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AI—THE DIGITAL MULTIPLIER

AI—The Digital Multiplier

AI's role in digital marketing is going to have a greater effect than the release of Google Ads, Facebook Ads, and every Google algorithm update—combined.

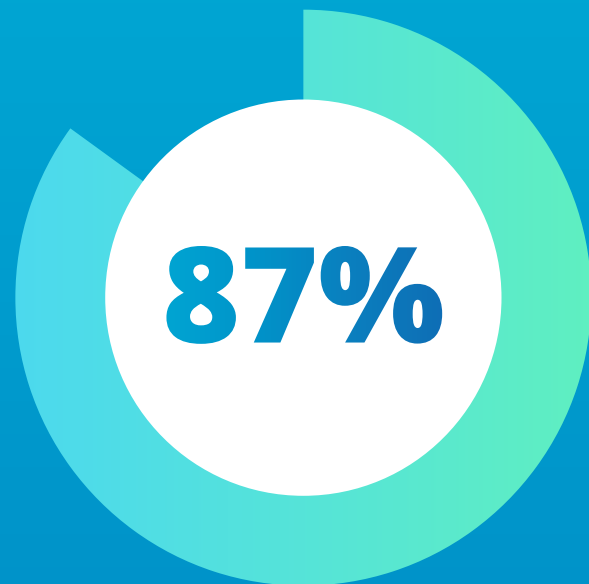
Beyond this, its influence will touch every facet of the digital ecosystem from content creation, personalization, data analytics, and beyond. The key to gaining a competitive advantage in 2024 is not just embracing AI but leading with it.

While some view AI as a threat to the human touch in business, the truth is its value hinges on how effectively we wield it. AI accelerates the journey from concept to execution, provided we communicate our ideas with precision.

Here's a glimpse of how we're leveraging AI beyond basic content writing that has permeated every industry blog:

- + Crafting compelling case studies **with custom GPTs**.
- + Enhancing YouTube Video SEO **with innovative GPT applications**.
- + Bringing static ad images to life **using Runway.ai**.
- + Unearthing correlations in extensive data sets **with ChatGPT and Claude**.
- + Creating custom and unique website imagery **with Midjourney**.

These are just initial steps—a simple taste of what is on the AI horizon. We will uncover tactile and in-depth applications for AI within this eBook and on the National Positions blog throughout 2024. **The real concern isn't AI itself but falling behind competitors that are already harnessing its full potential.**



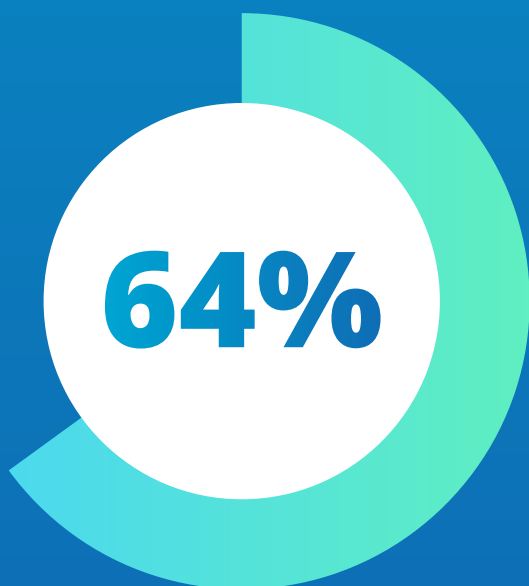
Email Marketing

87% of organizations are using AI to enhance their email marketing strategies.



Content Marketing

Over 50% of CEOs are now using AI for content marketing—this number is expected to swell to nearly 64.7% by January 2024.



Marketing Experts

64% of marketers consider AI to be very or critically important to their success in 2024.



Putting AI into Action

AI for Search Engine Optimization

In the rapidly evolving world of digital marketing, AI has become a cornerstone for SEO and content creation. Platforms like ChatGPT and Claude are reshaping how we generate and optimize content, offering swift and effective methods to improve SEO performance.

This section explores how AI tools like ChatGPT, Claude, and others are pivotal in enhancing your online visibility, from writing and updating content to optimizing for local SEO and gaining market insights. Here, we provide actionable steps and insights into AI's role in revolutionizing SEO performance tracking and strategy refinement, ensuring your digital presence remains competitive and impactful.

A circular infographic with a teal outer ring and a white center. The number '47%' is displayed in teal within the white center.

