# Marketing in Motion

**Where Technology Meets Humanity in Modern Marketing**

2025 Mid-Atlantic MarCom Summit & ADWKDC
Key Takeaways

GEIGER
CONSULTING GROUP

**The Mid-Atlantic MarCom Summit & ADWKDC continues to bring together the brightest thinkers, innovators, and communicators across marketing, PR, media, and technology.**

Paul Sherman, Paul Duning, Gretchen Carswell, Robert Udowitz, Stephanie Geiger

**Planning Committee**

# Marketing in Motion: How AI, Data, and Authenticity Are Redefining the Human Connection.
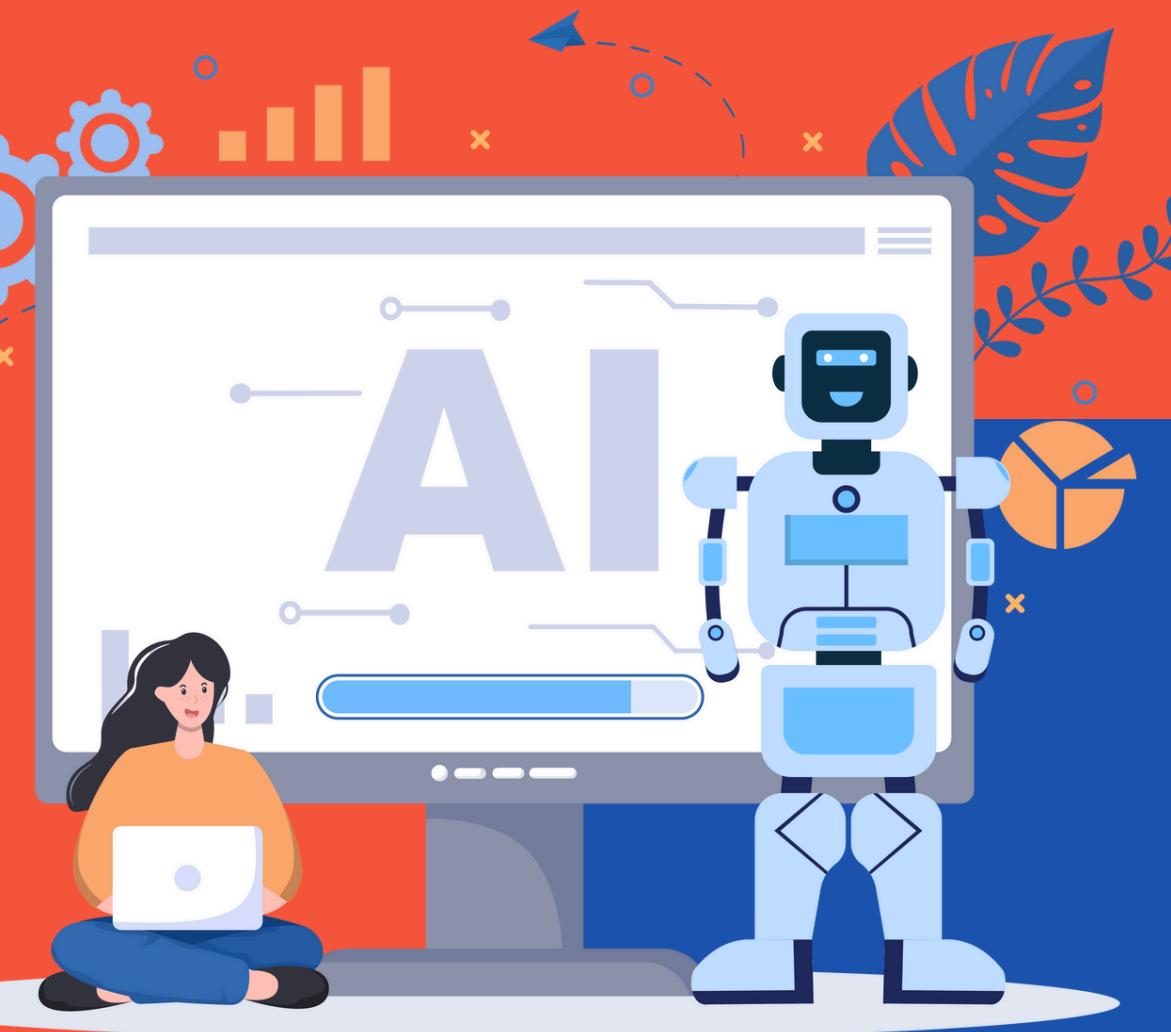
From AI-driven marketing ops to trust-driven storytelling, each panel revealed one simple truth:
the future belongs to those who master both technology and empathy.

