

How B2B Organizations Can Master **SEARCH, SOCIAL AND WEB** In an **AI-Dominated World**

Mackenzie Ernest and
Wayne Kaufmanschmidt

SPEAKER *Bios*



**MACKENZIE
ERNEST**

Account Director
IN: /mackenzieernest



**WAYNE
KAUFMANSCHMIDT**

Digital Marketing Director
IN: /wayne-kaufmanschmidt

WHAT WE'LL *Cover*

- How AI is changing search, social and websites
- How B2B companies can transform their digital marketing strategies to reach and engage with customers and prospects
- How to advance growth efforts in an AI-dominated world

HOW IS AI **IMPACTING SEARCH?**

AI is helping search:

- Understand user intent
- Personalize and enhance results
- Create and optimize content

Companies need to:

- Optimize their content:
 - To address user behavior and preferences
 - For voice and visual formats

HOW IS AI **IMPACTING SOCIAL?**

AI is helping social channels:

- Analyze user behavior and preferences
- Continuously evolve algorithms
- Deliver tailored content

Companies need to:

- Forecast trends and customer behavior to create relevant and engaging content
- Leverage AI to sift through analytics and gain insights that help boost performance

HOW IS AI **IMPACTING WEBSITES?**

AI is reducing organic traffic:

- AI-based search engine results prioritize high-quality, human-created content
- Features such as zero-click searches and social posts are prioritized

Companies need to:

- Develop high-quality, high-value content that addresses their target audiences' needs
- Ensure UX is fast, user-friendly and mobile-optimized

SEARCH

Provide the best answer based
on limited information



KNOWLEDGE BASED SEARCH

- AI answer
- Best answer
- Similar questions
- Discussions and forums
- Search results

How do I create depth of field in photography

AI Images Videos Forums Shopping News Web More Tools

AI Overview Learn more

Depth of field (DOF) is the area of a photo that appears sharp. You can create different depths of field by **adjusting the aperture, focal length, and distance between the camera and subject**.

Aperture
A wider aperture (smaller f-number) creates a shallower depth of field, while a smaller aperture (larger f-number) creates a deeper depth of field. For example, an aperture of f/1.4 to f/4 creates a shallower depth of field, while an aperture of f/11 to f/22 creates a deeper depth of field.

Focal length
A wider focal length, or wider, angle lens, usually creates a deeper depth of field from a

Show more

A larger aperture (ex: f1. 8) will allow more light to reach the camera sensor and a smaller aperture (ex: f11) will allow less light to reach the sensor. **The larger aperture (ex: f1. 8) will create a greater depth of field** (more blurry background behind your focus/subject).

Artifact Uprising
https://www.artifactuprising.com › photography-tips-de...
Finding Focus: A Guide to Depth of Field - Artifact Uprising

About featured snippets Feedback

People also ask

How do you set depth of field on a camera?

How can you create depth in your photographs?

How do you calculate depth of field in photography?

What determines depth of field in a photograph?

Feedback

Discussions and forums

How to achieve a shallow depth of field in my photographs
Quora · 7 answers · 9mo ago

Technique for extreme depth of field in macro photography
Photography Stack Exchange · 3 answers · 3y ago

The Ultimate Photography Guide to Depth of Field (DoF)
Reddit · r/photography · 8y ago

See more

Digital Photography School
https://digital-photography-school.com › understanding...
Depth of Field: The Essential Guide (+ Tips)

PRODUCT BASED SEARCH







- Paid product placement
- Best answer
- Similar questions
- Discussions and forums
- Search results

purchase lens with depth of field

All Shopping Images Videos Forums News Web More Tools

Reddit Amazon Nikon Cheap Best

Sponsored

 <p>Free 2-day</p> <p>ZEISS CP.3 50mm T2.1...</p> <p>\$4,390.00</p> <p>B&H Photo-V...</p> <p>50 mm focal length · 3.74 in...</p>	 <p>Free 2-day</p> <p>Sony FE 50mm f/1.8 Lens</p> <p>\$248.00</p> <p>B&H Photo-V...</p>	 <p>Canon EF 50mm f/1.8...</p> <p>\$125.00</p> <p>Amazon.com</p> <p>Free shipping</p> <p>Great for portraits · Minimum...</p>	 <p>Sony Full Frame 135M...</p> <p>\$2,099.99</p> <p>Dell</p>	 <p>Sony FE 24-70mm F2.8 ...</p> <p>\$2,299.99</p> <p>Amazon.com</p> <p>Superb resolution · Minimal flare</p>	 <p>Free 2-day</p> <p>Leica Summilux</p> <p>\$5,995.00</p> <p>B&H Photo-V...</p> <p>Leica M · 50mm · Wide Angl</p>
---	--	--	--	--	---

Best Buy
https://www.bestbuy.com/site/shop/depth-of-field-...
Depth Of Field Lenses
Shop for **depth of field lenses** at Best Buy. Find low everyday prices and buy online for delivery or in-store pick-up.
4.5 ★ store rating (754) · \$200 to \$2,200 · Free delivery · Free 15-day returns

People also ask

- What is the best lens for depth of field?
- Which lens gives you the largest depth of field?
- How do I get deep depth of field on my camera?
- How do you increase the depth of field of a lens?

