AI and the Future of Marketing

A Guide for Executives
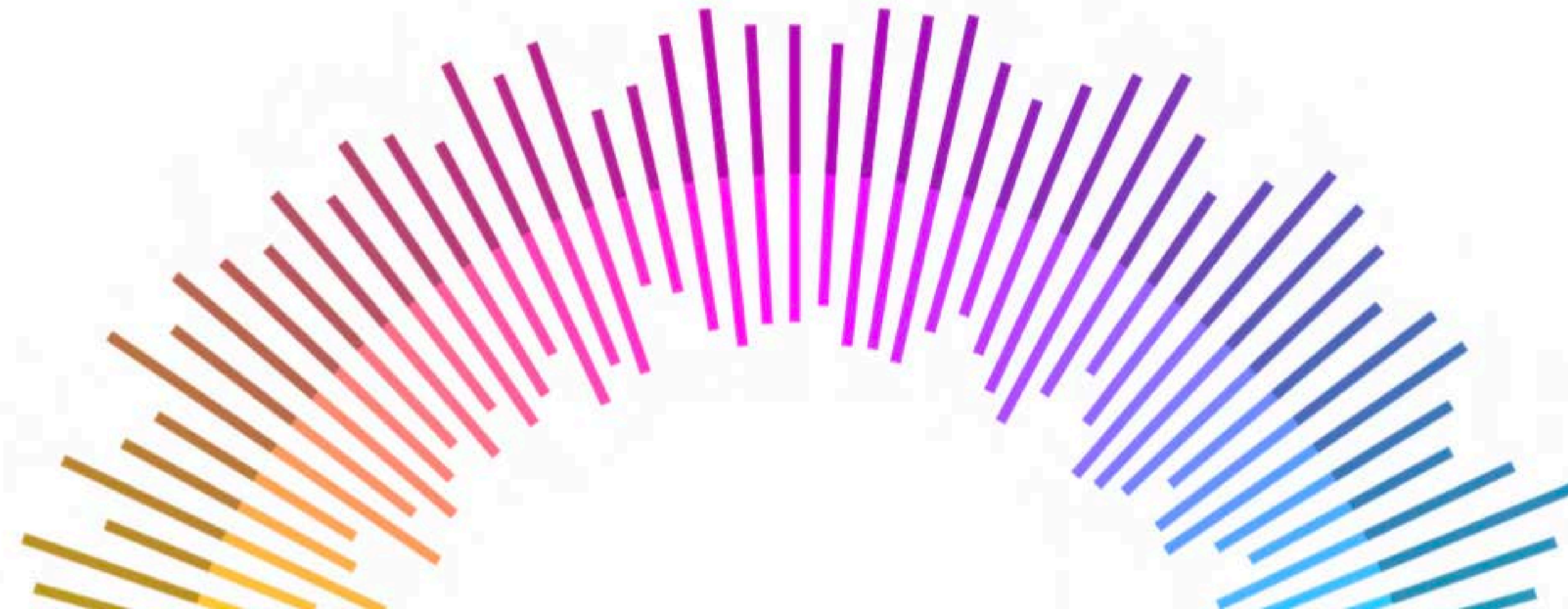
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Digital Marketing Evolution

Digital marketing awareness fuels growth.
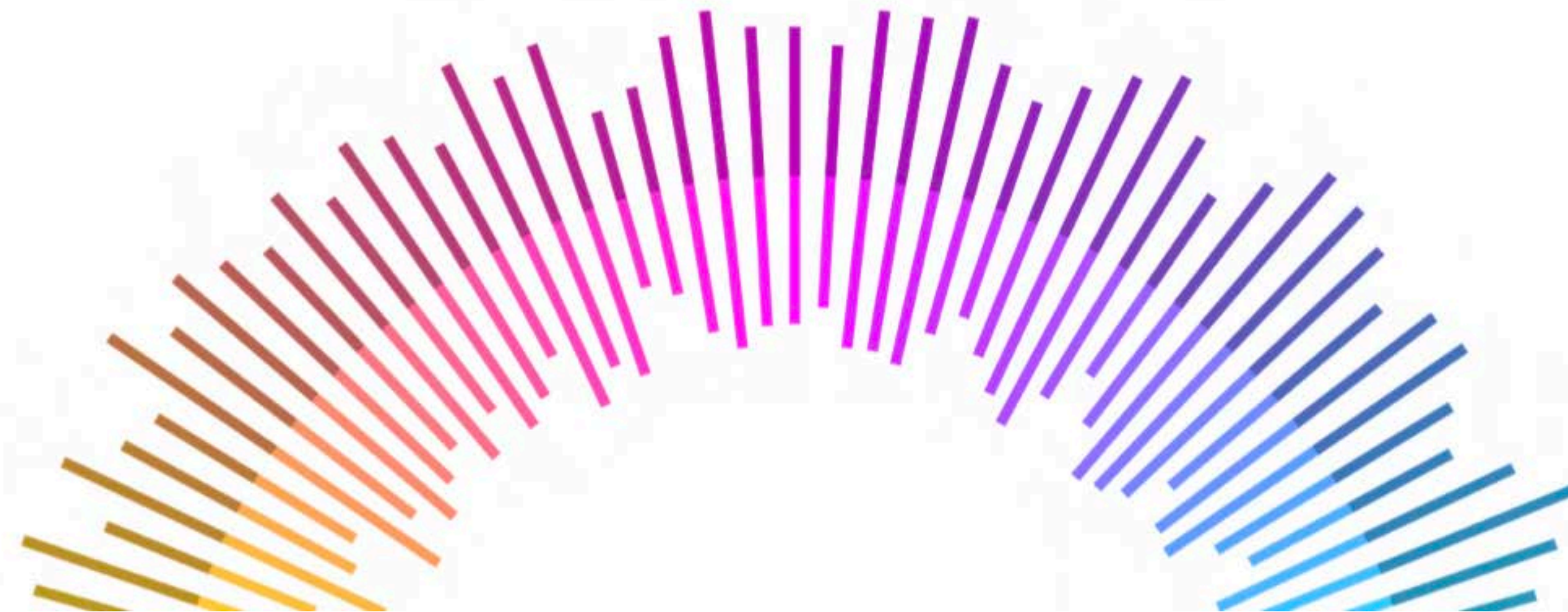
Digital Marketing Evolution

