

## AI Analysis

# How We're Actually Using AI To Drive Real Revenue

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# Summary

The session delved into how AI is being leveraged to drive real revenue, with a focus on integrating traditional SEO strategies with new AI-driven tools. The speakers underscored the importance of diversifying marketing channels, highlighting platforms like Reddit, YouTube, and LinkedIn as increasingly significant for SEO. They noted that while AI can enhance traditional methods, fundamental techniques like email marketing and structured data implementation remain crucial in achieving high ROI. They emphasized the role of expertise, authority, and trustworthiness in content to gain citations from large language models (LLMs), which significantly improve conversion rates compared to traditional organic traffic.

The speakers discussed the practical applications of AI in marketing, such as using AI tools to create custom content and improve programmatic SEO. They shared insights on how AI can help automate and optimize tasks, making marketing efforts more efficient and impactful. For instance, tools like cursor and cloud code can speed up data retrieval and analysis, while custom AI models can enhance SEO strategies by creating high-quality content tailored to specific audiences. They advocated for experimenting with AI-driven initiatives in a controlled manner, allocating a small portion of the budget to test new AI tools and tactics, while continuing to invest in proven traditional marketing strategies.

In terms of social media optimization, the speakers highlighted the importance of being present across various platforms and using AI to analyze and enhance content performance. They noted that platforms like Snapchat and LinkedIn offer valuable opportunities for B2B marketing despite being less popular than giants like Facebook and Instagram. The session concluded with predictions for the future of marketing, including the increasing integration of AI tools into everyday marketing operations, which will allow marketers to move faster and more efficiently. They encouraged participants to stay abreast of AI developments and invest time in learning how to leverage these tools effectively to stay competitive in the evolving digital landscape.



# Takeaways

## Diversify Marketing Channels

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The speakers emphasized the need to expand beyond traditional SEO and incorporate platforms like Reddit, YouTube, and LinkedIn into marketing strategies. These platforms are increasingly significant for SEO and can drive higher conversion rates. Marketers should focus on gaining citations from large language models to improve their content's visibility and impact.

## Balance Traditional and AI-Driven Strategies

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While AI enhances marketing efforts, fundamental techniques like email marketing and structured data implementation remain crucial. The speakers advocated for experimenting with AI-driven initiatives in a controlled manner, allocating a small portion of the budget to test new tools while continuing to invest in proven traditional strategies. This balanced approach ensures sustained revenue growth and profitability.

## Leverage AI for Efficiency

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AI tools like cursor and cloud code can automate and optimize tasks, making marketing efforts more efficient and impactful. Custom AI models can enhance SEO strategies by creating high-quality content tailored to specific audiences. Marketers should invest time in learning how to leverage these tools effectively to stay competitive in the evolving digital landscape.

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