

Hosted by **SCORE**  | Washington DC

# What's Your Digital Marketing Success Plan?

---

REPLACE YOUR RANDOM ACTS OF MARKETING WITH RELIABLE REVENUE

# About SCORE

---

As a resource partner of the SBA, we help small businesses by:



Providing free  
business advice  
and mentoring



Offering low or  
no-cost business  
training



Sharing free business  
templates and  
resources

Request a SCORE mentor at [www.score.org/find-mentor](http://www.score.org/find-mentor)

# Your Presenter: Donna Botti, Delos Inc.

---



Donna is the owner of Delos Incorporated, an award-winning agency in Collegeville, PA. Donna and her team help local businesses get more of the clients they want by replacing their random acts of marketing with a proven process that works.

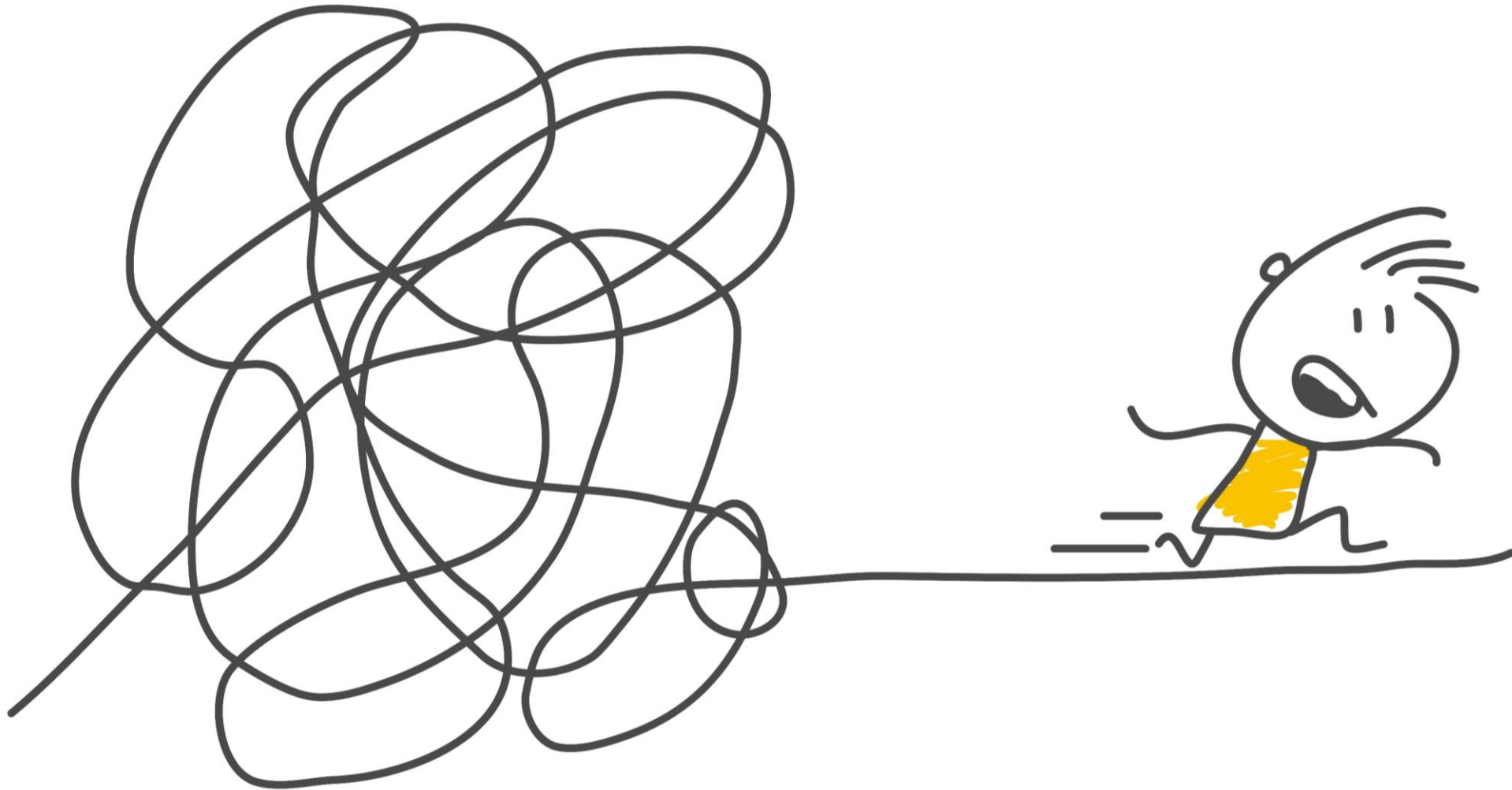
Delos provides digital marketing strategy, training and implementation, and develops websites designed to attract more clients, get better leads and grow revenue.

Donna is a national speaker and trainer on how local business organizations can thrive in an online world with simple, effective marketing strategies that get results.

Donna frequently publishes articles on the Delos website, [www.delosinc.com](http://www.delosinc.com) and has a weekly podcast, *Get Digital Marketing Results*. She also enjoys hanging out with her family, the outdoors, hiking with her dog, and Italian wine.

