

Digital Marketing in the Age of AI

Get Found and Get Heard



Grow Your Business

Digital marketing awareness fuels growth.



AI and Marketing

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



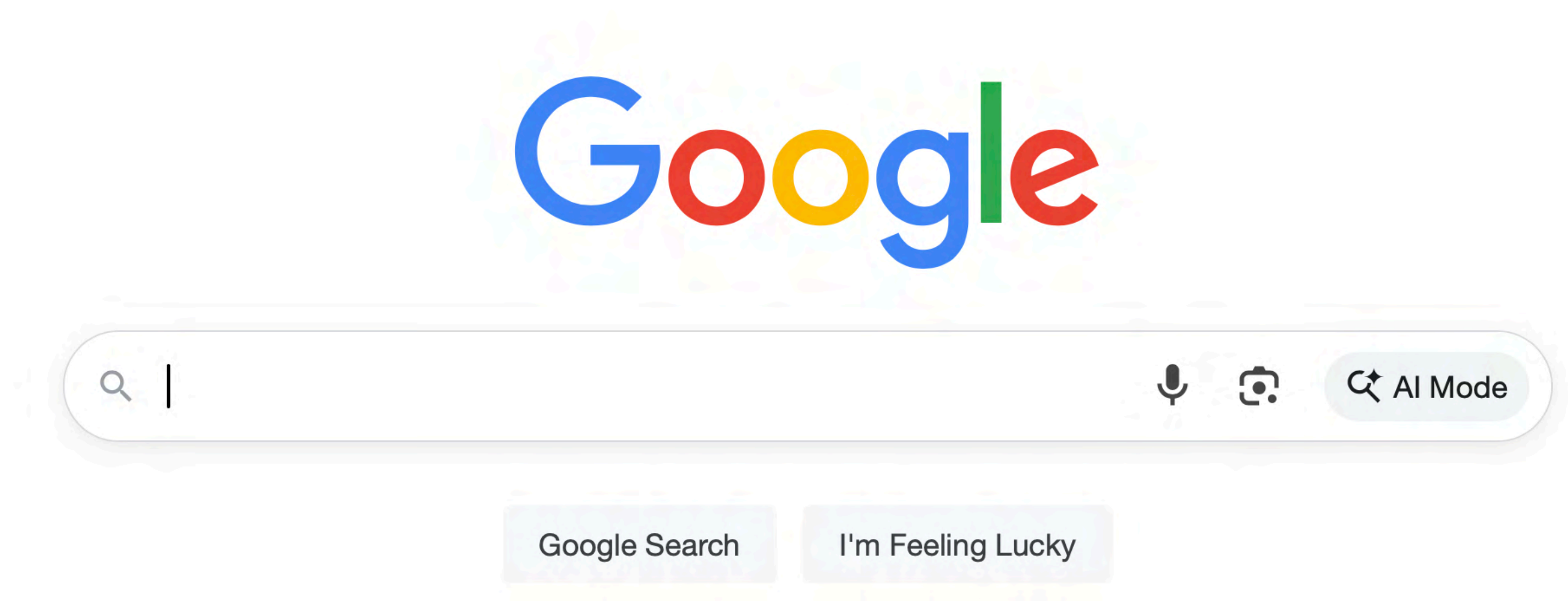
What You Get Today

- A **Four-Step Process** for digital marketing that works.
- How to use **AI** to better know your customers.
- Use AI to build **brand awareness** and **grow engagement**.
- Supercharge **marketing** and **sales** with AI.
- Live review of **your websites, digital marketing** and **AI tools**.

Adapt to the Changing Landscape

AI and the new rules of marketing.

