



# MARKETING FUNDAMENTALS

*that Still Win.*

RESEARCH | TARGETING | SEO | CREATIVE



# AI at WSB-TV



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**.



# Research

**BILL THIEL**

# CMG Custom Research & AI

## Research Team Expertise

Combined 115+ years experience

- Advertiser Research – Category and Client
- Healthcare Trends & Insights
- Content Research – All Media

AI finds and curates research data and results – 10x Faster!

- No calculating or manipulating data.



CCR's Jr. Analyst "Dude"

# CMG Custom Research & AI

- Finding and combining 1<sup>st</sup> and 3<sup>rd</sup> party data on specific categories.
  - CCR Research, MRI-Simmons, Nielsen, Comscore, etc.
- 1000's of open-end verbatims.
- Outlooks and Trending with linked sourcing.
- Graphically representing pictures, numbers, and data.



# CMG Custom Research & AI

“I help you turn massive amounts of research data into clear, usable insights—fast. I scan and organize thousands of ratings scores, open-ended comments, and qualitative inputs, and help translate them into clear summaries and stories.

I take care of the heavy analytical lifting so you can focus on judgment, strategy, and storytelling.

The result is faster turnaround, greater consistency, and research outputs that are immediately usable for decisions, conversations, and internal alignment.”

-“Dude”





# PAID SEARCH vs. AIM

QUEST

# Businesses are paying more to maintain click volume in 2026

## What's changed?

### Inflated Bot Traffic:

- Bot traffic now makes up 53% of all website traffic
- Campaigns look good in the the reporting
- Bad data = Bad strategy

### Generative Ai:

- Paid search captures shoppers, not always buyers
- Fewer chances to educate, differentiate, and build preference

### Price Shoppers

- Paid search captures shoppers, not always buyers
- Leads can be price-sensitive and lower intent
- Volume increases, but quality declines.

**Where should we  
invest our  
marketing budget  
in a world so heavily  
impacted by AI?**



# How AIM Can Beat Paid Search:

## AIM allows:

- Audience-level control
- Intent-based targeting
- Reduced exposure to bots and junk traffic

## How AIM Gets You an ROI:

AIM allows you to market to the people we know are more likely to convert. AIM focuses on:

- Known site visitors
- Lookalike audiences
- In-market consumers
- Reduces wasted impressions
- Improves lead quality across *all* channels

## Strategic Advantage

AIM lets us fish in a concentrated pond instead of the open ocean.



# AIM DATA

Works at Every Stage of the Buyers Journey

## Awareness

**Reach people who look like your best customers**

We use data signals to find people who fit your best customer profiles. Even if they have never heard of you yet.

## Interest/Reach

**Reach people actively researching products or services like yours**

Find people who are in-market right now based on real behavior and keep your brand in front of them while they're deciding.

## Purchase

**Close the deal with people who already know you**

Re-market to people who have also visited your website & are in the final stages of decision making.

# Why SEO Is Now More Valuable Than Paid Search:

- **AI-driven search still relies on authoritative content**
- Organic results increasingly inform:
  - AI Overviews
  - Featured snippets
  - SEO captures **non-transactional intent** earlier than paid search

## How SEO Beats Paid Search in This Environment

- No auction no CPC inflation
- Higher trust and credibility
- Higher quality leads
- Attracts:
  - Researchers
  - Buyers earlier in the funnel



# Linear TV: Demand Creation at Scale

## Why Linear TV Still Matters

- AI and search capture **existing demand**
- Linear TV **creates demand**
- Reaches audiences:
  - Before they search
  - Before price becomes the filter
  - Before they realize they have a need

## How Linear TV Improves Paid Search Performance

- Increases branded search volume
- Creates brand preference over price favorability (higher quality leads)

## Strategic Advantage

Linear TV does not *compete* with search — it feeds the funnel and drives demand that will drive conversions.





# AI in Search

Industry Updates and Our Approach

SARA LINARTAS

# Today's Conversation

- 01 What's Happening in Search**
- 02 How we are helping our clients adapt to AI**
- 03 SEOs Alignment to AI**



