

Digital Marketing

Using digital marketing and AI to grow with your business



What Will You Get From This Workshop?



- Learn the basic requirements for effective digital lead acquisition and curation
- Understand what kind of content you need to make digital marketing useful for promotion, lead generation and to sell your capabilities
- See ways to use generative AI to create and utilize the content you need

Digital Marketing that Results in Sales



Focuses on the client



Keeps branding consistent



Delivers a simple message



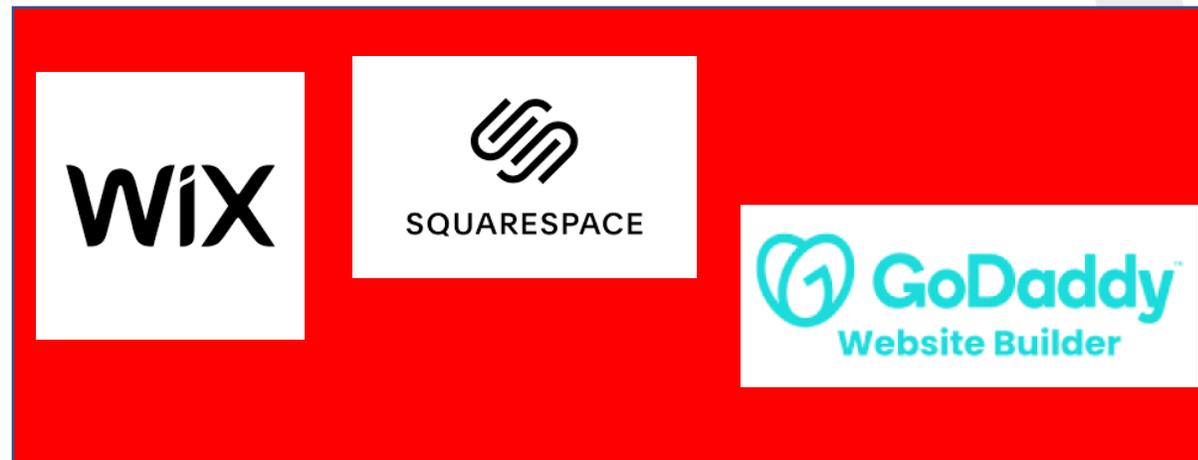
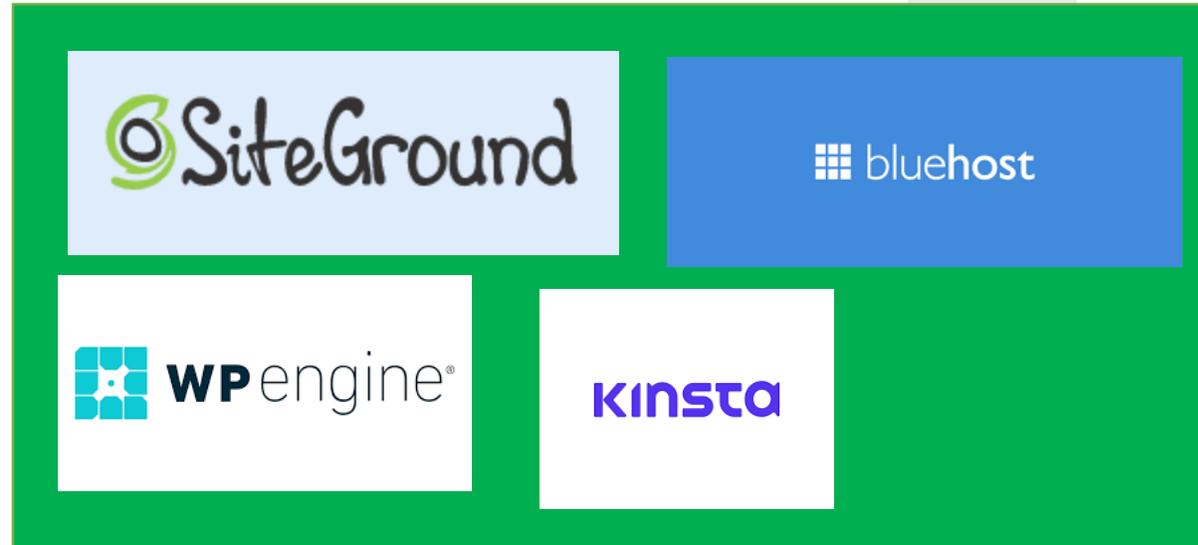
Is engaging