This eBook distills the most important takeaways, definitions, tools, and quotes, turning a full day of ideas into an actionable field guide for communicators and marketers.

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# AI in Action: Creativity, Content and Scalability

## *AI is not replacing creativity, it's multiplying it.*

**Drafting and ideation**

AI-assisted copywriting for headlines, subject lines, and tone adjustment ("make this sound like the Financial Times").

**AI video creation**

Human-like avatars for multilingual campaigns (tools like HeyGen) for customer testimonials and global outreach.

**Scalability**

Translating and localizing content into 8+ languages with limited staff.

**The "AI Teammate" concept**

Every team member has an AI assistant built with internal data to test messaging, improve research, and validate tone.

Takeaway

- Treat AI like a collaborator, not an autopilot. It gets you 80% there, but human QA ensures authenticity.
- Never skip the credibility check. AI tends to "please," filling gaps with false data — your brand reputation depends on manual review.
- Experimentation zones: Assign one team member as your AI Experimenter to test new tools, document learnings, and teach the rest.

# Data is the New Language of Marketing

We're moving from data collection to data democratization.
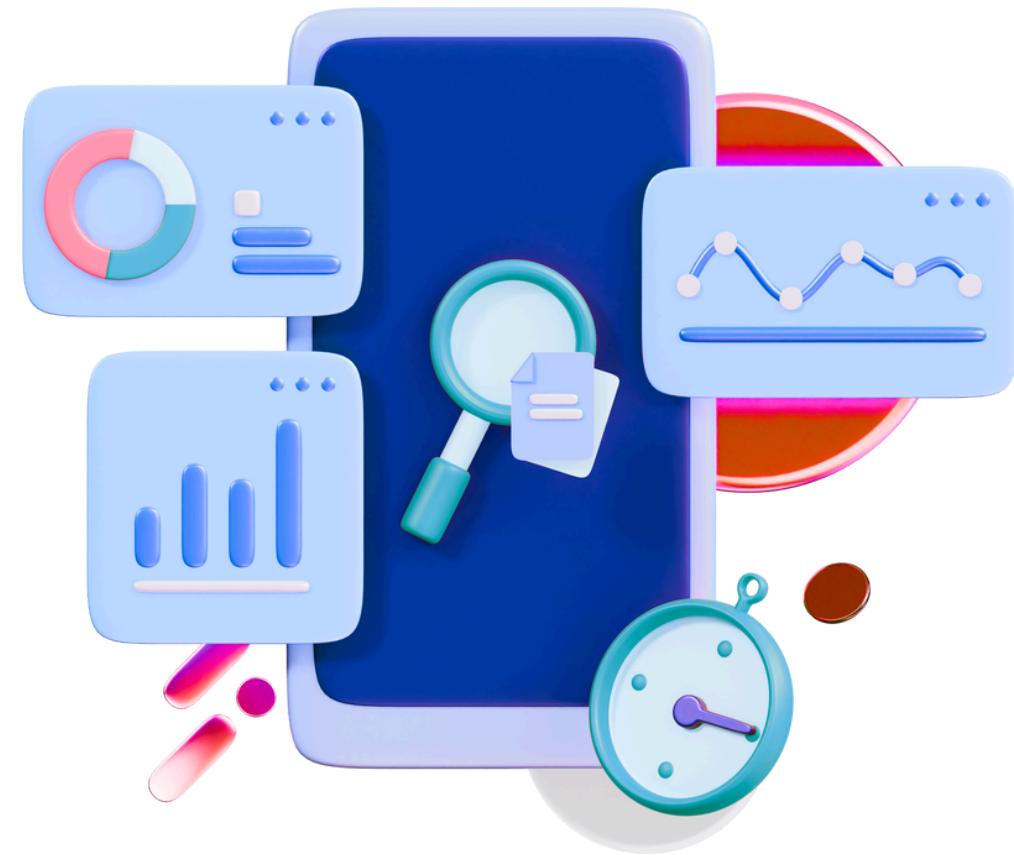
**ACTION STEPS:**

Map all existing data sources and centralize them in one hub.