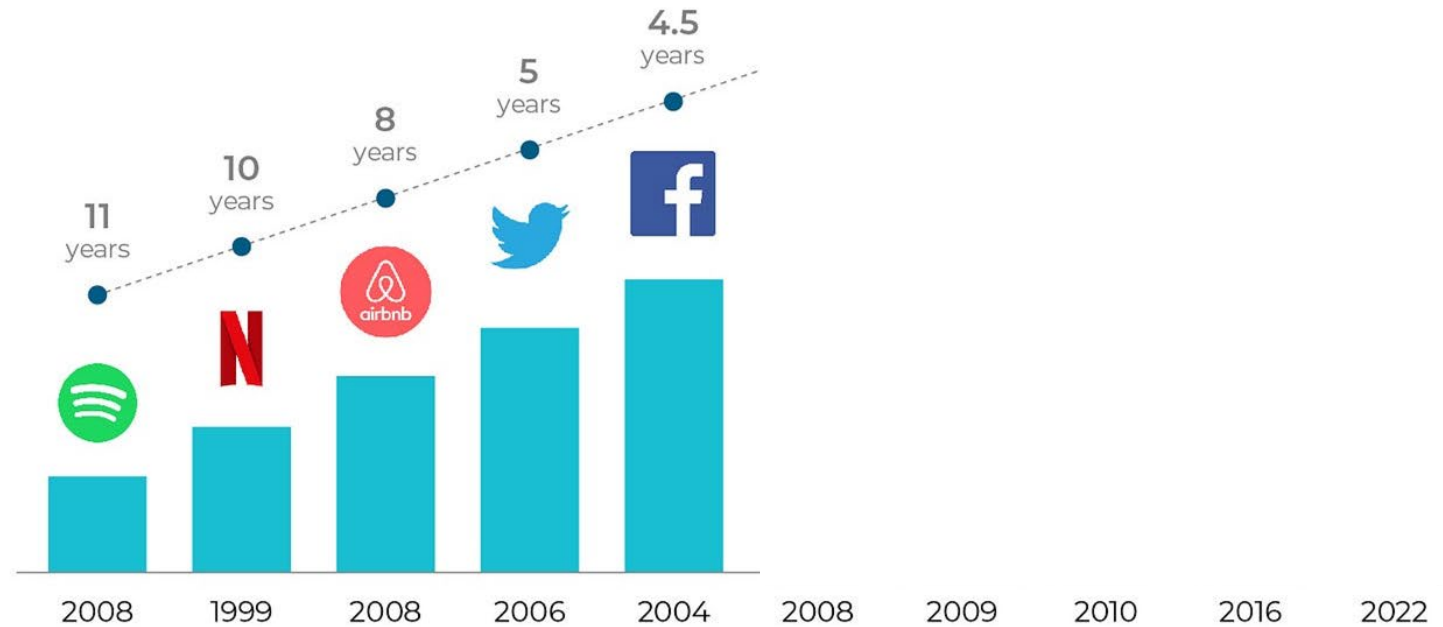


# AI In Search

**GEO, AEO, LLMO, etc.**

# Search Is Shifting

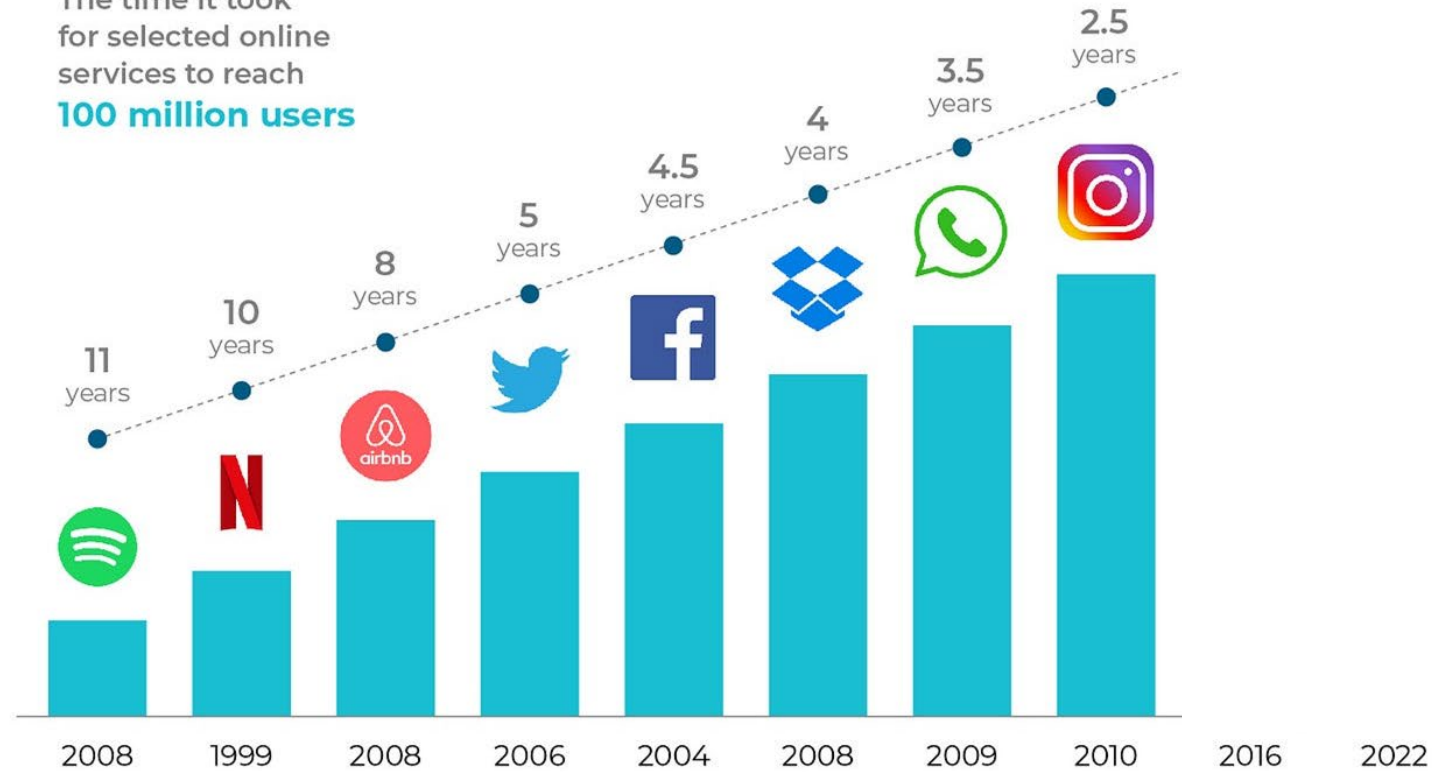
The time it took for selected online services to reach 100 million users



