

The 2025 MARKETING PLAYBOOK

HOW TO BEAT RISING AD COSTS AND SHRINKING WEB TRAFFIC
CARLOS QUINTERO

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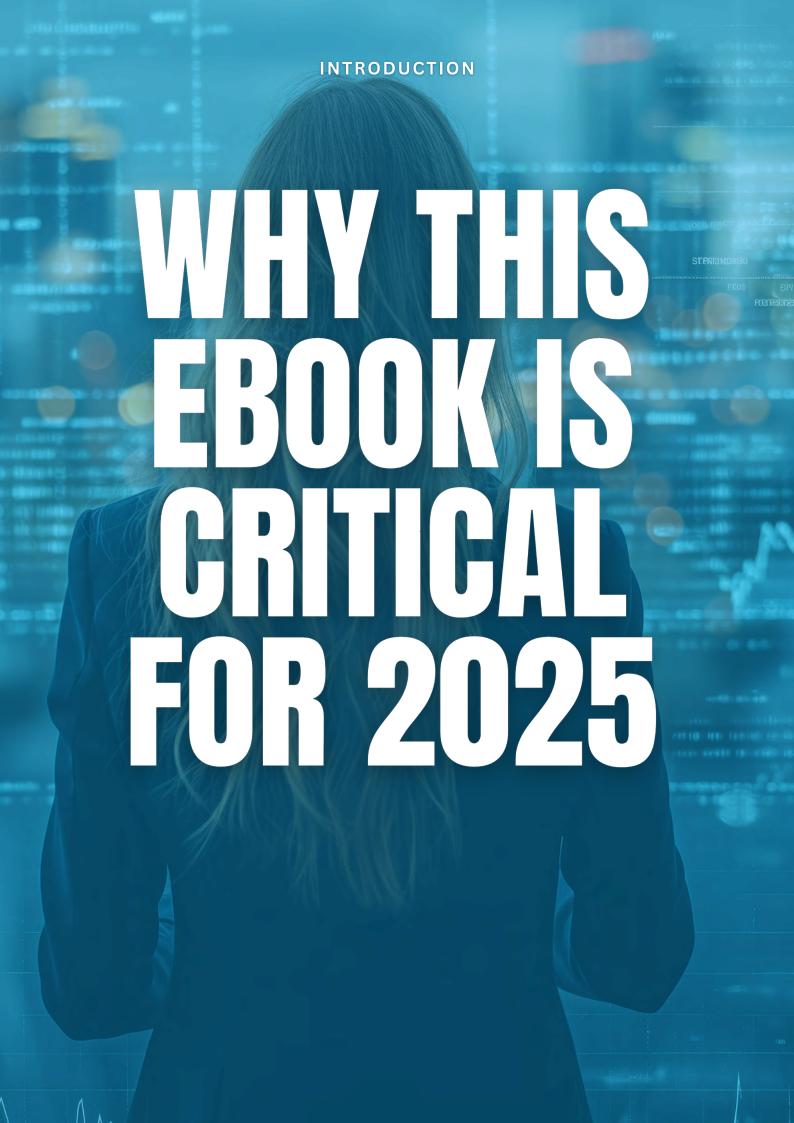
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THE REALITY OF RISING AD COSTS

IMAGINE THIS:

You log into your ad dashboard and realize **you've spent double** what you did last year – and yet, the **results are half as good.**

Sound familiar?

In 2025, this is set to become the norm.

By 2025, **91% of Google searches** will provide AI-driven answers that **bypass websites** entirely. This shift will drastically reduce organic traffic while forcing businesses to **compete for fewer paid placements**.

But it's not all doom and gloom. This eBook outlines how to overcome these challenges by using a marketing mix that combines digital with legacy media.

- What's Inside:
 - **How Al-driven search** is affecting organic traffic.
 - Why ad costs will continue to rise.
 - Strategies to offset costs by blending video, TV, radio, and digital.







THE EVOLUTION OF SEARCH

Search engines are no longer simply directing traffic.

Google's AI generates answers *directly in search results*, keeping users on the platform.

Q KEY STATS:

- 91% OF SEARCHES IN 2025 WILL HAVE AI-DRIVEN RESULTS.
- 65% OF SEARCHES IN 2024 ALREADY RESULTED IN ZERO CLICKTHROUGH TO THE WEBSITES.

REAL-WORLD EXAMPLE:

- **Industry:** Home improvement.
- **Scenario:** A user searches "best kitchen remodelers near me."

RESULT

• Instead of clicking your site, they see Google's AI summary with links to larger competitors.

SOLUTION:

Shift focus to **local** TV/radio ads and optimize your **Google My Business** (GMB) listing.





THE NEW COMPETITION AI AND AGGREGATORS

In the past, search engine optimization (SEO) was a reliable way to drive organic traffic to your website. But with the rise of Al-driven search and large aggregators dominating the top spots, this strategy is becoming less effective.

Google's AI often prioritizes answers from large aggregators like Yelp, Amazon, or Angi (formerly Angie's List), leaving small to midsized businesses struggling to gain visibility, even if they rank well.

This shift is a clear sign that businesses can no longer rely on SEO alone. A more comprehensive strategy that blends local engagement through legacy media and direct customer interaction through email is critical for survival in 2025.

WHY AGGREGATORS DOMINATE AI SEARCH RESULTS

Aggregators have:

- Massive Content Libraries:
 Thousands of reviews, articles, and listings that AI pulls from.
- Authoritative Backlinks: Their longstanding presence online makes them high-authority sources in Google's eyes.
- **High Engagement Rates**: Frequent updates and heavy user interaction (reviews, comments, etc.) keep them favored in search algorithms.