47%

Speed and ROI

Companies using AI-powered SEO strategies report (on average) **47%** faster implementation times and 63% greater ROI.

A circular infographic with a teal outer ring and a white center. The number '70%' is displayed in teal within the white center.

70%

Revenue Lift

Over 70% of businesses have reported a revenue uplift within six months of implementing AI-powered SEO strategies.

A circular infographic with a teal outer ring and a white center. The number '85%' is displayed in teal within the white center.

85%

Pinpointing Keywords

AI tools can identify high-performing keywords **85% faster** and have shown a 34% improvement in rankings within the first month.

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AI for SEO and Content Creation

AI platforms like ChatGPT and Claude have revolutionized the SEO game with the ability to create, update, and personalize content faster and more efficiently than ever before. With AI's capabilities to rapidly research, reverse engineer the competition, pinpoint the highest value SEO optimization areas, and apply SEO upgrades in record time, it lets us (and you) improve SEO performance in record time.

With over 180 million users and over 1.7 billion monthly visits, ChatGPT alone demonstrates the advantages that AI holds for skyrocketing SEO results, an opportunity that should not be overlooked.

Actions You Can Take:

- **Your Content Companion:**

Write, rewrite, and update your content for SEO. | [ChatGPT](#) & [Claude.AI](#)

- **Your Second Set of Eyes:**

Pinpoint what's missing from your product pages. | [ChatGPT](#) & [Claude.AI](#)

- **Your Creative Partner:**

Create custom imagery for your website and product listings. | [Midjourney](#) & [Runway](#)

2

AI for SEO Performance Tracking

AI transforms SEO performance tracking by offering deep insights into user behavior and search trends. With AI-powered analytics, you can continuously monitor key metrics like search rankings, organic traffic, and user engagement. This approach enables you to uncover valuable insights, spot emerging trends, and fine-tune your SEO strategies with precision, ensuring your website remains competitive and visible in search engine results.

Actions You Can Take:

- **Content Booster:**

Use AI insights to tailor content for higher traffic and engagement. | [ChatGPT](#) & [Claude.AI](#), [GA4 Data](#)

- **Keyword Companion:**

Analyze AI data to fine-tune keywords and on-page SEO. | [ChatGPT](#) & [Claude.AI](#)

- **UX/UI Analysis Partner:**

Apply AI insights to enhance website design and usability. | [GA4 Data](#), [Lucky Orange](#), [NP Marketing System](#)

3

AI for Local SEO Optimization

Local SEO Optimization is key for businesses looking to stand out in their community. It ensures that when local customers search for services you offer, your business tops the search results. You can use AI for local insights and leverage the technology to analyze local search trends and optimize for local SEO.

Actions You Can Take:

- **Ranking Insights:**

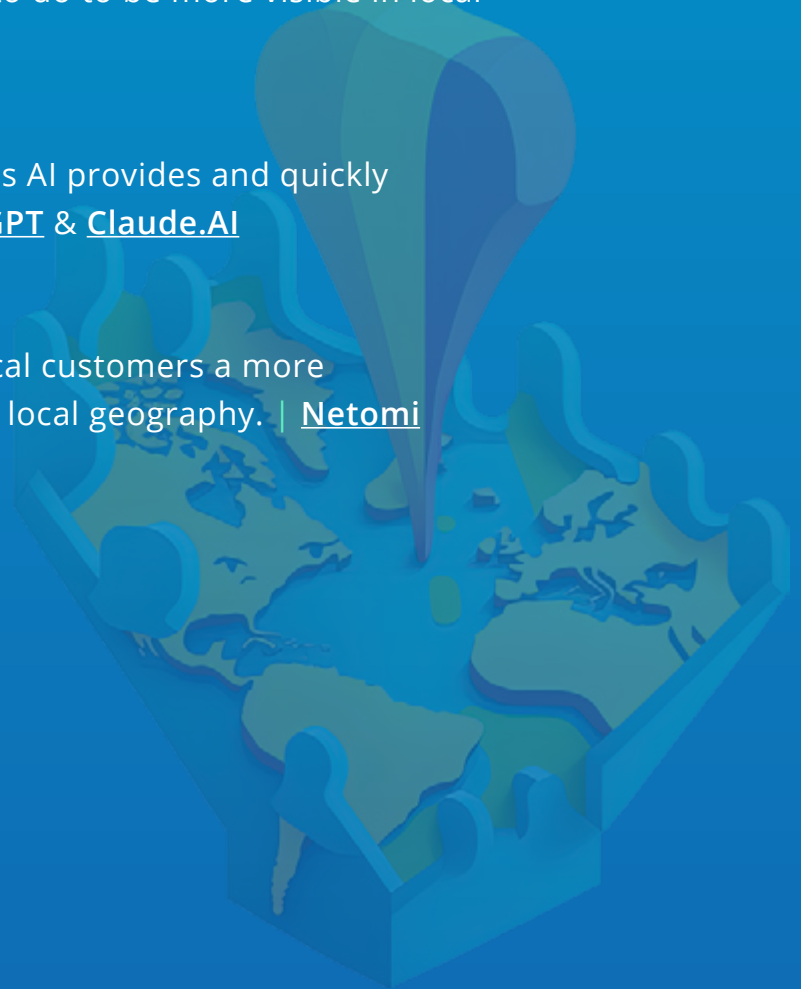
Use your site URL and the local search queries you want to rank for—AI will help guide you as to what you need to do to be more visible in local search results. | [ChatGPT](#) & [Claude.AI](#)

