



FOUNDATION

Survive The Chaos:

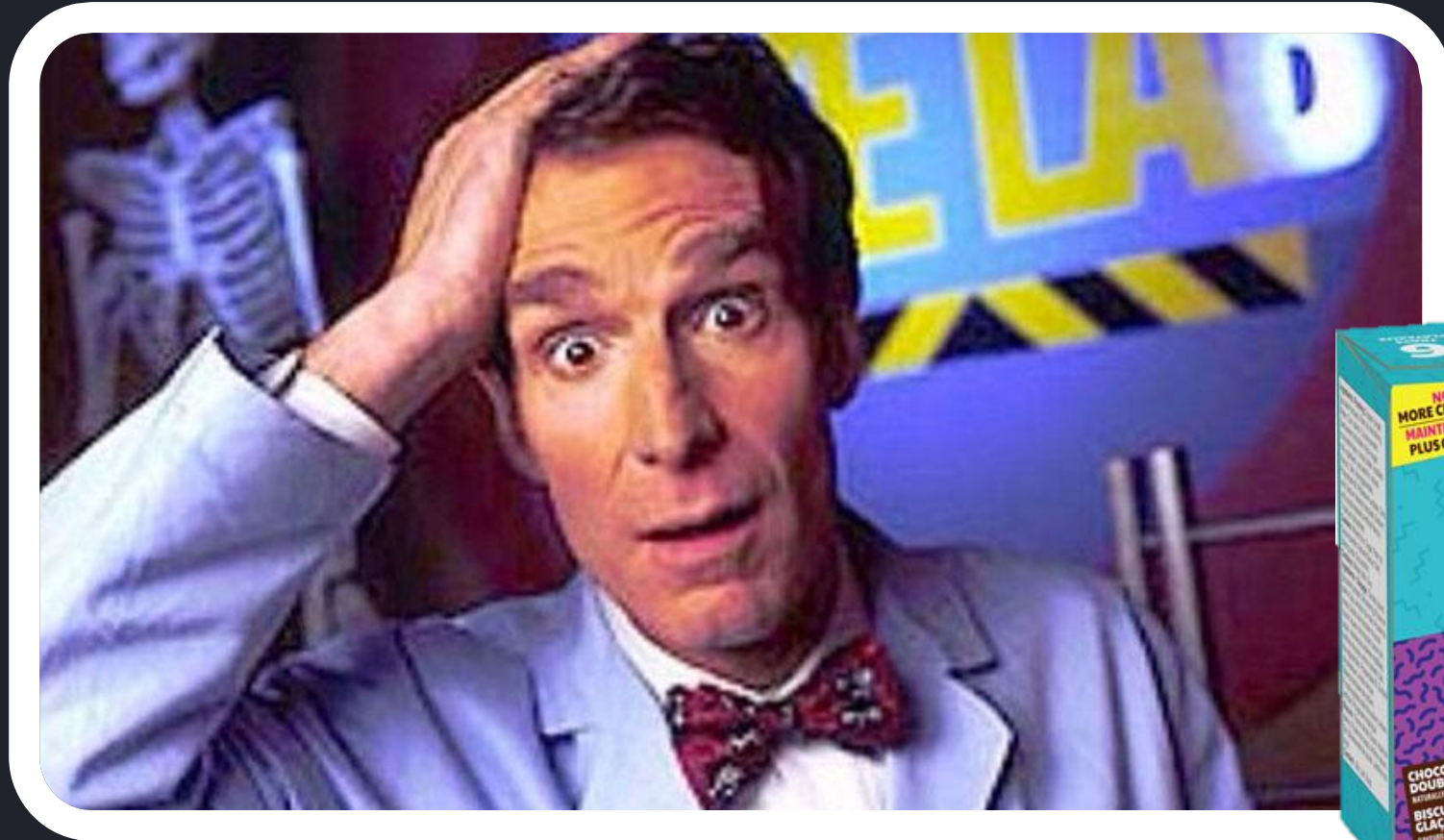
Small Budgets, Big Goals, & the AI Advantage



Ross Simmonds

Foundation Marketing

The Best Combo **EVER**



The Best Combo **EVER** Today

LEARN TO TALK
WITH MS RACHEL

30 min

Say, **"CAR!"**

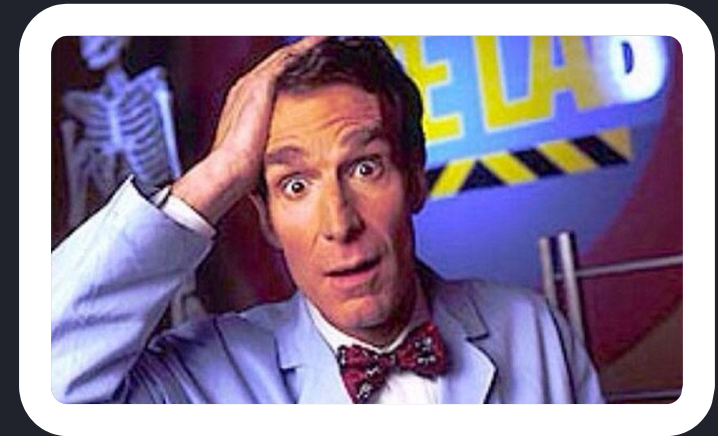




"Bread and Circus" refers to the concept that IF the masses are given entertainment and food staples, THEN they are easy to control.



Shout out to the bread & circus...



THE INDUSTRIES BREAD & CIRCUS

☰ **Gartner**

[Newsroom](#)

[Topics](#)

[Media Contacts](#)

[Media Resources](#)

[Insights](#)

[Archive](#)

[Newsroom](#) / [Marketing and Communications](#) / [Press Release](#)

Gartner Predicts 50% of Consumers Will Significantly Limit Their Interactions with Social Media by 2025

STAMFORD, Conn., December 14, 2023

STAMFORD, Conn., February 19, 2024

Gartner Predicts Search Engine Volume Will Drop 25% by 2026, Due to AI Chatbots and Other Virtual Agents

Tech Marketing Tactics to be Discussed at the Gartner Tech Growth & Innovation Conference, March 20-21 in Grapevine, Texas



THE INDUSTRIES BREAD & CIRCUS

The screenshot shows a Gartner article with the following text:

Google Plans To Kill Email Marketing in 2024
The 2024 Cold Email Apocalypse: How to Survive Google and Yahoo's Email Marketing Armageddon

Money Tent · Follow
5 min read · Jan 4, 2024

68

The upcoming Email Marketing Changes and Strategies That Still Work

Cold email marketing is about to change forever. Major updates from Google and Yahoo threaten to disrupt email deliverability as we know it.

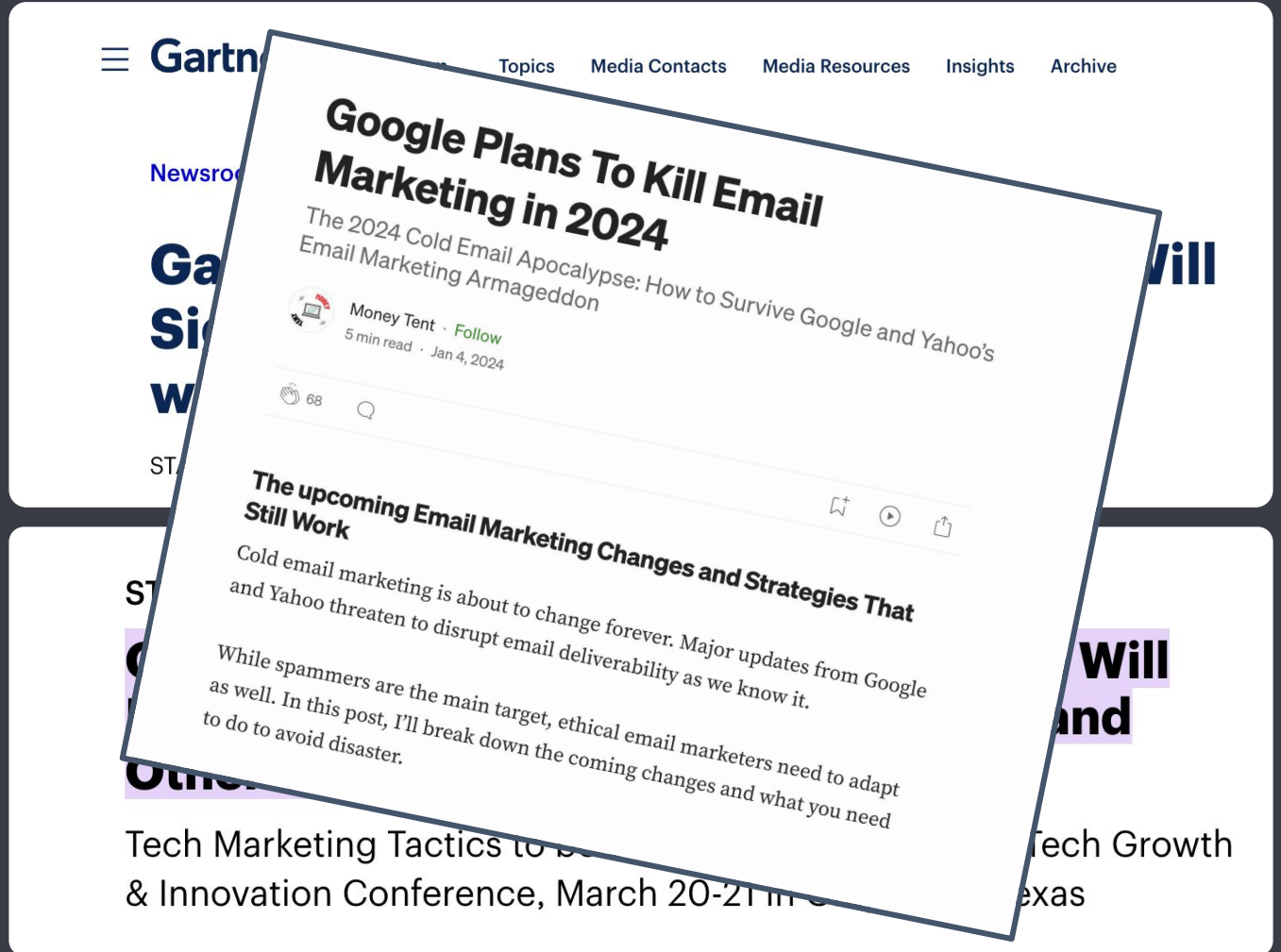
While spammers are the main target, ethical email marketers need to adapt as well. In this post, I'll break down the coming changes and what you need to do to avoid disaster.

Tech Marketing Tactics to ... Tech Growth & Innovation Conference, March 20-21 in ... Texas



THE INDUSTRIES BREAD & CIRCUS

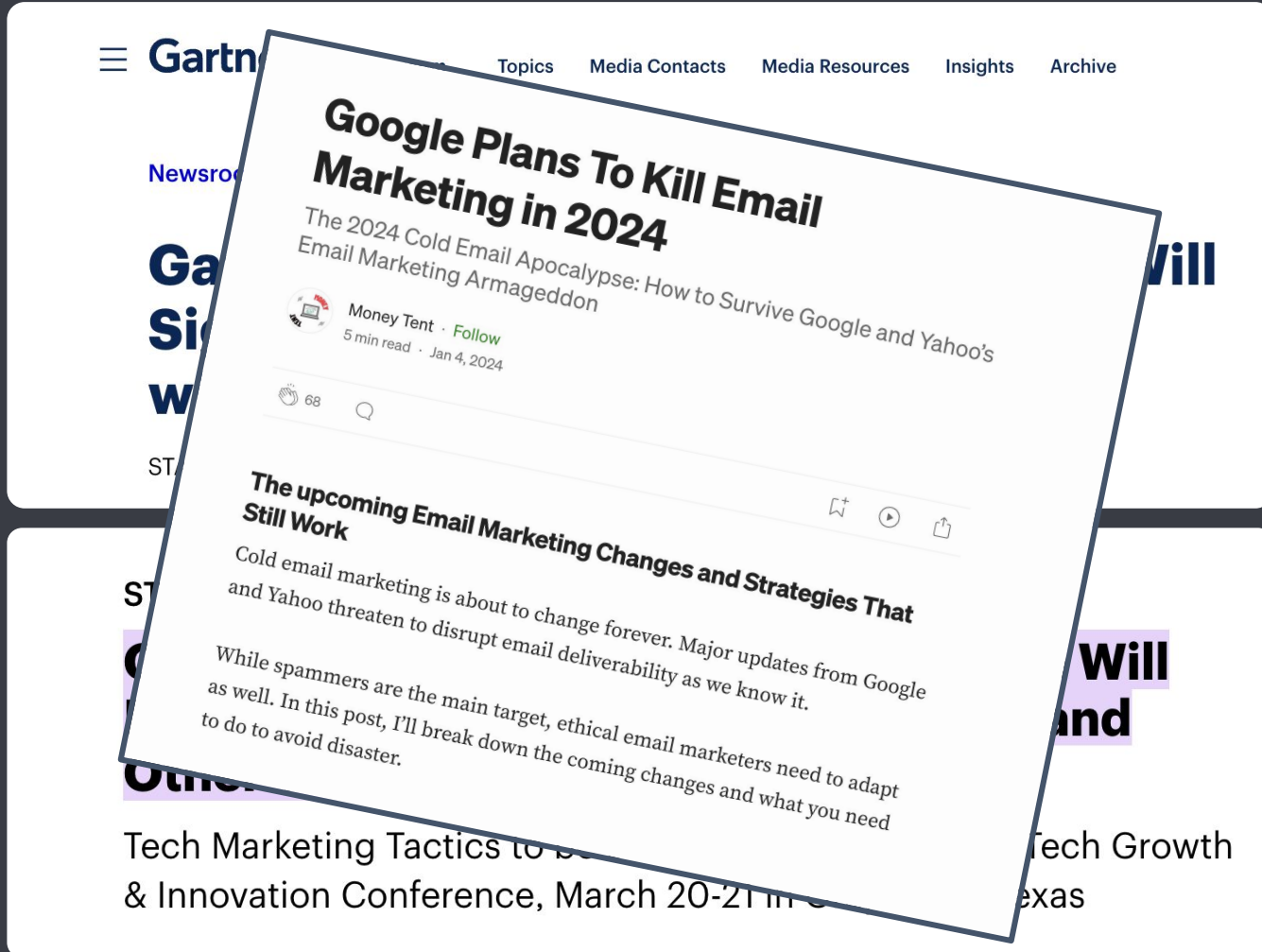
THE REAL ISSUES...



