

The Ultimate Checklist for Navigating an Evolving Marketing Landscape

To help your brand remain competitive, use this checklist with actionable steps to thrive in today's dynamic digital landscape.

Optimize Your Google Business Profile

- **Keep Information Updated**—Verify hours, services and locations to avoid losing customers to competitors.
- **Use Photos and Posts**—Regularly upload engaging photos and posts to showcase your brand's personality.
- **Engage with Reviews**—Respond to reviews (good and bad) and Q&A submissions to build trust and boost visibility.

WITH SEARCH VOLUMES EXPECTED TO DROP 25% DUE TO AI-DRIVEN CHANGES, OPTIMIZING YOUR GBP IS CRUCIAL TO STAYING VISIBLE IN LOCAL SEARCHES.

Leverage High-Quality Social Media Strategies

- **Identify High-Performing Content**—Use analytics to pinpoint posts with high engagement, shares and comments. Double down on what works.
- **Boost Strategically**—Allocate your budget to boost your best-performing posts for maximum reach and impact.

WITH 59.4% OF CONTENT RECEIVING NO ENGAGEMENT, ANALYZING YOUR PERFORMANCE METRICS ENSURES YOUR EFFORTS DELIVER RESULTS.

Integrate AI Smartly

- **Explore AI Tools**—Discover the right tools to enhance your marketing efforts.
 - **ChatGPT** for generating content ideas, crafting copy and brainstorming creative strategies.
 - **Microsoft Word AI** for polishing writing, checking grammar and improving readability.
 - **Perplexity.ai** for conducting in-depth research, finding insights and answering complex queries.
- **Write Clear Prompts**—Be specific and concise; include context, desired tone, format and examples to guide AI tools for better results.
- **Set a Clear AI Policy**—Establish guidelines for effective and ethical AI use, ensuring alignment with your company's goals and values.

80% OF B2B MARKETERS USE AI FOR TASKS LIKE CONTENT CREATION AND ANALYSIS.

Ready to Transform Your Strategy?

EVR Advertising can guide you every step of the way. Contact us today to assess your current efforts and create a tailored plan for maximum impact.

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