The AI digital marketing revolution is here, get on board now.
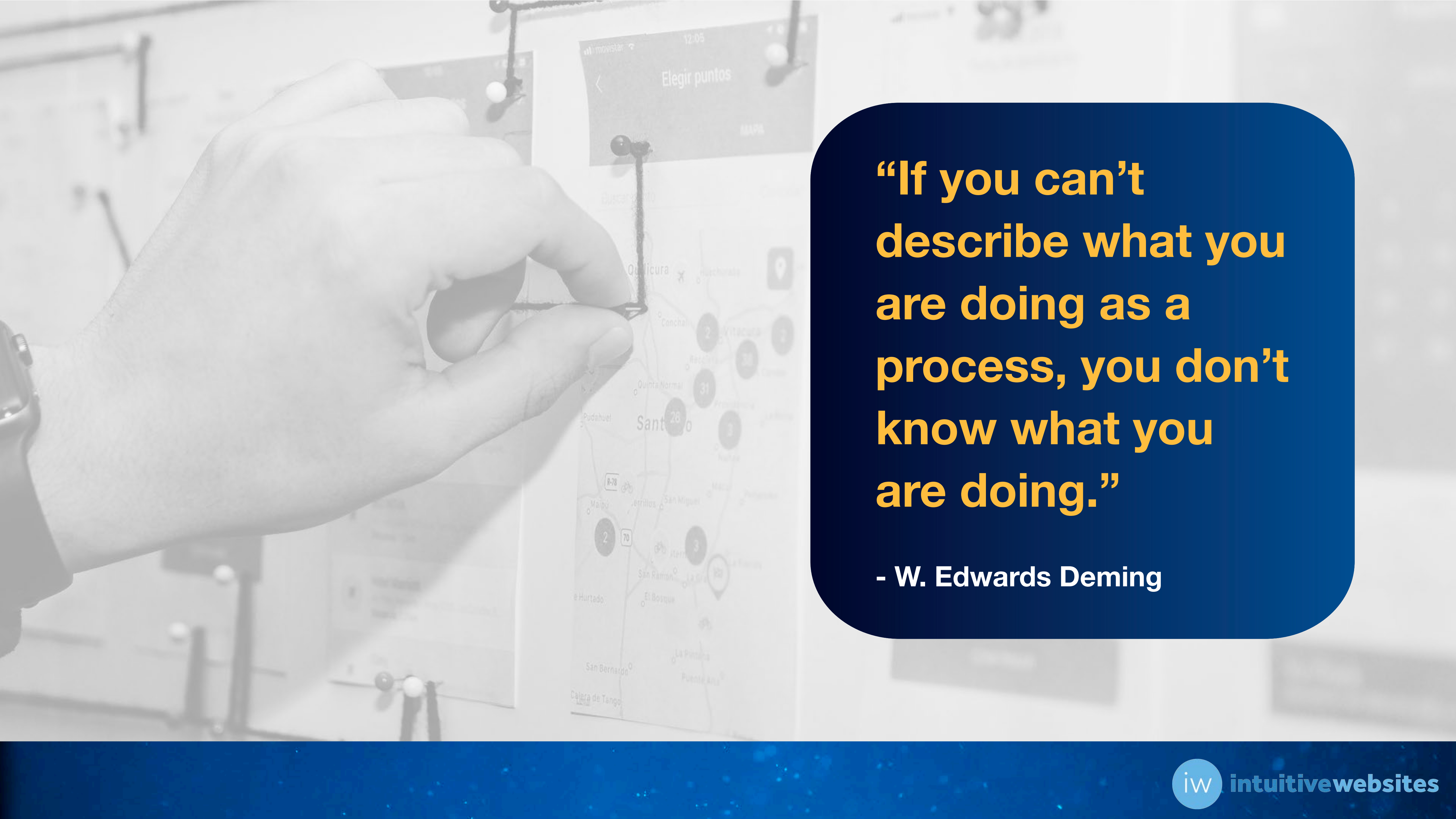
What You Get Today

- How to use **AI to transform your marketing**.

- A **Four-Step Process for marketing** that works.