THE INDUSTRIES BREAD & CIRCUS

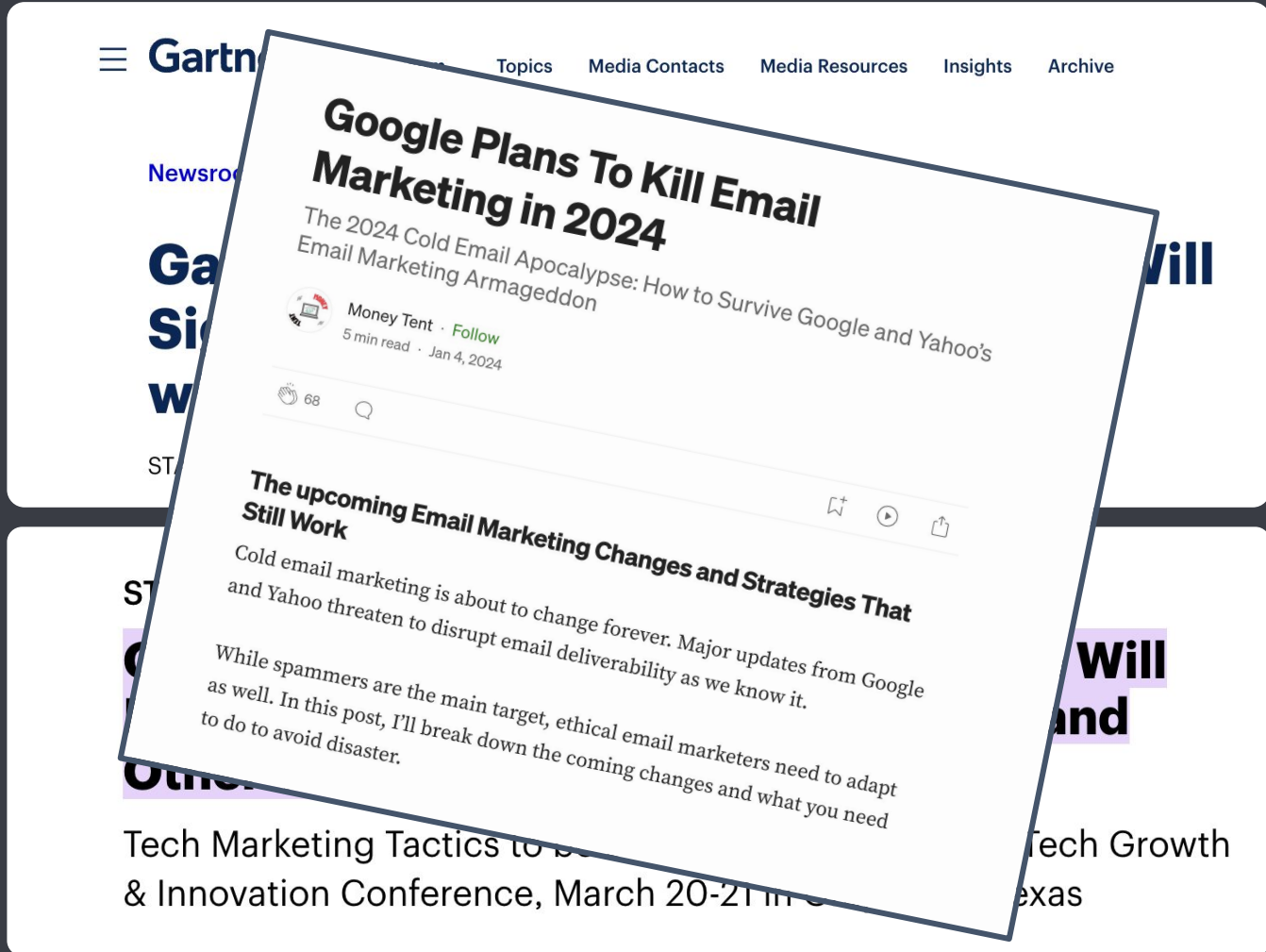
THE REAL ISSUES...

People don't trust Google to give them good results.



Tech Marketing Tactics to Succeed at the Tech Growth & Innovation Conference, March 20-21 in Austin, Texas

THE INDUSTRIES BREAD & CIRCUS

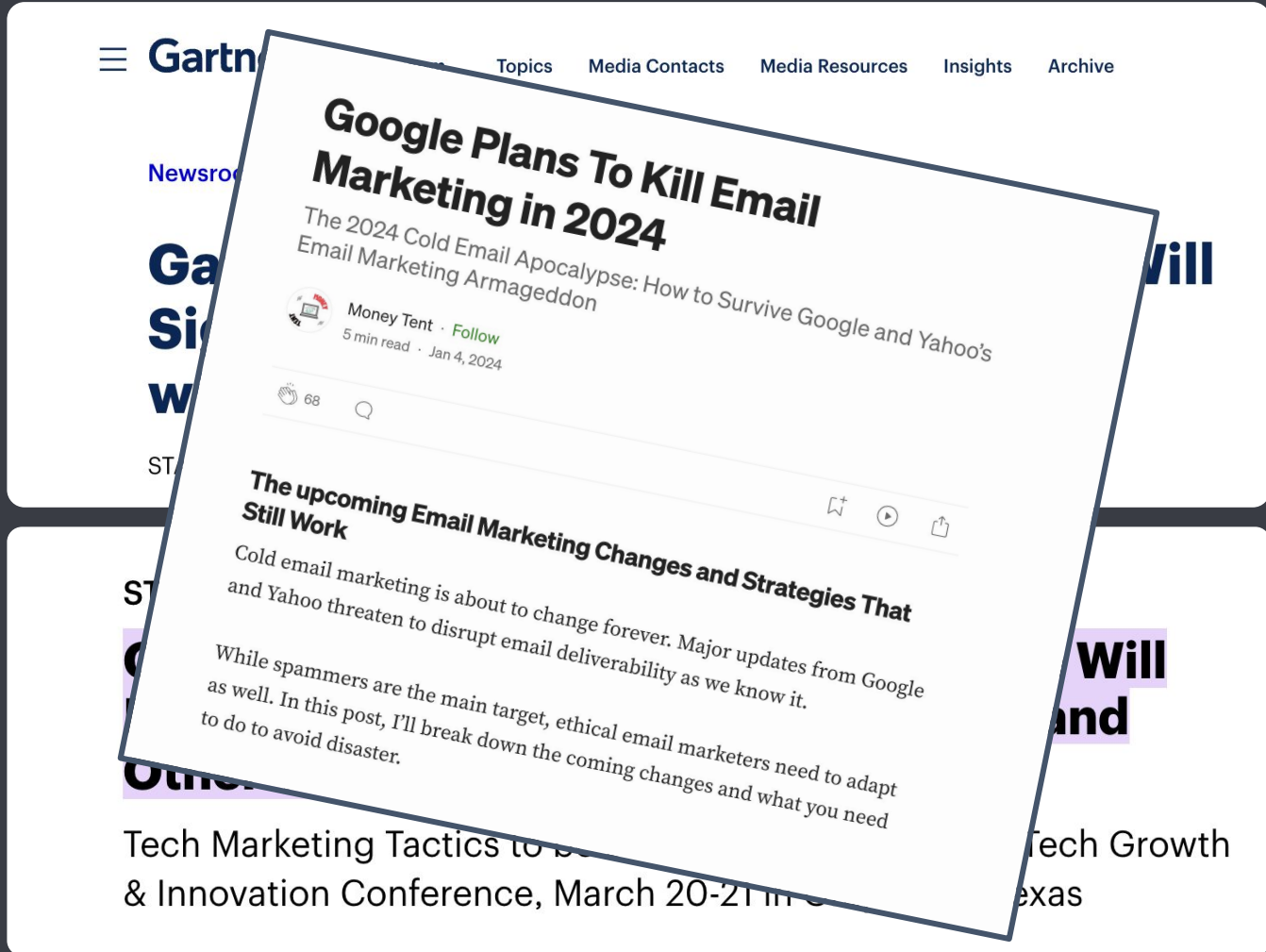


THE REAL ISSUES...

People don't trust Google to give them good results.

Shifting human behaviors for online interactions.

THE INDUSTRIES BREAD & CIRCUS



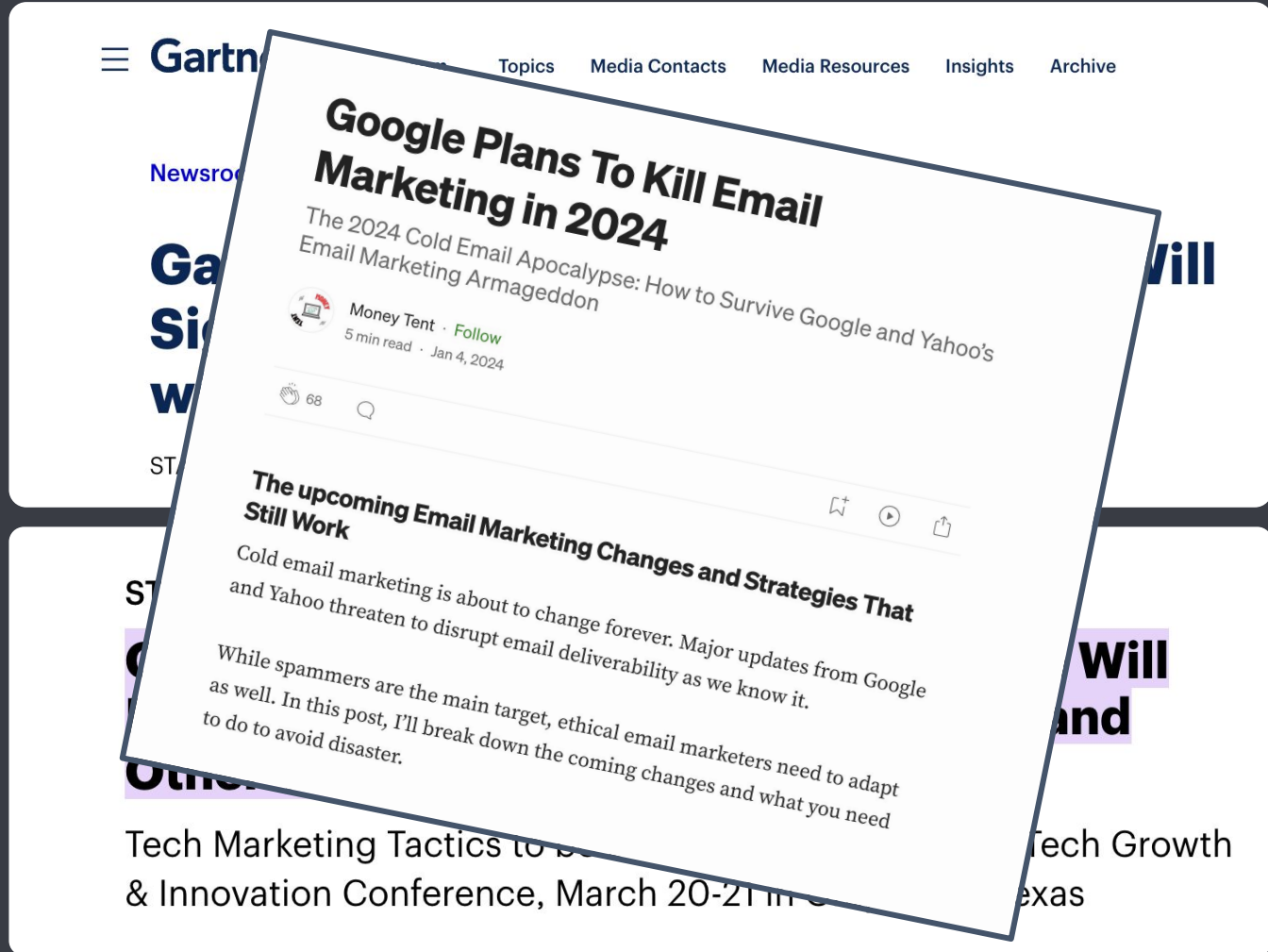
THE REAL ISSUES...

People don't trust Google to give them good results.

Shifting human behaviors for online interactions.

Shifting human preferences for content formats.

