



# Profit-Forward Marketing Strategies to Grow in Any Economy

**Heather Pressler, PhD**  
CEO of BlueHuki Group



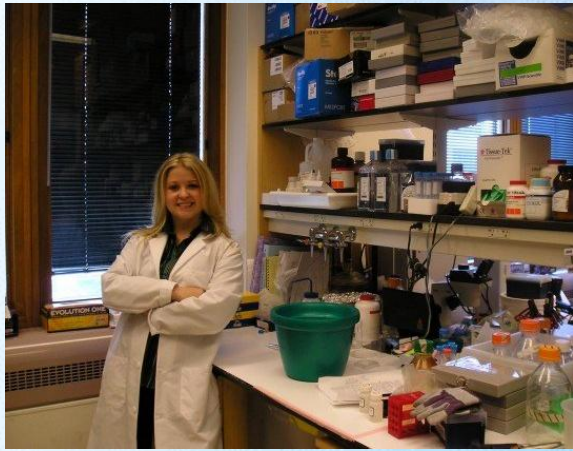
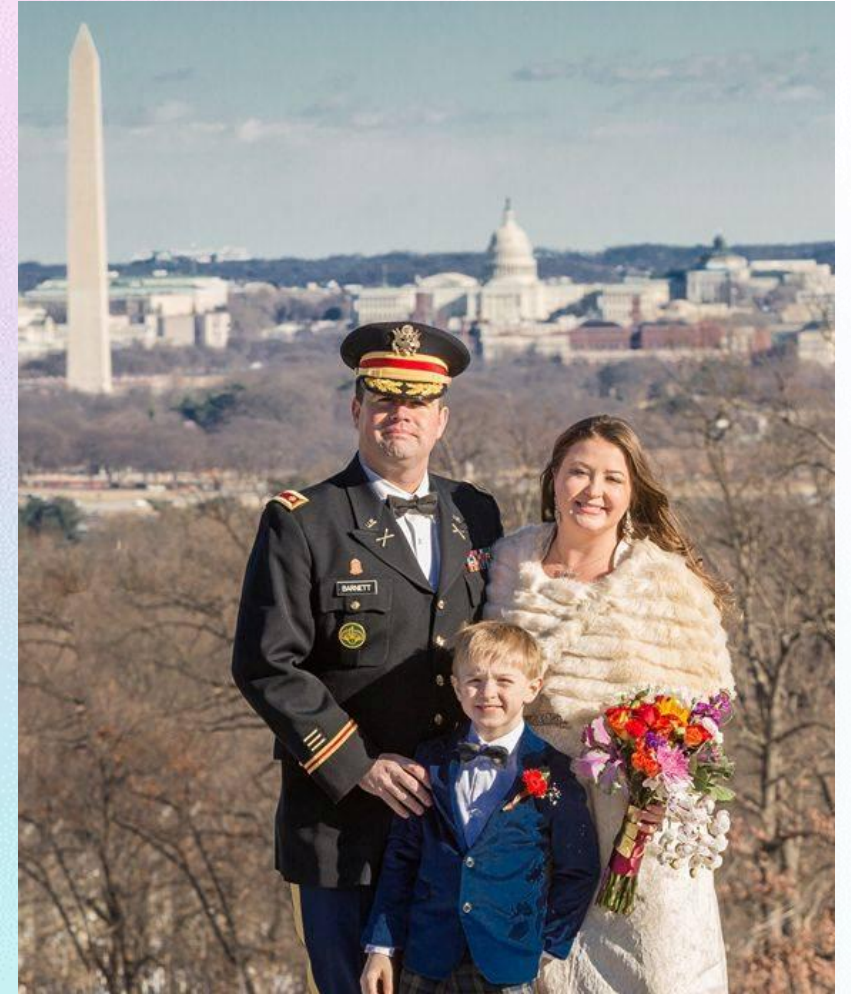
# Agenda

- ✓ Who is Heather?
- ✓ Understanding Profits
- ✓ Focus on Returns
- ✓ How Much to Spend
- ✓ Efficiency
- ✓ Low Cost Activities
- ✓ AI Timesavers
- ✓ Case studies
- ✓ What's Next?





