Digital Marketing in the Age of AI

Get Found and Get Heard

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Grow Your Business

Digital marketing and AI 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.

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Google's AI-Powered Search

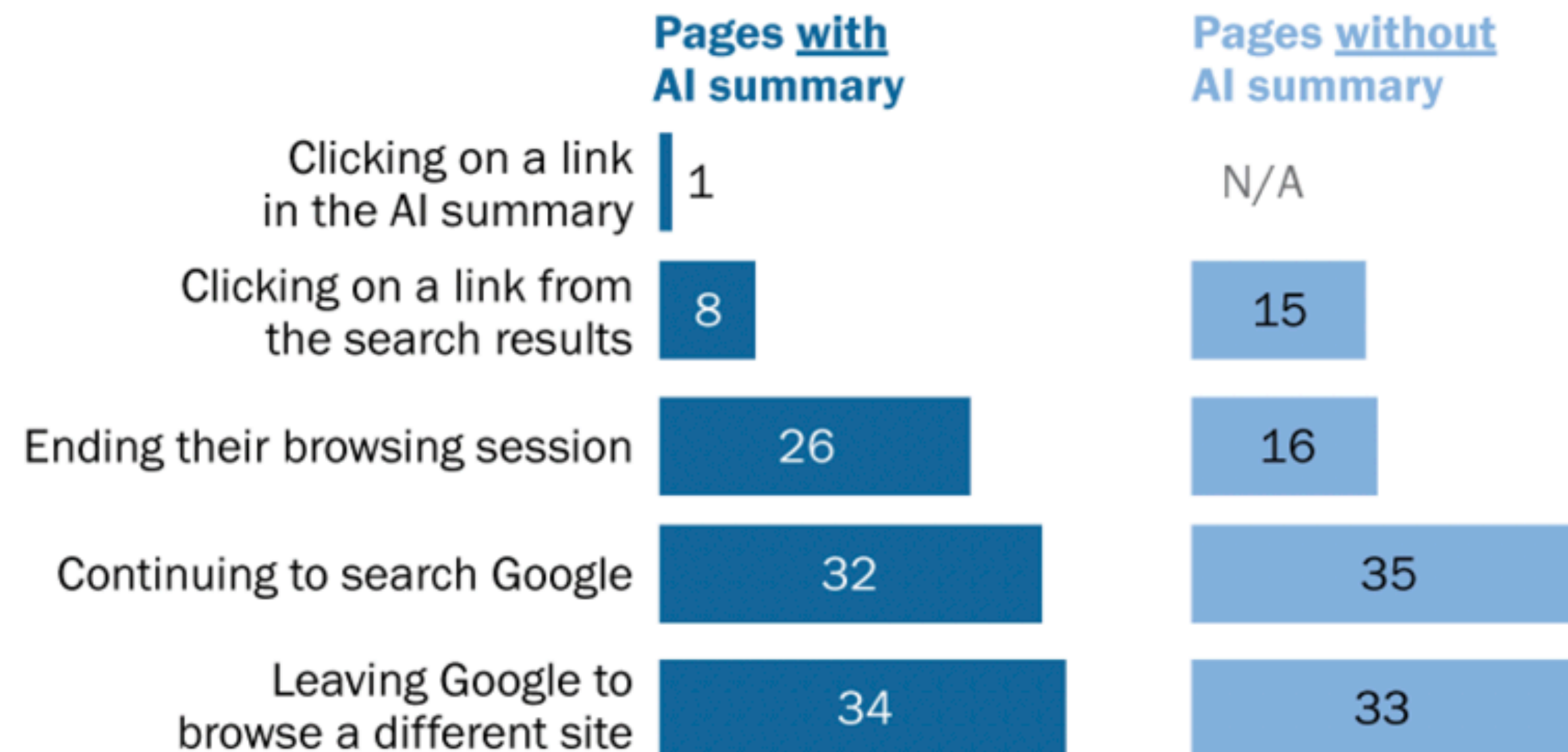# Google's AI Mode

Google

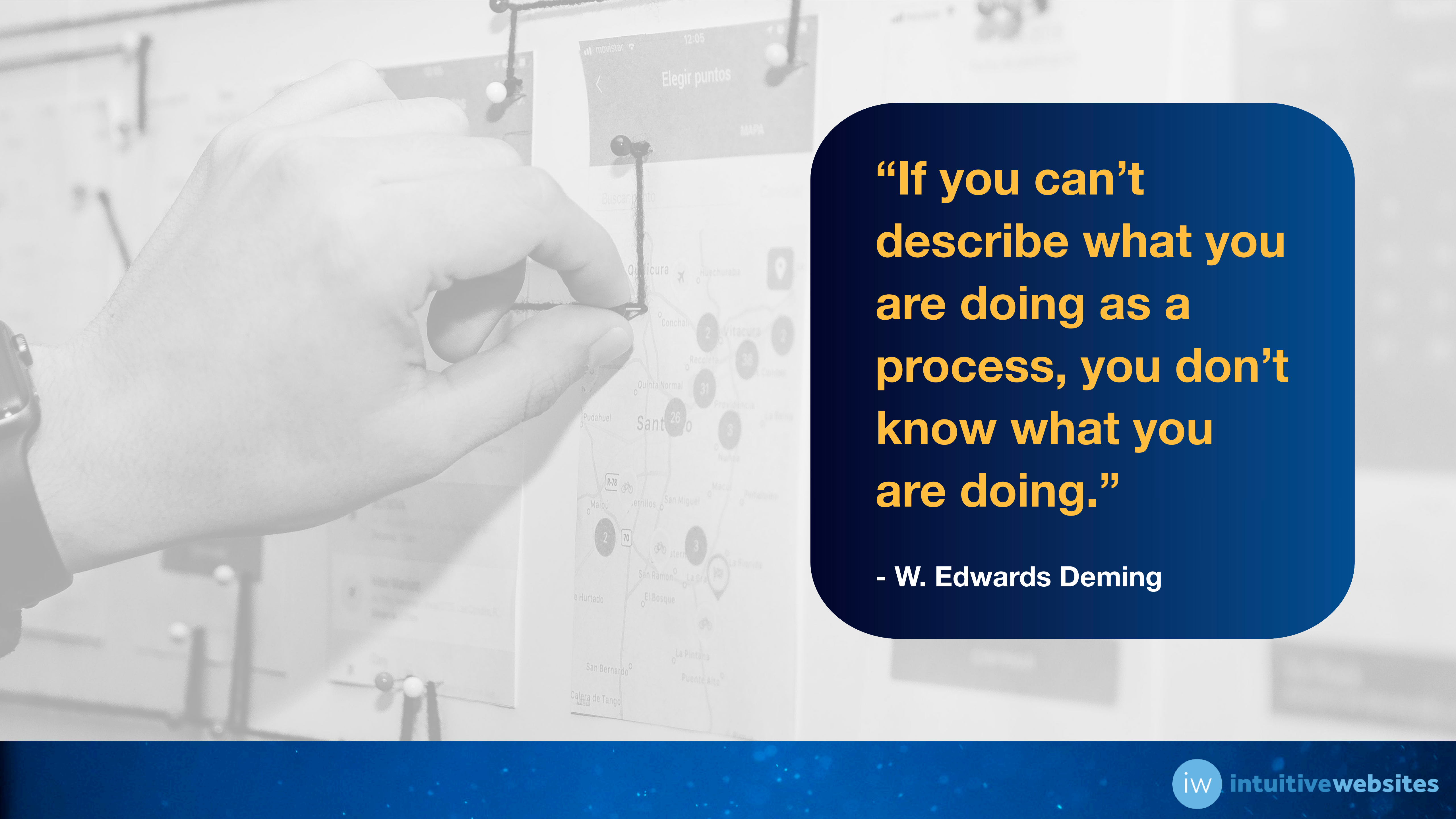Google Search   I'm Feeling Lucky

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 ...

	Pages **with** AI summary	Pages **without** AI summary
Clicking on a link in the AI summary	1	N/A
Clicking on a link from the search results	8	15
Ending their browsing session	26	16
Continuing to search Google	32	35
Leaving Google to browse a different site	34	33

Pew Research Center

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"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)**

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1

Digital Strategy

Translate what you do well.

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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**

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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?

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AI to Get Heard
Target Your Audience

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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.

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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.