Feedback

Reddit · r/AskPhotography
1 year ago
what lense can i buy for depth of field?
50mm 1.8 from something like sigma is going to be your best bet on a small budget.
what kind of **lens** will get me this shallow **DOF** look? - [Reddit](#) Nov 3, 2021
Most shallow **depth of field** possible : [r/photography](#) - [Reddit](#) Dec 22, 2023
Is it worth getting a **lens** below f/1.8? : [r/AskPhotography](#) - [Reddit](#) May 24, 2023
beginner **lenses** that are versatile : [r/photography](#) - [Reddit](#) May 4, 2023
More results from [www.reddit.com](#)
Missing: [purchase](#) | Show results with: [purchase](#)

Digital Photography Review
https://www.dpreview.com/.../Canon SLR Lens Talk
Best Canon Lenses for Depth of Field
Mar 4, 2019 — Deep DOF: Probably the EF 100mm f/2.8L Macro IS. Macro **lenses** are the usual deep-DOF champions, and this one has Hybrid IS and weather-sealing.
[Affordable gear to get shallow **depth of field** at standard ...](#) 10 posts Mar 9, 2016
[Maximizing **depth of field** with a zoom **lens**?](#) 5 posts Oct 2, 2020
[Understanding the Misconception of **DoF** and ...](#) 10 posts Oct 4, 2021
[how to get shallow **depth of field**: Sony Alpha / NEX E ...](#) 10 posts May 24, 2011
More results from [www.dpreview.com](#)

LOCAL SERVICE BASED SEARCH

- Paid placement
- Best answer - location based
- Similar questions
- Search results

local food photographers

All

Images

Forums

News

Maps

Shopping

Web

More

Tools

Open now

Within 0.5 mi

Online appointments

Top rated

Famous

Best

Results for South Hyde Park, Kansas City · Choose area

Sponsored

Bark.com

https://www.bark.com

Kansas City Food Photographers

Food Photographers — Find the Best Menu, Restaurant & Food Photographers in Kansas City Fast & Free with Bark.com. Read Reviews For Multiple Kansas City Food Photographers On Bark.com ...

Get a Free Quote Now · Product Photography · Commercial Photographers · How it Works

Sponsored

Upwork

https://www.upwork.com

Top 27 Food Photography Freelancers for Hire In July 2024 -...

Get Fresh Ideas & Brand New Talent. Hire Independent Professionals To Join Your Business. Post a Job Free and Get Qualified Proposals Within 24 Hours. Find Top Talent Now! Sign Up for Free. Many Hire Within 1 Day. 24/7 Support. Devs, creatives, writers.

Hire Top Freelancers · Learn How It Works · Developers & Engineers · Work Smarter with AI

Sponsored

Judy Doherty Photography

https://www.judydohertyphotography.com · delicious · cpg-photos

Food Product Photography

Delicious photos raise sales — Hero product shots. Packaging photos lifestyle photos. Professional. Creative.

Food Photography · Overview · Beverage Photography · UGC Reels Food Beverage

Contact us · Get in touch

Businesses

Kansas City Brand Photographer: Saman...

5.0 ★★★★★ (15) · Photographer

10+ years in business · Kansas City, MO · (785) 550...

Open · Closes 5 PM

Provides: Food photography

Website

Directions

Tiffany Marie Photography

5.0 ★★★★★ (39) · Photographer

7+ years in business · Kansas City, MO · (816) 533-...

Open 24 hours

Provides: Food photography

Website

Directions

Nicole Bissey Photography

5.0 ★★★★★ (30) · Photographer

10+ years in business · Kansas City, MO · (660) 651...

Open · Closes 6 PM

Website

Directions

More businesses →

People also ask

What do food photographers charge?

What is food photography called?

How do I choose a food photographer?

