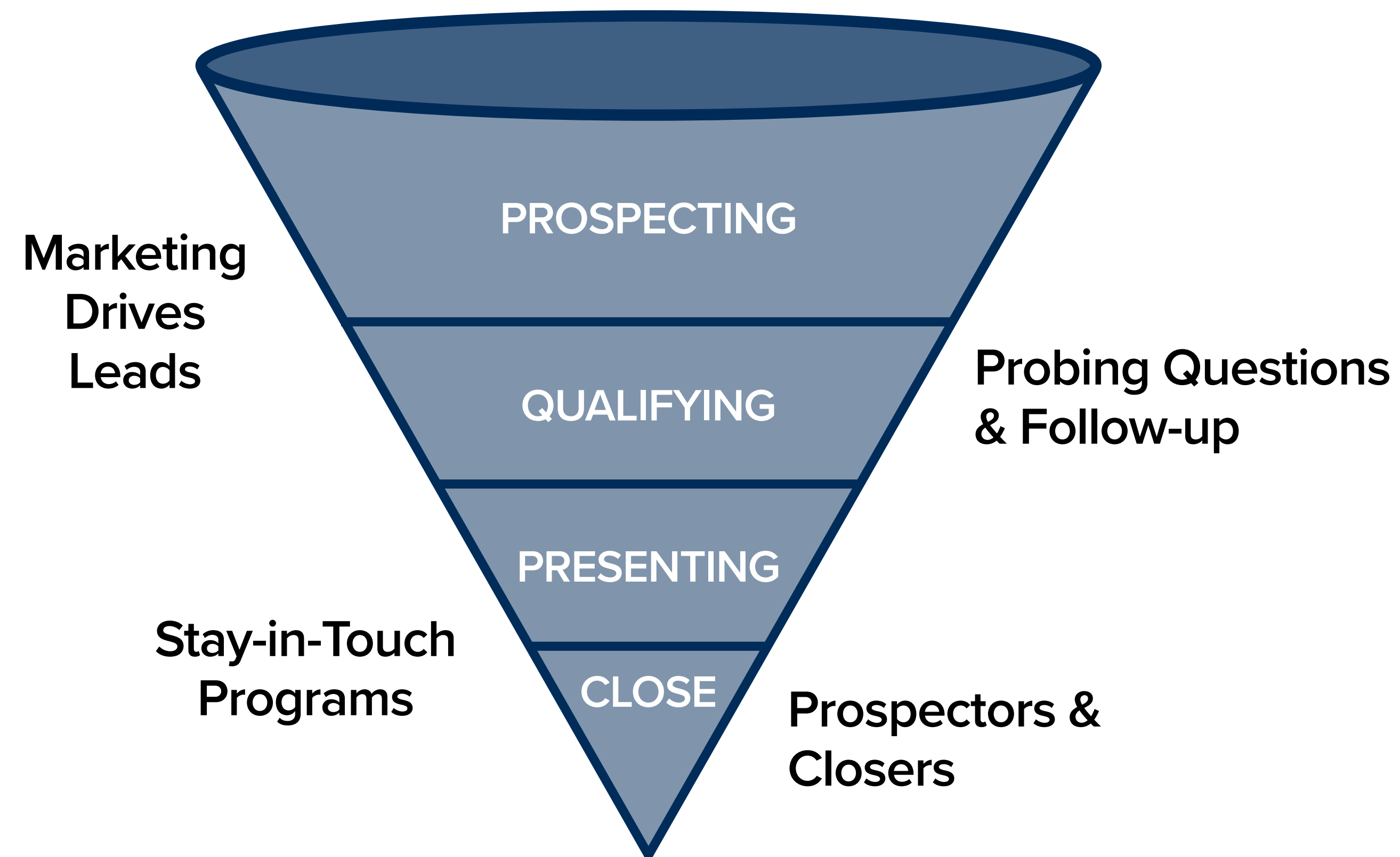
Data From Google

- 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 

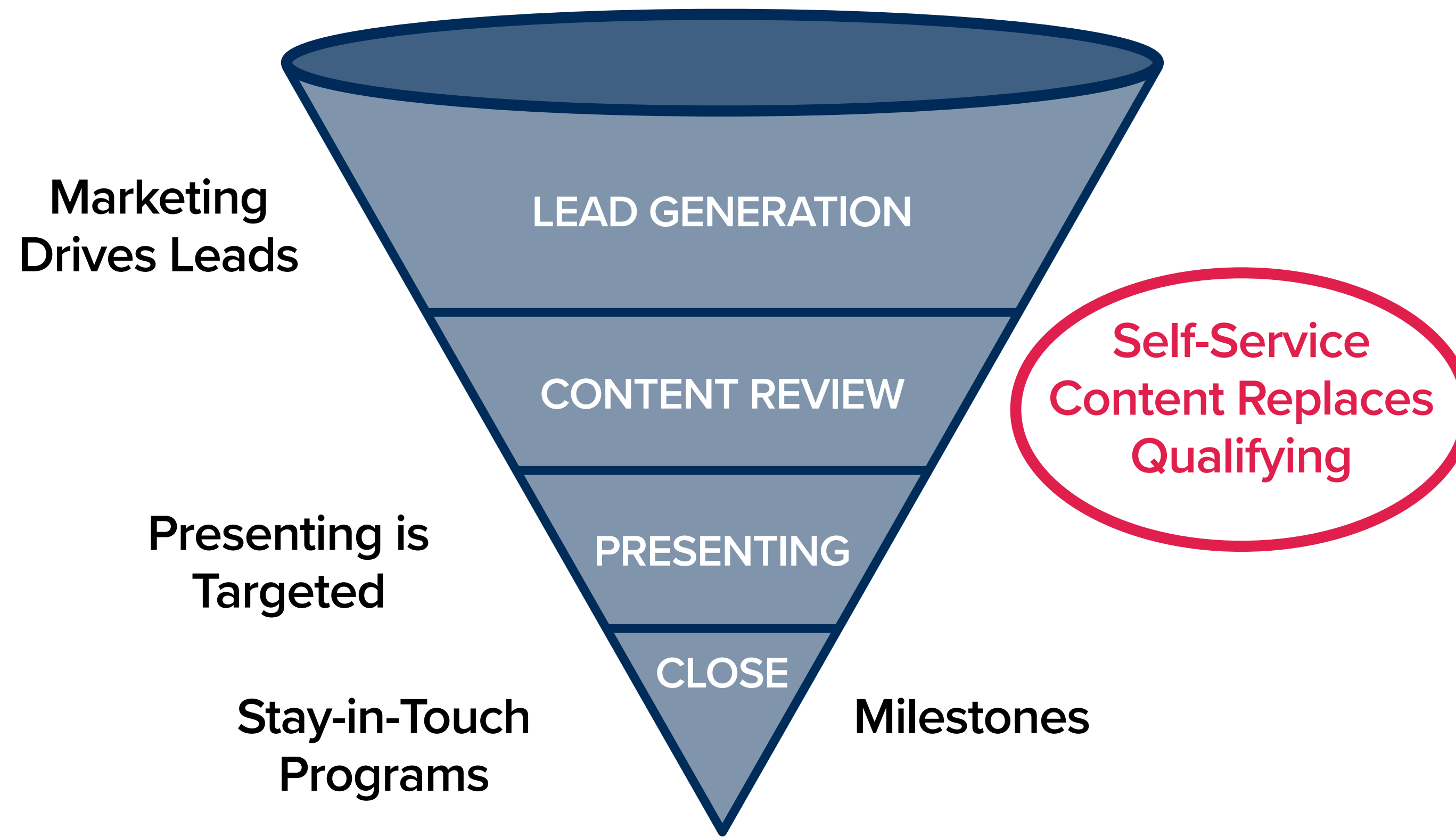
Marketing & Sales Funnel

The Old Funnel



Marketing & Sales Funnel

The New Funnel



Funnel Conversions

1. Website Visit
2. Social Media Interaction
3. Email Newsletter Subscribe
4. eBook or other Gated Content
5. Webinar or Event Registration
6. Web Form Submission
7. Schedule Call with Salesperson (Knowledge Expert)

AI to Get Found

Customers Research
and Find You

AI Questions & 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 _____?