Source: World of Statistics

# Search Is Shifting

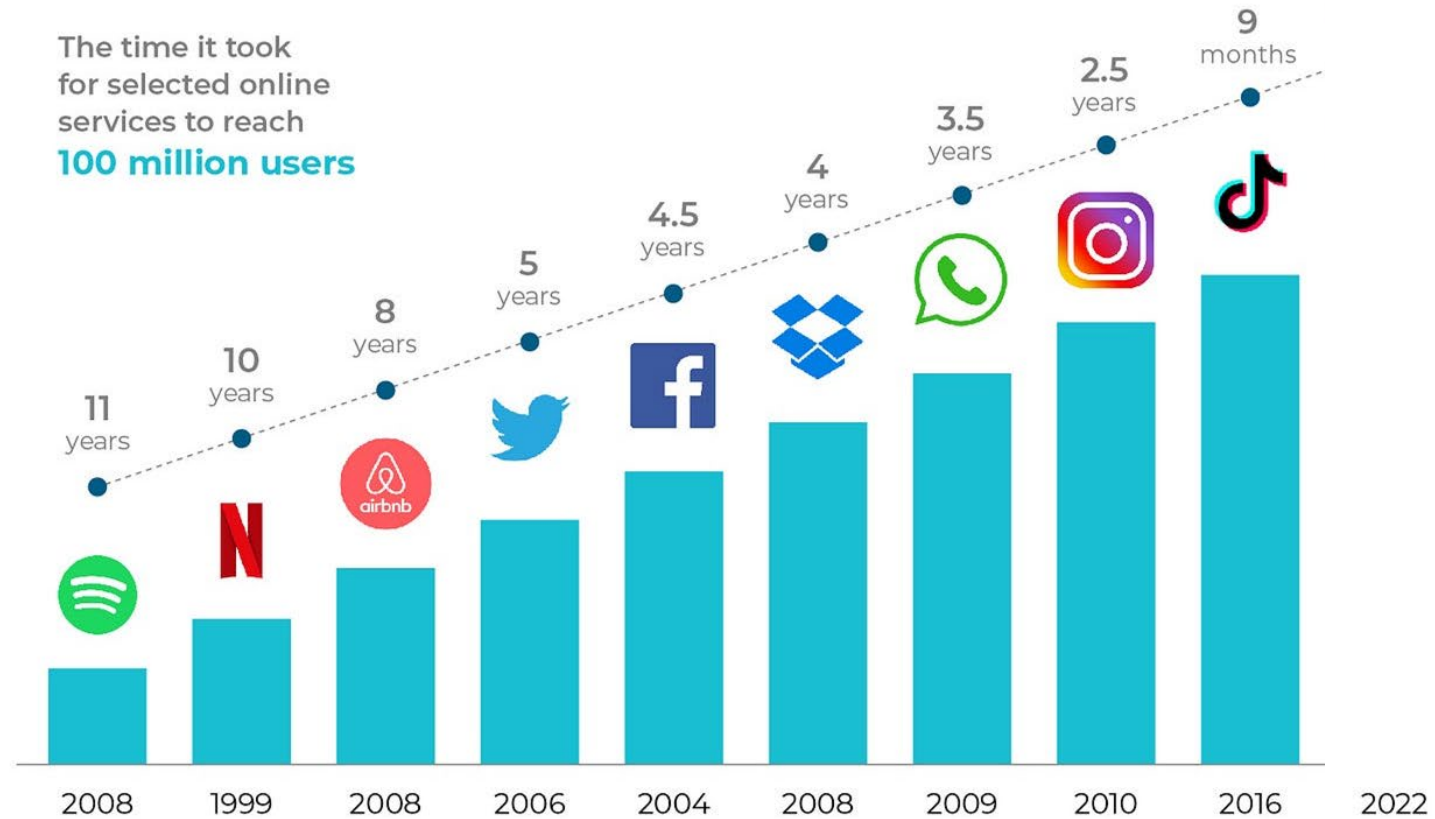
The time it took for selected online services to reach 100 million users



