

Digital Marketing in the Age of AI

Get Found and Get Heard



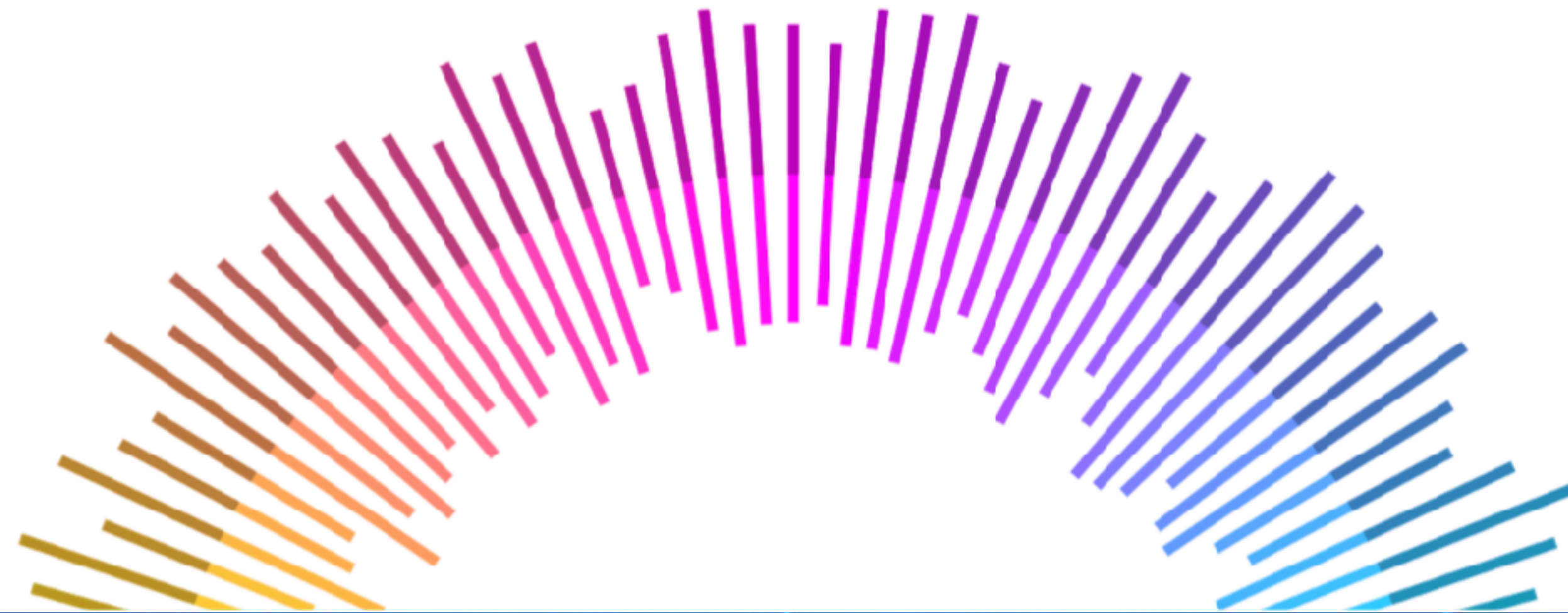
Grow Your Business

**Digital marketing & AI awareness
fuels your company's growth.**



AI and Marketing

You are marketing to people and machines.