For smaller businesses, **competing with this dominance** requires strategic shifts:

- Building stronger local connections.
- Focusing on **offline channels** that bypass aggregators altogether.
- Creating direct lines of communication with potential customers.



ENSURE YOUR GOOGLE MY BUSINESS (GMB) LISTING IS FULLY OPTIMIZED

Your **Google My Business (GMB)** profile is one of the most important tools for **local SEO and visibility**. It allows your business to appear in **Google Maps results, Local Business Listings**, and knowledge panels—sections that are often placed next to **AI-driven answers**.

WHY IT MATTERS:

- 76% of people who search for something nearby visit a business within 24 hours.
- 46% of all Google searches are seeking local information.

HOW TO OPTIMIZE YOUR GMB LISTING



ENSURE ACCURATE INFORMATION

- Your **business name, address, and phone number (NAP)** must match across all directories.
- List the correct categories and services.



UPLOAD HIGH-QUALITY IMAGES AND VIDEOS

- Businesses with photos receive 42% more requests for directions.
- Showcase exterior, interior, products, and staff images.



ENCOURAGE CUSTOMER REVIEWS

- 5-star ratings influence purchase decisions and search ranking.
- Respond to all reviews (positive and negative).



REGULARLY UPDATE POSTS AND OFFERS

- GMB allows you to post **updates**, **offers**, **and events**. This keeps your profile active.
- Weekly posts improve engagement and ensure your listing stays relevant.



LEVERAGE Q&A SECTIONS

- Pre-answer frequently asked questions directly in your profile.
- Address common concerns such as pricing, hours, and appointment availability.

7 Bonus Tip:

Invest in **local citations and directory listings** to reinforce the data found in your GMB. This improves **local SEO** across platforms like Yelp, Bing, and Apple Maps.

CHAPTER 3 Messages Calendar Settings Facebook







WHY AI-DRIVEN SEARCH IS COSTING BUSINESSES MORE

Ignoring the shift to **AI-driven search** is like leaving your front door open during a storm. The storm is coming whether you like it or not, and failing to take precautions could lead to **significant revenue loss**.

Businesses that rely on **organic traffic** and **paid search ads** are particularly vulnerable as AI tools answer more questions directly on the search engine results page (SERP). This limits **user engagement with individual websites,** making it harder for businesses to convert visitors into leads and sales.

Google's goal is simple – **keep users on their platform** for longer. The longer users stay on Google, the more opportunities Google has to monetize through paid ads.

AD SPEND INCREASE 30% - 50% BY MID - 2025 (ESTIMATED)

DECLINE IN ORGANIC TRAFFIC: 35% TO 40%

REDUCED CONVERSIONS FROM ORGANIC SEARCHES

BREAKING DOWN THE COSTS

1. AD SPEND INCREASE (ESTIMATED): 30% - 50% BY MID-2025

WHY THIS HAPPENS:

- As more businesses recognize their organic traffic is declining, they will turn to paid ads to make up for the lost visibility.
- With limited ad space available at the top of Google, businesses will be forced to outbid each other, driving up the overall cost-per-click (CPC).

THE COST BREAKDOWN:

- In 2023, the average CPC for Google Ads in competitive industries (legal, insurance, finance) ranged from \$15 to \$30.
- By 2025, CPC in these industries could surpass \$40 to \$60 per click.

IMPACT ON SMALL BUSINESSES:

- Larger companies with bigger ad budgets can absorb the increased costs, while smaller businesses may find themselves priced out of essential search terms.
- This disparity increases the divide between larger and smaller businesses, reducing the opportunity for growth at the local level.

EXAMPLE:

A small local HVAC company bidding on keywords like "AC repair near me" could see its ad budget double while generating fewer leads than in previous years.

2. Decline in Organic Traffic: 35% to 40% Why Organic Traffic Is Shrinking:

- Al-generated snippets answer common search queries without users needing to visit a website.
- All extracts content from existing websites, often displaying the answer at the top of the page.
- Aggregators like Yelp, Angi, and Amazon dominate the remaining organic search space, pushing individual businesses further down.

THE REAL-WORLD EFFECT:

- A business ranking #1 organically might now appear below the fold or beneath a People Also Ask section driven by AI.
- Even if you rank well, users may not click through because their questions are answered immediately.

EXAMPLE:

- A local law firm's blog post on "What to do after a car accident" used to rank #1 and drive 500 monthly visitors.
- After Google's AI implemented answer boxes, traffic dropped by 40%, reducing inquiries and potential new clients.

BREAKING DOWN THE COSTS

3. REDUCED CONVERSIONS FROM ORGANIC SEARCHES

CONVERSION RATES ARE DECLINING BECAUSE:

- Fewer site visits = fewer opportunities to convert leads into customers.
- Al-driven responses mean users engage less with long-form content, blogs, and landing pages.
- As organic traffic declines, businesses rely on Google Ads or social media – platforms that often deliver lower conversion rates than organic visitors.

CONVERSION DECLINE STATISTICS:

- In 2024, average conversion rates from organic traffic were 2.4% to 3%.
- Paid traffic conversion rates, on average, are 1.3% to 2%.

THE LONG-TERM IMPACT:

- Over-reliance on paid ads means businesses must pay continuously for leads that previously came through organic SEO efforts.
- Without organic traffic, businesses lose the opportunity to nurture visitors over time through blogs, webinars, and lead magnets.

REAL-WORLD EXAMPLE

A MID-SIZED E-COMMERCE RETAILER

SCENARIO:

A mid-sized e-commerce retailer selling fitness equipment relied heavily on organic SEO traffic. They ranked well for terms like "Best home treadmills" and "Affordable dumbbells."

THE PROBLEM:

In 2024, Google's AI began showing product comparisons directly in search results, bypassing the retailer's blog.

