

INBOUND

Marketing School
**How We're Actually Using AI
To Drive Real Revenue**

Neil Patel and Eric Siu

September 4, 2025



Marketing School

Marketing School:

How We're Actually Using

AI

To Drive
Real  Revenue



The Marketing School Podcast



3,020+ Episodes:

Since 2017, Neil & Eric have delivered daily marketing insights that cover everything from SEO to AI to growth strategies and industry trends.



140M+ Downloads:

The show continues to attract a massive audience worldwide, reflecting its staying power and the trust it's built over the years.



~10 minutes a day:

Episodes are short, focused, and packed with actionable tips that marketers, entrepreneurs, and business leaders can apply right away.

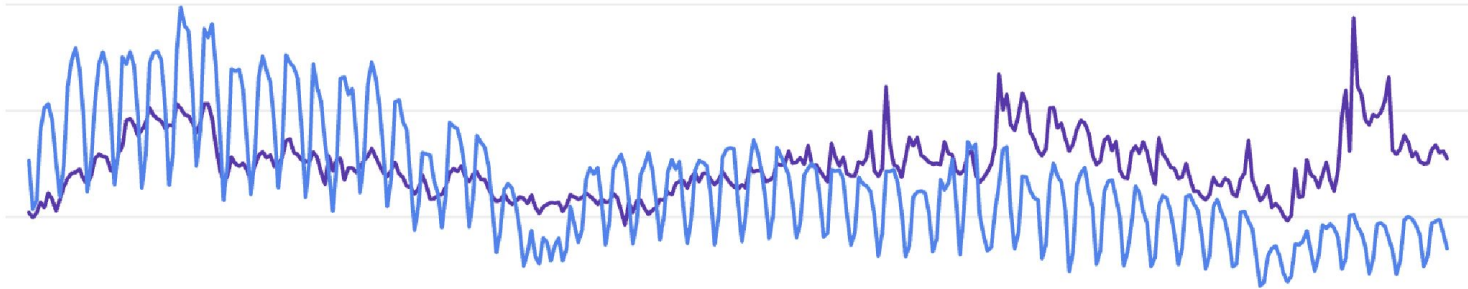
World-renowned marketing podcast:

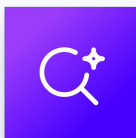
Consistently ranked among the best globally, Marketing School is recognized for its high-value, no-fluff marketing advice.



Why Traditional SEO Is Broken — And What To Do About It

The search landscape has evolved to the point where old SEO playbooks no longer deliver consistent growth.





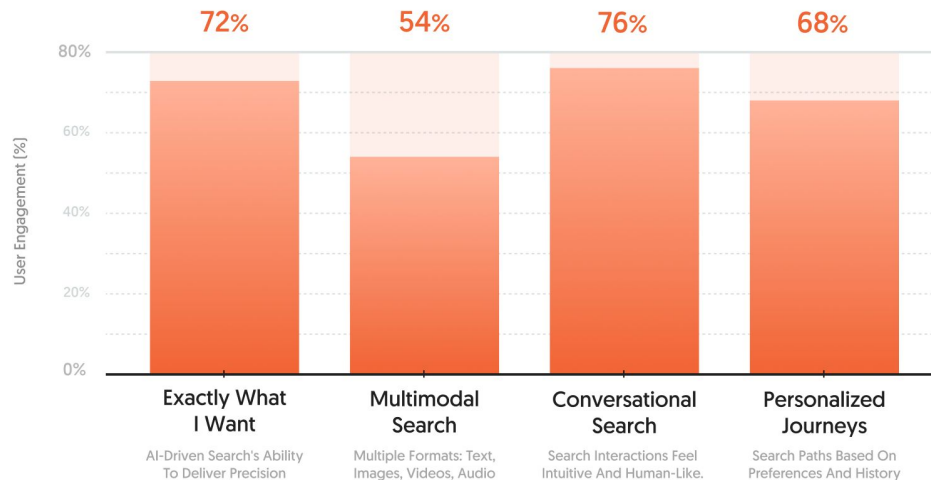
Adapting To An AI-First Search

Source: NP Digital – 2025 survey of 3,850 people measuring engagement with AI-driven search features.