Source: World of Statistics

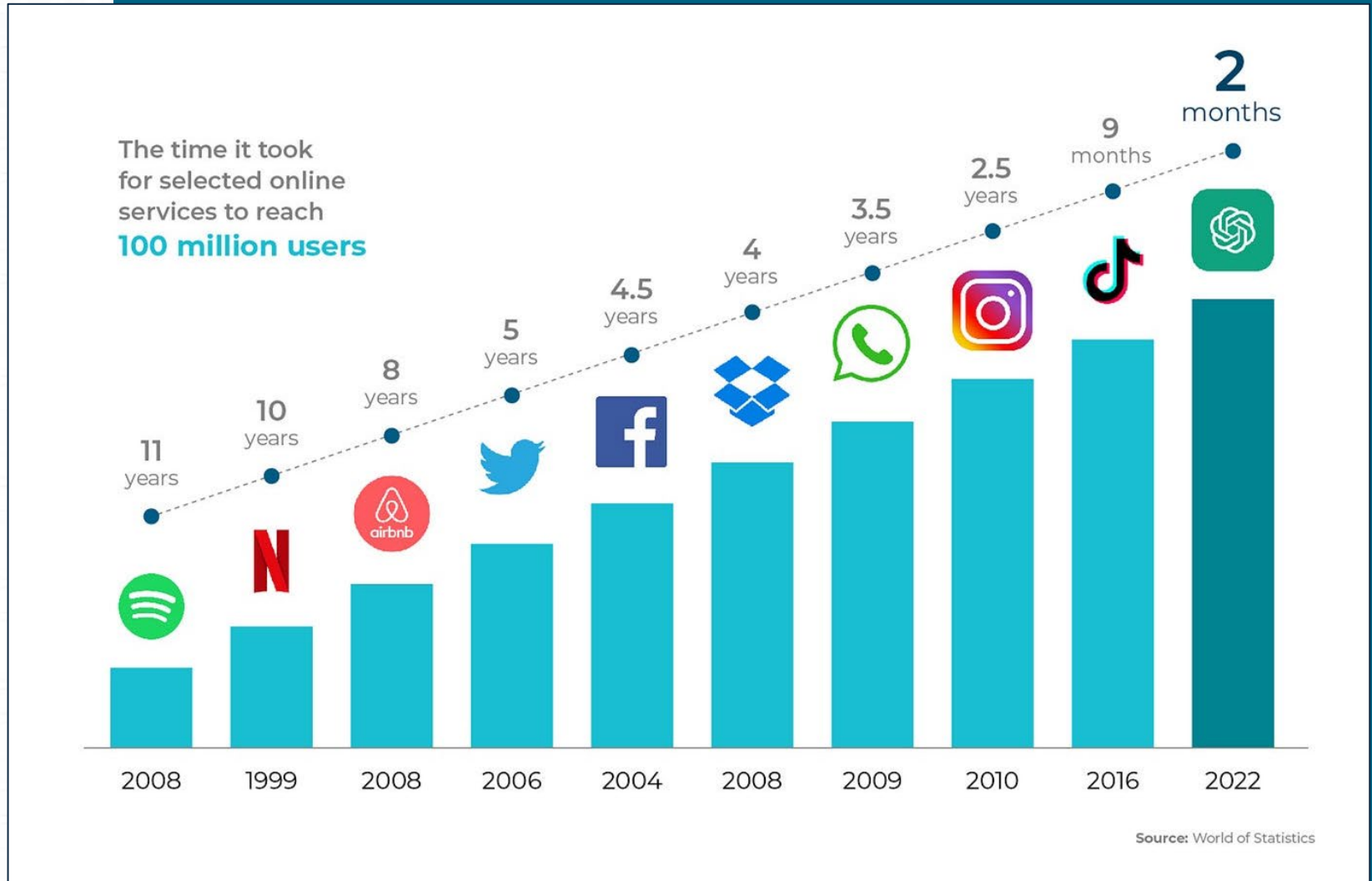
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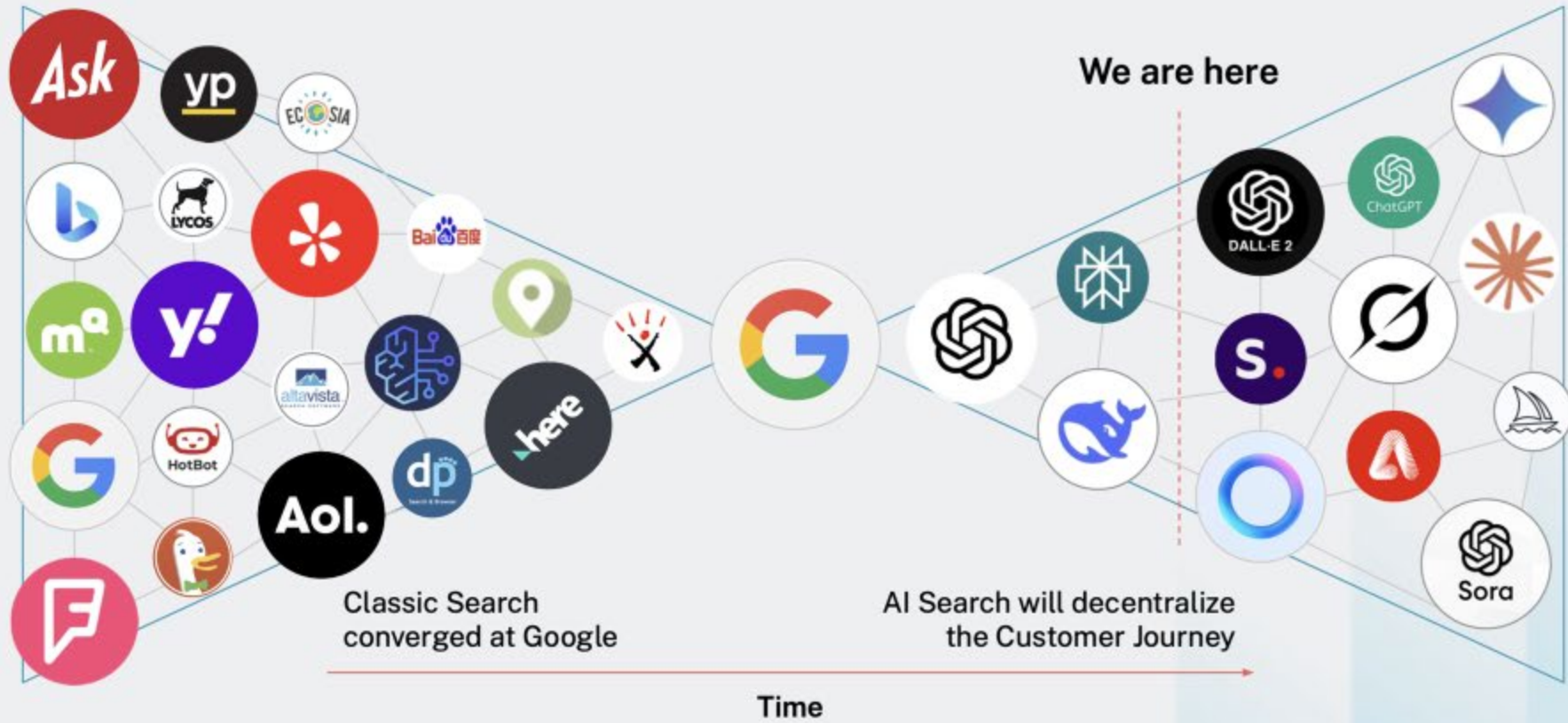
# Search Is Shifting



What's Happening in Search?