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User Intent is King
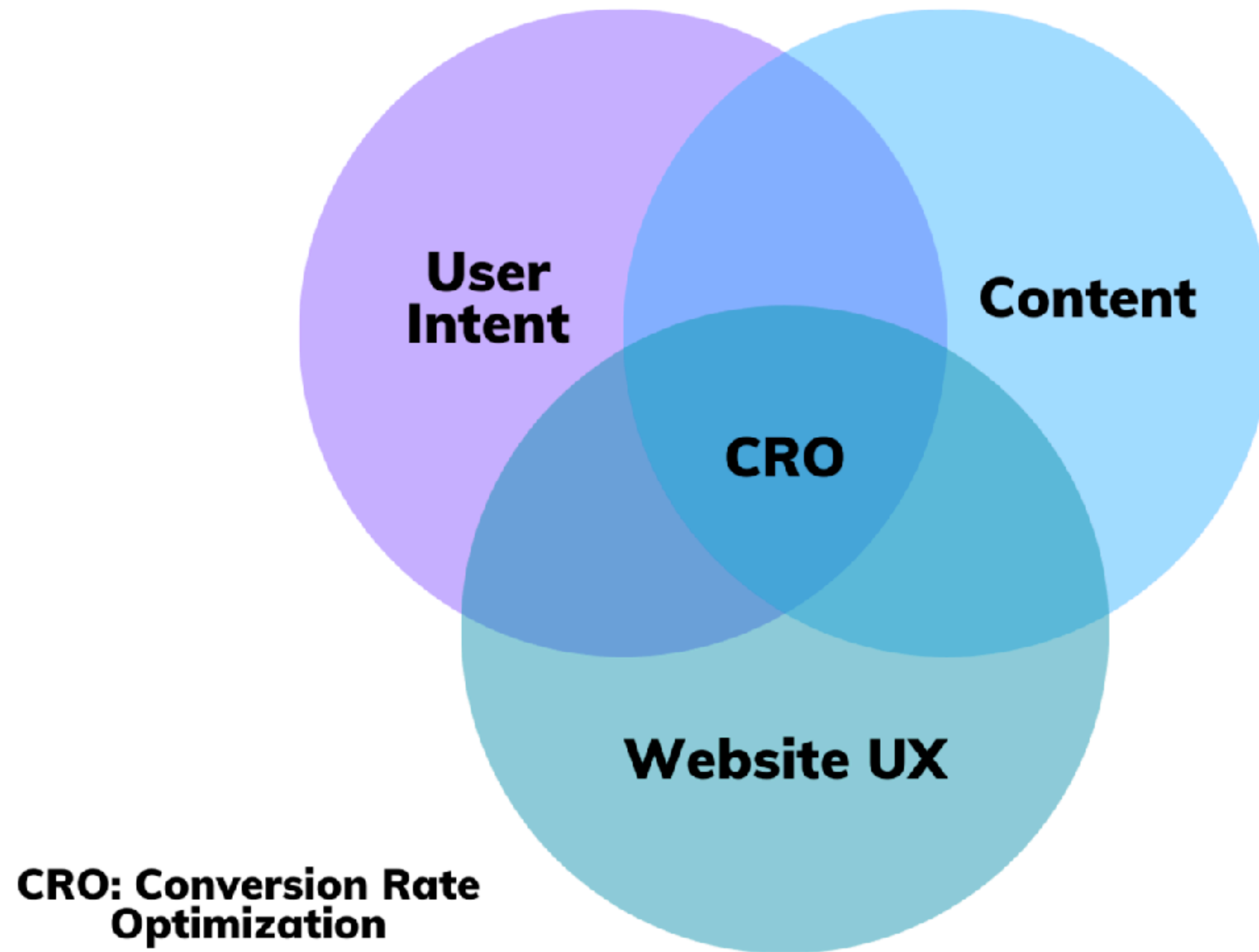
Step Two

What Users Want

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

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

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

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

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

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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**