SERVICE BASED SEARCH

- Paid placement
- Best answer
- Discussions and forums
- Similar questions
- Search results

food photographers

All Images Videos Forums Shopping News Maps More Tools

Near me Open now Salary Online appointments Famous Jobs Within 0.5 mi To

Results for **South Hyde Park, Kansas City** · Choose area

Sponsored

 Upwork
https://www.upwork.com

Top 27 Food Photography Freelancers for Hire In July 2024 -...

✓ Business identity verified — Hire In-Demand, Remote Talent in 3 Easy Steps. Post a Job, Hire the Best, Secure Payments. It's Free to Post a Job and Get Qualified Proposals Within 24 Hours. View Top Talent Now! Sign Up for Free. 24/7 Support. Many Hire Within 1 Day. In-Demand Freelancers.

Sponsored

 Bark.com
https://www.bark.com

Food Photographers from \$139 | Kansas City Food Photographers

✓ Business identity verified — Find the Best Menu, Restaurant & Food Photographers in Kansas City Fast & Free with Bark.com

Sponsored

 Judy Doherty Photography
https://www.judydohertyphotography.com · food · delicious

Creative Food Photography

Delicious hero food photos — Branded stories. In studio or on location. Creative.
Food Photography · Beverage Photography · UGC Reels Food Beverage · CPG Photography




The 20 Best Food Photographers of 2023

- Lenka.
- Marc Haydon.
- Louise Lister.
- Dan Robb.
- Davide Luciano.
- Kailee Mandel.
- Sara Ali.
- Mary Devinat.

[More items...](#)

 Format
https://www.format.com · magazine · best-food-photogr...

The 20 Best Food Photographers of 2023 - Format



 alistairfood.com
https://www.alistairfood.com

Kansas City Food Photographer - Alistair Tutton

Kansas City food photographer. Commercial photography studio specializing in editorially styled, day-lit food imagery with a rustic feel.

Discussions and forums

Who are some of your favorite food photographers? Looking for ...

 Reddit · r/foodphotography · 3y ago

These are photos from one of my favorite food photographers on ...

 Reddit · r/AskPhotography · 11mo ago

HOW DO I GET ON THE FIRST PAGE OF GOOGLE?

- Paid search ad placements
- Improve AI feature rankings
 - Answer commonly searched questions
 - Participate in discussions and forums
- Optimize for organic to improve rank



PAID SEARCH OPPORTUNITY

- Flexible objectives to support business goals
 - ROAS, LCV, CPA
- Leverage AI to produce ad assets, analyze, improve and optimize



OPTIMIZE FOR AI

- Deep content pages
 - (the first cited source)
 - 17,546 words
 - 85 images
 - 4 videos
 - + Comments
- Well structured, for code and natural language analysis
- Question based

Depth of field (DOF) is the area of a photo that appears sharp. You can create different depths of field by **adjusting the aperture, focal length, and distance between the camera and subject**:

Aperture

A wider aperture (smaller f-number) creates a shallower depth of field, while a smaller aperture (larger f-number) creates a deeper depth of field. For example, an aperture of f/1.4 to f/4 creates a shallower depth of field, while an aperture of f/11 to f/22 creates a deeper depth of field.


Focal length


A wider focal length, or wide-angle lens, usually creates a deeper depth of field than a standard focal length.

Camera-subject distance

Moving closer to the subject creates a shallower depth of field, while positioning the camera further away creates a deeper depth of field. ^

 PhotoPills ⋮
Depth of Field: The Definitive Photography Guide - PhotoPills
The aperture is the setting that beginners typically use to control...

 StudioBinder ⋮
What is Deep Depth of Field? Definition and Examples
Aug 1, 2019

 Photonify ⋮
3 Steps for Adjusting of Field on Your Camera
Feb 15, 2019 — Three factors affect the depth of field

You can also try these techniques to create depth of field:

- Hyperfocal distance: Calculate the hyperfocal distance to maximize sharpness across the image. This is the distance at which everything from half the distance to the hyperfocal point to infinity is in focus. It's especially useful in landscape photography.
- Create perspective: Highlight something or someone in the distance.
- Use compositional techniques: Add something interesting to the foreground that contributes to the overall composition without pulling too much attention from the main subject. For example, you can use S curves formed by rivers or streams, rocks in the sea, or incense sticks. v

OPTIMIZE FOR ANSWERING QUESTIONS

- Google prompts users to become better searchers
 - Part of the new AI mindset is learning to design better prompts to produce better AI results
 - Question prompts allows Google to show more results in smaller space
 - When a question is selected, related prompts appear - AI at work
- Build Q&A style content pages
- Use schema markup within your code

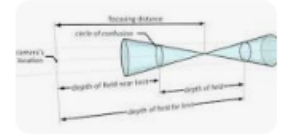
People also ask :

How do you set depth of field on a camera? 