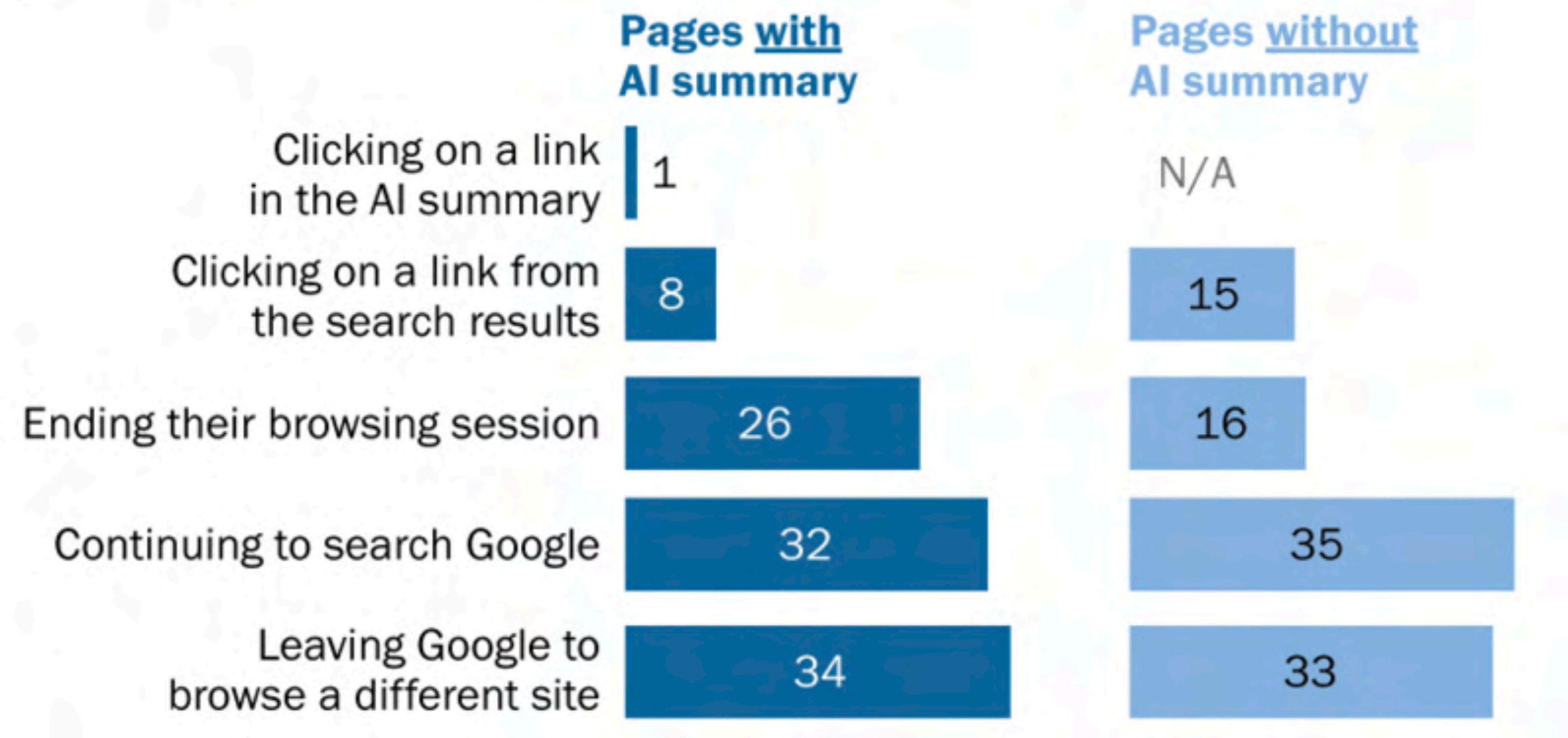
Google's AI Mode




Growth of AI Search

Google users are less likely to click on a link when they encounter search pages with AI summaries

% of Google searches in March 2025 that resulted in the user ...



<https://www.pewresearch.org/short-reads/2025/07/22/google-users-are-less-likely-to-click-on-links-when-an-ai-summary-appears-in-the-results/>

A hand is pointing at a map on a wall. The map shows various locations and distances. A smartphone screen is overlaid on the map, displaying a map application with the text 'Elegir puntos' and 'MAPA'. 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.

Step One

Digital Strategy: Where to start?

- Starts with a **marketing vision**
- Built on a **competitive analysis** and **market needs**
- Sustained with a **conversion process** and **sales funnel**
- Improved with **target market feedback** to test and refine
- Comprises 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 will drive value.
- Your values and mission connect with customers.
- Where do you fit in your customer's life story?

AI to Get Heard

Target Your Audience

AI and Persona Development

- A fictional representation of your ideal customer.
- Use AI to build multiple personas and to find them.
- Write the content they want to read.
- Nurture them in the digital marketing funnel.
- Understand their emotional state.

