GREAT SCOTT!

THE FUTURE OF AI MARKETING IS *HUMAN*.

Join us at Cincy AI Week to learn how to leverage your stories to attract your ideal buyers with AI - 80s blockbuster style.

SQUEEZE THE DAY! AI MARKETING & STORIES

Overview

1. SEO Latest and AI Search
2. How Stories and StoryBrand Ideas are the secret to genuine content
3. 7 Things You Should Do with Marketing as Inspired by 80s Blockbusters (Few Things You Should NOT Do)
4. Content and ChatGPT main focus

Today's Workshop

- **15+ Years Marketing**
- **Dozens of Clients Win Millions in Business**
- **HubSpot Partner**
- **StoryBrand Certified**

BigOrange.Marketing
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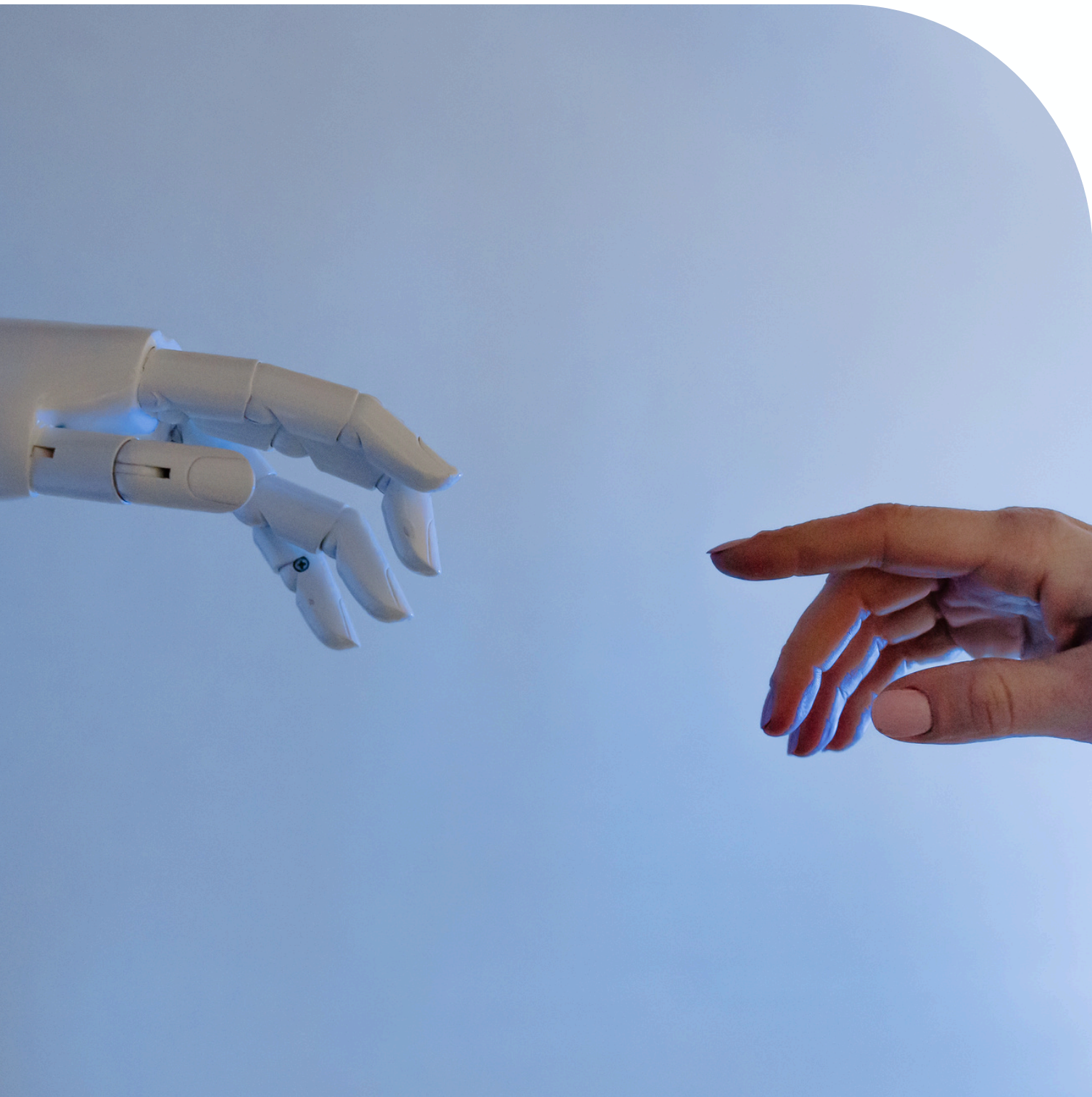# AI and Marketing

Some truths

Google Ads, Paid Ads

These are an important part of your toolkit, but renting an audience

SEO - Words on Your Web Pages

Content and words on your pages is like owning an audience. It takes time. It still rules for AI and Google Search BOTH!

