

MARKETING IS EVOLVING FAST.

AI is reshaping how consumers search, shop, and make decisions. The strategies that worked yesterday won't cut it tomorrow. We're here to help you stay ahead.

We use AI to support our people, strengthen our workflows, and enhance how we serve our communities — while upholding the integrity, trust, and standards that define our local journalism.

No content is published without the review and input of a human.

Marian Pittman - President, Content & WSB-TV



GET IN TOUCH

WSB-TV Atlanta
1601 W Peachtree St NE
Atlanta, GA 30309

Online
wsbtv.com

Your Account Executive

Your dedicated AE is here today. Don't leave without connecting, they're ready to build a custom strategy for your business.



THANKS FOR ATTENDING!

Scan for More

Visit our site for more information about what we talked about today, PLUS register for your **free** SEO Audit!

MARKETING FUNDAMENTALS

that Still Win.

RESEARCH | TARGETING | SEO | CREATIVE



Smarter Strategies for
Reaching the Right
Audience in an
AI-driven Landscape.



SEMINAR SERIES

RESEARCH & DATA

QUEST GARIGLIANO – DIR OF DIGITAL SALES ENABLEMENT

Reach the Right People

AIM focuses your budget on people most likely to convert — not bots, not price shoppers. SEO ensures you're found when they search.

- **Awareness AIM**
Data-driven lookalike audiences find people who match your best customers.
- **Interest & Reach AIM**
Target in-market consumers actively researching products or services like yours.
- **Purchase AIM**
Re-engage known site visitors in the final stages of their decision.

Linear TV: Creating Demand

- AI captures existing demand, TV creates it
- Reaches audiences before they search or compare prices
- Feeds the top of your funnel to drive conversions



SEO: Be Found Everywhere

SARA LINARTAS - DIGITAL MEDIA DIRECTOR WSBTV

- Search Everywhere Optimization across 60+ directories and AI platforms
- No CPC inflation — organic results build lasting trust and credibility
- Content written by humans, structured for AI Overviews and featured snippets
- Local SEO, GBP management, and review strategy included

RESEARCH & DATA

BILL THIEL - VP OF RESEARCH

Insights That Drive Results

Our CMG Custom Research team pairs 115+ years of expertise with AI-powered analysis to turn massive data sets into clear, actionable insights, fast.



AI-Accelerated Research

AI curates and organizes thousands of data points 10x faster, no manual calculation or manipulation needed.



First & Third-Party Data

We combine proprietary CCR research with MRI-Simmons, Nielsen, Comscore, and more for a complete picture.



Category & Client Focus

Advertiser research, healthcare trends, content insights — tailored to your vertical.



Dude ★

Curious mind.
Sharp insights.
Here to learn,
here to help.



CMG
CUSTOM RESEARCH



CURIOS
Always asking
the right
questions.



ANALYTICAL
Turns data into
meaningful
insights.



DETAIL-ORIENTED
Notifies the small
things that make
a big difference.



EAGER TO GROW
Always learning,
always improving,
always helping.

★ Learning today.
Creating impact tomorrow.

CREATIVE & AI

JENNIFER DRAGON – SR DIR OF CREATIVE SERVICES

The Algorithm Found Them. Now What?

Targeting technology can put your ad in front of the perfect customer. But if the creative doesn't connect, you've wasted the opportunity. The algorithm did its job; the ad must do the rest.

**The algorithm did its job.
The ad did not.**

Precision targeting means nothing if the creative doesn't land. Every impression is a first impression.

SPEAK TO YOUR AUDIENCE

Generic ads get ignored. Creative must resonate with the specific person your targeting identified.

STAY TRUE TO YOUR BRAND

Consistency builds trust. Every touchpoint should look, sound, and feel unmistakably yours.

USE AI SELECTIVELY

AI can assist with structure and scale, but it can't replicate your brand voice, nuance sizing, or understand your customer the way a human creative team can.

Human-Led Creative, Always

At WSB-TV, we believe AI is a powerful tool, not a replacement for human judgment. We use AI to accelerate research and workflow, but our creative and content are crafted by people who understand your brand and your audience.