- **Refreshing Content:**

Use the keyword and content suggestions AI provides and quickly apply it to your existing content. | [ChatGPT](#) & [Claude.AI](#)

- **Chatbot Upgrade:**

Use AI-powered chatbots to give your local customers a more personalized experience tailored to your local geography. | [Netomi](#)



4

AI for Market Insights

AI is reshaping SEO by uncovering deep insights into search patterns and trends. It helps businesses refine their SEO strategies by analyzing data like search queries and competitor tactics, ensuring they stay ahead in search rankings and align with market preferences. AI can also give us actionable insights, enabling businesses to understand and adapt to ever-changing market dynamics quickly and effectively.

Actions You Can Take:

- **Know the Competition:**

Input competitors' URLs into an AI tool to get insights into their keyword strategy, backlink profile, and content performance, helping you refine your own SEO strategy. | [ChatGPT](#) & [Claude.AI](#)

- **Trend Tracker:**

Know and leverage what is trending in your industry by identifying emerging subjects and popular queries customers are looking for. | [ChatGPT](#) & [Claude.AI](#)

- **Upgrading Content Value:**

Use AI to interpret the user intent of searches to create more valuable content addressing the needs of your target audience. | [ChatGPT](#) & [Claude.AI](#)

5

AI for Voice Search Optimization

With the rise of smart speakers and voice-activated devices, voice search optimization has become a critical component of SEO strategies. Optimizing for voice search means ensuring your business can be easily found and understood by voice assistants, helping you connect with users in this increasingly prevalent mode of information seeking. Think about using conversational phrases paired with search context, rather than just keywords.

Actions You Can Take:

- **Update for Voice Search:**

Use AI-powered tools to improve content based on SEO best practices making it more suitable for voice search queries. | [SEMRush Writing Assistant](#)

- **Convert for Voice Search:**

Uses AI and NLP to analyze content and topics that align with what users are likely to ask during voice searches. | [MarketMuse](#)

- **Pinpoint the Questions:**

Use AI tools to identify key phrases and questions used in voice searches related to your industry and incorporate them into your content. | [ChatGPT](#) & [Claude.AI](#)

AI for Paid Media Marketing

For marketers, advertisers, and ecommerce brands continually injecting ad spend into places like Google Ads and Facebook Ads, AI is going to impact everything. From using AI to develop ad copy and imagery for A/B testing to automated real-time bidding and advanced audience segmentation, the technology is a gift for the paid media world.

A circular infographic with a white center containing the text '32%'. The circle is partially surrounded by a teal arc on the right side.

32%

32% of marketers are now incorporating AI with marketing automation in their paid media advertising strategies.

A circular infographic with a white center containing the text '20%'. The circle is partially surrounded by a teal arc on the right side.

20%

20% of businesses investing in AI report a revenue increase of 3 to 15 percent, along with a sales ROI boost of 10 to 20 percent.

A circular infographic with a white center containing the text '19%'. The circle is partially surrounded by a teal arc on the right side.

19%

19.2% of marketers allocate over 40% of their marketing budget to AI-driven campaigns.

1

AI for Paid Media Segmentation

The speed at which AI can unlock campaign and audience performance correlations not only allows for unmatched targeting capabilities but also the ability to personalize ads and placement at scale. This is going to be invaluable for brands that need to identify and create custom ad messaging across various demographics, geographics, and even devices.