# Who is Heather?





# BlueHuki

Less Drift, More Waves in Your Marketing

- 01. Inquisitive
- 02. Reliably Excellent
- 03. Creative Mavericks
- 04. Data-Informed & Strategic

## Heather Pressler, PhD

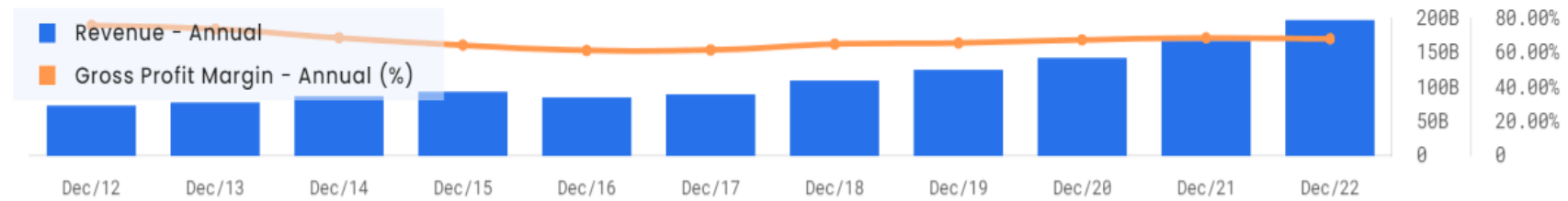
10+ years of Sales, Training, Digital Marketing,  
Data Analysis & Web Design experience



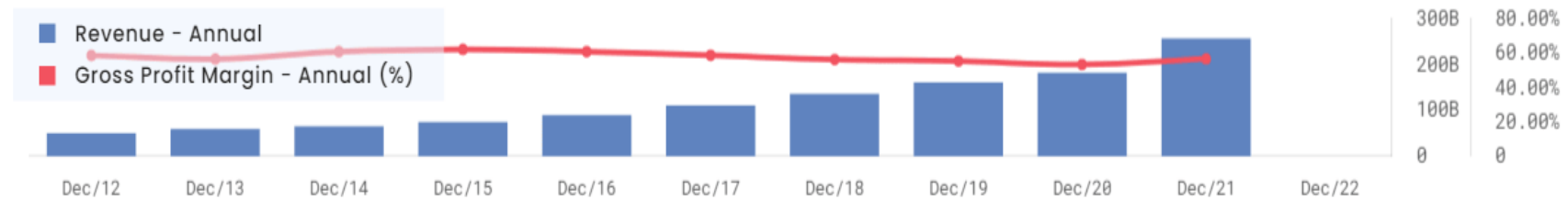
# Poll

## Which Business Do You Want to Buy?

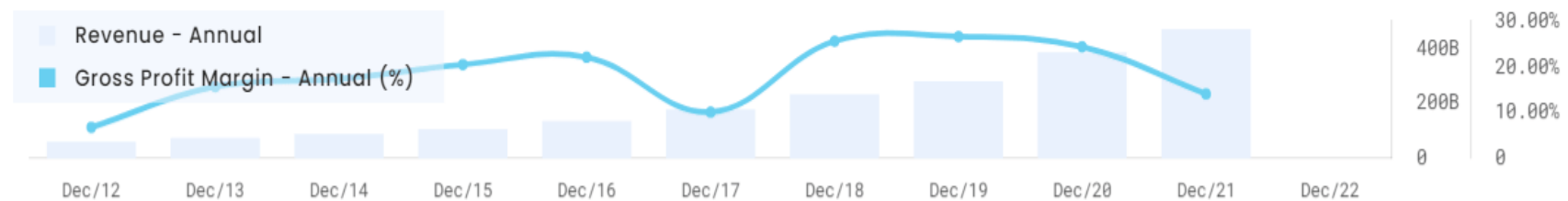
### Microsoft Corporation (MSFT)