AI Should Help Us Do More

Yes and no... Let's talk about the Dos and Don'ts of AI and Marketing

Google and AI...

Helpful Content FOR HUMANS Still Rules

Spam has no chance
Black hat tactics, SEO spam, AI fluff content does not work

Google wants people to find answers
Beyond making money, Google's goal is to help people find answers to their problems

Helpful Human-Centered Content
Google EEAT still true.

Google E-E-A-T

The scoop or the icing...content should be helpful to humans...

- **Experience:** Demonstrates that the content creator has **firsthand or life experience** relevant to the topic at hand, depth and personal insight.
- **Expertise:** Shows the author's **deep knowledge** and skill in a specific field, ensuring the information is accurate and detailed.
- **Authoritativeness:** Establishes the author or website as a go-to **source for the subject**, recognized by others.
- **Trustworthiness:** Confirms that the information is **reliable** and the site is secure.

AI Search or GEO

Think Buyers Journey, Think Multi Dimensional Search

- **AI Search -** Growing in volume 1% to 30% Numbers vary widely!
- AI Overviews, AI-Enhanced Search, Searching in ChatGPT, Perplexity, Claude, Copilot, and Gemini, AI-driven searches **is growing**
- Plan for:
  - Buyer's Journey Searches -

Google E-E-A-T

So if you had on your back burner to rip off and repeat loads of content using AI, well cross it off your list...
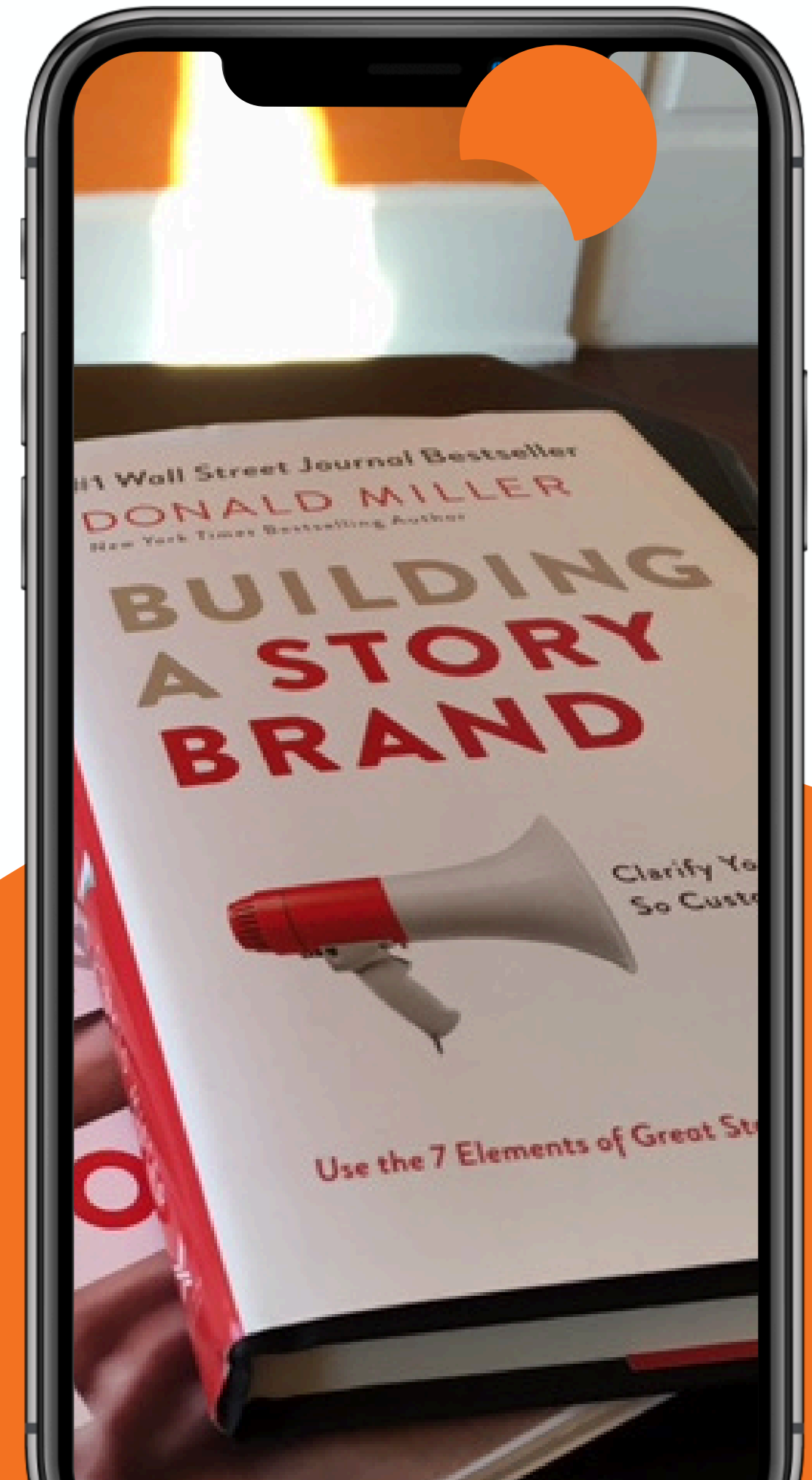
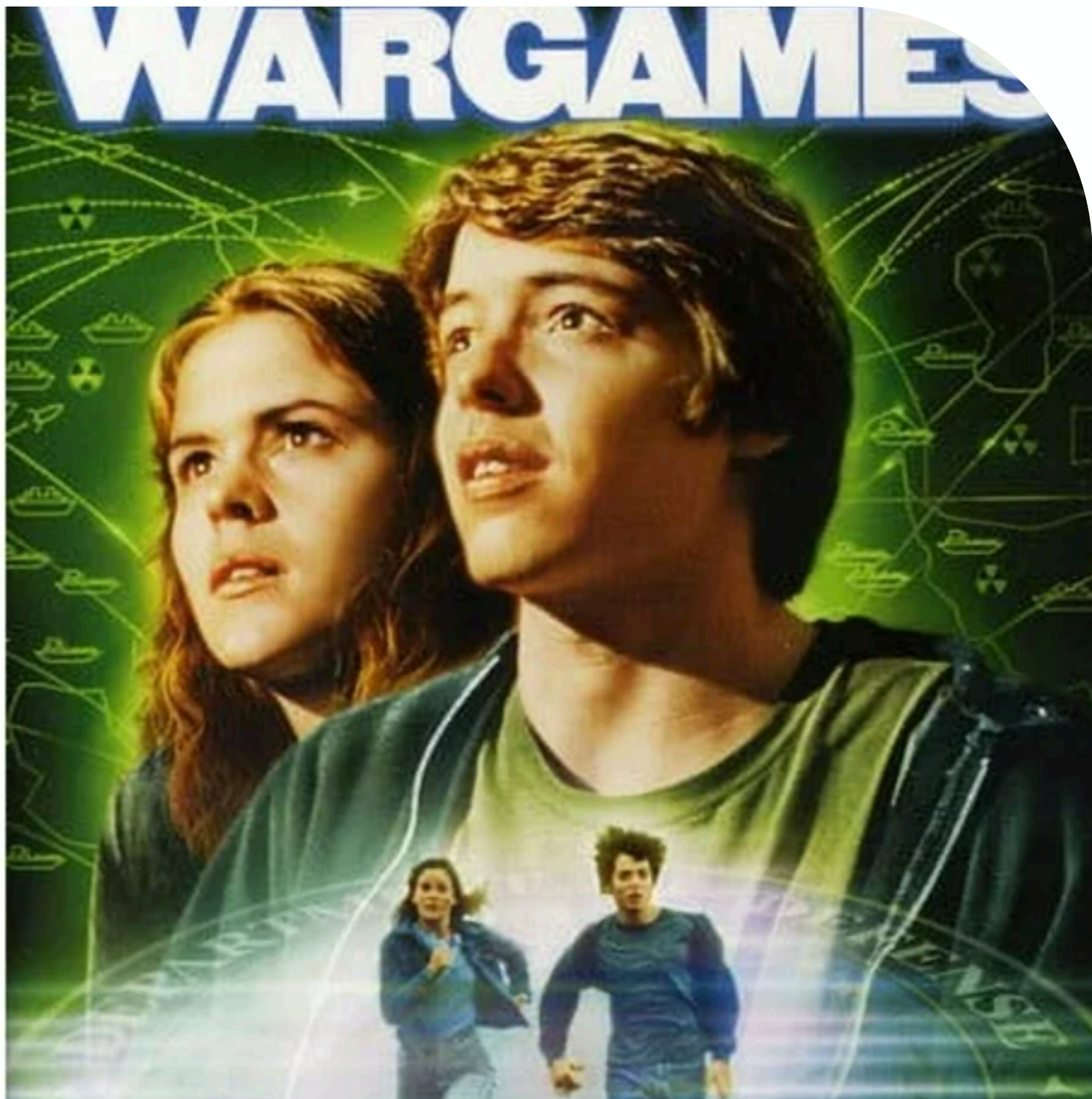# AI and Marketing
What Should You Do?