RESULTS:

- Organic traffic dropped 37% within 6 months.
- Monthly sales fell by \$25,000.
- The retailer was forced to spend \$5,000 more per month on paid ads to recapture lost leads.

SOLUTIONS TO COUNTER RISING COSTS



DIVERSIFY PAID AD CHANNELS

- Split ad spend between Google, YouTube, and social platforms like TikTok and Instagram.
- Leverage **local display ads** (*commercials*) on radio, TV, and cable networks.



PRIORITIZE VIDEO MARKETING

- Google prioritizes video content over static text in search results.
- Repurpose blog content into **educational videos** to increase engagement.



INVEST IN GOOGLE MY BUSINESS (GMB)

- Fully optimize your Google My Business profile to increase visibility in local searches and Google Maps.
- GMB listings often appear next to Al-generated answers for location-based searches.



SHIFT TO EMAIL AND DIRECT ENGAGEMENT

- Develop **email funnels** to build relationships with site visitors.
- Launch **webinars or virtual events** to engage customers directly.



CASE STUDY A LEGAL PRACTICE IN CHICAGO

CHALLENGE:

A legal firm specializing in personal injury law saw **organic traffic plummet** by 42% as AI-driven searches dominated queries like "What to do after a car accident."

ORGANIC TRAFFIC PLUMMET BY 42%

SOLUTION:

- The firm invested in local radio and podcast ads, driving awareness within Chicago neighborhoods.
- They launched a video series explaining legal processes, hosted directly on their GMB listing.
- An email lead magnet offering free case evaluations captured email addresses directly from their website.

RESULTS:

- 15% increase in GMB inquiries.
- A **20% increase in calls** from local radio ads.
- Organic traffic stabilized, supported by a growing email list.

KEY TAKEAWAYS:

Ignoring the rise of AI search is no longer an option. Businesses that fail to adapt will experience:

- Rising ad costs.
- Dwindling organic traffic.
- Lower overall ROI.

However, by investing in legacy media, video, and email marketing, businesses can bypass Al-driven barriers and continue to build relationships directly with their customers.



BLENDING LEGACY MEDIA WITH DIGITAL



SMARTER MARKETING MIX



THE POWER OF COMBINING LEGACY AND DIGITAL MEDIA

As digital ad costs continue to rise and organic traffic declines due to AI-driven search, businesses need to **think beyond the screen**. A **smarter marketing mix** leverages both **legacy media** (*radio*, *TV*, *outdoors*) and **digital platforms** (*SEO*, *PPC*, *video*).

By **blending the two**, businesses can bypass the limitations of **algorithm-controlled channels**, drive brand awareness, and create **consistent customer engagement** across multiple touchpoints.



WHY LEGACY MEDIA STILL WORKS IN 2025

Legacy media platforms—such as radio, TV, outdoor, and direct mail—have stood the test of time for one critical reason:

They bypass digital algorithms.

Unlike social media or Google Ads, where businesses must fight for space and bid for clicks, legacy media offers **direct access** to audiences.

CONSIDER THIS

- 92% of U.S. adults listen to the radio weekly.
- 85% of adults watch TV each week, and local TV continues to be one of the most trusted forms of advertising.
- Direct mail has a 29% higher response rate than email.

These numbers prove that legacy media isn't fading—it's evolving. And when combined with digital marketing, it creates a full-funnel strategy that targets customers at every stage of the buyer journey.



HOW LEGACY MEDIA COMPLEMENTS DIGITAL ADS

Legacy media strengthens digital marketing efforts by:

1. BUILDING TRUST AND AWARENESS

 Audiences are more likely to trust businesses they hear or see on local TV or radio.

2. DRIVING DIRECT ENGAGEMENT

- A radio ad can drive listeners to search for your business online or call directly.
- TV commercials showcase your brand visually, reinforcing your digital ads.

3. TARGETING HYPER-LOCAL AUDIENCES

 While digital platforms can target demographics, radio and TV can target specific regions, towns, or zip codes, boosting local engagement.

4. INCREASING BRAND RECALL

 People are more likely to remember a brand when they hear and see it repeatedly.



CASE STUDY

AUTOMOTIVE DEALER BOOSTING AWARENESS WITH LEGACY MEDIA

THE CHALLENGE:

A mid-sized automotive dealership in Minnesota faced a significant **drop in organic web leads** by mid-2024. Despite ranking well on Google, **Algenerated search results** pushed their website further down the results page.

PROBLEM:

- **30% decline in organic traffic** in just 6 months.
- Google ads became more expensive with lower click-through rates (CTR).
- In-store traffic dipped by **18%**.

THE SOLUTION:

To combat declining organic leads, the dealership diversified their marketing by:

1. LAUNCHING LOCAL RADIO ADS:

- A 60-second ad ran during morning and evening drive times on two major local stations.
- Key messaging emphasized "exclusive trade-in deals" and "limited-time sales."

2. RUNNING TV ADS ON LOCAL STATION CHANNELS:

- 30-second commercials aired on local news and sports networks during high-traffic evening slots.
- Visuals focused on the dealership's top-selling cars, customer testimonials, and service guarantees.

3. COORDINATING WITH DIGITAL CAMPAIGNS:

- The dealership ran Google PPC ads that matched the same offers as those on TV and radio.
- Social media ads mirrored the local promos, ensuring the message reached audiences across multiple channels.

THE RESULTS:

- In-store traffic rose by 22% within 3 months.
- Local brand recognition improved, with a 15% increase in search volume for their dealership name.
- Cost per lead (CPL) dropped by 18%, as the combined exposure reduced the reliance on high-cost PPC ads.



LEGACY MEDIA AND VIDEO MARKETING A WINNING COMBINATION

In 2025, **video content** continues to dominate digital platforms, but **radio and TV ads** offer a unique opportunity to **extend video engagement** across different media channels.