# Do you feel this way about digital marketing?

---



# What's Your Digital Marketing Success Plan?

---

# Trends for 2025

---

- ❖ It's getting a lot noisier and AI is making it worse
- ❖ The rise of the algorithm
- ❖ First party data is more important than ever
- ❖ Your customers are looking for authenticity and relationships
- ❖ Video still rules
- ❖ Your customer behavior is changing

# Just Say No!

---

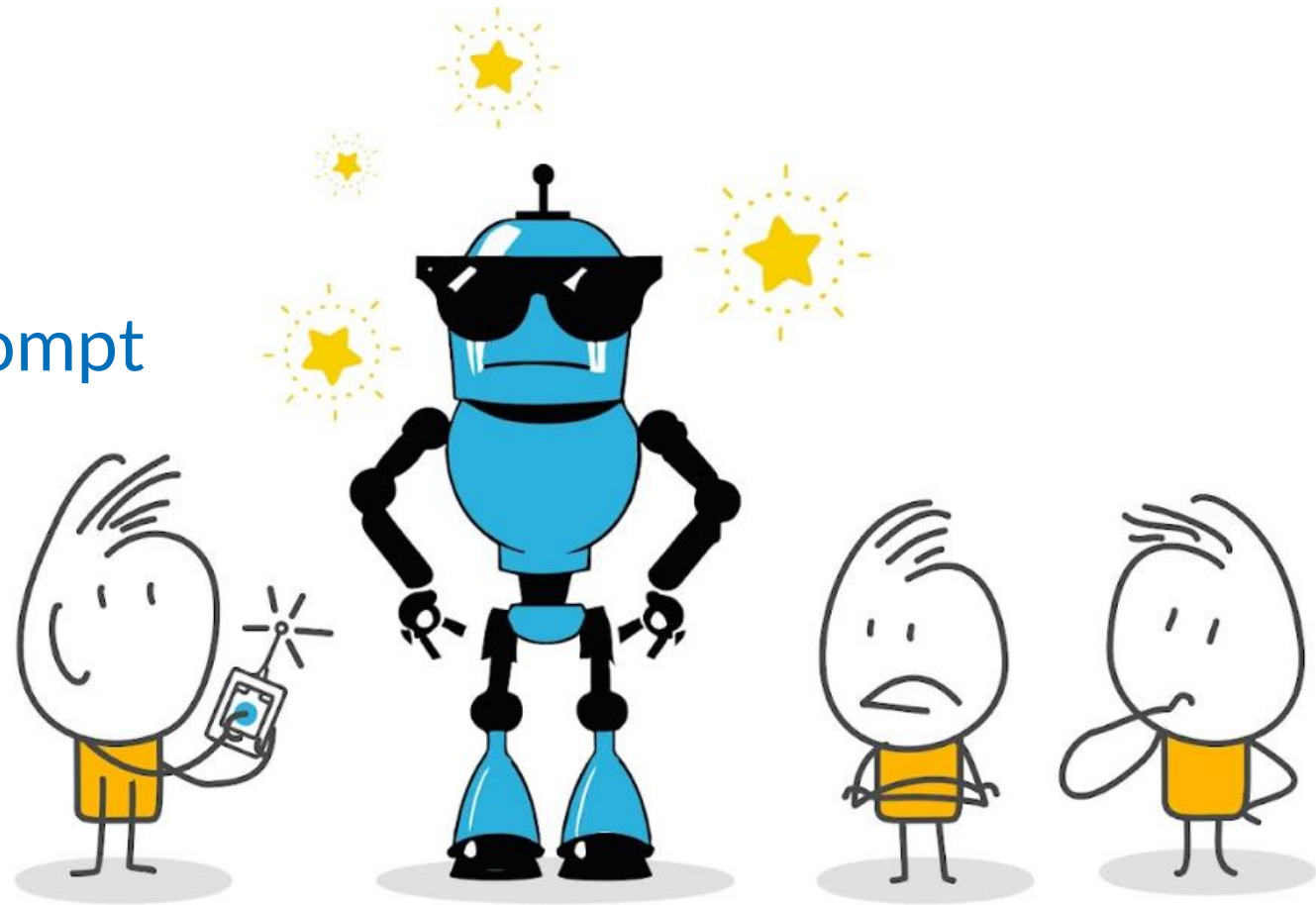


# Delos Framework for Digital Marketing Success



# Can AI Help?

- How to think about AI
- What not to do
- Terms to know
- The importance of the prompt



# AI Definitions

---

- ❖ Artificial Intelligence (AI)
- ❖ Generative AI
- ❖ Large Language Models (LLMs)
- ❖ Prompt

# The Prompt is Key to Good Results

---

- Who is ChatGPT acting as?
- Who is the audience for the output?
- Who are you?
- What tone, style and format should the results be in?
- What output are you looking for?