Strategic AI Objectives

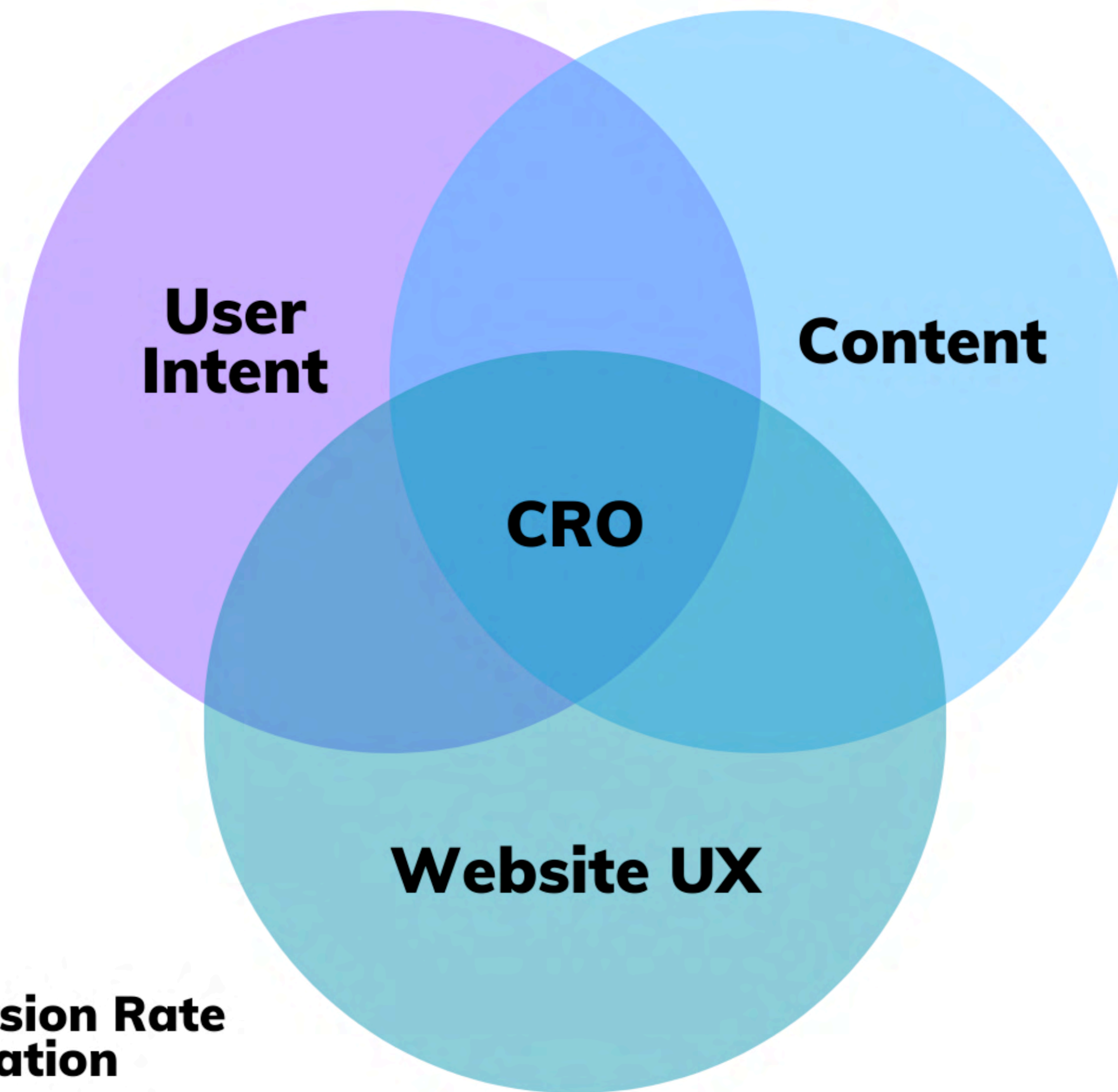
- Use AI to get inside the mind of your customers.
- Use AI tools to better translate your key benefits and risks.
- Get AI insights to drive digital content.
- Write an executable marketing plan and content using AI as a guide.
- Use AI to improve the skills of your marketing and sales teams.



Strategic Communications

Content of Value

User Intent is 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 Websites

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



Step Two

Essential Website Navigation

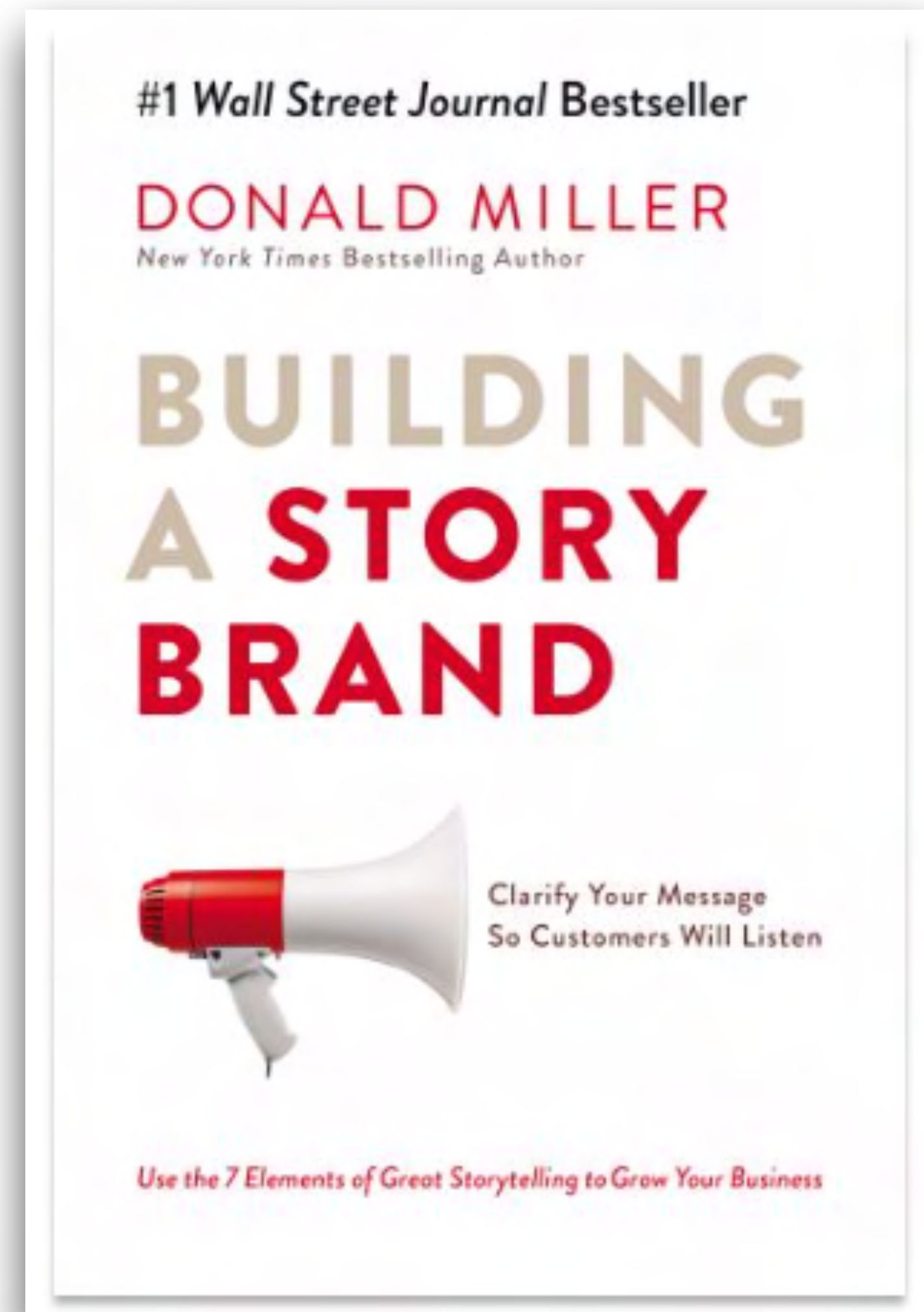
- **Product and Services**
- **About**
- **Resources**
- **Contact**