- Tips and feedback to **improve your website.**

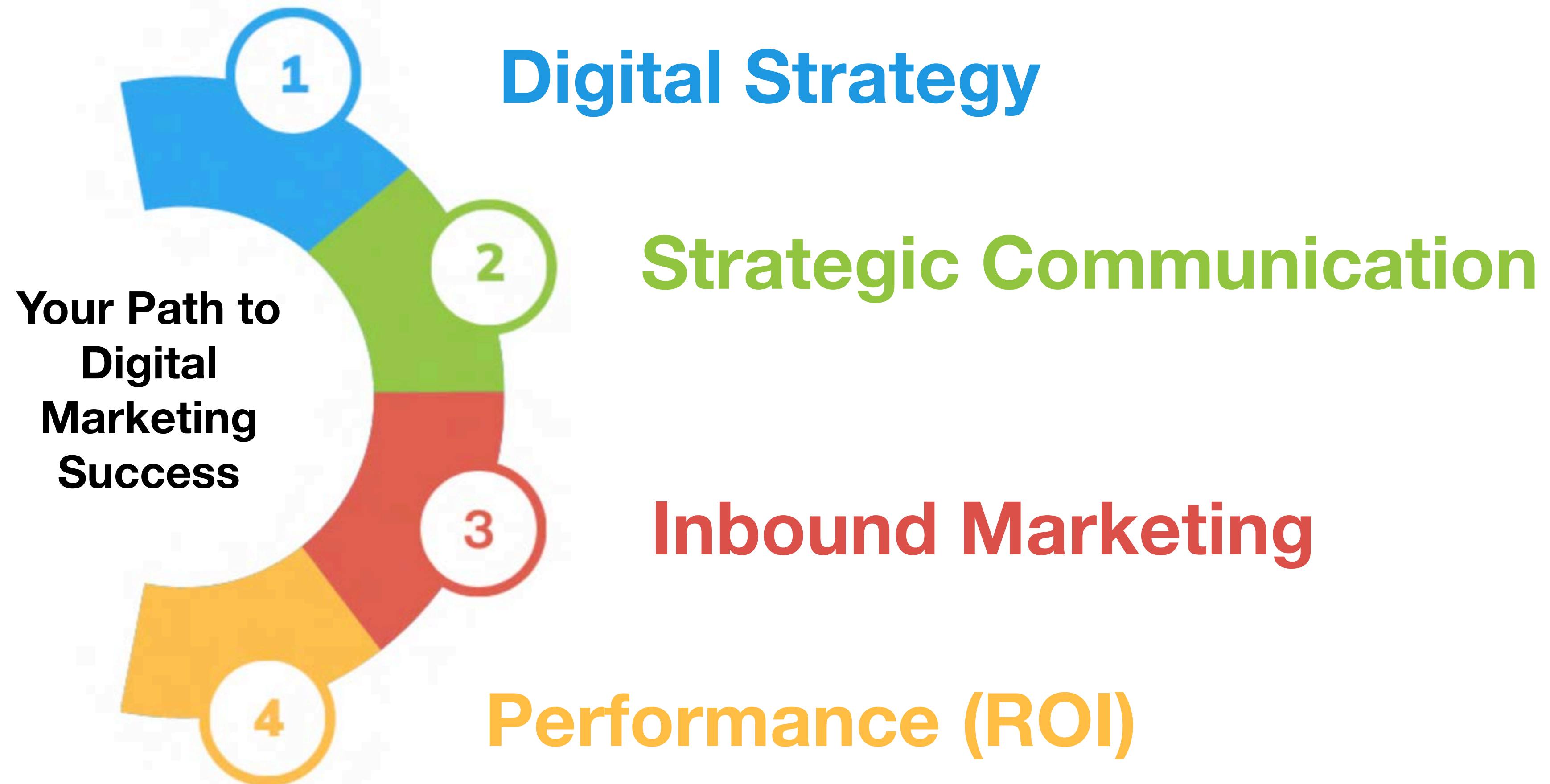- Live review of **ChatGPT 4** to grow sales.

The Players in AI

- **ChatGPT** from Open AI (Backed by Microsoft)

- **Gemini AI** from Google

- **Claude.ai** - up and coming

- **X.ai** - coming soon

"If you can't describe what you are doing as a process, you don't know what you are doing."

- W. Edwards Deming

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Four Steps to Digital Marketing Wins

1 **Digital Strategy**

2 **Strategic Communication**

Your Path to Digital Marketing Success

3 **Inbound Marketing**

4 **Performance (ROI)**

1

DIGITAL STRATEGY

Translate what you do well.

Step One

Digital Strategy: Where to start?

- Starts with a **Marketing Vision** and **Value in Marketplace**

- Built on a trackable **conversion process** and **sales funnel**

- Requires **target market feedback** to test and refine

- Results in the **translation of real value**

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The Translation Value

- How is your company different and better?

- What processes give you an edge?

- How do your people drive value?

- Do your values and mission connect with customers?

- Where do you fit in your customer's life story?

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AI and Digital Strategy

- Use AI tools to better translate your key benefits and risks.

- Develop AI as your marketing and sales brain.

- Use AI to get inside the mind of your customers.

- Use AI to scale and clone your sales and thought leaders.

- Get executable marketing plans and first draft content.