# Context for the prompt

---

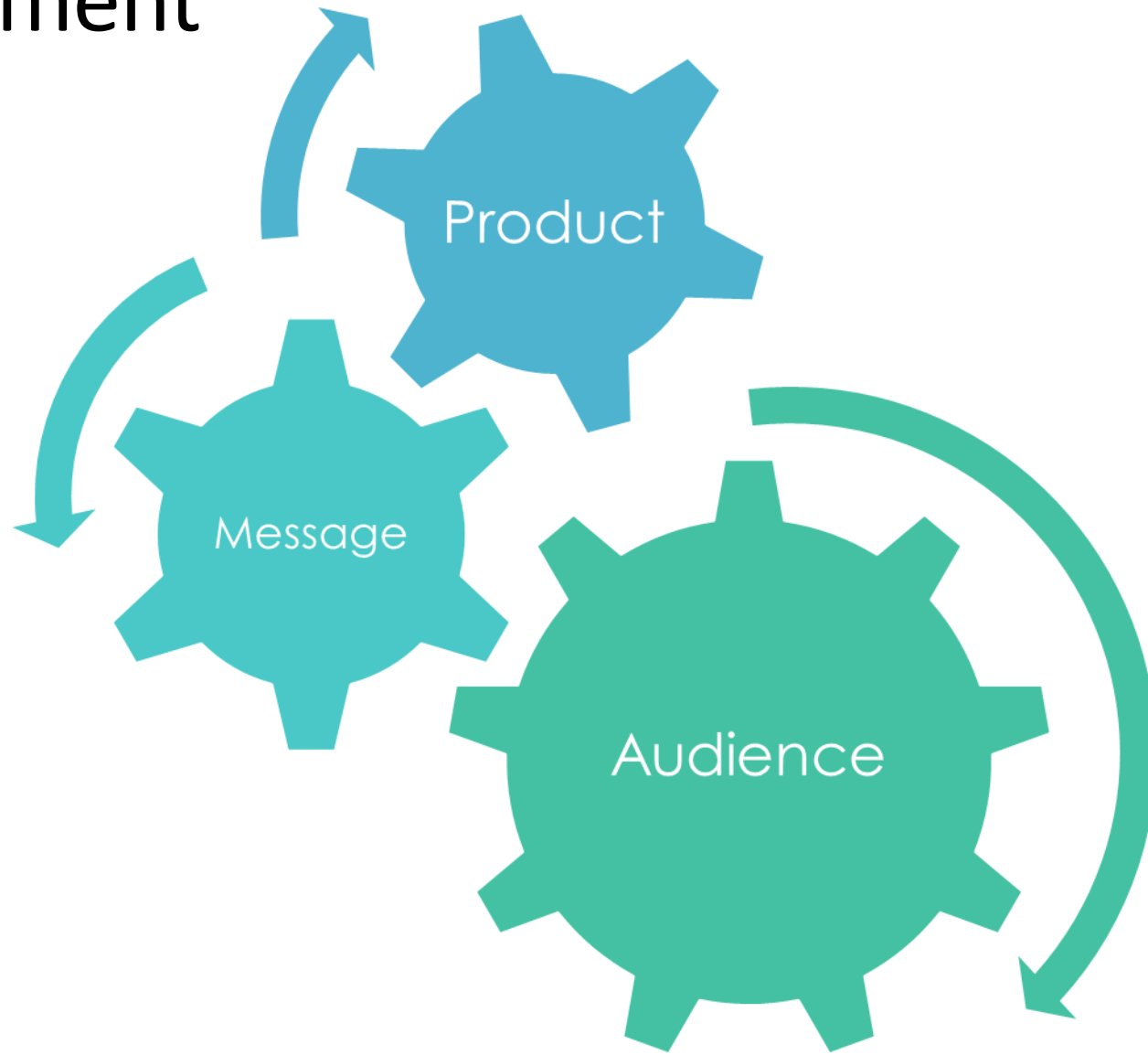
- ❖ You are an expert market researcher and consumer behavior specialist
- ❖ My ideal client is .... and has these characteristics.....
- ❖ My business / product / service is .....
- ❖ My brand voice and style is .....
- ❖ What I'd like you to create is....

# ❖ Key Action #1:

## Focus Your Efforts on the Right Clients

---

# Alignment



# Know Your Client

---

- ❖ Consider your current clients
- ❖ Why do they buy from you?
- ❖ Which ones bring you the most rewards financial and personal?
- ❖ Who is NOT your client?

# Solve Their Problems

---

- What problems do they have?
- What are their goals and aspirations?
- What are their challenges and points?
- Speak their language!



# What does it look like?

---

- By speaking to the right customer, our client saw a reduced number of leads per month, but had higher conversions to customers, increased revenue, and spent less time with tire-kickers who would never be customer.
- By updating the language and organization of their website to talk to the customer and business they want, our client doubled their web traffic and leads in 10 months.
- By providing good content that answers the questions of our customers we're starting to see more referral traffic and qualified leads and clients for our clients from AI tools like ChatGPT and Perplexity

# How Can AI Help?

---

- Dig deeper into who your client is
- Provide ideas for messaging
- Get details on obstacles and objections
- What does your audience already know?
- Client Compass AI -  
<https://www.delosinc.com/client-compass/>
  - [dbotti@delosinc.com](mailto:dbotti@delosinc.com)

