

Ai Driven

Digital Marketing Framework (2025 Edition)

Search



SEO AI Search

(GEO) Generative Engine
Optimisation

Email Marketing

- Campaign Emails
- Cold Outreach
- Newsletters
- Email Flows
- Automation

PPC

- Search Ads
- Shopping Ads
- Display Ads

Social



Content

- ✓ Blog
- ✓ PR
- ✓ Podcast
- ✓ UGC
- ✓ 3rd Party
- ✓ Video
- ✓ Lead Magnets
- ✓ Affiliate Marketing

Key Foundations

- Branding
- Value Proposition
- Positioning
- Target Market
- Competitor Analysis
- Offer Creation



CONVERSION



Direct Messaging

- SMS
- Whatsapp

Analytics

- ✓ KPI's
- ✓ Dashboards
- ✓ Attributions
- ✓ Feedback
- ✓ Tracking
- ✓ Conversion Optimisation
- ✓ Testing
- ✓ Zero Party Data

Retention and Loyalty

- ✓ Repeat Purchase
- ✓ LTV
- ✓ Loyalty Programmes