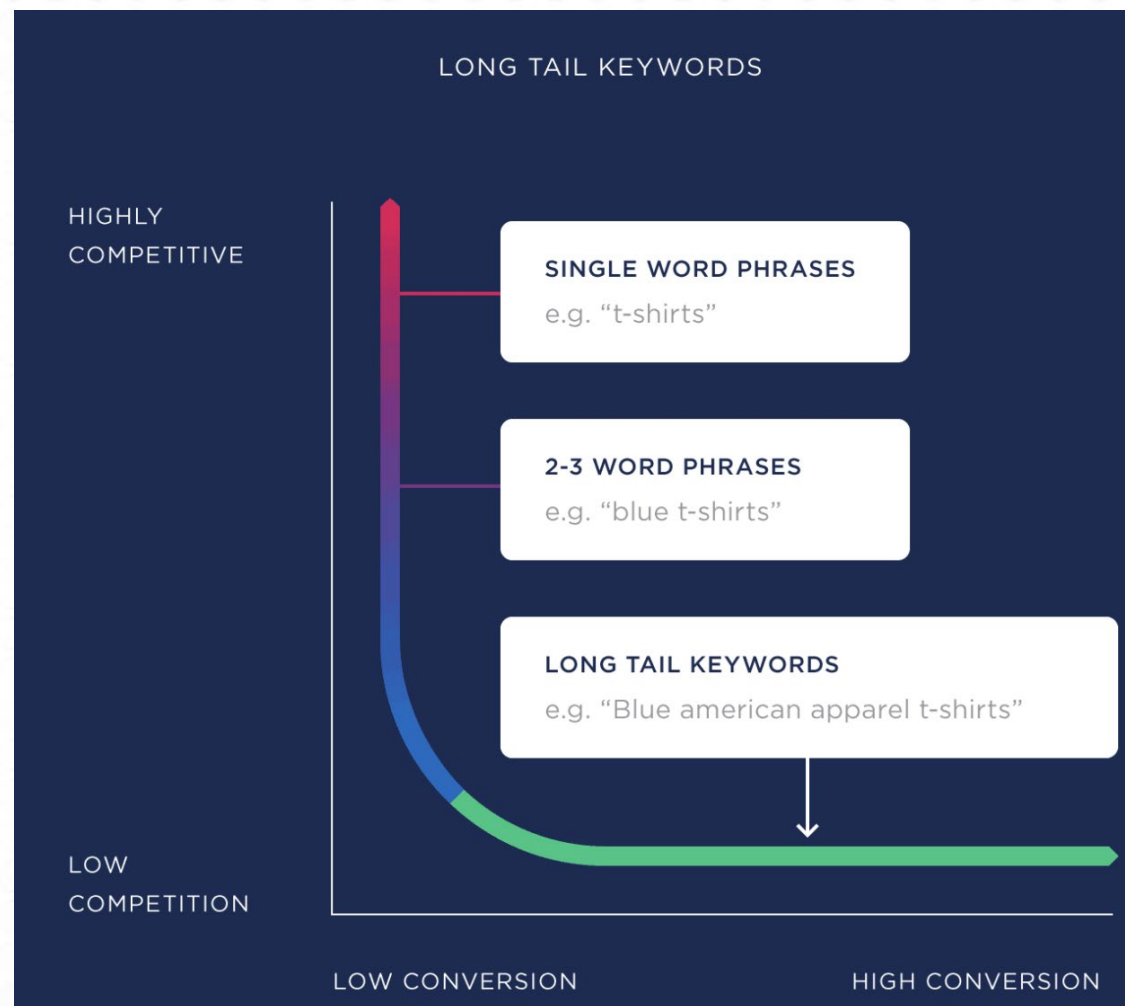
# Search is Decentralizing

## Search Fragmentation



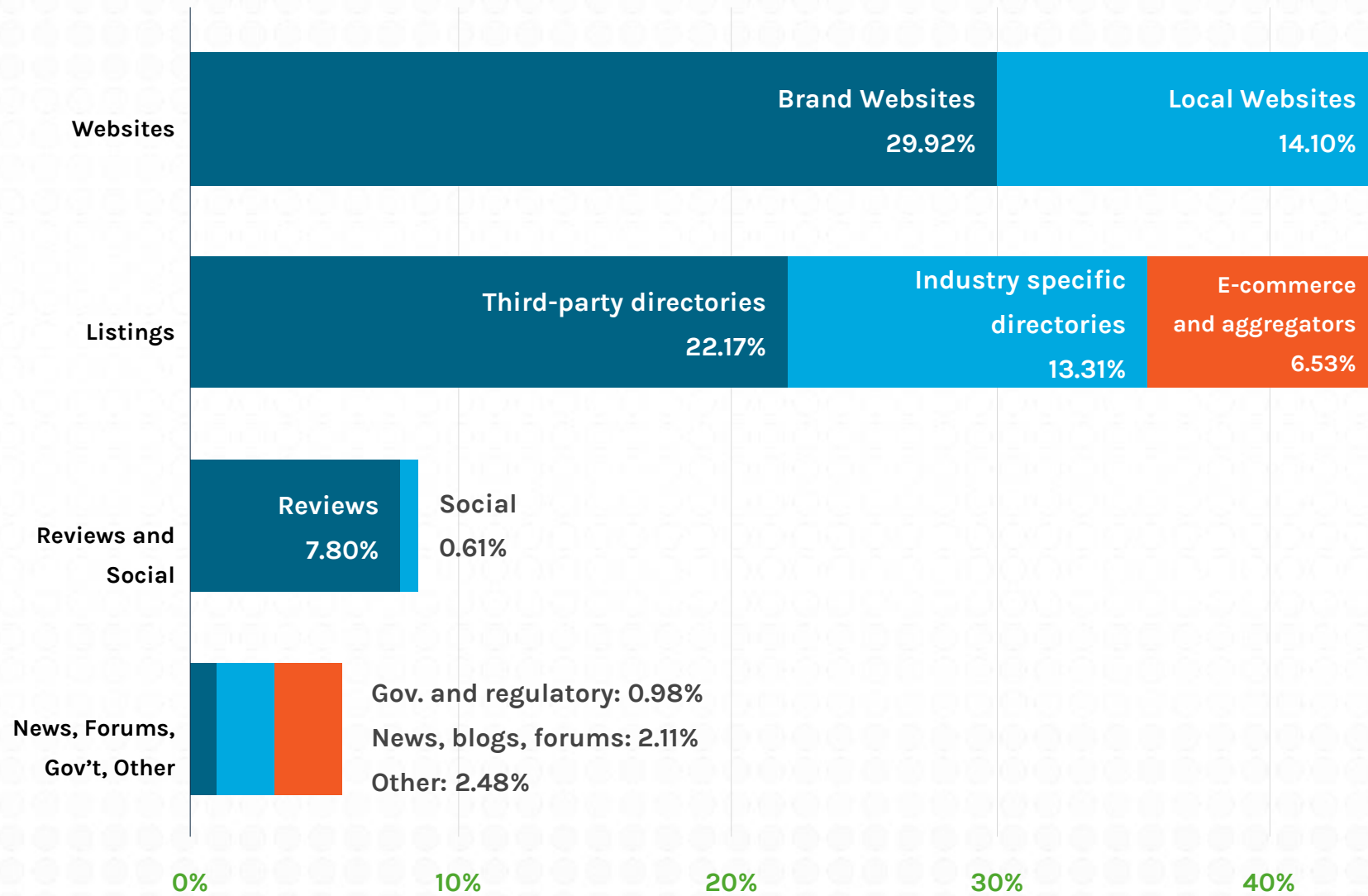
# The New Search Query

- 01 Identify long-tail terms for your brand.
- 02 Publish business data to your websites and listings in AI-readable formats.
- 03 Standardize distribution across listings, services, pages, local pages, reviews, and social profiles.
- 04 Keep data synchronized to ensure accuracy and recency.