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-Powered Search



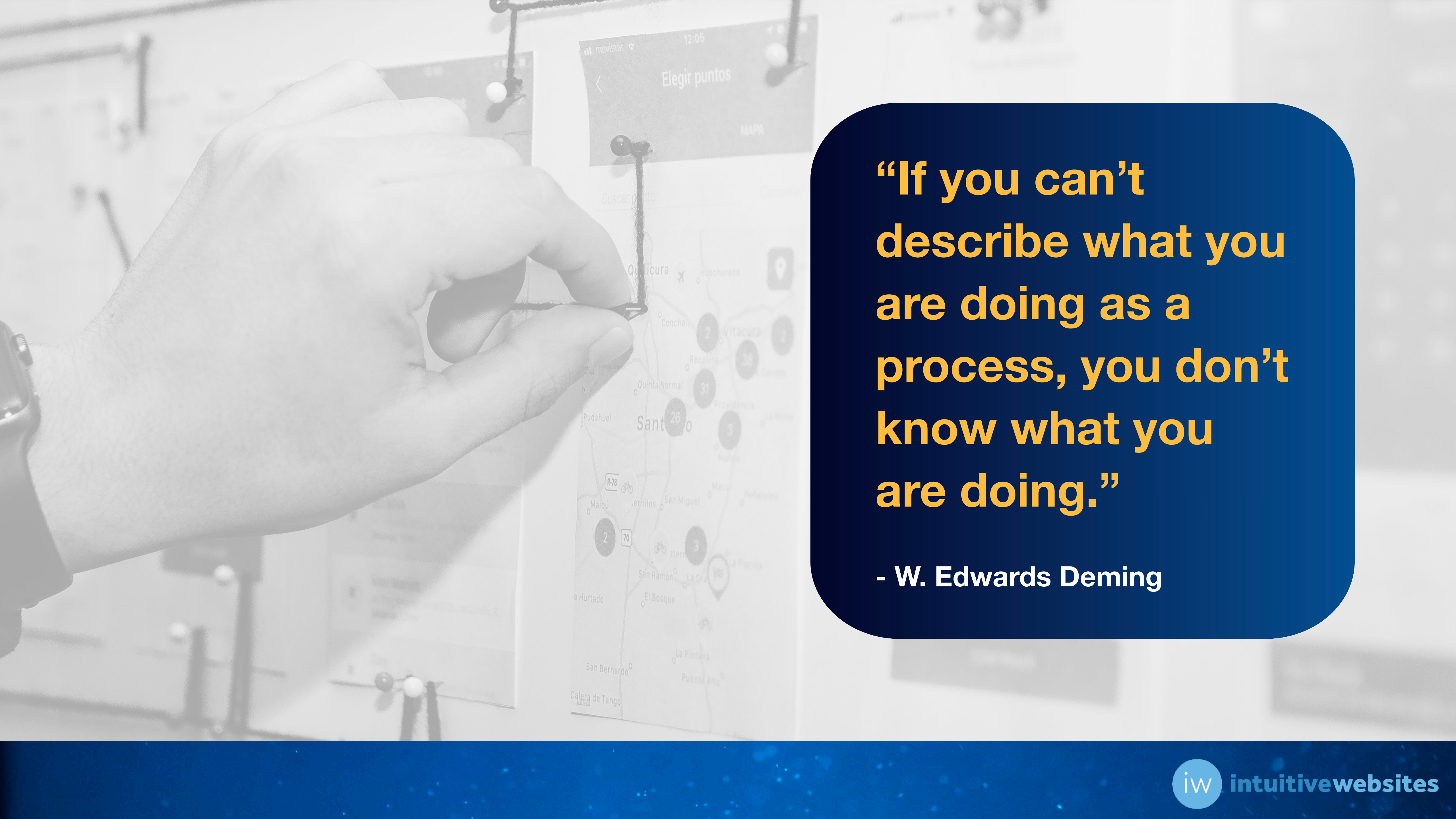
Google's AI Mode

Google

🔍 | 🎤 📷 🔍 AI Mode

Google Search

I'm Feeling Lucky

A hand is pointing at a map on a wall. The map shows various locations and numbers. A blue rounded rectangle contains a quote in yellow text. The background is a blurred office setting with a hand pointing at a map on a wall. The map has several locations marked with numbers in circles: 2, 3, 31, 38, 26, 3, 2, 3, 30. The text in the blue box is in yellow. The quote is: "If you can't describe what you are doing as a process, you don't know what you are doing." Below the quote is the name - W. Edwards Deming in white text. The background is a blurred office setting with a hand pointing at a map on a wall. The map has several locations marked with numbers in circles: 2, 3, 31, 38, 26, 3, 2, 3, 30. The text in the blue box is in yellow. The quote is: "If you can't describe what you are doing as a process, you don't know what you are doing." Below the quote is the name - W. Edwards Deming in white text.

“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 Marketing Wins



1

Digital Strategy

Translate & enhance what you do well.

Step One

The Translation of Value

- How is your company **different** and **better**?
- What **processes** give you an edge?
- How your **people** drive value.
- Your **values** and **mission** connect with customers.
- Understanding how 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

