

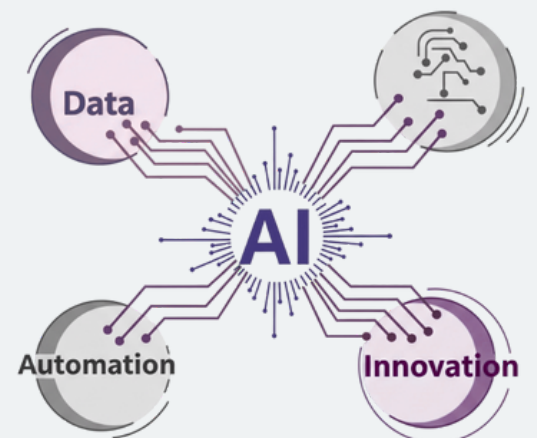


INTELLIGENT MARKETING 2025

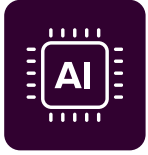
The AI Advantage

In today's complex marketing landscape, a well-defined strategy is essential. At Goose Digital, we go beyond traditional methods, leveraging the power of AI to help you achieve tangible business outcomes. Our services are designed to address the modern imperative of "doing more with less" by optimizing efficiency and maximizing ROI through AI-driven strategies, automation, and performance marketing.

- AI isn't about replacing your team; it's about empowering them to achieve measurable growth and stronger pipelines.
- We've categorized our AI services to align with your business needs, whether you need to plan, operate, or accelerate.
- We help you leverage AI for tangible business outcomes, not just for the sake of using new technology.



AI-Powered Strategic Consulting & Operations



Strategic AI Integration

AI isn't just a tool; it's a strategic partner that can transform how your team plans and executes marketing. We help you move beyond basic applications to build a comprehensive, AI-enabled marketing engine.

- **AI-Powered Strategic Consulting:** We help leaders build actionable, data-driven plans for AI adoption. This includes our
- **AI Readiness Roadmap:** which assesses your current state and identifies key opportunities for growth. Our goal is to uncover valuable insights to inform your decisions and develop actionable roadmaps to achieve your goals.
- **AI-Enabled Workflow & Operations:** We empower your marketing team to work more efficiently and effectively. We can deploy AI consistently across your team through custom agents and integrations. Our services focus on optimizing your technology, processes, and data for seamless execution and reporting.

Featured Services:

- AI Readiness Roadmap
- Generative AI Strategy
- AI UI/UX Optimization
- AI Marketing Operations
- AI Agents & Integrations



AI-Powered Performance and E-commerce



Measurable Outcomes at Scale

The true power of AI lies in its ability to deliver measurable results. We leverage AI to optimize every aspect of your campaigns and e-commerce presence, ensuring your efforts are directly tied to pipeline, revenue, and ROI.

- **AI-Powered Performance & Analytics:** Gain a competitive edge with deeper, real-time insights. We use AI to analyze large datasets to identify key trends and potential areas for growth. Our services help you precisely attribute revenue to marketing touchpoints and proactively identify churn risks.
- **AI-Powered E-commerce Acceleration:** For businesses in the e-commerce space, AI is a game-changer. We automate content creation, optimize imagery, and personalize the customer journey to drive sales. We can create optimized metadata and content strategies at scale and automatically generate unique, SEO-friendly product descriptions and visual assets.

Featured Services:

- AI Revenue Attribution
- AI-Driven Opportunity Analysis
- AI SEO Optimization
- AI Content Production
- AI-Generated Product Content
- AI Optimized Product Images



AI-Powered Use Cases and Technology Stacks



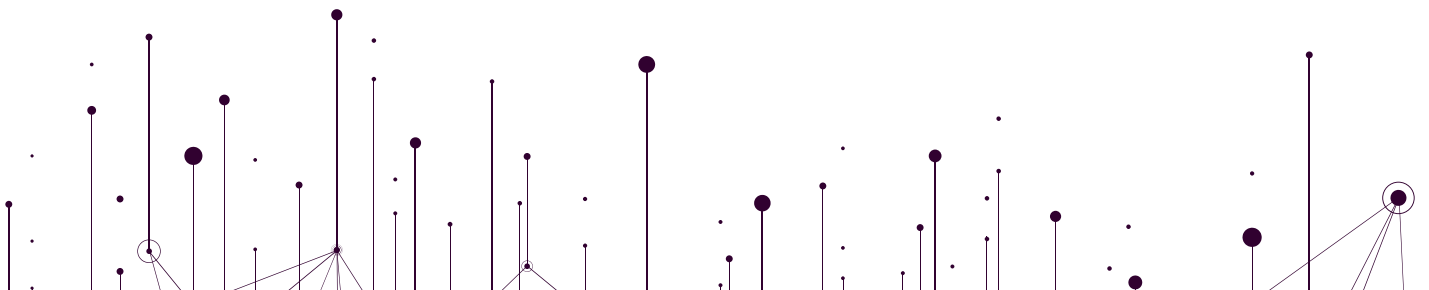
From Idea to Implementation

AI-Powered Use Cases

- Generate personalized email nurtures at scale for complex customer journeys.
- Automate background removal and image creation for product catalogs and social media.
- Build conversational bots for websites that qualify leads and answer common questions.
- Create dynamic ad copy variations for A/B testing across paid media channels.
- Analyze thousands of customer reviews to uncover key product insights and pain points.
- Automate social media content creation for multiple platforms from a single blog post.
- Predict which leads are most likely to convert using AI-driven lead scoring.
- Develop on-brand content agents to ensure consistency across the marketing team.
- Summarize complex product data into concise, compelling descriptions for e-commerce.
- Translate and localize content for international markets instantly.
- Automate SEO metadata creation for new website pages and product listings.
- Forecast marketing campaign performance to optimize budget allocation.

Technology Platforms & Tools

- **Large Language Models (LLMs):** OpenAI (ChatGPT), Google (Gemini), Microsoft (Copilot), Anthropic.
- **Workflow & Integration Tools:** n8n.io , Zapier, Notion AI, Bubble.io.
- **Content Creation Platforms:** Potoroom, Bannerbear, Canva, Gemini Veo, Opus Clips.
- **CRMs, MAPs, & Data Platforms:** HubSpot , Salesforce , Looker Studio , Act-On , Marketo, Microsoft Dynamics.





INTELLIGENT MARKETING SOLUTIONS



Best
Workplaces™

Great
Place
To
Work®

CANADA
2025

Goose Digital is Canada's leader in Intelligent Marketing Solutions, empowering businesses to achieve measurable growth through AI-driven strategies, automation, and performance marketing. We help organizations optimize efficiency, maximize ROI, and create data-driven customer engagement strategies that drive real business outcomes. Our expertise spans marketing strategy, digital performance, and marketing operations.



HubSpot

Marketo™
An Adobe Company



LinkedIn



Click

SharpSpring
from Constant Contact

WordPress

Microsoft
Dynamics 365

Meta
Business Partner

reddit

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