Global health and safety is our top priority. [Learn how HubSpot is responding](#) to COVID-19 and its economic impact on the communities we serve.

There's a better way to grow.

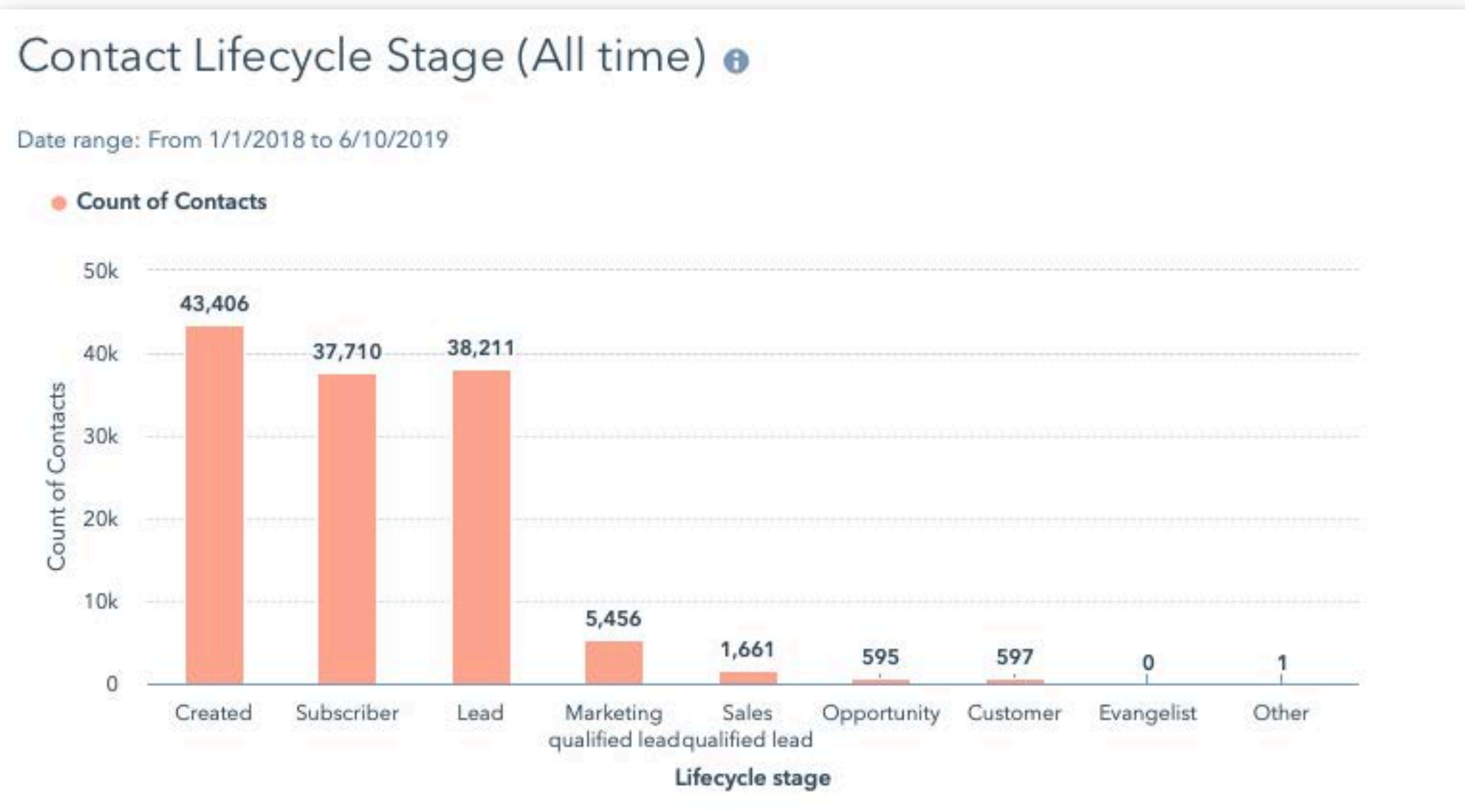
Marketing, sales, and service software that helps your business grow without compromise. Because "good for the business" should also mean "good for the customer."

Get HubSpot free

Get started with FREE tools, and upgrade as you grow.



Funnel Reporting



Resources



ImprovingSalesPerformance.com

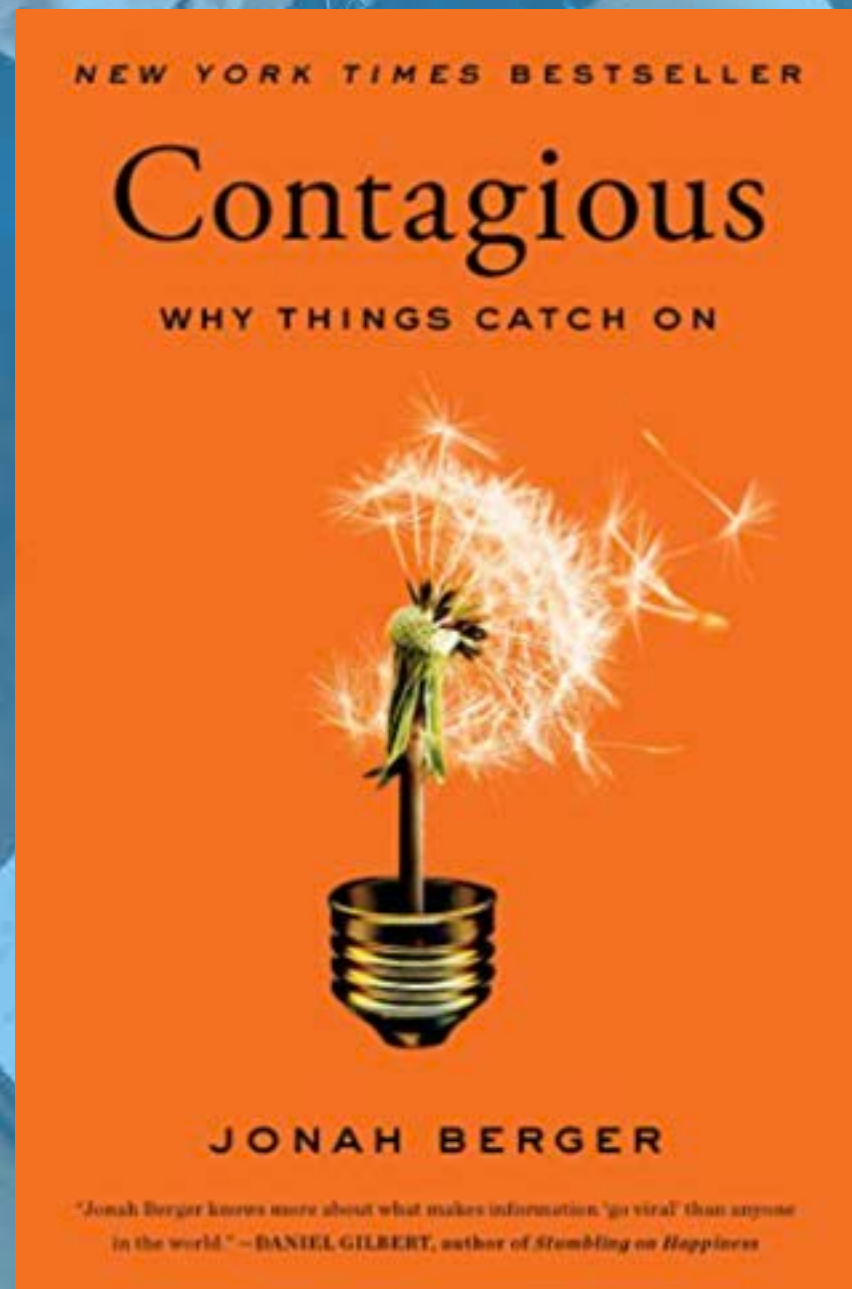
AI to Get Heard

Build a Loyal Following

Better Understand Your Prospect

- They want trust, empathy and understanding
- Inundated with noise in a self-service world
- Use 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 sizzle and want transparency

