

# MASTERY 360

*Transforming Business, Elevating Life*

## **T3: Tech, Tips, & Tools**

Marketing Version

**MODERN  
BUSINESS**  
*Mastery*



# SHARE YOUR WINS!

Let's train our brain to create a mindset of success by feeding it the dopamine of our wins, setting it off to create more wins.

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Do NOT qualify your wins! No win is too big or too small!





# TODAY'S AGENDA

01 | February Mastery Elements  
Review

02 | Roundtable Tech Share

03 | Tech, Tools, & Tips (T3):  
What You Need to Know

# FEBRUARY

## Motivation



“ I  
Create ”



# FEBRUARY

## Thrive Tactic

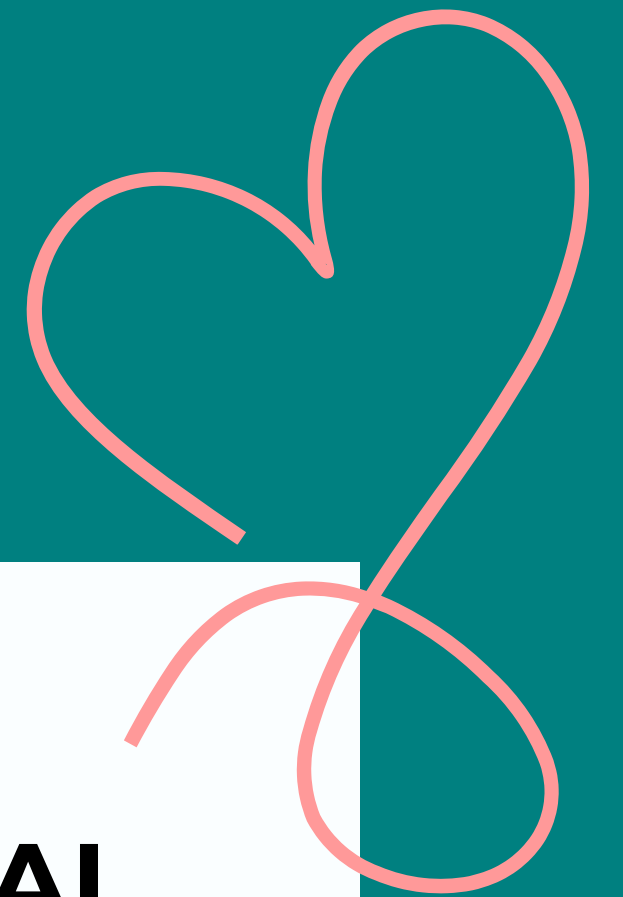


# **DRY** **FEBRUARY**



# FEBRUARY

## Mindstep



Take **ONE INTENTIONAL**  
breath daily,  
Followed by saying 1 nice  
thing about yourself.



# FEBRUARY

## Mission



- 1 Turn down 1 thing this month that isn't a NOW PRIORITY.
- 2 Schedule 1 **Free Day** this Month.

# SHARE YOUR TECH!

What are your favorite tech tools?

What does your tech stack look like?

What's the **one tool** you can't live without?

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Pop it in the chat or unmute and share! The best tools are often the ones we hear from others.





# TECH, TOOLS, & TIPS (T3): WHAT YOU NEED TO KNOW

- 01 | For Your Customer Journey
- 02 | To Make Your Content More Effective
- 03 | To Optimize Your Social Media
- 04 | To Understand Your Data
- 05 | To Intentionally Use and Harness AI



# CUSTOMER JOURNEY

80% of B2B buyers now expect the same buying experience as B2C customers—and 75% will switch if they don't like their experience. (McKinsey)



**TAKE AWAY:** Even B2B marketing is emotional. Make sure your potential customer experiences you across the customer journey.



# CUSTOMER JOURNEY

71% of prospects prefer doing their own research vs. speaking to a human. (Hubspot)



**TAKE AWAY:** Make sure your content answers frequently asked questions and you provide info without having to talk to you.