Audit for consistency: are your departments using the same definitions and metrics?

Empower all teams (not just analysts) to explore insights through dashboards.

Data is no longer just a reporting too, it's a shared decision engine.

# Coaching with Data:
# AI + Sales Enablement

A standout case study described how one organization triangulated sales call recordings (Gong) with research data (Clay AI) and their custom GPT to evaluate call quality.

## The Result:
**Each rep receives an AI-generated "performance score" post-call — highlighting empathy, product mentions, and customer listening ratio.**

# Why It Works

Turns AI into a coaching ally, not a surveillance tool.

Provides insights into what top performers do unconsciously.

Enables personalized feedback loops and replicable success.
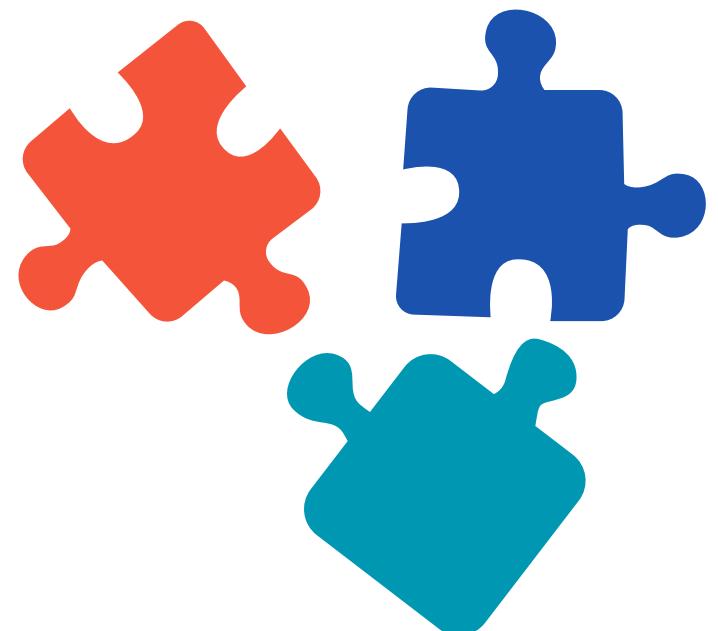
# Breaking Through in B2B and B2G Marketing

**Challenge:**

Decision-makers in both business and government sectors are becoming harder to reach and slower to trust.

**Innovations in Approach:**

- **Conversational copilots:** Field-based agents using voice-based AI (e.g., "Hey Didi") to get job data and sales intel while on the move.
- **LinkedIn remains king** for professional outreach where authenticity over volume wins.
- **Community strategy:** Find where your niche actually gathers - review sites, Slack groups, Reddit threads, or specialized forums.
- **Generative Engine Optimization (GEO) and Review Visibility:** Reviews on G2, TrustRadius, and Gartner Peer Insights now influence AI citation ranking.

**Key Metric:**

Generative Engine Optimization is the new SEO. It's not about clicks — it's about being cited and trusted.

# Earned Media and the New Visibility Economy

**Shift in Focus:**

- Top-tier media isn't the only path — trade and niche publications often carry more AI authority signals.
- Authenticity in sourcing now affects whether your content appears in ChatGPT and Google's AI overviews.

**Modern earned media strategy includes:**

- Building credibility in smaller, specialist communities.
- Developing authoritative review presence (G2, YouTube, Reddit threads).
- Leveraging brand sentiment monitoring inside AI tools.

# GEO: Generative Engine Optimization Explained

**The process of structuring and optimizing digital content to be more easily understood, summarized, and cited by AI-powered search engines and large language models.**



GEO vs SEO

## SEO

- Keywords & backlinks
- Traffic Metrics
- Clicks
- Meta Tags

## GEO

- Clarity & trust
- Citation metrics
- Mentions
- Schema & structure

# GEO Playbook

✓ Strengthen EEAT (Experience, Expertise, Authoritativeness, Trust).