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Step Two
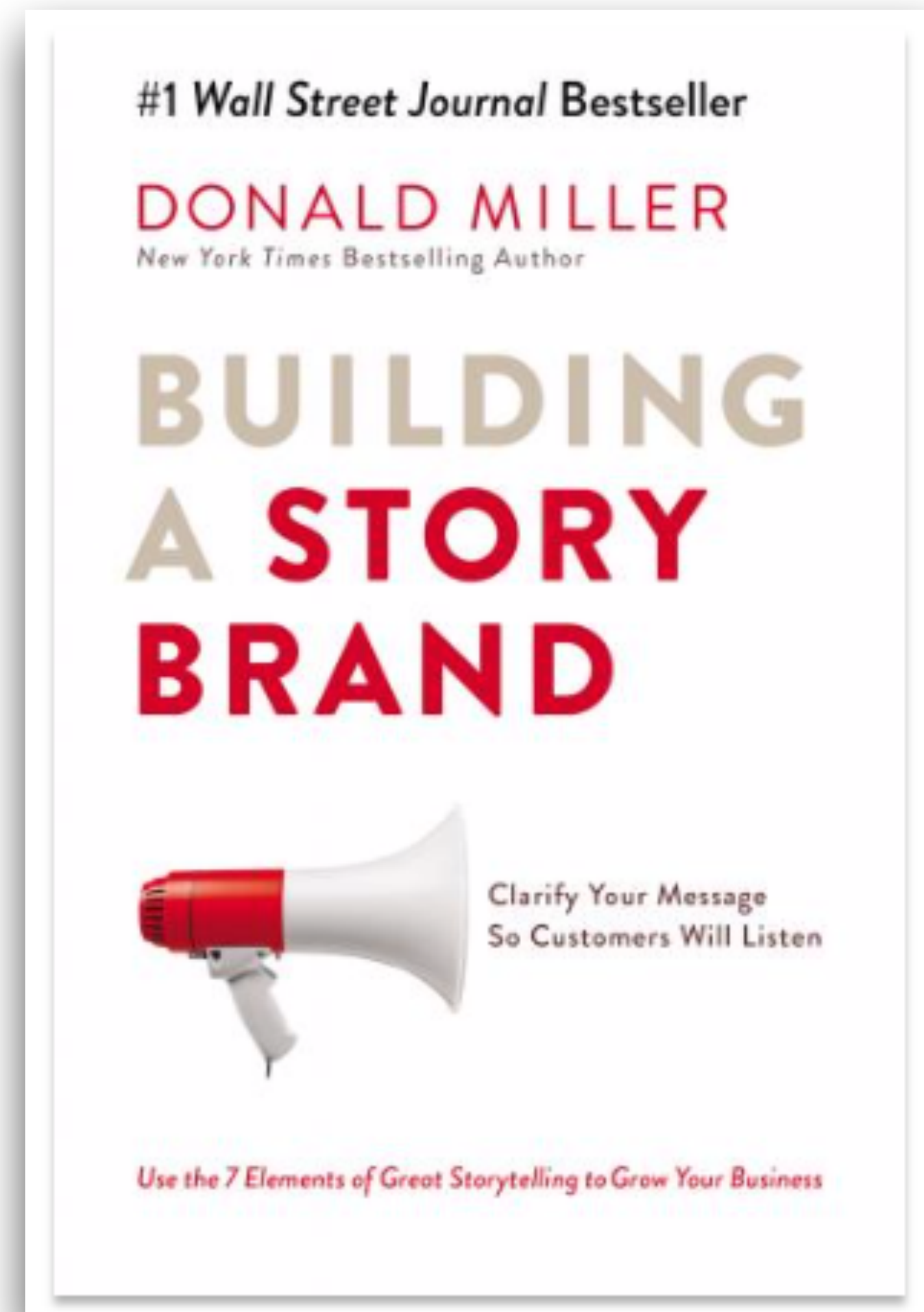
Essential Website Navigation

- **Product and Services**

- **About**

- **Resources**

- **Contact**

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Content to Meet User Intent

- How does content match user intent?

- The use of story in marketing.

Story Brand Marketing

Step Two

#1 *Wall Street Journal* Bestseller

DONALD MILLER
New York Times Bestselling Author

BUILDING A STORY BRAND

Clarify Your Message
So Customers Will Listen

Use the 7 Elements of Great Storytelling to Grow Your Business

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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

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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**

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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 _____?