How can you create depth in your photographs? 

How do you calculate depth of field in photography? 

We can approximate DoF using: $\text{DoF} = u^2 \times 2 \times N \times C / f^2$ or by following these steps:



1. Square u : $1,200 \times 1,200 = 1,440,000$.

2. Multiply it by 2, N, and c : $1,440,000 \times 2 \times 4 \times 0.029 = 334,080$.


3. Divide that by the square of the focal length: $334,080 / 50^2 = 133.632 \text{ mm} \approx 0.13 \text{ m}$.

Jun 20, 2024

 Omni Calculator
<https://www.omnicalculator.com/other/depth-of-field>


Depth of Field Calculator


Search for: [How do you calculate depth of field in photography?](#)

What determines depth of field in a photograph? 

How do I add depth of field to a photo? 

How do I make my photos shallow depth of field? 

How do you take deep depth of field photos? 

What is the best depth of field for photography? 

Does ISO affect depth of field? 

[Feedback](#)

PARTICIPATE IN DISCUSSIONS AND FORUMS

- Mine forum topics for future content
- Participate in active discussions
- Introduce topics and share knowledge in forums



Quora

<https://www.quora.com/How-can-I-achieve-a-shallow...>

How to achieve a shallow depth of field in my photographs

Depth of field depends on three things: focal length, aperture, and focus distance. You can use any combination of these three to achieve your ...

7 answers · 44 votes: Digital Camera World made this nice infographic. Depth of field is a functi...

How do you get the best **depth of field** in ... 4 answers Aug 16, 2022

How to **create a depth of field** with a digital camera ... 11 answers Dec 29, 2017

How to get a better **depth of field** DSLR - Quora 6 answers Sep 25, 2020

How to effectively use **depth of field** for a ... 2 answers May 10, 2019

More results from www.quora.com



Reddit · r/AskPhotography

2 years ago

How to get large depth of field in low light situations? [I'm a ...

I'm fairly new to photography, I've learned that with a wide aperture the sensor can get more light, so in low light situations I should use a wide aperture. ...

1 7

u/LamentableLens · 2 years ago

The following factors affect your depth of field: (1) aperture, (2) focal length, and (3) ...

3

The Ultimate **Photography** Guide to **Depth of Field (DoF)** - Reddit Mar 23, 2016

A simple instruction of how **Depth of Field** works. : r/photography May 17, 2016

How To: Shallow **Depth of Field** at Affordable Price : r/Cameras Apr 14, 2023

Best way to get full focus with a short **depth of field** range? May 28, 2021

More results from www.reddit.com



Photography Stack Exchange

<https://photo.stackexchange.com/questions/techniqu...>

Technique for extreme depth of field in macro photography

Mar 29, 2021 — The best way that I can think of to increase the apparent **depth of field** without stopping down the aperture is by using a tilt-shift macro lens.

3 answers · 1 vote: Sounds like large format tilt to me... Using tilt only creates the "toy world eff...