NP digital

Search & AI Insights

Search Trends Shaped By Generative AI

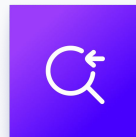
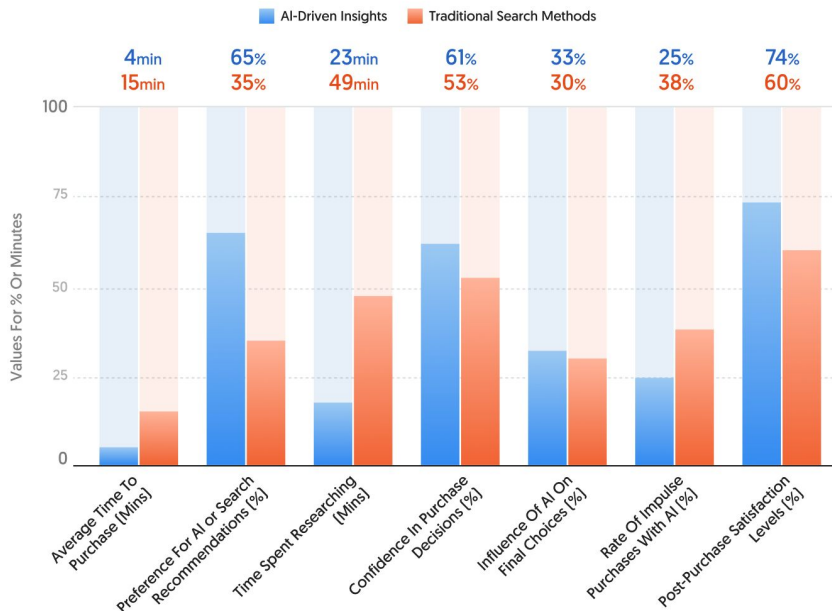


WHAT TO DO NEXT:

Focus on creating content AI loves: visual, practical, and easy to find. Embrace AI-driven search and lead the shift by meeting users where discovery happens.



How AI And Traditional Search Affect Decision Making

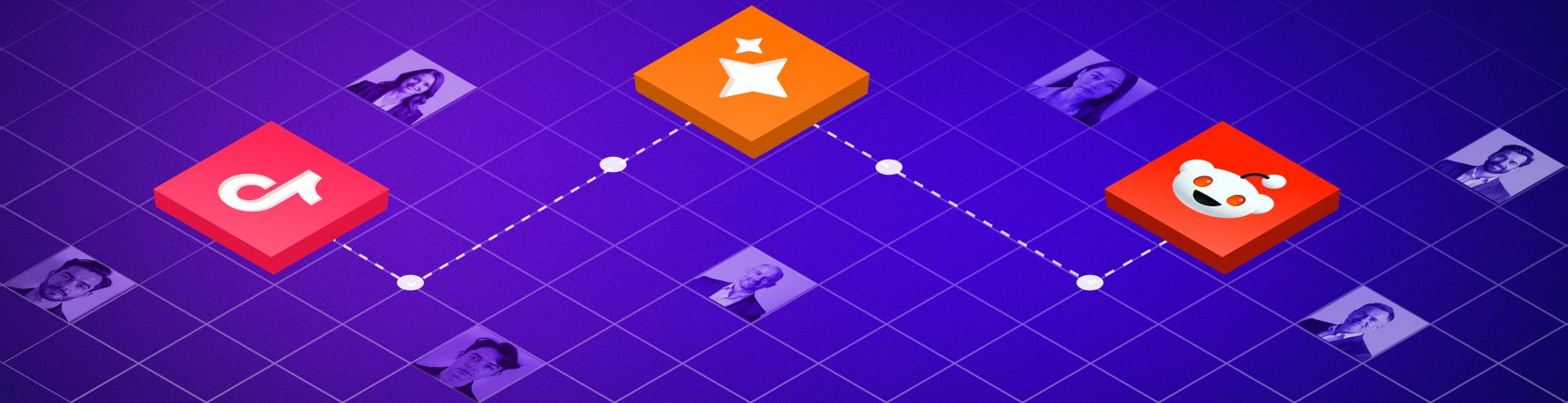


The New Search Entry Points

Source: NP Digital – We surveyed 3,742 consumers comparing AI-driven insights and traditional search methods.

Being Everywhere People Ask Questions

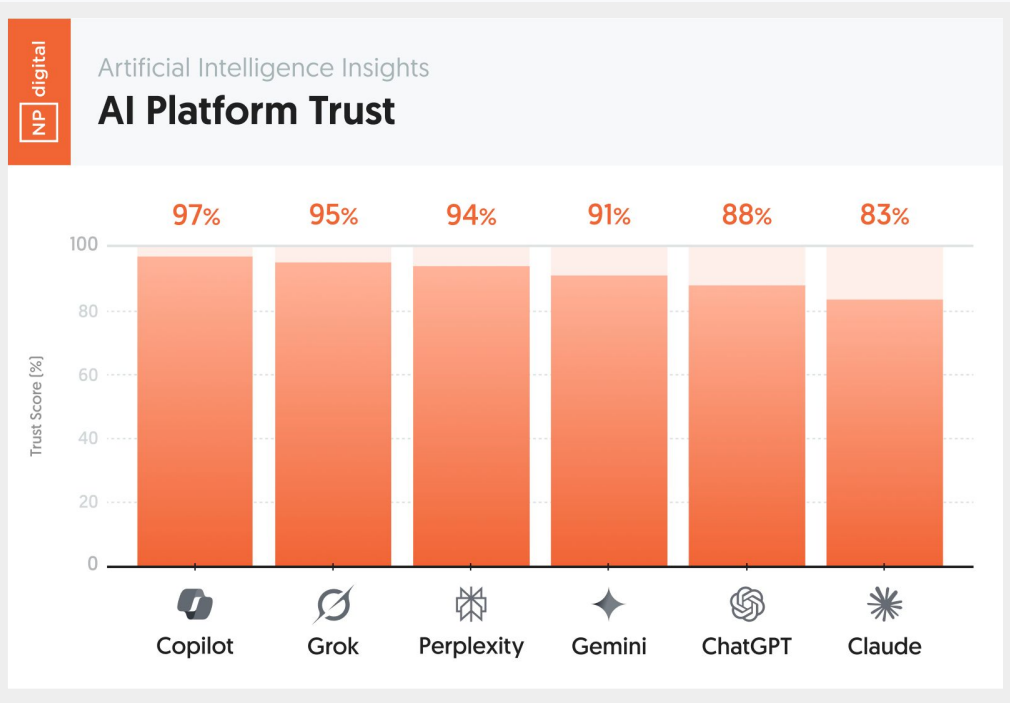
Search today starts in countless places, from TikTok to Reddit to AI chats, making visibility a multi-channel game.