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3

Inbound Marketing

Attract Qualified Prospects to Your Brand

Customers Research and Find You

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Inbound Marketing

One Audience of Many

Infinite Audience of One
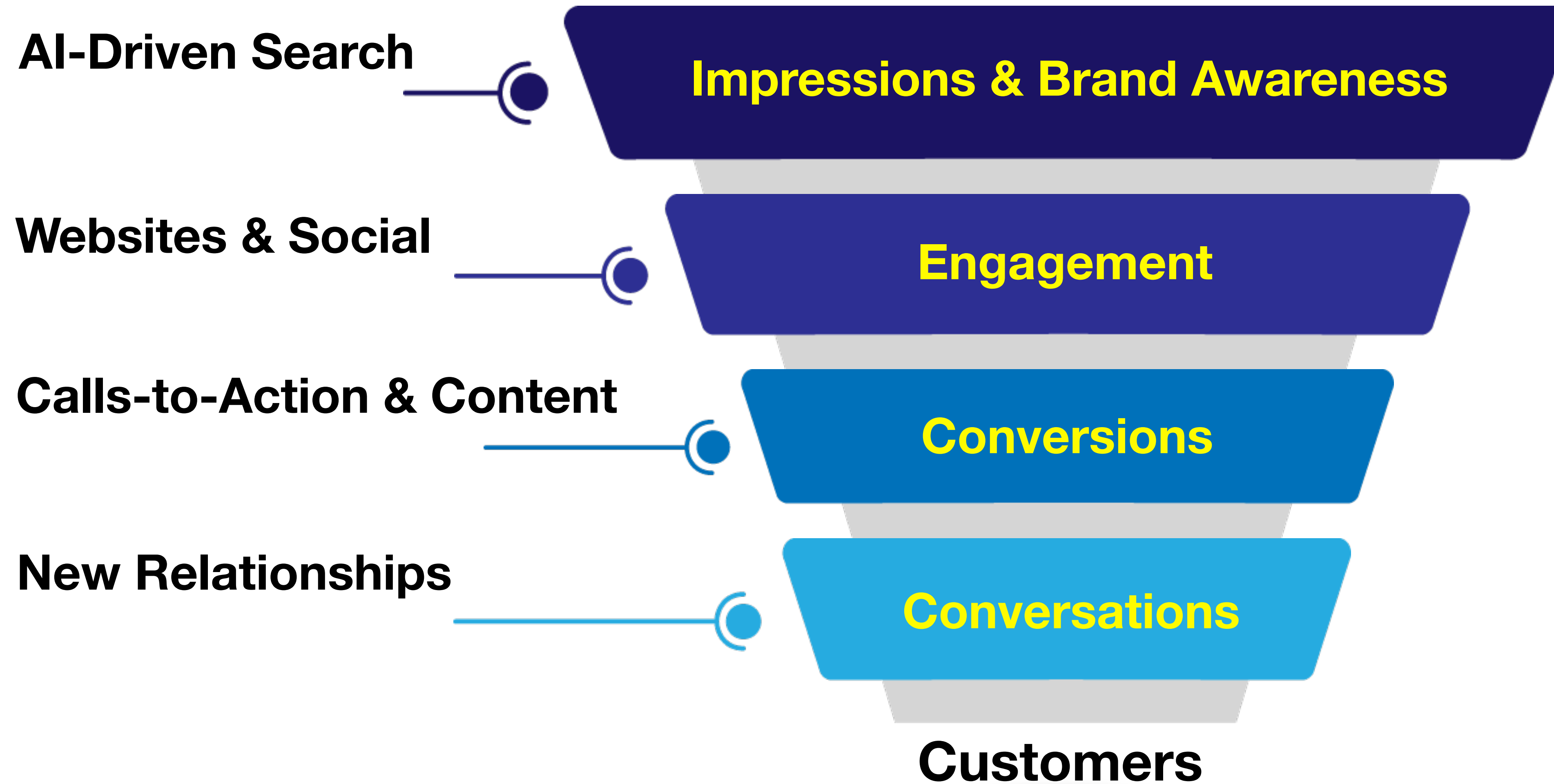
Step Three

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…

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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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AI is Changing the Funnel

AI-Driven Search — **Impressions & Brand Awareness**

Websites & Social — **Engagement**

Calls-to-Action & Content — **Conversions**

New Relationships — **Conversations**

Customers

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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)