How can I get a large **depth of field** at night? Nov 29, 2023

Why can't I get a shallow **depth of field (DOF)** effect? Jan 10, 2011

How can I get dramatic shallow **DOF** with a kit lens? Dec 6, 2010

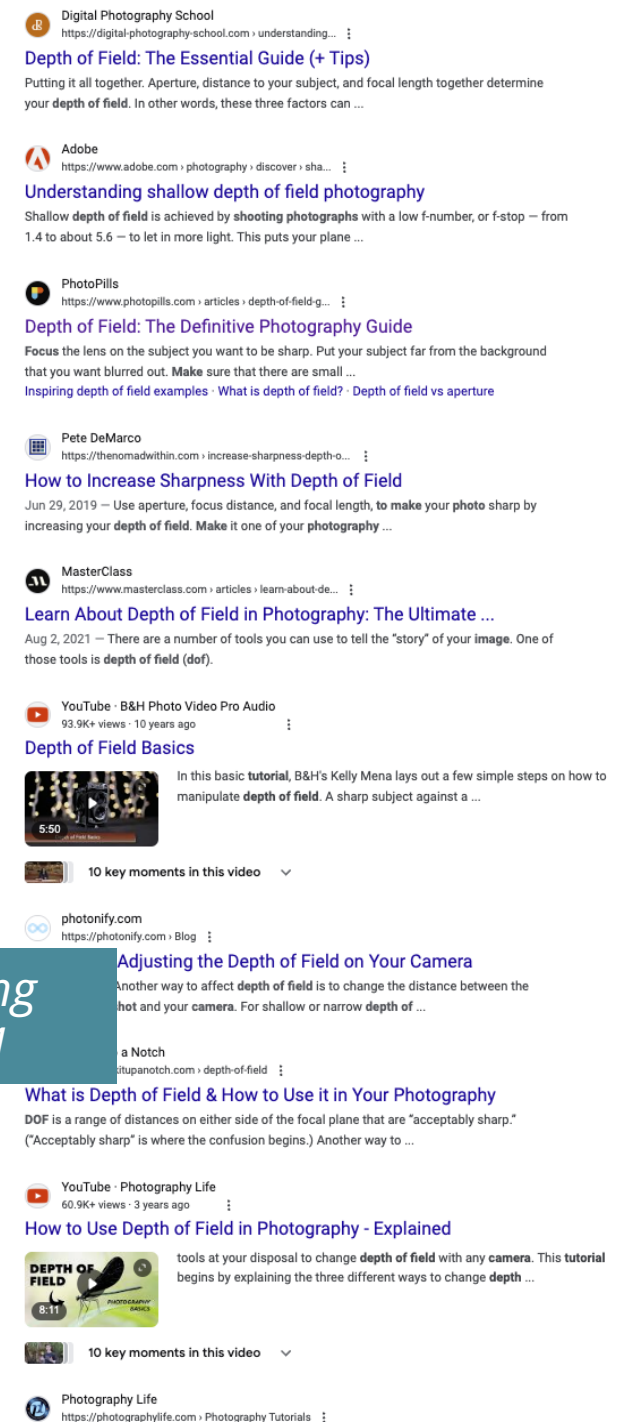
How to choose f-stop / **depth of field**? [duplicate] May 11, 2016

More results from photo.stackexchange.com

OPTIMIZE ORGANIC — HOPE FOR THE SCROLL

- Use AI to help optimize for organic search
 - Analyze data and point out opportunities
 - Apply changes more broadly and faster
 - Generate schema markup
- Generate content across multiple media types to maximize listings
 - Video
 - Podcast
 - Images

*Google is now showing
100 results on page 1*



MEASUREMENT & AI

- Update what is measured
 - AI results placement
 - Organic search placement
- Evaluate visibility and engagement
- Refine approach
- Use AI
 - Faster insights
 - Gap and anomaly identification



SOCIAL

Prioritize personalization,
efficiency and engagement
for users



SOCIAL IS CHANGING

- Social channels prioritize content that keeps users on the platforms
- Algorithms are changing to focus on quality and relevancy of content
- AI is improving these efforts
 - AI helps platforms analyze user behavior, preferences, and interactions to deliver tailored content



AI TOOLS ALLOW COMPANIES TO IMPROVE THEIR SOCIAL PRESENCE

- Draft and publish a variety of content
- Conduct social listening and forecast trends
- Adjust and optimize advertising efforts
- Identify high-impact influencers
- Analyze data and optimize performance



WHAT DOES THIS MEAN FOR B2B MARKETERS?

- The barrier to entry for social media marketing is lower than ever
- There will be an explosion of content
- Impressions and engagement will decrease
- ***Ultimately:***

It will be more difficult than ever to get in front of target audiences and drive web traffic.

COMPANIES MUST REFINE THEIR SOCIAL MEDIA STRATEGIES

AUDIT

Determine ideal platform(s) to reach customers and prospects

OPTIMIZE

Use AI tools to optimize and execute social media strategies

CONVERSE

Coordinate with sales teams to prioritize conversation and conversion

CONDUCT PLATFORM AUDIT

According to Hootsuite's 2024 Social Trends survey, more than half of respondents expressed concern about their company's time or budget investment to maintain a presence on multiple social platforms.

- Identify the platforms that best reach customers and optimize for those platforms
 - Consider new platforms
- Use AI tools to maintain presence on other platforms



REFINE SOCIAL STRATEGY

CONTENT

- Develop high-value content
- Publish a variety of content formats
- Post frequently
- *Use AI tools to develop multiple pieces of copy and creative to share high-value content, such as a white paper.*

CONVERSATION

- Monitor trends
- Participate in relevant conversations
- Use strong CTAs
- Arm sales team
- *Use AI to mine engagement, start conversations and uncover initial interest to pass on to sales team for further follow up.*