Actions You Can Take:

- **Getting Personal:**

Make personalized ad messaging for customer segments. | [ChatGPT](#) & [Claude.AI](#)

- **Product Listings:**

Create new backgrounds and environments for product images. | [Runway](#)

- **Getting Creative:**

Add motion to images and new style to video assets. | [Kaiber](#) & [Runway](#)

2

AI for Personalized Ad Creatives

We can leverage AI for dynamic ad customization, both in terms of written and visual content. This allows our teams to generate and test various ad creatives tailored to specific audiences in different locations, and even for specific products. Essentially, this gives advertisers the ability to create and test programmatic ads at scale—a process that would have taken months not so long ago.

Actions You Can Take:

- **Get Dynamic:**

Set up dynamic ad campaigns that use AI to automatically create and serve personalized ad content based on user data and behavior. | [Google & Meta](#)

- **Personalizing Segments:**

Add segment inputs for application into your current ad copy for rapid variation creation. | [ChatGPT](#) & [Claude.AI](#)

- **Autopilot Creatives:**

Use ACA for Google Search Ads to use content from your landing pages and existing ads to generate headlines and descriptions. | [Google](#)

3

AI for Fraud Detection and Prevention

We can leverage AI tools to identify and mitigate invalid clicks and impressions. Every paid media buyer has faced the challenge of ad investments being eroded by bot traffic and fraudulent clicks. This not only hampers the performance metrics needed for scaling but can also lead to false assumptions about the validity of the ad platform being used.

Actions You Can Take:

- **Combat Fraud:**

Implement AI-driven fraud detection software to monitor your campaigns and filter out invalid traffic that can waste your ad spend. | [Options from G2](#)

- **Tracking Anomalies:**

Track your campaigns for sudden spikes in click traffic typically coming from the same offshore geographical regions—contact Google to regain ad spend from invalid clicks. | [Google](#)

- **Google Oversight:**

Check that Google is tracking invalid clicks in your account and be sure to alert them to anything Google's AI has not picked up. | [Google](#)

4

AI for Advanced Reporting and Insights

Utilizing AI for deep analysis and reporting of PPC campaign data is like having a data scientist on your team. You can upload extensive datasets to identify opportunities or gaps in your paid media campaign performance.

Remember, the questions you ask are what matters the most. Don't assume AI will give you the answers you want without first pinpointing the specific data correlations you're seeking, such as the highest converting traffic sources, the most effective ad copy, or the best-performing products being advertised.

Actions You Can Take:

- **Upgrade Your Reporting:**

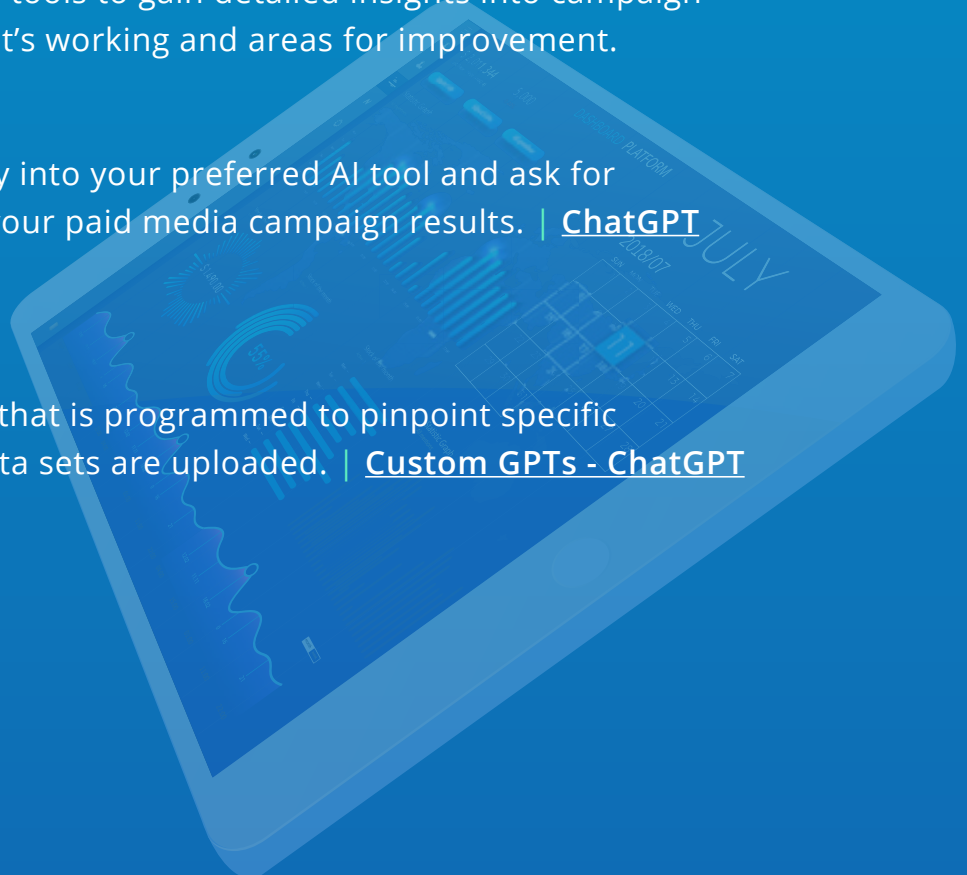
Set up AI-enhanced reporting tools to gain detailed insights into campaign performance, identifying what's working and areas for improvement.