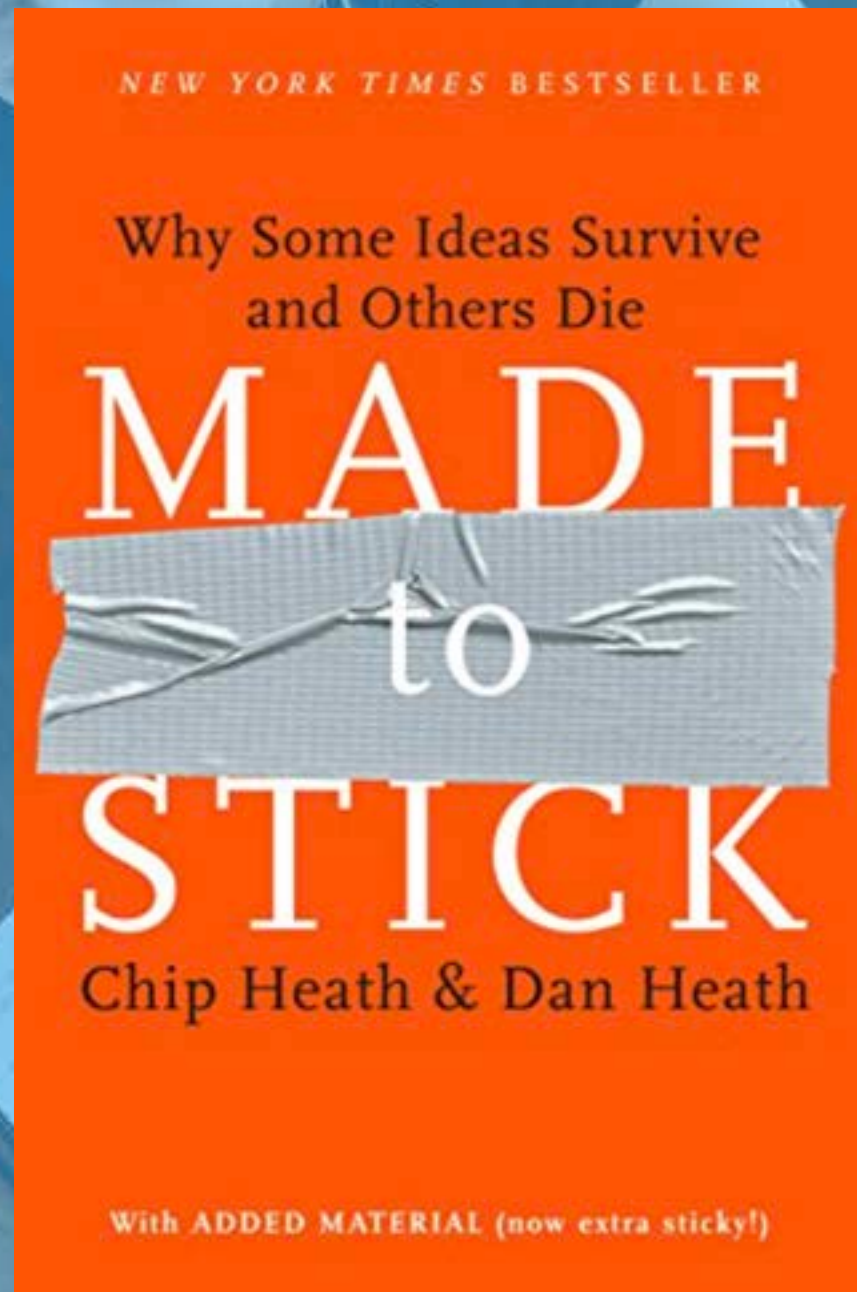
Get Heard



How & Why Content is Shared

1. **Social Currency** - How does this make me look?
2. **Triggers** - Top of mind comparisons.
3. **Emotion** - Excitement, awe and anger.
4. **Public** - Who uses it and is it visible?
5. **Practical Value** - Useful, helpful and necessary.

Get Heard



How & Why Content is Shared

1. **Simple** - The core of an idea.
2. **Unexpected** - Grab attention with surprise.
3. **Concrete** - Easy to remember and relatable.
4. **Credible** - Make the idea believable.
5. **Emotional** - Used to see the importance.