2

STRATEGIC COMMUNICATION

Communicate Your Value

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Content is No Longer King

User Intent

Content

CRO

Website UX
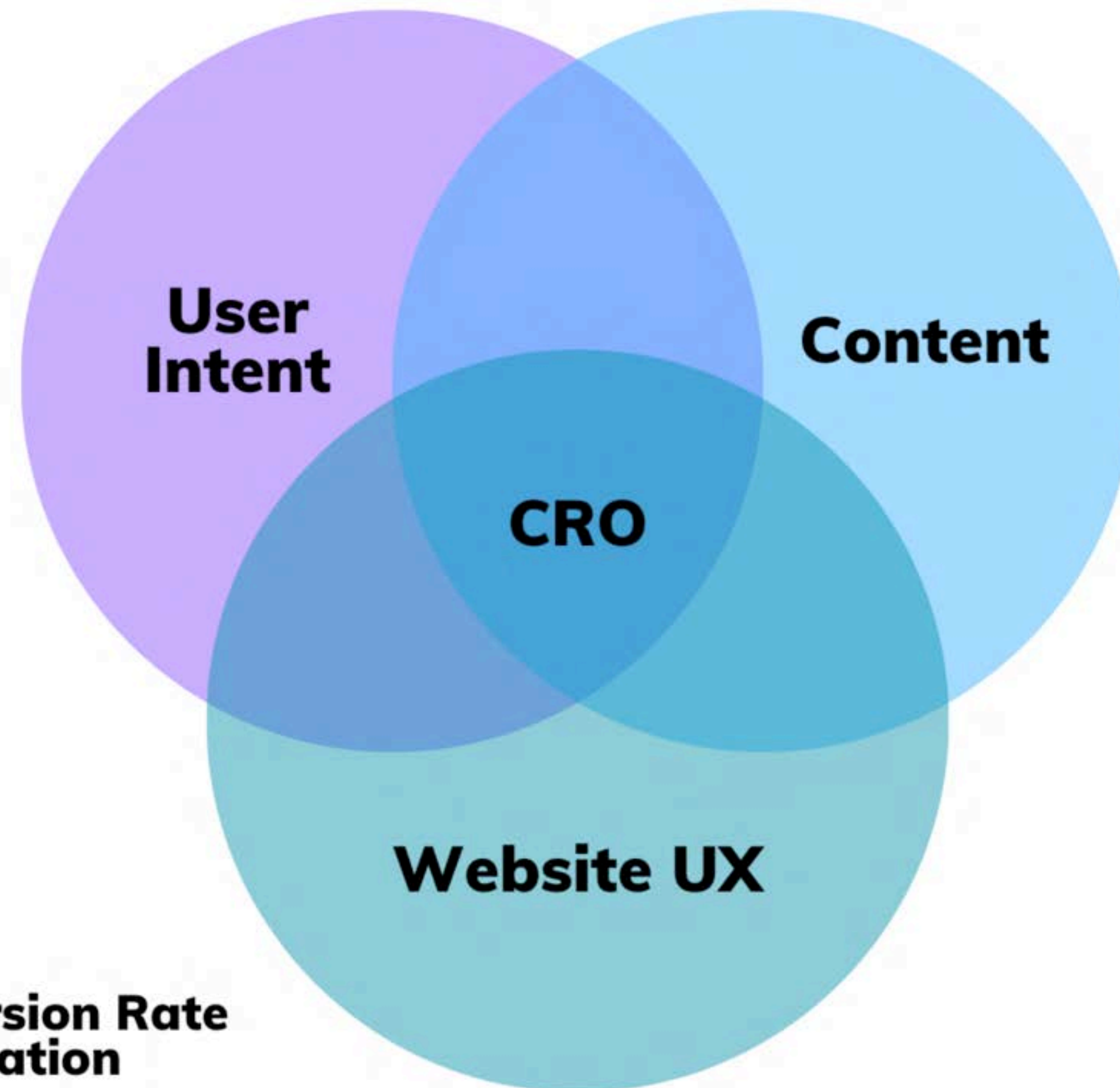
CRO: Conversion Rate Optimization

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Step Two

What Users Want

- To solve a **problem** and **enhance their lives**

- Easily search for **information** and **research buying options**

- **Product** and **service** information and **pricing**

- To save **time** and **money - convenience**!

- How to **contact** your company or people

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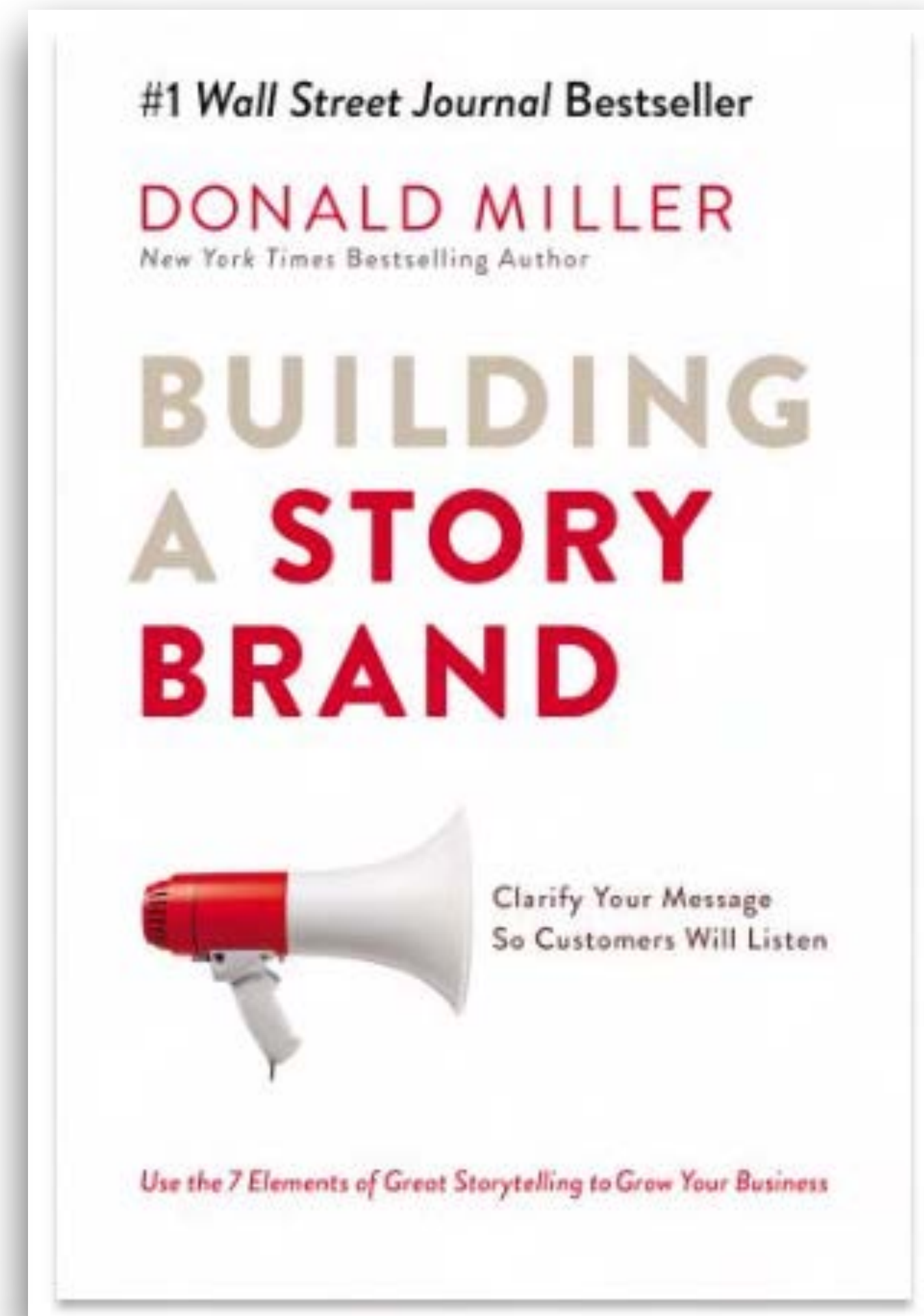# How People Use Websites