- **Customize Your Insights:**

Upload your data sets directly into your preferred AI tool and ask for highlights or summaries for your paid media campaign results. | [ChatGPT](#) & [Claude.AI](#)

- **Your Data Assistant:**

Create your own AI assistant that is programmed to pinpoint specific correlations in the data as data sets are uploaded. | [Custom GPTs - ChatGPT](#)



AI for Social Media

AI is giving us a whole new set of advantages on social media. From advanced audience segmentation and predictive analytics for user behaviors to custom audience targeting strategies and new ways to refresh creatives, AI is a 2024 social media must. Here are some ways to dive into this AI advantage.



44%

Social Media Content

About **44% of professionals** have used AI for content production in social media and personalization.



33%

Ideation and Creatives

A reported **33% of social media pros** use AI for content ideation followed by over 25% leveraging AI for image creation.



150,000

AI Influencers

Some brands are even using **AI to create their own custom influencers** for promotion—the prominent AI influencer rozy.gram already boasts over **150,000** Instagram followers!

1

AI for Advanced Audience Segmentation

In the realm of social media marketing, AI-driven audience segmentation represents a significant leap forward in how businesses target and engage with their audiences. By leveraging the power of AI, marketers can dissect vast amounts of social media data to identify and group users based on nuanced characteristics like behaviors, preferences, and interactions.

Actions You Can Take:

- **Uncover Your Segments:**

Use AI to uncover which audiences demographics and geographies are purchasing the most volume. | [ChatGPT](#) & [AdBeacon](#)

- **Audiences and Products:**

Use AI and deep learning technology to find which audiences are purchasing what products most often. | [ChatGPT](#) & [AdBeacon](#)

- **Correlative Factors:**

Use AI to find correlative factors and audience segments that have the highest AOV. | [ChatGPT](#) & [AdBeacon](#)

For all preceding examples involving ChatGPT, upload PDF versions of your data sets or copy and paste directly and proceed with asking your data-driven or correlative factor questions

2

AI for Predictive Analytics and User Behavior

With AI, businesses can anticipate future trends, user actions, and preferences on social media platforms. By analyzing historical data, user interactions, and engagement patterns, AI provides insight as to what content will resonate best, which audience segments are most likely to engage, and when to post for optimal impact. This predictive insight allows for proactive and strategic planning of social media campaigns, tailored to align with anticipated user responses and behaviors.

Actions You Can Take:

- **Customer Journeys:**

Use AI and attribution tools to visualize the customer journeys for your ad campaigns to understand customer mindsets. | [AdBeacon](#)

- **Understand Engagement:**

Use AI to understand what social media content drives the highest engagements and when. | [Social Sprout](#) & [Metricoll](#)

- **Spotlighting Trends:**

Unlock emerging social searches and trends that are attracting attention and inspiring engagement with audiences. | [Social Sprout](#) & [ChatGPT](#)



3

AI for Custom Targeting Strategies

AI's ability to analyze vast datasets enables marketers to identify and target specific audience segments with incredible accuracy. By understanding nuanced user behaviors, preferences, and patterns, AI facilitates the creation of highly personalized marketing campaigns. This technology goes beyond traditional demographic targeting, delving into psychographic and behavioral aspects to connect with audiences on a more meaningful level.