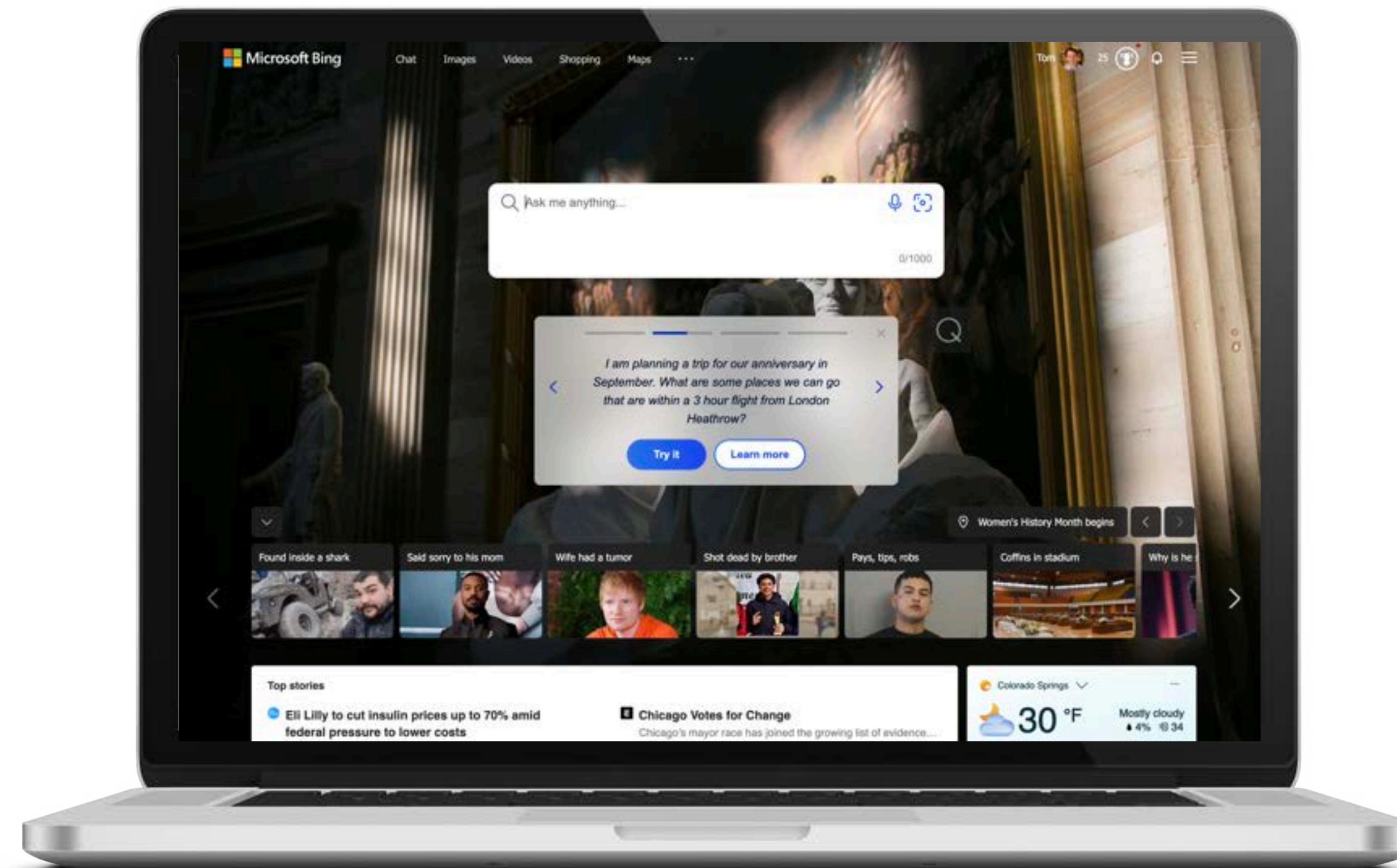
The Power of Simplicity



The Google Homepage



The Bing Homepage





Make it Easy

The Rules of Simplicity

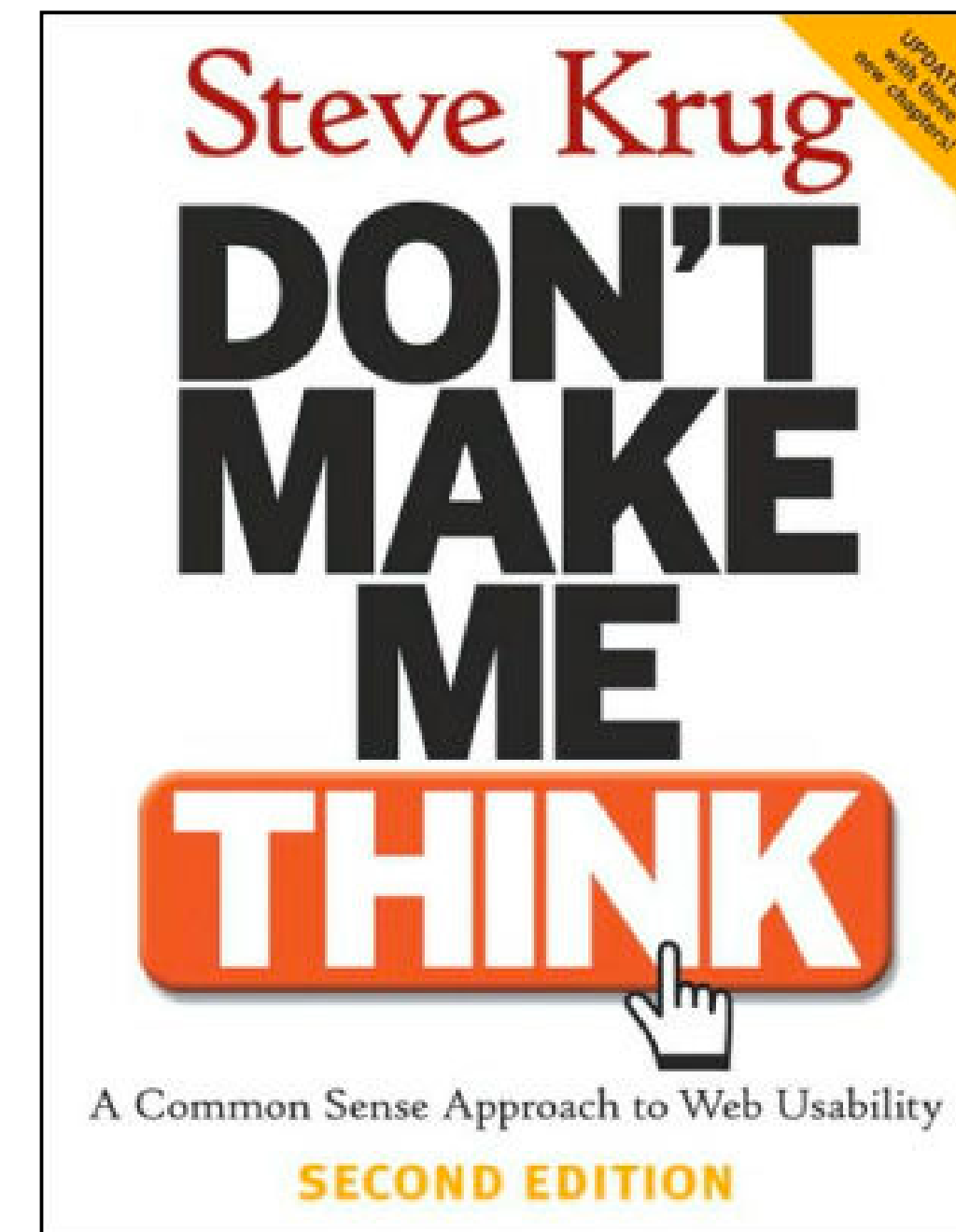
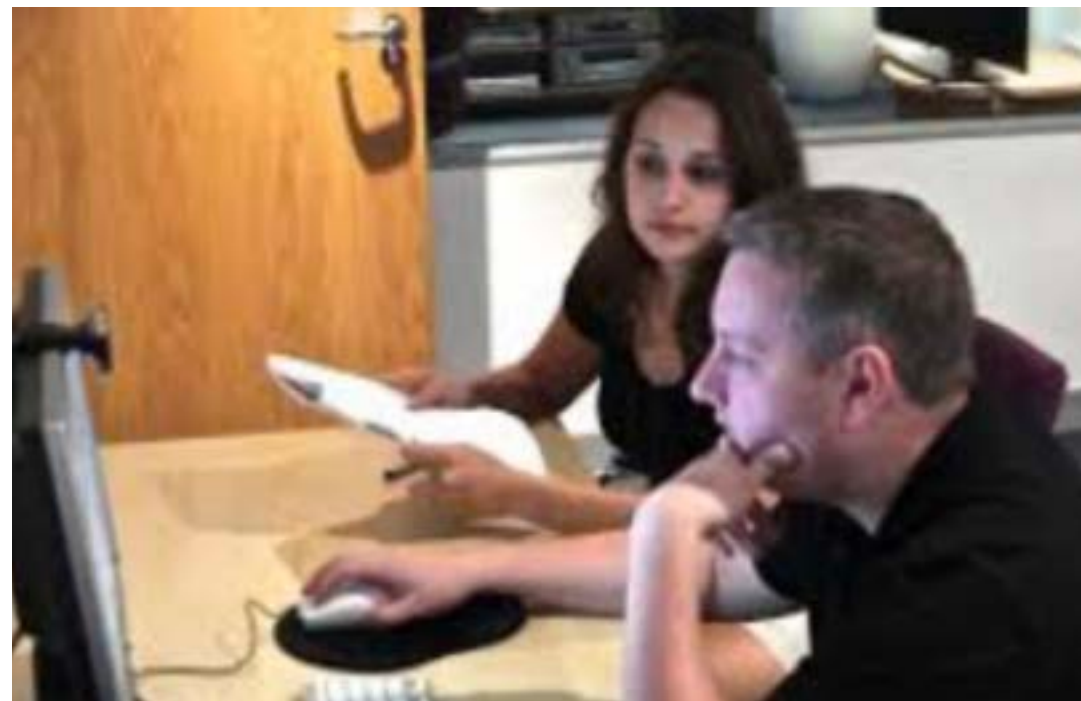
1. Simplicity takes strategy and courage
2. Simplicity takes direction from the marketplace
3. Focus on three key messages
4. Follow the 10-out-of-10 rule
5. Simplicity drives conversions and sales