Why You Should Think Beyond ChatGPT

Source: NP Digital – 2,108 people ranking trust levels across major AI platforms.



Why You Should Think Beyond ChatGPT

The big headline for marketers about AI → traffic coming from these assistants converts WAY better than Google search. But it means there's a big shift we need to make to our marketing playbooks.

Here are some top-line data points:

ahrefs

AI search visitors convert

23x

better than traditional organic -

SEMRUSH

AI search visitors are

4.4x

more valuable on average than
Google organic.

seer interactive

ChatGPT traffic converts at

15.9%

vs. Google organic's 1.76%
(~9x better).

What's happening?

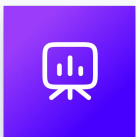
Source: Ahrefs, SEMrush, Seer



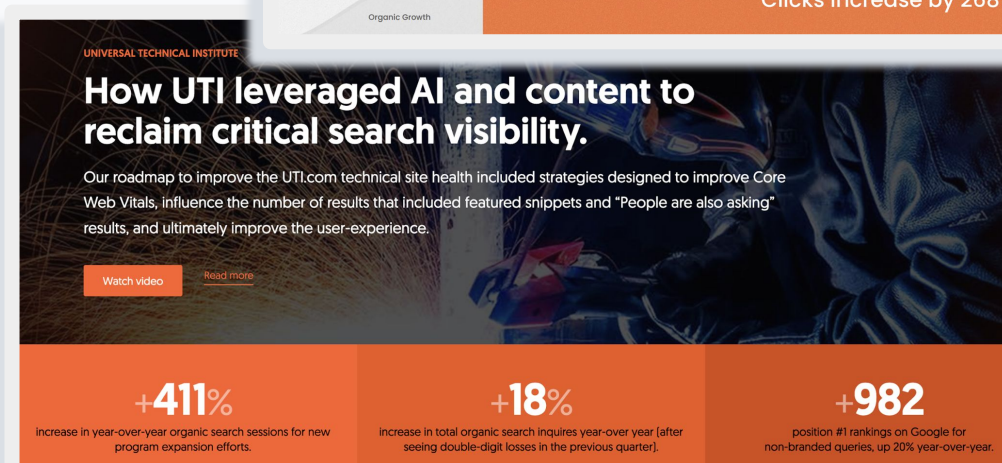
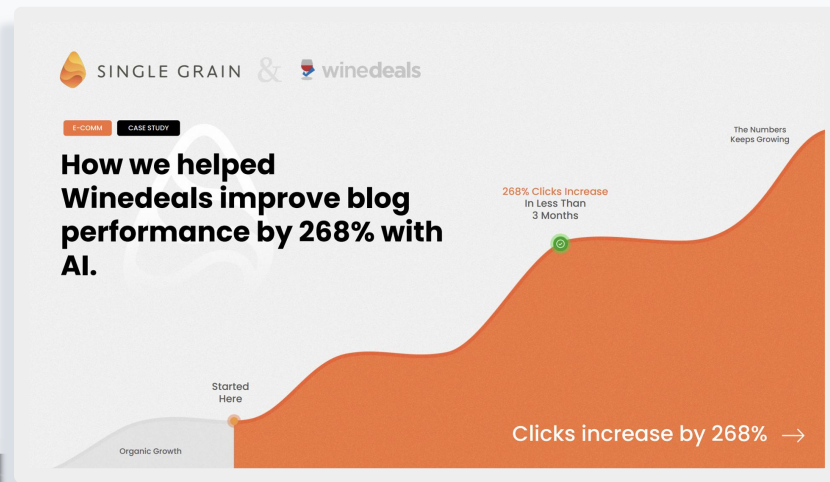