## ❖ **Key Action #2:**

# **Use the Content You Already Have**

---

# Many people think...

---

- I don't know what to say
- I don't know what platforms to use
- I don't have time to figure it out

# You Have Content!

---

- What are you already saying / doing
- Use the 3x rule
- Make it part of your processes
- Answer the questions people are asking

# Key Content

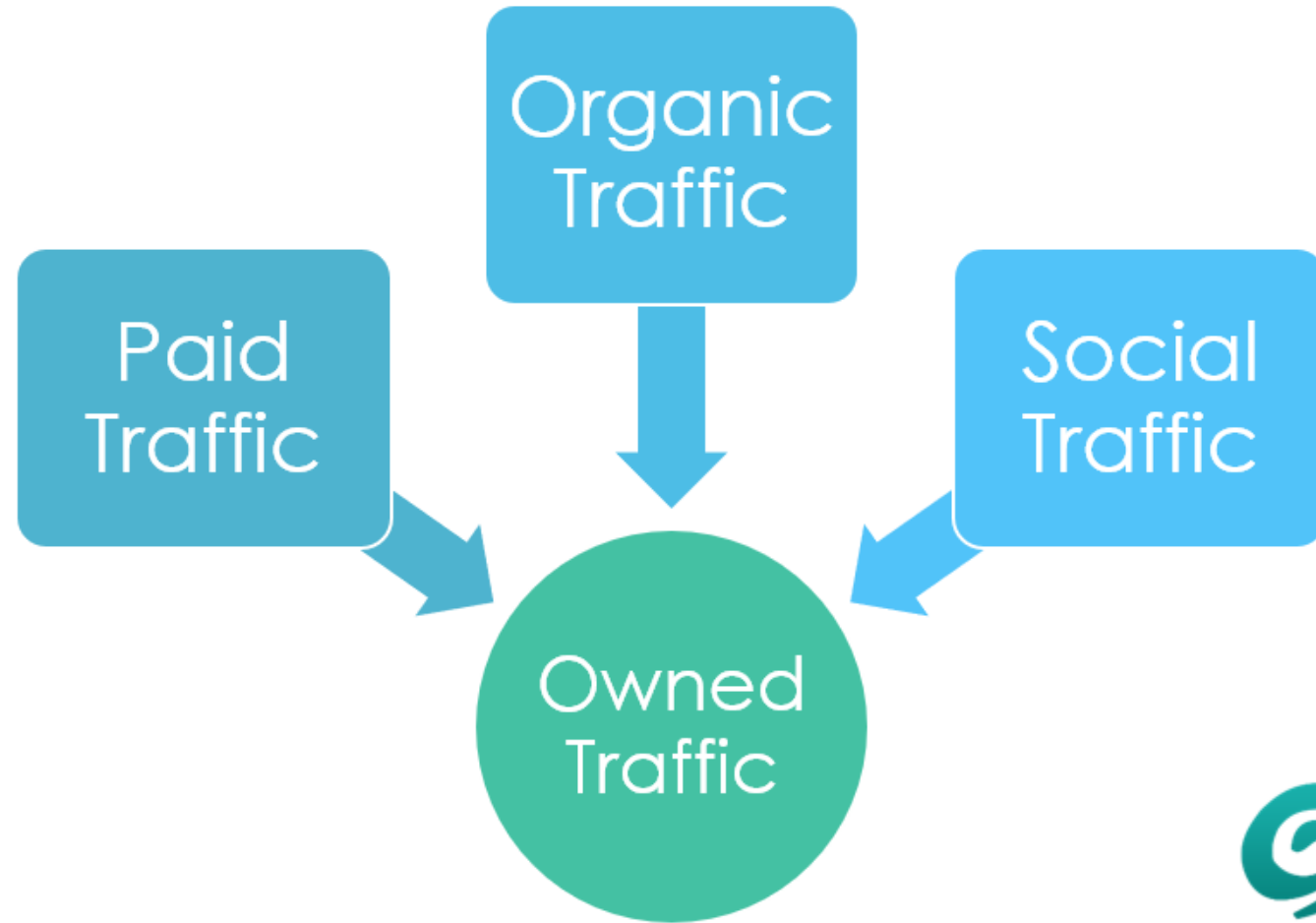
---

- For the business you want
- What's important to the client you want
- Answer the questions people are asking

# Don't Build on Rented Land



You can't build relationships with people whose names you don't know!



# Grow Your List



# What does it look like?

---

- Recording a day-long training program that happened and using pieces of that on website, social media, YouTube, email marketing that resulted in months of scheduled content
- Recording a video when a question comes in and using that on website, social media and as reference for other people who have that question
- Having a checklist for every job – taking before pictures, in process pics, after pictures, and notes about the job so that project added to portfolio on website, email, social media, and reviews

# How Can AI Help?

- Get it to learn your authentic tone and style
- Brainstorm common questions you can answer
- Ideas for strategic content that can bring the right clients
- Reformatting and optimizing content from one platform to another