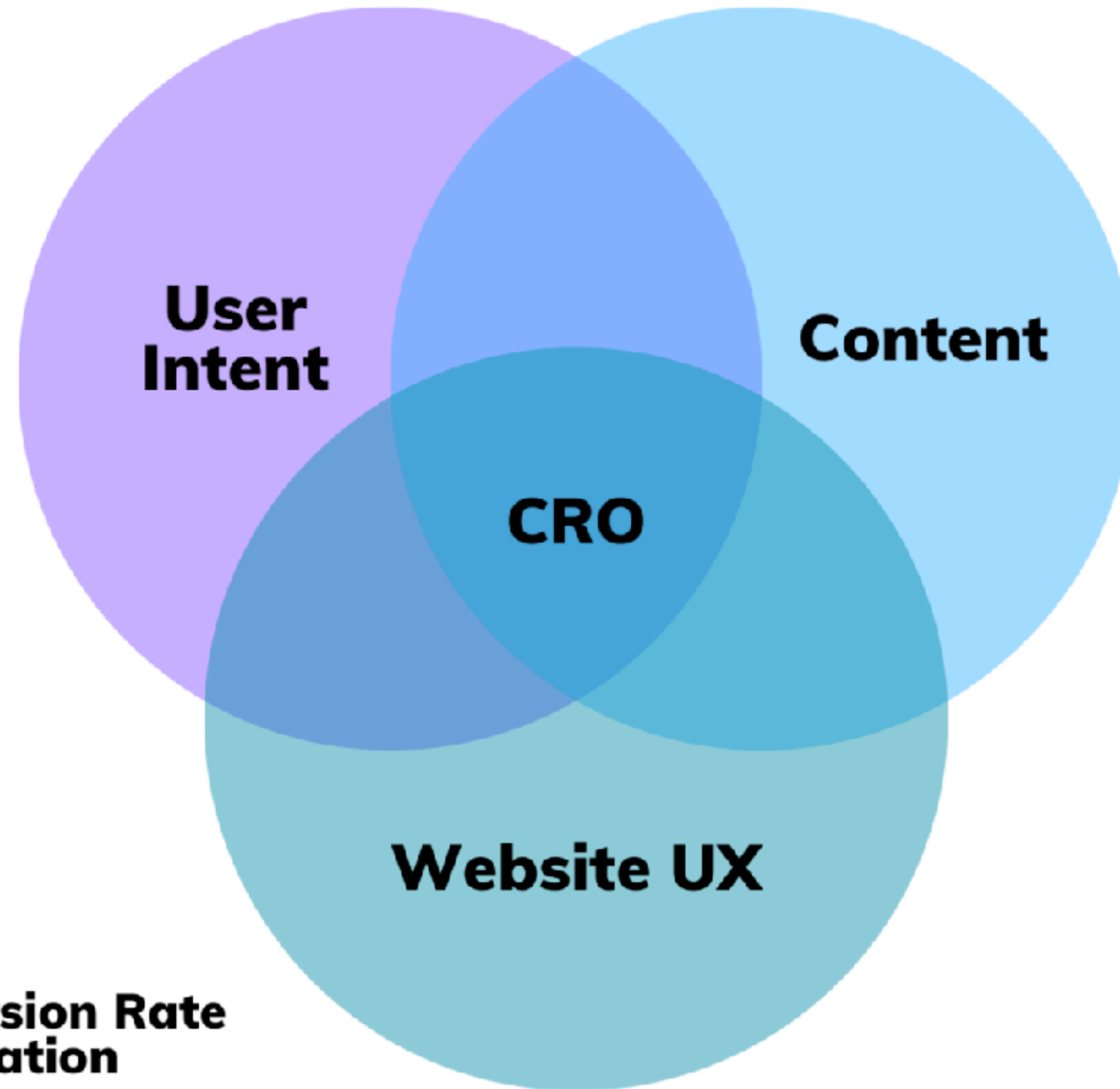
- Use AI to get inside the mind of your customers.
- Use AI tools to better translate your key benefits and risks.
- Get AI insights to drive digital content.
- Write an executable marketing and content plans using AI as a guide.
- Use AI to improve the skills of your marketing and sales teams.