Step Two

- 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 menus**

- **Scan** content, miss key areas & leave

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Story Brand Marketing

Step Two

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

Use AI to Create Content that Works

- Get clear **benefits** and **risks for marketing personas**

- **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

Great Questions for AI ChatGPT

- What are the benefits of _____?

- What are the risks of _____?

- What is the ROI of _____?

- How to find the target market for _____?

- Can you write a tool for _____?

- Write a homepage tagline for _____?

- Write a marketing persona for _____ ?

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3

INBOUND MARKETING

Attract Qualified Prospects to Your Brand

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Customers Research and Find You

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Inbound Marketing

One Audience of Many

Infinite Audience of One

Digital Marketing Funnel

INBOUND MARKETING

RESEARCHERS
SEO, Blogs, Websites, Offline Marketing, Social Media, Digital Ads, Influencers

MIDDLE OF FUNNEL CALL-TO-ACTIONS (CTA)

LEADS
Website Landing Pages, Email Newsletters, eBooks, Webinars, White Papers, Podcasts

BOTTOM OF FUNNEL (CTAS)

MARKETING QUALIFIED LEADS
Phone Calls, Chat, Email, Contact Forms, Online Calendars

SALES & MARKETING ALIGNMENT

SALES QUALIFIED LEADS
Sales Follow-Up, Marketing Automation, HubSpot Optimization, Email Campaigns, Sales Meetings

