

# DIGITAL MARKETING #4

## SOCIAL MEDIA STRATEGY DEVELOPMENT

INFLUENCER IDENTIFICATION & COLLABORATION



HOSTED BY:  
**JOHN MARINO**



**MAY 4, 2026**



**ZOOM WORKSHOP**



# Welcome Back!



Thank you for returning



Tonight is about bringing everything together



Social + SEO + AI + Influencers



Real-world strategies you can use immediately



**Goal Tonight:**  
Build a complete digital marketing **growth** system.



SOCIAL



SEO



AI

**STRATEGY  
TOOLS  
RESULTS**



INFLUENCERS



SMART STRATEGIES



REAL RESULTS



SUSTAINABLE GROWTH

*Let's Build Your Success Story.*

# TONIGHT'S AGENDA

## Agenda Overview

01

Course Recap & Success Stories



02

Building a Social Media Strategy



03

Influencer Identification & Collaboration



04

AI Integration Across Channels



05

SEO Growth Strategies



06

Capstone Activity



07

Wrap-Up & Certificates



OUR GOAL TONIGHT:

*Build a complete digital marketing growth system.*



**STRATEGIZE**  
with purpose.



**EXECUTE**  
with confidence.



**GROW**  
with results.

# COURSE RECAP

*What We've Covered So Far*



SEO fundamentals



AI content creation



Social media marketing



Analytics & tracking



Paid advertising basics



Automation workflows



Brand positioning



YOU'VE BUILT THE FOUNDATION. *Now we build the system.*

# STUDENT SUCCESS STORIES

*Real Progress from Students*

## Examples:



Increased social engagement



Built first AI workflow



Created content calendars



Improved SEO rankings



Started business pages



Generated first leads online



**KEY LESSON:** *Consistency beats perfection.*

# WHY STRATEGY MATTERS

Posting Randomly is **NOT** a Strategy

## ✘ WITHOUT STRATEGY



Inconsistent messaging



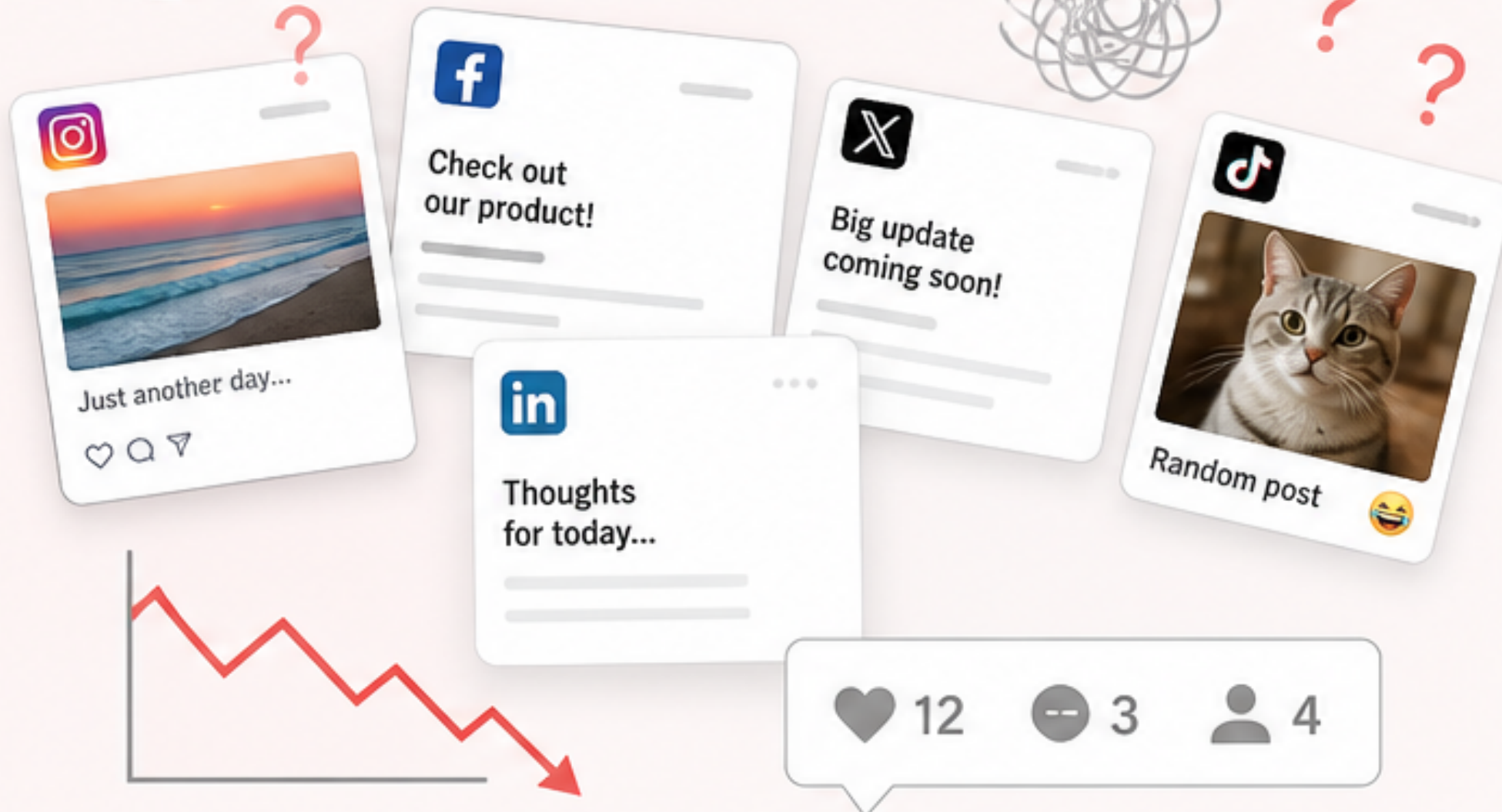
Low engagement



No measurable growth



Audience confusion



VS.

## ✔ WITH STRATEGY



Clear direction



Strong branding

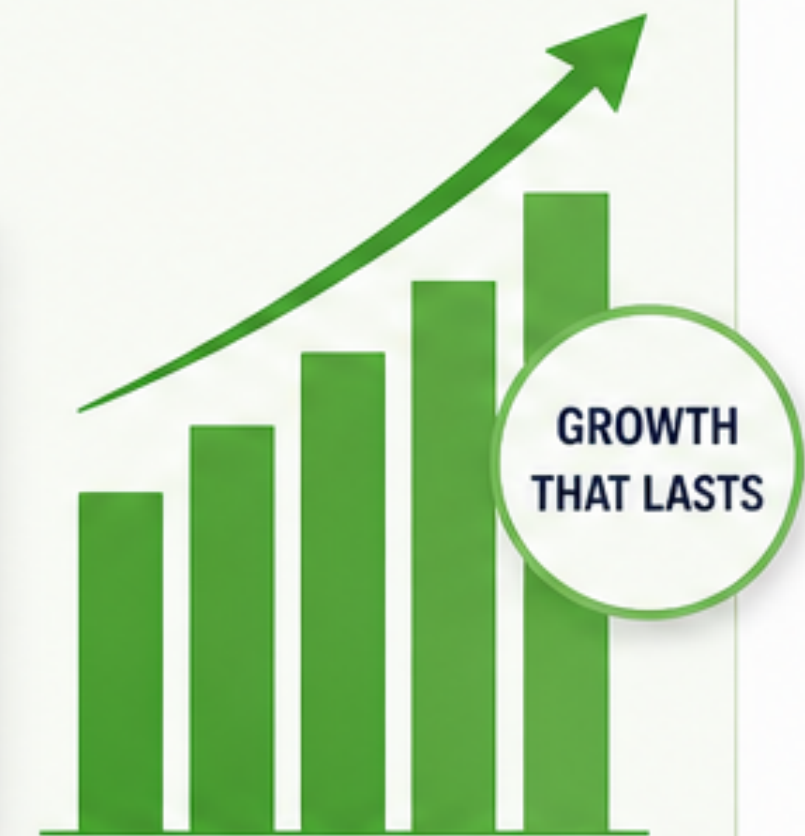


Predictable growth



Better ROI

CONTENT CALENDAR						
MON	TUE	WED	THU	FRI	SAT	SUN
Educate	Engage	Inspire	Promote	Offer	Community	Review
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♥ 1.2K    💬 230    👤 560

# THE SOCIAL MEDIA FRAMEWORK

## Building a Complete Strategy

A step-by-step framework to create, execute and grow a powerful social media presence.

01

### GOALS



- Define your objectives
- Set SMART goals
- Align with business outcomes

02

### AUDIENCE



- Identify your ideal audience
- Create personas
- Understand needs, interests & behaviors

03

### CONTENT PILLARS



- Define core content themes
- Ensure balanced value
- Build brand authority

04

### PLATFORMS



- Choose the right platforms
- Focus on where your audience is
- Tailor content to each platform

05

### POSTING SCHEDULE



- Plan content in advance
- Maintain consistency
- Use a content calendar

06

### ANALYTICS



- Track key metrics
- Measure performance
- Make data-driven decisions

07

### OPTIMIZATION



- Refine strategies regularly
- A/B test and improve
- Scale what works



STRATEGY TODAY. *Impact Tomorrow.*

# 08 GOAL SETTING



## *Start With Goals*

### EXAMPLES:

 Brand awareness	 Lead generation	 Website traffic
 Email signups	 Sales	 Community building



### SMART GOALS

<b>S</b>    <b>SPECIFIC</b> Clearly define what you want to achieve.	<b>M</b>    <b>MEASURABLE</b> Track progress with metrics and numbers.	<b>A</b>    <b>ACHIEVABLE</b> Set realistic goals you can actually accomplish.	<b>R</b>    <b>RELEVANT</b> Align your goals with your business objectives.	<b>T</b>    <b>TIME-BASED</b> Set a deadline to stay focused and motivated.
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★ Great strategies start with clear goals. *Define it. Track it. Achieve it.* ★

# 09 AUDIENCE PERSONAS

*Know Your Audience*

## QUESTIONS TO ASK:



Who are they?