Strategic Communications

Producing 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

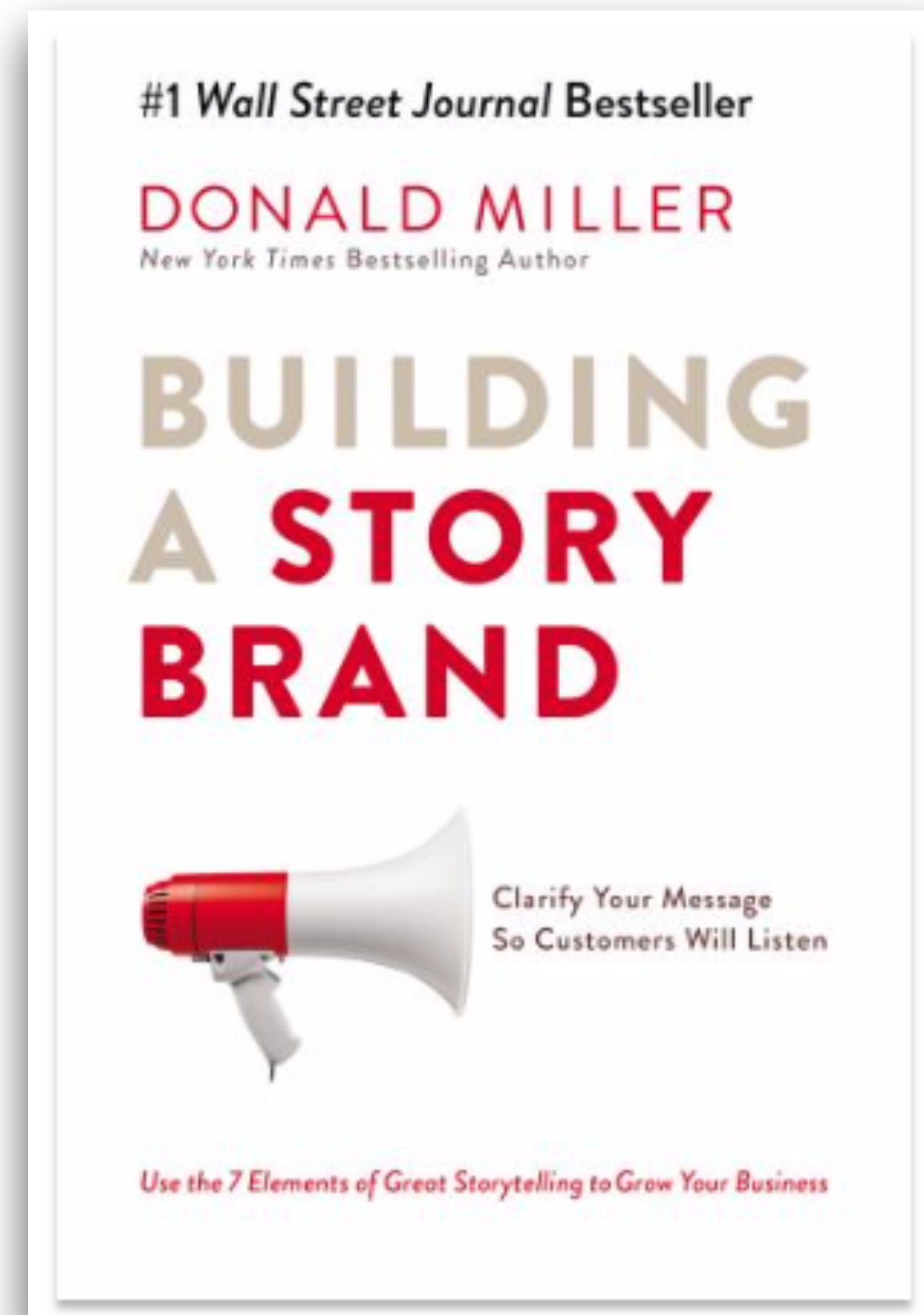
- **Product and Services**
- **About**
- **Resources**
- **Contact**

Content to Meet User Intent

- How does content match user intent?
- Through 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
- You are the Guide Motivating Change
- Your Company has a Plan and Call-to-Action
- Villains are Defeated with Your Help!
- The Story 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.

AI to Build Content Engagement

- Interactive and **highly intuitive websites**
- Smart **AI chatbots** on websites
- **AI avatars** or **agents** of top salespeople and thought-leaders
- **Custom ChatGPT** - meetings, data and knowledge base