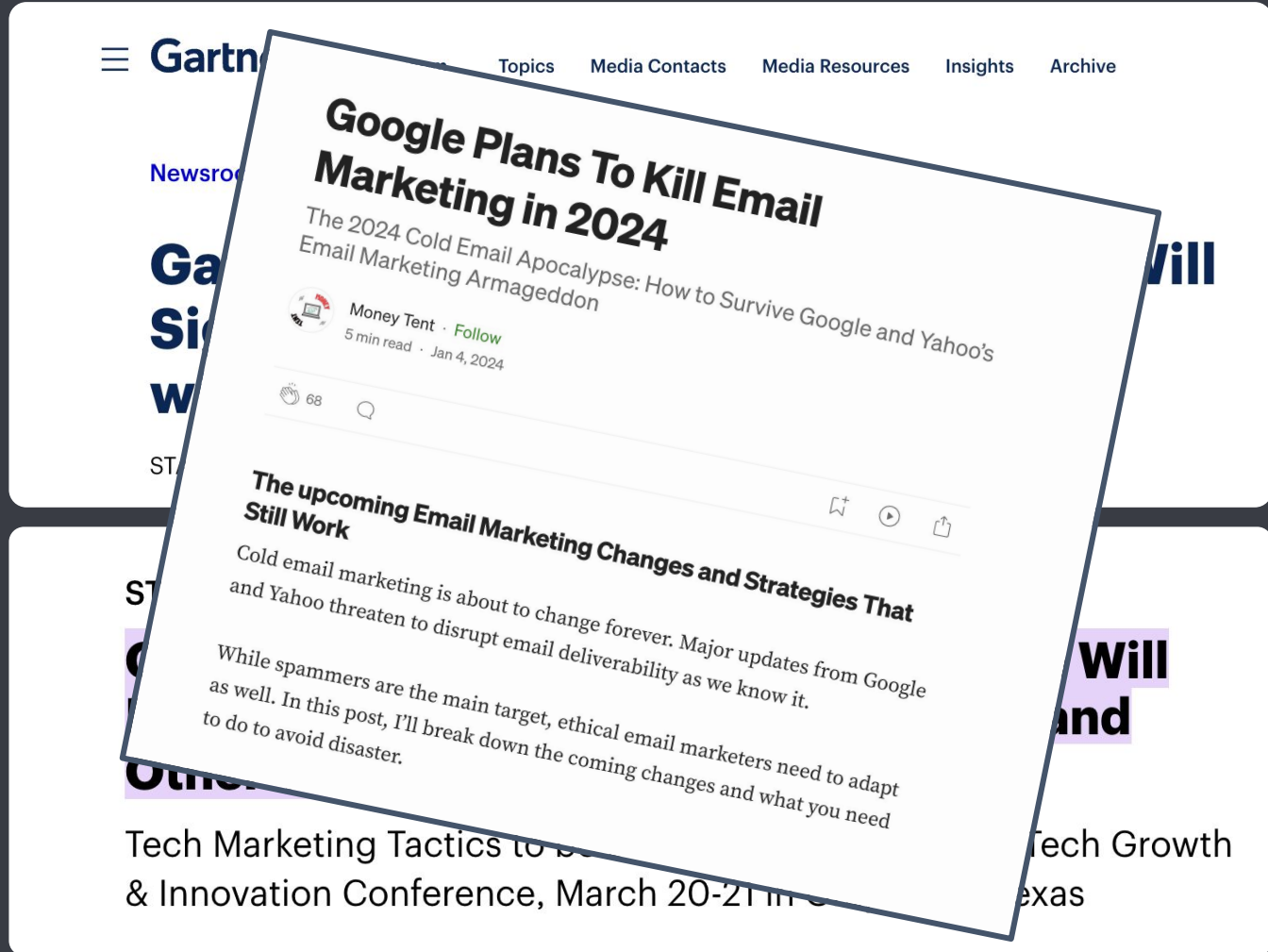
THE INDUSTRIES BREAD & CIRCUS



THE REAL ISSUES...

- People don't trust Google to give them good results.
- Shifting human behaviors for online interactions.
- Shifting human preferences for content formats.
- More people. More channels. More noise. More LLMs.

THE INDUSTRIES BREAD & CIRCUS



THE REAL ISSUES...

- People don't trust Google to give them good results.
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- Ridiculous speed of change with AI.

OLD PHOTO

IS THAT
YOU?



YEAH... BUT THAT'S
AN OLD PHOTO...

Press Release
Newsroom
**GARTNER
PREDICTS 25%
OF PEOPLE WILL
SPEND 1 HOUR IN
THE METAVERSE
BY 2026**

SRGRAFO

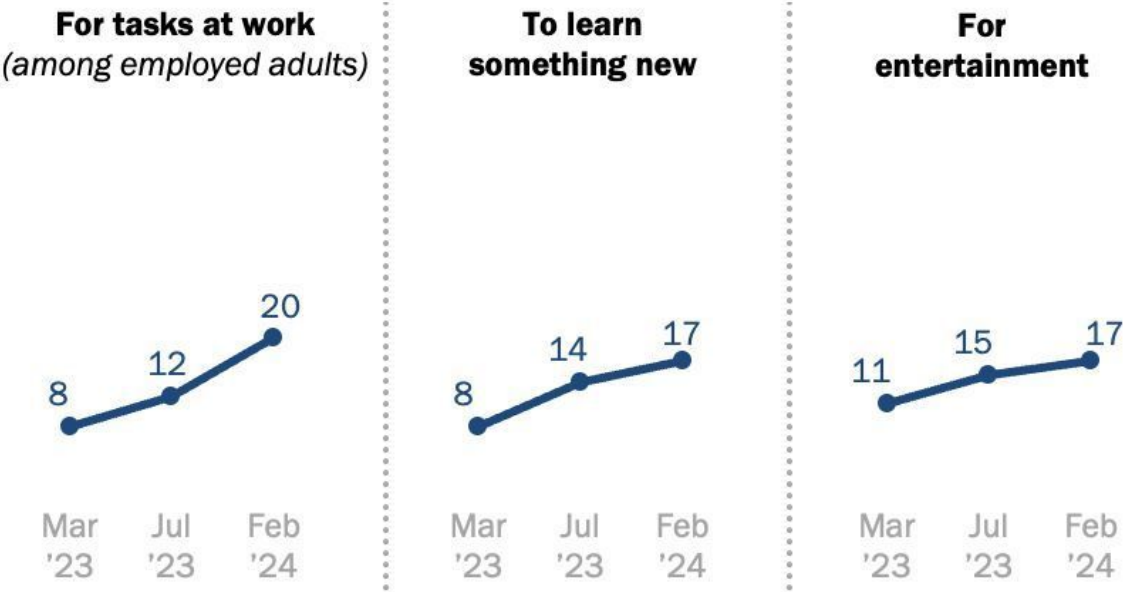




It's estimated that 32M US Adults have **used ChatGPT** at some point for work and **50M+** have used it to learn / entertainment.

Share of employed Americans who have used ChatGPT for work has risen by double digits in the past year

% of U.S. adults who say they have ever used ChatGPT ...



Note: "Employed" refers to those working full or part time for pay at the time of the survey. Those who did not give an answer are not shown.
Source: Survey of U.S. adults conducted Feb. 7-11, 2024.

PEW RESEARCH CENTER

Share of employed Americans who have used ChatGPT for work has risen by double digits in the past year

% of U.S. adults who say they have ever used ChatGPT ...

For tasks at work
(among employed adults)



To learn something new



For entertainment



Note: "Employed" refers to those working full or part time for pay at the time of the survey. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Feb. 7-11, 2024.

PEW RESEARCH CENTER



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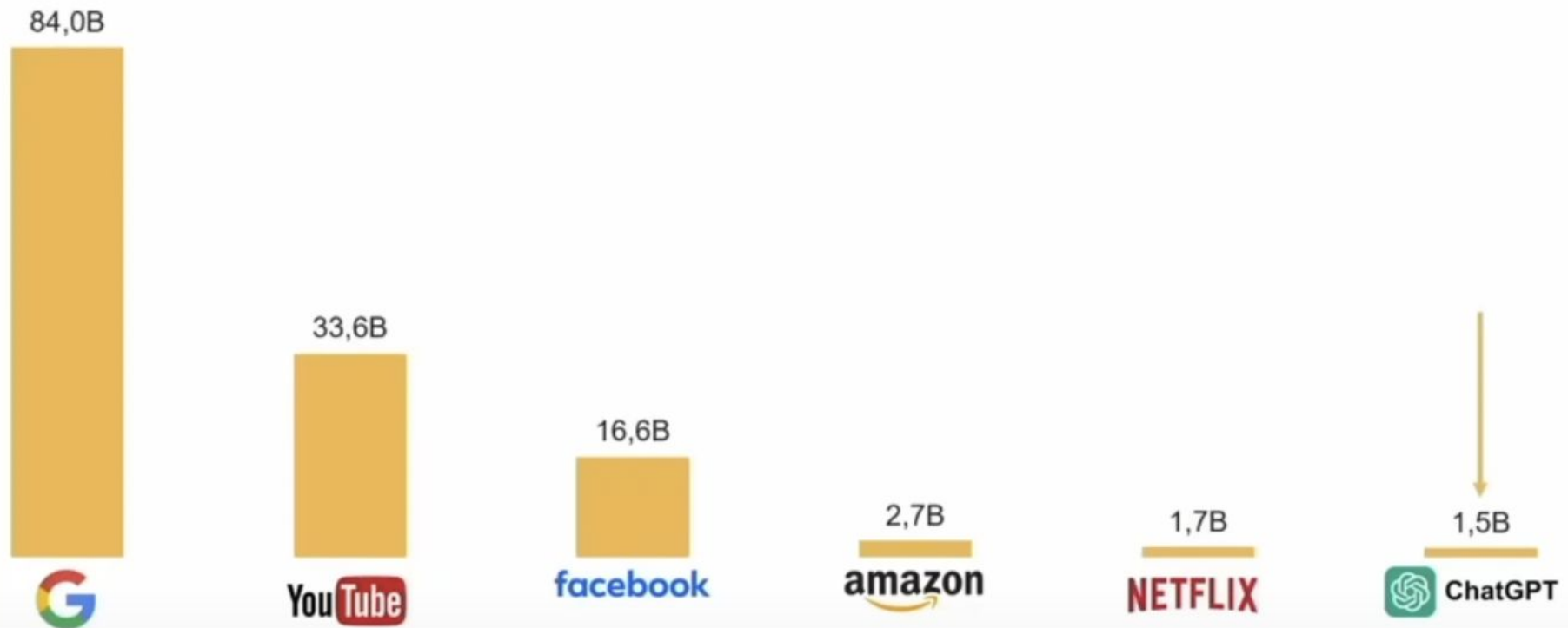
Google

71 M US Consumers use Google To Find Businesses Every Single Day...

The death of Google is highly overestimated...

Global Monthly Web & Mobile Traffic

December 2023



Source: Similarweb

More than 1M New Subscribers To The AI Subreddit Since 2023

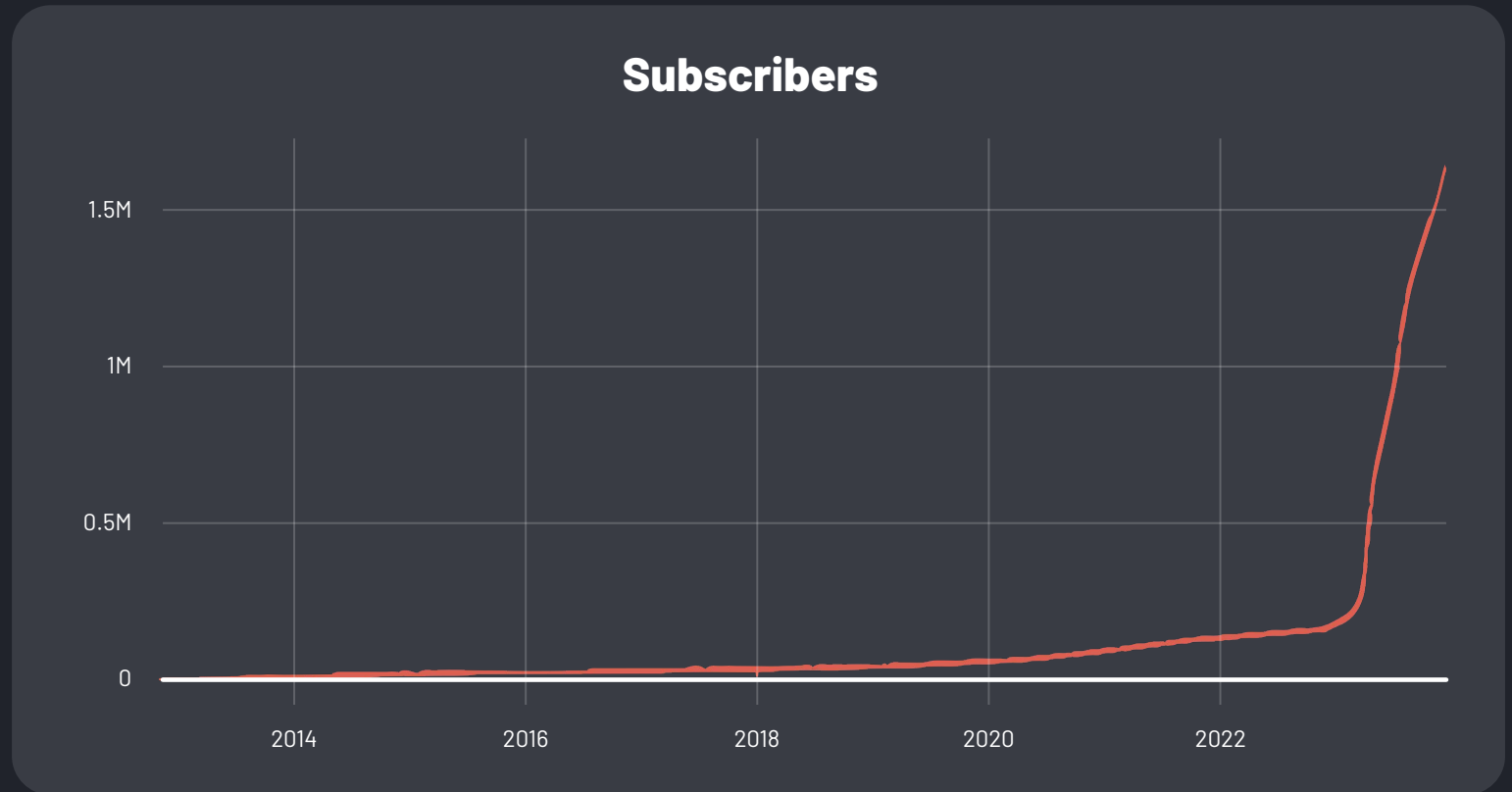
About Community ...

Everything pertaining to the technological singularity and related topics, e.g. AI, human enhancement, etc.