Turns out...80s blockbusters and "stories" are the answer

StoryBrandBasics

1. Stories help our modern busy brains listen
2. Stories are as old as time
3. When someone says, let me tell you a story, you listen
4. Customer is the hero, you are the guide
5. You confuse, you lose
6. Could a website pass the caveman test?

#1 War Games

Summary

WarGames" (1983) follows a teenage computer whiz who hacks into a US military supercomputer and initiates a simulation of global thermonuclear war. As he races against time to prevent the computer from starting World War III, he learns valuable lessons about the dangers of unchecked technology and the importance of human intervention in decision-making.

"Shall we play a game?"

WARGAMES (1983) | Official Trailer | MGM

Share

Watch on ▶ YouTube

#1 Don't over rely on AI

Like in the movie: Don't just use AI to regurgitate content and upload it. You will get nuked!

Case Studies!

Use AI to write your real cyber stories. Encourage your techs to summarize stories. Share in your weekly team meetings.

Make a content calendar plan
Plan to share your case studies at least once per month

Design matters
Leverage tools like DALI or Canva to create images that illustrate without sharing client details! (Fun facts)

#2 Weird Science

Summary

"Weird Science" is a 1985 film where two socially awkward teenagers, Gary and Wyatt, used their computer to create a perfect woman, Lisa, who is endowed with magical powers. Throughout their misadventures, Gary and Wyatt learn valuable lessons about self-confidence, the importance of genuine relationships.

What do you little maniacs want to do first?

Weird Science | Official Trailer

Watch on YouTube

Share

UNIVERSAL ALL-ACCESS

#2 Let your crazy ideas fly

Leverage AI to generate content topics

Brainstorm and ideate lists of topics
Leverage ChatGPT to create lists of topics

Find clever titles that resonate
Say goodbye to boring titles. These two "geeks" were already cool

Dig into relationships and community
Build your authenticity with sharing from your community.

#3 Back to the Future

iIf you're going to build a time machine into a car, why not do it with some style?

STEVEN SPIELBERG Presents

BACK TO THE FUTURE

A ROBERT ZEMECKIS Film

He was never in time
for his classes...

He wasn't in time
for his dinner...

Then one day...
he wasn't in his
time at all.

Summary

"Back to the Future" is a 1985 film where teenager Marty McFly accidentally travels back in time to 1955 in a DeLorean car converted into a time machine. Throughout his journey, Marty navigates back and forth in time to learn the importance of understanding the consequences of one's actions, the value of family, and the idea that it's never too late to shape your own destiny.

Back to the Future | The Very First DeLorean Time Travel...
Share
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Watch on ▶ YouTube

#3 Iteration and learn keywords

Just like Marty iterated back and forth through time, Iterate and use AI to research keywords