Use AI for Content Ideas That Work

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

3

Inbound Marketing

Attract Qualified Prospects to Your Brand

Customers Research and Find You

Inbound Marketing

One Audience of Many



Infinite Audience of One

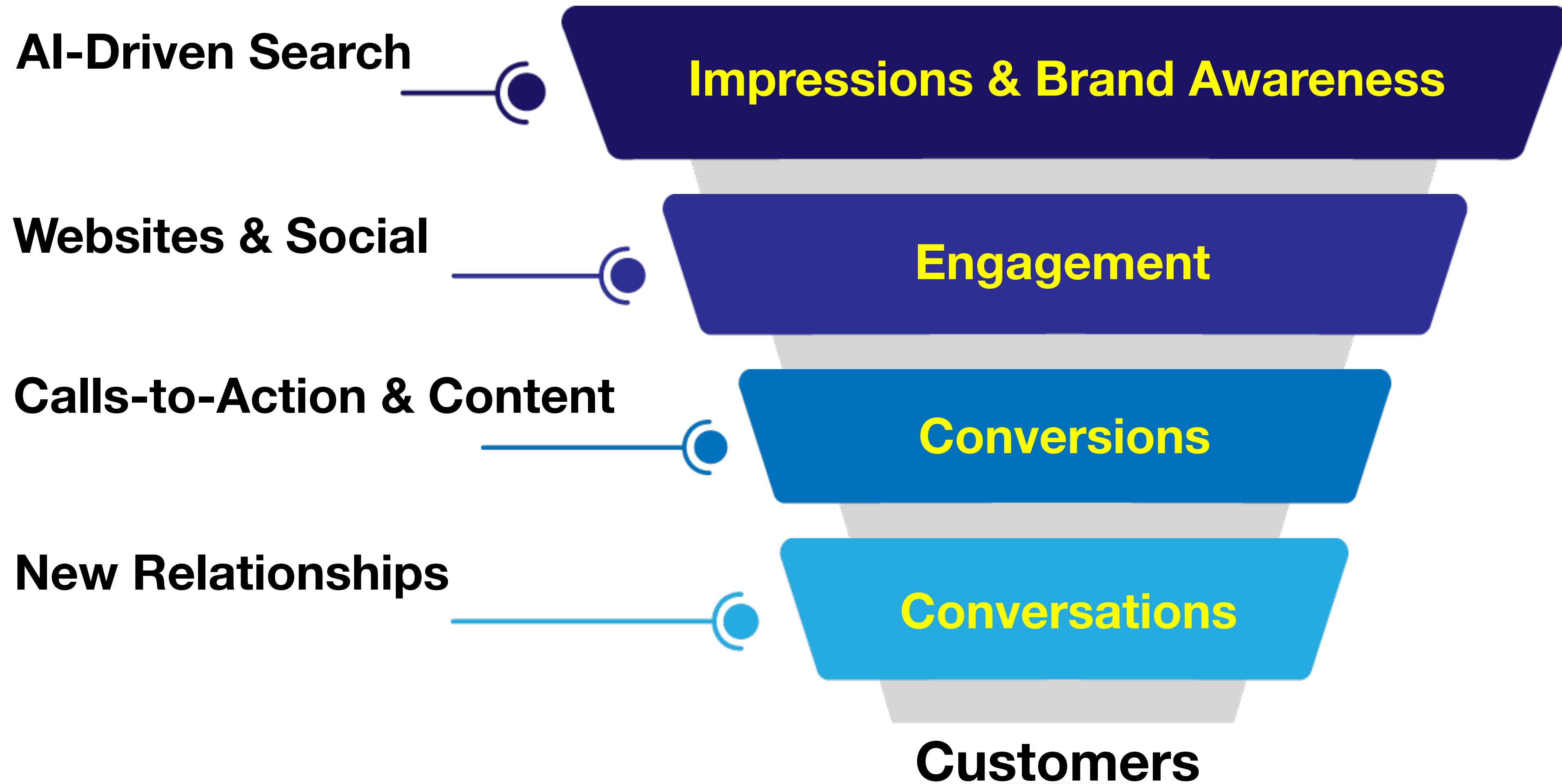


Step Three

Your Digital Channels