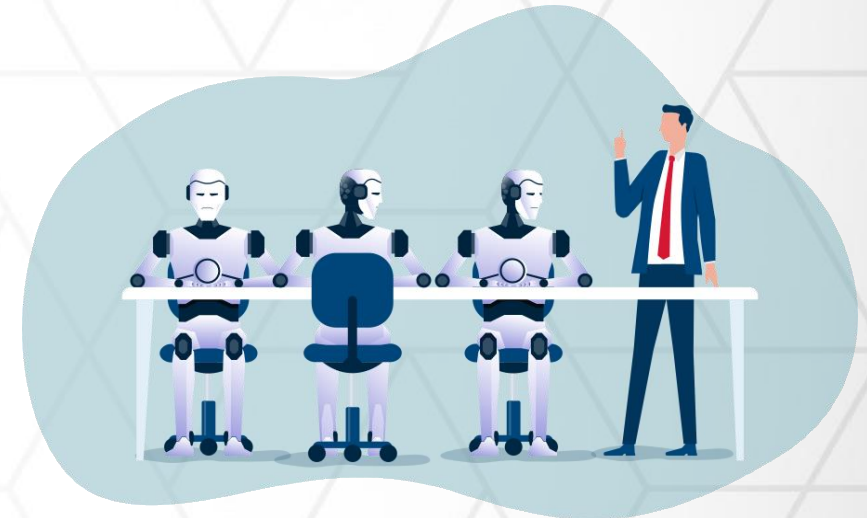
ANALYSIS

- Monitor engagement data
- Use A/B testing
- Conduct competitor analysis
 - Improve
 - Fill in gaps
- *Use AI to analyze data and optimize your social media strategy based on trends, customer sentiment, past engagement and competitor analysis.*

REFINE SOCIAL STRATEGY

- AI + **HUMAN**

At a time with AI-generated content is exploding, maintaining an authentic tone and voice is key to standing out in a crowded newsfeed.



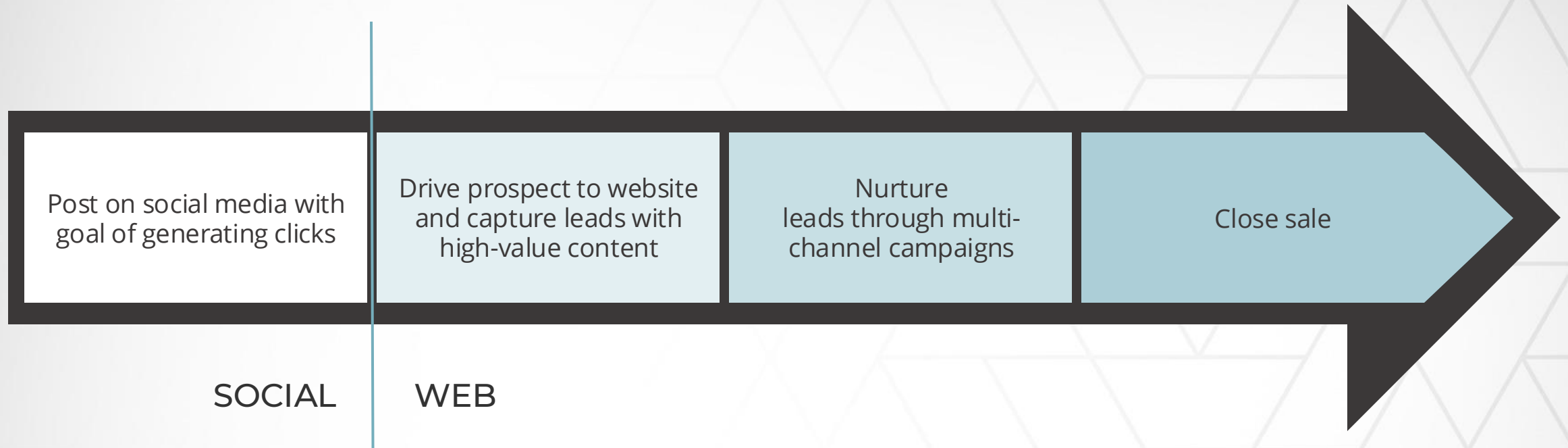
COORDINATE WITH SALES

It's no secret that social algorithms favor zero-click content. A 2021 HootSuite study found posts without links earned 6X more reach than posts linking off the platform.