# CONTENT

89% of people say watching a video has convinced them to buy a product or service. ([Wyzowl](#))

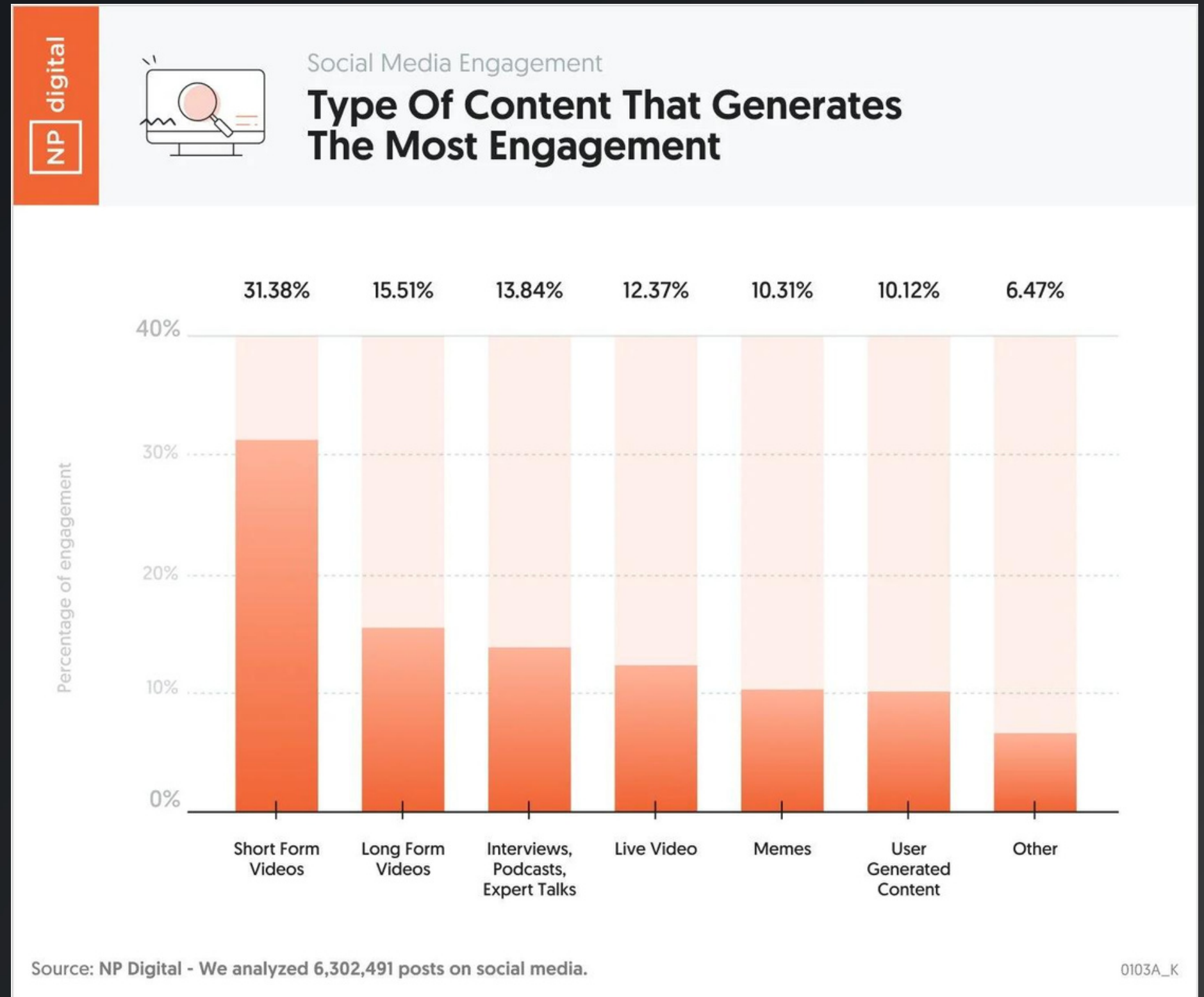


**TAKE AWAY:** If you are comfortable with it, expore video! On camera or off camera - all platforms favor it. *Pro tip: make sure you have good lighting!*



# CONTENT Video

**TAKE AWAY:**  
Focus on creating long-form video content. Record your podcasts/interviews on video and cut it up into short-form content.