CUSTOMERS

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Funnel Conversions

1. Website Visit

2. Social Media Interaction

3. Email Acquisition and Subscriber Growth

4. eBook or other Gated Content

5. Webinar or Event Registration

6. Web Form Submission

7. Scheduled Call with Salesperson (Knowledge Expert)

AI to Get Found

**Customers Research
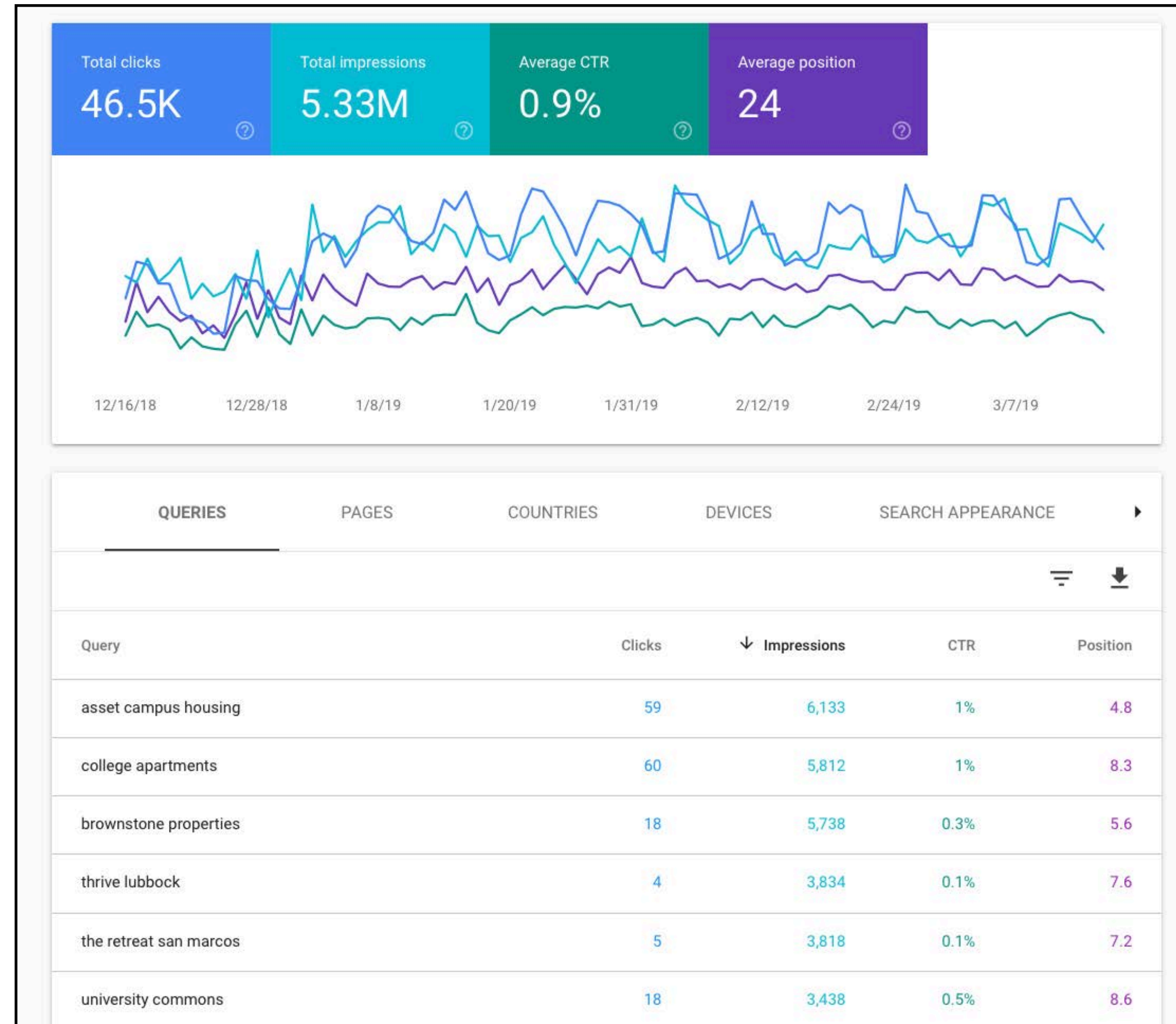and Find You**

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AI Questions & the Sales Funnel

- How do I move people in our sales funnel for _____?

- What are relevant social media topics in _____?

- What email and content topics do people look for in _____?

- Write an eBook for _____?

- Code a submission form for _____?

Find Your Customers on Google

**The Google
Search Console**

Funnel Reporting

Contact Lifecycle Stage (All time) ⓘ

Date range: From 1/1/2018 to 6/10/2019

● **Count of Contacts**

Lifecycle stage	Count of Contacts
Created	43,406
Subscriber	37,710
Lead	38,211
Marketing qualified lead	5,456
Sales qualified lead	1,661
Opportunity	595
Customer	597
Evangelist	0
Other	1
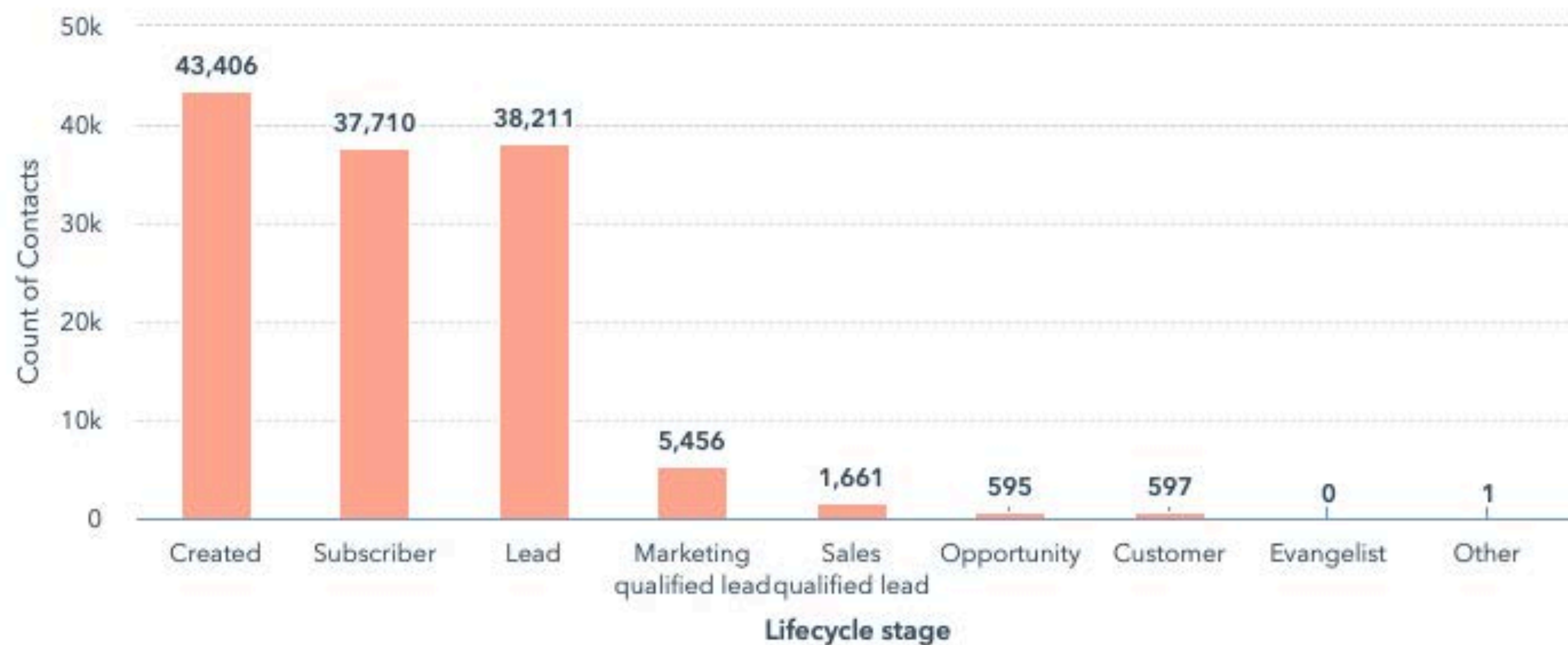
AI to Get Heard
Build a Loyal Following

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AI Persona Development

- A fictional representation of your ideal customer

- Build multiple personas with ChatGPT and use AI to find them

- Write the content they want to read

- Nurture them in the digital marketing and sales funnel

Better Understand Your Personas

- They want trust, empathy and understanding

- Use digital content for value, not to be sold

- Trust what they believe and believe what they want

- People are more important than brands to build trust

- Impatient and want convenience

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

Slogans and Taglines

- **Nike Slogan:** Just Do It

- **Nike Tagline:** Athletic shoes and apparel, no matter what your sport.