What problems do they have?



What platforms do they use?



What content do they engage with?



What motivates them?



The better you know your audience, the better you can **serve them**.

### JESSICA Fitness Enthusiast



- 28 years old
- Lives in the city
- Marketing Coordinator

#### GOALS

- Get fit and stay healthy
- Find easy, effective workouts

#### CHALLENGES

- Busy schedule
- Staying motivated

#### PLATFORMS



#### CONTENT SHE LOVES

- Workout videos
- Transformation stories
- Quick tips & routines

### DANIEL Small Business Owner



- 35 years old
- Suburban area
- Business Owner

#### GOALS

- Grow his business
- Attract more customers

#### CHALLENGES

- Limited time
- Marketing on a budget

#### PLATFORMS



#### CONTENT HE LOVES

- Business tips
- Case studies
- How-to guides

### MAYA Creative Student



- 21 years old
- College student
- Graphic Design Major

#### GOALS

- Improve her skills
- Build her portfolio

#### CHALLENGES

- Limited experience
- Finding inspiration

#### PLATFORMS



#### CONTENT SHE LOVES

- Design inspiration
- Tutorials
- Student showcases






Great marketing starts with understanding. *Know them. Help them. Grow together.*

# 10 EXAMPLE PERSONA





## Example Customer Persona








“ I want to grow my business with less stress and more impact. ”


-  **NAME:** Sarah
-  **AGE:** 34
-  **PROFESSION:** Small Business Owner

**ABOUT SARAH**  
Sarah runs a handmade home decor business. She wears many hats and is always looking for ways to save time, attract more customers, and grow her brand online without feeling overwhelmed.

-  **PAIN POINTS**
-  Limited time
-  Needs leads
-  Wants automation

-  **PLATFORMS**
-  Instagram
-  Facebook
-  LinkedIn

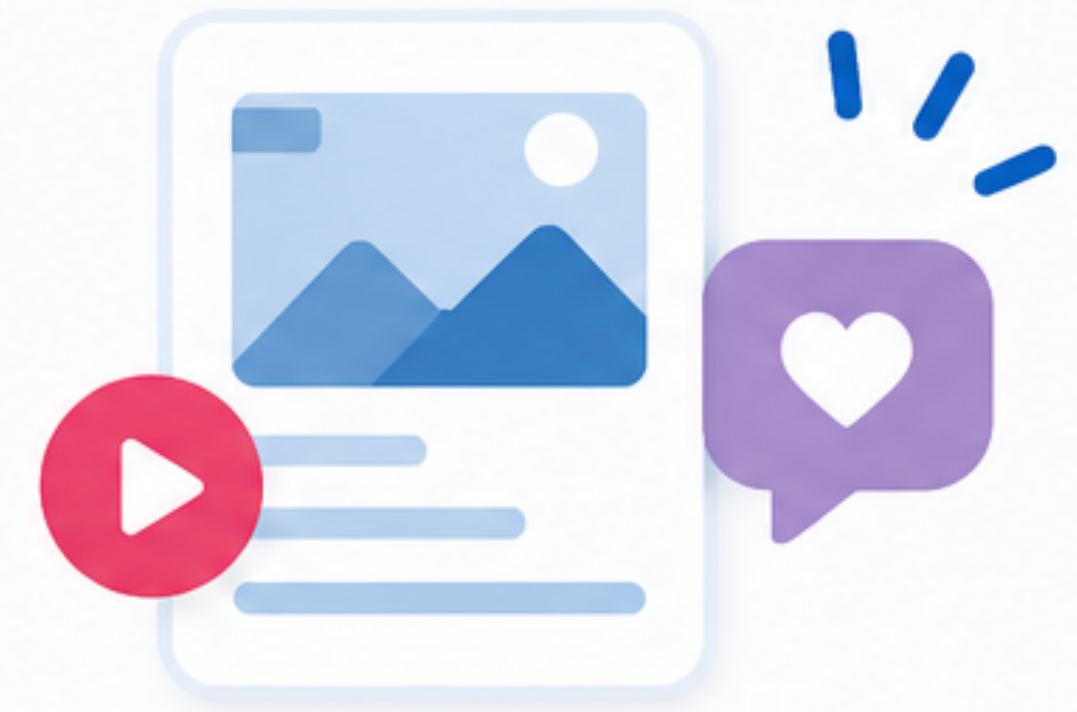
 **GOAL:** Generate consistent leads, automate processes, and scale her business.

 **WHAT MATTERS MOST:** Results, simplicity, and strategies that save time.

# 11 CONTENT PILLARS

## *The 4 Core Content Types*

A balanced mix of content keeps your audience engaged, builds trust, and drives results.



### 1. EDUCATIONAL



Teach your audience something valuable and help them solve problems.

#### EXAMPLES:

- ✓ How-to guides
- ✓ Tips & best practices
- ✓ Industry insights



"How to create a content calendar that works."

### 2. INSPIRATIONAL



Motivate your audience and inspire them to take action or believe in more.

#### EXAMPLES:

- ✓ Success stories
- ✓ Motivational quotes
- ✓ Behind-the-scenes wins



"You're one decision away from a totally different life."

### 3. PROMOTIONAL



Highlight your offers, products, or services and show the value you provide.

#### EXAMPLES:

- ✓ Product features
- ✓ Special offers
- ✓ Testimonials & reviews



"Our new service helps you save time and grow faster."

### 4. COMMUNITY / PERSONAL



Build real connections by showing the human side of your brand.

#### EXAMPLES:

- ✓ Personal stories
- ✓ Q&A / Polls
- ✓ User-generated content



"Here's a day in the life behind our brand!"



#### WHY THIS MATTERS

A mix of these 4 pillars creates balance, builds stronger relationships, and drives consistent growth.

*Add value.  
Build trust.  
Grow together.*



# 12 MONTHLY THEMES

## Planning Monthly Campaigns

Monthly themes give your content direction, build excitement, and keep your audience engaged all month long.



### EXAMPLES



MAY

#### Spring Growth

- ✔ Focus on growth, fresh starts, and new opportunities.
- ✔ Content ideas: tips, how-tos, growth mindset, spring clean
- ✔ Goal: Inspire action and attract new leads



JUNE

#### Summer Promotions

- ✔ Focus on special offers, seasonal solutions, and fun.
- ✔ Content ideas: promotions, limited-time offers, summer tips
- ✔ Goal: Boost sales and increase engagement



JULY

#### Mid-Year Review

- ✔ Focus on reflection, realignment, and results.
- ✔ Content ideas: reviews, case studies, lessons learned
- ✔ Goal: Build trust and demonstrate value



### BENEFITS



**EASIER PLANNING**  
Plan content in advance and stay organized.



**BETTER CONSISTENCY**  
Stay on track with a clear focus each month.



**STRONGER BRANDING**  
Create a unified message that builds recognition and trust.



**PLAN AHEAD.** *Stay consistent. See results.*



Great campaigns don't happen by chance—they're planned!

# 13 PLATFORM STRATEGY

*Different Platforms = Different Purposes*

Each platform has unique strengths. Use the right platforms to reach your audience and achieve your goals.

PLATFORM	BEST USE
 <b>Facebook</b>	 <b>Community</b> Build relationships, nurture loyalty, and drive engagement.
 <b>Instagram</b>	 <b>Branding</b> Showcase your brand, tell stories, and create visual impact.
 <b>LinkedIn</b>	 <b>Professional authority</b> Share insights, build credibility, and connect with professionals.
 <b>TikTok</b>	 <b>Reach &amp; discovery</b> Reach new audiences, go viral, and build brand awareness.
 <b>YouTube</b>	 <b>Long-term search traffic</b> Create valuable content that attracts and converts over time.



## WHY IT MATTERS



**Meet your audience where they are.**  
Different audiences use different platforms.



**Maximize your impact.**  
Leverage each platform's strengths for better results.



**Better results, less wasted effort.**  
Focus your time and resources where it counts.



**ONE SIZE DOESN'T FIT ALL.**

*Smart strategy = Right platform + Right message + Right results.*

# 14 SOCIAL + SEO INTEGRATION

## *Social Media Helps SEO*

Social media and SEO work better together. Your social presence can boost your search performance and overall online visibility.

**SOCIAL SUPPORTS SEO BY:**

- DRIVING TRAFFIC**  
Social posts bring more visitors to your website and blog content.
- INCREASING BRANDED SEARCHES**  
More visibility on social leads to more searches for your brand.
- CREATING BACKLINKS**  
Shared content gets picked up by others, earning valuable backlinks.
- IMPROVING ENGAGEMENT SIGNALS**  
Likes, shares, comments, and saves signal valuable content.
- EXPANDING CONTENT REACH**  
Wider reach increases chances of ranking, sharing, and long-term SEO success.



SOCIAL MEDIA ISN'T JUST FOR SOCIAL. *It's a powerful SEO tool.*












More visibility. More traffic. More results.

# 15 BUILDING A CONTENT CALENDAR

## *Weekly Content Structure*

A consistent weekly structure keeps your content balanced, your audience engaged, and your goals on track.

### EXAMPLE:

 <b>MONDAY</b>	 <b>EDUCATIONAL</b> Share valuable knowledge and teach your audience.
 <b>TUESDAY</b>	 <b>BEHIND-THE-SCENES</b> Show your process, team, and day-to-day moments.
 <b>WEDNESDAY</b>	 <b>CASE STUDY</b> Share results, success stories, and real-life examples.
 <b>THURSDAY</b>	 <b>TIPS / REEL</b> Quick tips, how-tos, or short videos that provide value.
 <b>FRIDAY</b>	 <b>CTA / OFFER</b> Promote your offers, encourage action, and drive results.



### WHY IT WORKS

A clear structure saves time, reduces stress, and ensures you cover all key content types.