FOR EXAMPLE:

- A 30-second video ad can be repurposed for YouTube pre-roll ads, TV commercials, and Instagram reels.
- Video podcasts can be aired on local radio stations as audio segments, reinforcing brand messaging.

Key Legacy Media Platforms to Leverage in 2025

1. LOCAL RADIO STATIONS:

- Best for service-based businesses, automotive dealerships, home remodel, fence or window installation, and healthcare providers.
- Cost-effective with a wide reach.

2. LOCAL TV AND CABLE NETWORKS:

- Ideal for retailers, real estate firms, and hospitality brands.
- TV ads drive brand recall and instill trust.

3. DIRECT MAIL AND PRINT ADS:

- Real estate, legal, and healthcare sectors benefit from direct engagement.
- Brochures and postcards convert well with targeted audiences.

INTEGRATING LEGACY MEDIA INTO YOUR DIGITAL STRATEGY

01

CROSS-PROMOTE CAMPAIGNS:

- Use radio or TV ads to promote social media channels, webinars, or online offers.
- Direct audiences to landing pages or specialized URLs from legacy media.

02

CREATE OR CODES FOR PRINT ADS:

• Connect **print materials** to digital platforms by embedding **QR codes** that link to your website, video content, or **lead forms**.

03

RETARGET RADIO AND TV AUDIENCES DIGITALLY:

 Use tools like geotargeting and IP address targeting to retarget audiences who heard your ads with digital display banners.

04

LEVERAGE LEGACY MEDIA FOR LOCAL EVENTS:

- Promote community events, sponsorships, or product launches through TV and radio.
- Broadcast **local event recaps** on social media, ensuring continuity across channels.

KEY TAKEAWAYS - WHY THIS STRATEGY WORKS:

- Algorithm-Proof Marketing: Legacy media isn't influenced by Google's Al shifts or changing ad policies.
- Boosts Local Engagement: TV and radio allow businesses to target regional audiences, generating direct, trackable engagement.
- Cost Efficiency Over Time: Diversifying ad spend across platforms reduces
 CPC costs, allowing organic leads to grow while still engaging local communities.



FOUR-PART MARKETING MIX FOR 2025

LOCAL TV AND RADIO ADS

Engage regional audiences.

VIDEO MARKETING

Prioritize social platforms and YouTube.

GMB OPTIMIZATION

Dominate local search.



Retarget leads without relying on ads.

LEGACY MEDIA LEADS TO VIDEO ENGAGEMENT, THEN EMAIL CONVERSION.

1. LOCAL TV AND RADIO ADS

ENGAGE REGIONAL AUDIENCES

Local TV and radio remain powerful tools for businesses looking to build awareness, engage local communities, and drive immediate action. These mediums bypass digital algorithms and provide direct access to audiences in specific geographic areas.

WHY IT WORKS:

- **High Trust**: Local audiences trust what they see and hear on **regional channels** and radio.
- Broad Reach: TV and radio ads reach households and commuters who may not engage heavily on digital platforms.
- Immediate Impact: Call-to-actiondriven ads can generate instant traffic, calls, or store visits.



Actionable Steps for TV and Radio Ads:

▼ TARGET SPECIFIC TIME SLOTS

 Use radio drive times (morning and evening commutes) or prime TV slots (evening news, sports events).

CRAFT ENGAGING COPY

• Create a clear and compelling call to action (e.g., "Visit our website for exclusive deals" or "Call today for your free consultation").

✓ USE CONSISTENT MESSAGING ACROSS PLATFORMS

 Match your radio/TV offers with digital campaigns for continuity.

EXAMPLE:

A local HVAC company promoted its seasonal maintenance offer on both TV and radio, directing listeners to a dedicated landing page. This campaign increased web traffic by 40% and resulted in dozens of bookings.

2. VIDEO MARKETING

PRIORITIZE SOCIAL PLATFORMS AND YOUTUBE

Video is one of the **most effective ways** to engage audiences and convert leads in 2025. Platforms like **YouTube**, **Instagram**, **and TikTok** (assuming TikTok will be allowed to continue to operate in the US through 2025) prioritize video content, which is also highly favored by Google for search rankings.

WHY IT WORKS:

- **High Engagement:** Video keeps users' attention longer than static content.
- **SEO Benefits:** Google prioritizes video results in search.
- Versatility: Videos can be repurposed for multiple channels, including TV, social media, and your website.

Best Practices for Video Marketing:

CREATE EDUCATIONAL CONTENT

- Answer common questions your audience has (e.g., "How to Choose the Right Contractor").
- Showcase product demos or behind-the-scenes videos.

▼ USE CAPTIONS AND SUBTITLES

 85% of people watch videos on social media with the sound off.
 Adding captions increases engagement.

OPTIMIZE FOR PLATFORMS

- Use **vertical videos** for Instagram Reels and TikTok.
- Create **longer**, **in-depth videos** for YouTube.

EXAMPLE:

A fitness equipment retailer produced a series of **home workout tutorials** featuring their products. These videos, shared on YouTube and Instagram, increased product page visits by **25%** in 3 months.

3. GMB OPTIMIZATION

DOMINATE LOCAL SEARCH

Google My Business (GMB) is **crucial for local visibility**. It ensures your business appears in **Google Maps, local search results**, and **location-based searches**.

WHY IT WORKS:

- GMB listings are often displayed above organic results and even Al snippets, at times.
- Fully optimized GMB profiles receive 7x more clicks.



Actionable Steps for TV and Radio Ads:

TARGET SPECIFIC TIME SLOTS

 Use radio drive times (morning and evening commutes) or prime TV slots (evening news, sports events).