Iterate and optimize what you write

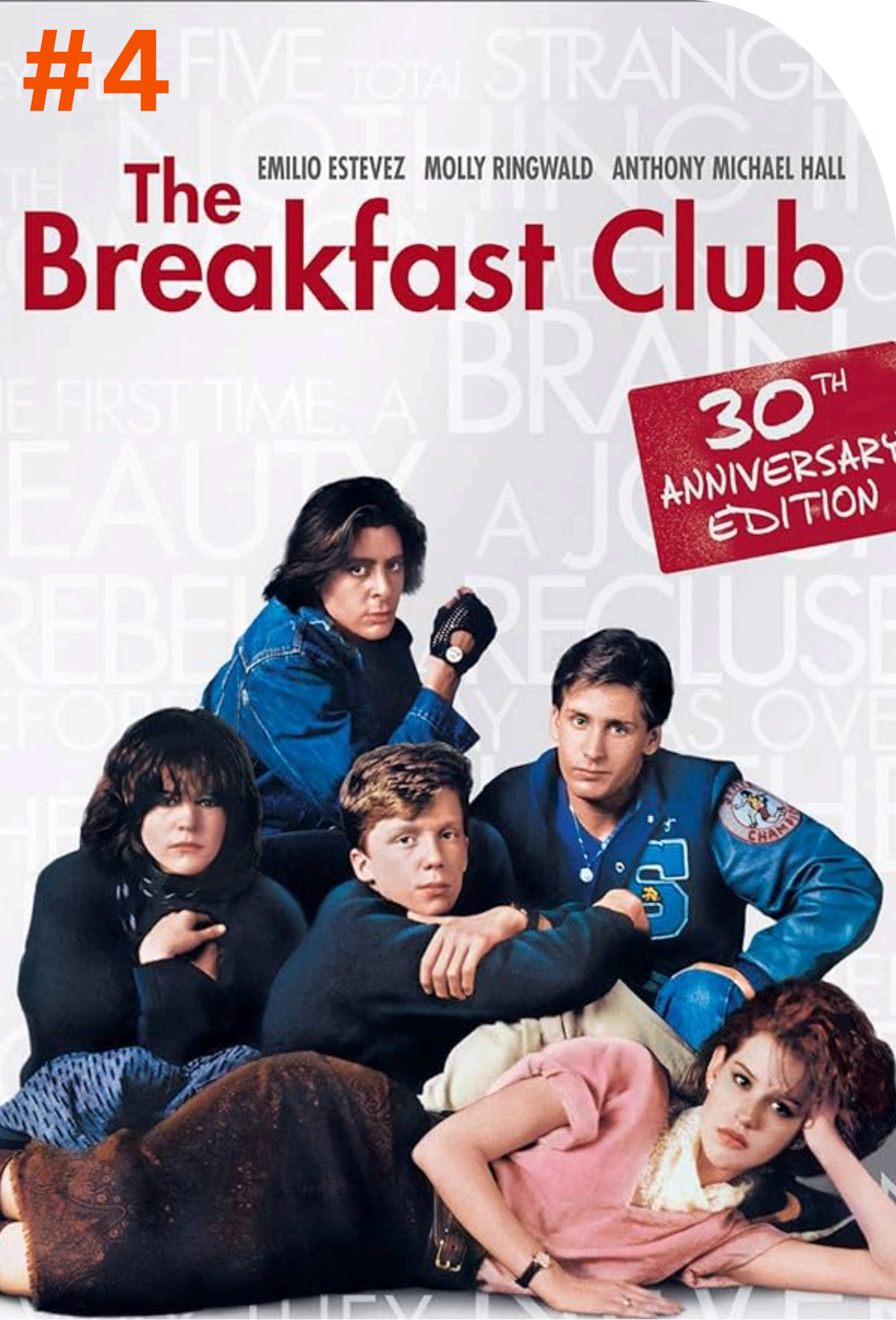Start with AI drafts. Optimize content with AI insights and tools like SEO Surfer

Research keywords

Conduct dynamic keyword planning, niche specific research, write meta, iterate versions with more keywords

Leverage Zaps to help manage tasks

Create copy docs with keyword meta boxes using automation

#4

EMILIO ESTEVEZ MOLLY RINGWALD ANTHONY MICHAEL HALL

The Breakfast Club

30TH ANNIVERSARY EDITION

FIVE TOTAL STRANGERS
NOTHING
THE FIRST TIME A BRAIN
BEAUTY A JOCK
REBEL RECLUSE

Summary

"The Breakfast Club" (1985) follows five high school students from different social cliques who spend a Saturday detention together. As they bond and open up to each other, they learn to look beyond stereotypes and appreciate each other's differences, ultimately discovering common ground and forming unexpected friendships.