PLAN AHEAD. STAY CONSISTENT. SEE RESULTS.



*Consistency builds trust.  
Trust drives growth.*

# 16 AI-ASSISTED CONTENT PLANNING

## *AI Tools for Strategy*

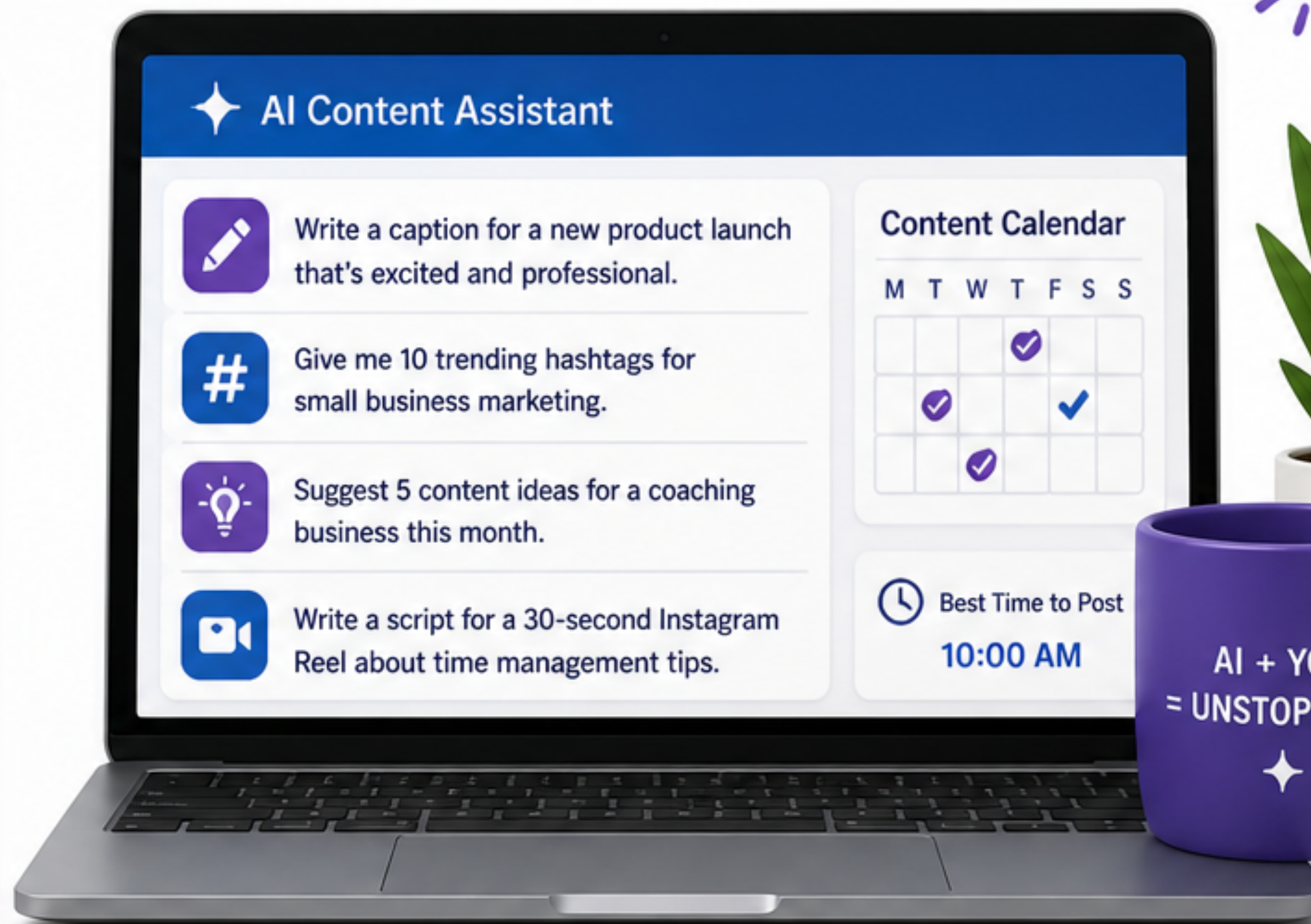
AI tools save time, spark creativity, and help you create better content—faster and smarter.

*Work smarter.  
Create better.  
Grow faster.*



### USE AI FOR:

-  **CAPTION WRITING** | Generate engaging, on-brand captions in seconds.
-  **HASHTAG GENERATION** | Find relevant, trending hashtags tailored to your niche.
-  **CONTENT IDEAS** | Get fresh, creative content ideas based on your goals and audience.
-  **VIDEO SCRIPTING** | Create compelling scripts and storyboards for videos and Reels.
-  **CONTENT REPURPOSING** | Turn one piece of content into multiple formats effortlessly.
-  **SCHEDULING ASSISTANCE** | Plan, organize, and schedule content with AI-powered recommendations.



**AI WON'T REPLACE YOU.**

*It empowers you.*

Use AI to handle the busy work so you can focus on strategy and connection.

### POPULAR AI TOOLS



copy.ai  
Copy.ai



Canva



Pictory



Hootsuite  
(OWL)



Later



**PRO TIP**

Review, refine,  
and add your  
unique voice.

*Always!*

# 17 INFLUENCER MARKETING OVERVIEW

## *Why Influencer Marketing Works*



Consumers **trust**  
people **more than ads.**

Influencers build real connections with their audiences—  
and those recommendations carry weight.



### BENEFITS



#### FASTER TRUST

Influencers have already built trust with their audience. Your message gets accepted faster.



#### BETTER ENGAGEMENT

Influencer content gets more likes, comments, shares, and saves.



#### TARGETED AUDIENCES

Reach the right people through influencers who speak to your ideal customers.



#### AUTHENTIC PROMOTION

Influencers create natural, relatable content that feels real—not like a traditional ad.



REAL PEOPLE.  
REAL STORIES.  
REAL IMPACT.



Partner with the right influencers.  
Build Trust. Drive Results. Grow your brand.

# 18 MICRO-INFLUENCERS

## *What is a Micro-Influencer?*

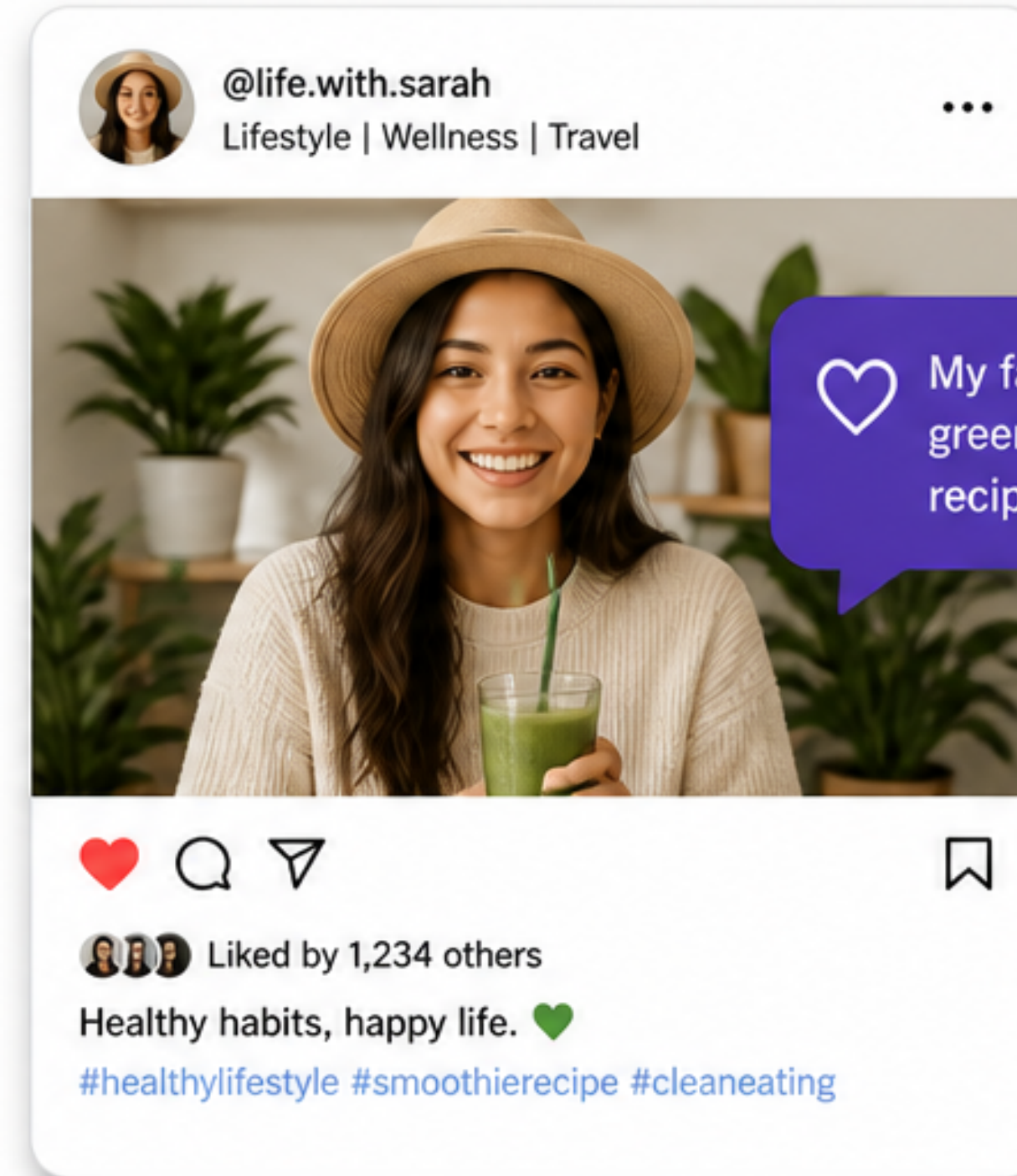
Micro-influencers are content creators with a smaller but **highly engaged** and **loyal** audience.