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

Key Resource: User Testing



Don't Make Me Think - Steve Krug

Digital Marketing Tactics

Offline Sales &
Marketing

Search
Engines

Email
Marketing

Influencer
Marketing

Social Media

Content
Marketing

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

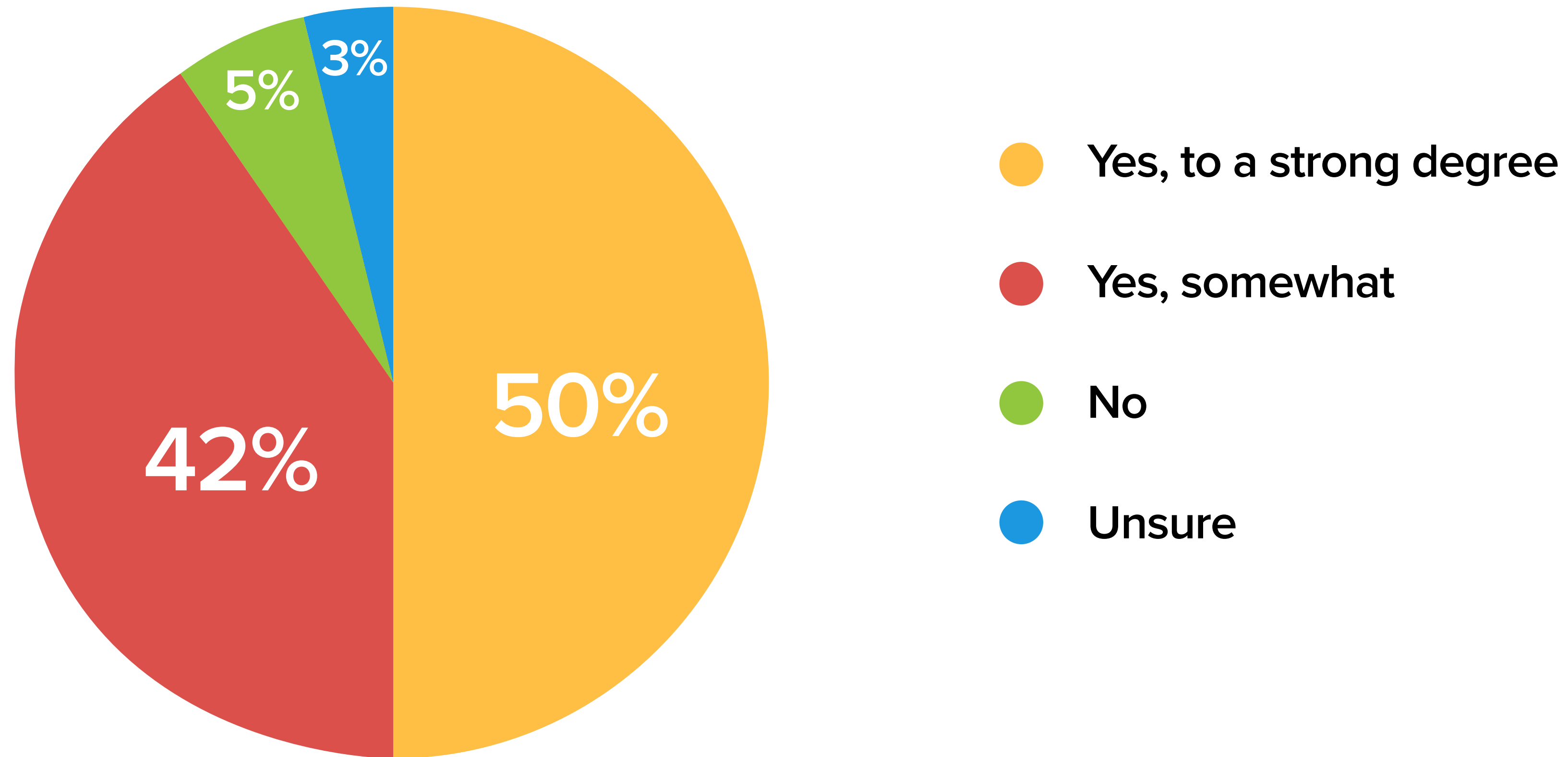


Step Three

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

Content is a Business Asset



Content Marketing Institute 2017 Content Management & Strategy Survey

The Case for Content Marketing

Data on ROI and Conversions

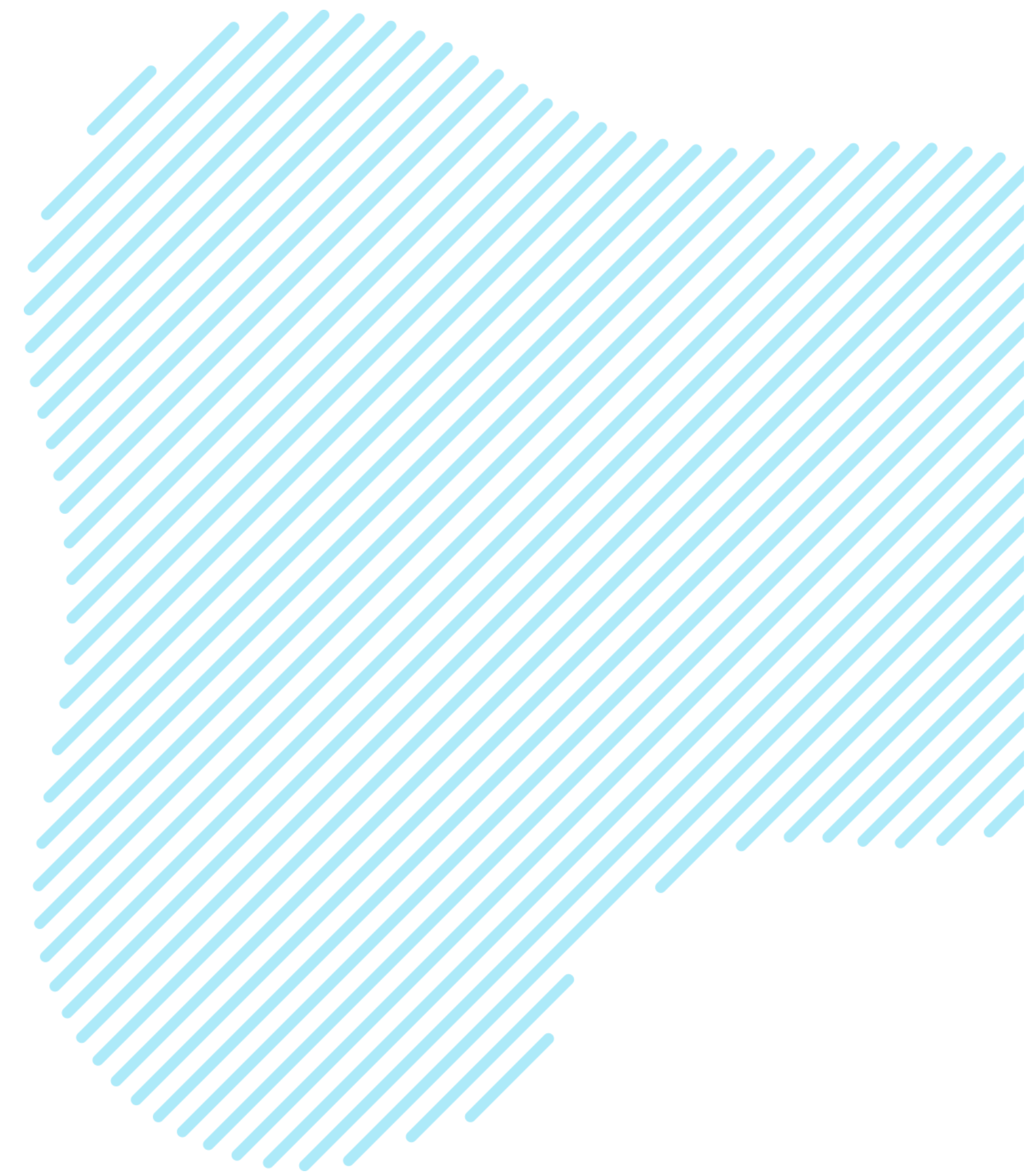
- Three times better conversion rate than paid ads
- Costs less than outbound and generates more leads
- More than half of B2B prospects get news from digital channels
- Blogs get 126% more leads than websites without blogs
- Content is a competitive advantage
- Six times more likely to get lead conversions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