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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
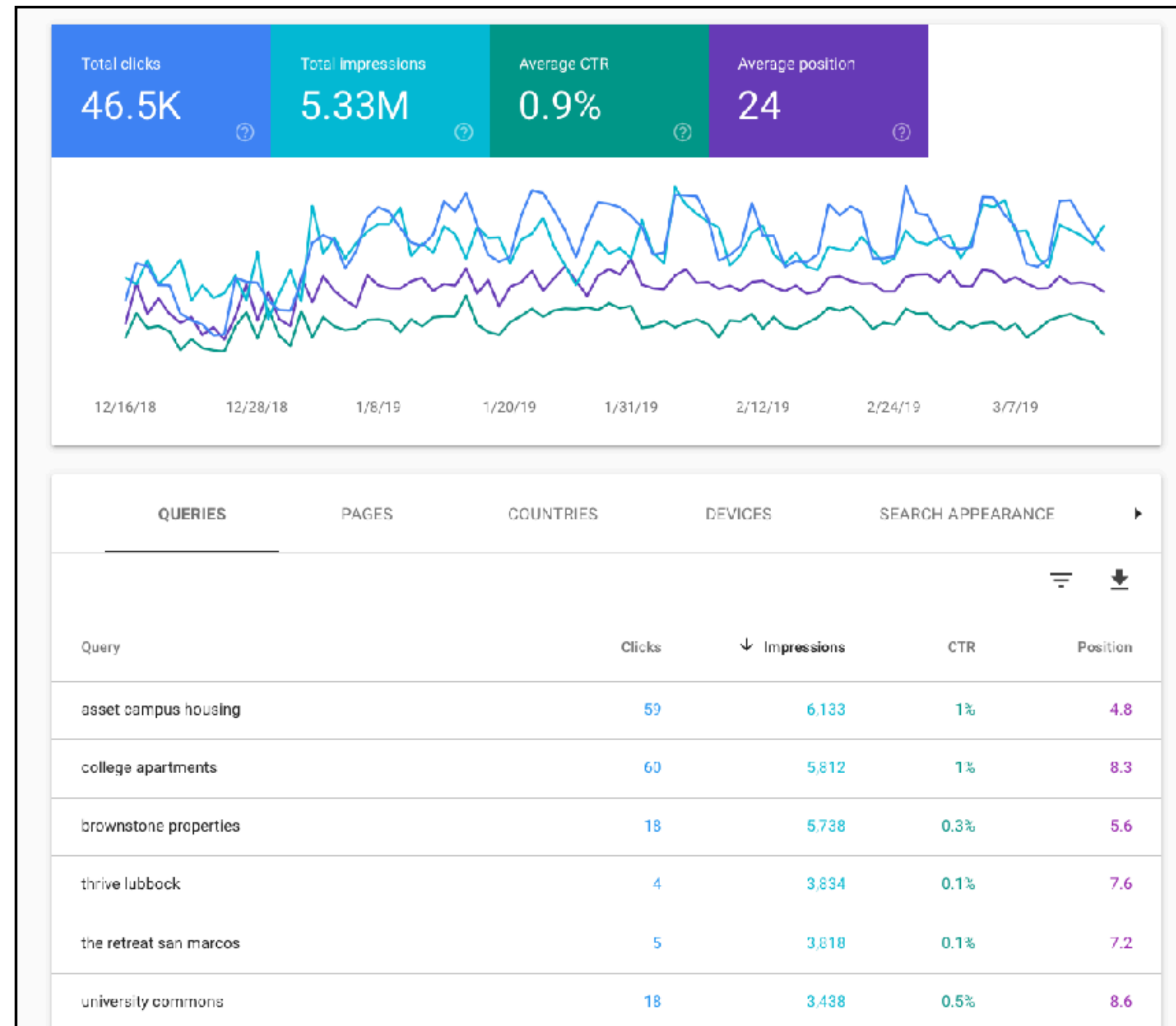
Search Foundations - E.E.A.T.

- **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.

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Must Have Content for AI

- Advanced bio pages on your website.

- Excellent product and services pages.

- Blogs, FAQs and deep resources are critical.

- Well structured website for machine learning, vector data & 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."