Is personal

Why is Your Website the Heart of your Digital Marketing?

- Social media channels are rented property, your website is where you invest and focus for effective digital marketing
- Thought leadership and delivering value is the core of content marketing
- Lead capture is good, but without lead nurture, it is too often wasted
- Your website drives complexity of campaign strategy and execution





Website Design Considerations

Content Management System (CMS)

- Mobile First
- Responsive Design
- Image optimization
- Code Optimization

Search Engine Optimization (SEO)

- Level 0 - Foundation
- Level 1 - Basic
- Level 2 - Advance

Content

- Speed (ISP choice)
- Publish rate ability
- Content freshness
- Engagement & response plan

Conversion Rate Optimization (CRO)

- Bounce and Exits
- Click and Impressions Ratio
- Channel Engagement Definition

Site Maintenance Considerations

- Choosing the right “Key” words
- Unique page titles and meta descriptions
- Mobile landing pages
- SSL certificate (https:)
- Links from other authoritative sites
- Social media links
- Add content frequently
- Use video and pictures
- Test speed
- Utilize microdata



Need help assessing your current site's organic SERP health? Request an assessment counseling session via <https://masonsbdc.org/>

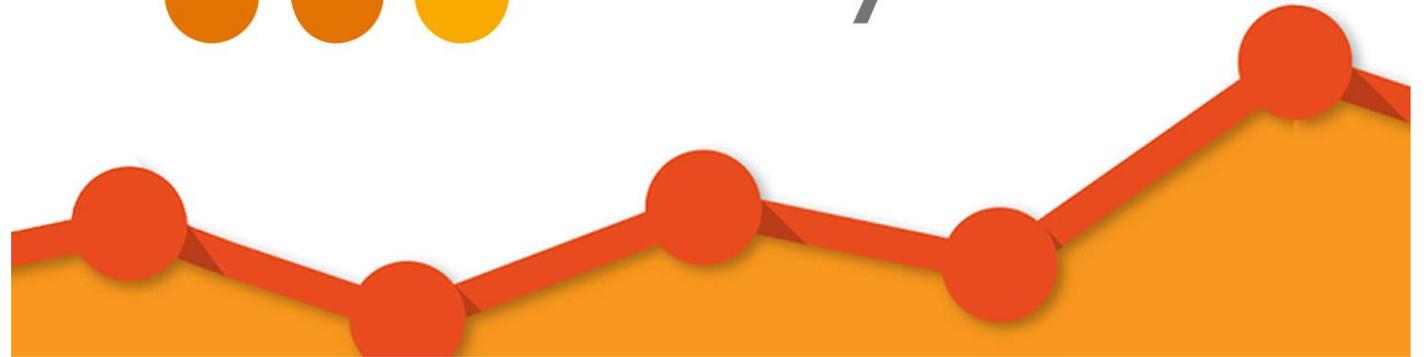


SEO SiteCheckup

Artificial Intelligence Demo 1 – Conversion Rate Optimization



Using AI For Analytics



Google Tools that help the AI to help you



Finally, Some Digital Marketing Tool Recommendations



Category	Tool URL	Pricing
Hosting provider	Siteground.com	Paid Service
Marketing Automation	Mailchimp.com	Freemium
Content Analysis	Buzzsumo.com	Freemium
CMS	WordPress – available from hosting providers	Opensource
SEO Plugin	Yoast.com	Freemium
Site Speed Test	https://developers.google.com/speed/pagespeed/insights/	Free
SEO Baseline Reporting	SEOSiteCheckUp.com	Paid Service
Content Creation	Canva.com	Freemium
Keyword Intelligence	SEMRush.com	Paid Service
Site Intelligence	Similarweb.com	Paid Service
Content scheduling	Hootsuite.com	Paid Service
Analytics	https://marketingplatform.google.com/about/	Free