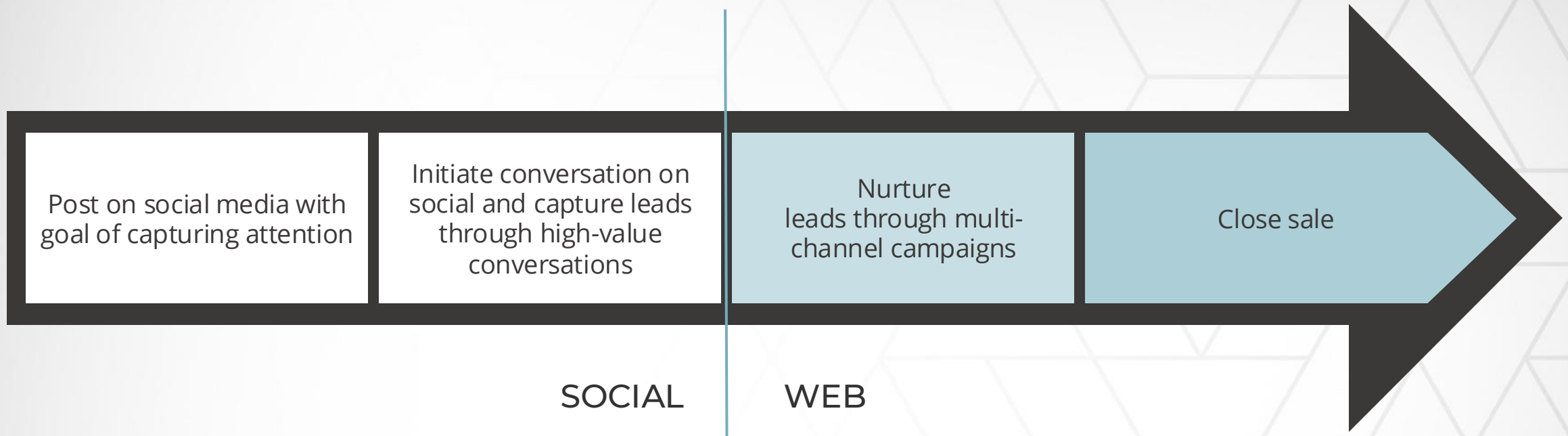
- Share zero-click content and optimize for engagement
- Arm sales team with tools to identify engagers and initiate conversations directly on social
- Move users through first half of marketing funnel directly on social
 - Transition to website at conversion stage



SOCIAL MEDIA WILL BECOME MORE SOCIAL



SOCIAL MEDIA WILL BECOME MORE SOCIAL



"CONVERSATION IS KING"

EXAMPLE CUSTOMER JOURNEY:

- User sees boosted post of infographic, educating on a relevant topic.
- User “likes” the post and shares it with a colleague.
- Sales rep from company sends user a connection request and offers to share additional information on topic.
- User receives message from connection with blog post elaborating on infographic topic.
- User participates in conversation with connection regarding topic.
- Sales rep moves conversation to another channel to convert.



WHILE AI AND ALGORITHM CHANGES HOW SOCIAL IS USED ACROSS THE CUSTOMER JOURNEY, IT DOESN'T CHANGE A FEW KEY BEST PRACTICES

- **Be authentic**
 - Maintain a consistent brand voice
 - Humanize your content
- **Offer value**
 - Prioritize informational over promotional content
- **Embrace the "social" part of social media**
 - Use CTAs to encourage discussions
 - Be a part of conversations around your brand and industry



WEB

Refine user experience to meet
bottom of funnel needs



AI INFLUENCE ON WEBSITES

- **Faster creation**
AI-assisted website creation
(Design / code / content)
- **Automated optimization**
Testing > personalization
- **Pressure to be unique**
Ownership / brand / stand out



FASTER CREATION

■ Design

- Create and adapt website design based on sketches and prompts

■ Development

- Enhance features, troubleshoot bugs, build pages based on known code conventions, prompts and typically some coding knowledge

■ Content

- Structure content, create and improve content, suggest content areas based on user prompts, outlines and existing content examples



AUTOMATED OPTIMIZATION

■ Optimization

- AI allows large companies that are already testing and optimizing their sites to move faster and at a broader scale
- AI allows smaller companies to test and optimize with less effort
 - This will highlight the need to clean up, connect and enhance data