Content to Meet User Intent

- How does content match user intent?
- The use of story in marketing.

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



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.

Use AI to Create Content that Works

- Get clear **benefits** and **risks** for the target market
- **Content** ideas and revisions for **multiple digital channels**
- Create resources **checklists**, **eBooks**, **webinars**, **tech papers** and more
- **Write code** and **prompts** for apps, digital tools, calculators and more

AI to Build Engagement

- Interactive and **highly intuitive websites**
- Smart **AI chatbots** on websites
- **AI clones** or **agents** of top salespeople and thought-leaders
- **Custom ChatGPT modules** - meetings, data and knowledge base
- AI powered **forms, estimators** and **calculators**



Step Two

AI Prompts for Content

- What are the benefits of _____?
- What are the risks of _____?
- What is the ROI of _____?
- Write a homepage tagline for _____?
- What are content topics _____?
- Write a content marketing plan for _____?

3

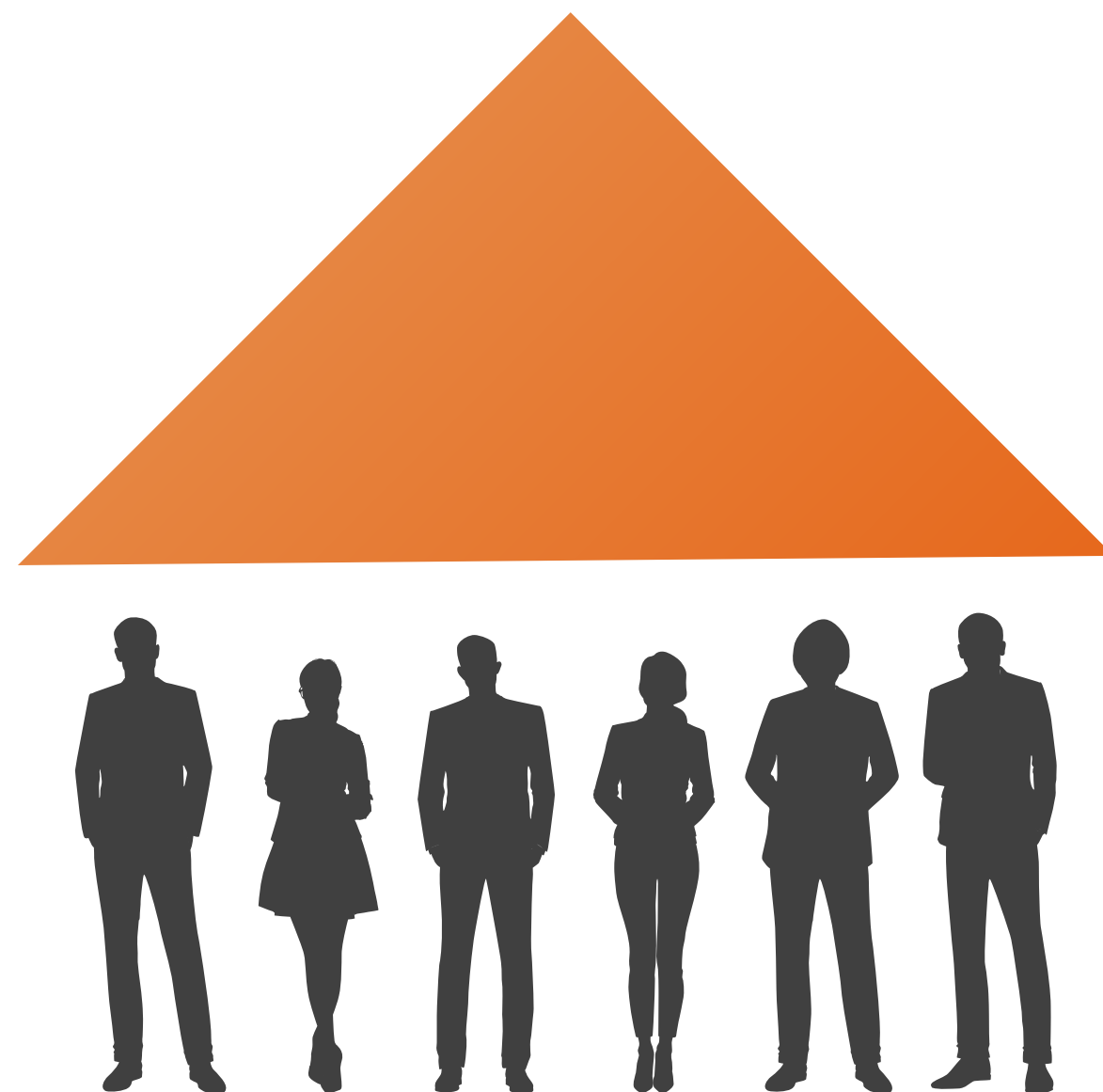
Inbound Marketing

Attract Qualified Prospects to Your Brand

Customers Research and Find You

Inbound Marketing

One Audience of Many



Infinite Audience of One



Step Three

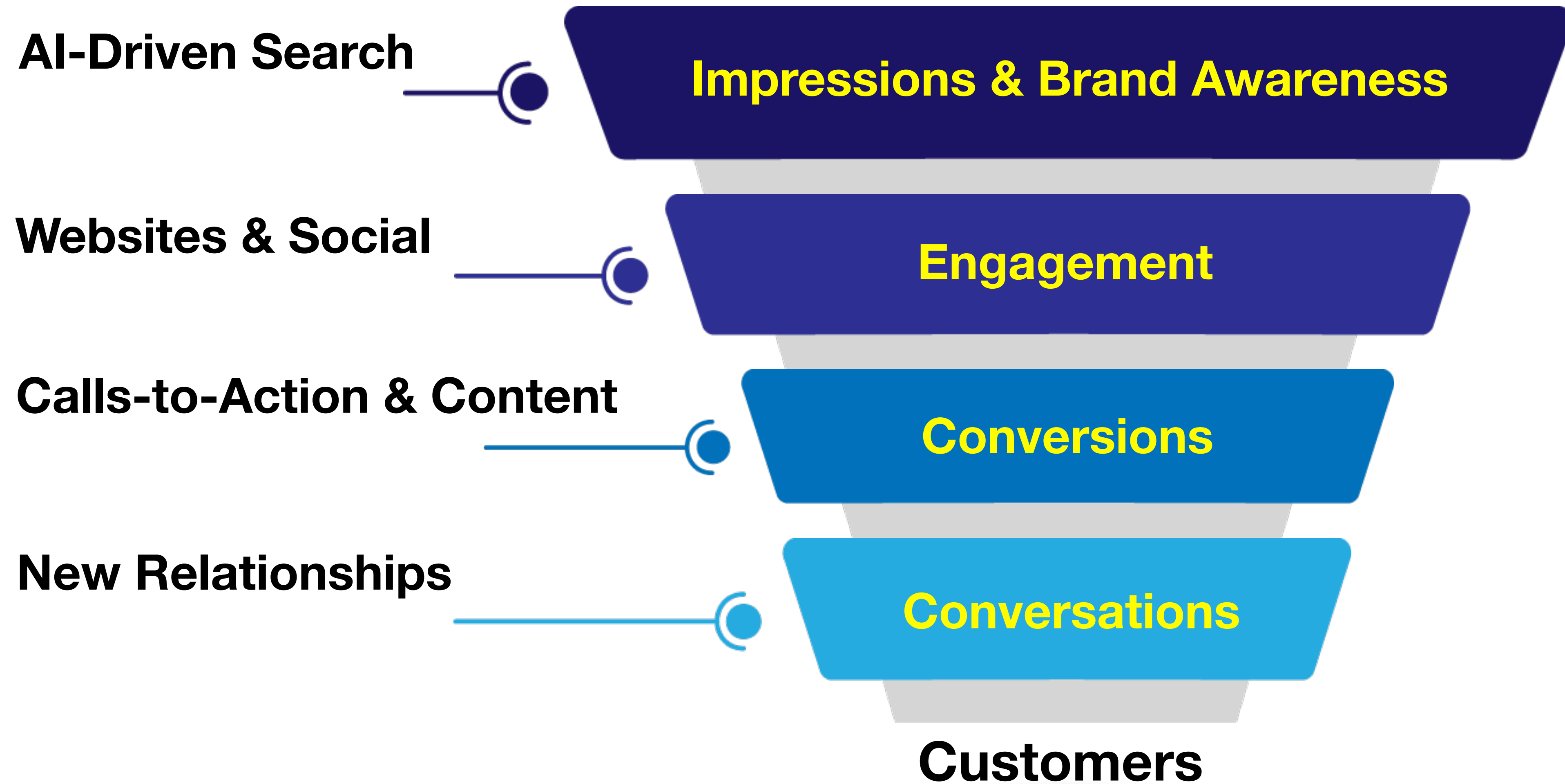
Your Digital Channels

1. Website
2. Google Search
3. Social Media Engagement and Followers
4. Email Marketing and Automation
5. AI Search - ChatGPT, Google AI Mode and more...

