

AI Chat and Digital Marketing

Websites, Content Generation and Getting Found

Birth of a Marketing Revolution - Fastest Growing Tech Ever

Marketing Content - Get first drafts done!

Research - Fast information with limited logins

Sales - Support your sales team with knowledge and insights

Business Operations - Huge growth coming

Website Technologies and Coding - Apps, Calculators and Tools

What do people want? The secret sauce of AI success.

Avoid pain and solve and problem

Gain what they desire

Save time and money

A Focus on Story and Benefits

What are the real benefits?

What are the real risks?

Your customer is the hero, you are the guide.

Clarity and focus drive marketing results.

Where does AI come in to help?

Content Marketing Reinvented

Research benefits and risks

Create a first draft and make revisions

Optimize the content on your website

Publish your content in multiple digital channels

Create a checklist, app, tools, calculators or mid-funnel content (e-book, webinar and more)

Great Questions for AI Chat

What are the benefits of _____ ?

What are the risks of _____ ?

Can you write an interactive tool for _____ ?

How does a company get success in _____ ?

What is the ROI of _____ ?

What are people searching for and what are the keywords?

A New Sales Funnel Tool

Life enhancement technology to make humans better

A tool for Conversion Rate Optimization (CRO)

CRO tracks movement through the funnel

Kickstart the research process with prospects

Improving Sales Performance

Get outside your head and into your customer's heads with AI chat

Better understand the buyer's journey with a focus on benefits

Produce more effective content and get found

Improve sales performance and marketing results

Getting Found and Content Marketing

Real-life implications

Know your keywords!

Get ahead of your competitors today

Get your Brand mentioned in AI chat

Experience, Expertise, Authority and Trust (EEAT)

Current AI Chat Issues to Watch - A Language Model

Inaccuracies - check your facts and know your story

Copyright and plagiarism

Not human, AI content can lack “personality” that comes from a human writer

Things are changing every week, follow Google (Bard) and follow Bing (Microsoft)

Browsers are the AI gatekeepers - Chrome and Microsoft Edge

Phone and voice chat will accelerate growth

AI Chat Action Items

Start using ChatGPT at your company

Build it as a resource, just like Google, for your teams

Find your benefits and risks, brainstorm ideas

Develop first draft marketing content, blogs, web pages and social

First draft email copy and marketing campaigns

Strategies for getting found...