# CONTENT

## Video Resources

### Captions & Editing

- [Captions.ai](#) - add captions and subtitles to your video and edit it as well - for short form videos
- [Munch.com](#) - Takes long-form video and turns them into snack-sized portions. Also generates captions.
- [HeyGen](#) - Translate your video into multiple languages; also helps with scripting videos.
- [Synthesia.io](#) Turn text into videos, multiple languages and avatars.

### Video Editors:

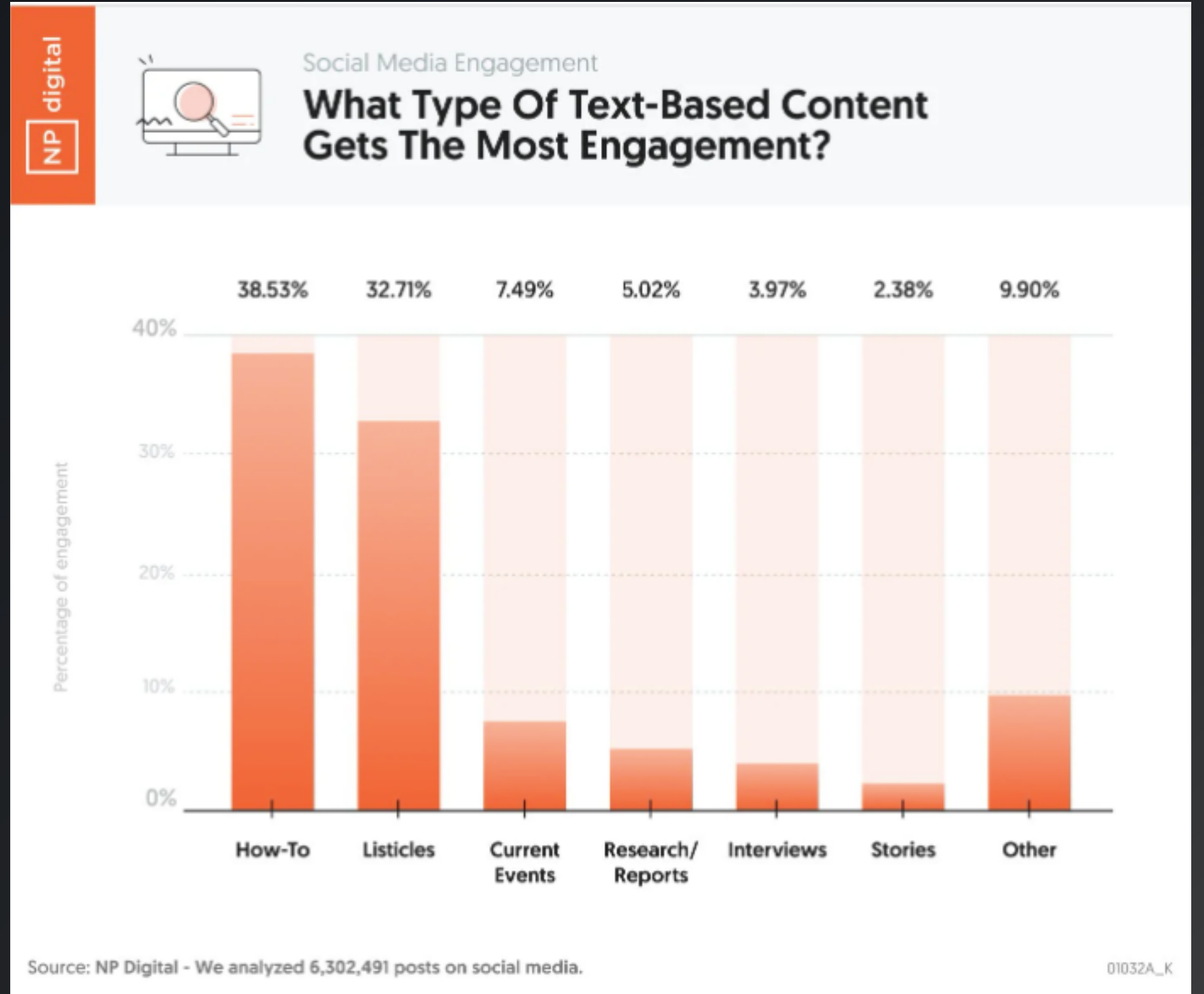
- Canva
- Filmora
- iMovie



# CONTENT

## Text

**TAKE AWAY:**  
Consider how can you work these types of content into your content creation strategy.



# CONTENT

75% of C-level and VP buyers are likely to be influenced to take a meeting, or otherwise connect, by ROI cases. (RAIN Group)



**TAKE AWAY:** Make sure you are gathering customer feedback after the engagement and benchmarking performance before, during, and after you provide your services.



# CONTENT

A blog post should be about 1,500 and 2,500 words long. ([SEMRush](#))



## SEO Content Tools

- [Growth Bar SEO](#) - make content google loves
- [Scale Nut](#) - helps you create SEO-optimized content

**TAKE AWAY:** Don't discount the importance of text-based content. Check out this [article/blog creation checklist](#).

# SOCIAL MEDIA

The #1 way to turn your audience off is to be too self-promotional on social. ([Hootsuite](#))



**TAKE AWAY:** Stick to the 80/20 rule.



# SOCIAL MEDIA

By 2025, a perceived decay in the quality of social media sites will push 50% of consumers to significantly limit their use of major platforms. (Gartner)



TAKE AWAY: Focus on Quality over Quantity when creating your content.



# SOCIAL MEDIA

Only 0.03% of  
followers engage  
with Facebook  
posts that feature  
external links.  
(Locowise)