# Most Trusted Sources in AI Search



**44%**  
Websites

**42%**  
Listings & Directories

**8%**  
Reviews & Social

**6%**  
News & Forums

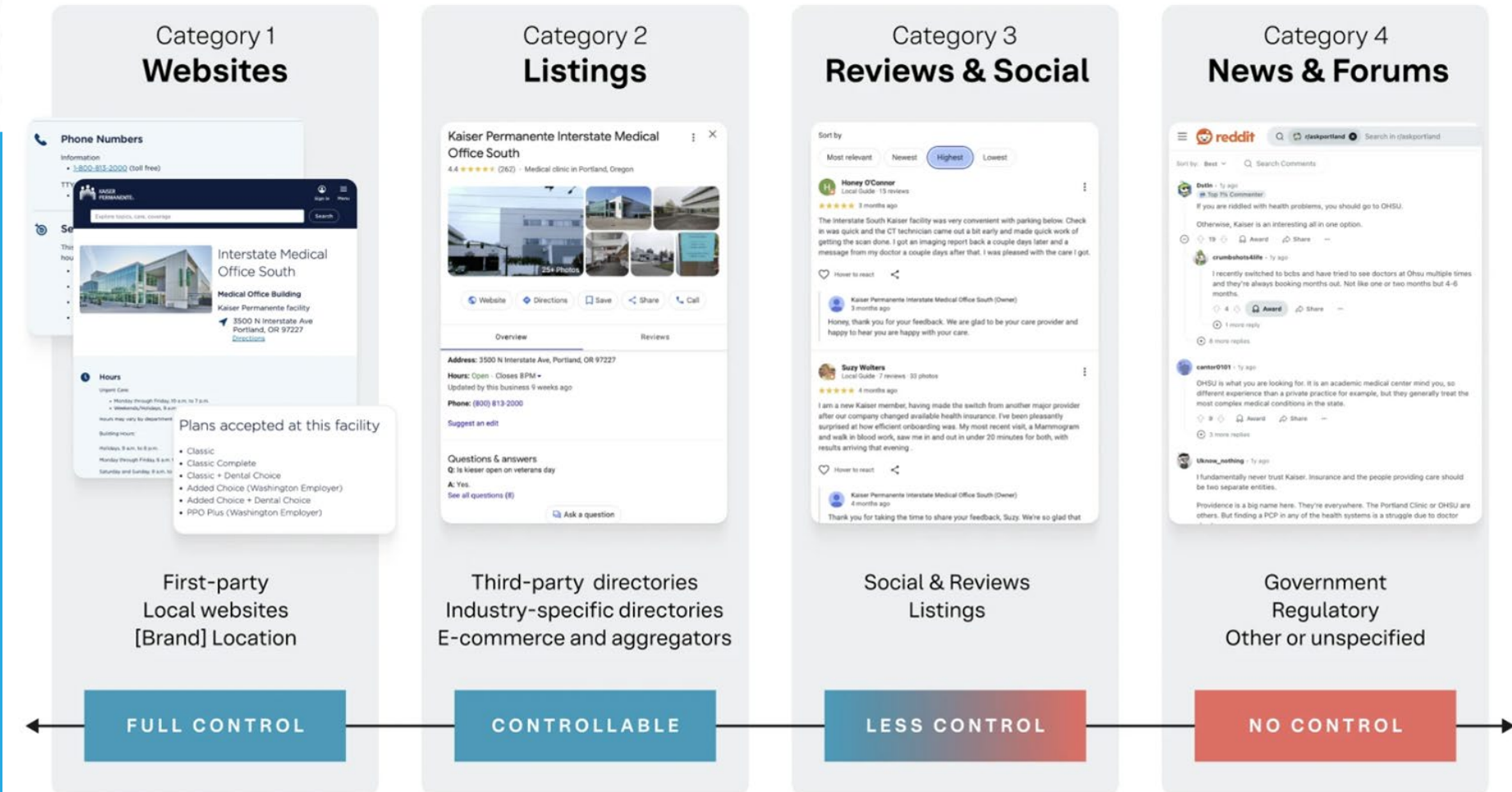
*\*All included in SEO*



# How We're Adapting

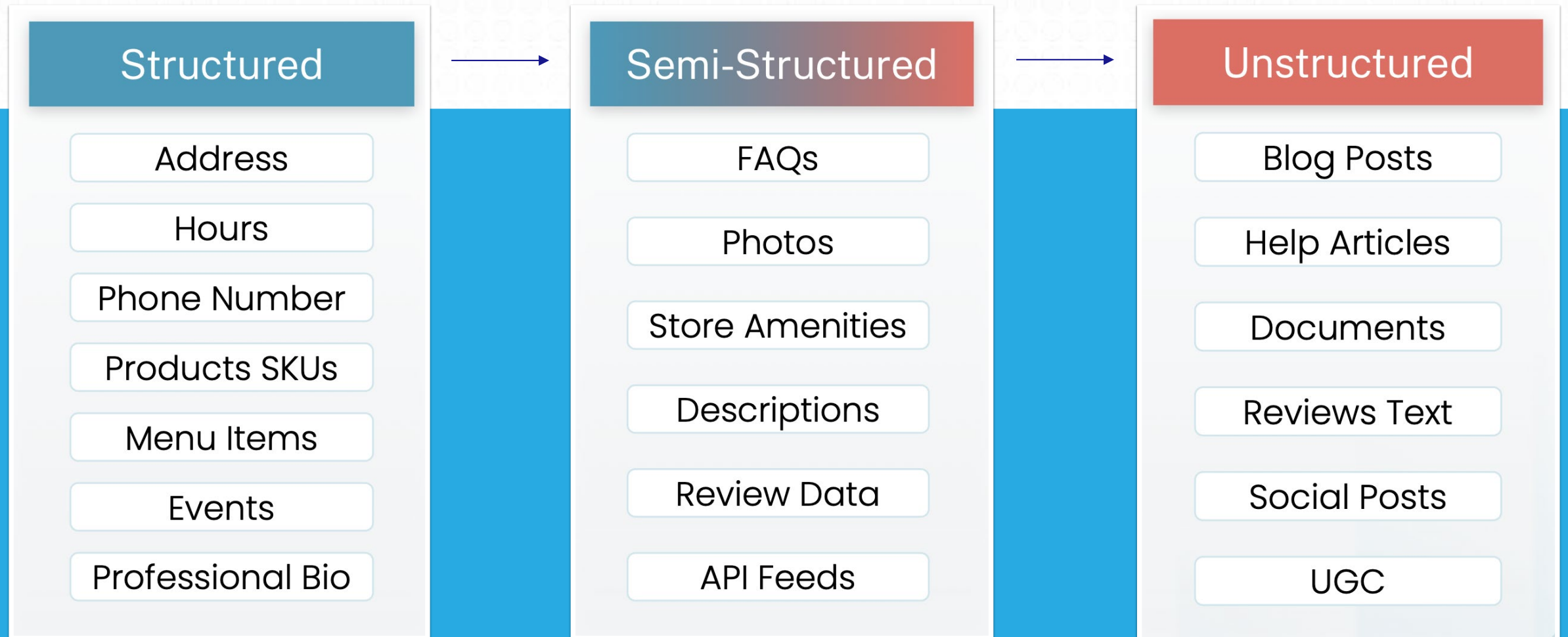
Adapting to AI in Search

# Controlling the Controllables



# How We're Adapting to AI in Search

## Structured Data Builds Trust



# Local SEO Solves

- Expand coverage across 60+ listings your audience is searching from.
- Build unique content via Google posts, business descriptions, and imagery.
- Manage online reputations improving star ratings, number of reviews, and responding to reviews.



# Quality Content Creation

**We take pride in writing valuable content, not just AI-generated “fluff.”**

1. **Learning the brand.** We need to know our clients’ brand, tone, and voice right away to continue to expand our learning. From there, we can start to deeply understand the business and how they want to show up online.
2. **Content creation.** When we build content, we use AI in the early stages to make sure we’re working from a solid structure with SEO value baked in. But when it comes to writing the final copy, it’s written by a human for humans.
3. **Client feedback.** Before anything goes live, we always share the draft with our clients: Your feedback shapes the final product, so it feels true to your brand and their customers. Nothing goes live without your approval.