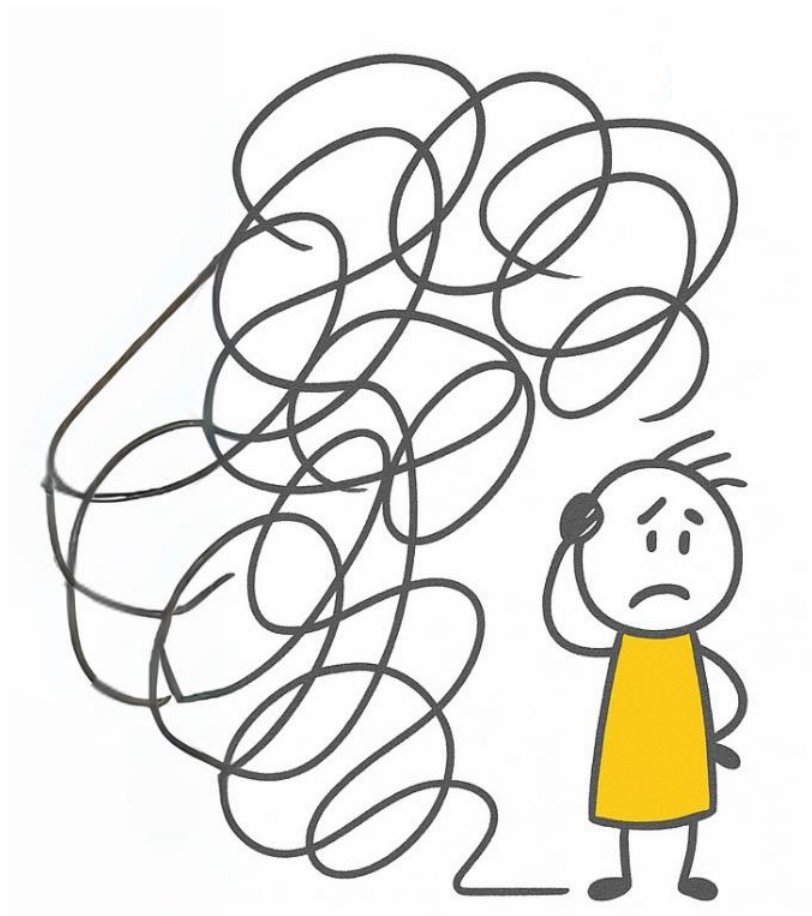


## ❖ **Key Action #3:**

# **Make it Easy and Manageable**

---

# Your Random Acts of Marketing Aren't Working



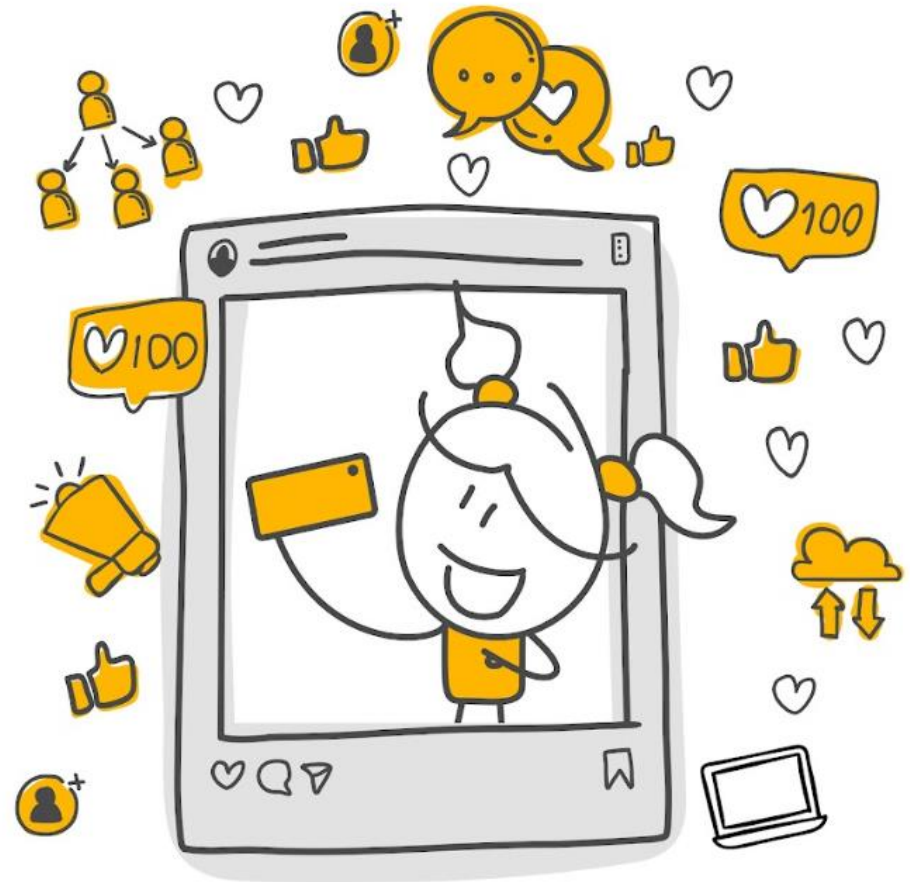
# Plan Your Content

---

- Get rid of the silos – same message on all channels
- Reuse and repurpose
- Have a mix of timely, seasonal, and evergreen content.
- Batch and schedule
- Use automation
- Use AI to help repurpose and take on tasks