**TAKE AWAY:**  
Engage your  
followers with  
native content only.

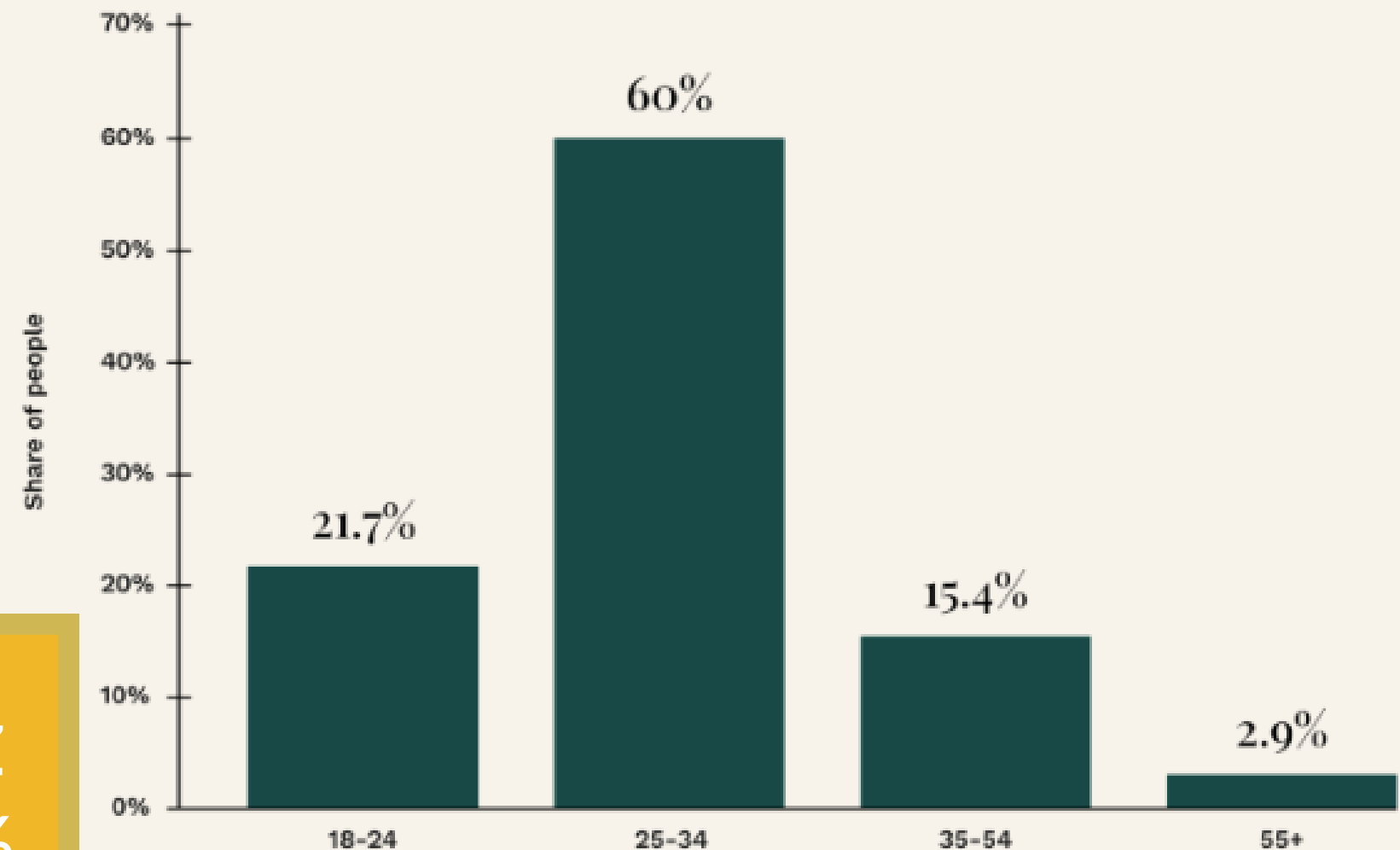


# SOCIAL MEDIA

84% of B2B marketers say LinkedIn delivers the most value. (Content Marketing Institute)

**TAKE AWAY:** Gen Z makes up about 20% of the platform's 1 billion users.

Distribution of people on LinkedIn **worldwide** as of January 2023, by age group



Statista

# DATA

A/B testing landing pages can generate up to 30-40% more leads for B2B sites and 20-25% more for e-commerce.

([Hubspot](#))



**TAKE AWAY:** Test different components of your landing pages, offers, and ads. Get feedback from your audience.



# AI

62% of consumers say they are less likely to engage with and trust social media content if they know it was created by an AI application. (Hootsuite).



**TAKE AWAY:**  
Make sure your  
content sounds like  
you!

# AI

By 2028, brands will see their organic site traffic decrease by 50% or more as consumers embrace GenAI-powered search. (Gartner)



**TAKE AWAY:** Consider how you want to implement AI into your content creation process.



# CHAT GPT

- Set Up Your Custom Instructions
- GPT 3.5 Vs. 4
- Tips for Output



**TAKE AWAY:**  
It's a Tool that  
requires  
understanding and  
skill.

# AI TIPS & USE CASES

- Use AI to help you conduct audience and industry research. Ask about pain points for certain titles, etc.
- Use it to help you with SEO- related tasks such as writing meta descriptions for web pages.
- Use AI to help you brainstorm prompts or content creation ideas (remember Michael Overholt's training?)
- Use AI to help generate visuals for blog posts, articles, and social media.
- Repurpose existing content; feed a piece of content to AI and ask it how it would repurpose it across your preferred platforms
- Use AI to compare tech tools - your top 5 choices and provide pros and cons
- AI Writing Tools: <https://coschedule.com/ai-writing-tools>



# SEO (SEARCH ENGINE OPTIMIZATION) REFRESH...

SEO focuses on optimizing websites to rank higher in traditional search engine results pages (SERPs).

You optimize for keywords, create high-quality content, build backlinks, etc. Strategies can be applied universally - no matter the domain. It's concerned with how Google and Bing crawl and index websites.