Created Jan 28, 2008

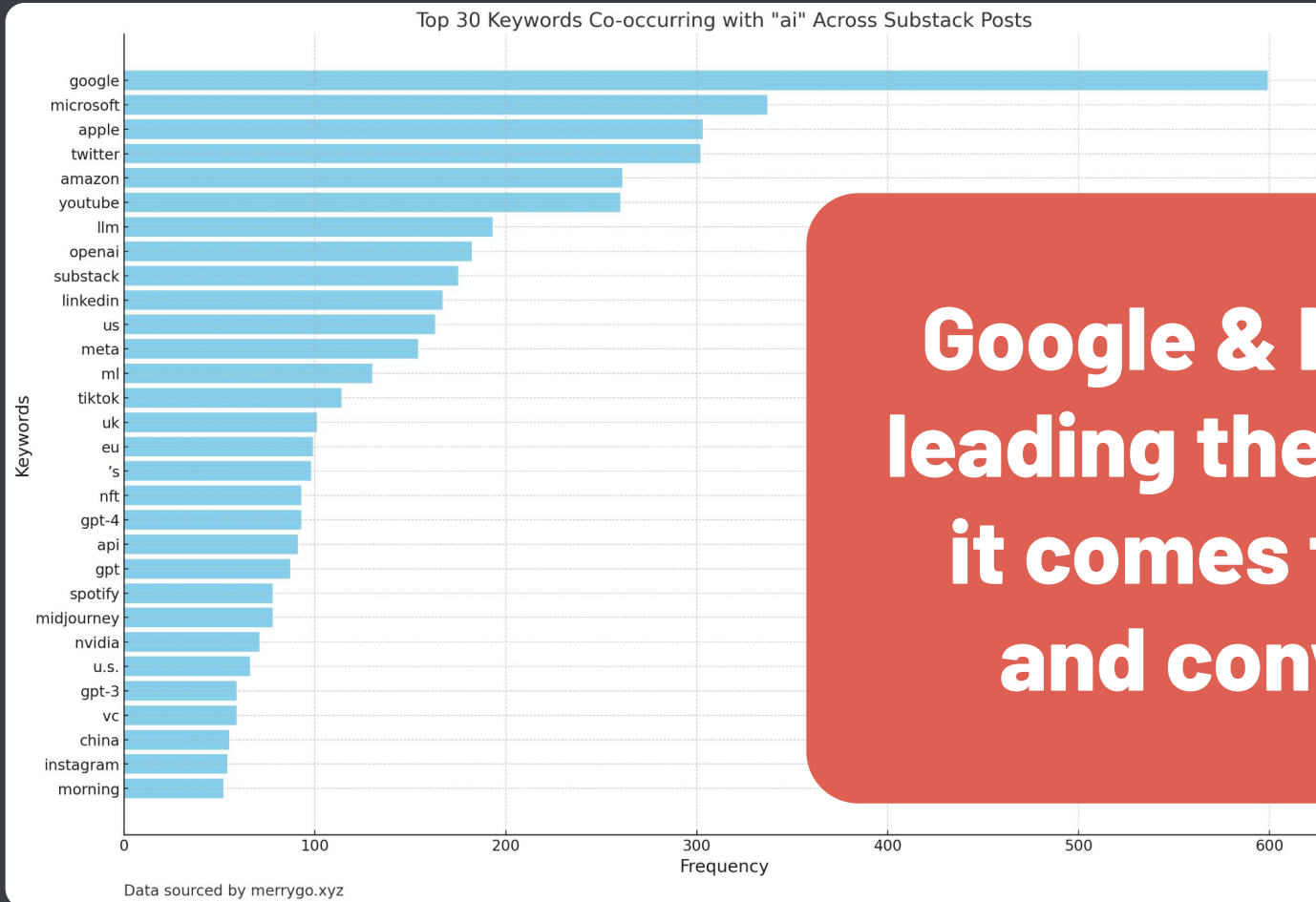
16 years ago

1.9m Members
1.1k Online
Top 1% Ranked by Size



NEXT TIME YOU READ A SILLY REPORT...



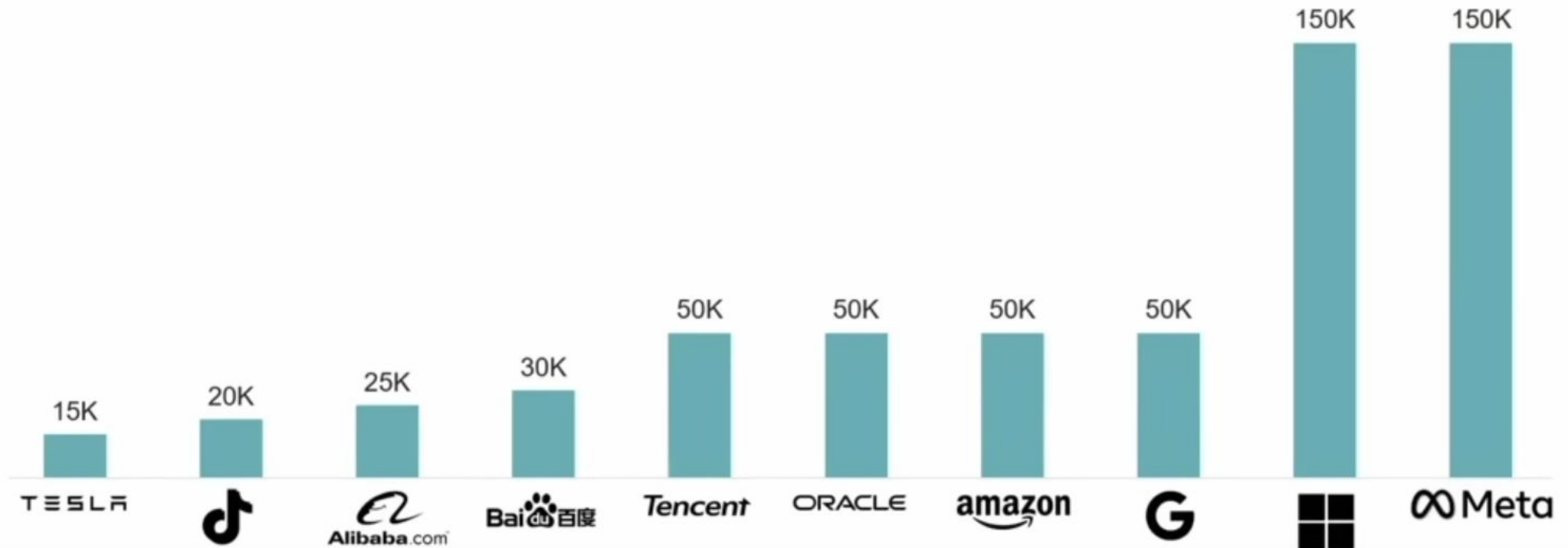


Google & Microsoft are leading the charge when it comes to AI dialogs and conversations.

But Facebook is making the BIGGEST investment...

Estimated Nvidia H100 Shipments by End Customer

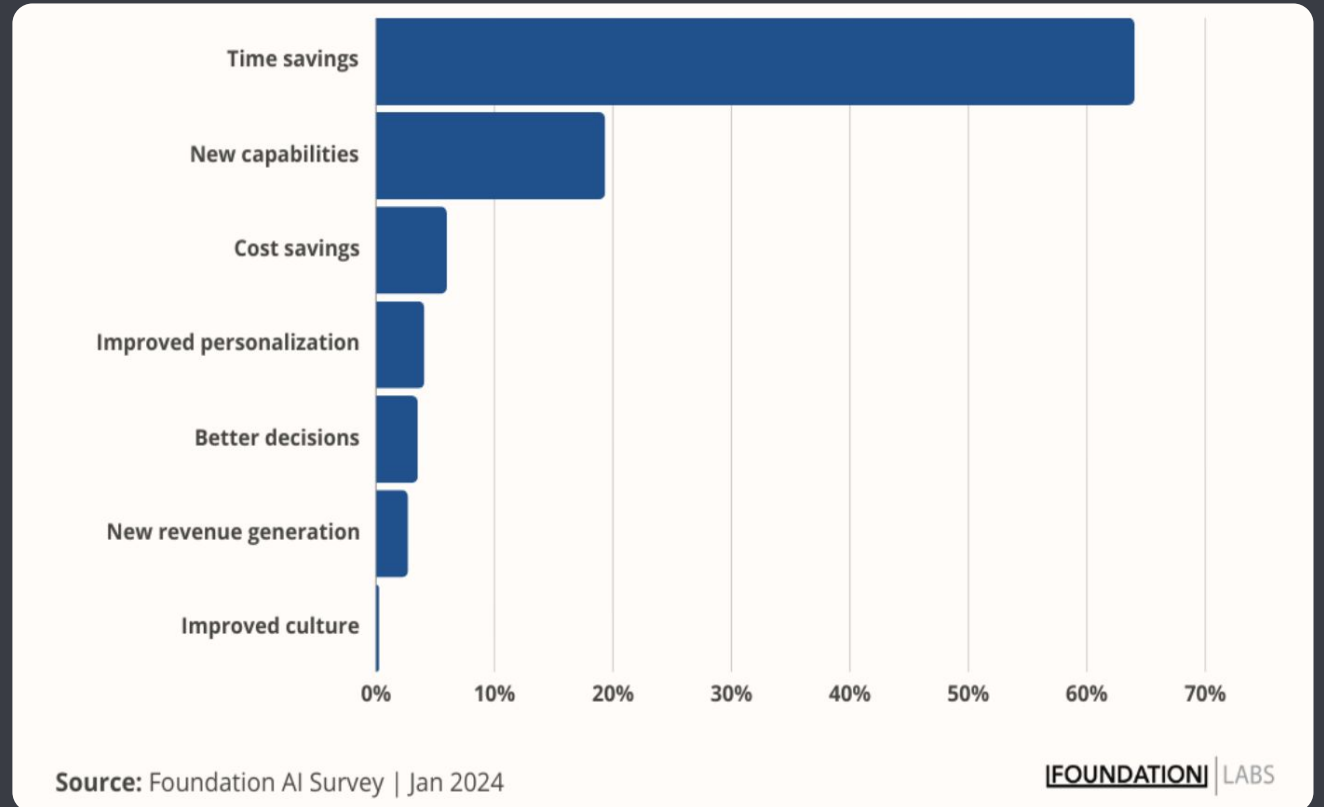
2023



Source: Omdia Research

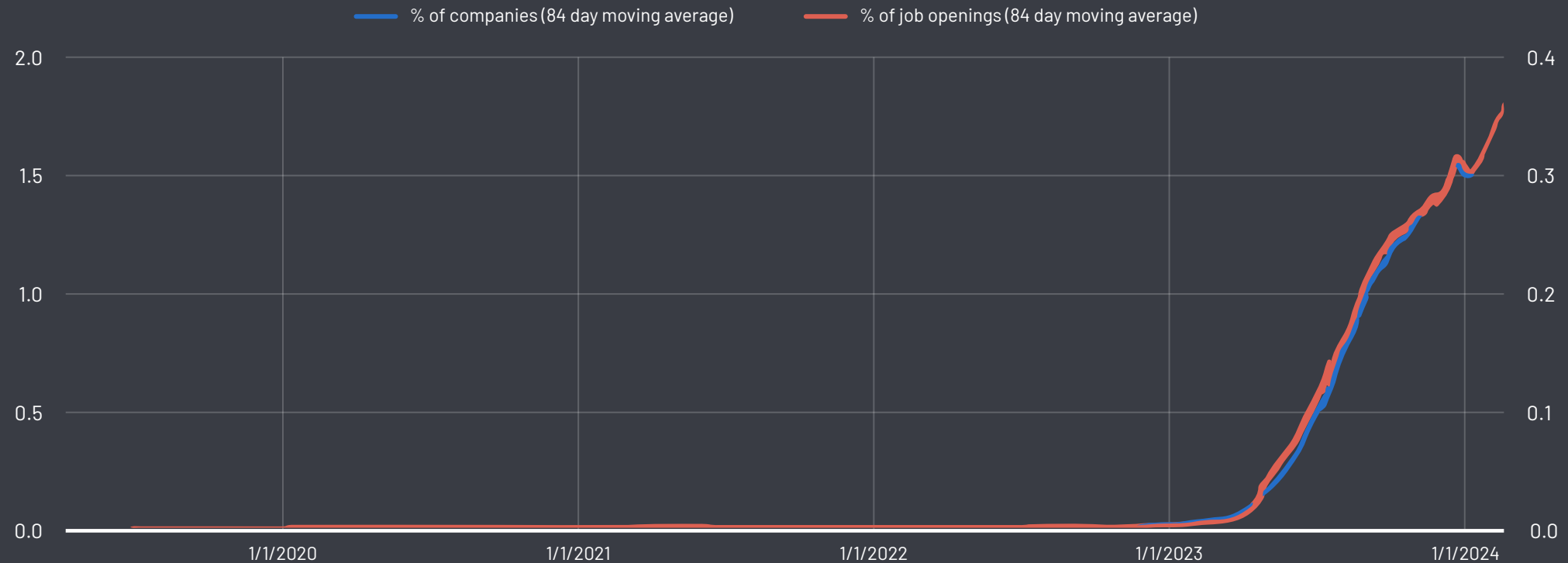


What Do Marketers Think The Benefits Of AI Are?



How often is AI showing up in a job posting?

% of companies and % of job openings mentioning it in the job requirements per day



Let's cut the BS... AI is taking jobs.