Think with Google



AI Content Issues - A Language Model

- Don't put out bad AI 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 to Chat
- Watch for Apple and Amazon to enter soon



Step Three

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
- Use AI chat tools in content and topic development

Step Three

Influencer Marketing

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

4

ROI & CONVERSIONS

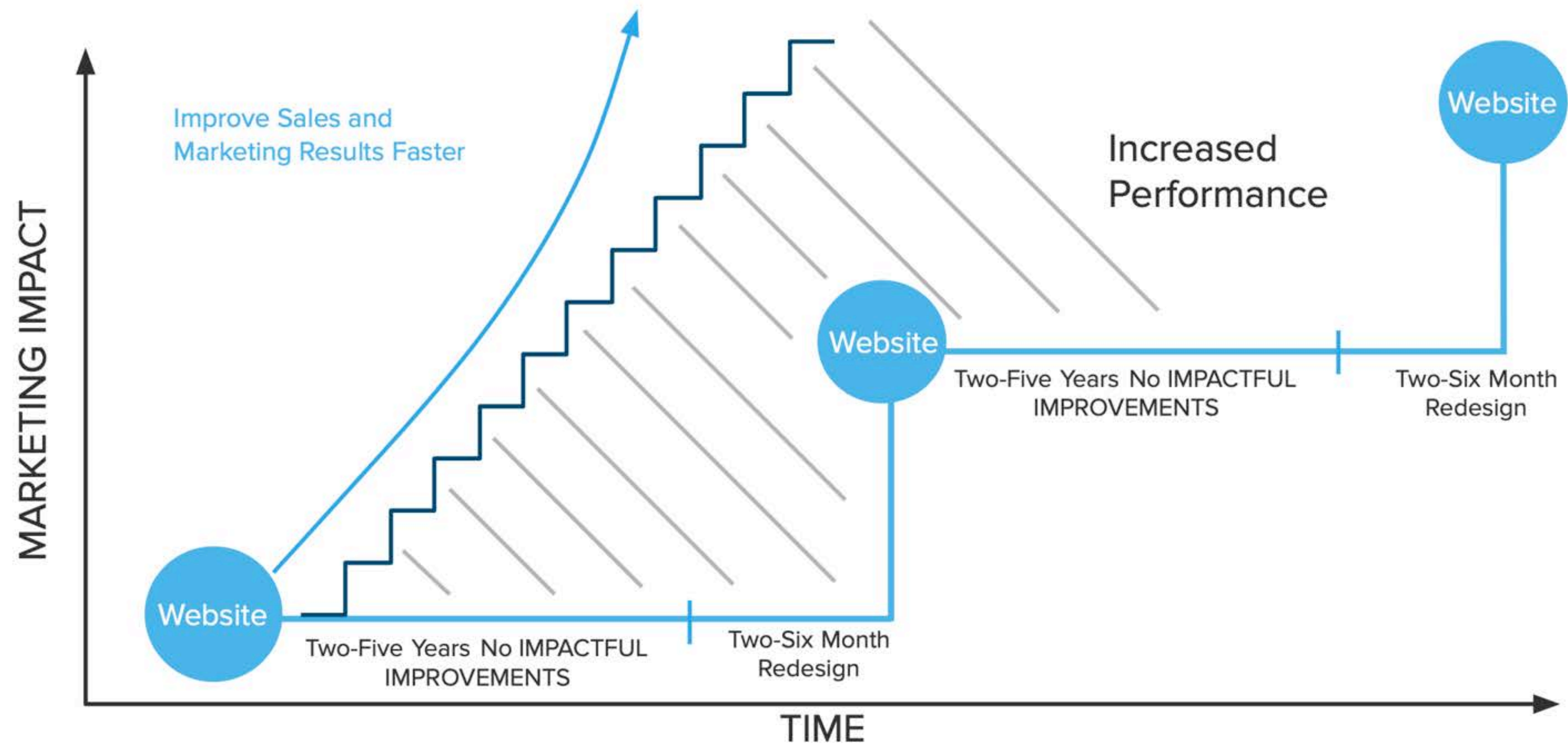
The Most Important Step

Step Four

Growth Driven Design (GDD)

- Traditional website design is broken
- A HubSpot process for fixing websites
- Based on the principles of Agile Project Mgt
- Drive results faster based on data
- Remove the pain from website design
- A process for continuous improvement

Growth Driven Design (GDD)





Key Digital Metrics

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

Step Four

Conversion Strategy

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

Step Four

Digital Marketing Budgets

- WordPress Content Websites: \$20,000 and up
- eCommerce Websites: \$30,000 and up
- Digital Marketing Services: \$85 - \$200/hour