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

AI is Changing the Funnel

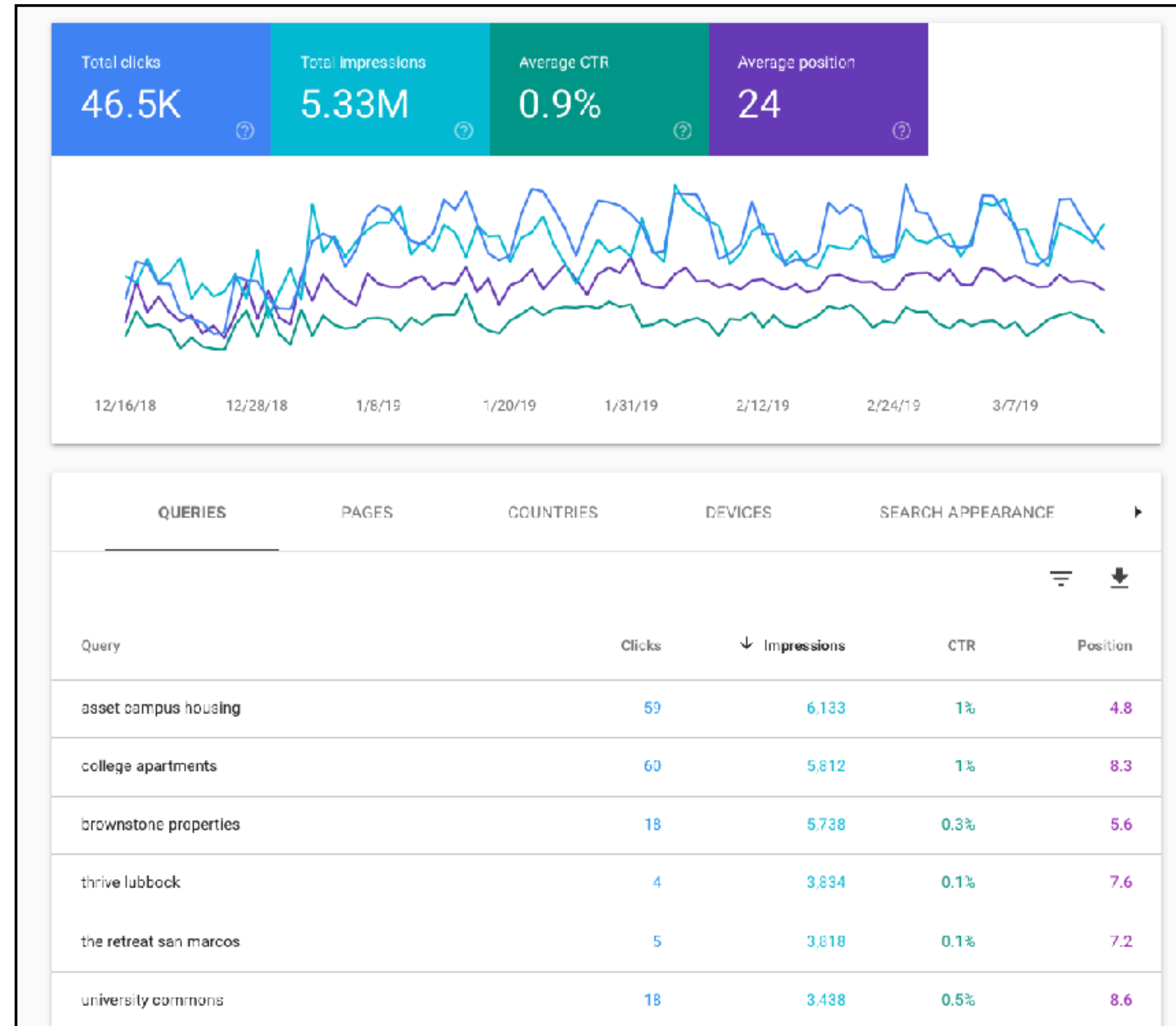


Funnel Movement

1. AI Mentions and Google 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)

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**

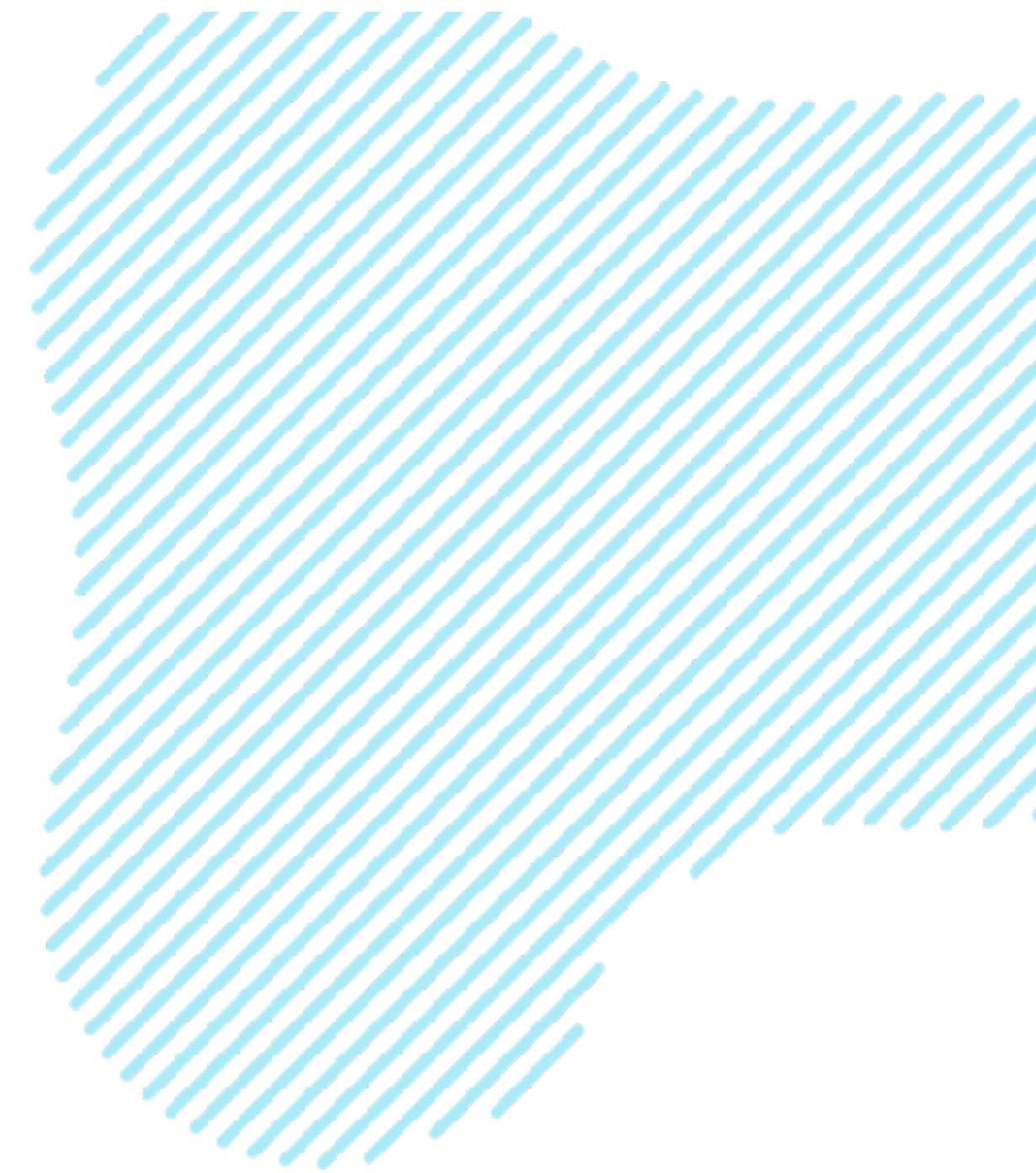
How you are positioned in the industry.