Our Thoughts

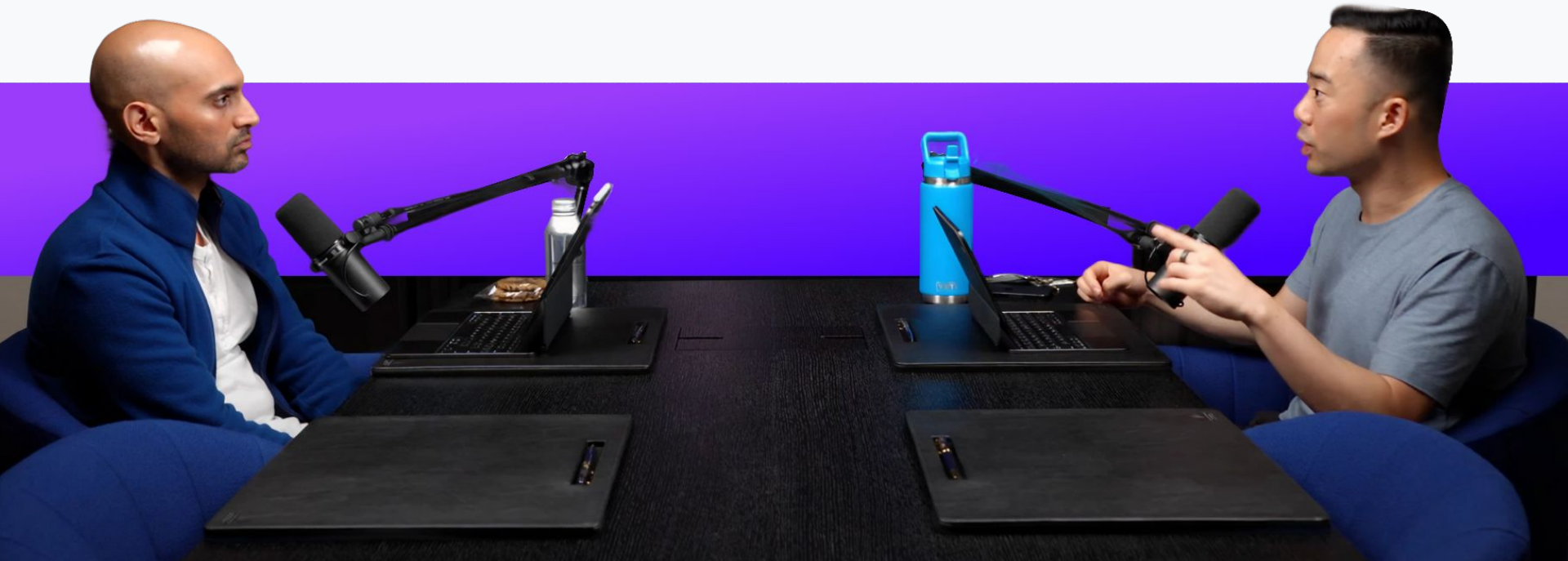




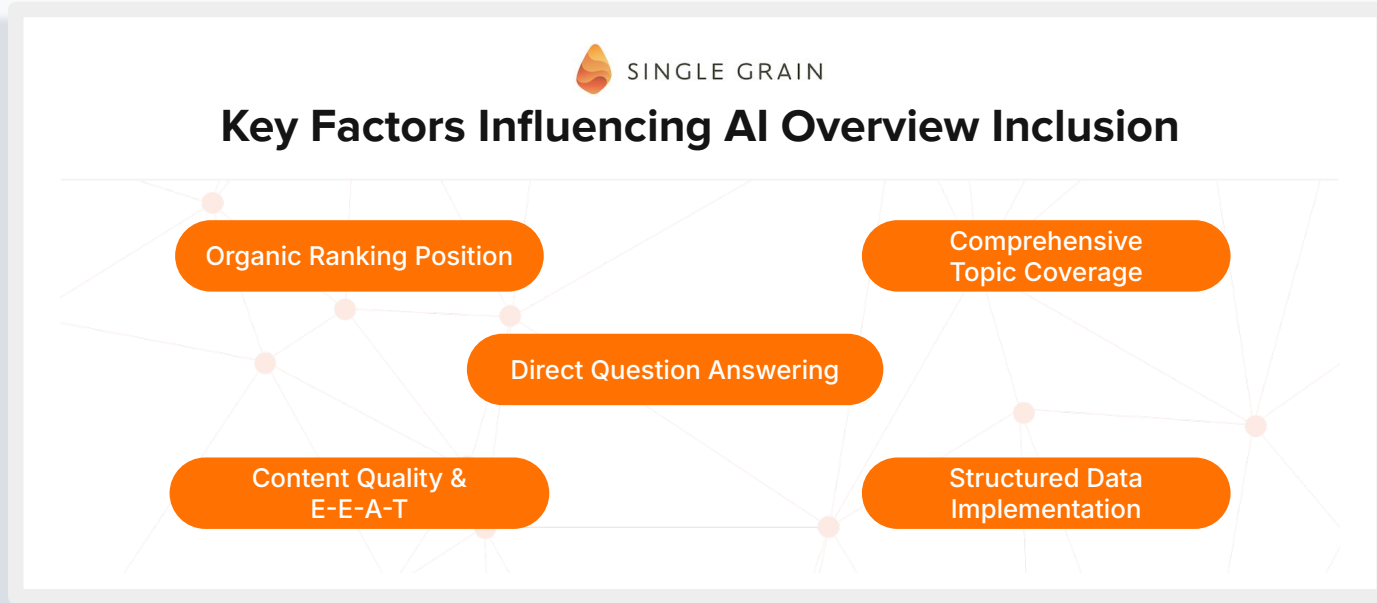
How We're Using AI to Drive Real-World Business Results Now



How We're Using AI to Drive Real-World Business Results Now



Appearing on AI Surfaces



Source: Single Grain – Visual framework outlining the key factors that increase a page's chances of being included in AI Overviews.