### TYPICAL RANGE



**1,000 – 100,000**  
**FOLLOWERS**

*The sweet spot for impact and authenticity.*



My favorite green smoothie recipe!



*Real people.  
Real influence.  
Real results.*

## WHY THEY MATTER



### HIGHER ENGAGEMENT

Smaller audiences mean more likes, comments, and real interactions.



### LOWER COST

More budget-friendly partnerships with strong ROI.



### MORE NICHE AUTHORITY

Experts in their niche with highly relevant and engaged followers.



### BETTER AUDIENCE TRUST

Their followers trust their recommendations and opinions.



**SMALLER FOLLOWING.**  
**BIGGER IMPACT.**

*Micro-influencers create real connections that drive real results.*



# 19 FINDING INFLUENCERS

## Free & Paid Tools

The right tools help you find the right influencers faster, smarter, and more effectively.



### FREE TOOLS



#### INSTAGRAM SEARCH

Search hashtags, locations, and keywords to find relevant creators.



#### TIKTOK SEARCH

Use keywords and hashtags to discover engaging creators in your niche.



#### LINKEDIN

Find industry experts and thought leaders through search and connections.



#### YOUTUBE

Search topics and channels to find creators with engaged audiences.



#### FACEBOOK GROUPS

Join niche groups to connect with creators and get recommendations.

### PAID TOOLS



#### UPFLUENCE

Comprehensive influencer discovery, analytics, and outreach platform.



#### ASPIRE

Influencer marketplace and campaign management made easy.



#### MODASH

Powerful search and analytics for finding the perfect creators.



#### HYPEAUDITOR

Verify influencer authenticity and analyze audience quality & performance.



#### PAID TOOLS

save time,  
provide deeper  
insights, and  
help you scale  
with confidence.



#### LOOK FOR ALIGNMENT, NOT JUST FOLLOWERS.

*Values, niche, and audience fit matter most.*



#### ANALYZE BEFORE YOU COLLABORATE.

*Check engagement, audience quality, and content performance.*



#### BUILD RELATIONSHIPS, NOT JUST CAMPAIGNS.

*Long-term partnerships create lasting impact.*

# 20 AI FOR INFLUENCER DISCOVERY

## AI-Powered Influencer Matching



AI goes beyond basic search—matching your brand with the right influencers who can drive **real results**.

### AI CAN ANALYZE:



#### AUDIENCE QUALITY

AI evaluates real people, demographics, interests, and audience authenticity.



#### ENGAGEMENT RATES

AI measures likes, comments, shares, and overall engagement quality.



#### FAKE FOLLOWERS

AI detects fake followers, bots, and suspicious activity.



#### BRAND ALIGNMENT

AI checks content style, values, and past partnerships for brand fit.



#### CONVERSION POTENTIAL

AI predicts the influencer's ability to drive clicks, leads, and sales.



### AI Matching Dashboard



Campaign Goal: Drive Sales

#### CAMPAIGN INPUT

Product: Skincare Serum

Goal: Increase Sales

Target Audience:  
Women, 25–40

Location: USA

#### AI MATCH SCORE



#### AI Recommendation

Based on 50+ data points and real-time analysis

INFLUENCER	AI MATCH SCORE	AUDIENCE QUALITY	ENGAGEMENT RATE	FAKE FOLLOWERS	BRAND ALIGNMENT	CONVERSION POTENTIAL
 @glowwithamy Beauty & Skincare 28.4K followers	92 Excellent	94% Excellent	6.8% Excellent	3% Low Risk	95% Excellent	High
 @skincarebylena Skincare Tips 15.7K followers	87 Very Good	91% Excellent	5.4% Very Good	5% Low Risk	90% Excellent	High
 @mattgroomed Men's Skincare 42.1K followers	75 Good	82% Good	3.2% Good	7% Low Risk	78% Good	Medium
 @cleanbeauty.jo Clean Beauty 9.8K followers	68 Fair	76% Fair	2.6% Fair	12% Medium Risk	70% Fair	Low



**AI FINDS BETTER MATCHES.**  
YOU GET BETTER RESULTS.



**SAVE TIME. REDUCE RISK.**  
MAXIMIZE ROI.



Let AI do the heavy lifting—  
while you build powerful  
influencer partnerships.

# 21 INFLUENCER OUTREACH

## *Keep Outreach Simple*

Great partnerships start with a great first message.  
Be genuine, respectful, and clear.



### BEST PRACTICES



#### PERSONALIZE MESSAGES

Use their name and show you've done your homework.



#### MENTION SPECIFIC CONTENT

Reference a post or video you liked and explain why.



#### EXPLAIN MUTUAL VALUE

Share how this partnership benefits both of you.



#### KEEP IT SHORT

Be clear and concise. Respect their time.



#### INCLUDE CLEAR CTA

Ask a simple question or suggest a next step.



### New Message

Hi Sarah,

I hope you're doing well!

I came across your recent reel on **morning routines**—super inspiring and beautifully shot! I especially loved your tip about **mindful skincare**. 🌿

I'm reaching out because we'd love to collaborate with you on a **skincare campaign**. We believe it's a great match for your audience, and we'd love to create something valuable together.

Would you be open to a quick chat to explore ideas?

Looking forward to hearing from you!

Best,  
Alex

Brand Partnerships | GlowCare

*Clear, friendly,  
and to the point!*

Let's Connect!



#### PRO TIP

Build relationships, not just transactions.



Focus on long-term partnerships. They drive more trust and better results.



Be professional, positive, and patient. Influencers get lots of messages!



# 22 COLLABORATION TYPES

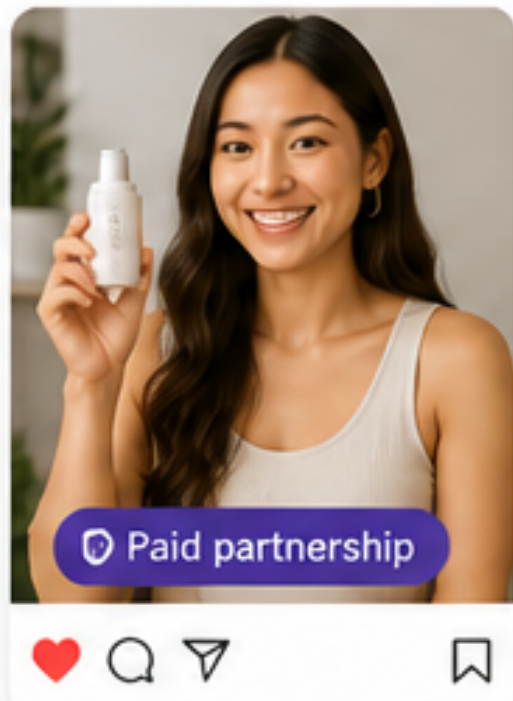
## *Ways to Collaborate*

Different collaboration types help you achieve different **goals** and reach new audiences.



### SPONSORED POSTS

Influencer creates content featuring your brand or product.



### AFFILIATE PARTNERSHIPS

Influencer promotes your product with a unique link or code and earns commission.



### PRODUCT REVIEWS

Influencer reviews and shares their honest opinion about your product.



### GIVEAWAYS

Influencer hosts a giveaway to boost engagement and grow your audience.



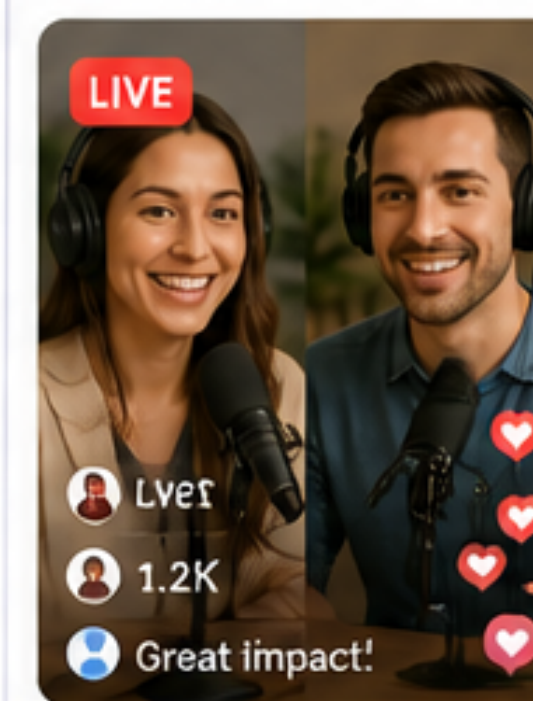
### PODCASTS / INTERVIEWS

Join or sponsor podcast episodes or interviews to build authority and reach new listeners.



### JOINT LIVESTREAMS

Go live together to engage audiences in real-time and drive interaction.



### EVENT APPEARANCES

Collaborate at or sponsor events to increase brand visibility and credibility.



CHOOSE THE RIGHT TYPE OF COLLABORATION FOR **YOUR GOALS.**



RIGHT PARTNER. RIGHT STRATEGY. **REAL RESULTS.**

*Collaborate with purpose.  
Create impact together.*



# 23 MEASURING ROI

## *Influencer Metrics That Matter*

The right metrics show the **real impact** of your influencer partnerships.



### REACH

Total number of unique people who saw the content.



### ENGAGEMENT

Likes, comments, shares, saves—shows audience interaction and interest.



### WEBSITE CLICKS

Number of clicks to your website or landing page from the content.



### LEADS GENERATED

New sign-ups, inquiries, or form submissions driven by the campaign.



### SALES CONVERSIONS

Direct purchases or revenue attributed to the influencer campaign.



### COST PER ACQUISITION (CPA)

Total cost of the campaign divided by the number of conversions.