- **Apple Slogan:** Think Different

- **Apple Tagline:** The world's best computing devices, smart phones, laptops, tablets and desktop computers.

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Getting Found in Search - EEAT

- **Experience**

  Use of content to show experience

- **Expertise**

  Content for thought leadership

- **Authority**

  Content that gets traction

- **Trust**

  Content trusted by readers

Google

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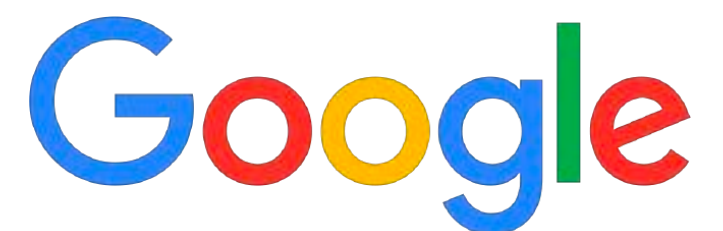
Content Marketing

- 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

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Step Four

Growth-Driven Design (GDD)

- Traditional website design is broken

- Use the principles of Agile Project Management

- Use sprints to drive results faster based on data

- A process for continuous improvement

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Key Digital Metrics

- Website Visitors - new and repeat

- Page visits, time and pages visited

- Traffic sources and search terms

- Conversions and sales tracking

- Social media engagement
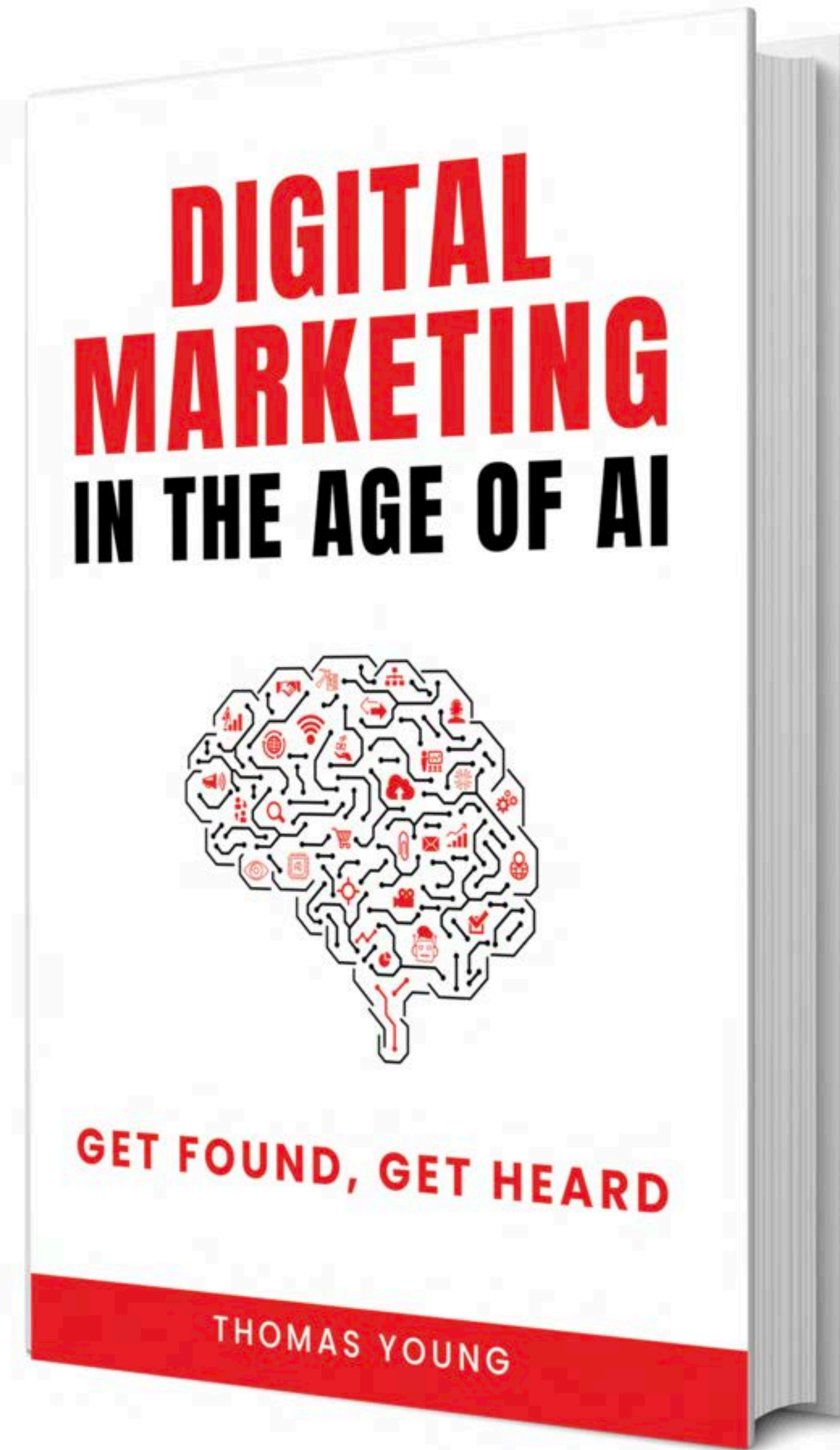
- Email marketing automation metrics