"We're all pretty bizarre. Some of us are just better at hiding it, that's all."

The Breakfast Club Official Trailer #1 - Paul Gleason Movie (1985) HD

#4 Get social, open up

Build Community, Be a Resource, Lift Others Up

Respond and engage

Set up notifications to engage in conversations in real time

Blog to social

Use blog post to become social, scripts and more

Lead with empathy

Research with the help of AI your ideal customers top pain points

Lift others up

Automate review requests and then highlight kudos in social posts. Consider pro spotlight ideas

#5 Star Wars

Summary

In "Star Wars: The Empire Strikes Back," Luke Skywalker seeks guidance from the wise Jedi Master Yoda to further his training in the ways of the Force. Under Yoda's mentorship, Luke undergoes a transformative journey of self-discovery and learns valuable lessons about courage, patience, and the nature of the Force.

"Do. Or do not. There is no try."

STAR WARS

THE ORIGINAL TRILOGY
THE MOVIE ADAPTATIONS

MARVEL

Star Wars Episode V: The Empire Strikes Back - Trailer

#5 Be the guide

Leverage AI to focus your messaging

Understand customers pain points
Research! Show clearly how you solve users challenges and leverage AI to clarify your message

Call people to action with confidence
Choose one next action you want people to take

Empower with education
Share what you know in blog posts to draw your audience to you. Develop a list of questions around their buyer's journey

#6 Tron

Summary

"Tron" (1982) follows computer programmer Kevin Flynn, who is transported into a digital world inside a mainframe computer. Within this digital realm, Flynn encounters various challenges and adversaries as he seeks to thwart an evil program and escape back to the real world. The movie explores themes of technology, identity, and the human spirit's resilience in the face of digital challenges.

"End of line."

TRON original theatrical trailer (1982) [FTD-0313]

#6 Customize for your sectors

Customize for your verticals you serve. Like the various sectors Kevin encounters had different challenges, customize your pages for their challenges

Research verticals you serve

Research from your customer's viewpoint what are the pain points unique to them. Create personas.
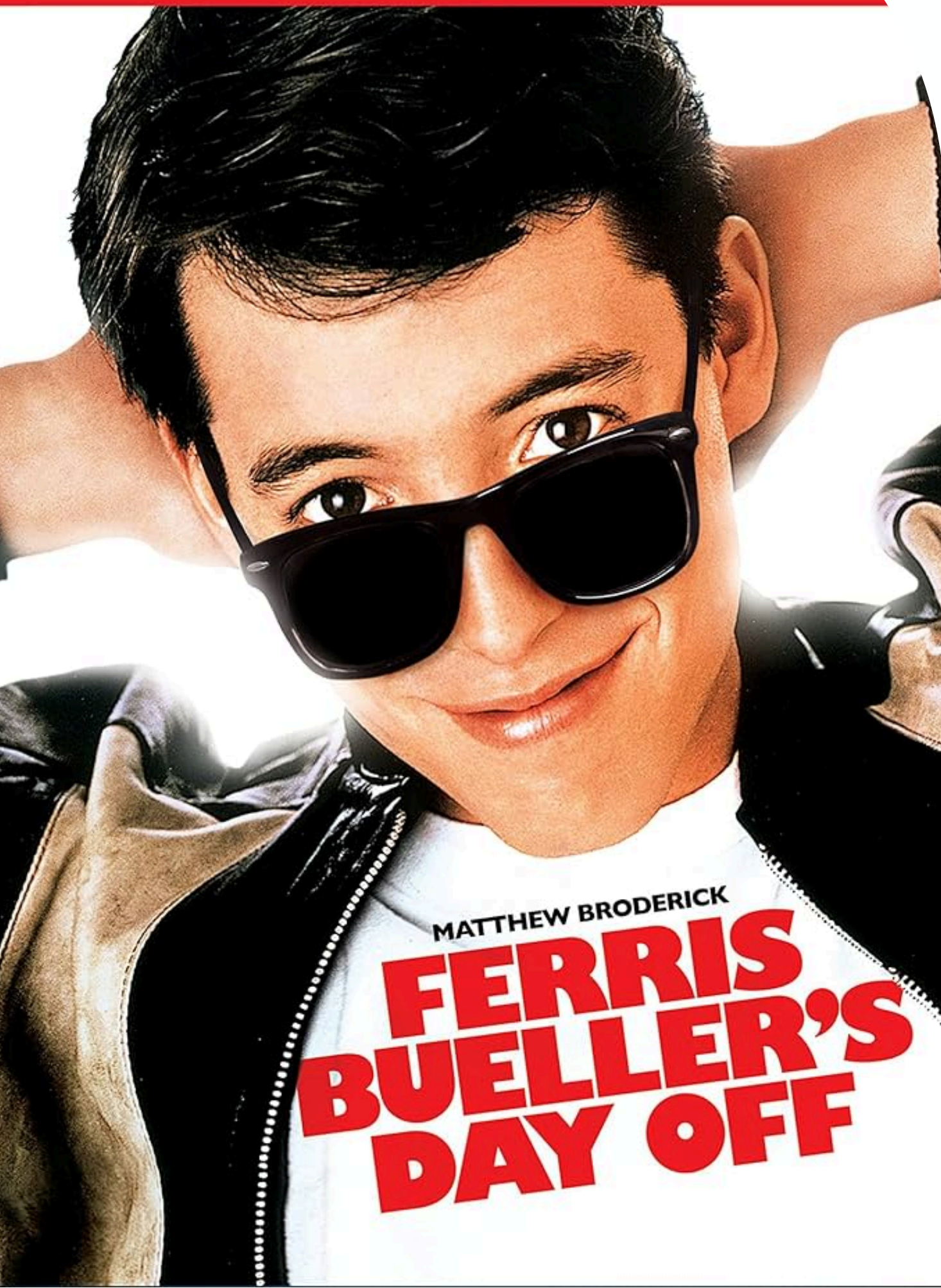
Customize pages for sectors