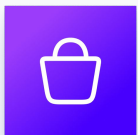
Our Thoughts



Winning at Social in an AI-Driven World

Social is becoming a critical signal
for authority and brand trust in
AI-driven search.

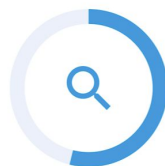




Social as Part of the Buying Journey

Source: Single Grain – Data showing social touchpoints that lead to conversions.

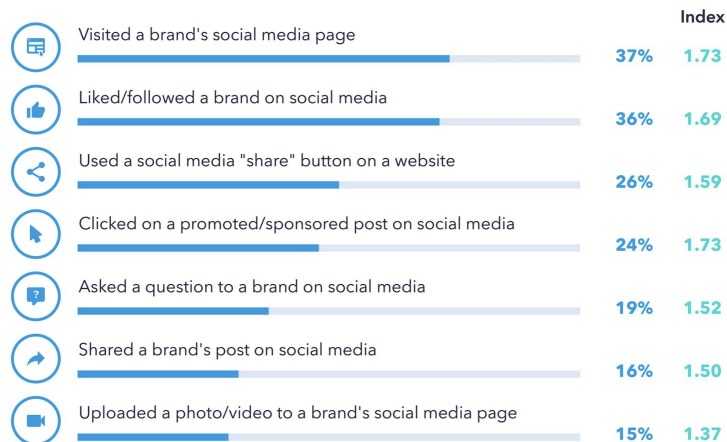
Social Browsers are Brand-Engaged



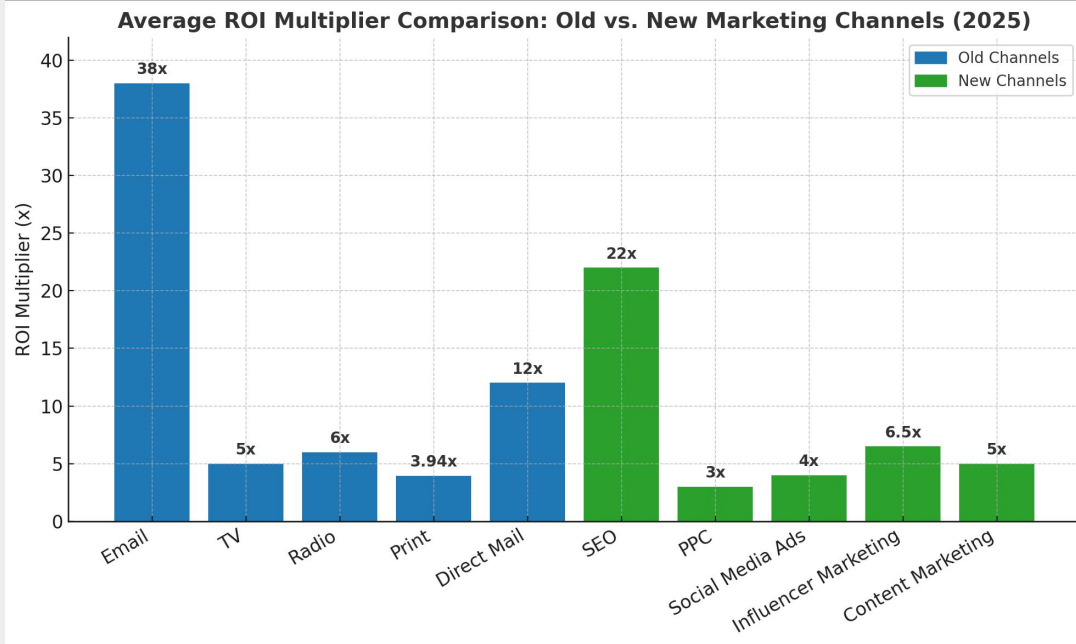
54% of Social Browsers use social media to research products

INDEX 1.44

% of Social Browsers who have done the following in the last month

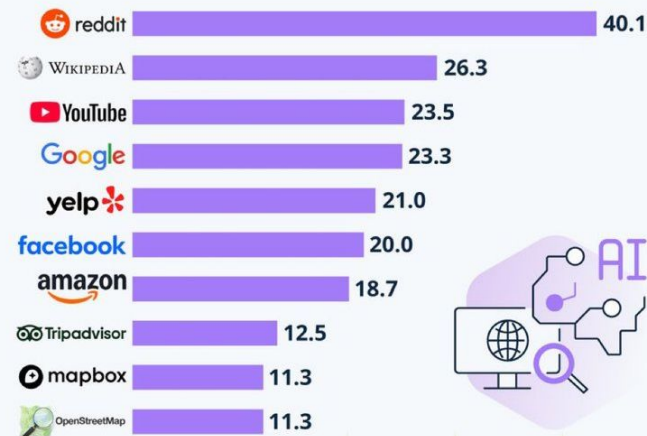


Old Marketing That Still Works Today



Where AI Gets Its Info: Top Sources 2025

Top 10 web domains cited by large language models (LLMs) in June 2025* (in %)