# Multiformat Content

## YouTube Optimization

- Embedding YouTube videos onto client websites to improve engagement and on-site SEO.
- Optimizing video titles, descriptions, tags, and hashtags to enhance discoverability and relevance.
- Helps position clients for visibility in AI Overviews, where YouTube videos are often cited for instructional or informational queries.

## AI Video Creation

- Creating short, AI-generated videos (30-60 seconds) from existing written content.
- Adds multimedia content that AI models prefer when surfacing diverse and engaging search results.
- Enhances visibility in AI-driven search experiences like AI Overviews and search tools that increasingly favor rich media when recommending the client.

## Podcast/Video Transcription

- Transcribing podcasts or videos to make content more accessible and SEO-friendly.
- Structured, text-based content is easier for AI models and learning language models (LLMs) to understand and cite in responses.
- Improves visibility in GEO-driven results where AI systems prioritize well-structured, multi-format content to answer user questions.



# **SEOs Alignment to AI**

**Alignment with the Future of Search**

# Organic Products

## Details

### On-Site/Technical Optimizations

- SEO Meta Data
- Internal Linking
- URL Structure
- Headings
- Images
- And More

### Backlink Acquisition/Authority

The best backlinks for each website can vary. We have access to a range of backlink tactics such as guest posts, citations, and more. Your backlink strategy will be detailed by your SEO Specialist during **Month Zero**.