Get HubSpot free

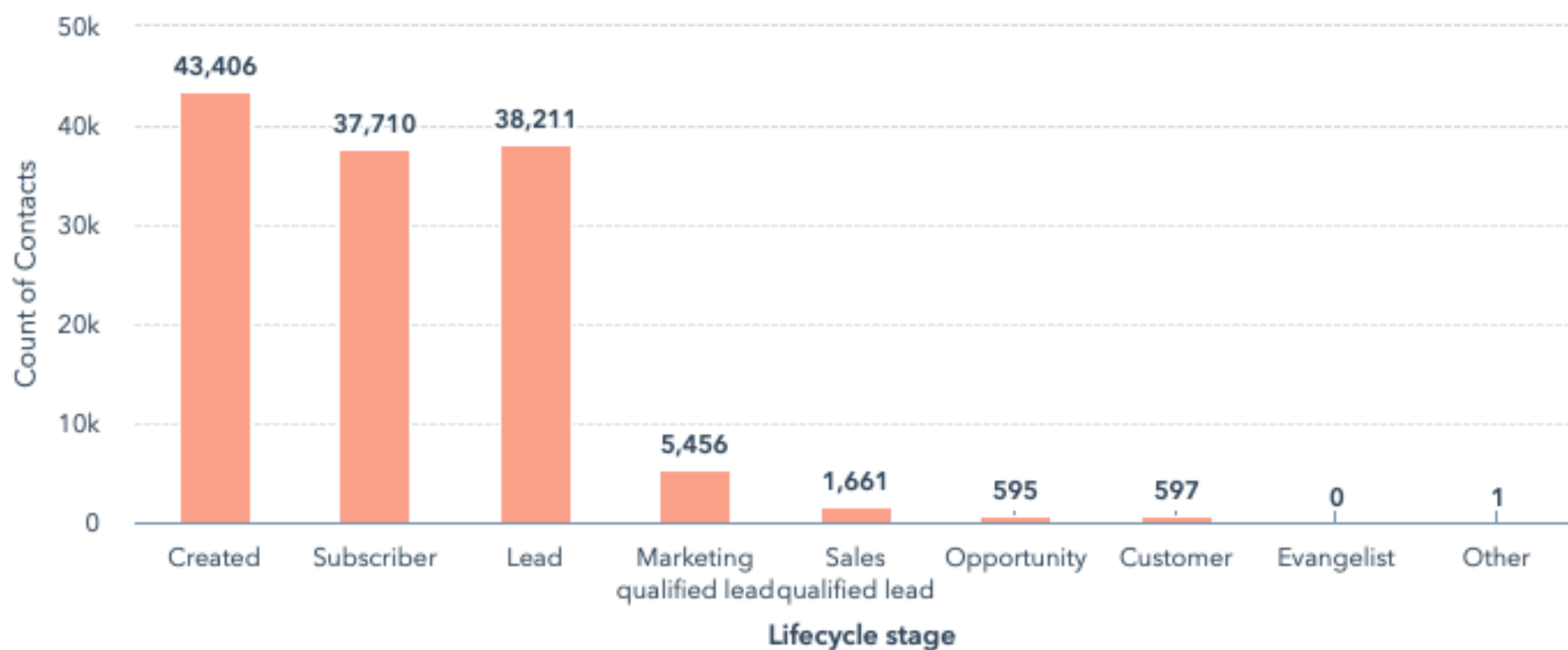Get started with FREE tools, and upgrade as you grow.

Funnel Reporting

Contact Lifecycle Stage (All time) ⓘ

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

● Count of Contacts

AI search is accelerating the need for marketing campaigns that work!

Why Marketing Campaigns Fail

- Weak or confusing gain and pain points.

- Too broad a target audience.

- Website landing pages do not match user intent.

- Did not give the campaign enough time to succeed.

- Budget was not set properly.

Marketing Campaigns

The G.A.I.N Model

Marketing Campaigns

The G.A.I.N. Model

G - Gain or Pain: the campaign theme.

A - Audience: the targeted personas.

I - Identify the Channel: where are they?

N - Needs and Wants: Content and CTAs

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

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Step Four

Digital Marketing Budgets

- WordPress Content Websites: $15,000 and up

- Digital Marketing Services: $85 - $250/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)

- 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

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.

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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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