

# Digital Marketing in the Age of AI

Get Found and Get Heard



# Digital Marketing Evolution

**Digital marketing awareness fuels growth.**



# Digital Marketing Facts



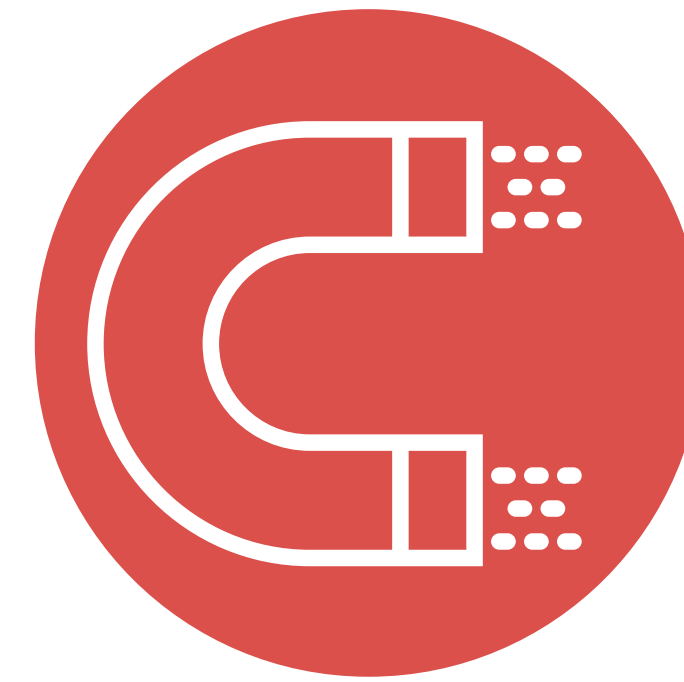
## FACT 1

**Growing website and social media traffic to reach revenue goals.**



## FACT 2

**Tracking digital KPIs drives faster growth over competitors.**



## 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.**

# Digital Marketing Evolution

**The AI digital marketing revolution is here, get on board now.**

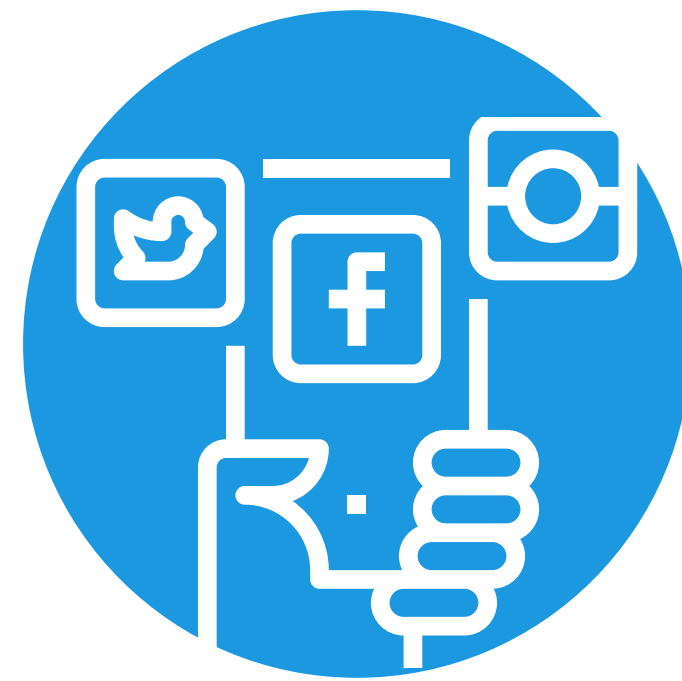


# The Facts About AI in Marketing



## FACT 1

One of the fastest growing technologies in history.



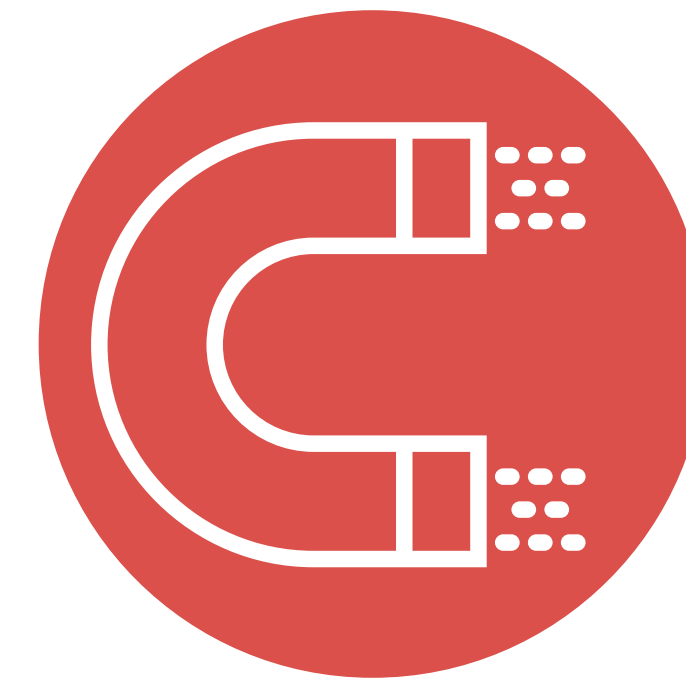
## FACT 2

Custom AI for marketing teams happening now to scale and grow.



## FACT 3

AI is a resource for the enhancement of knowledge and skills.



## FACT 4


Many people don't use AI in marketing or in their business.

# 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.**

# The Players in AI

- **ChatGPT** from Open AI (Backed by Microsoft)
- **Gemini AI** from Google
- **Claude.ai** - up and coming
- **X.ai** - coming soon

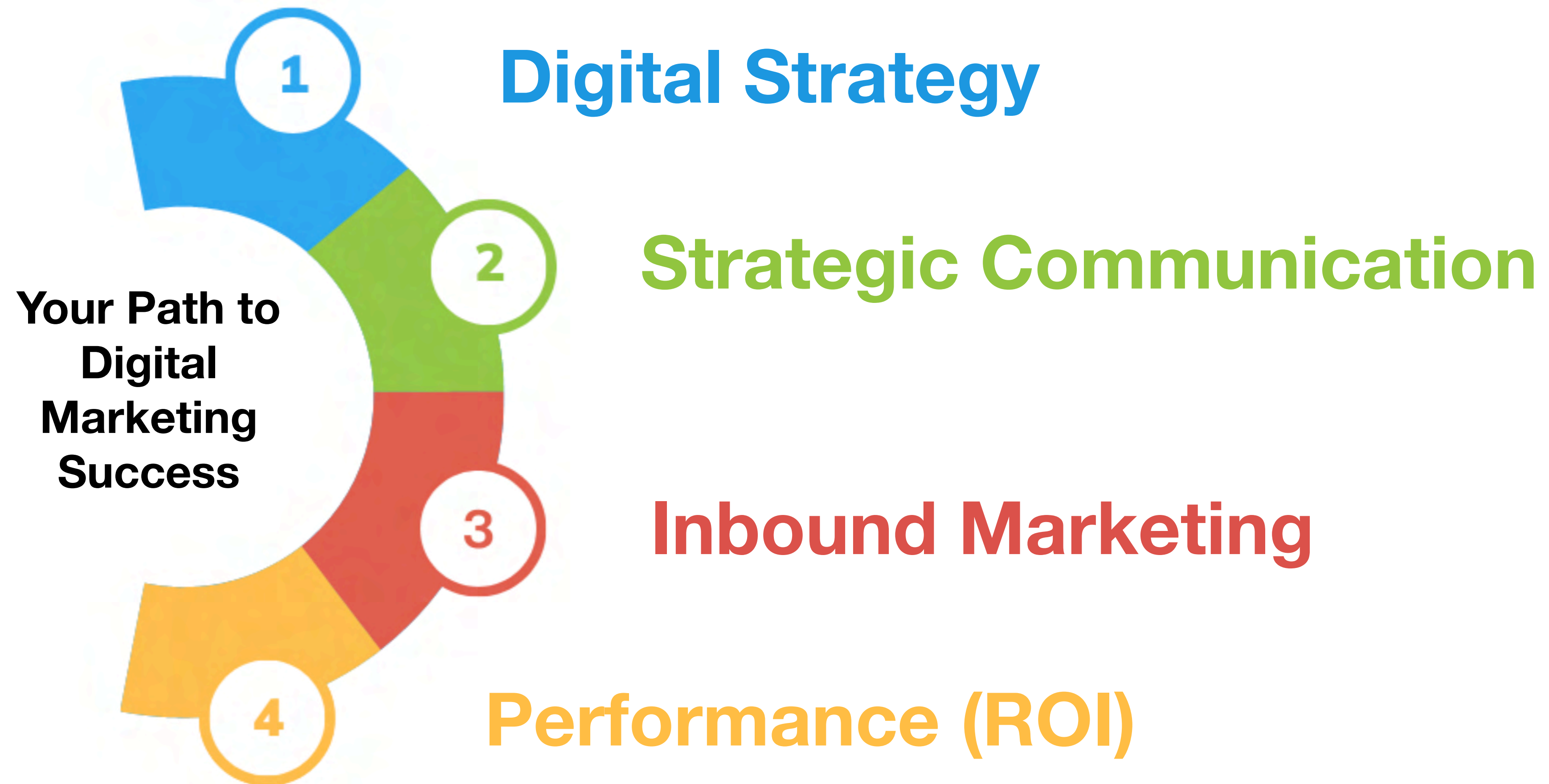
A hand is pointing at a map on a wall. The map shows various locations and numbers. A smartphone screen is overlaid on the map, displaying a search interface with the text "Elegir puntos" and "MAPA". The background is a wall with several maps pinned to it.

**“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



1

# DIGITAL STRATEGY

Translate what you do well.