The latest bomb to drop came today (Jan. 30) when UPS announced it is cutting 12,000 employees this year from its over 500,000-person workforce. The company expects the move to save it \$1 billion per year, and it says that AI will help make up for the staffing cuts. Jan 30, 2024



Yahoo Finance

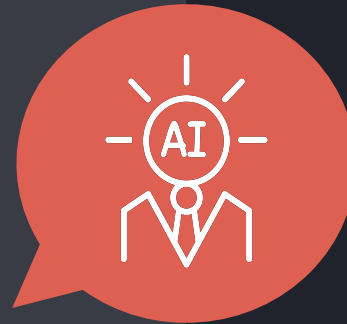
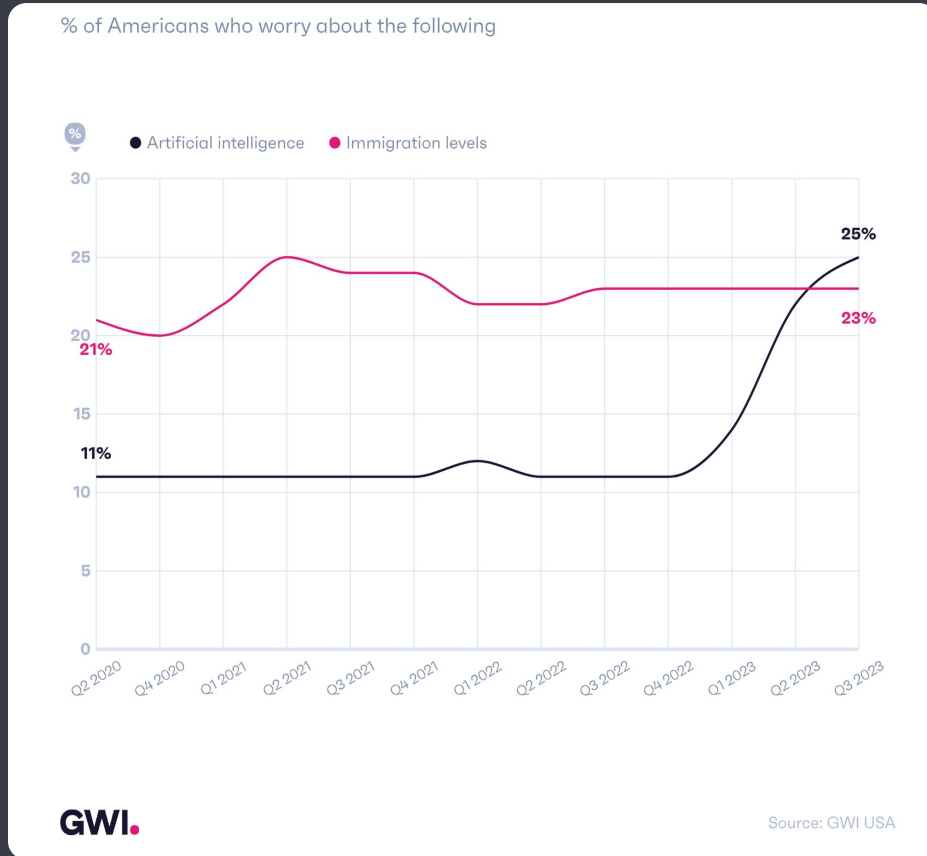
<https://finance.yahoo.com/news/ups-ai-driven-job-cut...>

Are UPS AI-aided Job Cuts Part of Bigger Trend?

MOZ DA: 93/100 (+0%) Ref Dom: 448.18K Ref Links: 374.66M Spam Score: 1% [Show backlinks](#)

Search traffic (us): [-/mo](#) (website: [43.15M/mo](#)) - Keywords (us): - (website: [1.29M](#))

Robots over borders: Concern about AI now above immigration...



**THE CHAOS IS
REAL...
SO HOW DO YOU WIN
AMIDST IT ALL?**



EMBRACE THE DIGITAL GROWTH FRAMEWORK

RESEARCH



- Keyword Research
- Social Research
- Audience Research
- Community Research
- Competitive Research
- SERP Research
- Backlink Research
- Social Share Research

CREATION



- Great Email Campaigns
- Email Drip Sequences
- Social Media Content
- Research Assets
- Presentations
- Case Studies
- Video Content
- Infographics
- Webinars
- Graphics

DISTRIBUTION



- Backlink Outreach
- Facebook Groups
- LinkedIn Groups
- PR Outreach
- Sponsorships
- Newsletters
- YouTube
- Twitter
- Sales
- Paid
- ABM

OPTIMIZATION



- Data Maintenance
- Conversion Rate
- Content Refresh
- Data Updates
- Link Updates
- On-Site SEO
- Off-Site SEO
- Local SEO

THE REAL ISSUES...

- > People don't trust Google to give them good results.
- > Shifting human behaviors for online interactions.
- > Shifting human preferences for content formats.
- > More people. More channels. More noise. More LLMs.
- > Ridiculous speed of change with AI.

Solution 1: Research & Follow The Data

Solution 2: Diversify Investment

Solution 3: Embrace Fundamentals

Solution 4: Use Content Distribution

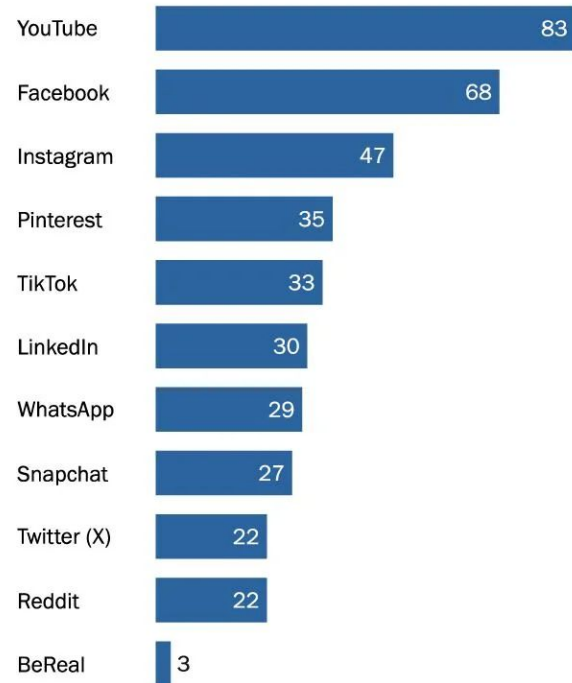
Solution 5: Eradicate Content Debt

IGNORE THE CARBS &
CIRCUS...
**Let's start
with the
data...**



Most U.S. adults use YouTube and Facebook; about half use Instagram

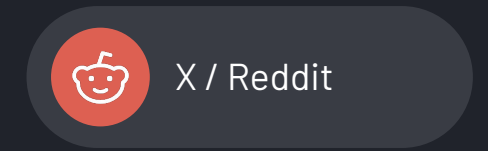
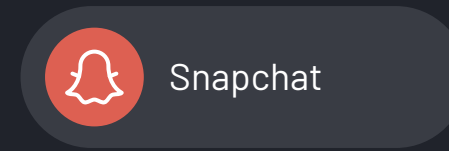
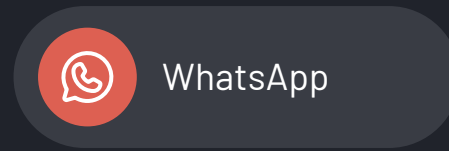
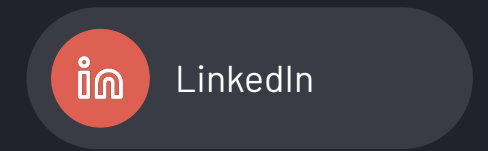
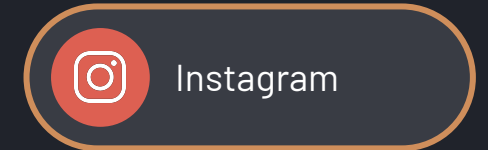
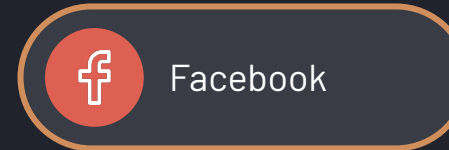
% of U.S. adults who say they *ever* use ...



Note: Respondents who did not give an answer are not shown.
Source: Survey of U.S. adults conducted May 19-Sept. 5, 2023.
"Americans' Social Media Use"

PEW RESEARCH CENTER

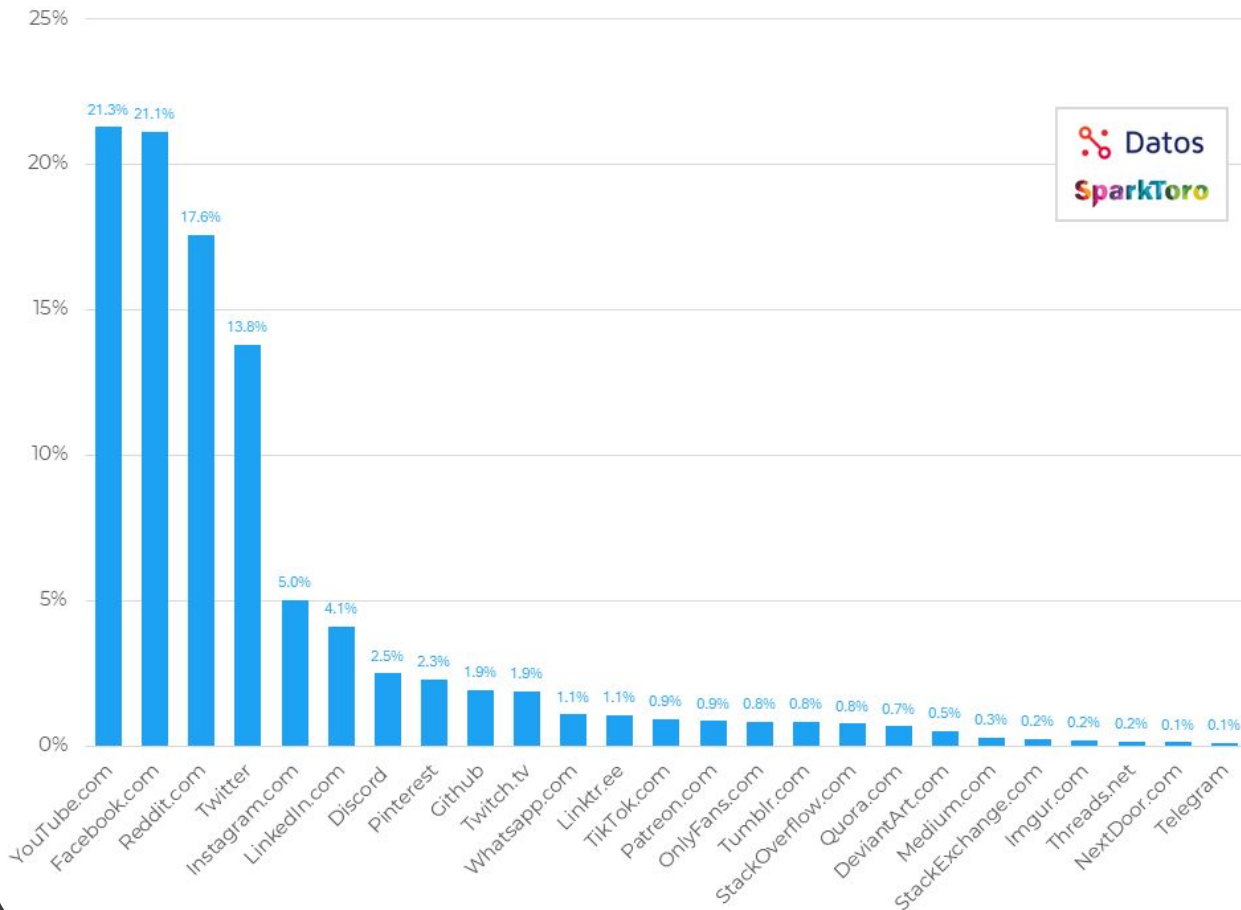
What growth channels should we look at beyond SEO?



Diversifying Your Distribution & Content Mix Makes Sense

Share of Social Media Referrals to the Web

(Jan 2024 | Source: DatoS' US Clickstream Panel)



THE TOP REFERRERS:

YouTube



Facebook



Reddit



Twitter



Instagram



LinkedIn



The Most Influential Channels *Beyond Search*



YouTube



Facebook, Instagram
& WhatsApp



Email



Reddit



Taylor Swift



The algorithm is KILLING our reach as marketers

Google has
400,000+
FOLLOWERS

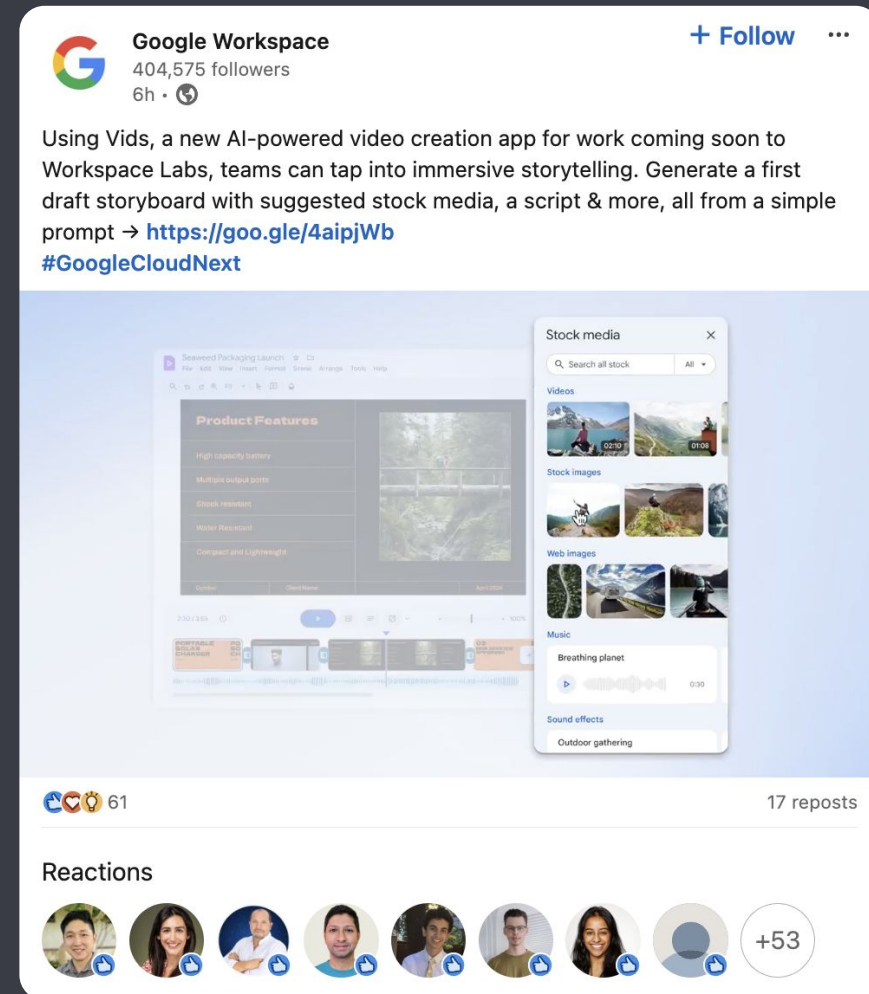


AND...