Actions You Can Take:

- **Personalizing Creatives:**

Write a powerful and exciting one-sentence of Facebook ad copy for all your custom audience segments—in bulk. | [ChatGPT](#) & [Claude.AI](#)

- **Predictive Modeling:**

AI, deep learning, and first-party data algorithms to build predictive models of your ideal customer profiles to enrich your campaigns. | [AdBeacon](#)

- **Customizing for Segments:**

AI to dynamically tailor user ad content in real-time based on their past interactions, browsing behavior, and personal preferences. | [Facebook Ads](#)

4

AI for Enhancing Social Media Creatives

AI is revolutionizing the creative aspect of social media marketing by introducing new levels of innovation and personalization. In this digital age, where content is king, AI tools are enabling marketers to generate unique, engaging, and highly tailored content at scale. From creating eye-catching graphics using generative AI to optimizing copy for audience engagement, AI is enhancing the creative process in unprecedented ways.

Actions You Can Take:

- **Image Upgrades:**

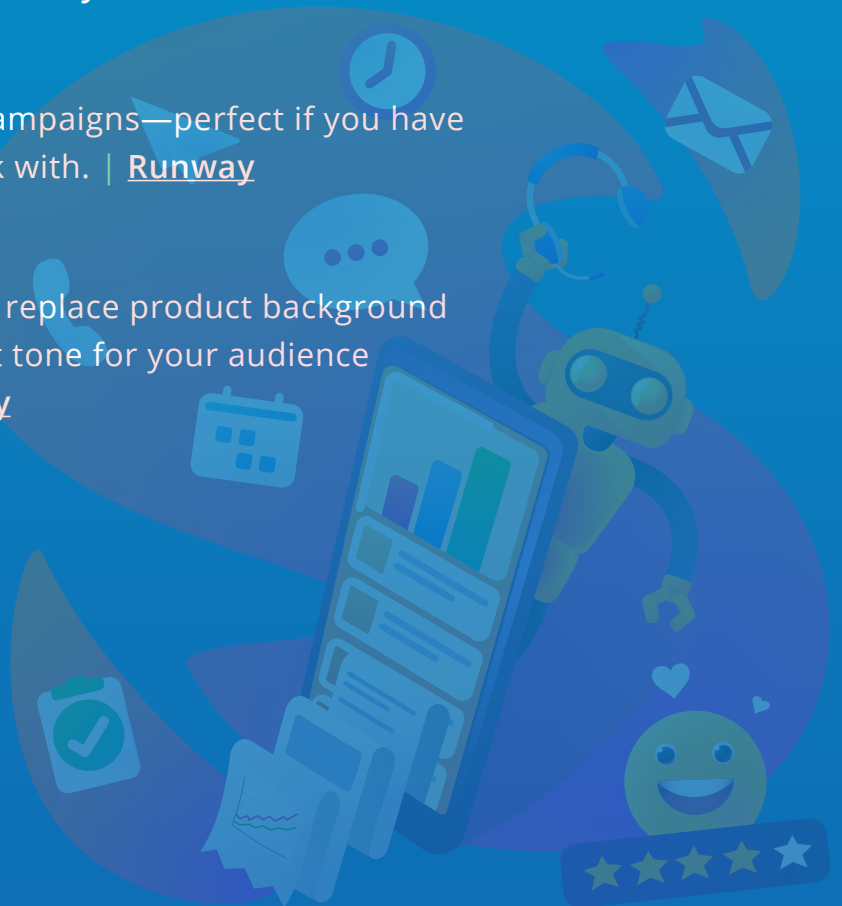
Use AI image creators to create (or enhance) social media creatives for your audience segments. | [Midjourney](#) & [Dalle 3](#)

- **Add Some Life:**

Bring still images to life in your ad campaigns—perfect if you have limited visual creative assets to work with. | [Runway](#)

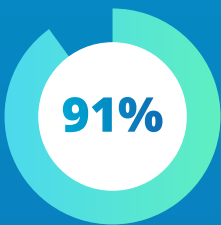
- **Adding Variety:**

Add new content to existing images, replace product background images, and more to create the right tone for your audience segments. | [Runway](#) & [Adobe Firefly](#)

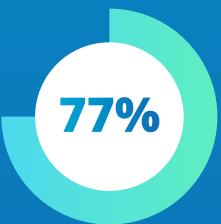


AI Across Various Aspects of Digital Marketing

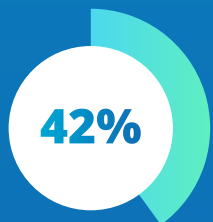
We've explored numerous ways to leverage AI across SEO, paid media, and social media, but the potential applications of AI extend far beyond these areas. For many, integrating AI might seem daunting, but its value is truly unlocked by the minds that put it to use. Let's dive into some other practical AI uses you might not have considered and discuss how they can be applied to enhance your marketing strategies.