## Step One

# Digital Strategy: Where to start?

- Starts with a **Marketing Vision**
- Built on a **competitive analysis**
- A trackable **conversion process** and **sales funnel**
- **Target market feedback** to test and refine
- Comprised of the **translation of real value**

## Step One

# The Translation Value

- How is your company different and better?
- What processes give you an edge?
- Your people drive value.
- Your values and mission connect with customers.
- Where do you fit in your customer's life story?

# Strategic AI Objectives

- Use AI tools to better translate your key benefits and risks.
- Develop AI as your marketing brain to get a competitive advantage.
- Use AI to get inside the mind of your customers.
- Use AI to scale thought leadership and clone your leaders.
- Write an executable marketing plan and content using AI as a guide.



# STRATEGIC COMMUNICATION

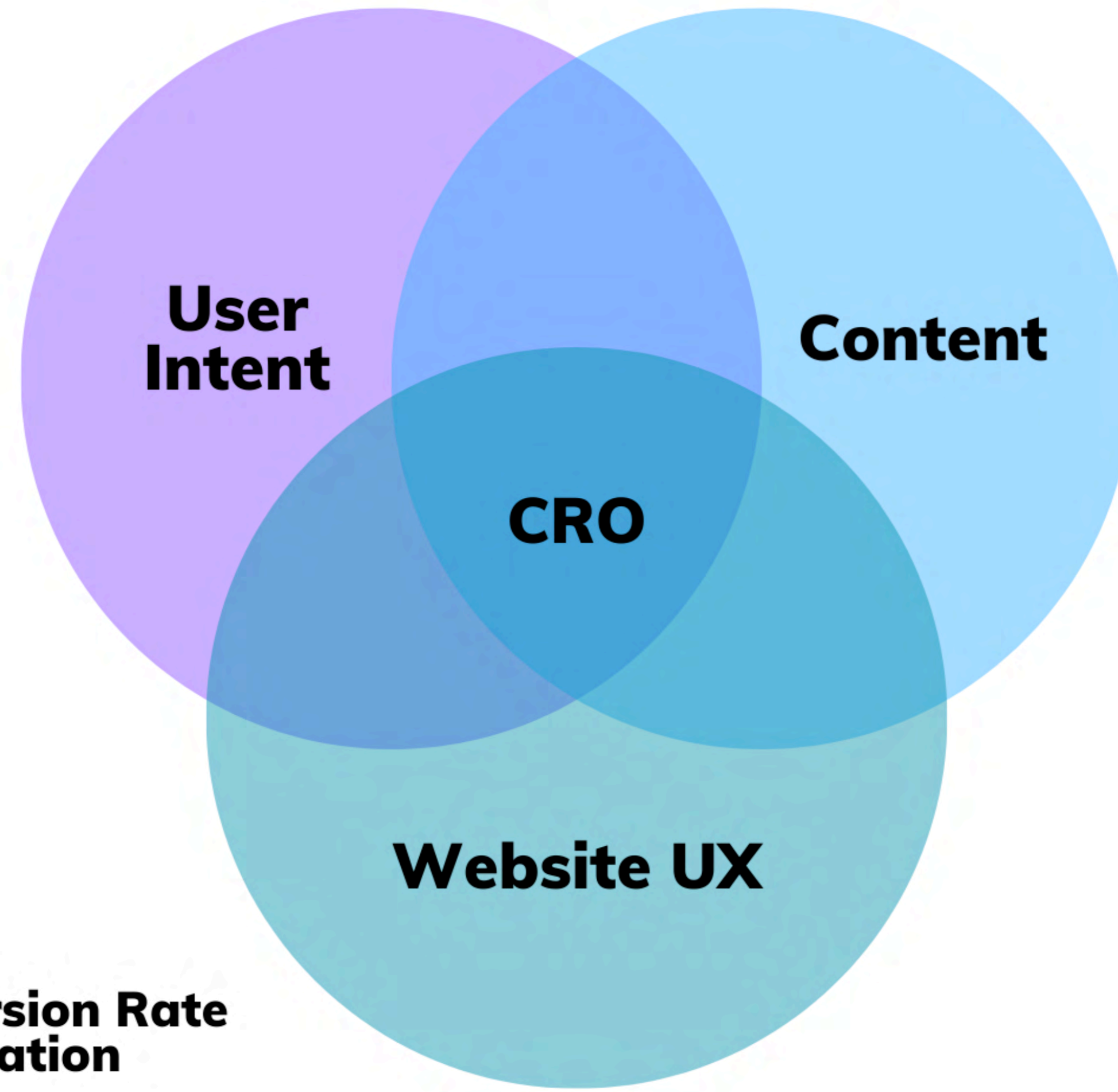
Communicate Your Value



# How You Communicate

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

# Content is No Longer King



**CRO: Conversion Rate  
Optimization**



## 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**
- To save **time** and **money** - **convenience!**
- How to **contact** your company or people

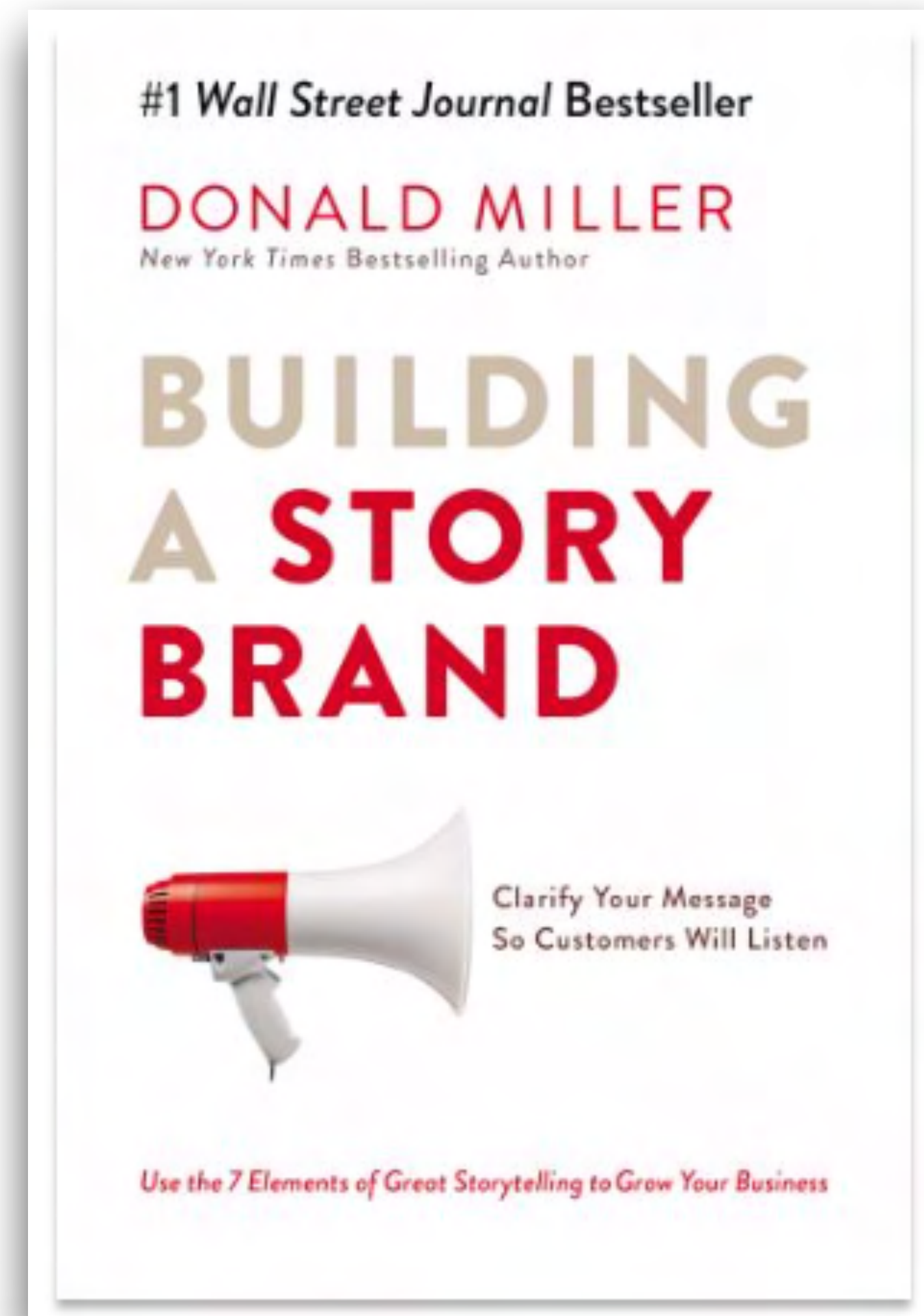
## Step Two

# How People Use 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 menus**
- **Scan** content, miss key areas & leave