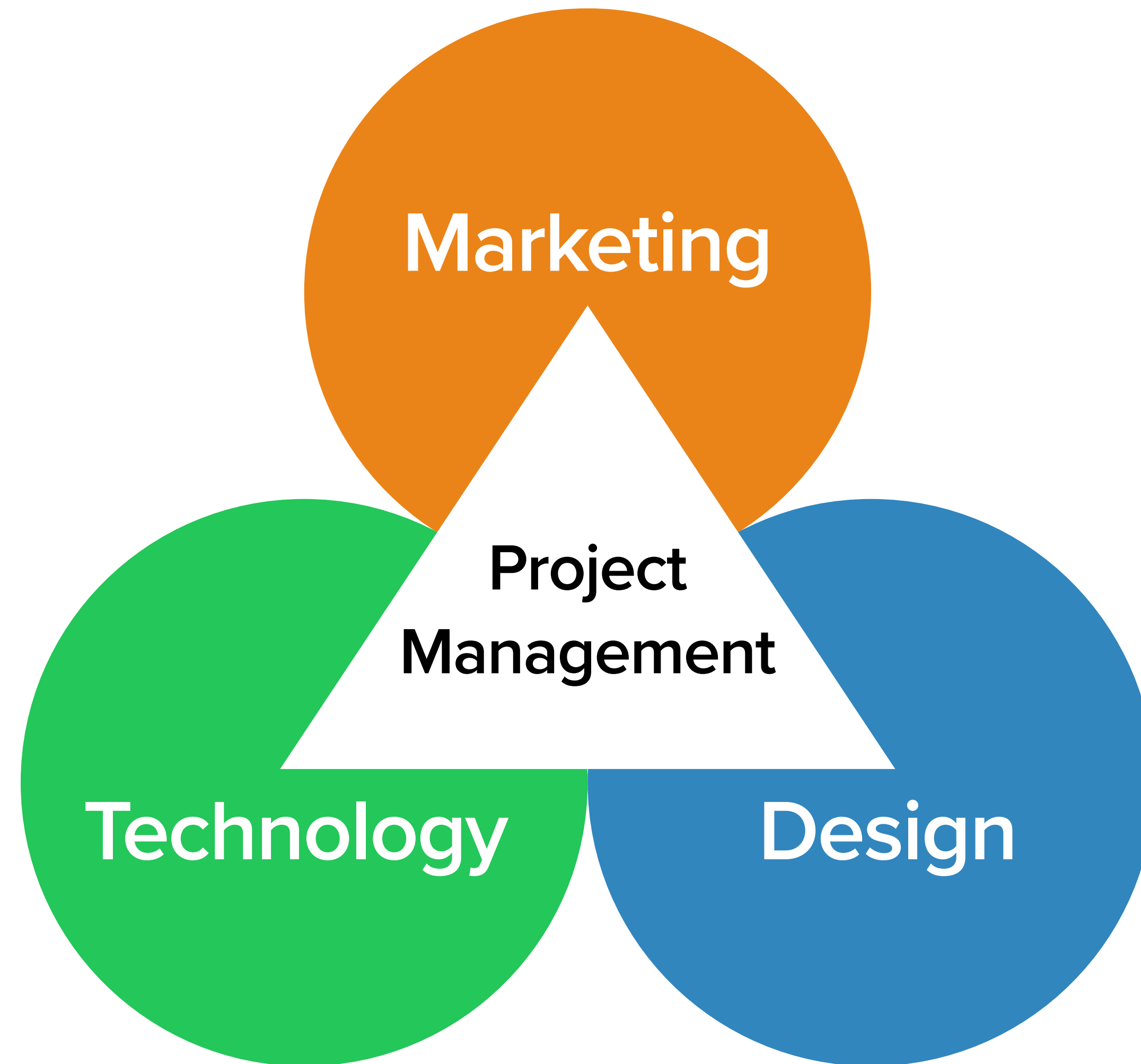
ROI Case Study: Wiggam Law

- Average Order: \$6,500 (lifetime value is higher)
- Website Design and Development Cost: \$40,000 (one time)
- Monthly Digital Marketing Spend: \$5,500 labor and \$25K Google Ads
- Total Monthly Website Visitors: 3,000
- Conversion Rate to Inquiries: 8% (240 inquiries)
- Conversion Rate to a Sale: 6%
- 14 Sales per Month = \$91,000 Gross and \$60,500 Net



**Who does
this work?**

The Digital Marketing Team



THE ROLES OF THE TEAM

The Hats People Wear

- **Strategic Digital Marketing Lead** (Marketing Director)
- **Funnel Manager** (Emails, Web Stats and Usability)
- **Digital Marketing Manager** (SEO, Social and Google Ads)
- **Project Manager or Coordinator** (Agency Support and Influencers)

THE ROLES OF THE TEAM

The Hats People Wear

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

THE ROLES OF THE TEAM

Marketing Direction



The customer
champion



The growth
driver



The innovation
catalyst



The capability
builder

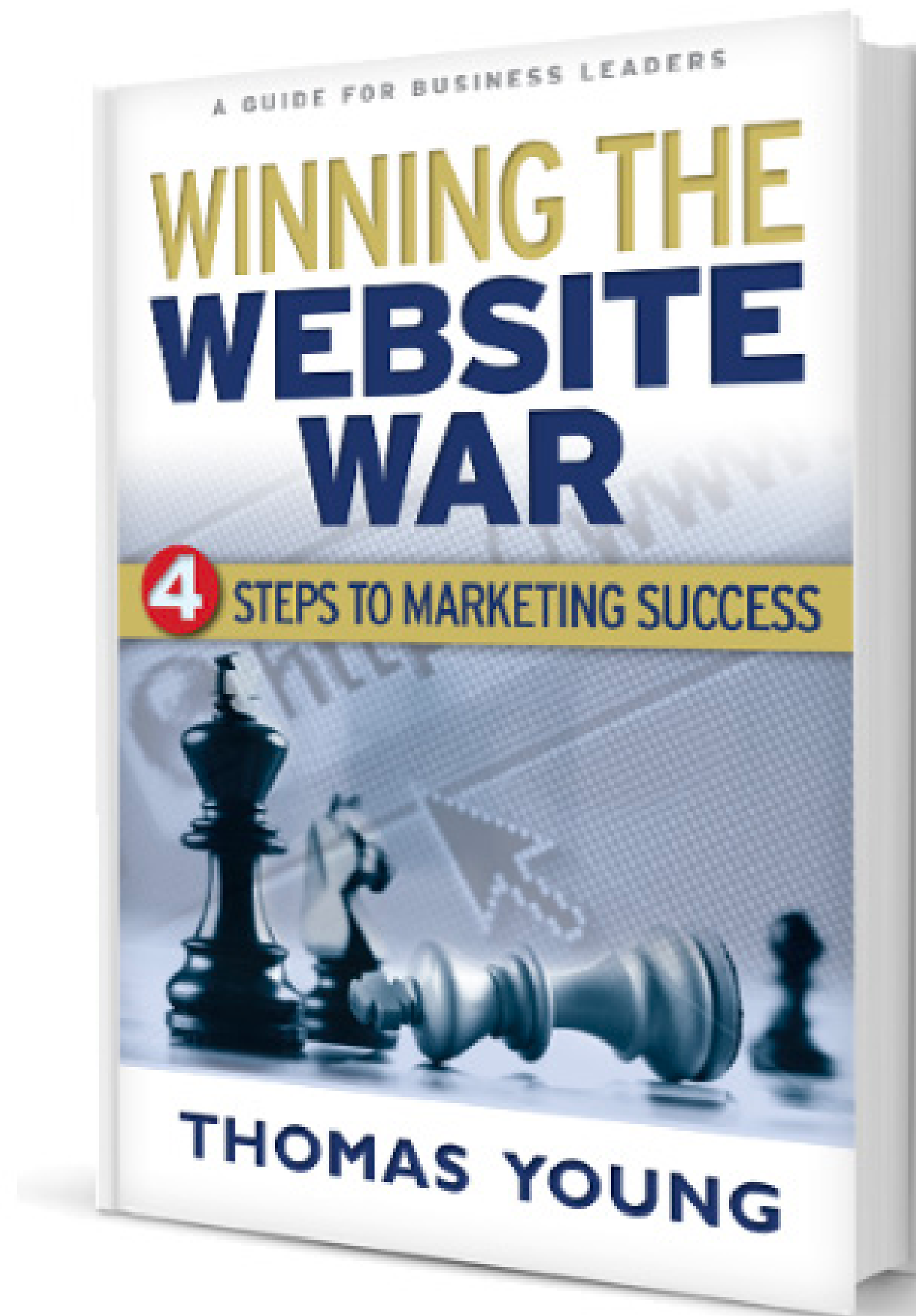


The chief
storyteller



TAKE ACTION

Resources



WinningtheWebsiteWar.com



Contact Us Free 30-Minutes

Thomas Young

719-231-6916

Tom@IntuitiveWebsites.com

IntuitiveWebsites.com

[Click Here to Book a Meeting](#)