- **Trustworthiness**

Content signals & interactions to build trust and confidence.

Get Found in AI Search

- Structured website for machine learning, vector data & cosign.
- Advanced bio pages on your website.
- Excellent product and services pages.
- Blogs, FAQs and deep resources are critical.
- A thorough and engaging “About” website 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

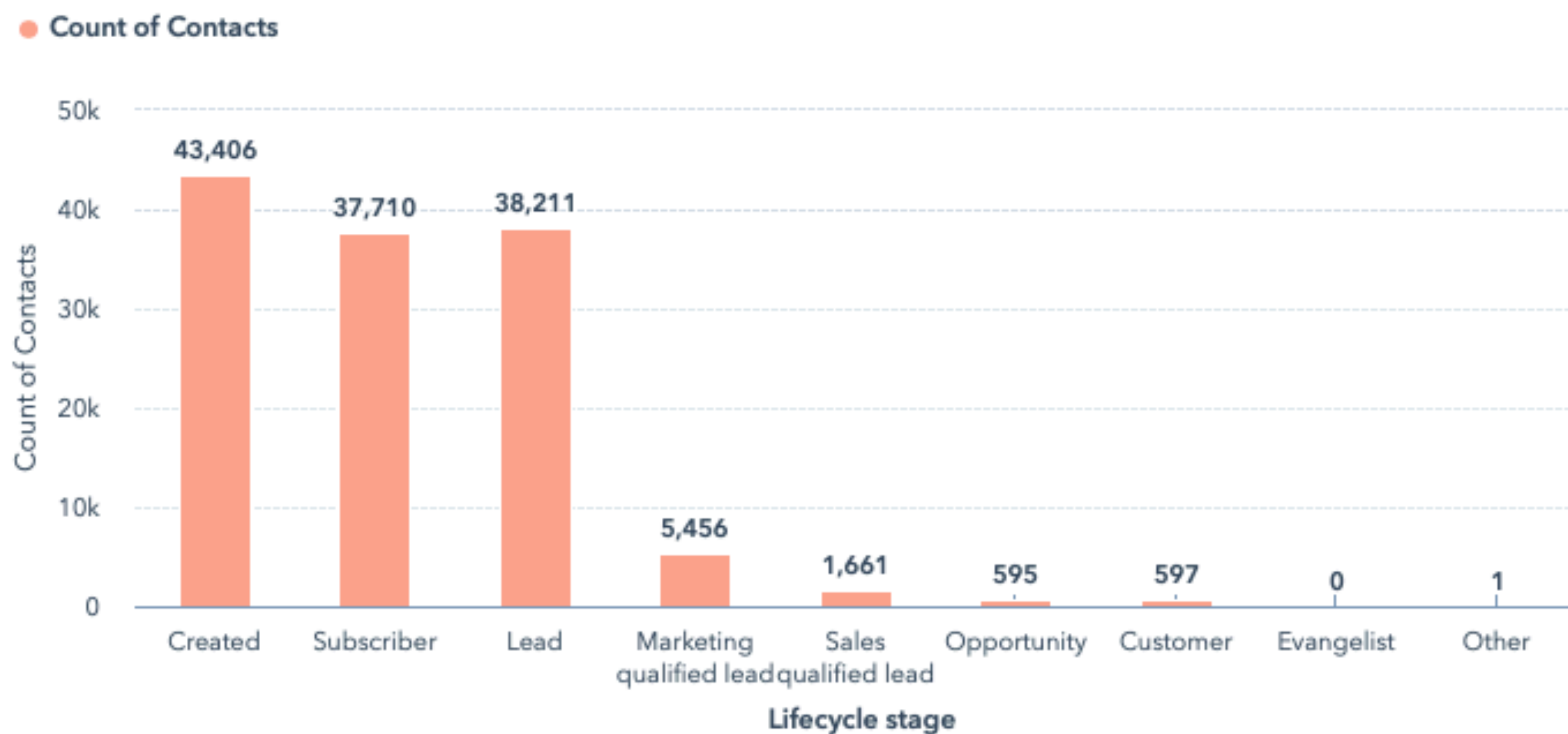
Get started with FREE tools, and upgrade as you grow.