# 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 \_\_\_\_\_?

3

# INBOUND MARKETING

Attract Qualified Prospects to Your Brand

# Customers Research and Find You



# Inbound Marketing

One Audience of Many

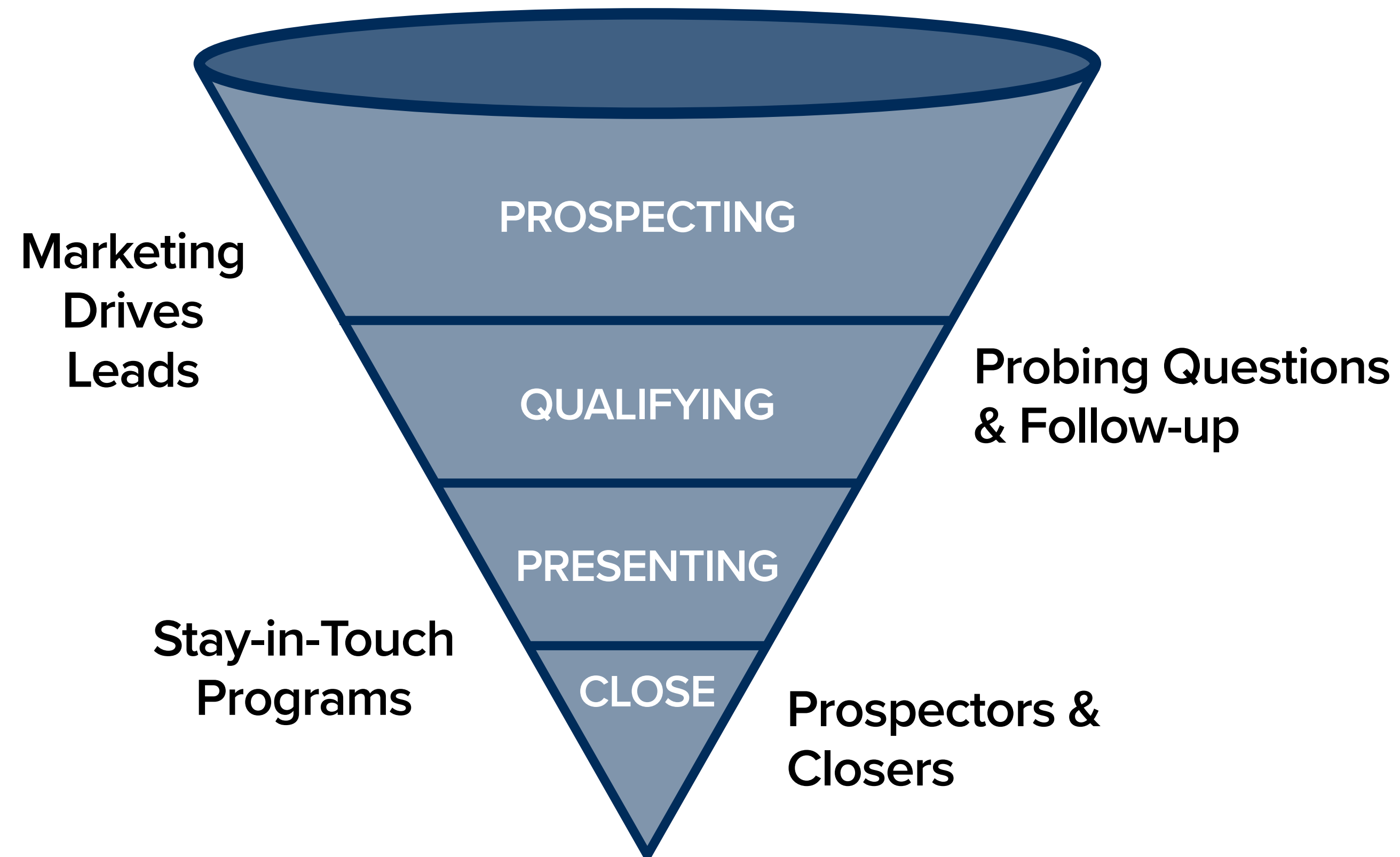


Infinite Audience of One



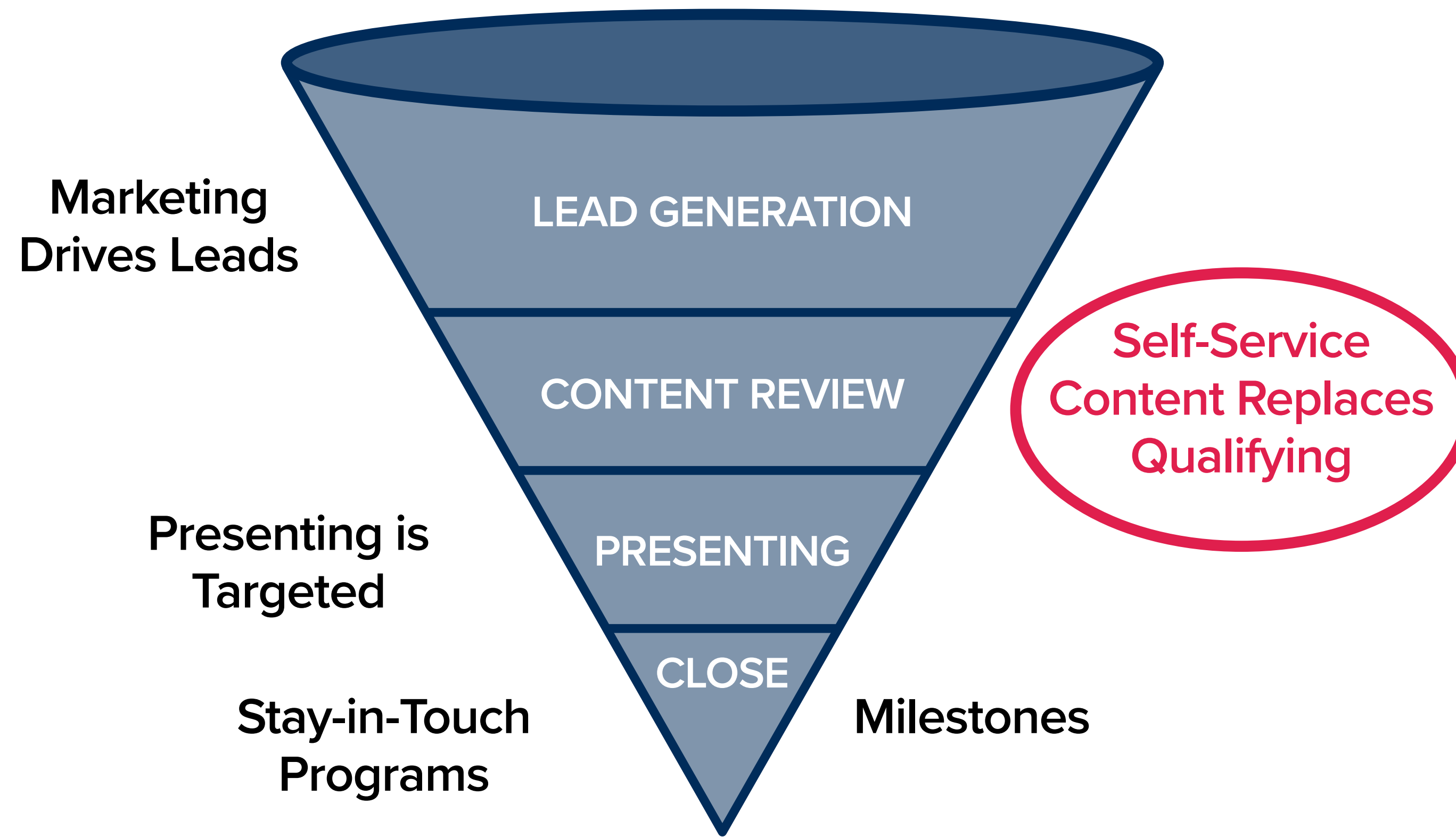
# Marketing & Sales Funnel

## The Old Funnel



# Marketing & Sales Funnel

## The New Funnel



# Digital Marketing Funnel



# 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)

# Resources



[ImprovingSalesPerformance.com](https://www.ImprovingSalesPerformance.com)