Step Four

Digital Marketing Budgets

- WordPress Content Websites: $20,000 and up

- eCommerce Websites: $30,000 and up

- Digital Marketing Services: $85 - $200/hour

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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%
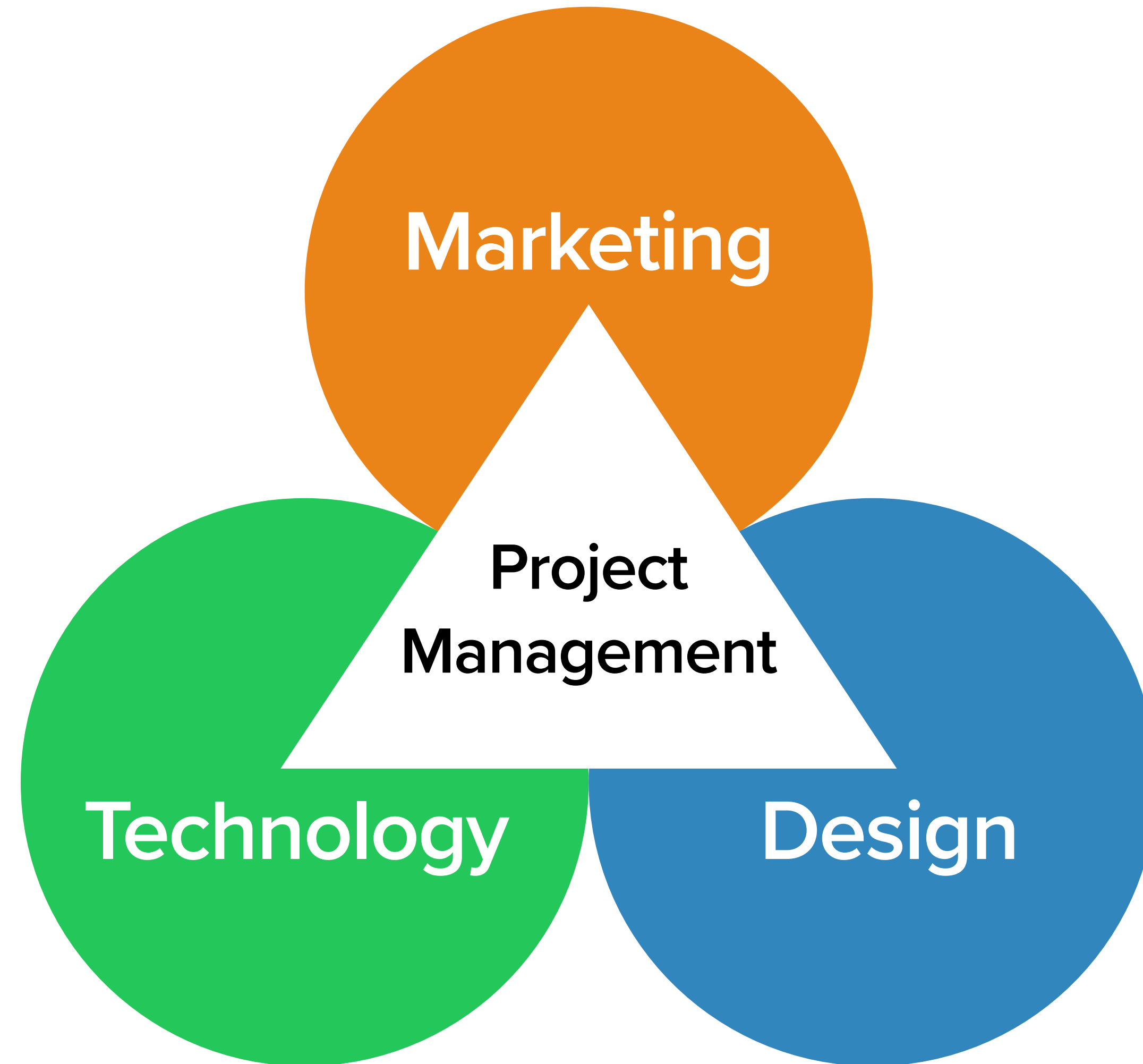
- 14 Sales per Month = $91,000 Gross and $60,500 Net

Resources

DIGITAL MARKETING IN THE AGE OF AI

GET FOUND, GET HEARD

THOMAS YOUNG

Get the right people on your marketing team.

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The Digital Marketing Team

Marketing

Project Management

Technology

Design

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THE ROLES OF THE TEAM
The Hats People Wear

- **Strategic Digital Marketing Lead** (Marketing Director)

- **Funnel Manager** (Email Marketing, HubSpot, and Social)

- **Digital Marketing Manager** (SEO, Google Ads, and Web Stats)

- **Project Manager or Coordinator** (Agency Support and Influencers)

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- **Content Writer for Digital Marketing**

- **Photo/Video/Audio & Other Media**

- **Graphic Design**

- **Technology and Development**

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AWARENESS DRIVES GROWTH
Questions to Ask Your Team

- Who is visiting our website, and what is their intent?

- What are the conversion rates and how do we measure ROI?

- Is our content benefit-focused or company focused?

- Are the digital marketing metrics improving?

- How do we improve our sales funnel to grow?

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TAKE ACTION

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Click Here to Book a Meeting

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Vistage Survey

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Websites and AI

Live Feedback