## INFLUENCER CAMPAIGN PERFORMANCE



@glowwithamy

Lifestyle & Skincare

Campaign: GlowCare Serum Launch

May 1 – May 31, 2024

### PERFORMANCE OVER TIME



#### REACH



256K

▲ 32%

vs previous campaign

#### ENGAGEMENT



18.7K

▲ 28%

vs previous campaign

#### WEBSITE CLICKS



3,842

▲ 41%

vs previous campaign

#### LEADS GENERATED



1,256

▲ 38%

vs previous campaign

#### SALES CONVERSIONS



842

▲ 45%

vs previous campaign

#### COST PER ACQUISITION



\$14.65

▼ 18%

vs previous campaign

#### REVENUE GENERATED



\$24,650

▲ 44%

vs previous campaign

#### CAMPAIGN ROI



4.3x

Return on investment



*Track what matters.  
Optimize what works.  
Scale what performs.*



MEASURE, ANALYZE,  
AND MAXIMIZE.



Data turns collaborations  
into *consistent growth*.



Better insights.  
Stronger results.  
*Higher ROI.*

# 24 BREAK

## ☀️ 10 Minute Break ☀️



**STRETCH**



**WATER**



**RESET**

*Take time for yourself.  
You'll come back stronger! ♡*



# 25 ADVANCED AI INTEGRATION

*AI is Changing Marketing*

AI is no longer the future—  
it's here, and it's transforming  
how we create, connect, and convert.

## AI NOW HELPS AUTOMATE:



### CONTENT CREATION

AI writes blogs, captions, scripts,  
and designs visuals in seconds.



### SCHEDULING

AI finds the best times and schedules  
content automatically.



### AD OPTIMIZATION

AI tests, learns, and optimizes ads  
for better performance.



### ANALYTICS

AI analyzes data and provides smart  
insights and predictions.



### INFLUENCER MATCHING

AI identifies the right influencers  
based on audience and brand fit.



### CUSTOMER SUPPORT

AI chatbots answer questions and  
support customers 24/7.



### CONTENT CREATION

Generate ideas, write  
content, and design  
visuals faster.



### SCHEDULING

Auto-schedule across  
platforms at the best  
times.



### AD OPTIMIZATION

AI analyzes performance  
and optimizes ads for  
higher ROI.



### ANALYTICS

Turn complex data into  
clear insights and  
predict outcomes.



### INFLUENCER MATCHING

Find the perfect influencers  
based on data, not guesswork.



### CUSTOMER SUPPORT

AI chatbots provide 24/7  
support and instant  
responses.



AI doesn't replace marketers.  
It empowers them.



Save time



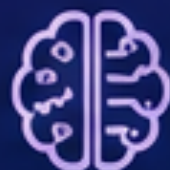
Improve results



Scale smarter



**THE FUTURE IS AI-POWERED.**  
EMBRACE IT. LEARN IT. LEAD WITH IT.



Smarter  
Decisions



More  
Efficiency



Stronger  
Connections



Better  
Growth

# AI MARKETING ECOSYSTEM

## Full Funnel Automation

TRAFFIC → CONTENT → LEAD CAPTURE → FOLLOW-UP → ANALYTICS

✦ AI helps optimize every stage. ✦



### 1 TRAFFIC

AI finds and attracts the right audience.

- ✓ Audience targeting
- ✓ Ad optimization
- ✓ Predictive intent scoring

### 2 CONTENT

AI creates and optimizes content that converts.

- ✓ AI content generation
- ✓ SEO optimization
- ✓ Personalized messaging

### 3 LEAD CAPTURE

AI turns visitors into high-quality leads.

- ✓ Smart forms
- ✓ Lead scoring
- ✓ Bot-powered capture

### 4 FOLLOW-UP

AI nurtures leads and drives engagements.

- ✓ AI email sequencing
- ✓ Chatbots & DMs
- ✓ Behavior-based triggers

### 5 ANALYTICS

AI analyzes data and optimizes performance.

- ✓ Real-time dashboards
- ✓ Predictive analytics
- ✓ Automated insights

**AI + AUTOMATION = MORE LEADS, MORE SALES, LESS MANUAL WORK.**

Save time

Reduce costs

Increase conversions

Scale with confidence

**ONE ECOSYSTEM. EVERY STAGE. MAXIMUM RESULTS.**

Let AI do the heavy lifting — you focus on *growth*.

# 27

# AI CONTENT REPURPOSING

*One Piece of Content → Multiple Platforms*

AI helps you transform one piece of content into valuable, platform-ready assets.



EXAMPLE:

**1 PODCAST**

AI analyzes, transcribes, and repurposes your content automatically.

Record once.  
AI repurposes everywhere.

**TIKTOK CLIPS**

- Short-form clips
- Captions & hooks
- Auto subtitles

**LINKEDIN POSTS**

- Key takeaways
- Thought leadership
- Engagement ready

**INSTAGRAM REELS**

- Engaging Reels
- Branded captions
- Trending friendly

**BLOG ARTICLE**

**3 Mindset Shifts That Changed My Business**

- SEO-optimized
- Structured content
- Long-form value

**EMAIL NEWSLETTER**

**3 Mindset Shifts That Changed My Business**

Hi there,  
In my latest podcast, I shared three powerful mindset shifts that transformed my business and can help you grow yours too.

[Read Full Article](#)

- Audience nurturing
- Key insights
- Clear CTA

**WORK SMARTER. REACH FURTHER. GET MORE IMPACT.**

- Save time
- Increase ROI
- Expand reach
- Build brand consistency
- Scale your content effortlessly

# 28

# AI ANALYTICS

## Smarter Data Decisions



AI turns data into insights so you can make smarter, faster marketing decisions.

### AI IDENTIFIES:



#### BEST POSTING TIMES

AI analyzes audience activity to recommend optimal times for maximum reach and engagement.



#### BEST PERFORMING TOPICS

AI identifies content themes that generate the most engagement and results.



#### AUDIENCE TRENDS

AI detects shifts in audience interests, behaviors, and demographics over time.



#### ENGAGEMENT PATTERNS

AI uncovers what drives likes, comments, shares, and saves—and how to do more of it.



#### CONVERSION OPPORTUNITIES

AI pinpoints high-performing content and audiences most likely to convert.

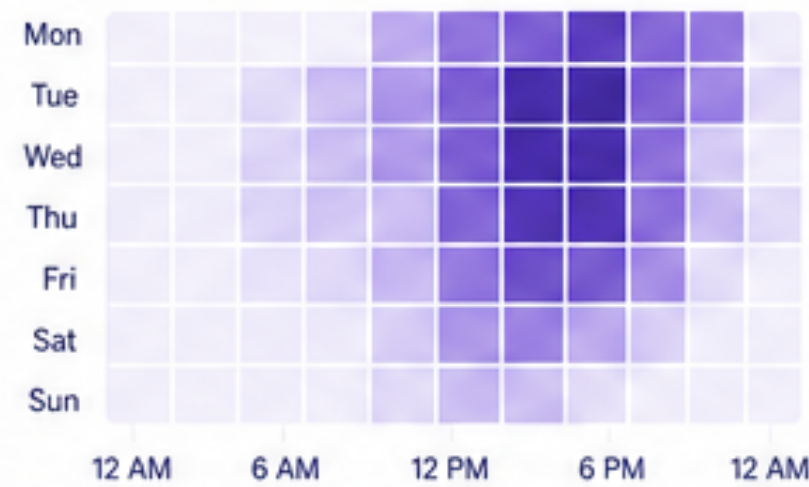


### AI INSIGHTS DASHBOARD

May 1 – May 31, 2024

#### BEST POSTING TIMES

Based on audience activity



★ Best time to post: 6:00 PM – 9:00 PM

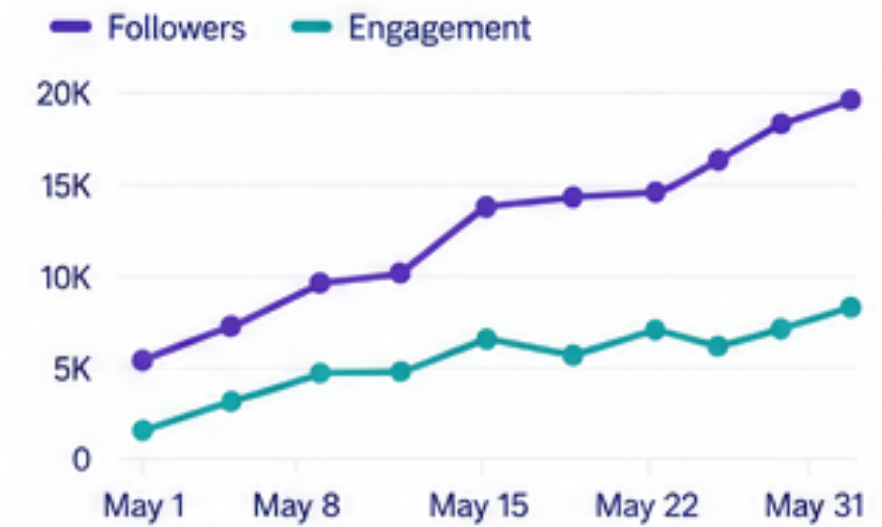
#### BEST PERFORMING TOPICS

By engagement rate



#### AUDIENCE TRENDS

Audience growth over time



Followers ↑ 24.6% vs last 31 days

#### ENGAGEMENT PATTERNS

What drives the most engagement



💡 Carousel posts and how-to content drive the highest engagement.

#### CONVERSION OPPORTUNITIES

Top opportunities identified by AI

- Promote your "AI Tools" content to similar audiences High Impact
- Retarget engaged users with lead magnet offer High Impact
- Product demo content has high conversion potential Medium Impact



AI ANALYZES. YOU OPTIMIZE.  
BETTER CONTENT. BETTER RESULTS.