91% of Fortune 1000 companies are ramping up their investments in AI technologies.



77% of marketers now utilize AI for automation purposes in their strategies.



42% of businesses employ AI to streamline operations and reduce costs.

1

AI for Personalization and UX Improvements

From time to time our websites need to be updated to give our customers a better overall experience. This could range from just updating the language we use to make our brand more relatable to our audience to uncovering the aspects of our website that are causing unnecessary friction. Remember, all your SEO efforts must be followed by a great onsite experience so customers will keep coming back and making their final purchases.

Actions You Can Take:

- **Being Relatable:**

Make your website content more relatable by running it through AI to make your content simpler for the average customer to understand. | [ChatGPT](#) & [Claude.AI](#)

- **UX/UI Gaps:**

Let AI take a look at your website URL to see if there are any UX or structural suggestions it has to make it simpler to use. | [ChatGPT](#) & [Custom GPTs - ChatGPT](#)

- **Competitive Insights:**

Compare your website UX to a competitor's website that has the kind of results that you want for your business. | [ChatGPT](#) & [Custom GPTs - ChatGPT](#)



2

AI for Video Content

You don't need to be running ads to benefit from AI-powered tools for video content. Need simple video clips for your website background? Assistance in reading and editing video scripts for explainer videos? Or a straightforward method to edit your video content, even if you're not a top-tier video editor? AI can assist in all these areas, simplifying your tasks and making your life a bit easier.

Actions You Can Take:

- **Simplify Your Scripts:**

Read your video scripts and let AI track your eyes to make it appear that you are looking directly at the camera the whole time. | [Descript](#)

- **Automate Transcriptions:**

Let AI transcribe your videos and let you edit from the written transcript and even add video captions with a click. | [Descript](#)

- **A Little Something Extra:**

Create some simple custom video content for B-roll or backgrounds by just typing in what you want and hitting "enter." | [Runway](#)

3

AI for Chatbots

Chatbots, a popular trend from a few years ago, are not receiving as much attention as they deserve currently. However, when used correctly, AI-powered chatbots can offer customers a smoother experience than ever before. These advanced chatbots can be trained using your brand's knowledge base, enabling them to respond to queries faster, more accurately, and in a more personalized manner than previously possible.

Actions You Can Take:

- **Customer Issues:**

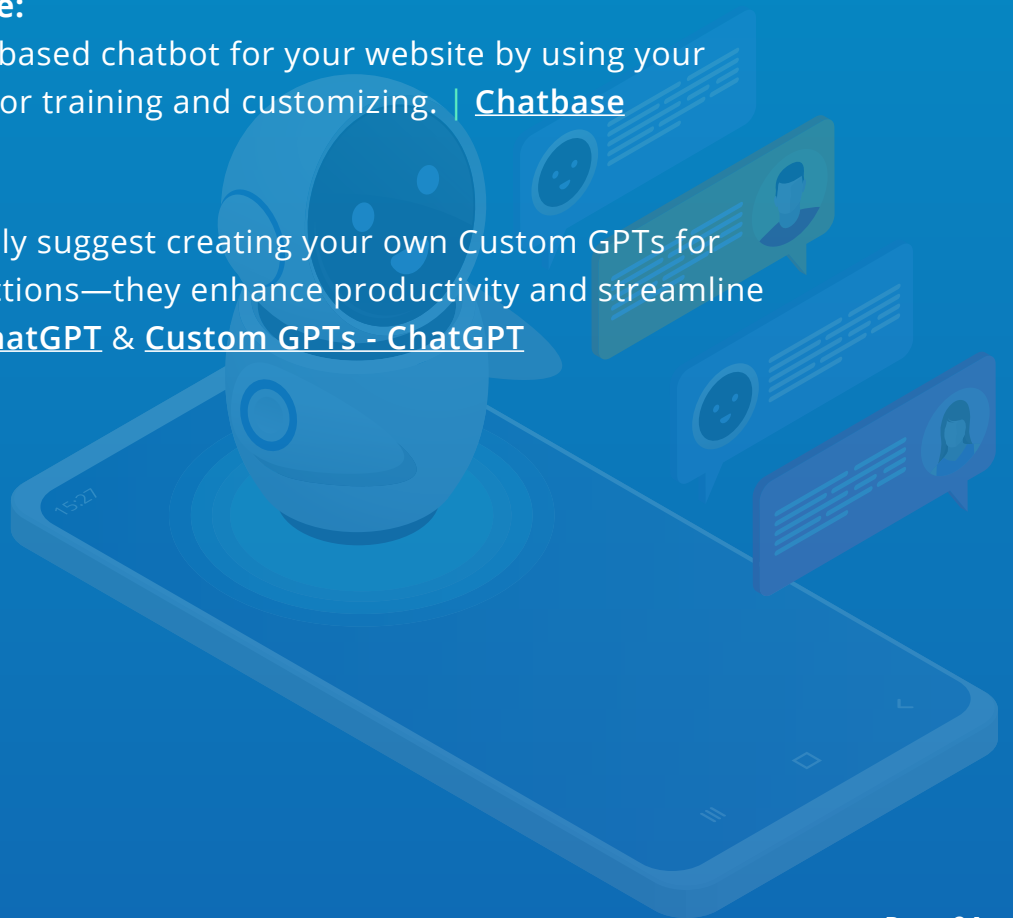
Address customer issues safely and conversationally based on the knowledge base of your organization. | [Intercom](#)

