

POSSIBLE (RE)DEFINED

2024 Digital Marketing Trends – What's Now, What's Next?

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Today's Speakers



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Marketers are not spending
their money where people
spend their time.

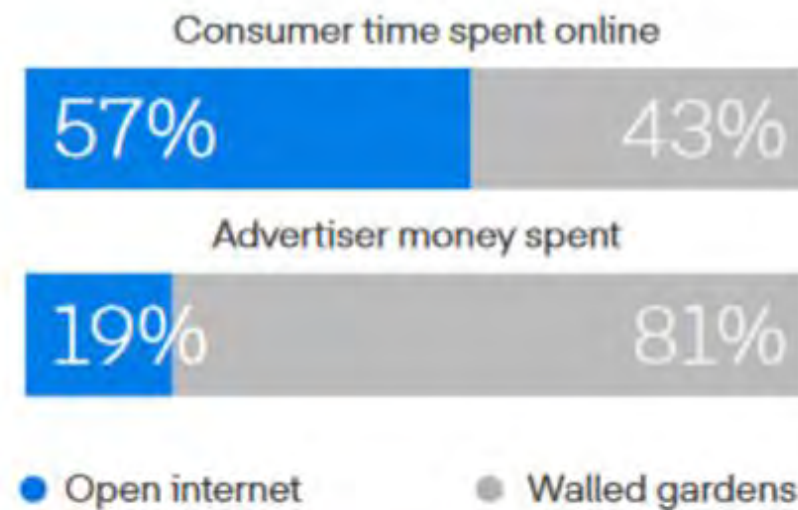


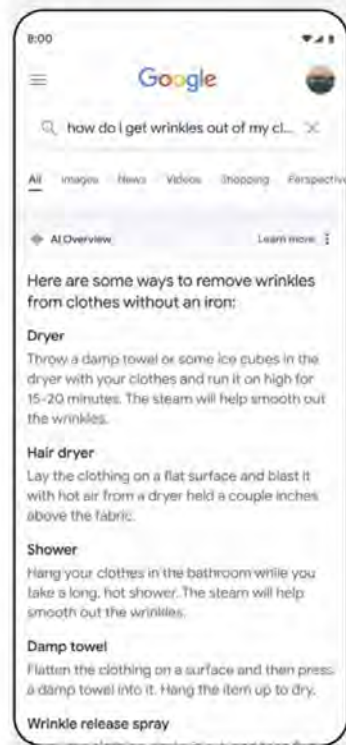
Image Source - [Trade Desk Intelligence Open Internet Report 2024](#)

How marketers use AI to create content

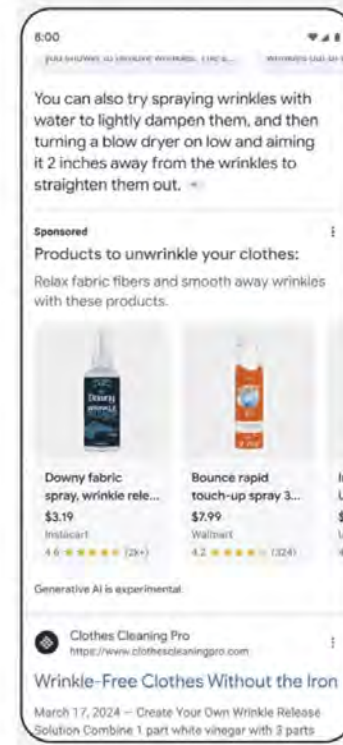


Google To Prioritize AI Overviews Ads Over Organic Search

1. AI Overviews – No Organic Listings



2. Scroll Down For Shopping Ads



https://www.searchenginejournal.com/google-ai-overviews-advertising/517049/?utm_source=email&utm_medium=email&utm_campaign=welcome-som-2024-wk6





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From <https://dataconomy.com/2024/01/05/google-killing-cookies-and-here-is-why/>

Is your company working on a plan to approach cookie-free targeting?

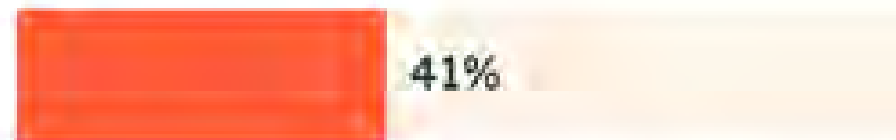
Not sure



Yes



No



Hasidopof (Erosi on Marketing) 2024

Key Questions

- How is lead generation in B2B business changing with new digital-first strategies and the introduction of functional GAI?
- What tactics would you employ for local SEO with Google's new AI powered algorithm?

Takeaways

- AI: the sharper tool in your toolkit
- New ways of thinking about the tools & systems
- Take action now, before the end of cookies
- Resources: IAB; Search; Service providers

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The End