# AI to Get Found

Customers Research  
and Find You



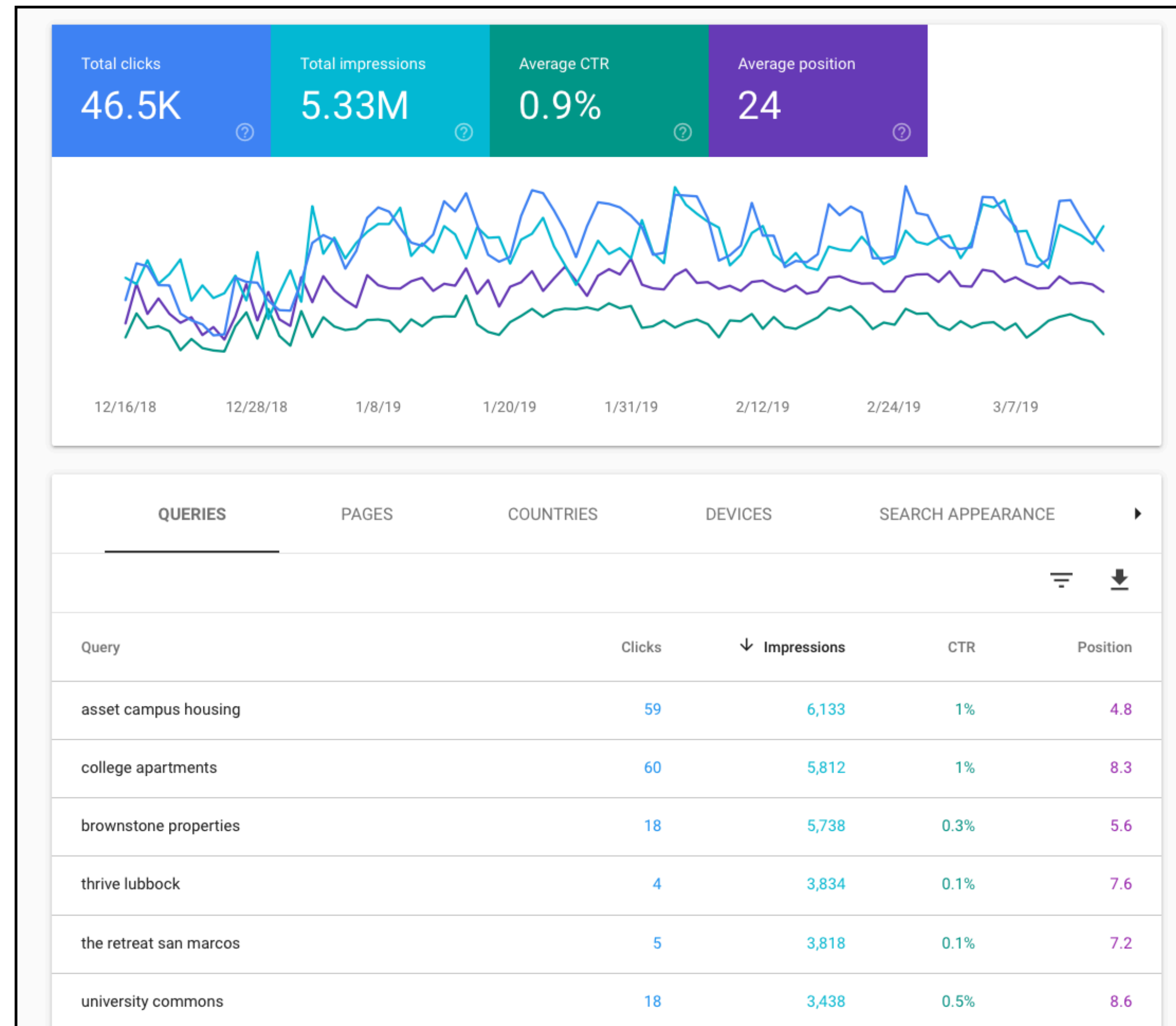
## AI Questions & the Sales Funnel

- 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



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

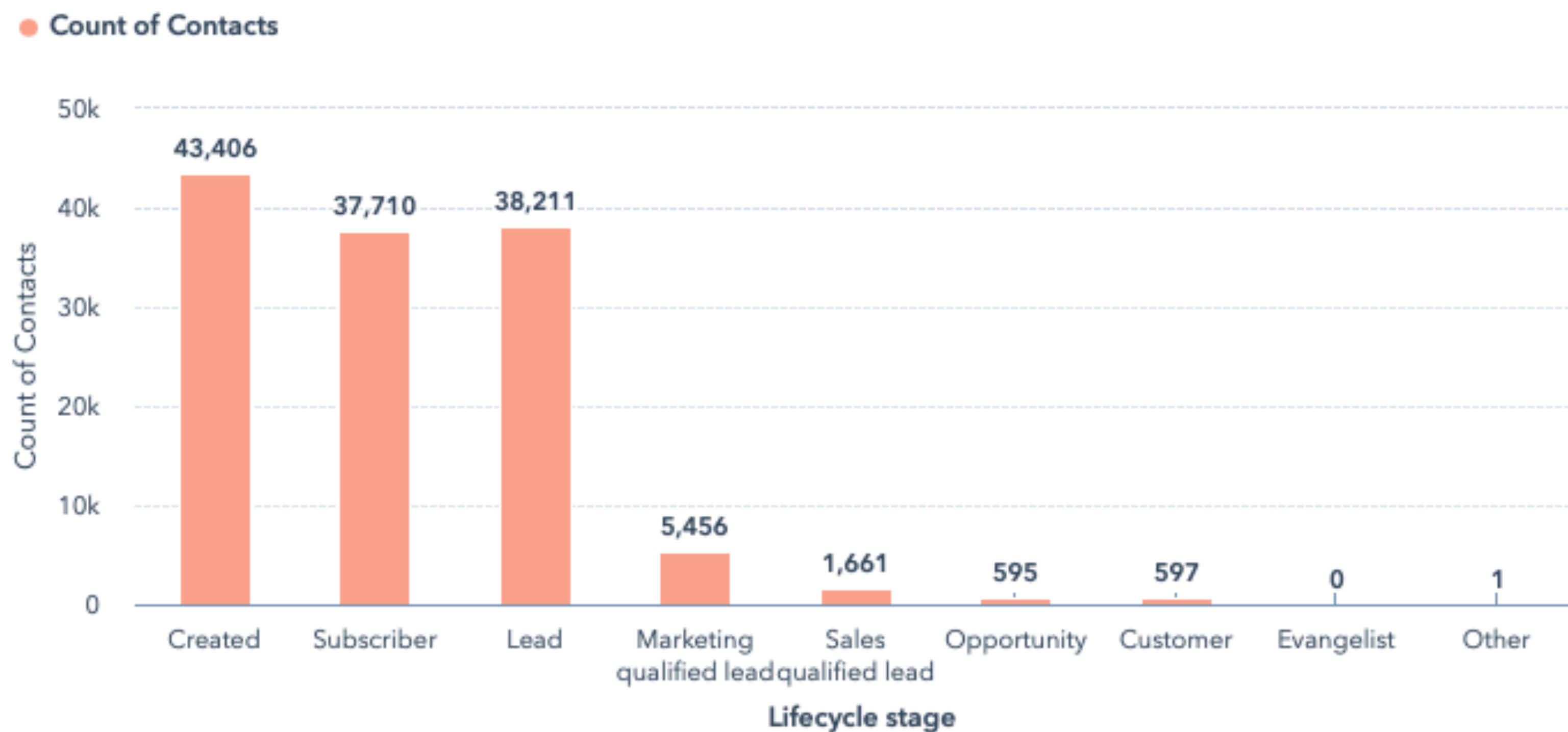
Get started with FREE tools, and upgrade as you grow.



# Funnel Reporting

## Contact Lifecycle Stage (All time) ⓘ

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



# AI to Get Heard

Build a Loyal Following

# 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

# Make it Easy

## The Power of Simplicity

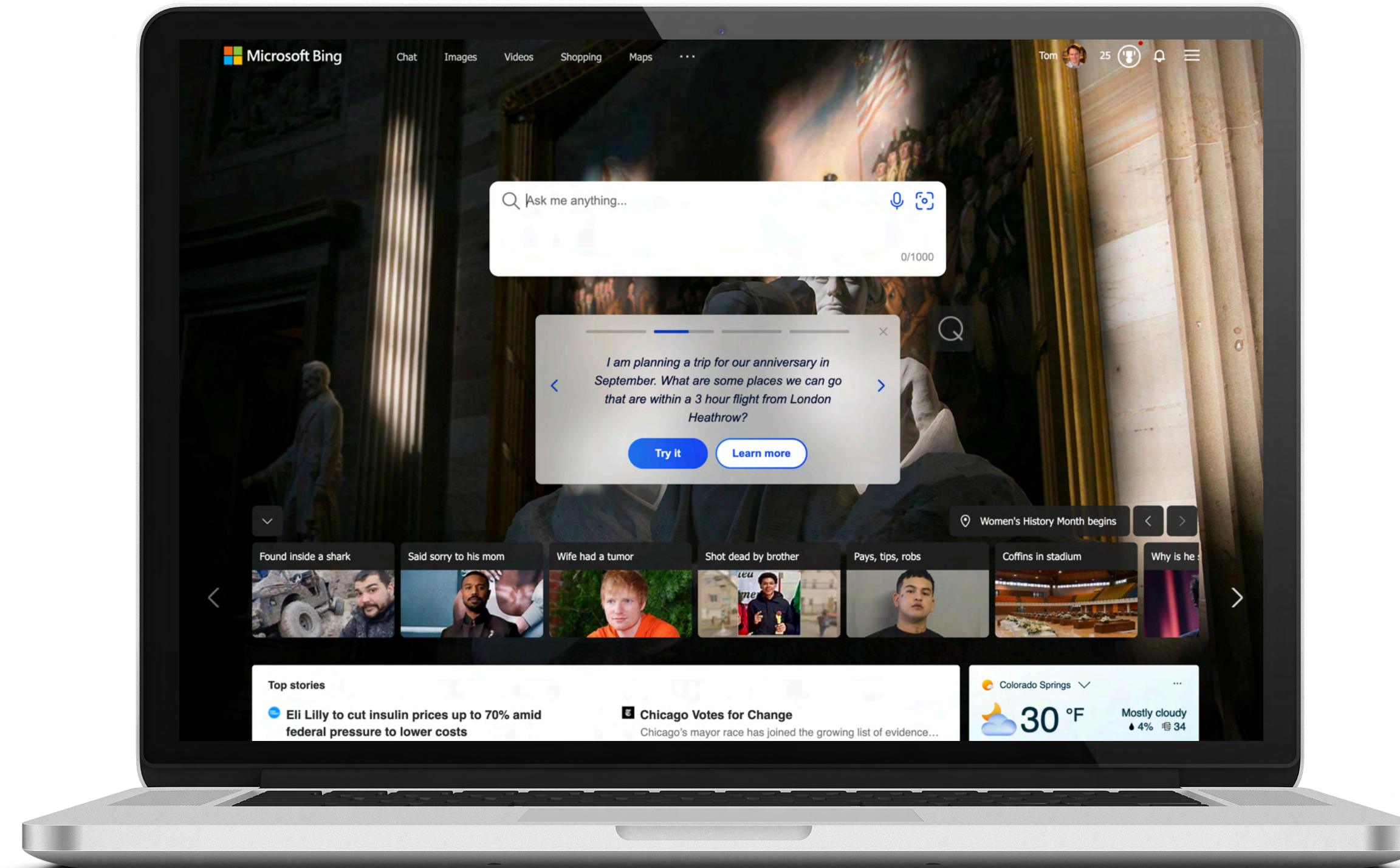


# The Google Homepage





# The Bing Homepage





**Make it Easy**

## **The Rules of Simplicity**

- 1. Simplicity takes direction from the marketplace**
- 2. Focus on three key messages and take a stand**
- 3. 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