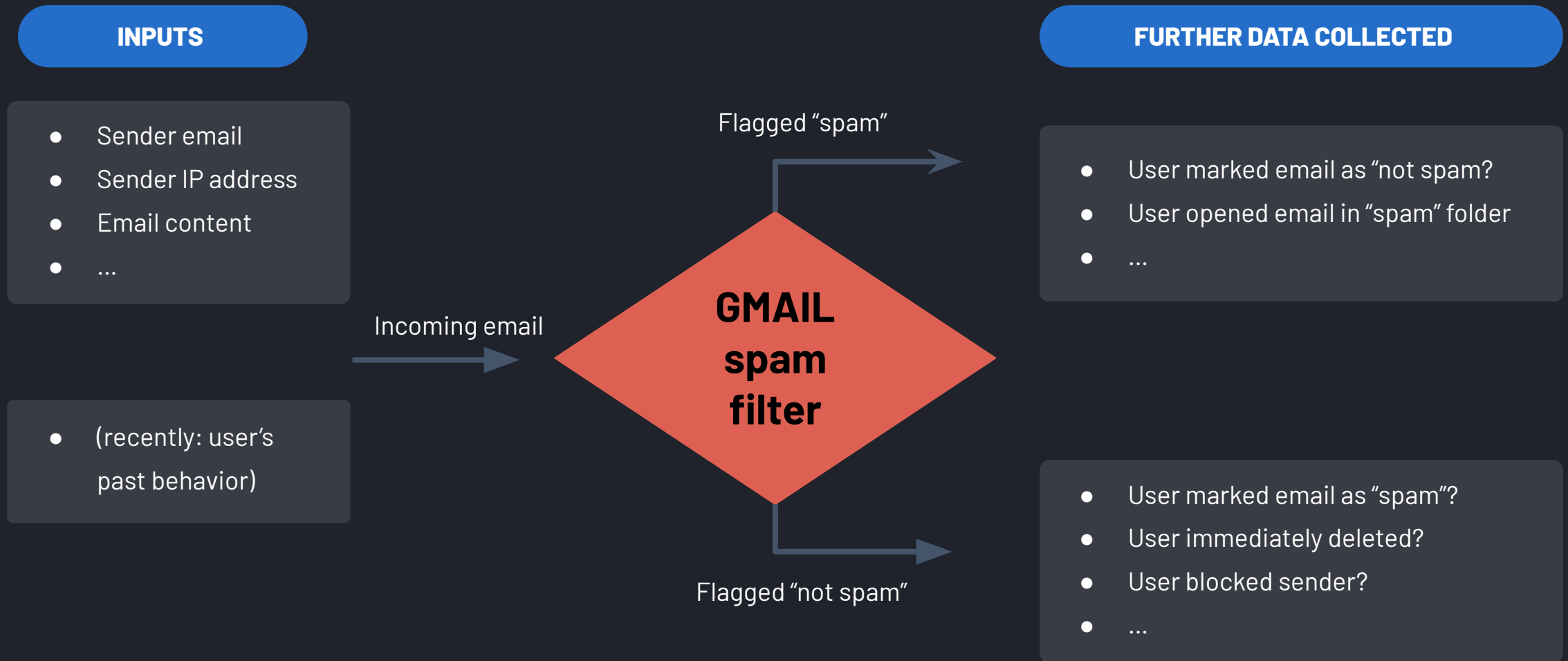
 **61** REACTIONS...

 **17** REPOSTS...

 **21** of them **Googlers**



The algorithm is **KILLING** our reach as marketers



**CREATE
CONTENT
WHERE YOUR
AUDIENCE
SPENDS TIME**

**AND PUSH THEM
TO YOUR LIST ...**



YouTube



Facebook



Instagram



Pinterest



TikTok



LinkedIn



WhatsApp



Snapchat



X / Reddit



You can **control**
how many
channels you
invest in...

How many channels are you on?

Five

67%

Four

14%

Three

34%

Two

11%

One

8%

HubSpot

Data Source: HubSpot Blog Survey

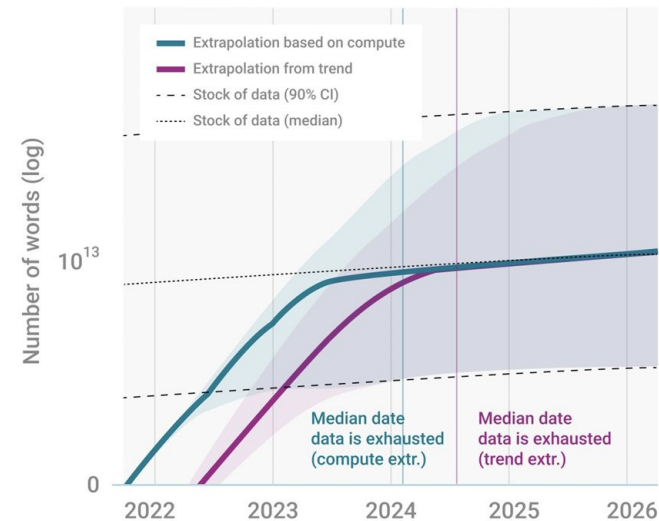
REMEMBER:

LLMs will have consumed EVERYTHING by 2026...

Generative AI infrastructure

We are running out of high-quality data to train LLMs

Researchers estimate that, by 2026, we will exhaust high-quality text data* for training LLMs – a trend that can slow down AI progress.



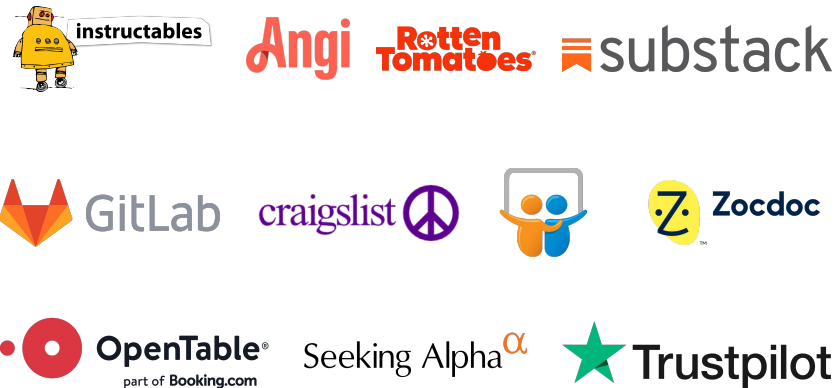
Source: "An analysis of the limits of scaling datasets in Machine Learning" by Epoch, MIT CSAIL, and others
*Data from sources such as news articles, Wikipedia, filtered web content

12 / CBINSIGHTS

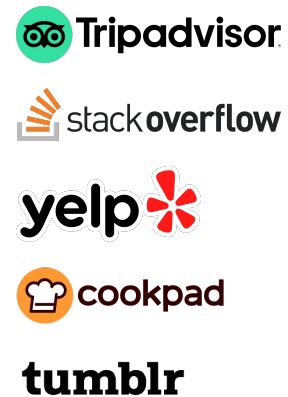
Where else should you be?

Media sites with proprietary content will be hot licensing and acquisition targets for LLMs

<100m visits/month



<500m visits/month



<1B visits/month



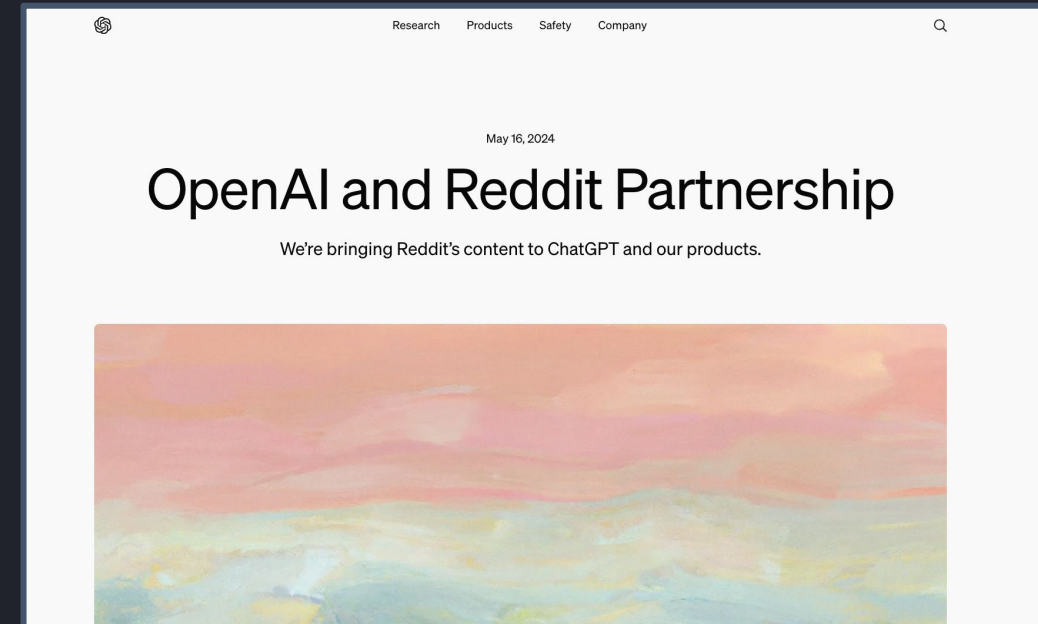
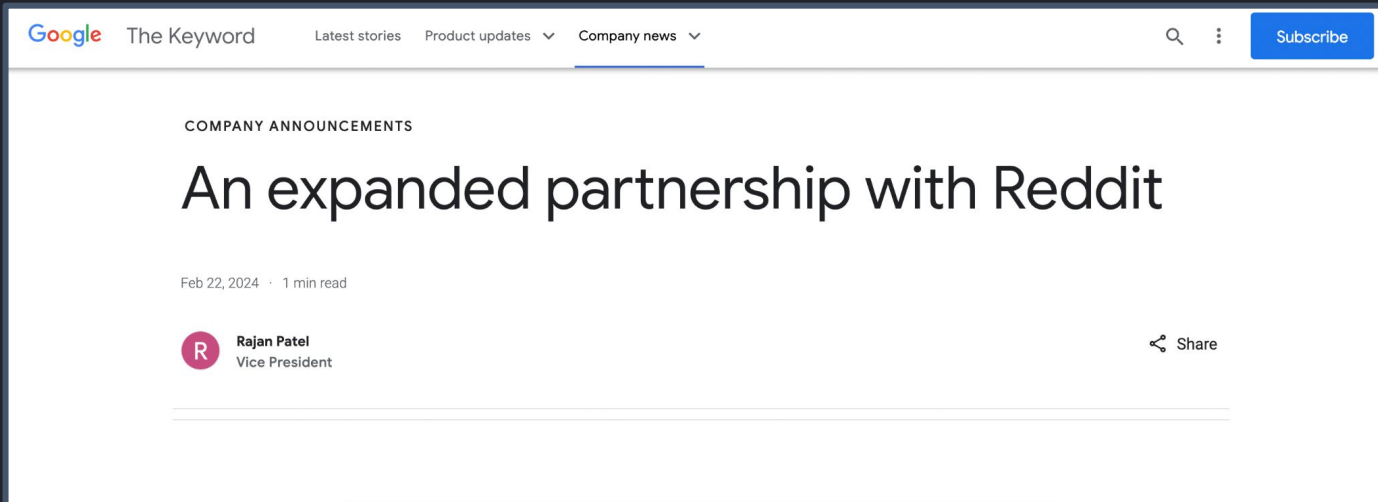
<1B visits/month



Source: CB Insights research - [Licensing targets big tech should lock up](#)

CBINSIGHTS

LLMs are already licensing data...



We use STAT by Moz to understand market share in the SERP.