Save time



Improve performance



Increase conversions



Make data-driven decisions with confidence

# 29

# REAL-WORLD AI GROWTH EXAMPLES

## *Businesses Using AI Successfully*



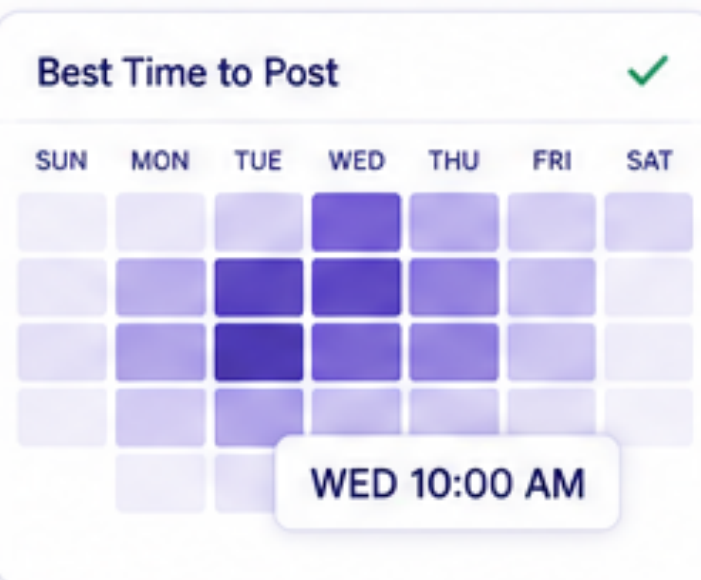
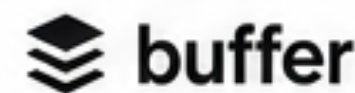
Growth  
**+158%**  
AI Impact



Companies across industries are using AI to save time, boost engagement, and drive measurable growth.

### 1 AI SCHEDULING SYSTEMS

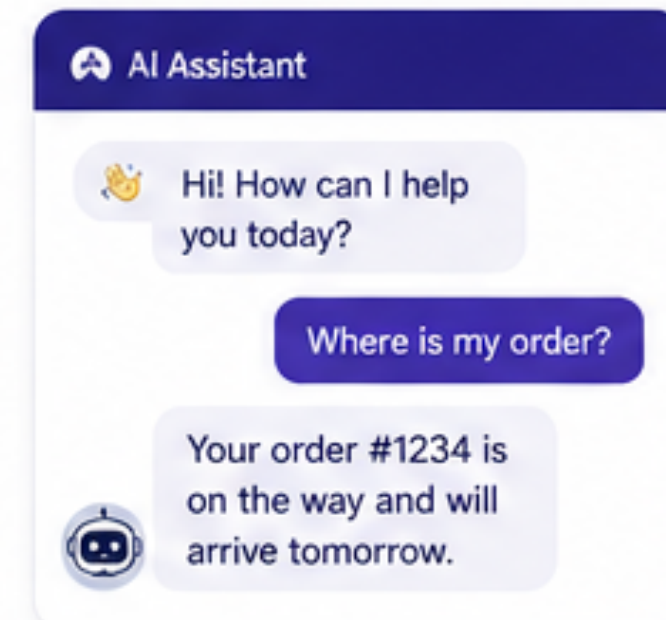
AI finds the best times to post for maximum reach and engagement.



**RESULT:**  
23% increase in engagement

### 2 AUTOMATED CUSTOMER REPLIES

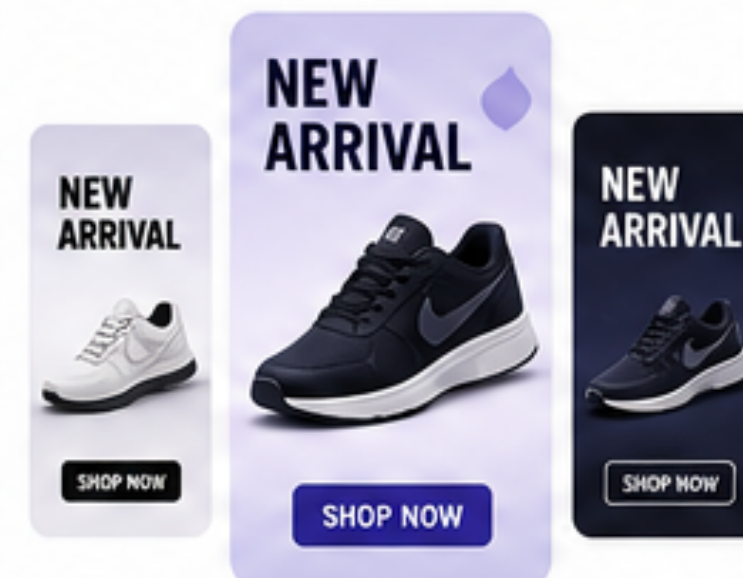
AI chatbots provide instant, accurate responses 24/7.



**RESULT:**  
35% reduction in support workload

### 3 AI-GENERATED AD CREATIVES

AI creates high-converting ad variations in seconds.



**RESULT:**  
42% lower cost per conversion

### 4 AI-DRIVEN LEAD GENERATION

AI identifies and scores the highest-quality leads.

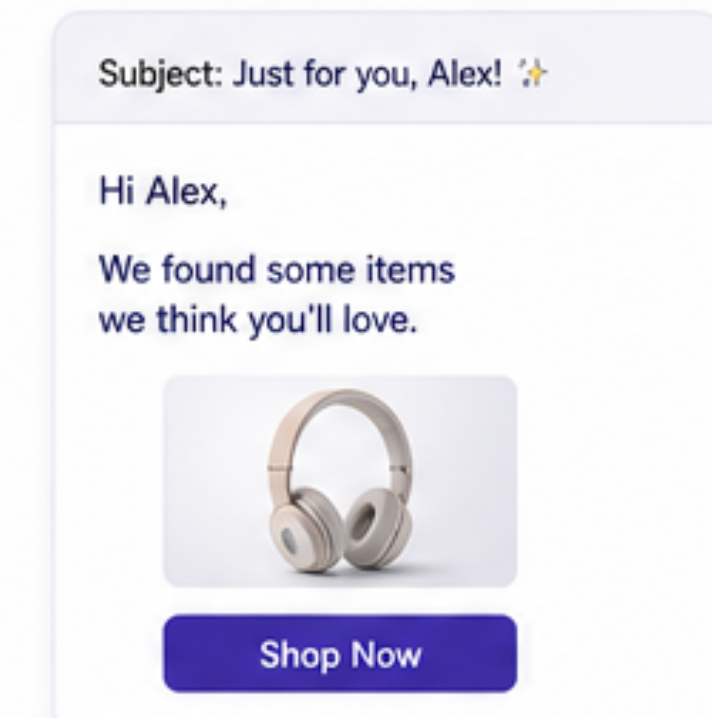


Top AI-Scored Leads		
1	Alex Johnson Score 98	Hot Lead
2	Sarah Williams Score 92	Hot Lead
3	Michael Brown Score 87	Warm Lead
4	Jessica Davis Score 75	Warm Lead

**RESULT:**  
50% more qualified leads generated

### 5 PERSONALIZED EMAIL CAMPAIGNS

AI personalizes content based on user behavior.



**RESULT:**  
29% higher open rate



AI ISN'T JUST THE FUTURE—  
IT'S DRIVING REAL RESULTS TODAY.



Save time



Reduce costs



Increase revenue



Delight customers



Scale smarter

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# HUMAN + AI WINS

*AI Should Enhance Humans*



The magic happens when humans and AI work together.



## AI DOES:



### Speed

Processes data and completes tasks in seconds



### Automation

Handles repetitive, time-consuming work



### Pattern Recognition

Finds trends and insights humans might miss



## HUMANS DO:



### Creativity

Generate original ideas and innovative strategies



### Relationships

Build connections and understand human emotion



### Storytelling

Craft compelling messages that inspire action



### Trust Building

Create authenticity and lasting loyalty

**TOGETHER, THEY CREATE UNSTOPPABLE RESULTS.**



Move faster



Work smarter



Connect deeper



Grow stronger

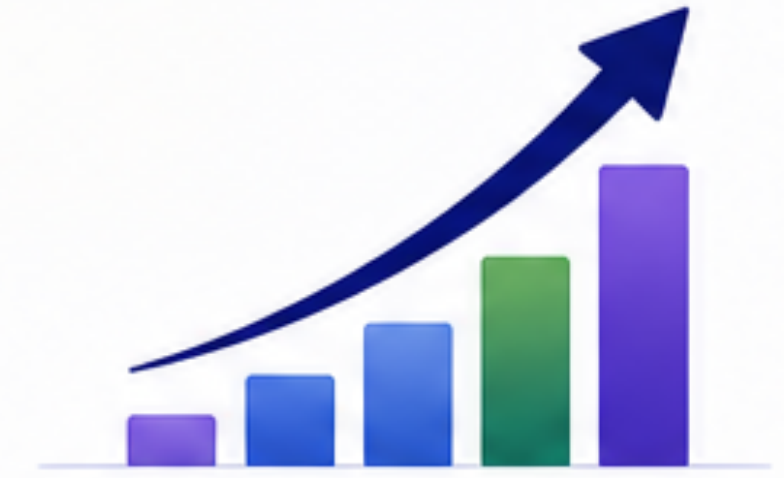
“

AI is the engine.  
Humans are the **driver**.

# 31 SEO + SOCIAL + PAID

## The Modern Growth Stack

Different channels.  
Different strengths.  
Powerful results together.



### SEO

#### LONG-TERM TRAFFIC

Rank on search engines and get discovered 24/7.

- ✓ Builds trust and authority
- ✓ Compounds over time
- ✓ High-intent traffic
- ✓ Lower cost over time

Best for:  
Sustainable, long-term growth



### SOCIAL

#### DAILY ATTENTION

Engage, build relationships, and stay top-of-mind.

- ✓ Builds brand awareness
- ✓ Drives engagement
- ✓ Strengthens community
- ✓ Content goes viral

Best for:  
Brand building & engagement



### PAID ADS

#### SPEED

Get in front of the right people fast and at scale.