# Repurpose, Reuse, and Automate

- Example:
  - Blog post on Top 10 Beach Vacations
  - Make 10 slide video
  - Make 10 social posts highlighting each one
  - Create polls comparing beaches
  - Send an email to list highlighting the content
  - Reusable at a later date too

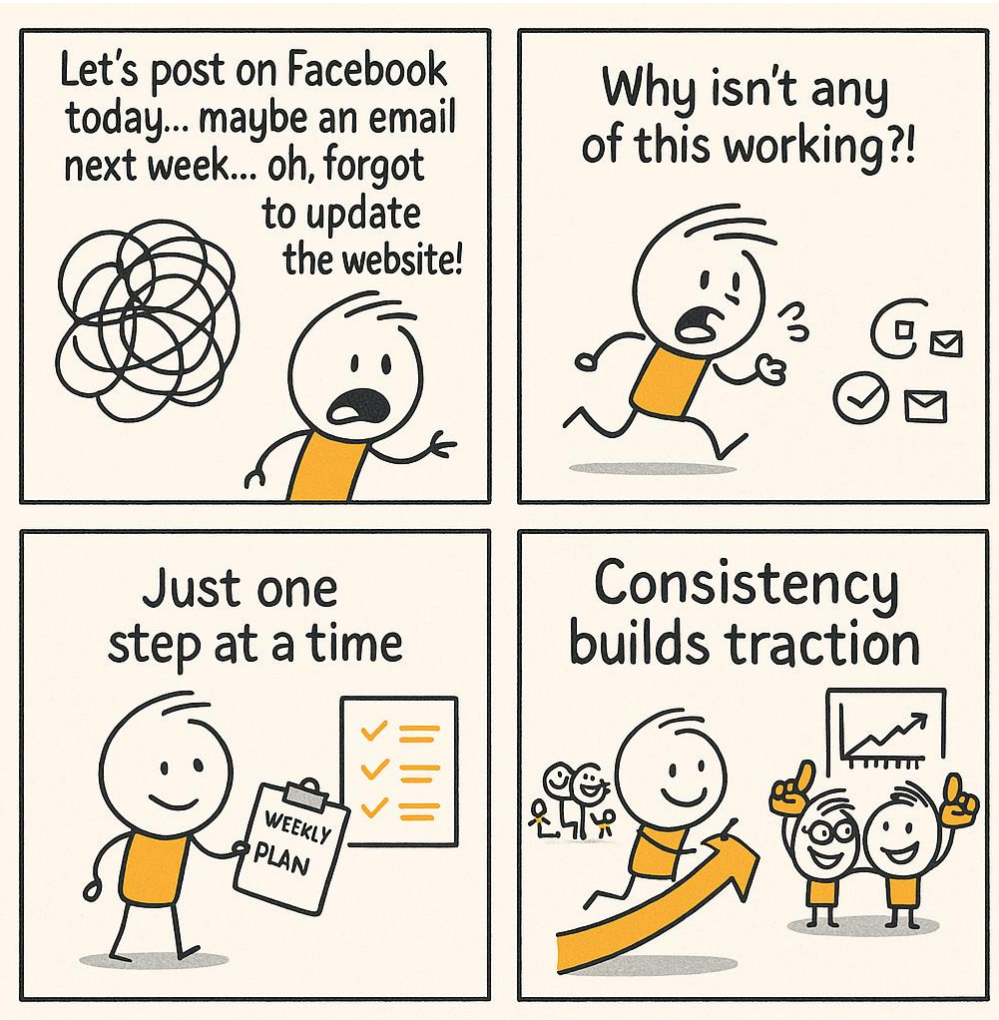


# Plan Your Content

	Themes	Content Plan	Recurring Items	Seasonal Items
<i>Instructions</i>	<i>What is the main focus or message for the month?</i>	<i>What do we need to create or produce (video, blog post, etc.)? What already exists or will be created anyway (web site sections, promotions, vendor-supplied content)?</i>	<i>Which of the recurring items will be used during this month?</i>	<i>Holidays, Awareness Events, Seasonal items specific to your organization (for example Tax Time, Back to School, or End of Year Donations)</i>
<b>JAN</b>				
<b>FEB</b>				
<b>MARCH</b>				
<b>APRIL</b>				
<b>MAY</b>				

# Get it on a calendar

Consistency Builds Traction



# What does it look like?

---

- Our client started email marketing regularly to their customer list and gets sales and inquiries from every email.
- By planning out key content areas supporting business they want to grow, our client now has 10 articles on their website that outrank their home page and receives leads every day.
- By using templates, automation and scheduling, our client created best practice follow-up to inquiries increasing the number of leads that convert to a sale three-fold.