CURRENT TITLE	TOP KEYWPRD	TRAFFIC V...
TOTAL VALUE (# IN MONTHS)		\$2
10 Best Wordtune Alternatives for Rewriting Content 2023	wordtune	\$
12 Best ChatGPT Alternatives & Competitors in 2023	chat gpt alternative	\$
10 Top Free Microsoft Visio Alternatives & Competitors	visio alternatives	\$
10 Best TeamViewer Alternatives for Remote Access in 2023	teamviewer alternative	
Top 10 Miro Alternatives & Competitors in 2024	miro	
Top 10 ServiceNow Competitors & Alternatives in 2024	servicenow competitors	
15 Best Jira Alternatives to try in 2024	jira alternatives	
20 Best Trello Alternatives & Competitors in 2024	trello alternatives	
10 Best Zapier Alternatives & Competitors in 2023	zapier competitors	
10 Best Calendly Alternatives & Competitors in 2023	calendly alternative	
10 Best Linktree Alternatives for Content Creators in 2023	linktree alternatives	
10 Best Speedwrite Alternatives and Competitors in 2023	speed write	
10 Best Elasticsearch Alternatives in 2023	elasticsearch alternative	
20+ Best Mondaycom Alternatives for Project Management in ...	monday.com alternative	
16 Best Microsoft Project Alternatives in 2023 (Free & Paid!)	microsoft project alternative	
Top 12 Salesforce CRM Alternatives & Competitors in 2023	salesforce competitors	
15 Best Evernote Alternatives With Unlimited Notebooks	evernote alternative	
10 Best Twilio Alternatives for Better Communication in 2023	twilio alternatives	
Best 10 Google Forms Alternatives in 2024 (Free & Paid)	google forms alternative	
Top 17 OneNote Alternatives & Competitors 2024	onenote alternative	
10 Best Docusign Alternatives & Competitors in 2023	free docusign alternatives	
Best 10+ Zoom Alternatives & Competitors in 2023	zoom alternative	
10 Best Lucidchart Alternatives & Competitors for Diagrams in ...	lucidchart alternatives	
Top 25 Asana Alternatives & Competitors For Project ...	asana alternatives	
10 SurveyMonkey Alternatives and Competitors in 2023	survey monkey alternatives	
Top 13 ClickUp Alternatives & Competitors (Features, ...	clickup competitors	
20 Best Smartsheet Alternatives & Competitors 2023	smartsheet alternative	
10 Best Freshdesk Alternatives and Competitors in 2023	freshdesk alternatives	

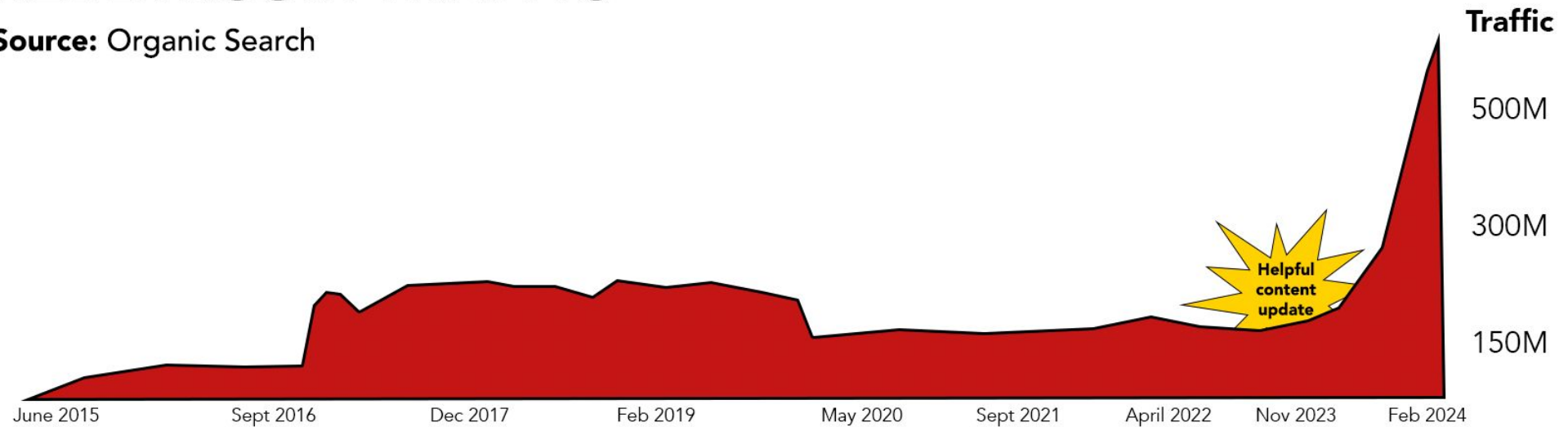
Share of Voice: Current Leaders ? (Google)

Rank	Site	DA	Share	
1	www.google.com	100	23.33%	↑
2	www.capterra.com	79	8.65%	↑
3	www.g2.com	81	4.24%	↑
4	www.reddit.com	92	3.37%	↑
5	zapier.com	80	2.02%	↑
6	www.pcmag.com	92	1.80%	↑
7	www.salesforce.com	92	1.77%	↓
8	www.nerdwallet.com	80	1.70%	↑
9	www.usnews.com	93	1.68%	↑
10	www.forbes.com	94	1.68%	↓

Reddit Generates 560M Visits From Organic Search

REDDIT.COM TRAFFIC

Source: Organic Search



Source: Ahrefs Data, 2024

FOUNDATION

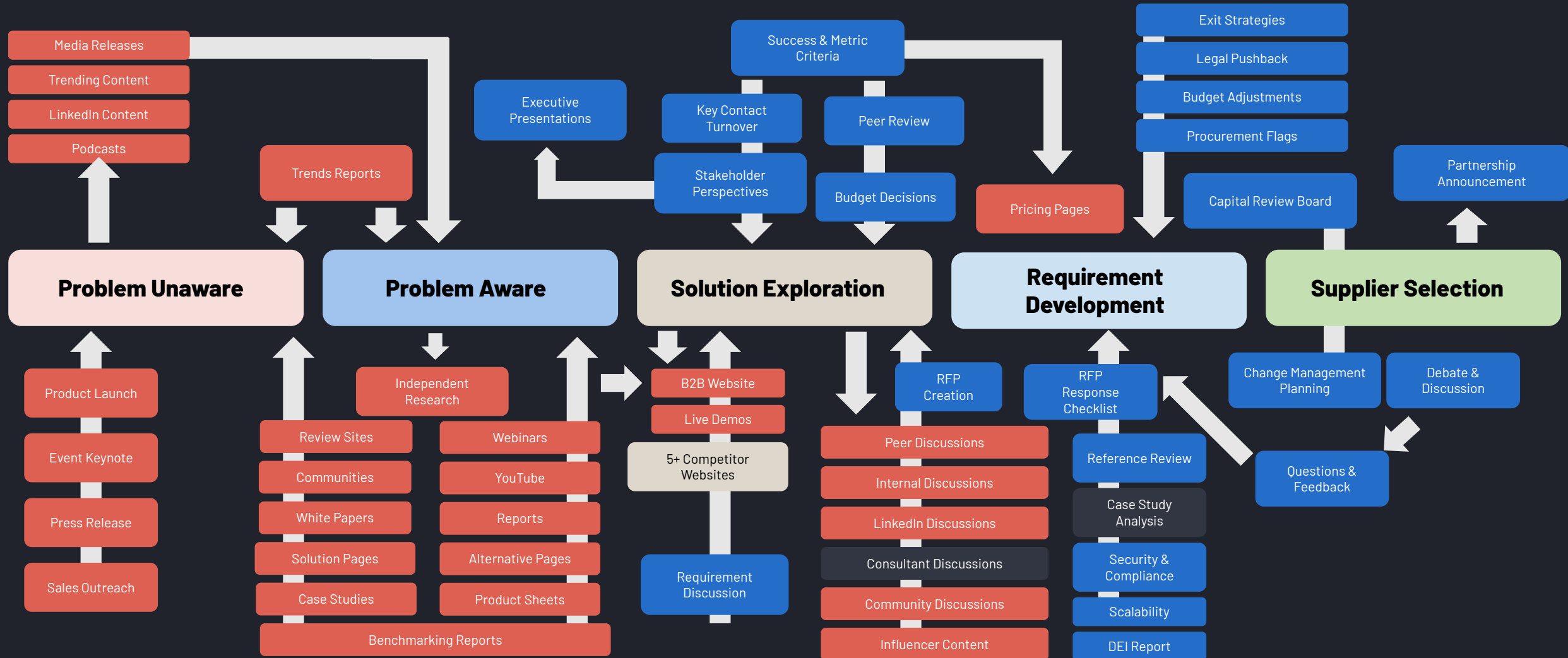


**Create content worth training
LLMs on and distribute it forever.**



How **SHOULD** brands think about Email + Content in 2025 + beyond?

The journey is more chaotic than ever...



AI tools are giving brands the ability to do more with less.

The screenshot displays the Adobe GenStudio interface for managing a campaign. The main view is titled 'Campaigns' and shows 'The WKND 2024 Campaign' in a 'Live' status. The interface includes a search bar, an 'Upload brief' button, and a 'Tasks' overlay. The campaign details are organized into several sections:

- Description:** Evergreen campaign promoting new WKND Fly features to travel-centric customers looking to travel more efficiently.
- Objective:** Acquisition of new customers and engagement of travel enthusiasts looking to up-level their booking experience with all new features in WKND Fly.
- Personas:** Two personas are defined: 'Creative Climber' (visual graphic designer, video pro, UX designer, photography pro, or student) and 'Savvy Communicator' (teacher, faculty, staff, other business pro, or marketing pro).
- Products:** 'WKND Fly' is listed as an outdoor adventures company bringing travel and lifestyle to one convenient place.

The 'Tasks' overlay lists three tasks assigned to 'Ann R.':

- Create Email (Due March 29)
- Create Google Paid Ads (Due April 1)
- Create Instagram Ads (Due April 1)

- Easier than ever to establish clear brand alignment
- Connect your email initiatives back to clear and specific objectives
- Connect brand kits to your AI for consistency

Create emails with a click of a button + modify copy with ease.

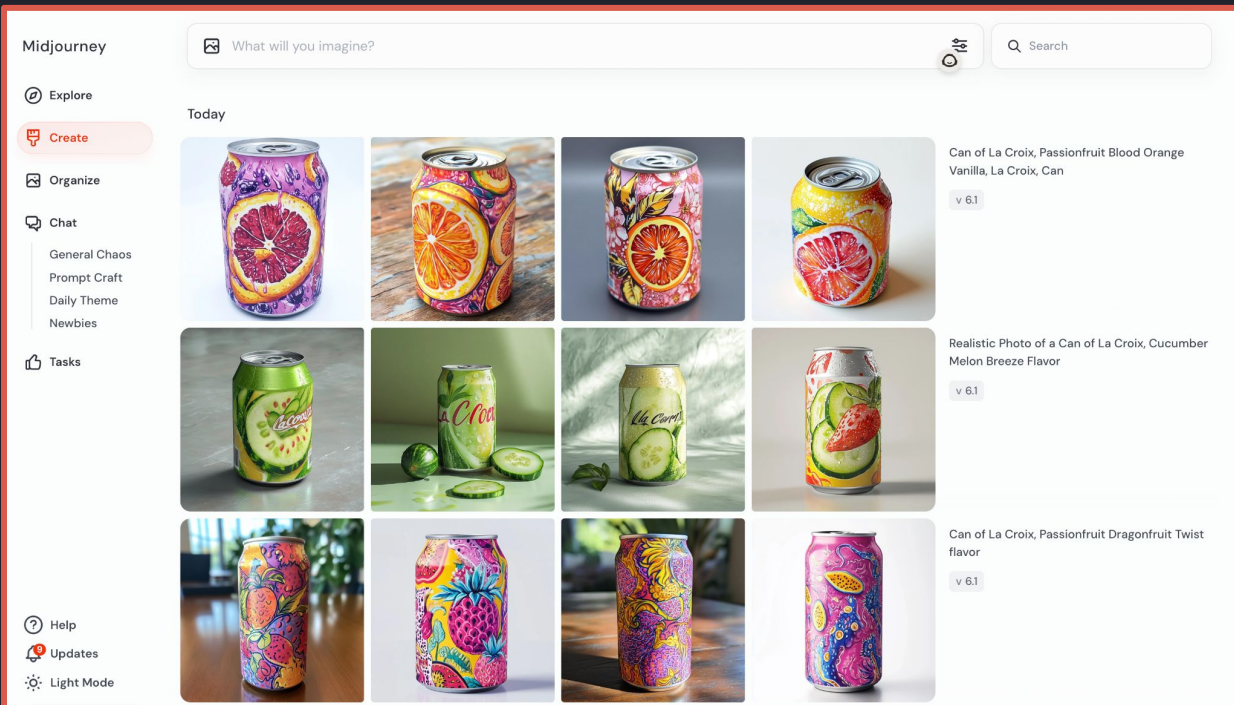
The image displays a user interface for creating and editing an email. On the left, a sidebar titled "WKND 2024 Email" contains a "Campaign" section with "The WKND" details, "Brand" set to "WKND", "Personas" set to "Creative Climbers", and "Products" set to "WKND Fly". Below this is a text prompt: "Highlight the transformative power of new travel features in WKND Fly targeting travel customers." The "Media" section offers "Select content" and "Generate image" options, while "References" allows for "Upload" and "Enter link". A prominent blue button labeled "Create Emails" is at the bottom of the sidebar.

The central area shows a draft email with the "WKND" logo, the heading "Lorem ipsum dolar sit amet", and a blue button labeled "Lorem ipsum dolar". Below the heading is a paragraph of placeholder text. A large image of a climber is visible in the background.

Overlaid on the draft is a "Needs review: Authenticity, Trustworthiness" panel. It offers "Suggested edits" such as "Rephrase", "Shorten", and "Lengthen". It also provides options to "Or enter a prompt" (with a text box containing "Rewrite with an emphasis on the core values of authenticity and trustworthiness") or "Or change the tone" (with buttons for "Inspirational", "Inventive", "Imaginative", "Bold", "Genuine", "Credible", and "Authentic"). A "Generate copy" button is at the bottom of the panel.

On the right, a final email preview is shown. It features the "WKND" logo, the heading "Climbing New Zealand", and a large image of a climber. Below the image, the text reads: "Hev Keaton, Body In our latest article, we embark on a climbing vacation in the mountains that trained Sir Edmund Hilary."

ChatGPT + Midjourney



I'm working on the launch of a series of new product lines for La Croix sparkling water.

1. Cucumber Melon Breeze
2. Passionfruit Dragonfruit Twist
3. Lychee Rose
4. Blood Orange Vanilla

Write a launch email campaign.



For the launch email campaign for La Croix's new product lines, I'll craft content tailored to your audience, highlighting the refreshing nature of these flavors while driving excitement and curiosity. Below are three options for each part of the email:

1. Subject Lines (under 50 characters)

Option 1:

🌟 New Flavors Alert: Sip Into Something Extraordinary!

Option 2:

🍷 Fresh & Fierce: Meet La Croix's Latest Creations

Option 3:

Taste the Sparkling Revolution with La Croix 🍷

2. Preview Texts (under 80 characters)

Option 1:

Discover four bold new flavors that will elevate your refreshment game.

Option 2:

Say hello to summer's coolest sips—grab your favorite today!

Option 3:





BUT...

The fundamentals still matter.

EVEN AMIDST AI CHANGE THE BASICS MATTER...

EDUCATE

How to, new data, insights, product updates, comparisons, new information, etc..

ENGAGE

Personal stories, questions, thought starters, opinion pieces, controversial topics, fill in the blanks, etc...

ENTERTAIN

Personal stories, jokes, self deprecating humor, memes, pop culture references, shade, etc...