* Google's AI Mode, AI overviews, ChatGPT and Perplexity
Based on 150 thousand citations from 5,000 randomly selected keywords from Semrush database.
Source: Semrush



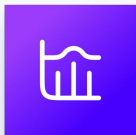
statista



Community as the New Authority Signal

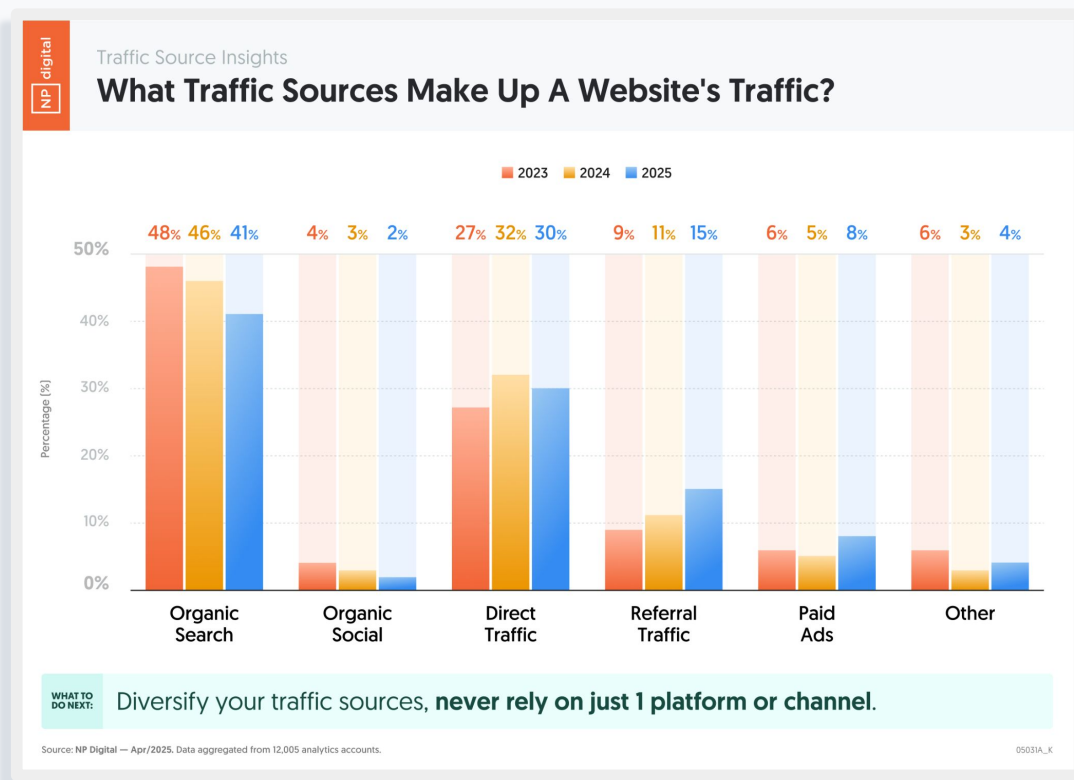
Source: Single Grain – Analyzing the impact of user-generated content, with most people on social media and high trust in peer recommendations over brand messaging.



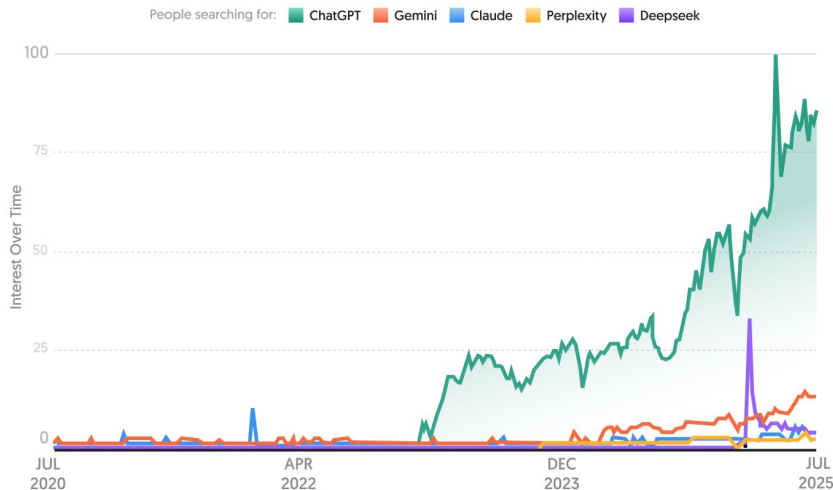


2025 Community Traffic Trends

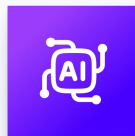
Source: NP Digital – We reviewed 12,005 analytics accounts showing how traffic sources have shifted from 2023 to 2025.



