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Marketing Leader's Checklist

6 Steps for Navigating the Zero-Click Era

The changing media landscape is challenging the basic logic of digital marketing

The traditional digital marketing model—where the goal is to drive customers to a website and measure conversions there—is rapidly breaking down.

AI-powered searches, generative answers, and social media algorithms now guide people to consume content, compare solutions, and make purchasing decisions right where they already are: on Google's search results page, in ChatGPT, or on social media.

Welcome to the ***Zero Click era***—where website traffic declines, customer journeys fragment, and measuring marketing effectiveness becomes increasingly difficult.

As a marketing leader, your job is still to ensure your brand is seen, remembered, and chosen—even when the customer never makes it to your website. This guide gives you a framework for planning marketing in the Zero Click world.

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The Zero-Click era doesn't demand a full reset — just the courage to see things differently.

We'll help you get there.

As a marketing leader, use these 6 steps to lead the shift:

From campaign calendars to customer-centric media strategy

Customers no longer move linearly from campaigns to landing pages. That's why your channels, content, and budget must build continuous visibility across the customer journey — not just short-lived campaign spikes.

Redefine how you measure marketing impact

Conversions tell only part of the story. Expand your measurement model to include signals of interest, trust, and engagement — such as branded search volume, video views, or sentiment. Develop a KPI model to track impact beyond your own web environment. Don't fall for the trap of "what's easy to measure" — prioritize what matters, even if it's harder to track.

Make sure analytics serves decision-making

If your data is disconnected from business goals or scattered across systems, it's not helping. Unify all key metrics into one view — visible to both marketing and sales. It's not about having more data; it's about identifying the right signals and acting on them fast.

Reposition your website in the buyer journey

Websites aren't disappearing — but their role is changing. They're no longer the starting point for interest or engagement. Instead, they are where customers finalize decisions, compare options, or reach out. Optimize your site for decision-stage visitors — not for those who may never arrive.

Test your brand's visibility in Zero-Click channels

Is your content appearing in Google, AI search tools, and social platforms? If not, potential customers may not even know you exist. Identify visibility gaps and build a content strategy that shows up where your audience already is.

Embed marketing deeply into your commercial strategy

Marketing is not a support function — it's a driver of growth. Tie marketing activity directly to business goals. Integrate data from marketing, sales, customer service, and communications into one shared view. When the entire organization pulls in the same direction, marketing becomes an investment — not a cost.

Why is it important to re-evaluate digital marketing now?

Google is no longer just a search engine — it's an answer engine

- More users now get the information they need directly in the results — without clicking.
- AI summaries and "People also ask" boxes are replacing traditional organic links.
- Visibility now demands more than strong metadata — it requires understanding the questions your customer is asking and delivering clear, credible answers.

AI-powered search is changing behavior

- Tools like ChatGPT, Copilot, and Perplexity bypass websites entirely.
- Customers no longer browse — they ask questions and trust the answers they get.
- Your brand needs to be discoverable, credible, and mentioned in these spaces.

Social media now contains users, not just drives traffic

- Platforms like LinkedIn, TikTok, YouTube, and Instagram optimize algorithms to keep users on-platform.
- Customers are comparing options and making decisions directly in the feed.
- Organic and paid media must be designed together, as part of a connected buying journey.

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Our mission is to make business leaders fall in love with marketing.