EMPOWER

Celebrate others, showcasing others, elevating other brands, lists of people/brands, etc...

- Educate your audience to build trust.
- Entertain your audience to build connection.
- Engage your audience to build community.
- Empower your audience to build a tribe.

This is the strategy we've used...

The screenshot shows a blog post with the following elements:

- Header:** SAAS, Ross Simmonds, 24 Min Read, Last updated on August 22nd, 2024.
- Title:** SaaS Pricing: How To Set Prices For SaaS In 2025
- List of Pricing Strategies:**
 - Penetration Pricing Strategy
 - Captive Pricing Strategy
 - Skimming Pricing Strategy
 - Prestige Pricing Strategy
 - Bundle Pricing Strategy
 - Freemium Pricing Strategy
- Article's Content:**
 - What Are SaaS Pricing Models?
 - Importance Of SaaS Pricing —Why Does It Matters?
 - Seven Pricing Dimensions for SaaS Companies
 - SaaS Pricing Strategies Most Commonly Followed
 - Psychological Tactics to Successfully Price your SaaS Products
- Main Text:**

SaaS (Software as a Service) has become an integral part of many businesses. Most modern businesses use some form of SaaS product to run its day-to-day operations. Whether it's a CRM software or a software that helps manage marketing – the economy runs on the back of SaaS.

The SaaS market is projected to reach over **\$307 billion by 2026**, making it an attractive industry for entrepreneurs and businesses. However, with the increasing competition in the SaaS market, it can be difficult to determine the right pricing strategy for your product.

How do you price a SaaS product in 2024?

How do you pick a price? And what variables should be considered when you think of things like user seats and more?
- Footer:** FREE CONTENT, social media icons (Facebook, Twitter, LinkedIn).

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- Charts and graphs that support ideas and frameworks
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- YouTube video added where appropriate for visual learners
- Headlines aligned with the desired search intent of the user
- Headlines optimized to include the appropriate # of keywords
- Embedded content from social media channels for dynamic content
- Third party expert quote sourced with link or proprietary from outreach
- Definitions of primary keywords isolated from content for feature snippets
- Links to sites with a domain authority / ranking in the Good / Excellent range
- Links to highly credible sources (ie. Medical Journals / .EDU / Universities)
- Word count equal or beyond the average in the top 10 pieces in the SERP
- Optimize to include a real author with a link to their author page
- Create a conclusion that is inspiring and/or has a call to action
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- Product references are in-depth and tutorial like
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Create valuable content on the back of Artificial Intelligence

IH INDIE HACKERS

The ultimate guide to SaaS pricing

by Ross Simmonds

In this guide, I'm going to help you understand everything you need to know about different SaaS pricing models and strategies, and how to determine the right one for your business. Whether you're just starting out or looking to optimize your current pricing model, this guide will provide you with the information and tools needed to succeed in the 2023 SaaS market.

When asked why this strategy could help Wilson said:

“Ultimately you want to change the conversation in your prospect's

Decoy Pricing


DECOY PRICING STRATEGY

The diagram shows three pricing options for popcorn and coffee. The first option is a single popcorn bucket for \$4.00. The second option is a popcorn bucket and a coffee for \$6.50, with the price labeled as 'THE DECOY'. The third option is a popcorn bucket, a coffee, and a chocolate bar for \$7.50.


Option	Price
Popcorn bucket	\$4.00
Popcorn bucket + Coffee	\$6.50 (THE DECOY)
Popcorn bucket + Coffee + Chocolate bar	\$7.50

The response can speak for itself...

1
^
Wow, that might be the most thorough rundown I've seen - thanks!

1
v
 Toni_notTony · 11 days ago · [-] · **REPLY**

1
^
Love to hear it! Thank you so much.

1
v
 thecoollestcool · a few seconds ago · [-] · **REPLY**

1
^
Well-organized handbook for SaaS pricing!

1
v
 eric_lee · a month ago · [-] · **REPLY**

1
^
Thanks Eric - Glad it resonated!

1
v
 thecoollestcool · 22 days ago · [-] · **REPLY**

1
^
Pretty extensive guide!! Very informative.

1
v
 n_a__m__a__n · a month ago · [-] · **REPLY**

1
^
Nice article, Ross! Interesting read. A while ago I wrote an article around **strategic positioning** of a product. I think yours is a nice deepdive on the pricing!

1
v
 Ruben88 · 8 days ago · [-] · **REPLY**

1
^
thanks for the article, effectively explains the three main pricing models: cost-based, market-based, and value-based, highlighting their different approaches and advantages.

1
v
 red_michael · 9 days ago · [-] · **REPLY**

1
^
Thank you for this deep dive! Pricing tends to be a big question for many early-stage startups, so this thorough breakdown is quite helpful to determine which structure could work.

1
v
 tori · 9 days ago · [-] · **REPLY**

1
^
Amazing post! really informative and helpful for me.

1
v
 neha_joshi8 · 10 days ago · [-] · **REPLY**

Our AI-Assisted Content Elevation Checklist

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I've done it with blog posts...

 **Ross Simmonds** ✓
@TheCoolestCool

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Ethan Crump 5 Min Read Last updated on April 3rd, 2024

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Podcast Episode

How Monday.com Rode Their Diversified Marketing Strategy Straight to the Super Bowl

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🎧 ✓ ...

Description Transcript

Despite being a young underdog in the project management platform space, monday.com is leveraging high-quality content to compete with big names like Asana, Trello, Notion, and ClickUp. In this episode, I talk about their marketing strategies that led them straight to the Super Bowl.

And the results have been wild...

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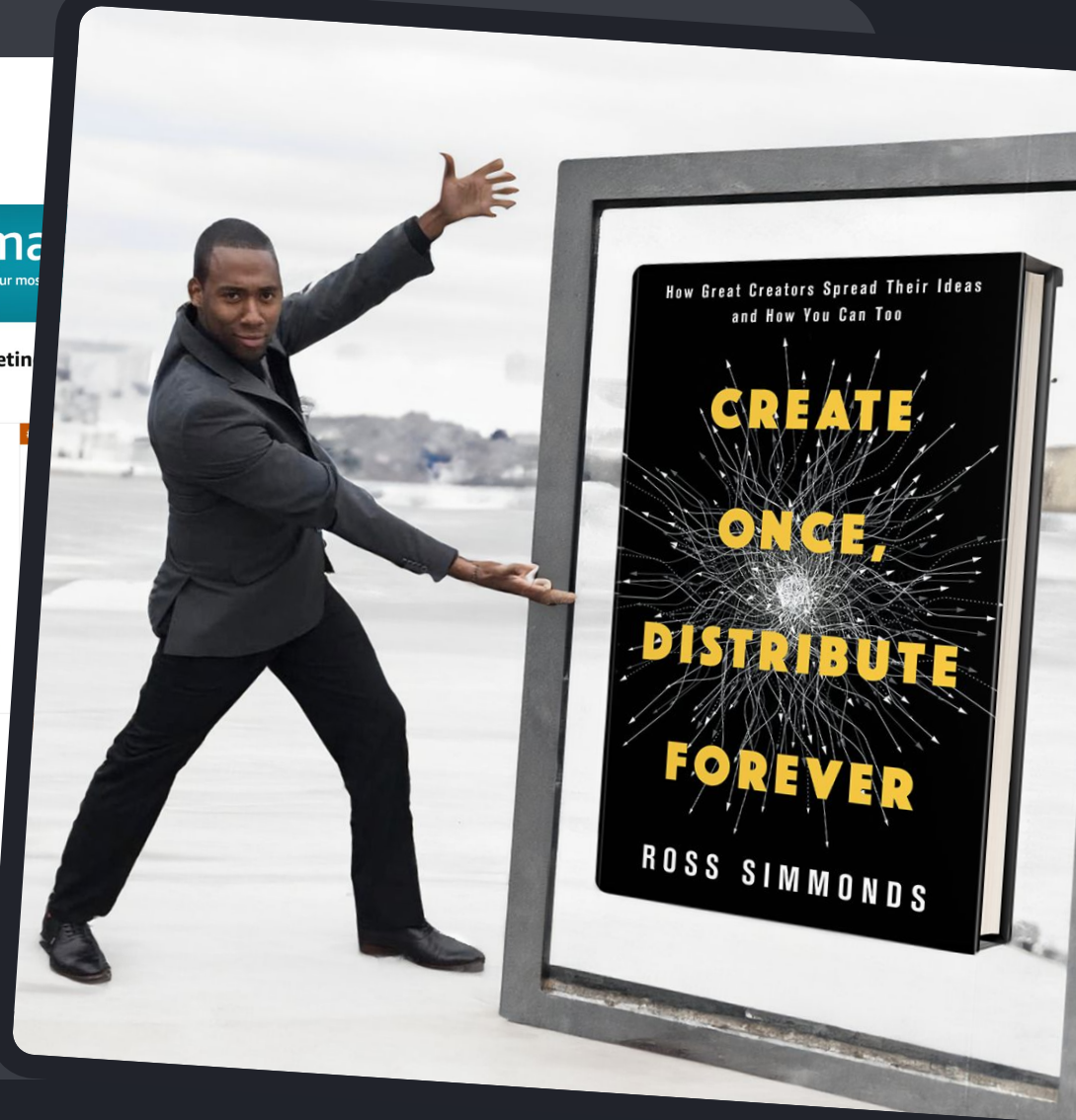
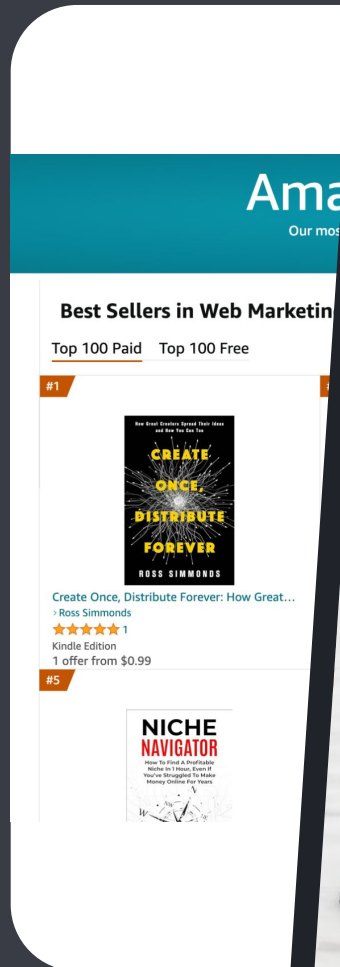
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You can't control the industry.



You can't control the algorithm.



You can't control the industry.



You can't control the algorithm.



You can't control the rise of AI tech.



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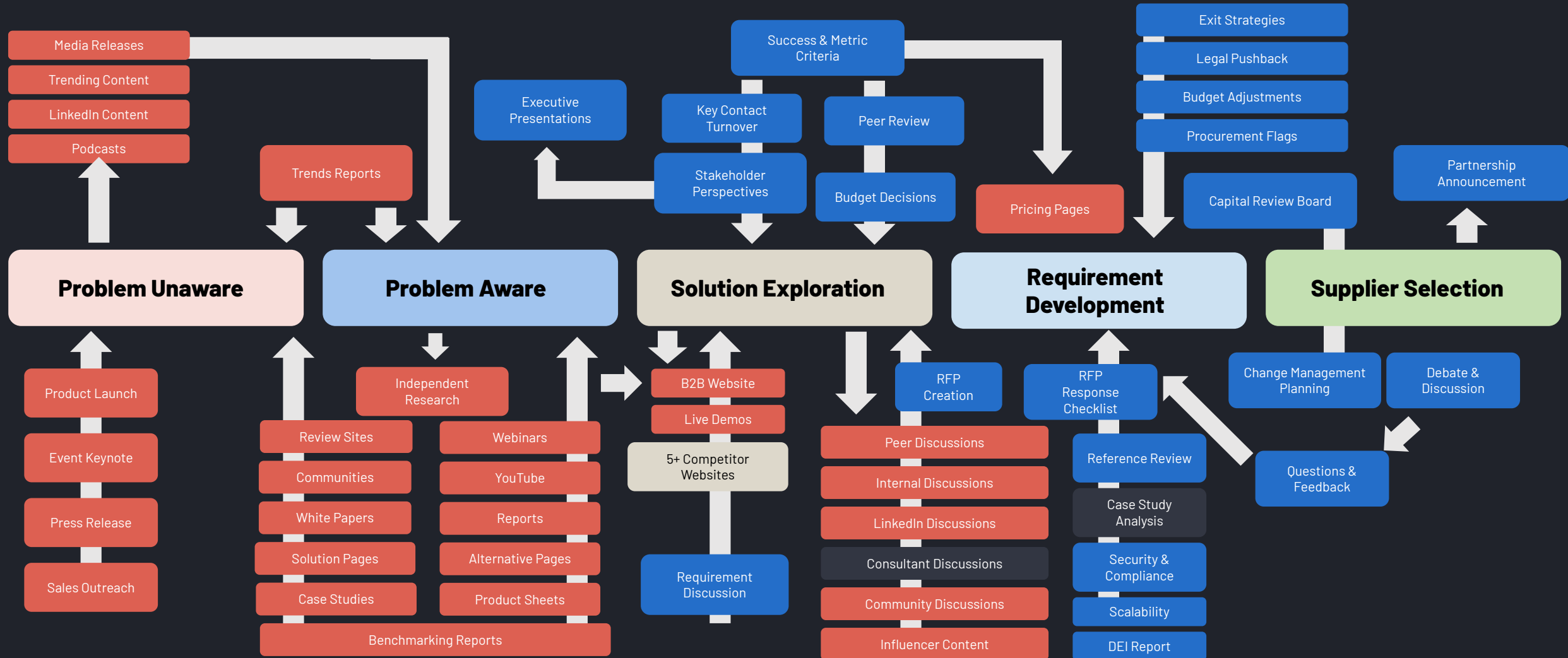
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Create content across the full journey...







The more you **grow into a helpful person** yourself, the happier you'll find this world of ours is.

- **Fred Rogers**