Websites and AI Chat

Live Feedback

Website Reviews

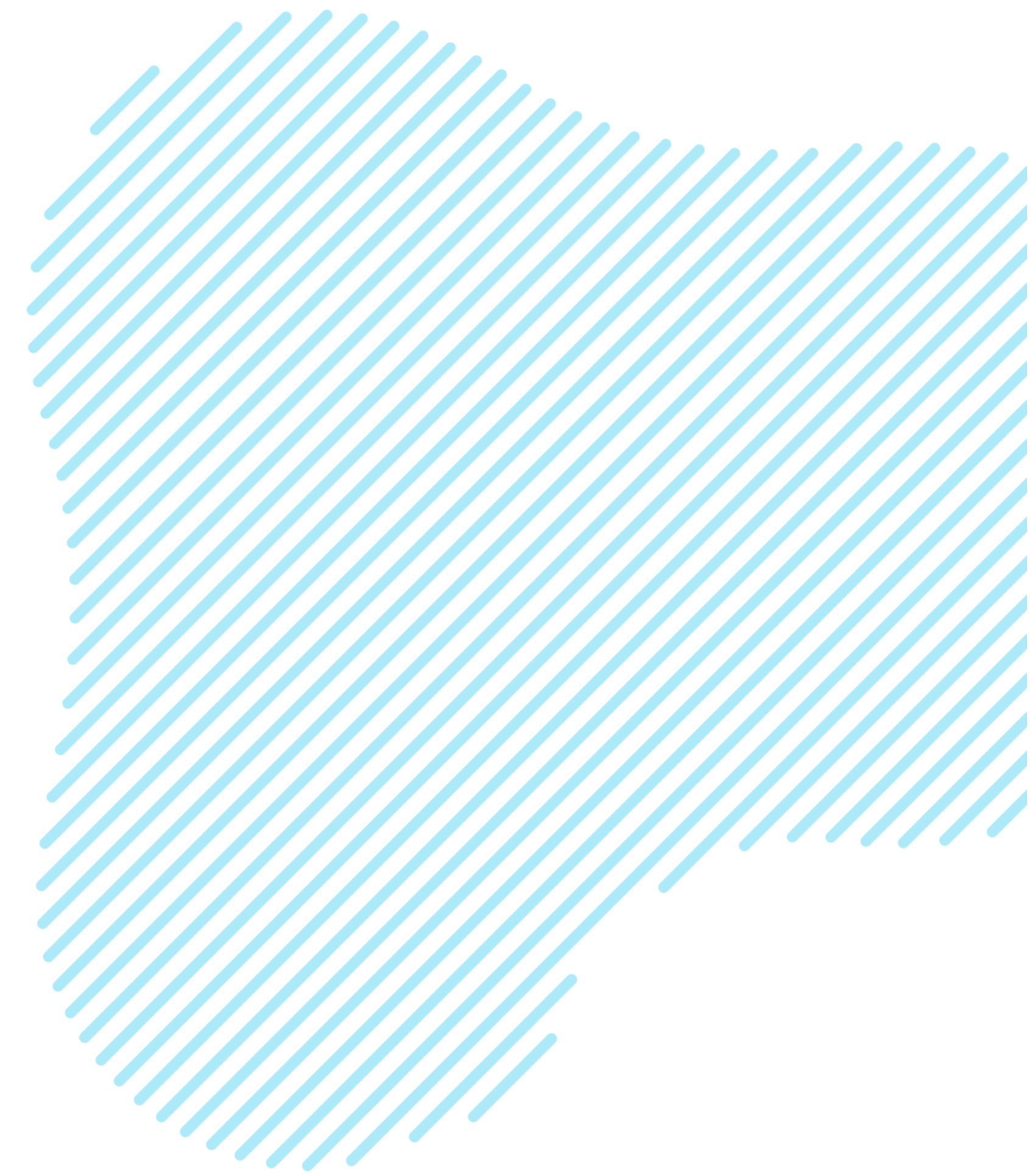
- Strategy: Does the website translate the business?
- Strategy: Who is the hero of the website?
- Content: Is the focus on benefits to users?
- Design: Is the design appropriate for the target market?
- Traffic: Is the website an excellent content resource?
- Traffic: Is the website Google friendly?
- Conversions: Is the website getting conversions?

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 AI for sales and marketing meetings
- Improve proposal content to close more sales

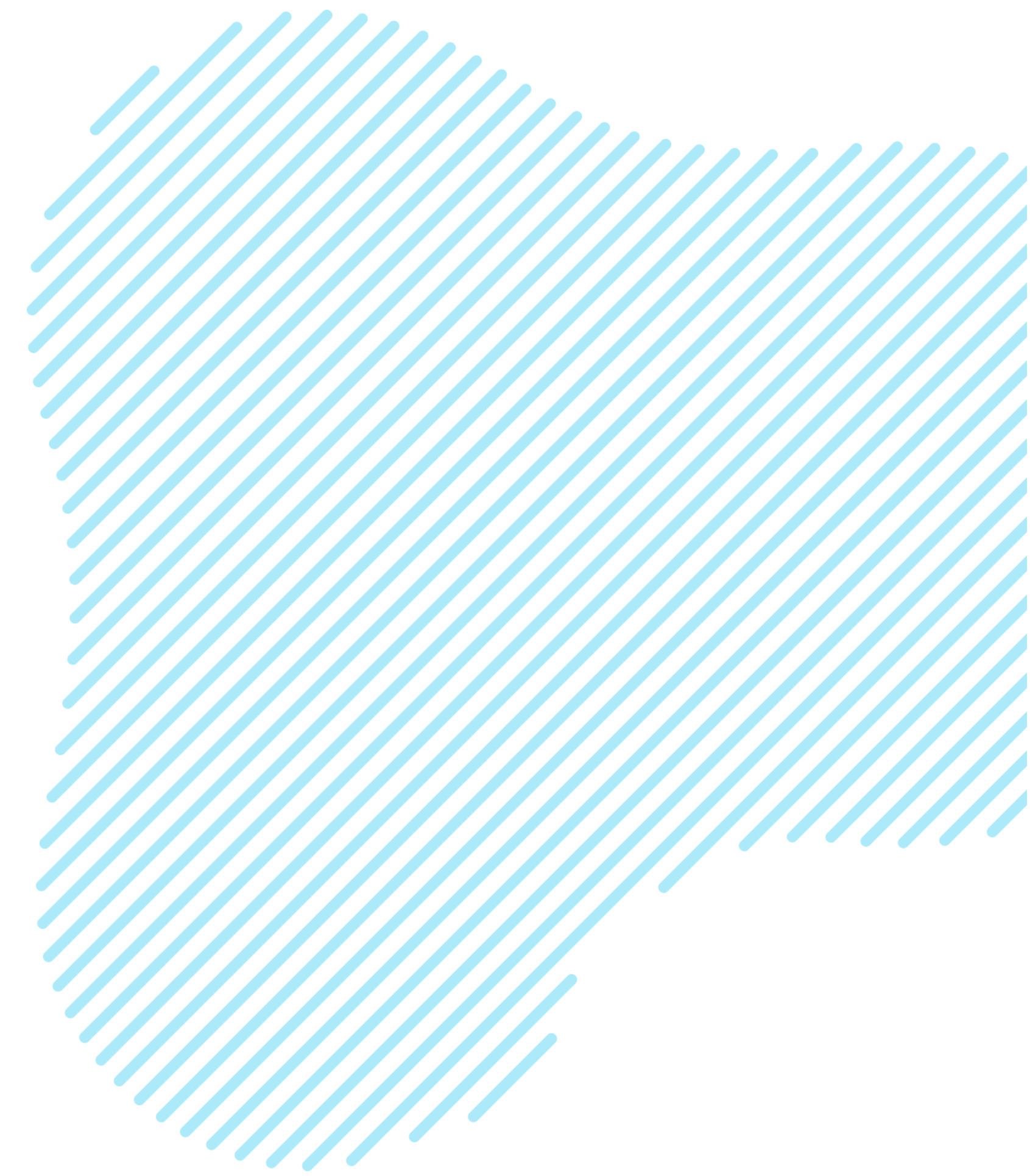
Immediate Actions

- 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



AI for Sales and Marketing Teams



AI TASKS BY TEAM MEMBER

Digital 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

Digital 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

Digital Marketing Results with AI

Marketing 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

Digital 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

AI TASKS BY TEAM MEMBER

Digital Marketing Results with AI

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

AI TASKS BY TEAM MEMBER

Digital Marketing Results with AI

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

AI TASKS BY TEAM MEMBER

Digital Marketing Results with AI

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

AI TASKS BY TEAM MEMBER

Digital Marketing Results with AI

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

Digital Marketing Resources

Additional Resources

- Google Analytics & Google Search Console
- HubSpot for email marketing, social, CRM and more
- Content Marketing Institute
- Search Engine Watch, Neil Patel and SEMRush for SEO
- ScreamingFrog for SEO
- Writer's Access and Verblío
- CrazyEgg for heat mapping
- Asana for Project Management
- Buffer or Hootsuite for Social Media
- Social Media Examiner
- LeadFeeder
- ZoomInfo
- Jasper for AI content
- Open AI for ChatGPT-4
- Fathom AI for Zoom Meeting Summaries
- ZeroGPT
- CopyLinks
- IntuitiveWebsites.com