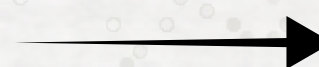
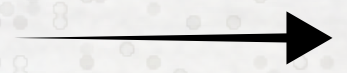
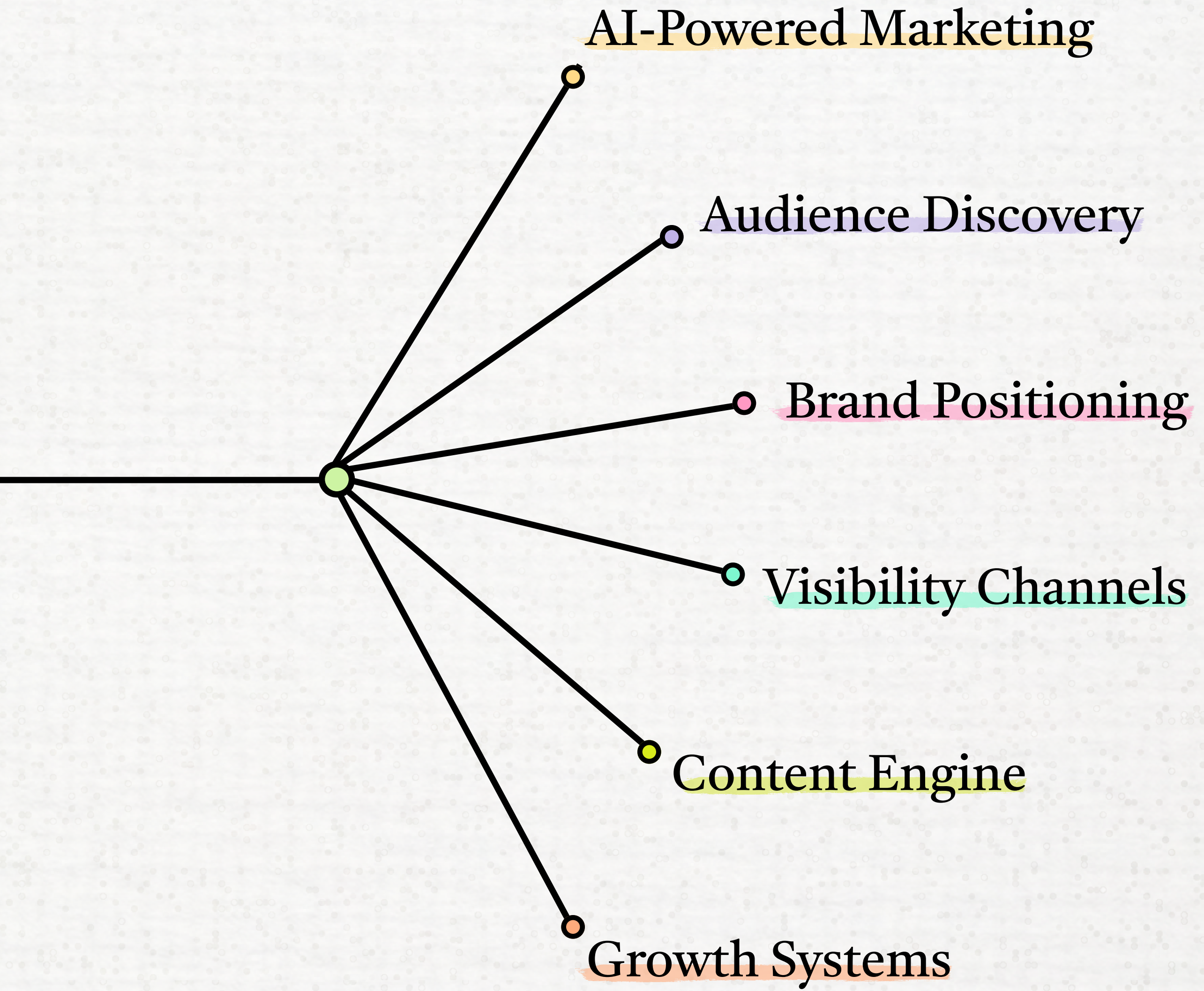


Marketing is... _____



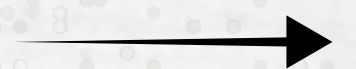


1 AI-Powered Marketing

The use of AI to analyse behaviour, predict demand, and automate smarter marketing decisions.

✓ Best practice:

Identify key moments of intent. Use tools like GA4 or Searchable to track what drives traffic and conversions.

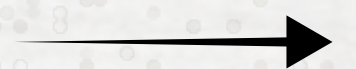


② Audience Discovery

Understanding where your audience spends time and how they make decisions across platforms and AI tools.

✓ **Best practice:**

Map digital behaviour. Use analytics tools like SimilarWeb or Glasp to identify where your audience consumes information.

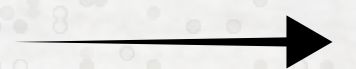


3 Brand Positioning

How your business or personal brand is perceived and why people should trust you over anyone else.

 **Best practice:**

Define your edge. Write down in one sentence what you do the best. If you can't, you don't have a position yet.



④ Visibility Channels

The search systems that decide who gets discovered - SEO, AEO, and GEO.

✓ Best practice:

1. Start with SEO.

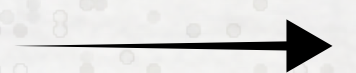
Make your website is technically sound.

2. Add AEO.

Optimise pages for “zero-click” visibility.

3. Expand into GEO.

Write in clear, citation-friendly language.

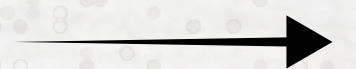


5 Content Engine

A repeatable system that turns ideas into content... and content into consistent, measurable growth.

✓ Best practice:

Review performance weekly. Identify which ideas convert best (saves, clicks, replies) and double down.

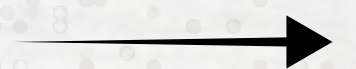


6 Growth Systems

Automated processes that track, test, and scale what's working without manual effort.

✓ Best practice:

Identify your compounding loops. Track which activities create repeatable growth.
E.g. Post → Newsletter → Webinar Funnel.
Build automation to replicate that sequence.

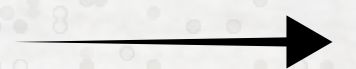


**Marketing is now a flywheel,
not a funnel.**

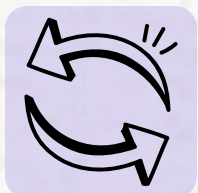
AI fuels it.

Content drives it.

Your brand sustains it.



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