CRAFT ENGAGING COPY

 Create a clear and compelling call to action (e.g., "Visit our website for exclusive deals" or "Call today for your free consultation").

USE CONSISTENT MESSAGING ACROSS PLATFORMS

 Match your radio/TV offers with digital campaigns for continuity.

EXAMPLE:

A dermatology clinic specializing in aesthetic treatments launched a "Spring Skin Refresh" campaign featuring local TV and radio ads. The campaign highlighted limited-time discounts on chemical peels and laser treatments, emphasizing the clinic's expertise and personalized care.

Within three months:

- Web traffic increased by 45%.
- The clinic **booked over 75 new consultations**, with **60% converting** into clients for **long-term** treatment plans.

4. EMAIL FUNNELS

RETARGET LEADS WITHOUT RELYING ON ADS

Email marketing remains one of the highest ROI channels, and it allows businesses to communicate directly with their audience. Unlike ads, which require continuous spending, email lets you nurture leads over time.

WHY IT WORKS:

- **High ROI**: For every \$1 spent on email marketing, businesses see an average return of **\$36**.
- **Direct Communication**: You're not competing with algorithms to reach your audience.
- **Automation**: Email funnels can run on autopilot, saving time and effort.

How to Build an Effective Email Funnel:

USE LEAD MAGNETS

 Offer a free guide, discount, or webinar in exchange for an email address.

CREATE NURTURE SEQUENCES

- Design automated email campaigns that educate, build trust, and encourage action.
- Example sequence:
 - **Welcome Email** Introduce your brand and share your value proposition.
 - **Educational Email** Provide tips, insights, or case studies relevant to your audience.
 - Offer Email Share a discount or promotion.

SEGMENT YOUR LIST

 Send personalized emails based on customer behavior (e.g., abandoned cart reminders).

TRACK METRICS

 Monitor open rates, click-through rates, and conversion rates to optimize performance.

EXAMPLE:

A real estate agent used a lead magnet offering a **free home valuation checklist**. Their email funnel nurtured leads, resulting in **20 new client meetings** in just two months.



CASE STUDY COMBINING ALL FOUR STRATEGIES

SCENARIO:

A mid-sized home services company struggled with declining web traffic and rising CPCs.

WHAT THEY DID:

- 1. Ran **local radio ads** to promote seasonal offers.
- 2. Produced **how-to videos** for YouTube, repurposed on Instagram and Facebook.
- 3. **Fully optimized** their **GMB** listing, including photos and weekly updates.
- 4. Built an **email funnel** offering a free maintenance checklist.

RESULTS:

- 50% increase in local web traffic.
- **25% more leads** generated through GMB.
- A 30% drop in ad spend due to the success of email funnels and video content.

KEY TAKEAWAYS:

By integrating these four strategies, you'll:

- Reach audiences across multiple channels.
- **Reduce dependence** on expensive ad platforms.
- Build a sustainable lead generation system that works long-term.









FROM STRATEGY TO EXECUTION

YOUR ROADMAP FOR 2025 SUCCESS

The challenges of 2025 rising ad costs, shrinking organic traffic, and increasing competition, require a clear, actionable plan.

In this chapter, we'll break down the **steps you need to take** to protect your business, grow leads, and optimize your marketing budget without overspending.

Use this **step-by-step action plan** to align your team, set measurable goals, and ensure your business thrives in the shifting marketing landscape.

STEPS TO ASSESS YOUR CURRENT STRATEGY

01

Evaluate Ad Performance:

- Review your cost-per-click (CPC), cost-peracquisition (CPA), and return on ad spend (ROAS).
- Identify high-performing channels vs. underperforming ones.

02

Analyze Organic Traffic Trends:

- Check Google Analytics or similar tools to track organic traffic over the last 12-18 months.
- Look for declines in traffic to pages that previously performed well.

03

Audit Your Google My Business (GMB) Listing

- Verify all business information is accurate (address, phone number, hours).
- Look at engagement metrics like clicks, calls, and direction requests.

04

EEvaluate Customer Acquisition Channels:

- Where are most of your leads coming from?
- Are you overly dependent on Google Ads or Facebook Ads?

05

Tool Suggestions:

- Google Analytics for traffic insights.
- SEMrush or Ahrefs for SEO performance.
- Google My Business dashboard for local performance.

PHASE 2: REALLOCATE YOUR MARKETING BUDGET

Once you've identified your current strengths and weaknesses, shift your resources to high-impact, cost-effective channels that complement your goals.



BUDGET REALLOCATION STEPS

SHIFT 30% OF YOUR AD SPEND TO LEGACY MEDIA (RADIO/TV)

- Use local TV ads for brand awareness.
- Invest in radio for community-focused campaigns.



DEDICATE 20% TO VIDEO MARKETING

 Create 3-5 videos per quarter for YouTube, social media, and your website.



RESERVE 15% FOR EMAIL MARKETING

 Build lead magnets and nurturing funnels to engage your audience over time.



KEEP THE REMAINING 35% FOR DIGITAL ADS

Focus on hyper-targeted PPC campaigns,
 Geofencing, and retargeting.

Phase 3: OPTIMIZE YOUR DIGITAL PRESENCE

STEPS TO OPTIMIZE YOUR GOOGLE MY BUSINESS (GMB)

01

KEEP INFORMATION ACCURATE AND CONSISTENT:

 Ensure your name, address, and phone number (NAP) match across all directories.

02

POST WEEKLY UPDATES:

 Share events, promotions, or educational posts to keep your listing active.

03

ENCOURAGE REVIEWS:

• Incentivize happy customers to leave reviews. Respond promptly to all feedback.

SEO AND WEBSITE IMPROVEMENTS

04

OPTIMIZE LANDING PAGES FOR CONVERSIONS:

 Use clear CTAs, fast load times, and mobilefriendly design.