## Measurements of Success:

- CTR Click-thru-rate
- Bounce rate
- Time spent on site

# HAVE YOU HEARD OF GEO (GENERATIVE ENGINE OPTIMIZATION)?

GEO focuses on optimizing content for AI-powered search engines like Google's SGE or BingChat.

You optimize for AI algorithms rather than just keyword rankings. It's not retrieving information - it's generating information.

## Measurements of Success:

- Impressions
- Metrics that measure visibility of citations and relevance to the user query



# HOW GOOGLE HAS CHANGED...

## Page One in Google, then and now

Eight years of SERP evolution, from phone book to magazine

2016



#1 position,  
240 pixels down

2016  
7 Ads  
12 Images  
9 Organic listings

2024



#1 position,  
500 pixels down

"The Fold"

Images

Discussions

# HOW GOOGLE HAS CHANGED...

## The Impact of Google's SGE

The top 1500 pixels for an information intent query

The image compares search results for the query "how to write a headline" before and after the implementation of Google's Search Generative Experience (SGE). A horizontal dashed red line, labeled "The Fold", separates the two states.

**Before SGE:**

- Search results are primarily organic rankings from various sources like Search Engine Journal and LibGuides.
- A "Featured snippet" is present, listing 10 tips for writing headlines.
- A "Related questions" section is visible below the featured snippet.

