

## Why I Want to Join This CXL Cohort

**\*\*Course: Winning Organic Growth in the AI Era\*\***

**\*\*Format: 4 live sessions (90 mins each) over 4 weeks\*\***

### Why this matters:

Search is changing fast. AI engines like ChatGPT, Perplexity, and You.com are influencing how people find content, make decisions, and choose brands. Traditional SEO isn't enough anymore. This course is built to help marketers adapt fast - and build organic strategies that still work in 2025 and beyond.

### If I take this course, I'll be able to:

- Align our content and SEO strategy for AI-first discovery
- Increase traffic from ChatGPT, Perplexity, YouTube, and social channels
- Improve click-through rates by building stronger brand signals
- Turn proprietary data into content that ranks, gets cited, and drives leads
- Cut waste by aligning our efforts to what actually performs today

### The outcomes for our business:

- More qualified traffic from emerging AI and social platforms
- More leads generated from high-trust, high-visibility content
- A future-proof organic growth strategy—less guesswork, more signal
- Clear frameworks I'll apply directly to our team and content strategy

### Who's teaching it:

Alex Birkett - led content & experimentation at HubSpot, grew Omniscient Digital, and now drives SaaS growth at Workato. Real-world operator, not a course junkie.

### Why CXL?

CXL training is delivered by the top 1% of marketing practitioners. No fluff, no filler - just battle-tested strategies used by companies like Paddle, Shopify, and HubSpot. This is executional training I can apply right away.