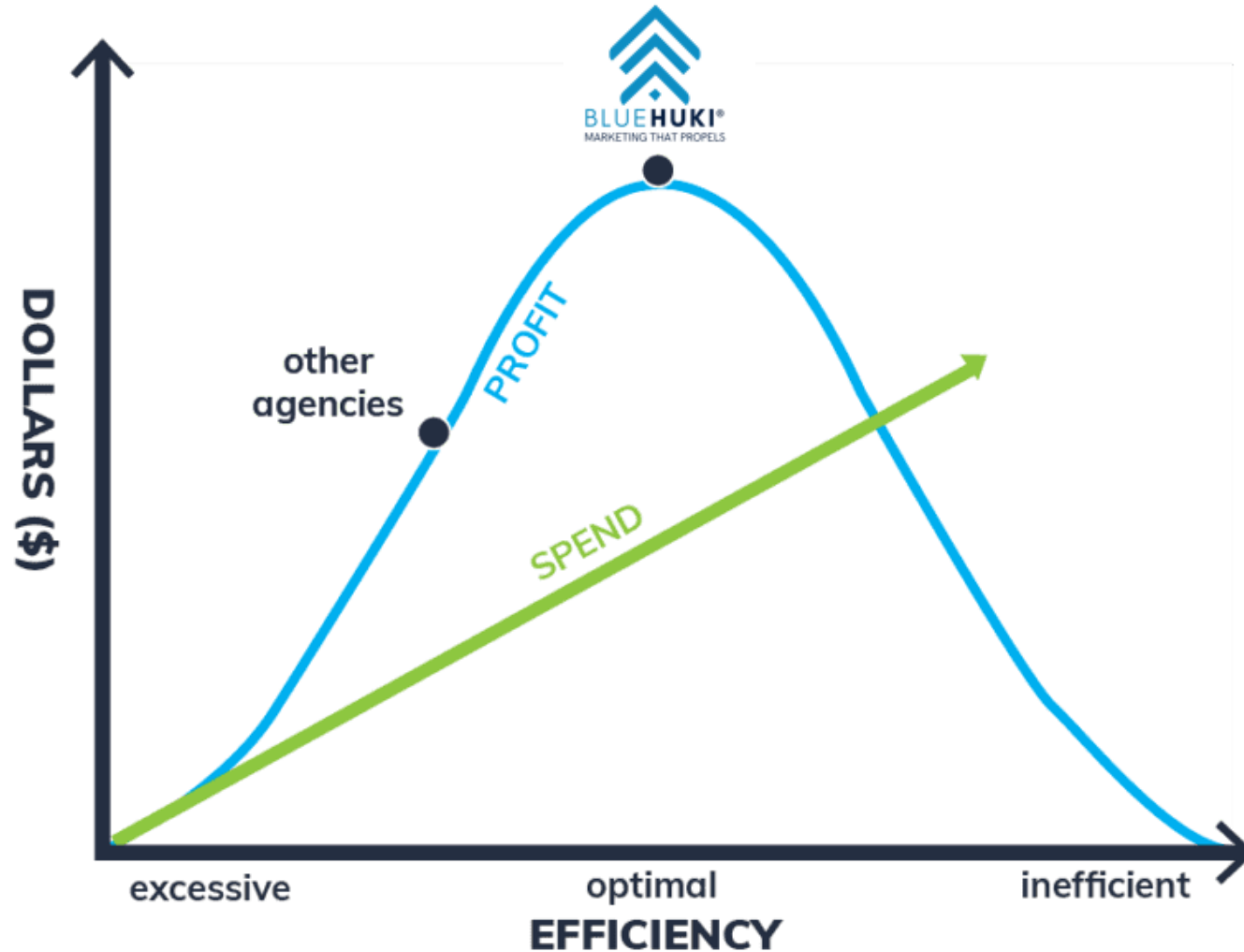
### Alphabet Inc. (GOOGL)