# How Can AI Help?

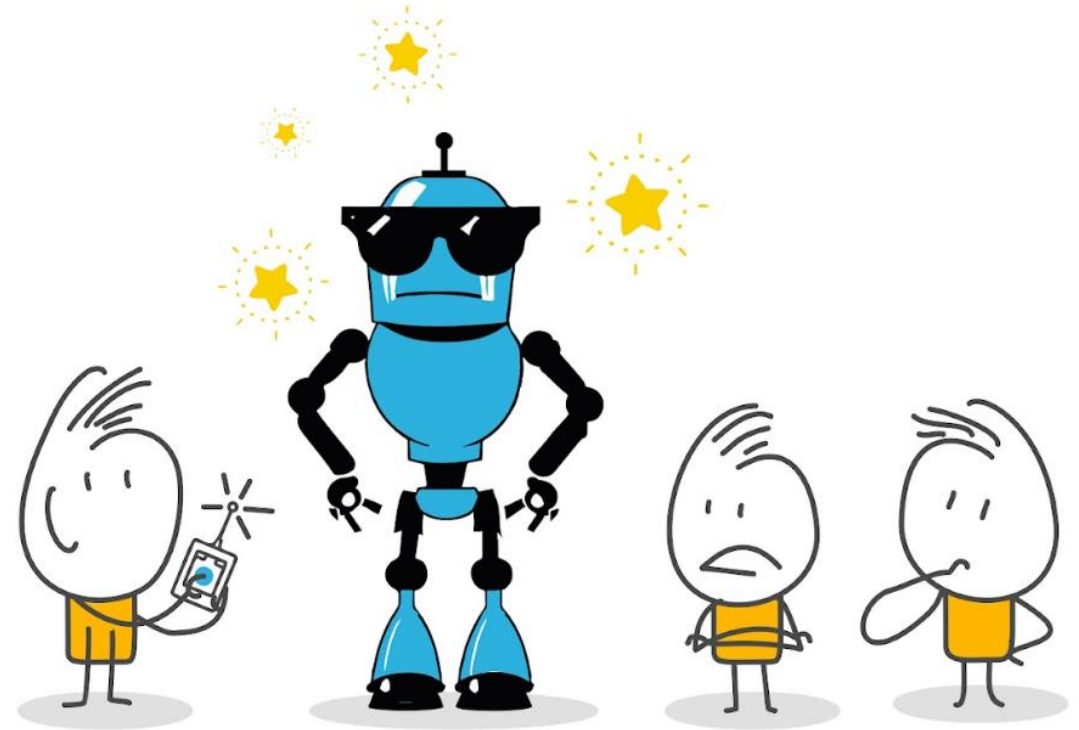
- AI gives great results when starting with content you already have
  - Turn a brochure into a web services page
  - Make over your home page
  - Turn a video into a blog post or vice versa
  - Create emails and social posts from a blog
- Create a lead magnet
- Make pictures for you!



# Why AI? Why Now?

---

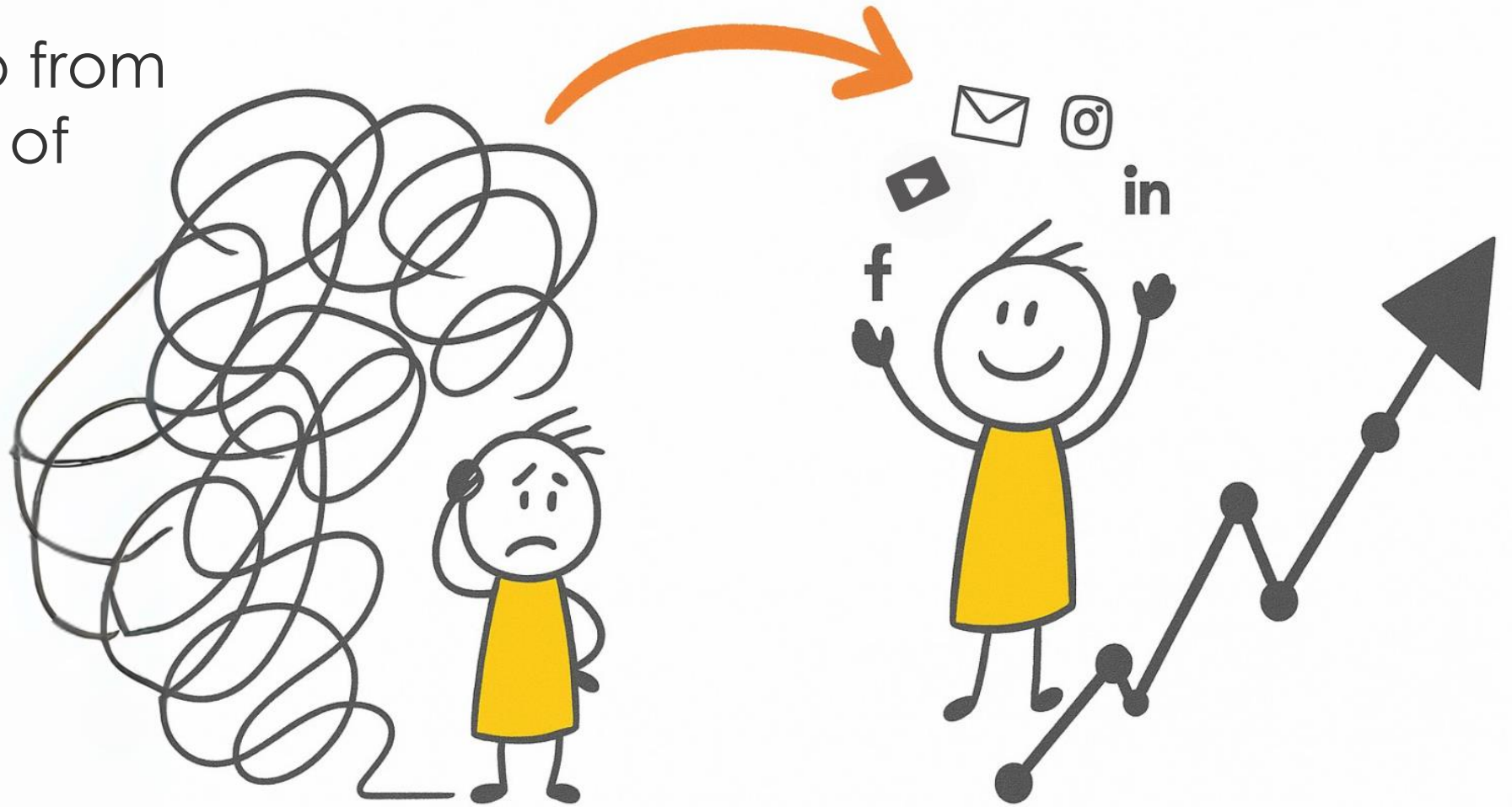
AI is already here.  
Now it's about how you use it.



