

# 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



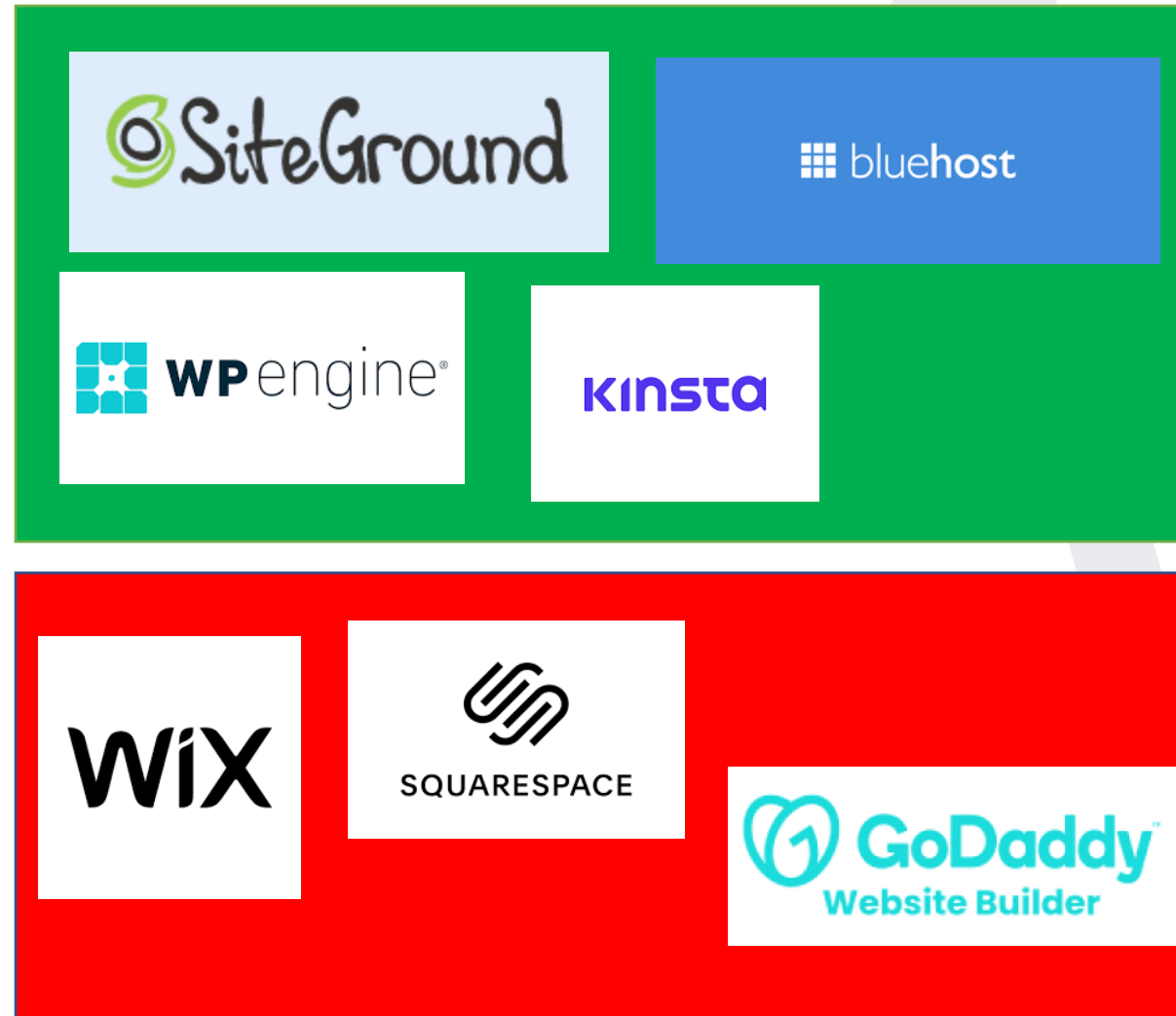
Is engaging



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/>



# 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	<a href="https://developers.google.com/speed/pagespeed/insights/">https://developers.google.com/speed/pagespeed/insights/</a>	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	<a href="https://marketingplatform.google.com/about/">https://marketingplatform.google.com/about/</a>	Free