Digital Marketing Funnel



AI is Changing the Funnel



Funnel Conversions

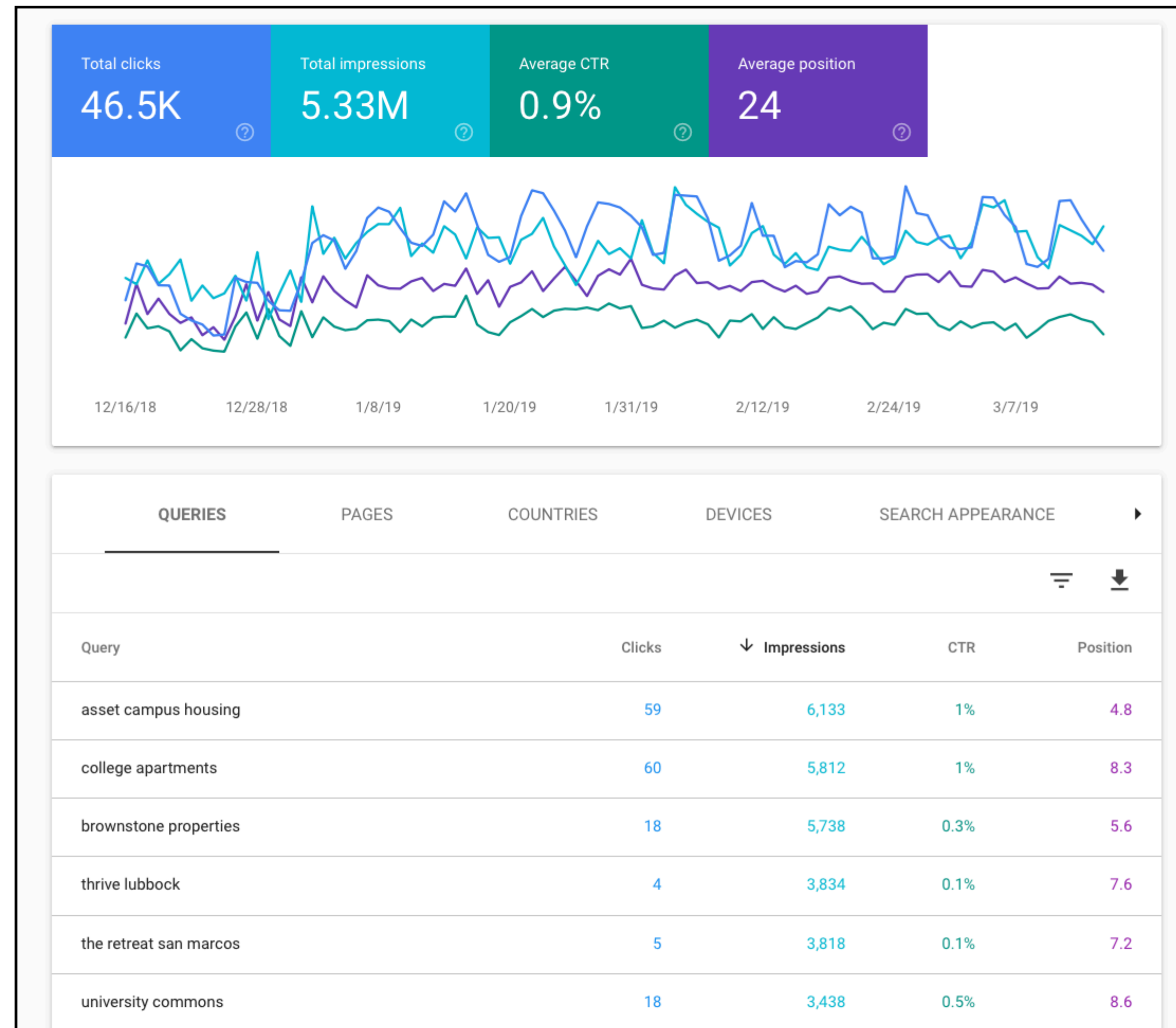
1. AI Mentions and Impressions
2. Website Visit or Social Media Interaction
3. AI Interaction - Chat, AI Agent or Video
4. Email Subscriber Growth
5. Content Download or Event - Webinar, eBook, etc...
6. Email, Phone Call, Form Submission or Online Sale
7. Scheduled Call with Salesperson (Knowledge Expert)

AI Prompts & the Sales Funnel

- How do I get people in my sales funnel in _____?
- What are relevant content topics in _____?
- What email topics do people look for in _____?
- Write an eBook outline for _____?
- Code a submission form for _____?
- Write a webinar outline for _____?

Find Your Customers on Google

The Google Search Console



Search Foundations - E.E.A.T.

- **Experience**

Your actual experience in the space.