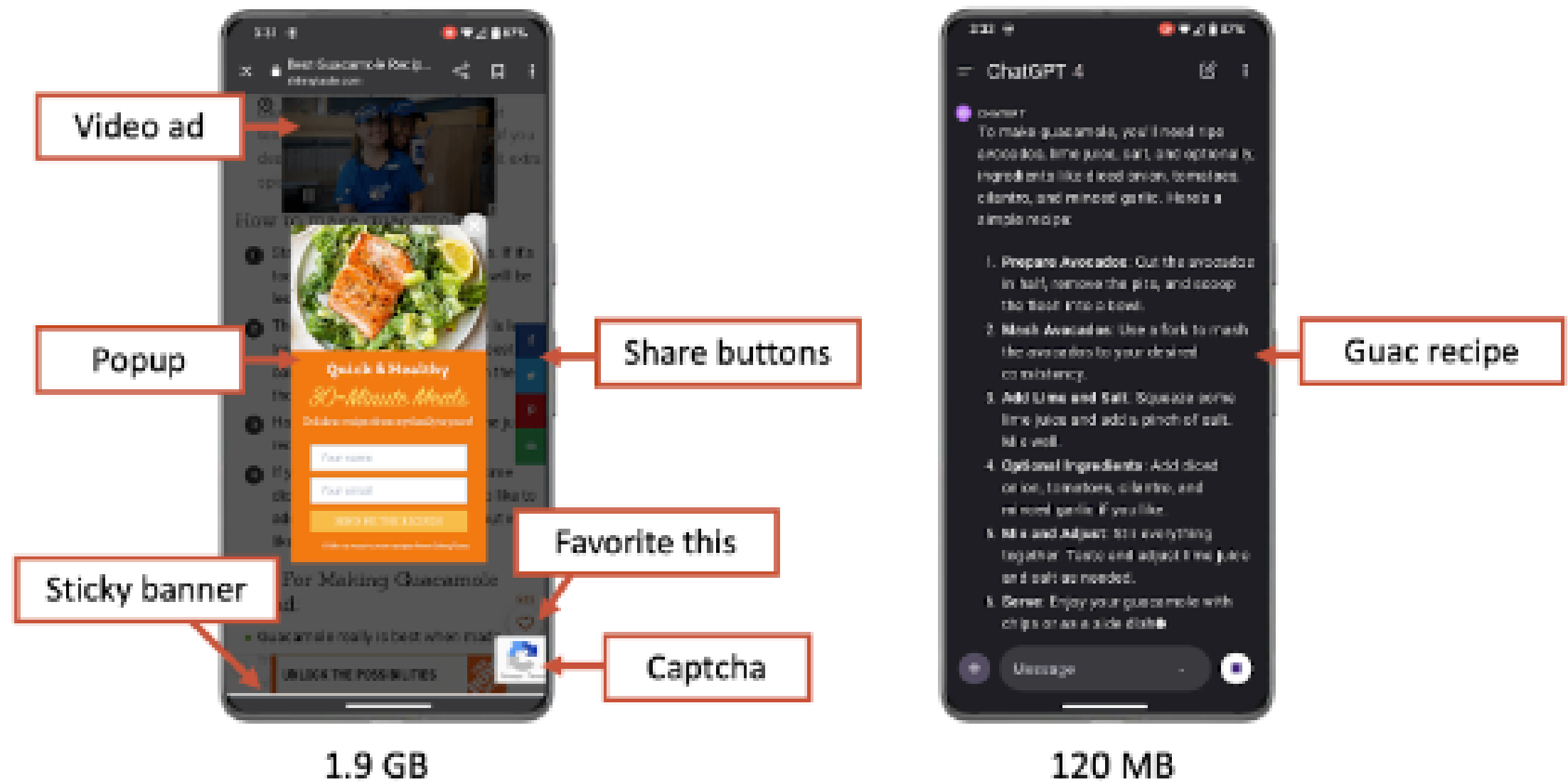
**After SGE:**

- The top of the page features an "AI-generated mini-blog post" titled "Here are some tips for writing a headline:" with a list of tips.
- A "Google Images" result for "The Ultimate HEADLINE WRITING CHEAT SHEET" is prominently displayed.
- A "Sources" box points to the AI-generated content.
- A "Questions / prompts" box points to a section of related questions below the AI content.
- The "Featured snippet" from the organic results is now located below the AI content and the cheat sheet image.



# SEARCH VS. AI APP

## Google + Website vs AI App



# SEARCH VS. AI APP

## Google vs. AI

🥑 The quest for a guacamole recipe 🥑

Browser: Google + Website	AI App
12 ads and offers	no ads
6 modal windows and pop-ups	No pop-ups
14 tracking tags (JavaScript)	No tracking
27 images and videos	No images
1.9 GB of data transferred	120 MB of data transferred
1948 words	128 words
... a guac recipe	... a guac recipe



# SO WHAT DO WE DO?

Experts are saying (for now) that one is not more important than the other.

Work on creating content that is preferred by BOTH.