Funnel Reporting

Contact Lifecycle Stage (All time) ⓘ

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



AI and Marketing Campaigns

AI search accelerates 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



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

4

ROI & Conversions

The Most Important Step

Key Digital Metrics

- Website Visitors - new and repeat
- AI and Google search results
- Impressions and channel sources
- Conversions and sales tracking
- Social media engagement
- Email marketing metrics

Step Four

Digital Marketing Budgets

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

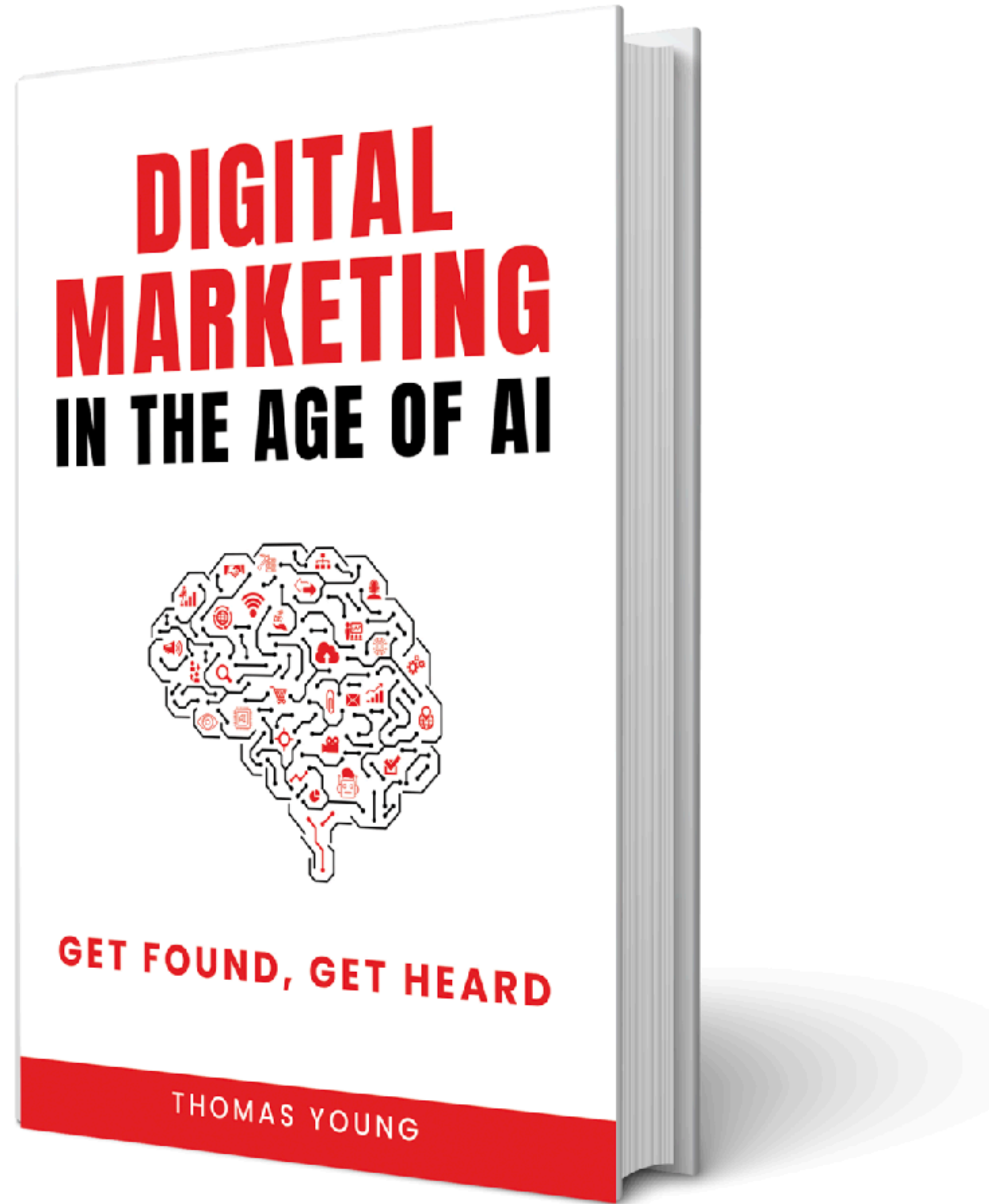
ROI Case Study: Wiggam Law

- Average Order: \$6,500 (lifetime value is higher)
- Website Design and Development Cost: \$39,000 (one time)
- Variable Monthly Digital Spend: \$4,500 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



TAKE ACTION

Resources



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.
- Website, social and email support teams.

AI and Marketing

Where to start?

- Pay for Claude or ChatGPT - teams version for the organization.
- Intelligent AI Chatbot on your Website.
- Custom ChatGPT for your team and company.
- HeyGen for video personalization and content delivery.

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?



Follow-Up Consult

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Websites and AI

Live Feedback