- **Expertise**

Your pillars of thought-leadership in the industry.

- **Authority**

How you are positioned in the industry.

- **Trustworthiness**

Content signals & interactions to build trust and confidence.

Must Have Content for AI

- Advanced bio pages on your website.
- Excellent product and services pages.
- Blogs, FAQs and deep resources are critical.
- A well structured website for vector data and cosign.
- A thorough and engaging “About” web page.

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."

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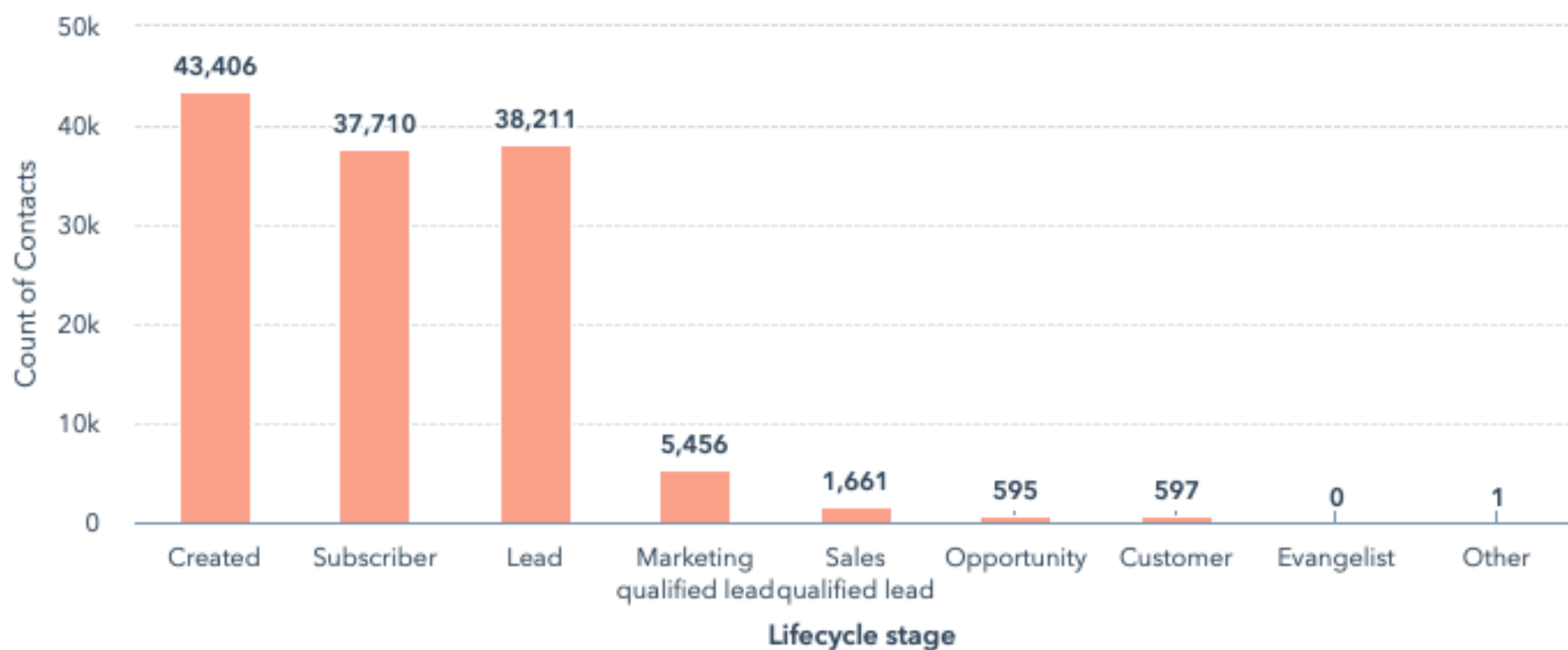