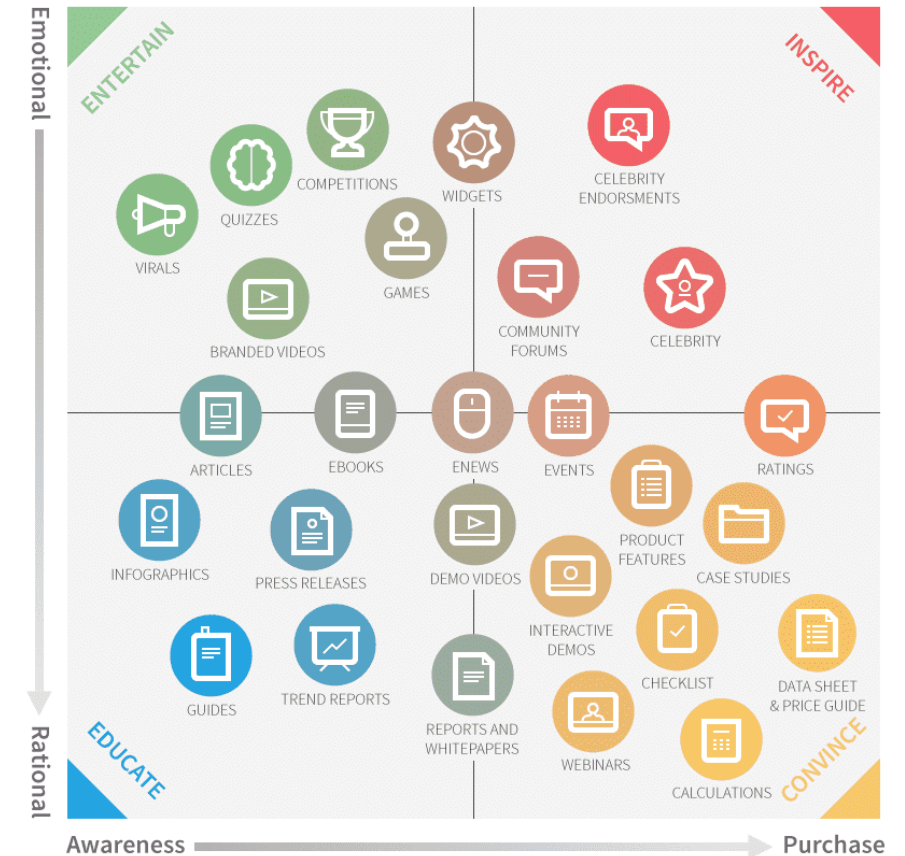
# Using Generative AI in Digital Marketing

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

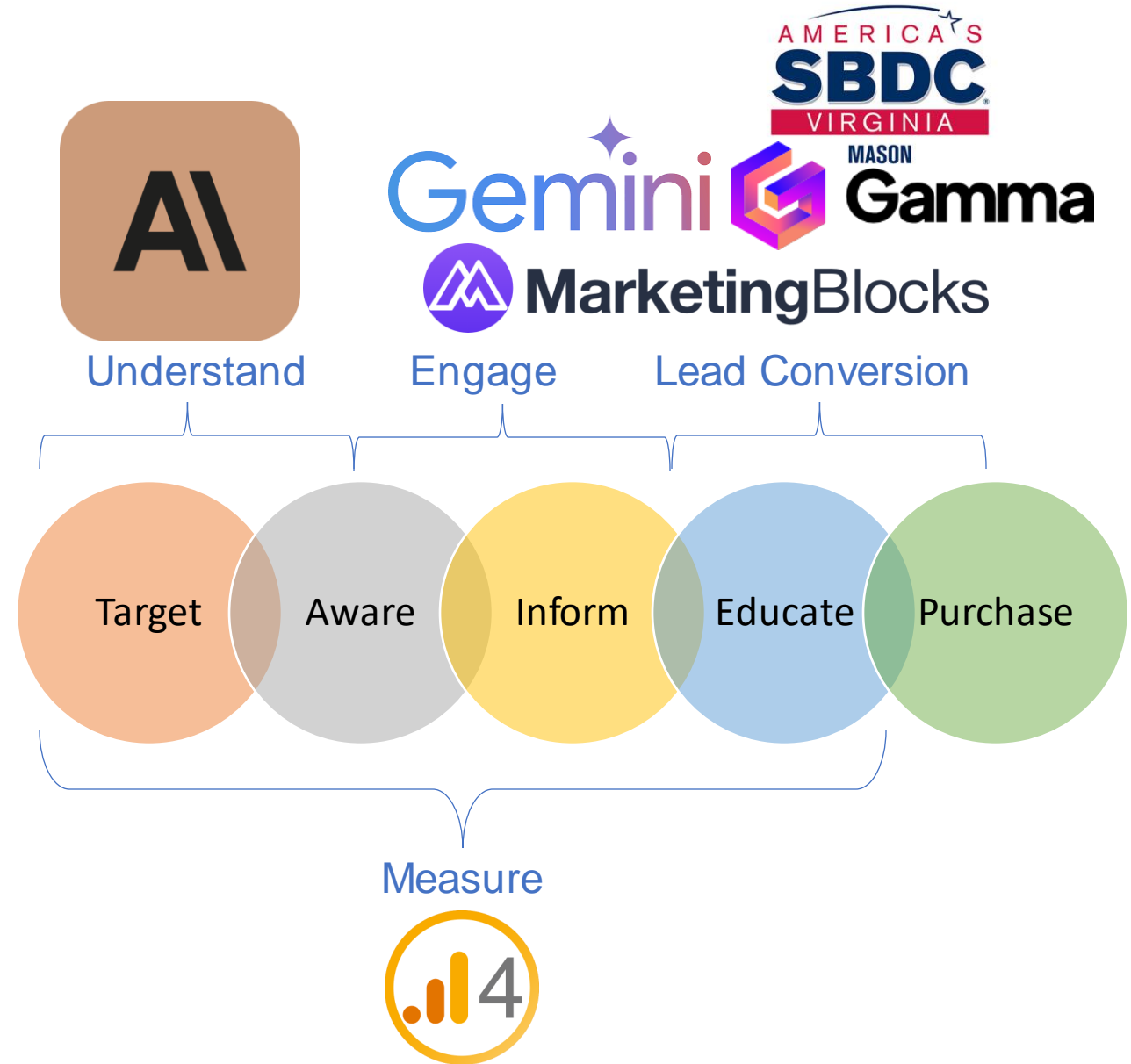


Source - <https://marketinginsidergroup.com/content-marketing/how-to-create-execute-a-digital-content-strategy/>

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



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/>