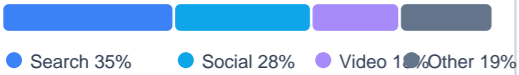


## PAID MEDIA

Acquisition Channels

- Search Ads (SEM)**  
Google, Bing, Yahoo
- Social Ads**  
Meta, LinkedIn, TikTok, X
- Programmatic Display**  
DSPs, Ad Exchanges, RTB
- Video Advertising**  
YouTube, CTV, OTT
- Affiliate Marketing**  
Networks, Influencers
- Sponsored Content**  
Native, Discovery Ads
- Retail Media**  
Amazon, Walmart, Target

### EST. BUDGET ALLOCATION



## OWNED & EARNED

Long-term Equity Channels

### OWNED

- Website / SEO**  
Core, Technical, Local
- Content Marketing**  
Blog, Guides, Video
- Email Marketing**  
Newsletters, Drip, SMS
- Mobile App**  
Push, In-app, ASO
- Podcast / Audio**  
Brand podcasts

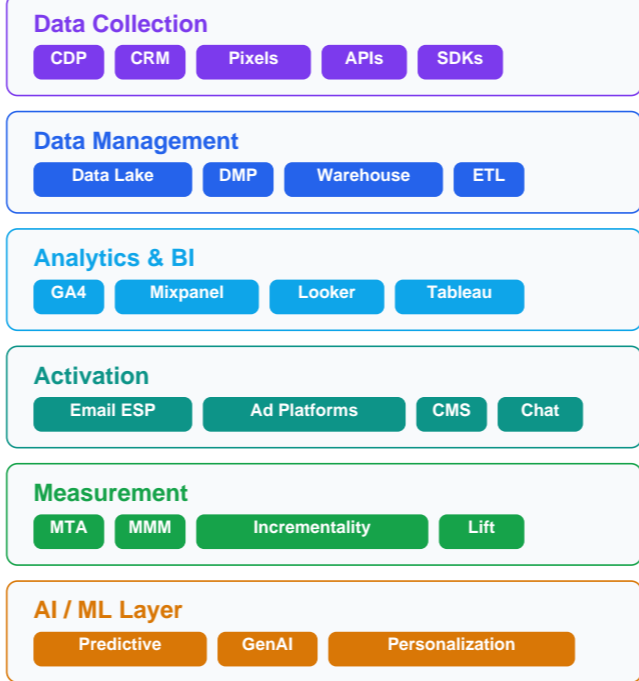
### EARNED

- PR & Media**  
Press, Bylines, Features
- Social Organic**  
Posts, Reels, Threads
- Reviews & UGC**  
G2, Yelp, Reddit
- Influencer**  
Nano to Mega-tier
- Community**  
Forums, Discord, Slack

SEO <b>+27%</b> YoY traffic	Email <b>42x</b> avg. ROI	UGC <b>79%</b> trust factor
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## DATA & TECH STACK

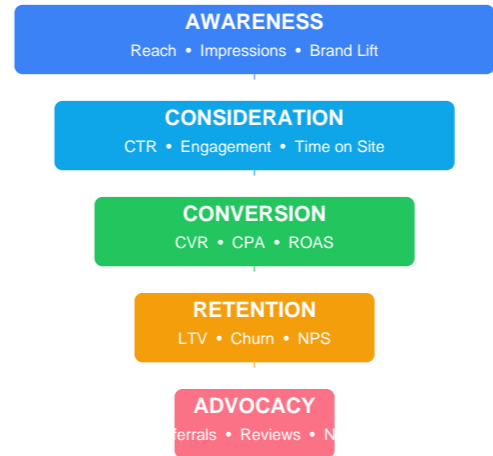
MarTech Infrastructure



**11,038**  
MarTech solutions in the 2025 landscape  
+4,500 in AI category alone

## STRATEGY & KPIs

Measurement Framework



**NORTH STAR METRICS**

MQL→SQL <b>32%</b>	CAC <b>\$148</b>	LTV:CAC <b>4.2x</b>
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## TRENDS & INNOVATION

What's Shaping 2025

- AI-Generated Content**  
LLMs drafting copy, visuals, and at campaigns scale
- Zero-Party Data**  
Privacy-first: quizzes, preferences, direct consent
- Generative Search (SGE)**  
AI overviews reshaping SEO & paid search strategy
- Omnichannel Attribution**  
MTA + MMM hybrid models replacing last-click
- Creator Economy**  
B2B + B2C brands partnering with micro-creators
- Conversational Marketing**  
AI chat, WhatsApp, SMS, voice assistants
- Retail & Commerce Media**  
Shoppable content, social checkout, live commerce
- Identity Resolution**  
Cookieless tracking, clean rooms, IDs first-party