- **Customize the Experience:**

Create your own ChatGPT-based chatbot for your website by using your URL as a knowledge base for training and customizing. | [Chatbase](#)

- **Simplify Processes:**

For internal teams we highly suggest creating your own Custom GPTs for your various business functions—they enhance productivity and streamline repeatable processes. | [ChatGPT & Custom GPTs - ChatGPT](#)



4

AI for Experimentation and Content Repurposing

AI offers incredibly flexible and extensive solutions for various aspects of marketing, often beyond what many realize. For instance, can you transform a single blog post into multiple social media posts? Convert videos into blog articles? Or distill long videos into short-form content?

The answer to all these questions is a resounding yes. To put it simply, if you had the opportunity to repurpose one piece of content into 50 different forms, would you take it? We certainly hope your answer is yes.

Actions You Can Take:

- **Do More With Video:**

Upload your video transcripts from podcasts to create blogs for your brand or break it up by subject and write several. | [ChatGPT](#)

- **Get More with Less:**

Chop up your long-form video content into short-form content for Instagram Reels, Stories, and YouTube Shorts. | [Descript](#)

- **Streamline Social:**

Use existing blog content to create a week's worth of social media posts for every platform, complete with hashtags and emojis. | [ChatGPT](#)

5

AI for Data Analysis

Outperforming the competition and exceeding both organic and paid media goals relies on the collection, unpacking, and application of vast data sets. AI is not only being used by tech giants around the world for this exact purpose but also by agencies, advertisers, and brands like yours.

With the ability to upload vast data sets and find powerful purchasing, profitability, and audience segment correlations in seconds (not days or weeks), AI will let us pivot and adapt our strategies like no other time in history. You just need to know what questions to ask.

Actions You Can Take:

- **Forecasting and Beyond:**

Use AI and deep learning for predictive analytics, forecasting trends and customer behaviors based on historical data. | [ChatGPT & AdBeacon](#)

- **The Customer Experience:**

Understand customer sentiment by running customer reviews and social media posts through AI to uncover satisfaction rates and brand perception. | [ChatGPT & Custom GPTs - ChatGPT](#)

- **Predict the Future:**

Predict customer churn with interaction and transaction data trained to custom AI models to identify at-risk customers and develop retention strategies. | [Custom GPTs - ChatGPT](#)

2024

Will Be the Year of AI

It's remarkable to think that just a year ago, many of us had never heard of OpenAI, ChatGPT, Midjourney, and other AI technologies that we now use every day.

Looking ahead, it's likely that we'll reflect on this time and wonder how we made such a significant impact in the marketing world without the aid of AI technology. As outlined in the previous pages, AI's influence will be felt across all aspects of marketing and business. The only misstep would be not to embrace the advantages AI offers.

Not experimenting proactively with this technology and leveraging it in every way possible to achieve positive outcomes for our clients would contradict one of National Positions' core values: constant innovation.

Is AI perfect? Certainly not.

However, the opportunities it opens in strategy, process, testing, creativity, and analytics are unparalleled, ushering in a new era of possibilities for every brand online. As an agency, we are fully committed to maximizing this advantage in 2024!