AI Platform Growth Overtime

**WHAT TO DO NEXT:**

Focus on the platforms that control the majority of the mindshare like **Gemini** and **ChatGPT**.



Staying Ahead of the AI Curve

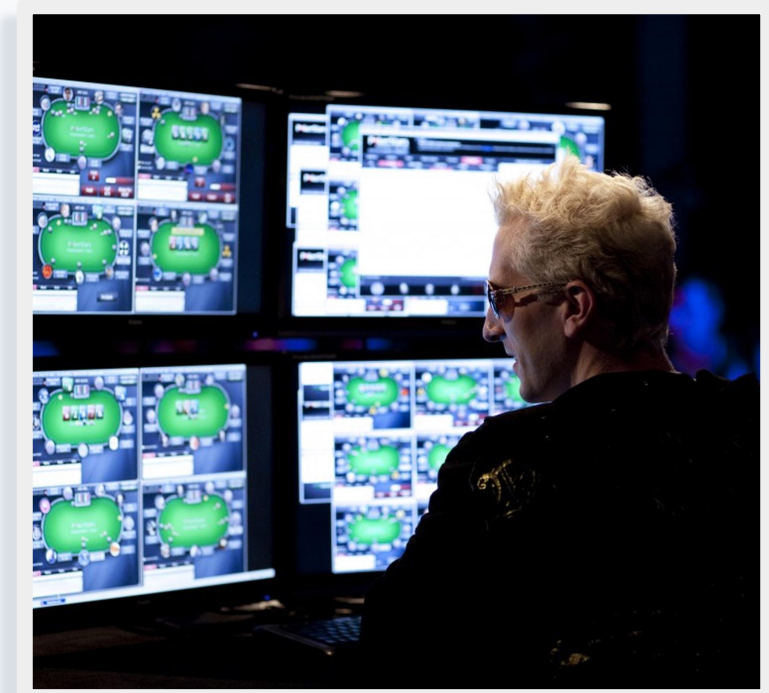
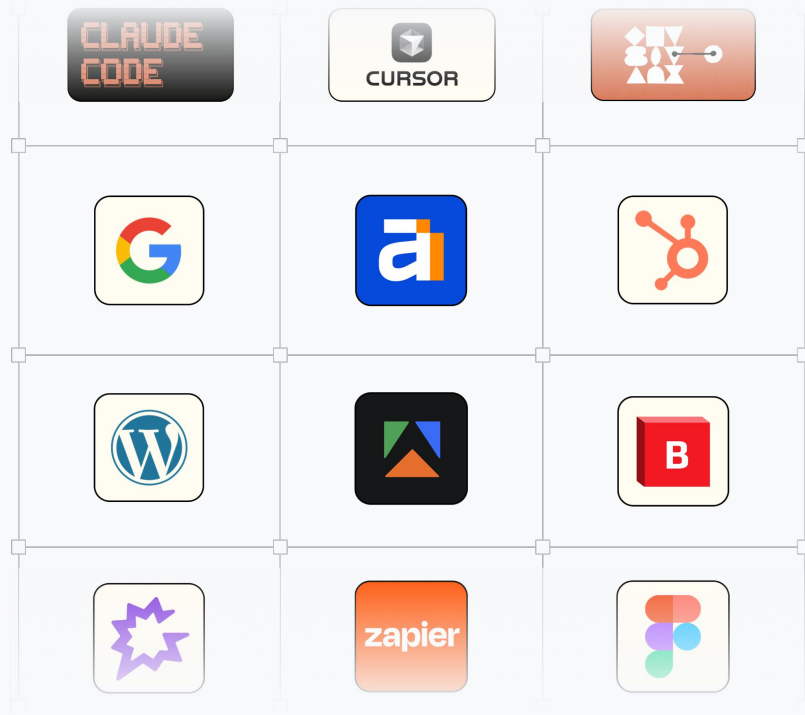
Source: NP Digital – Google Trends data (last 5 years) showing the rise in search interest for major AI platforms.

Predictions For The Next 18 Months

The next phase of marketing will reward those who combine AI innovation with human strategy.



Marketing Will Become A Video Game



The Top 1% Of Marketers Will Do This



Human AI Operator



What's old becomes new again (Snap 3.87 ROAS)