**TAKE AWAY:** Keep using best-practice SEO tactics, but think about how you can make more authoritative content with statistics, quotes, etc.

# WHAT'S IN AND WHAT'S OUT...

Courtesy of Ann Handley's  
newsletter, [Total Anarchy](#).

To sum it up: We treat people how we want to be treated. Human first connection.

## IN

- ✓ Attention
- ✓ Connections
- ✓ Collaboration
- ✓ People
- ✓ Creators
- ✓ Newsletters
- ✓ Open-to-Write-Back rate
- ✓ Optimizing From line
- ✓ Threads
- ✓ LinkedIn
- ✓ AI
- ✓ AI utility
- ✓ Writers
- ✓ Prompt literacy
- ✓ Authentic experiences
- ✓ Relatable brand voice
- ✓ Long-term brand
- ✓ Showing
- ✓ Nuanced thinking
- ✓ Slow strategy/Fast execution
- ✓ Kind
- ✓ 366 days

## OUT

- ✗ Reach
- ✗ Transactions
- ✗ Silos
- ✗ Segments
- ✗ Influencers
- ✗ Social algorithms
- ✗ Click-thru rate
- ✗ Optimizing Subject line
- ✗ X
- ✗ The LinkedIn pitch-slap
- ✗ Metaverse
- ✗ AI gimmicks
- ✗ AI cut-paste
- ✗ Prompt engineers
- ✗ Slick marketing
- ✗ Buttoned-up brand voice
- ✗ Short-term growth
- ✗ Telling
- ✗ Either/or mindset
- ✗ Speed
- ✗ Nice
- ✗ 365 days

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