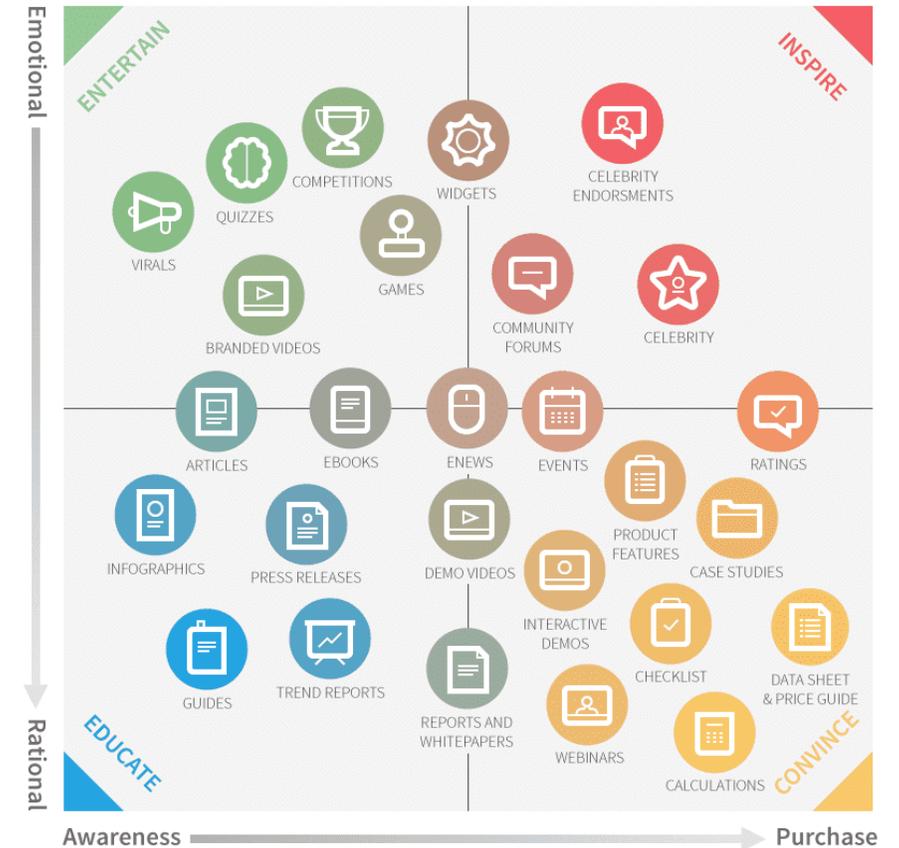
Using Generative AI in Digital Marketing

Discussion and Demonstration

What can Generative AI Simplify?



1. Understanding the audience
2. Drafting the content to become a credible source for that audience
3. Tailor the content to place it in front of your audience
4. Help you to make the case for purchase