# 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.

## Step Three

# 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



## 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

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



## 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

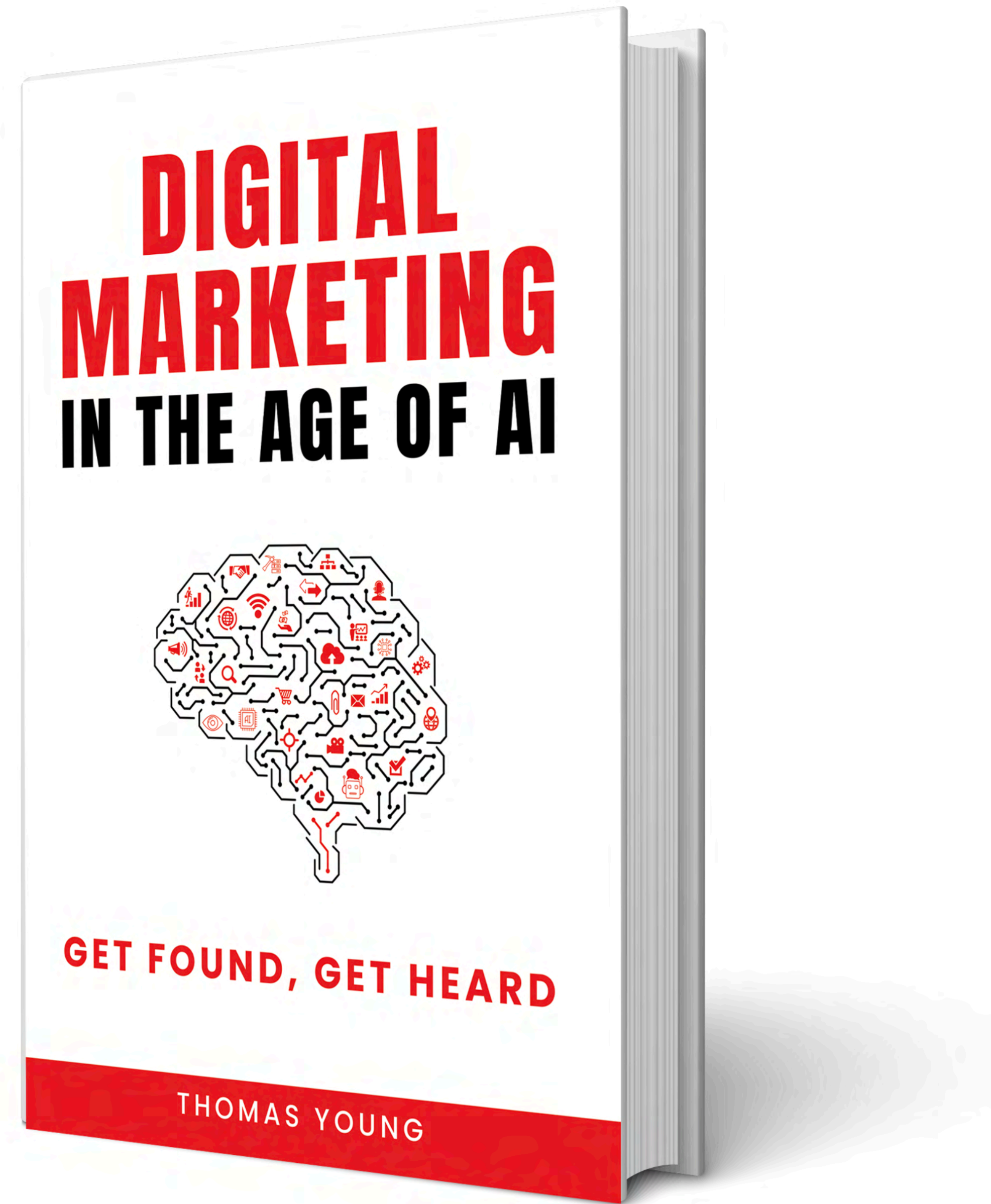
# Digital Marketing Budgets

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

## 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

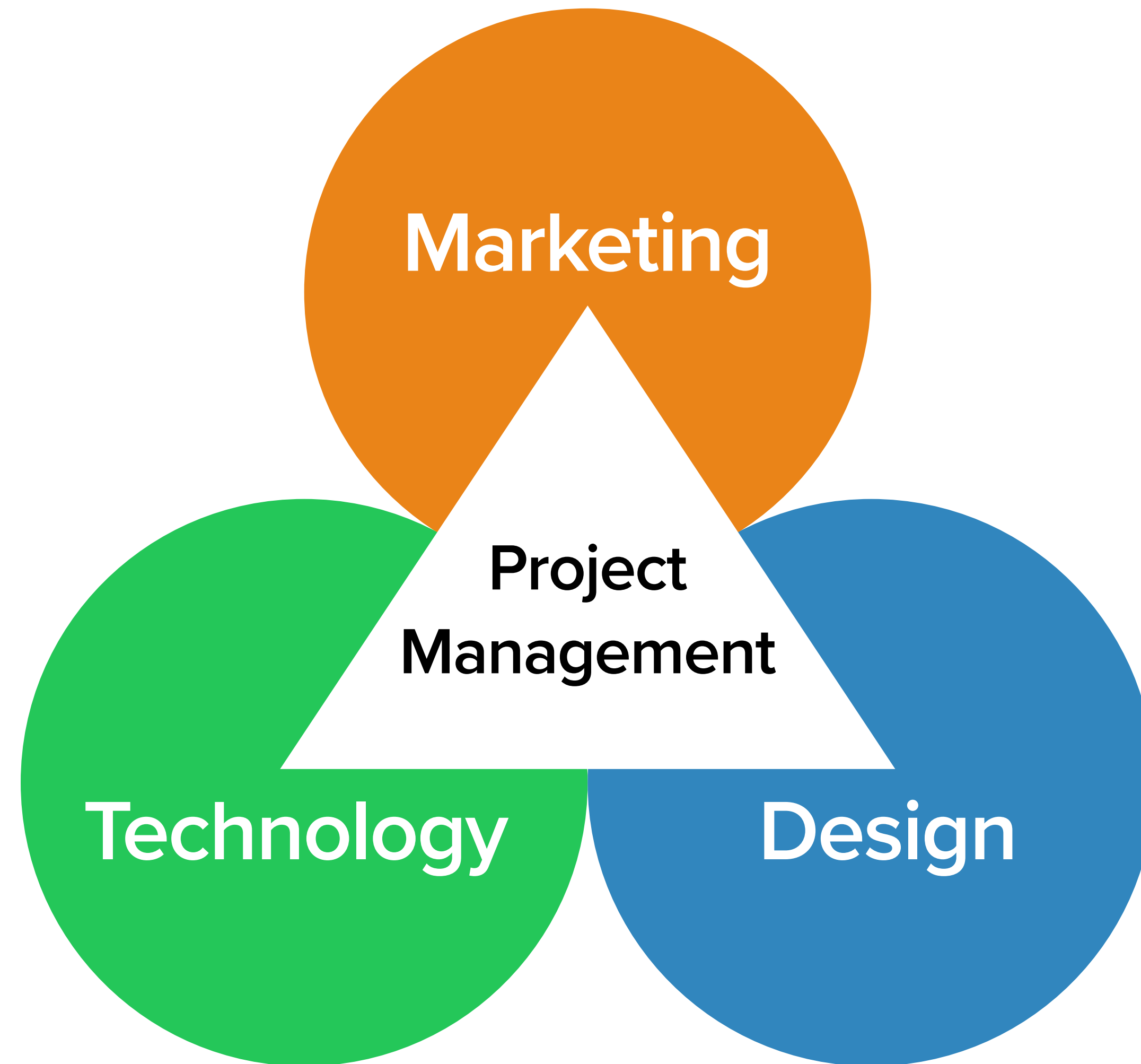
# Resources





**Get the right  
people on your  
marketing team.**

# The Digital Marketing Team



# 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)

# THE ROLES OF THE TEAM

## The Hats People Wear

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



# 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?



**TAKE ACTION**



# Follow-Up Consult

**Thomas Young**

719-231-6916

Tom@IntuitiveWebsites.com

IntuitiveWebsites.com

[Click Here to Book a Meeting](#)





