cyberlicious®
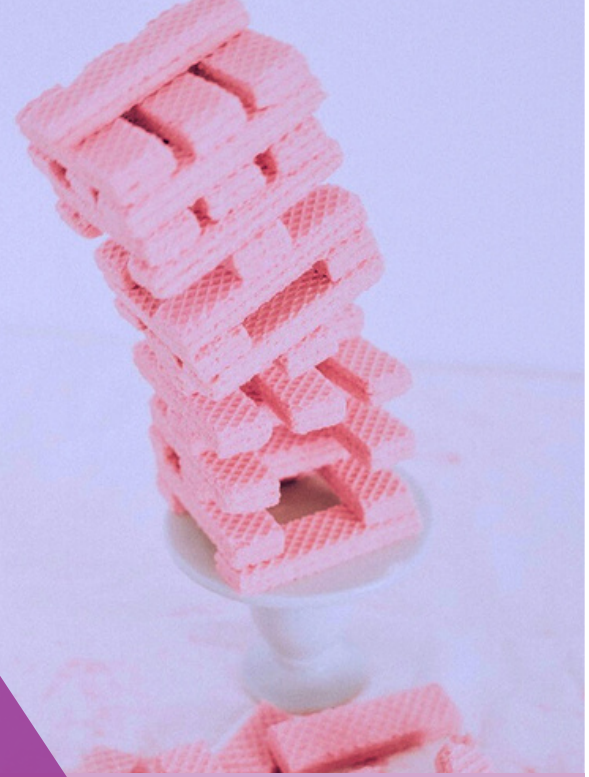Digital Candy for Sweet Results®

AI_POWERED
LEAD GENERATION
CHECKLIST

MAKE IT YOUR

SWEETST YEAR YET!

PUT AI IN YOUR STACK
& DON'T LOOK BACK

MARKETING 2024

STAGE 1:
BUILD A STRONG FOUNDATION

☐ Set up **Google Analytics 4**—to include setting up conversion metrics such as goals, ecommerce transactions if applicable, and enhanced conversions. Do you see an ROI?

☐ Make data more efficient and effective for your business. Utilize **Google Tag Manager** and ensure site-wide tagging is implemented to keep data flowing from all first- and third-party platforms. Remove the need for development and let your marketing team take charge of data collection. Remember to obtain consent and keep an updated privacy policy.

☐ Define your **audience** and create segmented lists. In GA4 this means using a mixture of dimensions, metrics, and events. Ensure Google Ads is linked so it can utilize your GA4 audiences and conversions for ad auctions.

☐ Integrate your customer data with GA4 by ensuring your **CRM** or **eCommerce system** is *automatically* sharing data. This will help teach AI what metrics are valuable to your business, and help it identify the customer journey. You will additionally create audiences from this data which improves your marketing and sales

DELICIOUS LEADS, ANYONE?

Cyberlicious®
727.820.1988

735 Arlington Ave N, Suite 210
St. Petersburg, FL 33701

MEET WITH THE

STAGE 2:
NUTURE & ENGAGE WITH YOUR LEADS

☐ Create **automated email campaigns**—email marketing is the crème de la candy since it is the only audience you own. Automatic campaigns allow you to send emails at the right moments, drip content, and nuture your leads into taking a desired action.

☐ Optimize the user experience by utilizing **chatbots** directly on your website. They provide a conversational way for businesses to convert website traffic into sales-qualified leads while offering 24/7 support. By including an email request on your chatbot, you can even turn your chatbot into a lead magnet. Now that's Cyberlicious®!

☐ Create *personalized experiences* and turn potential customers into solid leads. **AI_powered content creation tools** tailor messages, emails, and website content to match each lead's preferences.

SUGAR, SPICE, & EVERYTHING LEADS

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MEET
WITH
THE

PRO TIP:
COMBINE AI & ADVERTISING

Surprise! Our Candy Robot is no ordinary treat – it's crafted with a touch of AI magic.

☐ Utilize **AI_Powered Advertising Solutions**—paid advertising can be powerful to lead generation efforts as you can target a highly engaged and relevant audience.

　☐ Combine AI_powered **Search campaigns** (with broad match) and **Performance Max campaigns**. With AI sprinkled through every step of Google Ads, reach more customers when it matters.

　☐ **Smart Bidding** uses Google AI to optimize for conversions or conversion value in each and every auction. Set goals, pick a budget, and watch Google do its thing. Careful though, the Gumdrop Gobbler will eat your money if you are not careful.

　☐ Take advantage of **AI-generated assets** for your campaigns. Google search ads can create headlines and descriptions from content on landing pages. Additionally, Performance Max campaigns uses generative AI to create even more, including images and videos.

STAGE 3:
MEASURE & OPTIMIZE FOR THE FUTURE

- [ ] **Google Analytics Tools** already use machine-learning to enhance your data.

  - [ ] <u>**Predictive Metrics**</u>: Purchase probability, churn probability, and predictive revenue models can predict the future behavior of your users.

  - [ ] **Explorations**: Use advanced reports like Funnel or Path explorations to uncover insights about customer behavior.

- [ ] **Lead scoring**—prioritize and effectively manage business leads. While some businesses can likely manage manually, AI tools can streamline this process. They can use speech analytics to assess conversations, offer call-tracking, quality assurance, and more.

- [ ] <u>**Experiment** and test</u>. Everything. AI is already being used in A/B testing to collect data on users, and most platforms can automatically switch out assets if set to do so. Find what works, then keep improving.

FIND CANDY CRUSHIN' LEADS

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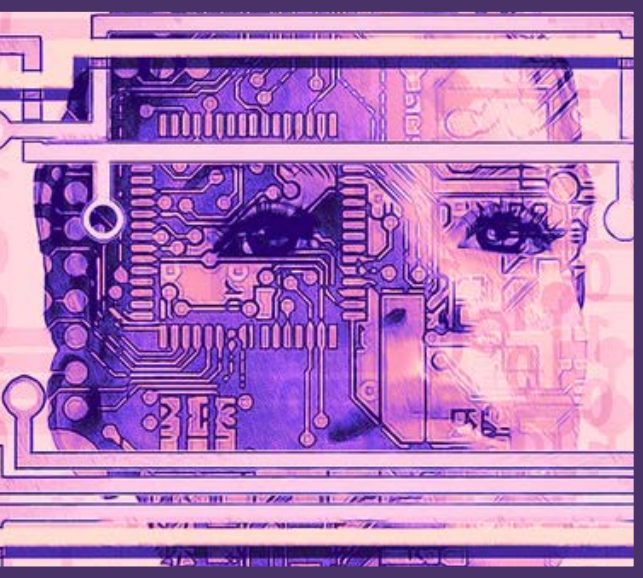
AI_POWERED MARKETING SEMINAR

Hosted by Cyberlicious®, our 2024 AI_Powered Marketing Seminar is a Candyland for businesses! Discover how all of the major platforms are implementing AI to enhance targeting, personalization, and overall campaign efficiency. Don't be a **sucker** – register now to learn how to treat your campaigns to a sugar rush!

SAVE YOUR SEAT NOW!

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