### Amazon.com, Inc. (AMZN)



# Optimizing Profit Strategies



# Cost Saving Tactics

**01.**

Focus on Returns

**02.**

Spend Efficiently

**03.**

Low-Cost Activities

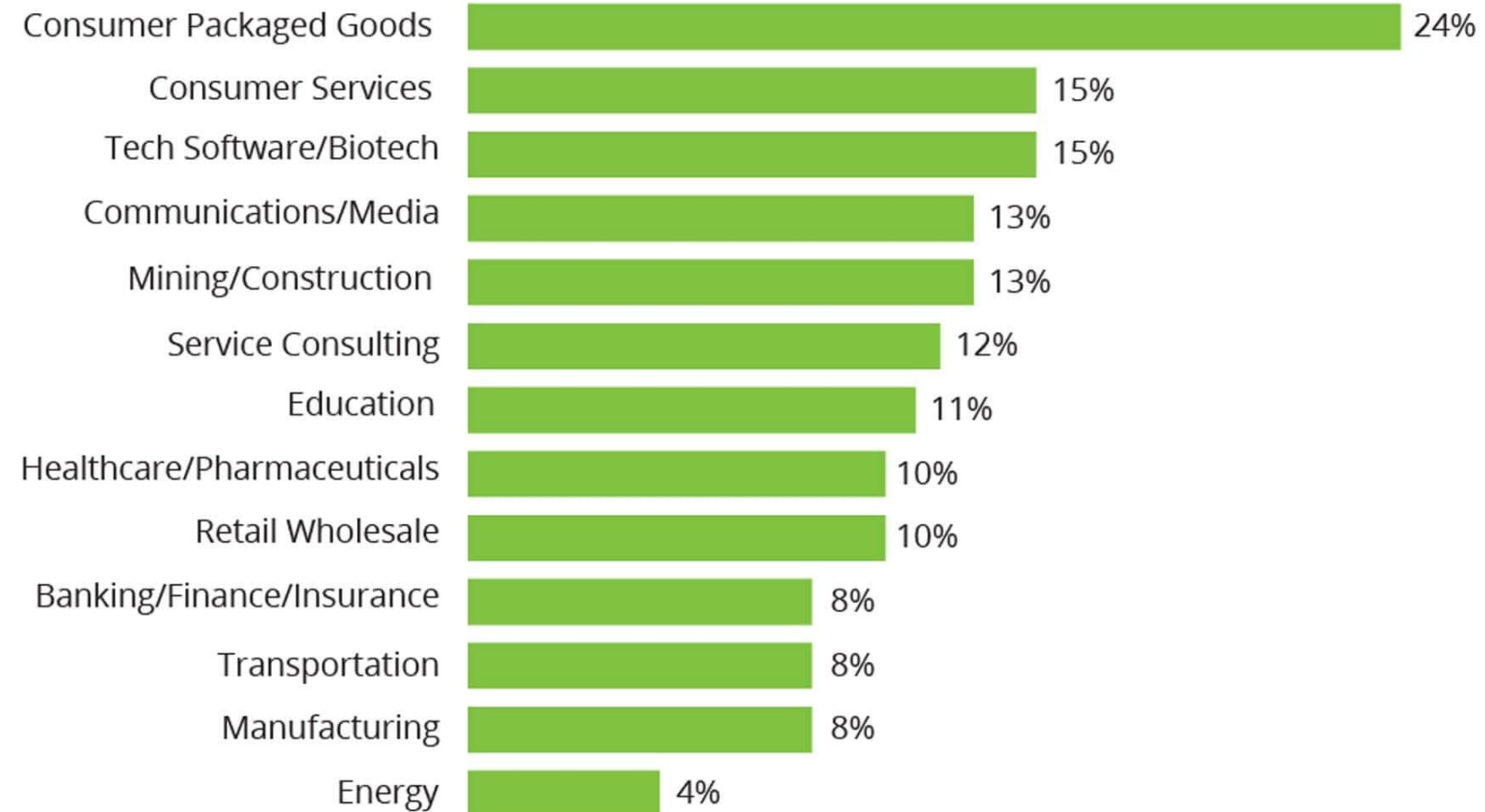