05

UPDATE CONTENT FOR AI-DRIVEN SEARCH:

 Rewrite top-performing blog posts to include answer-oriented content that Google's AI can feature.

06

IMPLEMENT SCHEMA MARKUP:

 Help search engines understand your content better for rich results.



PHASE 4:

DEVELOP A MULTI-CHANNEL MARKETING STRATEGY

Diversifying your approach will protect you from over-reliance on a single platform or algorithm.

LEGACY MEDIA + DIGITAL = SUCCESS

INVEST IN LOCAL TV AND RADIO ADS:

 Launch campaigns that drive awareness and encourage online searches for your brand

LEVERAGE VIDEO MARKETING:

- Create engaging, short-form videos for Instagram Reels, TikTok, and YouTube Shorts.
- Repurpose these for email campaigns and blog content.

USE EMAIL FUNNELS TO NURTURE LEADS:

- Build a welcome sequence to engage new subscribers.
- Automate lead nurturing campaigns that guide prospects to purchase.

Phase 5: TRACK, MEASURE, AND REFINE

The key to long-term success is continuous improvement. Regularly measure the results of your campaigns and adjust based on data.

Tracking Metrics to Monitor:

✓ For Ads:

 CPC, CPA, ROAS, and impression share.

✓ For GMB:

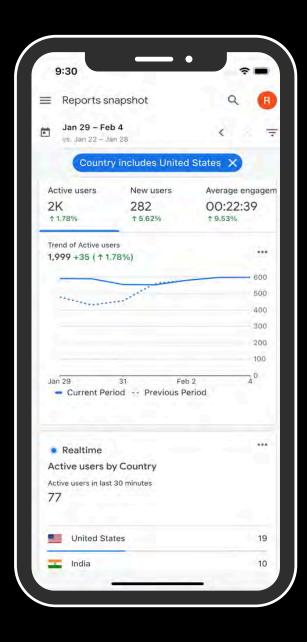
 Clicks, calls, direction requests, and photo views.

✓ For Video:

• View counts, watch time, and engagement metrics (likes, shares, comments).

✓ For Email:

• Open rates, click-through rates, and conversion rates.



Comprehensive Implementation CHECKLIST

Use this checklist to ensure you're covering all aspects of the marketing mix:

1. Marketing Audit:

- Review ad spend performance.
- Analyze organic traffic trends.
- Audit your Google My Business listing.

2. Budget Allocation:

- Shift 30% to radio and TV.
- Dedicate 20% to video.
- Reserve 15% for email marketing.

3. Digital Optimization:

- Ensure GMB profile is up to date.
- Optimize website and landing pages.
- Update SEO for Al-driven search.

4. Multi-Channel Strategy:

- Create quarterly video campaigns.
- Develop email funnels for lead nurturing.
- Launch localized radio/TV ads.

5. Measurement and Refinement:

- Track KPIs for ads, GMB, video, and email.
- Schedule quarterly review meetings to adjust the strategy.



EXAMPLE TIMELINE FOR IMPLEMENTATION

MONTH

1

PLANNING PHASE

- Conduct marketing audit.
- Set KPIs for campaigns.
- Adjust budget allocations.

MONTH 2

EXECUTION PHASE

- Launch local TV/radio campaigns.
- Produce and publish the first video series.
- Optimize GMB listings and start posting weekly.

4-6

OPTIMIZATION PHASE

- Analyze campaign performance.
- Adjust ad spend based on ROI.
- Expand email funnels based on collected leads.

KEY TAKEAWAY: DON'T TRY TO DO IT ALL AT ONCE

A phased approach allows you to test strategies, refine campaigns, and allocate resources effectively. Start with the areas where you're seeing the most opportunity and build from there.



WHY VIDEO



& LEGACY MEDIA ARE CRUCIAL IN 2025

As digital ad costs soar and organic traffic continues to decline, businesses are turning to **video marketing** and **legacy media** to fill the gaps. These channels provide **direct engagement** with audiences and remain unaffected by the algorithmic changes plaguing platforms like Google, Facebook, and Instagram.

This chapter will explore how **video content** and **legacy media (radio, TV, and print)** serve as powerful tools in today's marketing landscape, driving both awareness and conversions.

THE ROLE OF VIDEO MARKETING

Video content continues to be the **most engaging and versatile format** in 2025, enabling businesses to connect emotionally with their audience, explain complex topics, and build trust at scale.

Why Video Dominates in 2025

1. HIGH ENGAGEMENT RATES:

- Video is 50x more likely to rank organically on Google than static text.
- 85% of internet users watch video content monthly, and 54% prefer video over other types of content.

2. SEO BENEFITS:

 Google prioritizes video content in its search results, particularly on platforms like YouTube.

3. VERSATILITY ACROSS PLATFORMS:

- Videos can be repurposed for YouTube, TikTok, Instagram, LinkedIn, and even local TV.
- They fit seamlessly into every stage of the customer journey.





TYPES OF VIDEO CONTENT TO FOCUS ON

1. EXPLAINER VIDEOS:

• Educate your audience on a product or service in under 2 minutes.

2. CUSTOMER TESTIMONIALS:

 Showcase real people sharing positive experiences with your business.

3. HOW-TO TUTORIALS:

• Offer valuable advice that positions you as an expert in your field.

4. PRODUCT DEMONSTRATIONS:

• Highlight features and benefits in a visually engaging way.

5. LIVE VIDEOS:

• Host Q&A sessions, product launches, or behind-the-scenes looks to engage your audience in real-time.

Example:

A home improvement store created a series of DIY repair tutorials that were shared on YouTube, Instagram, and their blog. These videos increased product page traffic by 35% in three months.