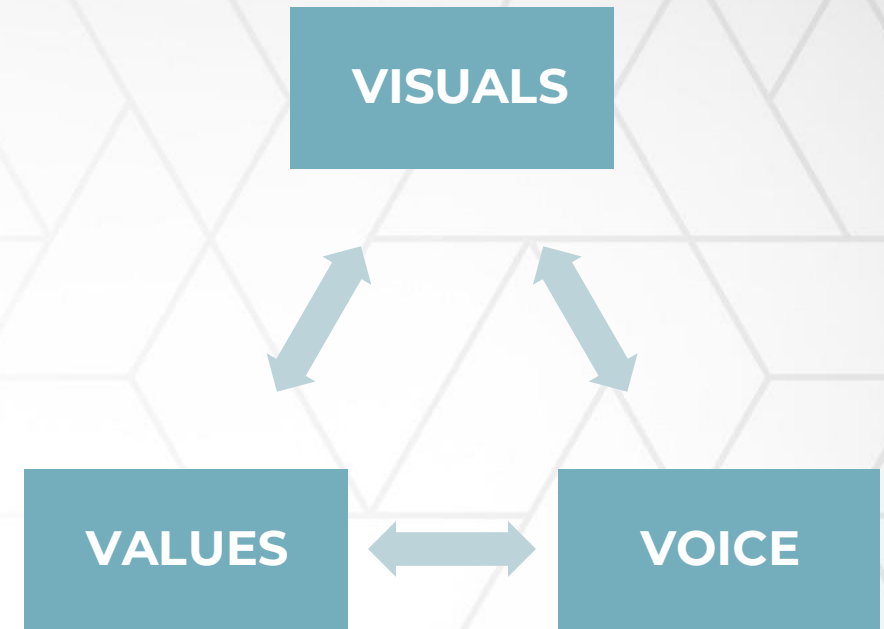
■ Personalization

- The natural byproduct of testing and optimization
- AI can fulfill the promise of a sites that truly tailor content to the user



PRESSURE TO BE UNIQUE

- **Ubiquitous AI** – similar prompts using similar tools on similar datasets produces a flood of similar content
- **Pressure to stand out** – to be seen and heard companies will need to be consistent owners of a unique brand
 - Visuals
 - Voice
 - Values



TRANSFORMATION OF THE INTERNET

- Website structure, content and measurement designed to enable AI
- Public/private content – shielding content from AI access
- Web visits move down the funnel
- AI-enabled websites lean on personalization instead of hard-coded experiences



WEBSITES BUILT FOR AI

- **Designing in blocks and templates**
 - Design websites to easily change out content and content blocks
- **Structured content**
 - Build content independent of where that content will be used
 - Break apart and categorize the pieces of content so they can be easily understood, used in total or pieces, reassembled and delivered to any interface
- **Measurement**
 - Build in detailed measurement of user actions
 - Identify users and connect them to other data sources

DECIDING WHAT TO KEEP FROM FREE-RANGE AI TOOLS

- **Content public AI can see**
 - Public knowledge content about your company, services, products, people designed in ways that will perform well in search engines
 - Public knowledge content that will be attributed to your company
- **Content public AI cannot see**
 - Trade secrets, institutional knowledge, research, pricing, work product
 - Require login to access valuable content and tools



MOVING EARLY FUNNEL ACTIVITIES OFF YOUR WEBSITE

- **Users get answers without site visits**
 - Websites will get mined for content that feeds search, but does not bring traffic to your site
 - Social will expose more content in platform and discourage website visits
- **Websites can assume that visitors arrive at consideration or purchase stages**
- **Website assets are designed to be consumed by other systems**
 - Answering questions on home audio devices, phones

WEBSITE OF THE FUTURE — DESIGN TO BE PERSONALIZED

- Navigation and homepage built to segment visitors
- Emphasis on interactive elements since these help inform AI
- Site is built more like an assembly line with ready to go parts
 - Web team adds new parts for AI to optimize based on AI suggestions, internal brainstorming and awareness of external factors



- **"Members only" portal for high value content**
 - Requires an email to log in
 - Not public, AI mine-able
- **Writing content to feed AI-generated answers**
 - New way of writing for SEO
- **Build to experiment, learn and personalize**
 - Build sites with flexibility in structure and design to deliver unique content by user
 - Bring users into the site deeper in the sales funnel



NEXT STEPS



WHERE TO *Start*

SET GOALS, REFRESH STRATEGY AND EXECUTE

- **Take a fresh look at your marketing strategy**
 - Consider how AI will play a role across the customer journey
 - Rethink how you reach, educate and convert customers including content formats and channels
- **Prioritize where AI can be most impactful to your marketing goals**
 - For example, if organic traffic is a key driver of growth, consider first focusing on your search strategy to stay top-of-mind in search results

WHERE TO *Start*

SET GOALS, REFRESH STRATEGY AND EXECUTE

- **Update KPIs, track metrics and monitor results to reflect AI's influence on marketing strategy**
 - Tracking search SERP (google AI generated) results in addition to search ranking
 - Track engagement with thought leader/employee content in addition to engagement on company page
- **Continue to monitor AI's impact on digital marketing and refine your strategy**
 - As AI evolves, it will continue to disrupt digital marketing in new ways

GET IN TOUCH

We can help build and execute
your marketing strategy for the
age of AI

- [Linkedin.com/showcase/the-agency-at-sikich](https://www.linkedin.com/showcase/the-agency-at-sikich)
- [Sikich.com/advisory-services/marketing-communication](https://www.sikich.com/advisory-services/marketing-communication)