**04.**

AI Timesavers

# How Much Spend?

**Figure 1: Marketing Budgets By Industry**

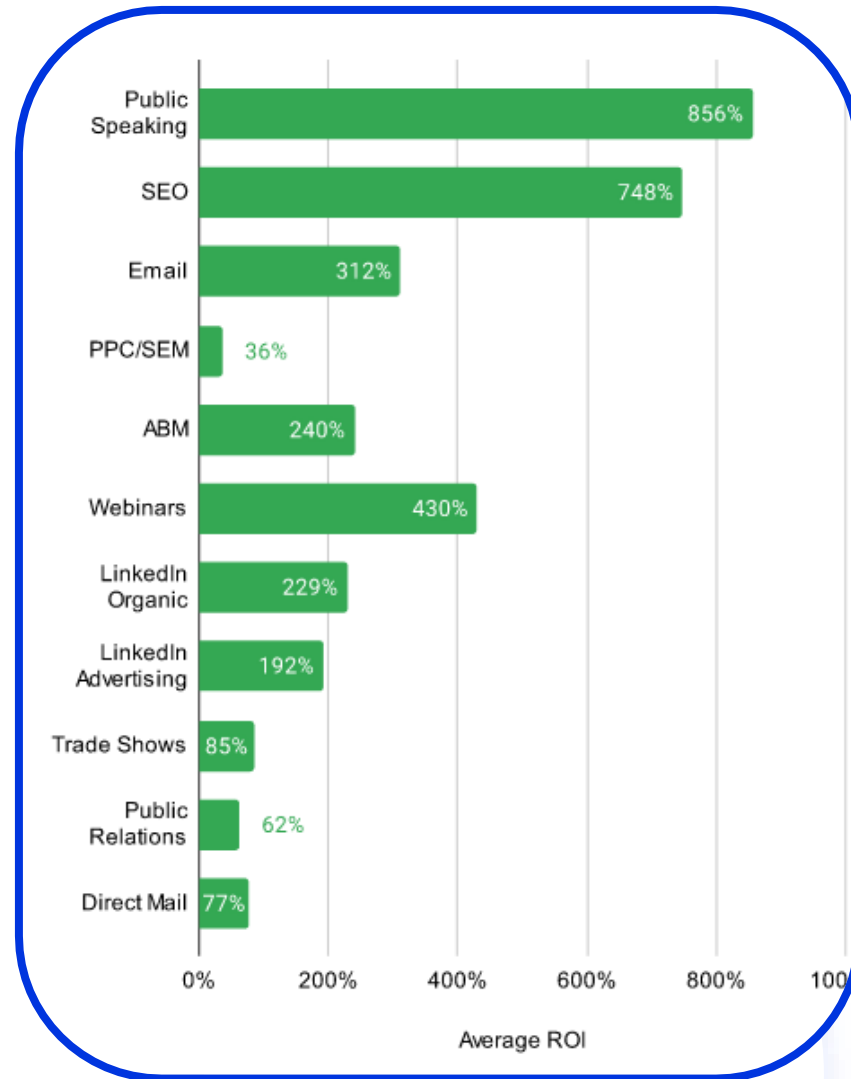
Marketing accounts for what percentage of your overall budget?