The Role of LEGACY MEDIA

While many marketers are focused solely on digital, **radio**, **and TV**, remain reliable and impactful channels that are often overlooked. Legacy media provides **direct access** to local and regional audiences and is unaffected by digital ad blockers or declining organic reach.



Why Legacy Media Still Matters in 2025

1. TRUST AND CREDIBILITY:

 Consumers trust ads they hear on radio or see on TV more than digital ads.

2. BROAD AUDIENCE REACH:

- Radio reaches 92% of Americans weekly.
- TV remains one of the most consumed media formats, especially among demographics with purchasing power.

3. HYPER-TARGETED LOCAL CAMPAIGNS:

- Local TV and radio stations allow you to speak directly to your community.
- Ideal for businesses with geographically limited audiences.

4. ALGORITHM-PROOF ADVERTISING:

• Unlike Google Ads or Facebook, legacy media ads are not subject to algorithmic interference.



KEY LEGACY MEDIA STRATEGIES

1. LOCAL TV CAMPAIGNS:

 Use 30-second commercials to promote special offers, share customer testimonials, or announce new products/services.

2. RADIO ADVERTISING:

 Focus on drive-time slots (morning and evening commutes) to reach a captive audience.

3. DIRECT MAIL:

 Pair traditional mail campaigns with digital strategies by including QR codes linking to video content or landing pages.

EXAMPLE:

A local automotive repair shop launched a radio ad campaign during a popular local sports show, paired with Google Ads. The strategy resulted in a 20% increase in service calls within 30 days.

SYNERGY BETWEEN VIDEO & LEGACY MEDIA

When combined, video and legacy media create a **powerful, multi- channel strategy** that drives results across the customer funnel.

How They Work Together

1. BUILD AWARENESS WITH LEGACY MEDIA:

 Use radio and TV ads to introduce your brand and drive traffic to your website or YouTube channel.

2. DEEPEN ENGAGEMENT WITH VIDEO:

 Provide in-depth product demos, tutorials, and case studies that keep your audience engaged longer.

3. DRIVE CONVERSIONS:

 Retarget audiences who engage with your videos using digital ads, email campaigns, or additional legacy media placements.

BENEFITS OF COMBINING VIDEO AND LEGACY MEDIA

- **Increased Reach:** Legacy media captures broad audiences, while video personalizes the message for specific segments.
- **Enhanced Trust:** TV and radio build credibility, while video creates emotional connections.
- **Cost Efficiency:** TV and radio are cost-effective for broad awareness, and videos can be reused across multiple platforms.

ACTIONABLE STEPS TO IMPLEMENT VIDEO AND LEGACY MEDIA

FOR VIDEO MARKETING

START WITH EDUCATIONAL CONTENT:

 Answer FAQs or showcase how your product solves a common problem.

REPURPOSE VIDEO CONTENT:

• Use snippets from long-form videos for TikTok, Instagram Reels, or email campaigns.

INVEST IN PROFESSIONAL PRODUCTION:

 High-quality videos stand out, especially on platforms like YouTube and TV.

FOR LEGACY MEDIA

PARTNER WITH LOCAL STATIONS:

 Choose stations or channels that align with your audience demographics.

TRACK PERFORMANCE WITH UNIQUE CTAS:

 Use custom URLs, QR codes, or dedicated phone numbers to measure ad effectiveness.

PAIR LEGACY ADS WITH DIGITAL RETARGETING:

 Retarget TV/radio audiences with Google Display Ads or YouTube campaigns.



CASE STUDY COMBINING VIDEO AND LEGACY MEDIA

SCENARIO:

A family-owned landscaping company wanted to expand its customer base but faced rising CPCs on Google Ads.

WHAT THEY DID:

- Ran local TV ads showcasing completed projects and customer testimonials.
- Produced how-to gardening videos for YouTube and shared clips on Instagram.
- 3. Added a **QR code to direct mail flyers**, linking recipients to the YouTube videos.

RESULTS:

- 15% increase in local web traffic.
- 5% boost in service inquiries.
- Reduced ad spend on Google by 30% while maintaining lead volume.

KEY TAKEAWAYS:

- Video marketing engages and educates audiences, while legacy media builds trust and drives awareness.
- Together, they provide a **balanced strategy** that delivers results across all stages of the funnel.
- Businesses that integrate both will see higher ROI, greater audience engagement, and long-term growth in 2025.



ABOUT RISING AD COSTS AND SHRINKING TRAFFIC

Q: Why are ad costs increasing so rapidly?

Answer: Ad costs are rising due to increased competition and limited ad space on platforms like Google. Additionally, AI-driven search results are keeping users on the platform, forcing businesses to spend more on ads to maintain visibility.

Q: How can I compete with larger companies with bigger budgets?

Answer: Focus on local and hyper-targeted strategies like GMB optimization, radio and TV ads, and email marketing. These approaches are cost-effective and allow small businesses to connect directly with their audience without being drowned out by larger competitors.

ABOUT GMB OPTIMIZATION

Q: How often should I update my GMB listing?

Answer: At least weekly. Post updates, promotions, or photos regularly to keep your profile active and improve your local ranking.

Q: What's the fastest way to get more reviews on Google?

Answer: Ask satisfied customers directly and make it easy for them by providing a direct link to your review page. Follow up with an email or text reminder after a successful transaction.



ABOUT LEGACY MEDIA AND VIDEO MARKETING

Q: Is legacy media still effective in a digitalfirst world?

Answer: Absolutely. Legacy media like radio and TV bypass the algorithmic challenges of digital platforms and provide direct, trustbuilding engagement with local audiences. When combined with digital strategies, they create a powerful marketing mix.

Q: What types of videos should I focus on creating?

Answer: Start with explainer videos, product demos, customer testimonials, and educational tutorials. These types of videos perform well across platforms and can be repurposed for multiple channels.