# Evolution of AI Use

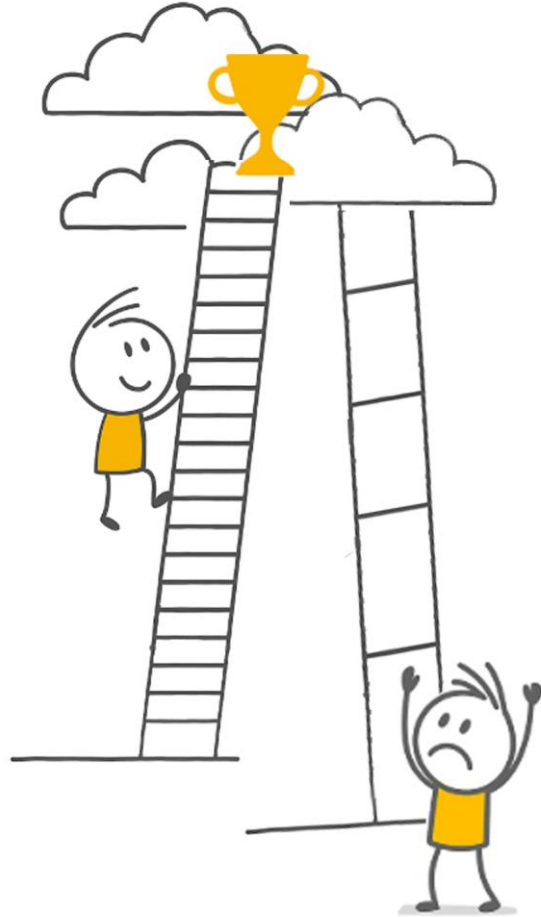


It's Time to Go from  
Random Acts of  
Marketing  
to Reliable  
Revenue



# Progress not Perfection

---



The importance of  
small steps!



# Use AI Tools Wisely -

---

- Your message and content ultimately has to have your voice
- The importance of the prompt
- Start with your content
- Great for brainstorming and ideas
- For execution, think of it as junior employee – you will have to edit
- Start thinking AI first as a testing ground - Leadership

# Important Things to Remember

---

- Key pathways to success
  - Get Your Messaging Right
  - You Have Content – Be Strategic and use AI to help
  - Planning, not Random Acts of Marketing
- This is a process
- Consistency is key
- You can do this!

# What's Next?

Priority	Actions to Implement the Plan
1	Get Your Free Customer Messaging Compass <a href="https://www.delosinc.com/client-compass/">https://www.delosinc.com/client-compass/</a>
2	Reach out: <a href="mailto:dbotti@delosinc.com">dbotti@delosinc.com</a>
3	
4	

“The distance between goals and reality is called action.”



# Questions?

# Helpful Links

- Find SCORE resources for small businesses at [www.score.org/templates-resources](http://www.score.org/templates-resources)
- Find more SCORE live and recorded workshops and courses at [www.score.org/get-business-training](http://www.score.org/get-business-training)
- **Donna Botti, Delos Inc.**
  - [www.delosinc.com](http://www.delosinc.com)
  - [dbotti@delosinc.com](mailto:dbotti@delosinc.com)
  - [www.delosinc.com/TheMarketingHabit](http://www.delosinc.com/TheMarketingHabit)
  - [www.delosinc.com/ContentHelp](http://www.delosinc.com/ContentHelp)
- Book an appointment with a SCORE mentor at [www.score.org/find-mentor](http://www.score.org/find-mentor)



**THANK YOU FOR YOUR  
PARTICIPATION**



Funded in part through a cooperative agreement with the U.S. Small Business Administration.

All opinions, conclusions, and/or recommendations expressed herein are those of the author(s) and do not necessarily reflect the views of the SBA.