

Quick reaction or show of hands:

**Who on this call is still doing
SEO or PPC to market
their business?**



FOX Super Bowl **LIX**

KC	0
PHI	17

2ND QTR 7:03

Digital marketing evolution

Navigating the impact of AI, privacy laws and technology habits in 2025

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Head of Marketing at Avidly



An introduction

Avidly HubSpot Solutions

AVIDLY
HUBSPOT SOLUTIONS



Who we are:

The world's most experienced HubSpot Solutions Partner, serving over 1,200 HubSpot customers and **5x Global Partner of the Year.**

The company employs 300 in-house experts working from 9 physical studios with team members across 20 countries.

What we do:

Strategic planning and delivery of HubSpot-based inbound marketing, sales enablement, CRM implementation and configuration, websites and technology architecture integrations and migrations.

Our mission is to empower our customers and ourselves to grow by maximising the power of HubSpot



HubSpot

5x Global Partner of the Year

2019 | 2020 | 2021 | 2022 | 2023

Why we're all impacted

And Lancashire businesses in particular

Digital marketing has changed forever due to AI, privacy laws and tech shifts amidst:

- Tighter budgets and tighter margins
- Community-driven approach
- Stricter privacy & compliance constraints

We will look at 5 key areas:

SEO, PPC, Trust, AI Assistants, Privacy



The decline of traditional SEO

The Golden Age of content marketing is over

Did you know:

Zero-click searches now account for over 65% of search engine queries (SparkToro, 2023)

What works instead:

- Focus on **intent & depth**
- **Double down** on brand & community
- **Own** your traffic with interactive tools



The PPC cost crisis

Mo' AI content, mo' PPC budget needed

Did you know:

Cost Per Clicks up by 30% year on year
(WordStream, 2024)

What works instead:

- Target **high-intent** keywords
- **Retargeting** with first-party data
- **Explore emerging channels** (LinkedIn, TikTok)



Trust & branded content

Audiences don't trust brands thanks to people like me

Did you know:

70% of users can spot AI generated text
(Edelman Trust, 2023)

What works instead:

- **User-Generated Content** (UGC)
- **Employee Advocacy**
- **Community Building** (Forums, LinkedIn groups)



AI Assistants and search behaviour

Anyone else turning to Chat GPT for more queries?

Did you know:

35% of users start their research on AI Assistants (Statista AI Survey, 2024)

What works instead:

- **Optimise content** for AI parsing (schema)
- Provide **Conversational Q&A** sections
- Maintain the **Human Touch** (expert insight)

ASKING
A FRIEND

GOOGLING
IT

WATCHING A
YOUTUBE TUTORIAL

ASKING CHATGPT
AND GETTING A
PHILOSOPHY LECTURE



Privacy & attribution challenges

Privacy features are

Did you know:

75% of UK users opt out of app tracking (ICO, 2023)

What works instead:

- **Privacy-First** data strategies
- **Unified Measurement** (marketing mix modelling)
- **Transparent Communication** with customers

Marketing Attribution 2010



I can track every
step you take online

Marketing
Attribution 2023



Please accept these
cookies, I'm begging you!

Conclusion & action items

Yay, he's almost done

Top tip:

Embrace AI **mindfully** and **build trust** with your audience

Immediate actions:

- **Audit** your marketing channels
- **Refine** content for deeper queries
- **Reinvest** in relationships & advocacy
- **Stay Informed** on AI/Privacy updates



What to do next

If you have any questions

We have a team of experts ready and waiting to support you with any HubSpot queries.

Use this link to book a chat at a time that suits you:

I WANT TO GET IN TOUCH



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