# Vistage Survey

**Thomas Young**

719-231-6916

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IntuitiveWebsites.com



# Websites and AI

Live Feedback



## 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.

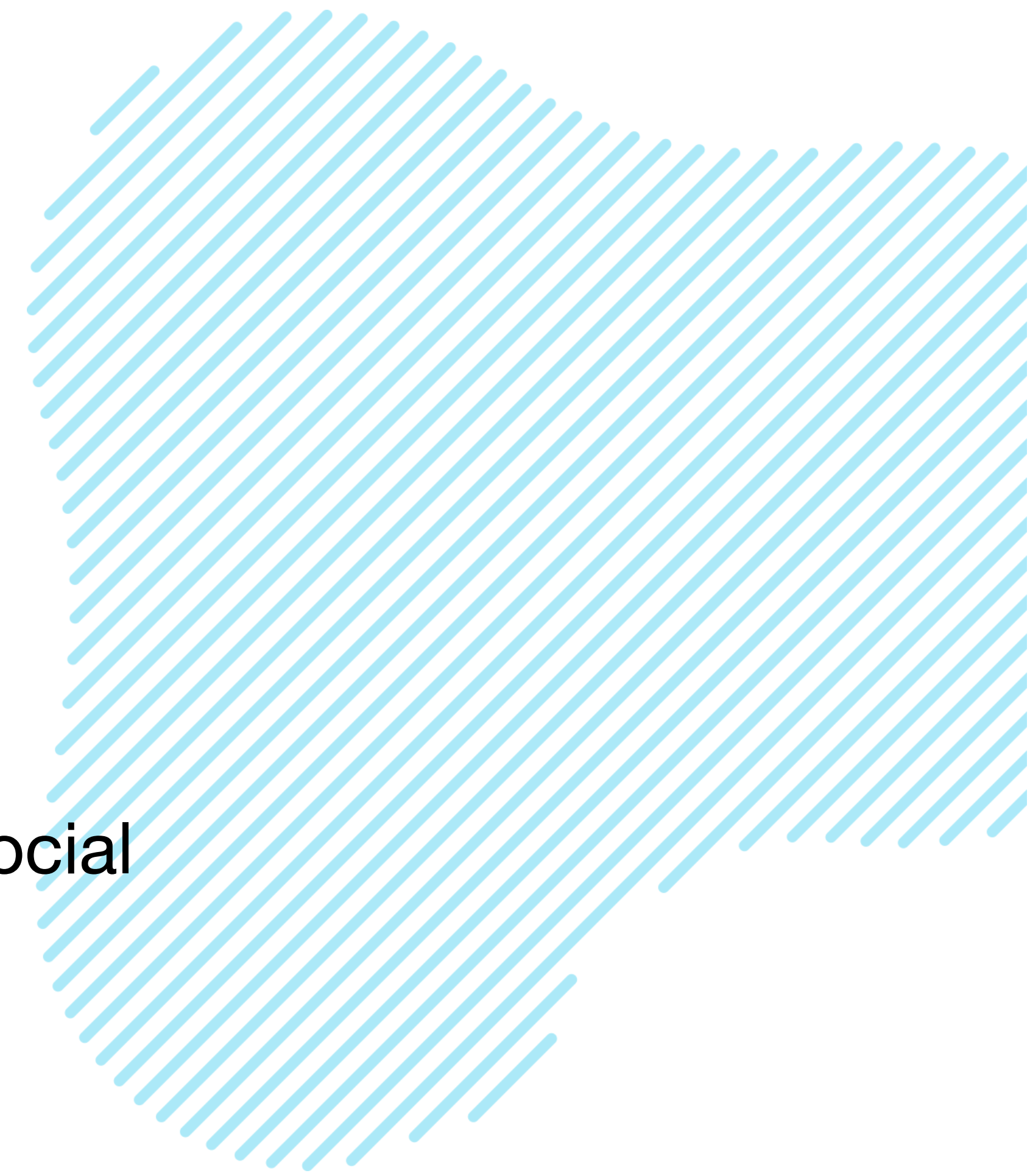
# Website Reviews

- 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?



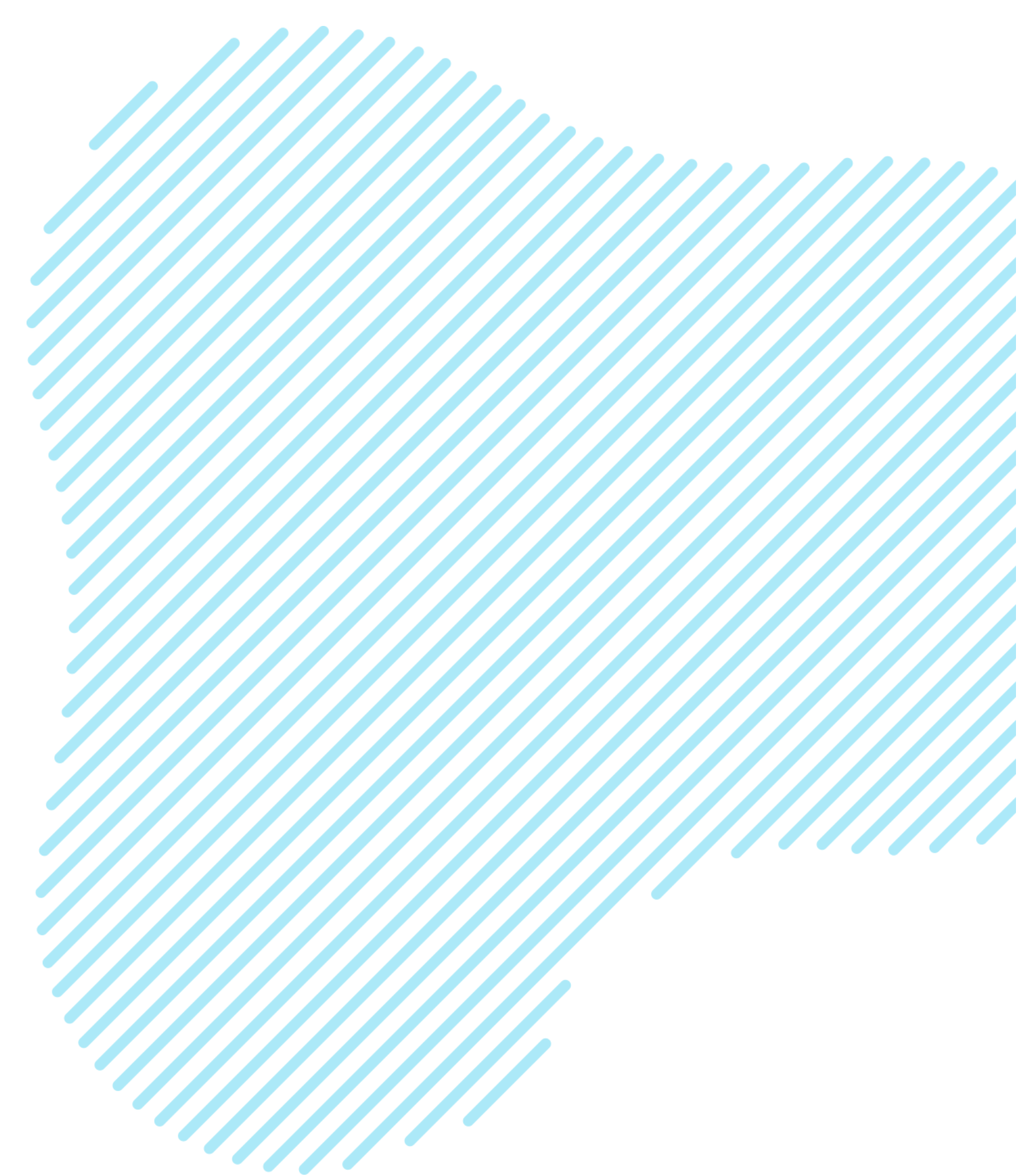
# AI Marketing Action Items

- Start using ChatGPT and Google's Gemini 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