✓ Add structured Q&A and FAQ sections.

✓ Include author bios and credible sourcing.

✓ Keep content fresh — AI devalues stale stats quickly.

✓ Test and track with SEMrush, ChatGPT, Gemini, Perplexity, etc.

## Metrics to Watch:

- Mentions and citations in AI responses
- Share of voice across LLMs
- Sentiment of generated summaries
- Time-to-index in generative engines

# Monitoring, Governance, and Ethical AI Practices

**LLM Visibility Tracking:** Use accessible tools (GA4 + manual audits) before investing in premium analytics.
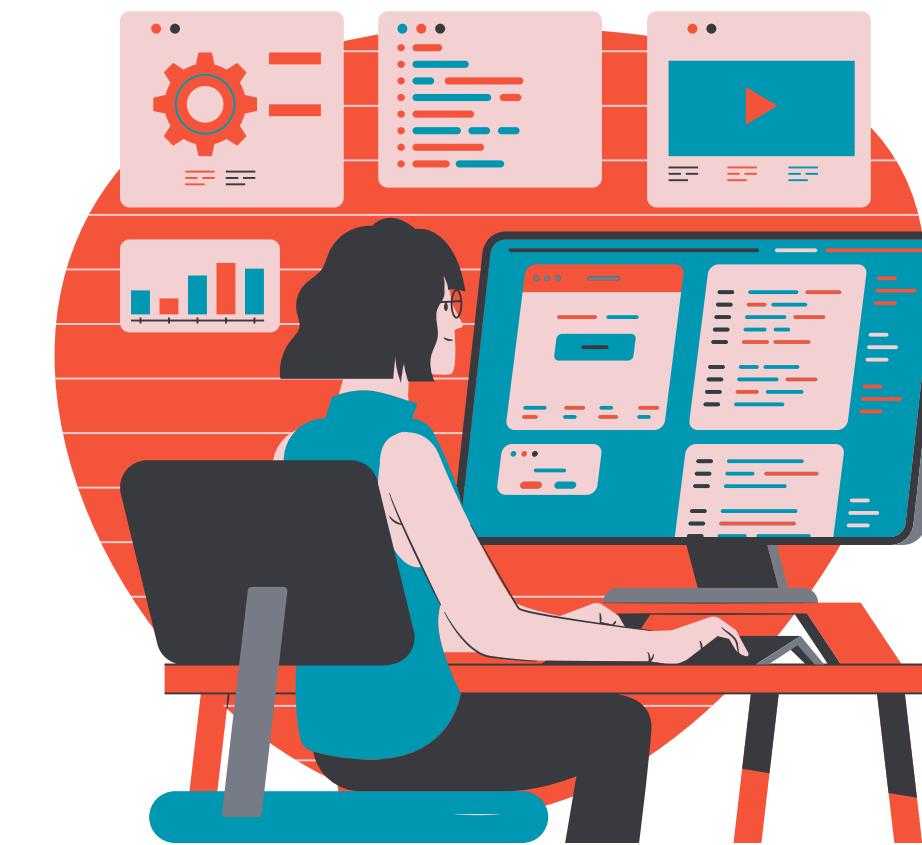
**Schema-first design:** Structured data, text-based tables, and readable markup boost AI trust.

**Chatbot QA:** Always define purpose, include human handoff, and monitor failure rates.

**LLMS.txt (experimental):** A simple file summarizing key info in markdown form to help AI parse pages efficiently.

AI should make bandwidth better, not empathy smaller.

# Final Takeaways

*Technology doesn't replace connection. It amplifies it.*

| AI + Human Oversight = Scalable Creativity | Data Without Context Is Noise | GEO: Be Cited, Not Just Found | Empathy Is a Metric and Trust is the New KPI |

The future of marketing isn't about replacing humans with machines. It's about using technology to amplify what only humans can do — trust, empathy, creativity, and storytelling.

# Your Action Plan

✓ Audit your content for author credibility, freshness, and structure.

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✓ Test AI visibility using ChatGPT + Gemini + Perplexity.

✓ Align your data stack and storytelling — don't separate them.

✓ Reimagine your social strategy around empathy, not algorithms.

✓ Build trust loops — reviews, local coverage, real voices.

# Thanks