Q: How do I measure the success of my video marketing campaigns?

Answer: Track metrics like views, watch time, click-through rates, and conversions. On platforms like YouTube, also monitor audience retention to see how much of your video people are watching. Radio and TV stations have the ability to track ad run times directly into your Google Analytics!



ABOUT EMAIL MARKETING

Q: What's the best way to grow my email list?

Answer: Use lead magnets like free guides, discounts, or webinars. Promote these offers through your website, social media, and even legacy media like radio ads.

Q: How often should I send emails to my list?

Answer: At least once a week, but the frequency depends on your audience and content. Regular emails keep your audience engaged, but avoid overwhelming them with too many messages.

GENERAL MARKETING STRATEGY

Q: How much of my budget should go to legacy media?

Answer: A good starting point is to allocate **30% of your total ad spend** to legacy media, with the remaining budget split between video production, email marketing, and digital ads.

Q: How can I track the ROI of legacy media campaigns?

Answer: Use custom phone numbers, URLs, or QR codes in your ads. These tools allow you to measure exactly how much traffic or revenue your campaigns generate.



CHAPTER 9

GARLOS QUINTERO

CARLOS QUINTERO

CEO AND STRATEGIC CREATIVE DIRECTOR MEDIAONQ, INC.

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STRATEGIC MODERN MARKETING LEADER

Carlos Quintero is the **CEO** and **Strategic Creative Director of MediaOnQ**, a marketing and production company based in Fargo, North Dakota. With over **20 years of experience** in blending legacy media with **cutting-edge digital strategies**, Carlos has been a trusted partner for hundreds of businesses across the U.S., helping them thrive in the ever-changing marketing landscape.

His passion lies in **simplifying complex marketing challenges** and equipping businesses with actionable strategies to **drive leads, increase visibility, and maximize ROI.**

CARLOS' MARKETING PHILOSOPHY

Carlos believes that successful marketing is rooted in:

- **Understanding the Audience:** Every business has a unique story, and connecting with the right audience is key to driving results.
- **Diversifying Strategies:** Over-reliance on a single channel can leave businesses vulnerable. A **blended approach using legacy media, video, and digital platforms** creates sustainable growth.
- **Data-Driven Decisions:** Marketing should always be backed by metrics, ensuring every dollar spent delivers measurable value.

This philosophy has allowed Carlos to help businesses from **small local companies to large enterprises** navigate challenges like rising ad costs, shrinking web traffic, and the evolving role of AI in search.







MEDIAONQ, INC.

A TRUSTED PARTNER IN MARKETING

Under Carlos' leadership, MediaOnQ has become a go-to resource for businesses seeking results-driven marketing strategies. The company specializes in:

- Legacy Media Integration: Radio, TV, and print advertising.
- **Digital Marketing:** SEO, PPC, and social media management.
- **Video Production:** High-quality content for platforms like YouTube, Instagram, and TikTok.
- Local Engagement: Leveraging tools like Google My Business to dominate regional markets.

MediaOnQ has helped over **700+ businesses** increase their visibility, connect with audiences, and future-proof their marketing efforts.



WHY CARLOS WROTE THIS EBOOK

Carlos wrote The 2025 Marketing Playbook to address a growing concern among businesses:

- Rising ad costs are making it harder for small and mid-sized businesses to compete.
- Al-driven search is changing the way customers find and engage with brands.

This eBook is a culmination of **two decades of insights and proven strategies** that have helped MediaOnQ's clients stay ahead of the curve. Carlos' goal is to empower businesses to **take control of their marketing**, **reduce costs**, **and maximize leads**—all while navigating the challenges of 2025 and beyond.

A PERSONAL NOTE FROM CARLOS

"I've always been passionate about helping businesses tell their story. Over the years, I've seen firsthand how the marketing landscape has evolved, and I know how overwhelming it can be to keep up.

This eBook is my way of sharing the strategies that have worked for the businesses I've been fortunate to partner with. Whether you're a small business owner, a marketing professional, or a CEO, my hope is that this playbook gives you the tools you need to succeed in 2025.

If you have any questions or want to talk about your specific challenges, I'd love to connect. Let's create a strategy that works for you."

- Carlos Quintero



YOUR NEXT MOVE TOWARD MARKETING SUCCESS IN 2025

You've taken the first step by exploring the strategies in this eBook. Now it's time to put them into action. Here's how you can get started:

1. SCHEDULE YOUR FREE MARKETING STRATEGY CALL

Let's discuss your unique challenges and opportunities. Our team at MediaOnQ is here to help you craft a personalized plan that drives leads, reduces costs, and positions your business for success.

2. IMPLEMENT THE ACTION PLAN

Use the checklists and actionable steps provided throughout this eBook to optimize your marketing mix. Start by:

- Auditing your current strategies.
- Allocating resources to legacy media, video marketing, and email funnels.
- Optimizing your Google My Business profile.

3. LEVERAGE MEDIAONQ'S EXPERTISE

If you're ready to take your marketing to the next level, let us handle the heavy lifting. From video production to legacy media integration, we provide tailored solutions to meet your goals.

EXPLORE OUR SERVICES:

- Video Production
- Legacy Media Advertising
- SEO and PPC Management



THANK YOU FOR READING



START TODAY. THRIVE TOMORROW.

THE 2025 MARKETING LANDSCAPE MAY BE CHALLENGING, BUT WITH THE RIGHT STRATEGIES AND A DEDICATED TEAM BY YOUR SIDE, YOU CAN THRIVE. DON'T WAIT—TAKE THE NEXT STEP AND SECURE YOUR BUSINESS'S FUTURE TODAY.

LET'S GET STARTED

MEDIAONQ.COM @MEDIAONQ