- ✓ Instant visibility
- ✓ Highly targeted
- ✓ Scalable results
- ✓ Measurable ROI

Best for:  
Rapid growth & promotions



### TOGETHER = SUSTAINABLE GROWTH

Balance today's wins with tomorrow's compounding growth.



**MORE TRAFFIC**  
From multiple channels



**MORE ENGAGEMENT**  
Stronger connections & brand loyalty



**MORE CONVERSIONS**  
Higher ROI & faster results



**COMPOUNDING GROWTH**  
Sustainable success over time



**USE ALL THREE.  
WIN AT EVERY STAGE.**



**SEO**  
Own the search results.  
Be found.



**SOCIAL**  
Own the conversation.  
Be remembered.



**PAID ADS**  
Own the moment.  
Get results now.



Three channels.  
One strategy.  
**Unlimited growth.**

# 32 LONG-TERM SEO STRATEGY

## *SEO in 2026*

SEO is not just about rankings.  
It's about relevance, trust, and long-term value.



### FOCUS AREAS

**1. HELPFUL CONTENT**  
Create content that answers real questions and solves problems.

✓ People-first content wins.

**2. VIDEO SEO**  
Optimize videos for search with titles, descriptions, and transcripts.

▶ Video drives more visibility and engagement.

**3. AI-FRIENDLY WEBSITES**  
Use clean structure, schema markup, and clear content that AI can understand.

🤖 Make your site easy for humans and AI.

**4. LOCAL SEO**  
Optimize Google Business Profile, local keywords, and customer reviews.

📍 Be found in your local area.

**5. AUTHORITY BUILDING**  
Earn backlinks, mentions, and shares from trusted sources.

🔗 Authority builds trust and boosts rankings.

**6. FAST MOBILE EXPERIENCE**  
Speed, responsive design, and user experience matter more than ever.

⚡ Fast sites rank higher and convert better.

### THE LONG-TERM BENEFITS OF SEO

- 📈 SUSTAINABLE TRAFFIC
- 🤝 HIGHER TRUST
- 👤 MORE LEADS
- 💰 BETTER ROI OVER TIME
- 🛡️ STRONGER BRAND

**SEO IS A MARATHON, NOT A SPRINT.**

🚀 Invest today. Grow forever.

✓ Consistent content  
 ✓ Smart optimization  
 ✓ Patience and persistence

=

📈 Long-term visibility. Lasting success.

# 33

# BUILDING AUTHORITY

*Become the Trusted Expert*

Authority isn't given.  
It's earned.

Show up. Help. Add value.  
Become the go-to expert in your space.



## 1 EDUCATIONAL CONTENT

Create in-depth, helpful content that solves real problems.



✓ Teach. Educate. Empower.

## 2 PODCASTS

Share your insights, stories, and strategies through audio.



✓ Be heard. Be remembered.

## 3 INTERVIEWS

Get featured. Share conversations. Leverage other audiences.



✓ Borrow trust. Grow faster.

## 4 WEBINARS

Go deep. Teach live. Answer questions. Build trust in real time.



✓ Live value. Lasting impact.

## 5 CASE STUDIES

Show real results. Prove your process. Build confidence.



✓ Proof builds authority.

## 6 COMMUNITY ENGAGEMENT

Participate. Help. Answer. Support. Build relationships.



✓ People trust people.



### THE RESULT?



MORE TRUST



MORE OPPORTUNITIES



MORE CLIENTS



MORE GROWTH



**AUTHORITY IS YOUR ULTIMATE COMPETITIVE ADVANTAGE.**



Provide value consistently



Build trust over time



Become the go-to expert



Create impact and grow

# 34 THE 90-DAY GROWTH PLAN

*Simple Framework*



90 DAYS TO BUILD MOMENTUM.  
A LIFETIME OF RESULTS.

## 1 MONTH 1 SETUP & OPTIMIZATION



Build the foundation.

- ✓ Define goals & KPIs
- ✓ Optimize website & SEO basics
- ✓ Set up analytics & tracking
- ✓ Create core content & offers
- ✓ Set up email & automation
- ✓ Audit social media & profiles

**FOCUS:** Build a strong foundation for long-term growth.



### KEY RESULT

Everything is set up and optimized for growth.



90 DAYS OF FOCUS.  
LONG-TERM IMPACT.

Small daily actions = Big results.

## 2 MONTH 2 CONSISTENCY & TESTING



Build momentum. Test and learn.

- ✓ Publish content consistently
- ✓ Test headlines, formats & offers
- ✓ Run small paid ad campaigns
- ✓ Grow email list & engage audience
- ✓ Analyze data & identify winners
- ✓ Optimize based on results

**FOCUS:** Stay consistent and test to find what works best.



### KEY RESULT

Clear data on what's working and what's not.



**PLAN DAILY**

Know your priorities.



**TAKE ACTION**

Execute with consistency.



**MEASURE RESULTS**


Track, analyze, improve.



**SCALE & GROW**

Multiply your success.

## 3 MONTH 3 SCALE WHAT WORKS



Scale, systemize, and grow.

- ✓ Double down on winning content
- ✓ Scale ad campaigns that perform
- ✓ Strengthen partnerships & outreach
- ✓ Automate & streamline processes
- ✓ Expand into new channels
- ✓ Increase offers & revenue

**FOCUS:** Scale what works and maximize growth opportunities.



### KEY RESULT

Increased traffic, leads, and revenue.



FOCUS. CONSISTENCY. OPTIMIZATION.  
THAT'S THE GROWTH FORMULA.



**SETUP**

Build the base



**TEST & LEARN**

Find what works



**SCALE**

Grow faster



**SUCCEED**

Enjoy the results

# KPI TRACKING

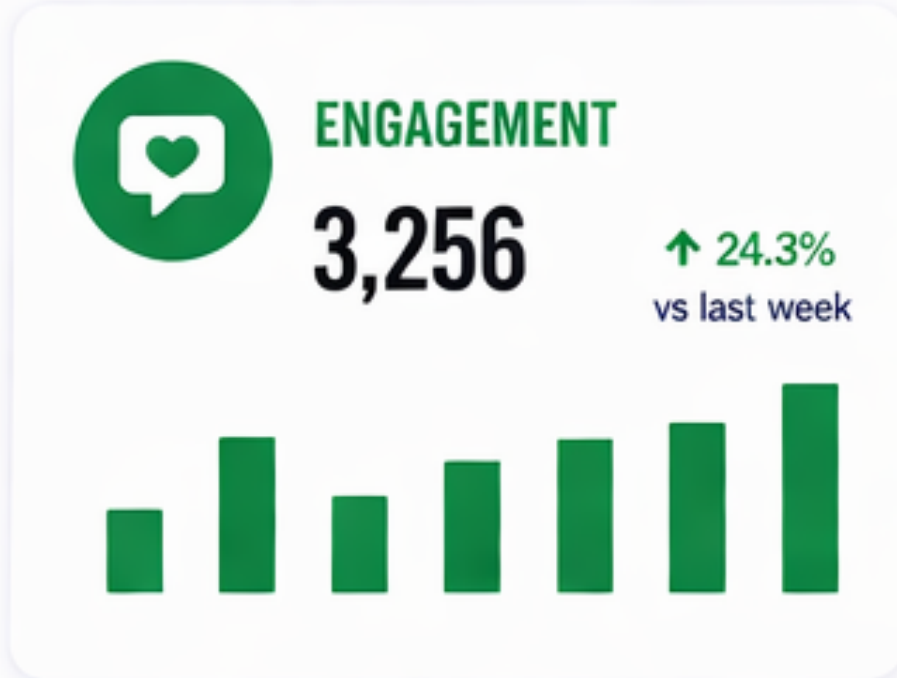
*Metrics That Matter*



You can't improve what you don't measure.  
Track. Analyze. Improve. Repeat.

TRACK WEEKLY. REVIEW MONTHLY. IMPROVE CONTINUOUSLY.

- TRACK WEEKLY:**
- 1. WEBSITE TRAFFIC**  
See how many people visit your site.
  - 2. ENGAGEMENT**  
Measure likes, comments, shares, and saves.
  - 3. FOLLOWER GROWTH**  
Track your audience growth over time.
  - 4. LEADS**  
Monitor new leads and sign-ups.
  - 5. CONVERSIONS**  
Track actions taken and sales generated.
  - 6. ROI**  
Measure return on investment and profitability.



**GOOD DATA = SMART DECISIONS**  
Focus on the right metrics. Grow with confidence.



**SUCCESS**  
Consistent tracking leads to consistent growth.

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# BREAK

*10 Minute Break*



Take a moment.  
Relax. Refresh.  
We'll be right back!



REST  
YOUR MIND



REFUEL  
YOUR BODY



REFRESH  
YOUR FOCUS



RETURN  
STRONGER



WE'LL BE BACK  
IN 10 MINUTES!

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# LIVE STRATEGY WORKSHOP

*Let's Build a Real Marketing Strategy Together*



**EXAMPLE ORGANIZATION:**  
**ASIAN MEDIA ACCESS**



**GOAL:**  
**INCREASE:**

- MEMBERSHIPS
- WORKSHOP REGISTRATIONS
- COMMUNITY AWARENESS

**YOUR MISSION:**  
Use the chat to suggest ideas using:

- SEO
- SOCIAL MEDIA
- AI TOOLS
- INFLUENCERS
- ANALYTICS



**Live Chat**

- Post more short videos showcasing student stories!
- Use AI tools to automate email follow-ups.
- Partner with local influencers!
- Optimize website SEO for class registrations.
- Run targeted ads for upcoming workshops.

Type your ideas here...



**THINK LIKE A MARKETING STRATEGIST**



Your ideas help build our strategy!

**SHARE YOUR IDEAS IN THE CHAT!**  
**TOGETHER, WE CAN CREATE IMPACT.**






Share your ideas in the chat! 