Funnel Reporting

Contact Lifecycle Stage (All time) ⓘ

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

● Count of Contacts



Make it Easy

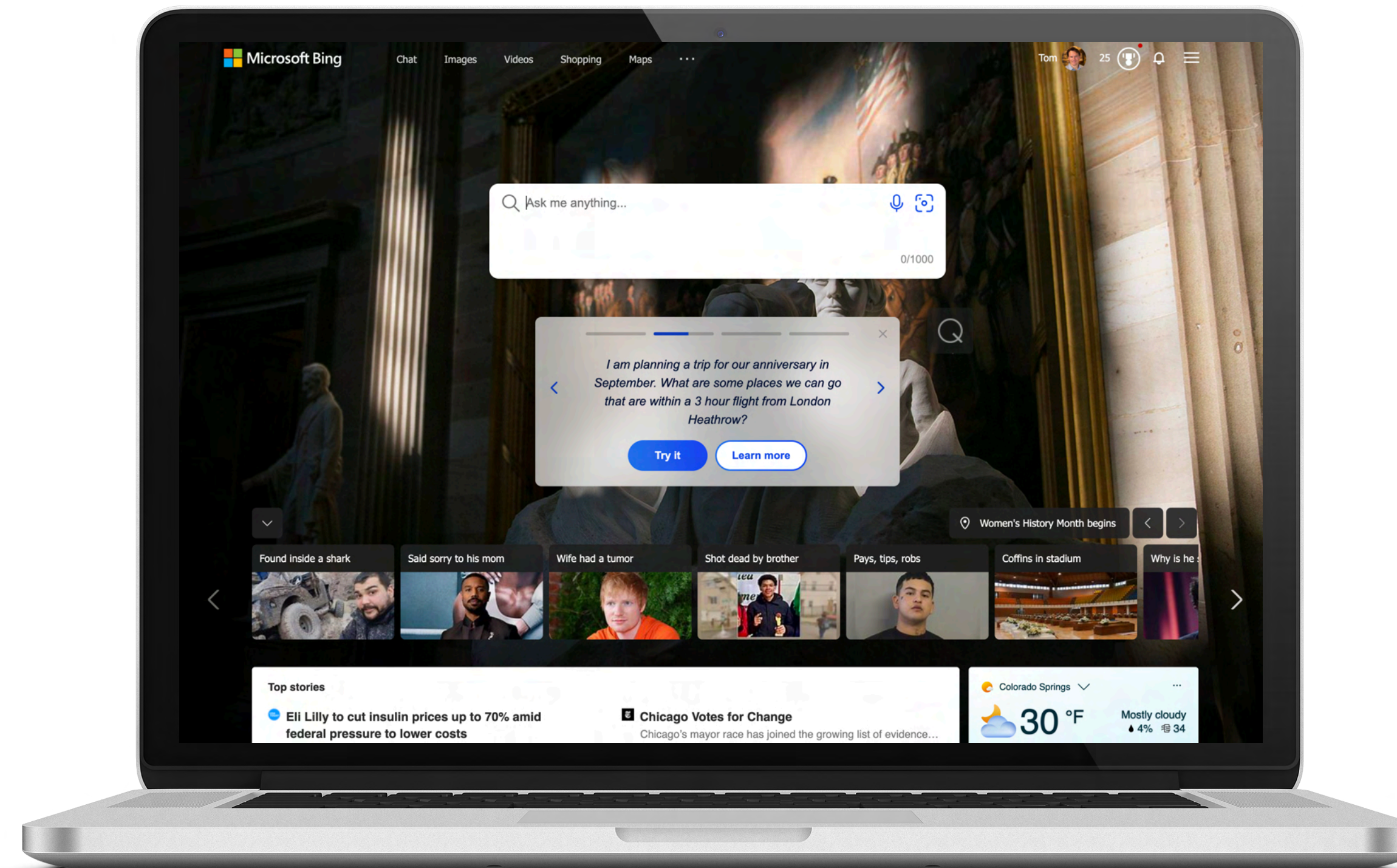
The Power of Simplicity



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.



ROI & Conversions

The Most Important Step



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

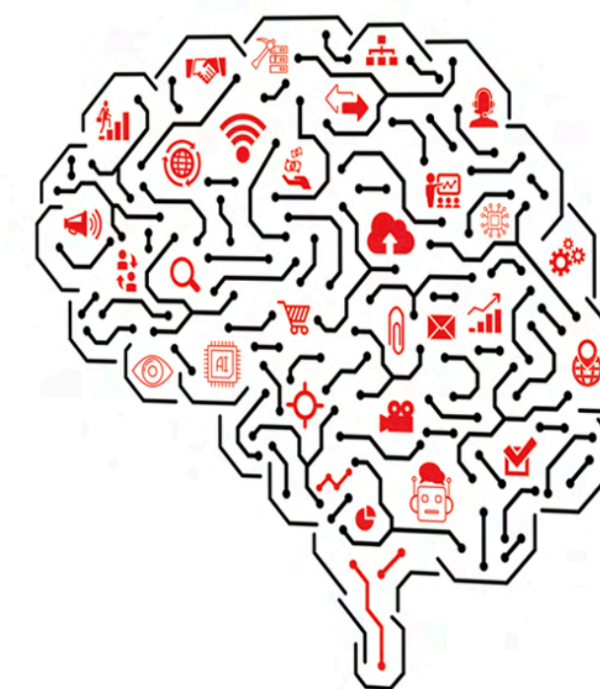
Digital Marketing Budgets

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

ROI Case Study: Wiggam Law

- Average Order: \$6,500 (lifetime value is higher)
- Website Design and Development Cost: \$40,000 (one time)
- Variable Monthly Digital 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

DIGITAL MARKETING IN THE AGE OF AI



GET FOUND, GET HEARD

THOMAS YOUNG

Build a Marketing Team

- Marketing coordinator to get organized.
- Hire writers who can research and interview.
- Strategist who sees how it all works together.
- Technical SEO to get found in AI search and Google.

AI and Marketing

Where to start?

- Paid version of ChatGPT - teams version for the organization.
- Intelligent AI Chatbot on your Website.
- Record meetings and build your custom ChatGPT tools.
- Use of AI clones and agents for engagement.
- Explore HeyGen for AI videos.

Awareness Drives Growth

Questions to Ask Your Marketing 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 with AI search?



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Websites and AI

Live Feedback