### Content Creation

- Content Topics shared and approved Month 1
- Includes new blogs, webpages, rewrites
- Clients review & approve before upload



**New Deliverables:** YouTube optimization, infographics, AI video, podcast transcripts now available based on content availability and scope of work.

### ORGANIC STANDARD

Up to  
**63 Opts**  
Per Quarter

Total Varies  
Based on  
Strategy

Up to  
**3 Pieces**  
Per Quarter

### ORGANIC PROFESSIONAL

Up to  
**81 Opts**  
Per Quarter

Total Varies  
Based on  
Strategy

Up to  
**6 Pieces**  
Per Quarter

### ORGANIC ENTERPRISE

Up to  
**135 Opts**  
Per Quarter

Total Varies  
Based on  
Strategy

Up to  
**9 Pieces**  
Per Quarter

*Included in  
all packages:*

### Month Zero

- Keyword research
- Extensive technical audit
- Competitive analysis
- Campaign focus selection
- Campaign strategy review

- ✓ Account Manager
- ✓ Conversion Tracking
- ✓ GA4 Review & Maintenance
- ✓ Live Reporting Dashboard
- ✓ Monthly Calls

\*All SEO campaigns are six months minimum.

# Local Products

## Details

### Google Business Profile Posts

Create posts physically on your GBP for additional category and keyword development. Some industries are excluded.

### Review Requests

Generate more reviews through email or text. A white-labeled email or text will be sent to a provided list of customers, prompting them to leave a review. Some industries are excluded.

### Review Responses

Responding to reviews submitted to your Google Business Profile.

### Additional listing/citation efforts

Submit business information to additional directories and aggregators.

\*All SEO campaigns are six months minimum. Please reference our full billing rules for SEO campaigns.

### LOCAL ONE

**1 Post**  
Per Month

Twice a  
Year

**5**  
responses  
Per Month

### LOCAL STANDARD

**2 Posts**  
Per Month

Quarterly

**10**  
responses  
Per Month



### LOCAL PRO

**3 Posts**  
Per Month

Monthly

**15**  
responses  
Per Month



*Included in  
all packages:*

- ✓ GBP Listing Optimization
- ✓ Top-Tier Listing Submissions & Maintenance
- ✓ Competitive Analysis
- ✓ Schema Review & Suggestions
- ✓ Reporting & Audits
- ✓ Review Alerts & Monitoring



# The Value of Creative



**Jennifer Dragon**  
Senior Director of Creative Services

Salon-quality shampoo & conditioner

Styling creams, pomades & clays

Scalp treatments & exfoliators

Electric trimmers & clippers

Hair dryers & styling tools

Facial cleansers & exfoliators

Moisturizers & eye creams

Anti-aging skincare

Organic grooming products

Luxury grooming brands

Beard oil & balm

Beard wash & conditioner

Mustache wax

Beard brushes & combs

Beard grooming kits

Replacement blades & grooming  
accessories

Styling sprays & finishing products

Hair texture & volume enhancers

Color-safe or gray-blending products



# MEET JEREMY

- Honest Amish - Classic Beard Oil
- The Beard Club Beard Balm for Men
- Fix Your Lid Extreme Hold Hair Pomade For Men
- Viking Revolution Beard Comb & Beard Brush Set for Men -- Natural Boar Bristle Brush
- MANSCAPED® The Beard Hedger® Premium Men's Beard Trimmer
- Ear and Nose Hair Trimmer Clipper - 2025 Professional Painless

**LIVES WITHIN 2 BLOCKS OF SALON 75**





*Salon 75*

**20% OFF  
EXTENSIONS**

THIS MONTH ONLY!

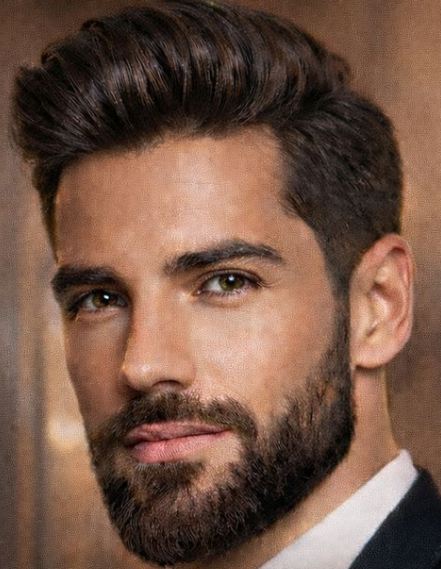
**BOOK NOW**

A vertical advertisement for Salon 75. It features a woman with long, wavy brown hair. The text 'Salon 75' is at the top in a cursive font. Below it, '20% OFF EXTENSIONS' is written in large, bold, gold letters. Underneath that, 'THIS MONTH ONLY!' is in smaller white letters. At the bottom, there is a pink button with the text 'BOOK NOW' in white.

**THE ALGORITHM DID ITS JOB. THE AD DID NOT.**



*Salon 75*



**Men's Grooming  
Specialists**

**20% OFF BEARD CONDITIONING  
THIS MONTH ONLY!**

**BOOK NOW**





# **KEEPING THE BIG FISH ON THE LINE**

**SPEAK DIRECTLY TO YOUR INTENDED AUDIENCE**

**STAY TRUE TO YOUR BRAND**

**BE VERY SELECTIVE WITH YOUR USE OF AI**



Wrong size – no matter what I told it. Wrong size.

can you make me another ad to match - so now for the same salon, so keep the same logo, text treatment and cta button. but instead use an image of a very well groomed man with a perfect beard. headline Men's Grooming Specialists and then 20% off beard conditioning treatment this month only