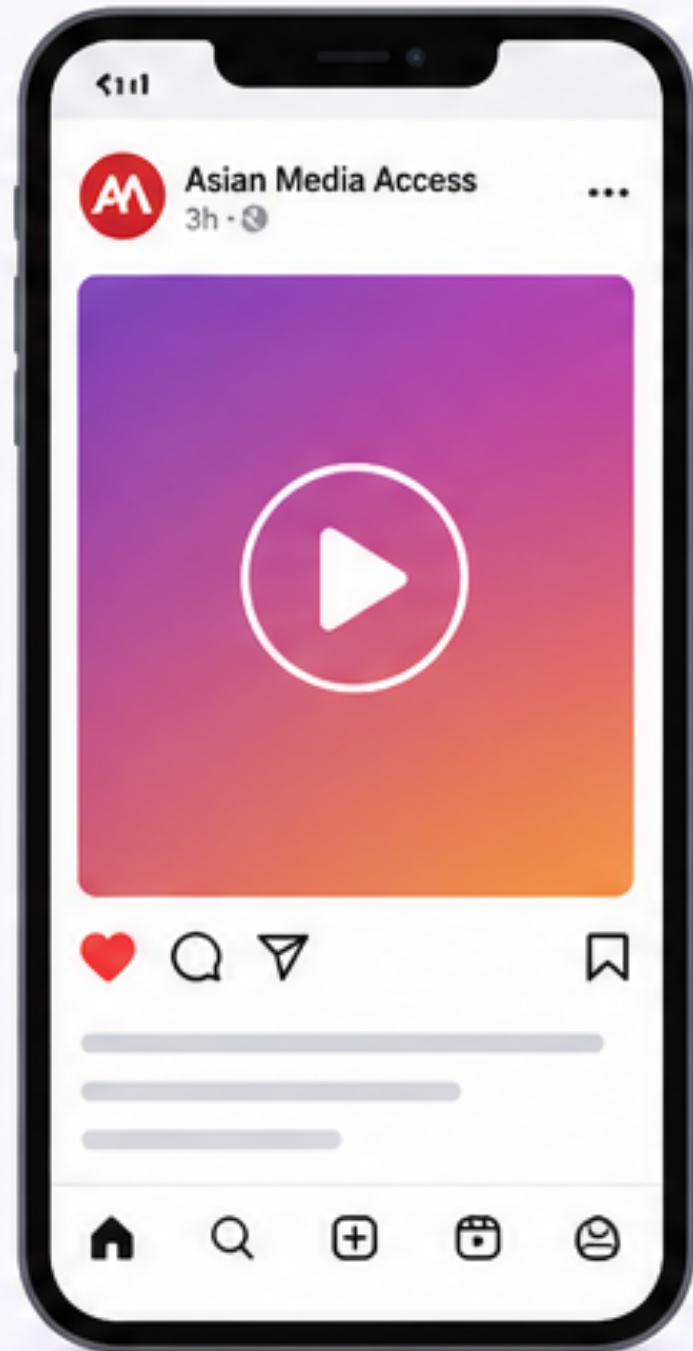


## QUESTION #1

What type of social media content should AMA post weekly?

### EXAMPLES:

-  Short-form video
-  Student success stories
-  AI tutorials
-  Behind-the-scenes
-  Community spotlights



 **TYPE YOUR ANSWERS IN THE CHAT!** 



## QUESTION #2

What AI tools could help automate marketing for AMA?

### EXAMPLES:

-  ChatGPT
-  Canva AI
-  Claude
-  Zapier
-  Buffer
-  Hootsuite
-  AI video tools



 **TYPE YOUR ANSWERS IN THE CHAT!** 

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# INSTRUCTOR STRATEGY BREAKDOWN

*What Would John Marino Do?*



**JOHN MARINO**  
MARKETING STRATEGIST  
INSTRUCTOR  
AI ENTHUSIAST

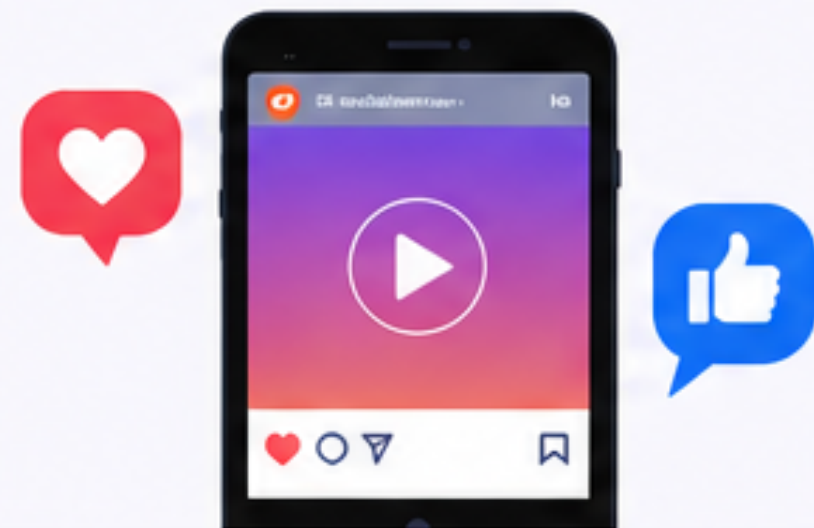
*Real Ideas.  
Real Impact.*

Summarizing the **best ideas** from our chat!



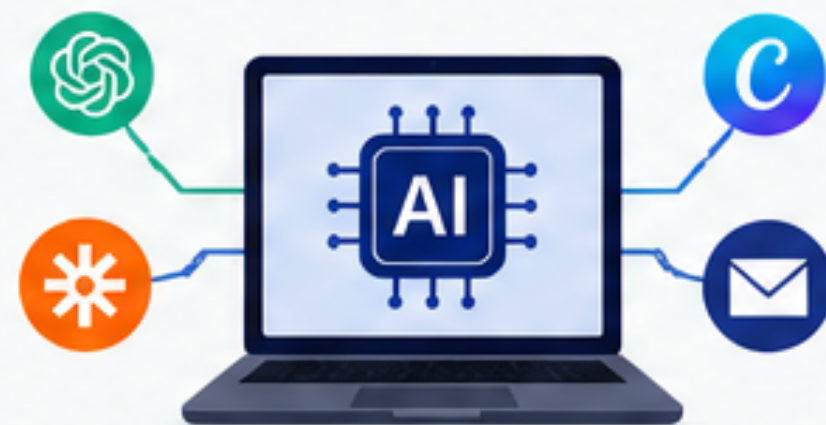
## BEST CONTENT IDEAS

- ✓ Short-form videos (tips, lessons)
- ✓ Student success stories
- ✓ AI tutorials & how-to content
- ✓ Behind-the-scenes content
- ✓ Community highlights & spotlights
- ✓ Live Q&A and expert interviews



## BEST AI AUTOMATION OPPORTUNITIES

- ✓ Use ChatGPT for content creation
- ✓ Automate email follow-ups
- ✓ AI chatbots for member support
- ✓ Canva AI for fast content design
- ✓ Zapier for workflow automation
- ✓ AI-powered analytics insights



## BEST GROWTH OPPORTUNITIES

- ✓ Partner with influencers & creators
- ✓ Collaborate with local organizations
- ✓ SEO to attract organic traffic
- ✓ Launch referral & ambassador program
- ✓ Run targeted ads for workshops
- ✓ Expand partnerships in the community



## BIGGEST QUICK WINS

- ✓ Post 3 short videos this week
- ✓ Optimize Google Business Profile
- ✓ Create a welcome email series
- ✓ Use AI to repurpose content
- ✓ Promote top workshops on social
- ✓ Ask students to share & tag AMA



These ideas can help Asian Media Access  
**GROW, AUTOMATE & MAKE A BIGGER IMPACT!**



Great ideas from everyone!  
Together, we build stronger strategies.

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# RESOURCES & TOOLS

*Recommended Resources*



## SOCIAL



### Boffer

Schedule, publish and analyze social media content.



### Hootsuite

Manage multiple accounts and track performance in one place.



### Later

Plan, schedule and analyze content visually. Perfect for Instagram.

## SEO



### Google Search Console

Monitor your website's performance in Google Search.



### Ahrefs

Powerful SEO analysis, backlink tracking and keyword research.



### SEMrush

All-in-one SEO and marketing toolkit for growth.

## AI



### ChatGPT

Your all-in-one AI assistant for content, ideas and problem solving.



### Canva AI

Design stunning visuals fast with AI-powered features.



### Claude

Advanced AI assistant for research, writing and analysis.



### OpenAI Tools

Access powerful models and APIs to build and automate.



**THE RIGHT TOOLS SAVE TIME,  
IMPROVE RESULTS AND DRIVE GROWTH.**



Explore these tools, experiment and find what works best for **YOU!**

# 41 STAYING UPDATED

## *AI Changes Fast*

 THE MORE YOU LEARN,  
THE FURTHER **YOU GROW.**

### STAY CURRENT BY:



#### TESTING TOOLS WEEKLY

Experiment, explore, and find what works best for you.



#### FOLLOWING INDUSTRY LEADERS

Learn from experts and stay inspired by proven strategies.



#### WATCHING TRENDS

Keep an eye on emerging technologies, platform updates, and new opportunities.



#### CONTINUING EDUCATION

Invest in courses, webinars, and workshops to level up your skills.



#### BUILDING CONSISTENTLY

Consistency beats perfection. Small actions lead to big results.



 **THE FUTURE BELONGS TO THOSE WHO KEEP LEARNING, ADAPTING AND TAKING ACTION TODAY!**

 Keep learning.  
Keep building.  
*Keep winning!*

 Make learning a habit.  
Make success inevitable.

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# CONGRATULATIONS

ON COMPLETING THIS CLASS!

*Thank You!*



*“Stay Curious”*



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Phone: 612-388-9765



LEARN



EXPLORE



INNOVATE



SUCCEED



YOU TOOK THE TIME. YOU PUT IN THE WORK. YOU LEVELLED UP.  
**THE BEST IS YET TO COME!** ★