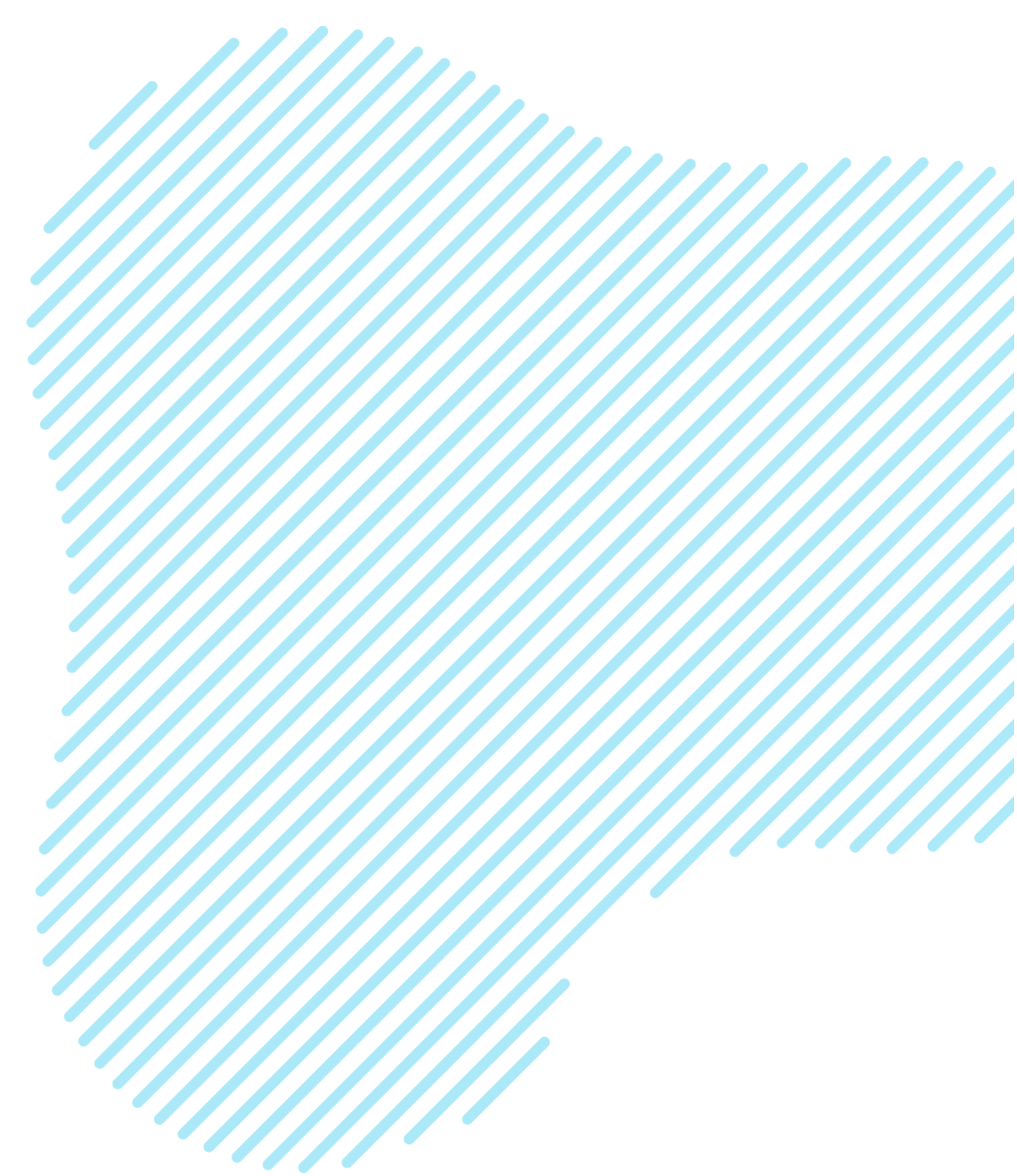
# Immediate Actions

- 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



# Digital Marketing Tactics

Offline Sales & Marketing

Google & Search

Email Marketing

Influencer Marketing

Social Media

Content Marketing

## 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

## 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

# 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

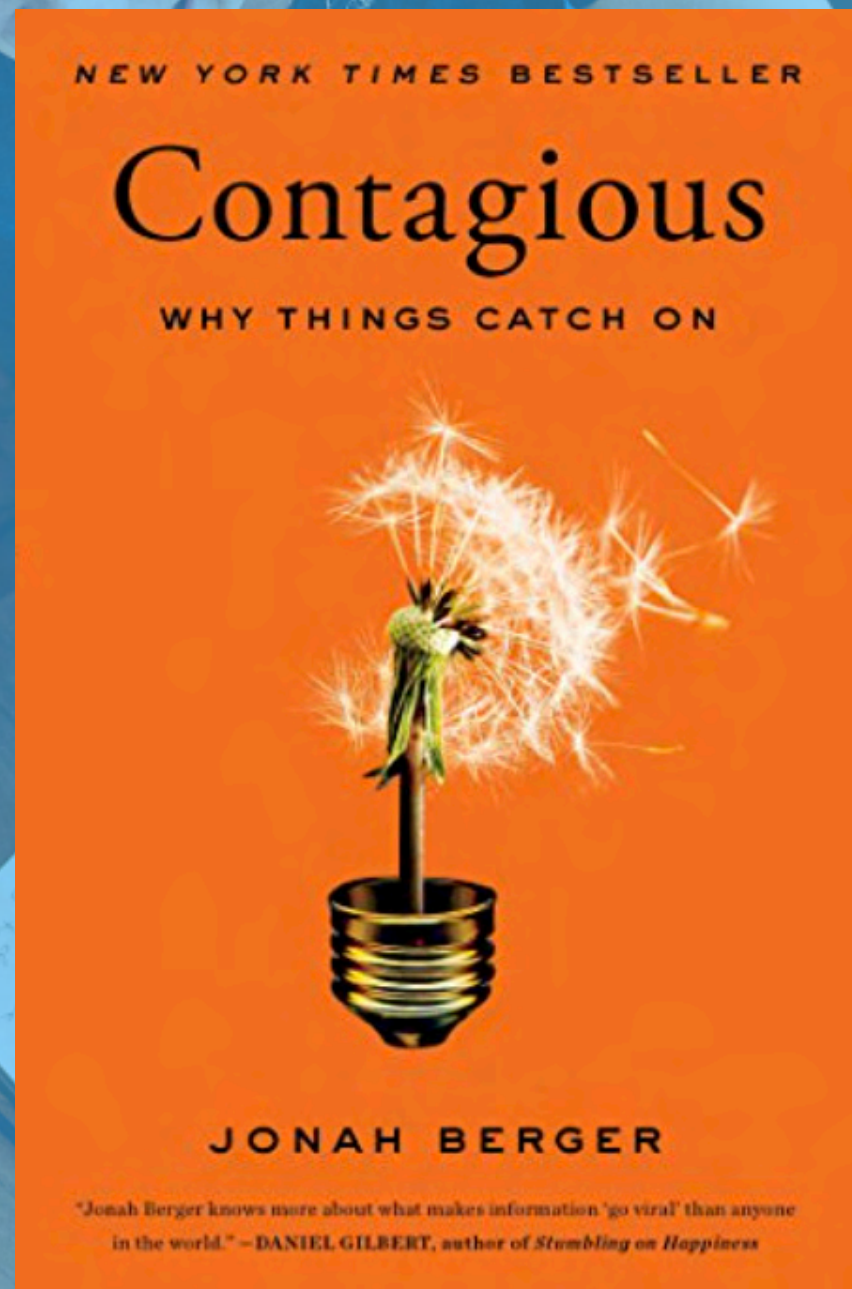
# Digital Marketing Resources



# 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 Verblilio
- 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