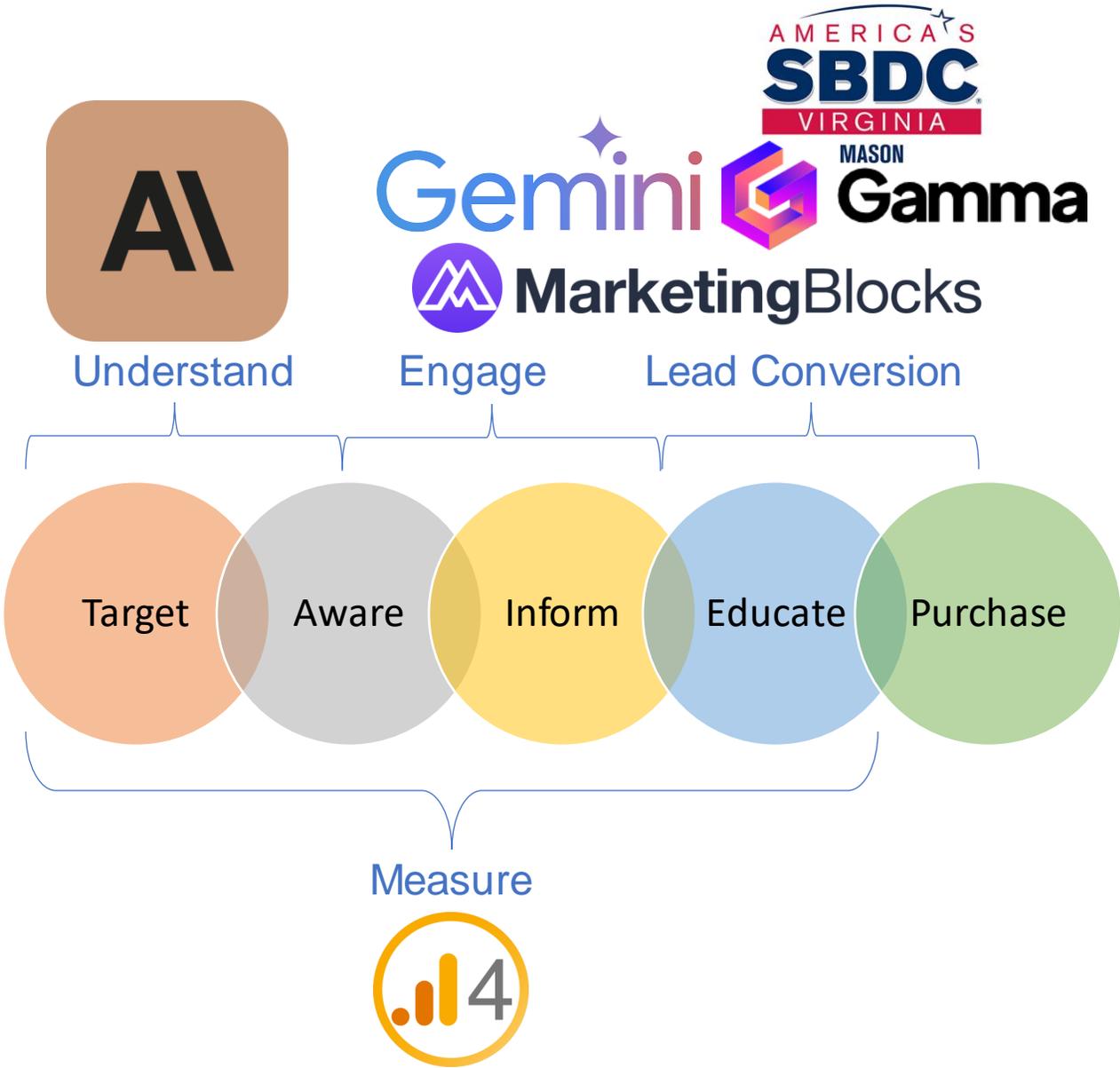
Source - <https://marketinginsidergroup.com/content-marketing/how-to-create-execute-a-digital-content-strategy/>

Demonstration 2: Using Generative AI to help Alfa Shark acquire and curate new leads....



ALFA SHARK
ENCIRCLING THE MARKET

ALFASHARK is a fictitious company manufacturing and selling computer peripherals to businesses and consumers



Questions?

AI will change how your business works. To find tools that address other aspects of your business visit <https://www.futurepedia.io/>



If you are ready to incorporate AI into your digital marketing or just want help getting started, register for one to one counseling and free workshops at <https://masonsbdc.org/>