Ad Metrics - Benchmarks Last 30 Days Previous period + Add Section										
Ad Channel Rollup										
Ad Channel	Total Spend ↓	Share Of	Conversion Value	Median ROAS	Impressions	Clicks	# Orders	Median CPA	Median CPM	Median AOV
Meta	\$1,021,185,452.6 ↑	72.46% ↓	\$2,498,152,834.87 ↓	1.87 ↑ 1.32%	78,618,446,659 ↑ 1.14%	1,484,316,046 ↑ 1	27,193,735 ↑ 3.53	38.1 ↓ 1.61%	14.04 ↓ 0.95%	\$72.05 ↓ 0.29%
Google Ads	\$306,328,133.59 ↑	21.74% ↑ 0	\$1,222,549,545.64 ↓	3.01 ↑ 2.12%	26,371,237,475 ↑ 2.78%	356,370,792 ↑ 8.3	20,853,238.08 ↑	28.77 ↑ 2.16%	13.95 ↓ 0.14%	\$84.19 ↓ 0.05%
TikTok	\$42,190,880.73 ↑	2.99% ↑ 5.1	\$107,084,451.29 ↑ 1	1.53 ↑ 5.14%	8,089,407,495 ↑ 10.83%	152,483,966 ↓ 12	5,722,962 ↑ 25.9	20.53 ↓ 8.37%	4.52 ↓ 14.79%	\$48.8 ↑ 6%
Snapchat	\$5,906,755.81 ↑ 8.1	0.42% ↑ 7.4	\$41,567,143.74 ↑ 26.1	3.87 ↑ 2.67%	1,394,373,624 ↑ 12.69%	10,682,535 ↓ 4.57	409,674 ↑ 33.45%	21.77 ↑ 5.3%	4.84 ↑ 4.55%	\$84.23 ↑ 2.66%
Microsoft Ads	\$5,440,833.44 ↑ 11	0.39% ↑ 10	\$14,867,729.06 ↓ 4.0	1.83 ↓ 13.39%	284,469,820 ↑ 5.08%	5,121,761 ↑ 6.14%	177,966 ↑ 24.6%	32.18 ↑ 1.26%	22.66 ↓ 5.96%	\$76.59 ↑ 7.43%
Taboola	\$2,653,196.91 ↑ 22	0.19% ↓ 22	\$2,580,242.63 ↓ 21.6	0.57 ↓ 21.98%	1,500,997,218 ↑ 1.3%	9,154,954 ↓ 12.77%	49,800 ↓ 71.08%	46.9 ↑ 6.38%	1.89 ↓ 20.62%	\$33.32 ↓ 10.5%
Mountain	\$1,219,940.4 ↓ 20.4	0.09% ↓ 20	\$5,480,525.54 ↓ 37.8	2.88 ↓ 29.88%	53,583,243 ↓ 34.11%	0	44,033 ↓ 39.7%	46.15 ↑ 45.49%	25.49 ↑ 18.5%	\$99.98 ↓ 3.64%
Twitter	\$901,376.19 ↑ 34.82	0.06% ↑ 33	\$1,163,216.92 ↑ 271.4	0.4	307,051,968 ↑ 52.08%	1,063,113 ↑ 46.61%	10,511 ↑ 295.89%	30.01	3.22 ↓ 31.99%	\$47
Criteo	\$719,380.16 ↓ 8.56%	0.05% ↓ 9.1	\$3,017,156.42 ↓ 14.3%	1.96 ↓ 21.21%	383,118,559 ↓ 15.2%	1,784,381 ↓ 16.43%	25,866 ↓ 13.79%	40.65 ↑ 8.07%	3.12 ↑ 1.67%	\$89.18 ↓ 3.51%
StackAdapt	\$548,979.6 ↓ 18.14%	0.04% ↓ 18	\$1,813,111 ↓ 27.39%	4.38 ↓ 1.31%	75,543,147 ↑ 1.12%	130,236 ↓ 19.84%	187,576 ↓ 57.08%	11.59 ↓ 26.26%	6.61 ↓ 11.48%	\$100.87 ↓ 11.02%
Outbrain	\$489,138.14 ↓ 36.8%	0.03% ↓ 37	\$205,407.96 ↓ 64.68%	0 ↓ 0%	1,074,100,504 ↓ 23.84%	1,865,441 ↓ 4.75%	21,511 ↑ 139.94%	84.39 ↑ 13.75%	0.49 ↓ 13.39%	\$0 ↓ 0%
Yotpo SMS anc	\$326,905.92 ↓ 28.1%	0.02% ↓ 28	\$4,582,455.29 ↓ 23.1	11.66 ↑ 3.28%	0	1,113,702 ↓ 15.42%	42,663 ↓ 26%	8.24 ↑ 1.83%	0	\$90.94 ↑ 1.73%
Reddit	\$325,013.27 ↑ 2.9%	0.02% ↑ 2.1	\$529,980.83 ↑ 8.15%	0.08	89,246,215 ↑ 6.74%	563,163 ↑ 5.08%	2,806 ↑ 39.26%	32.75 ↑ 59.48%	4.4 ↓ 0.01%	\$23.07
Linkedin	\$127,578.77 ↑ 74.79%	0.01% ↑ 73	\$0	0	11,033,010 ↑ 27.59%	376,072 ↑ 183.88%	0	0	25 ↑ 1.52%	\$0
Adroll	\$97,669.36 ↓ 1.3%	0.01% ↓ 1.9	\$704,717.88 ↓ 1.26%	3.84 ↓ 27.33%	18,682,985 ↑ 24.63%	18,881 ↓ 15.38%	7,754 ↑ 37.8%	28.88 ↓ 2.41%	6.85 ↑ 5.87%	\$113.05 ↓ 17.1%





Questions

Thank *you*



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to provide your feedback.
Thank you!