Put your stories and spin on pages for each verticle you serve.

Industry specific insights

You have unique insights, leverage AI to share them in pages and scripts.

#7

Summary

"Ferris Bueller's Day Off" (1986) follows Ferris Bueller as he orchestrates an elaborate scheme to skip school and enjoy a day of adventure in Chicago with his friends. Throughout the day, Ferris learns the importance of seizing the moment, embracing spontaneity, and making the most out of life's opportunities.

"Life moves pretty fast, if you don't look around once and a while you could miss it"

FERRIS BUELLER'S DAY OFF | Official Trailer | Paramount Movies

Share

FERRIS BUELLER'S DAY OFF

TRAILER

#7 Like Ferris, get out!

Get out of that comfort zone

Identify a video tip series theme

Use AI to creatively riff on a spin on your name or a series you could own

Get creative connections

Write out item to cover like phishing, disaster recovery, ask AI to connect it to the theme, iterate. Associations.

Draft out 4 tips at a time

Ideate key takeaways to 3 things you want to say at a time. Record 1 minute videos. Boost on LinkedIn

Tools Mentioned

- **ChatGPT of course, CoPilot**
- **Canva**
- **AI in HubSpot**
- **SEO Surfer, Grammerly**
- **Uber Suggest - Keyword planning**
- **Keyword tools like SEMRush, Spyfu, Moz**
- **Building a StoryBrand**
- **BrightLocal for Local SEO**

So much more

- Draft talks, get crazy creative
- Talk submissions
- LinkedIn Live regularly, Webinars
- Organizations to submit to lists, call for speakers
- Generate email drips
- Full campaigns
- A/B testing Google Ads, Facebook Ads
- Plan the work, work the plan
- Always be human, human oversite, don't add to the AI garbage noise

MSP Marketing Resource

- **22 Fundamentals**
- **Downloadable, print and share with your team**
- **Free copy of our book**
- **Talks available to give your team**

A Team of Experts

You get access to writing, technology and marketing experts who keep their skills top notch.

Small Firm Attention

We listen to your needs and make updates rapidly. Also, we meet with you monthly and touch base bi-weekly.

Complete Management

We proactively schedule all the steps of your blueprint. Marketing is off your plate and done right.

Seasoned Pros

At some firms, you get sold in by the A-team only to have a junior team deliver. We're all pros here.

Affordable

We keep our prices affordable with our contractor model and repeatable systems.

We Deliver What Others Promise

Above all, we are honest. We know what to do and get it done. Period.

Want Marketing Off Your Plate?

Book a free assessment of your website and marketing strategies. Learn pricing for planning.

New Social Media Only Plan - Dip your toe in and see what it's like to work with BigOrange. We deliver what others promise.

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