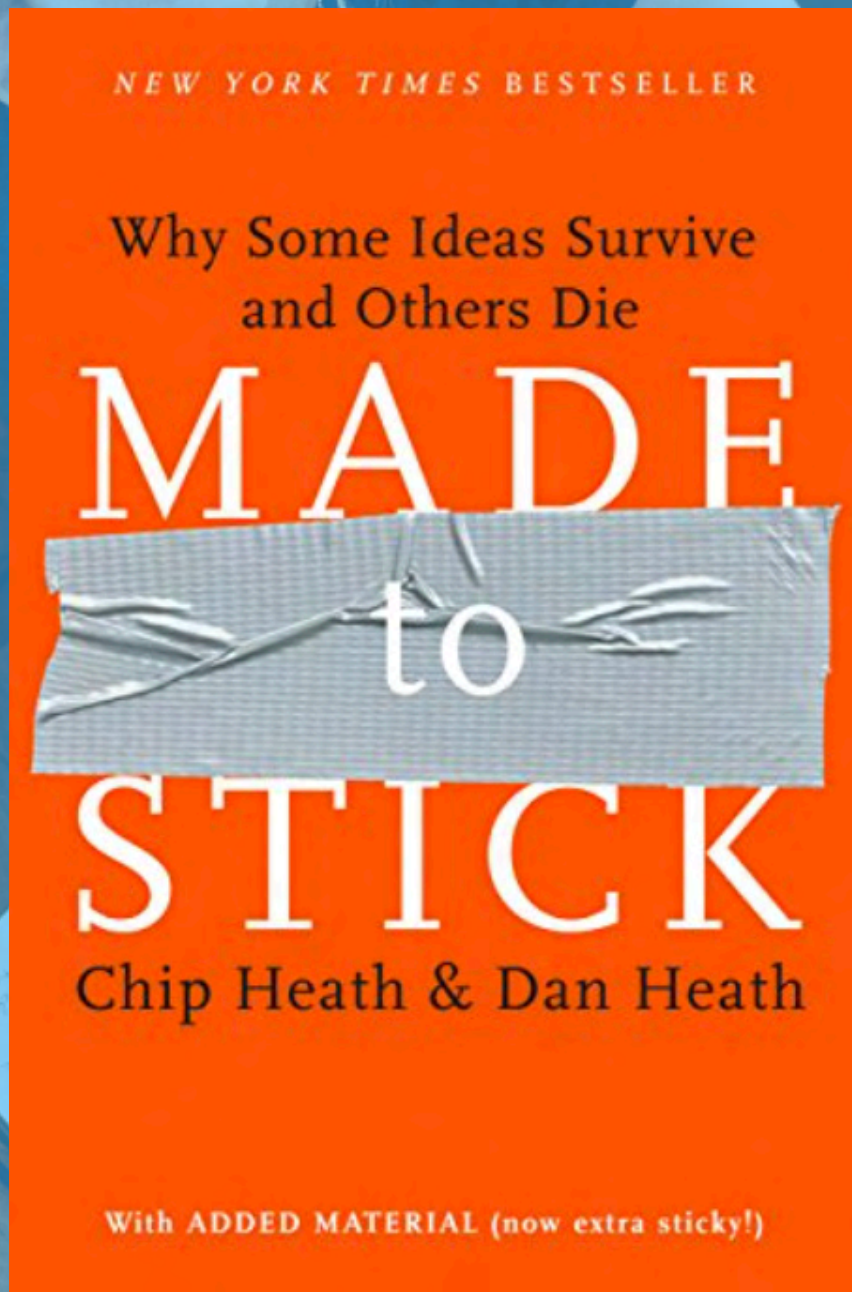
Get Heard



## 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.

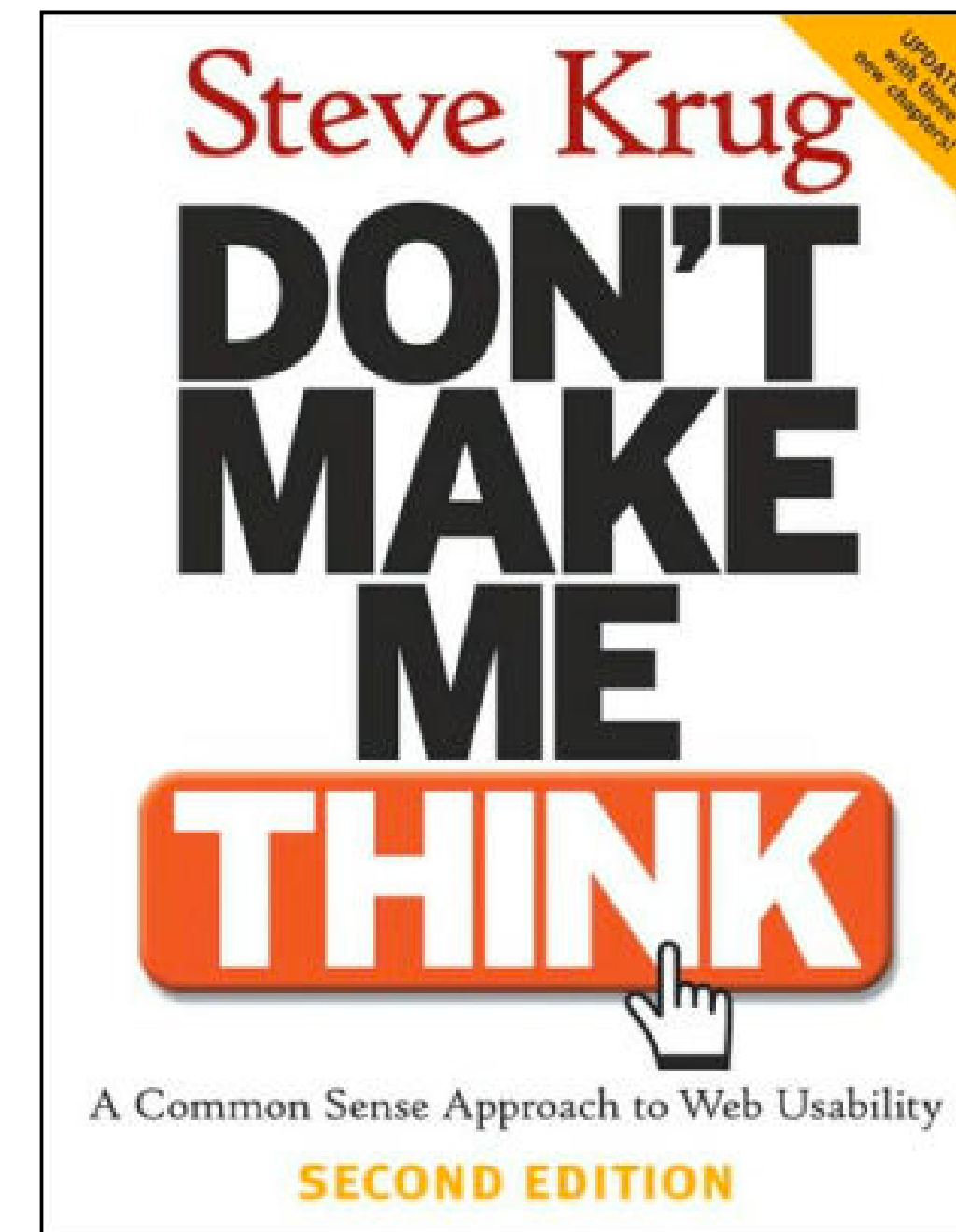
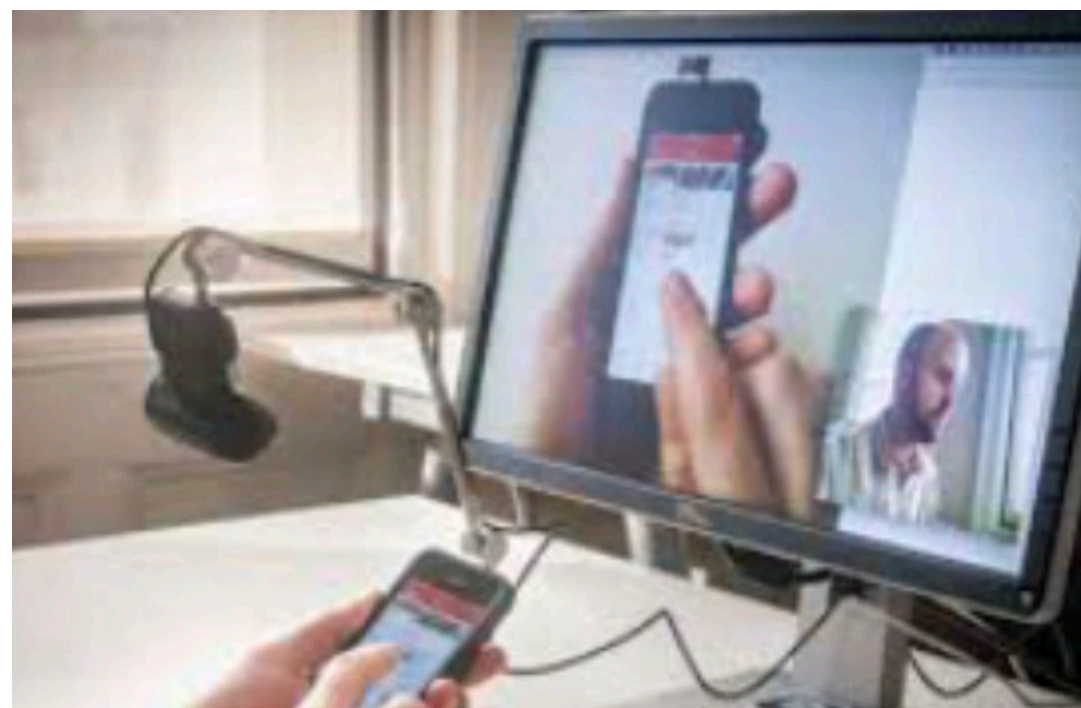
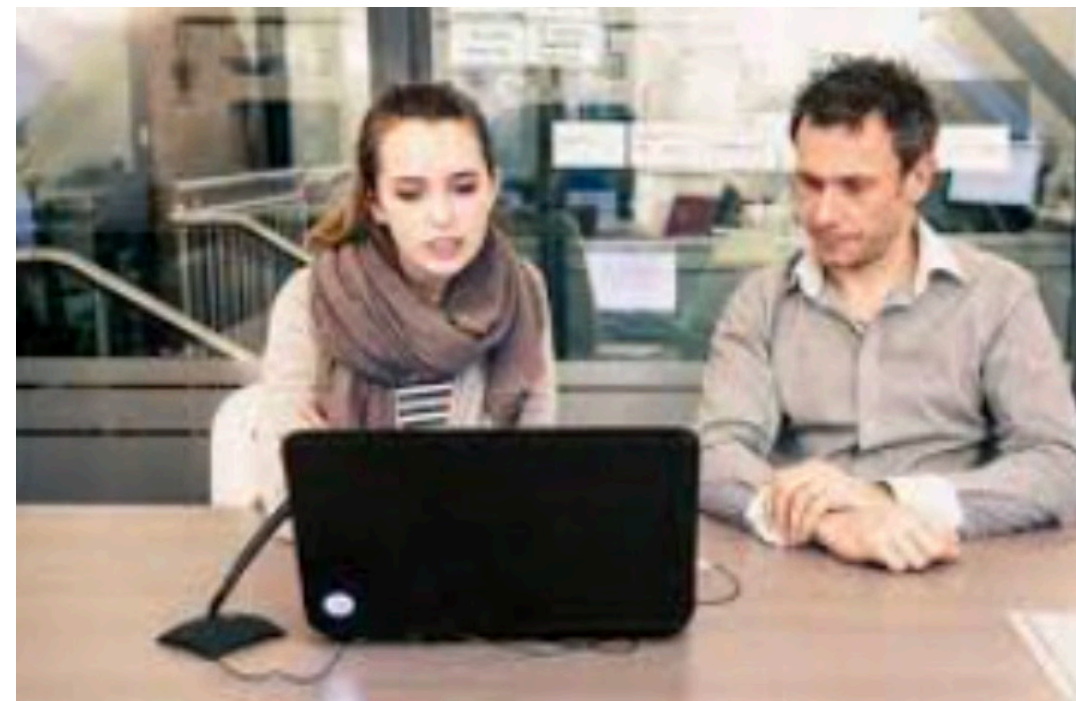
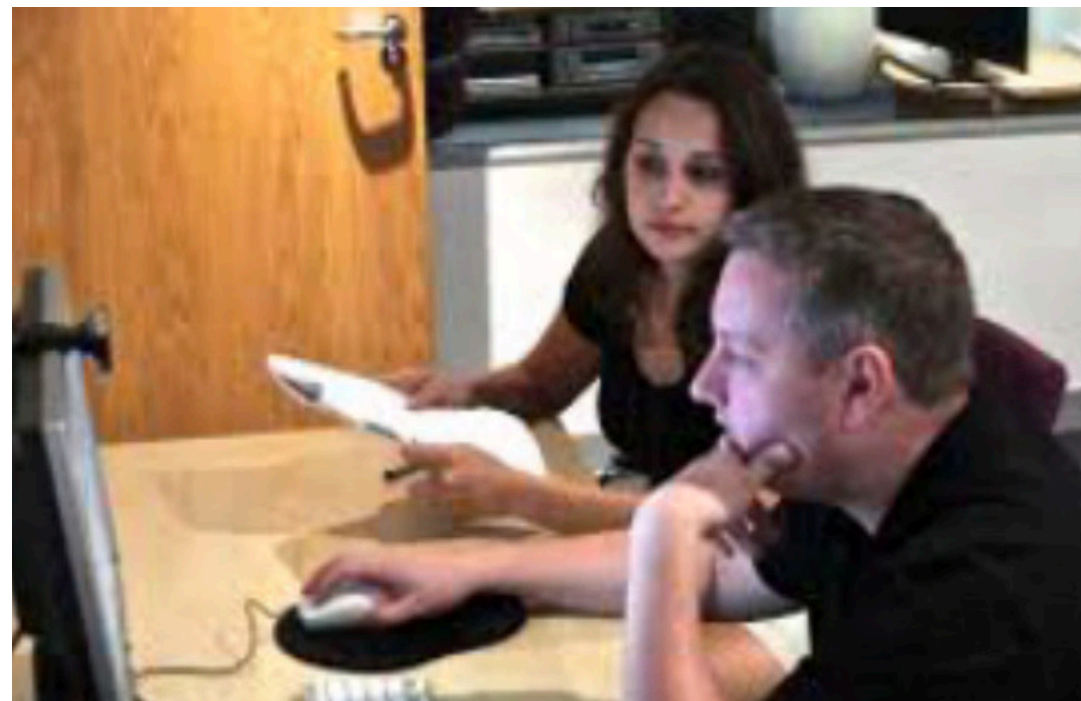
# Get Heard



## 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.

# Key Resource: User Testing



Don't Make Me Think - Steve Krug

# The Digital Marketing Funnel