Source: The CMO Survey and Deloitte Digital



# Where is the best return on investment in 2025?



# Cost Saving Tactics

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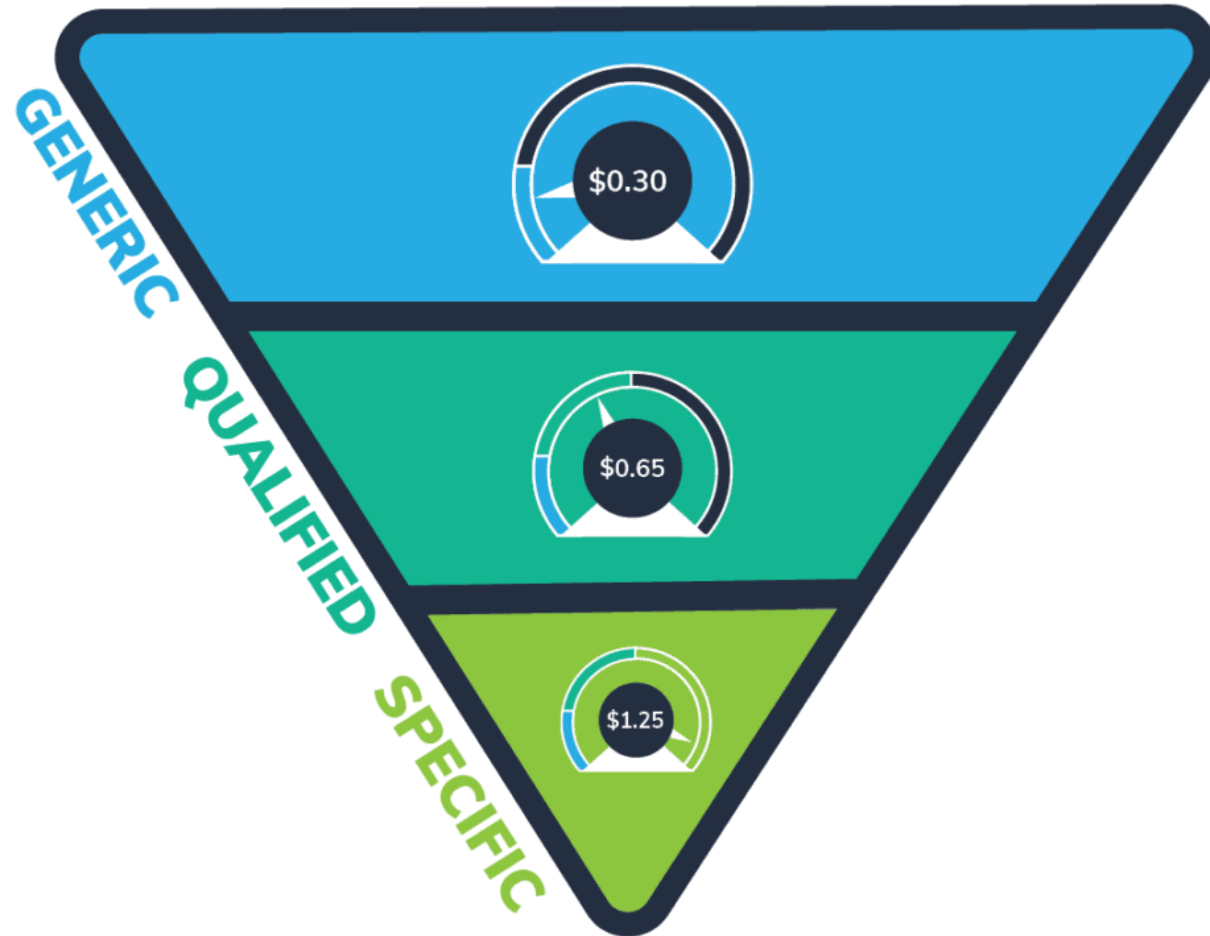
**04.**

AI Timesavers

# How to Spend



# Bottom of the Funnel





# Constant Improvement



# Cost Saving Tactics

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Spend Efficiently

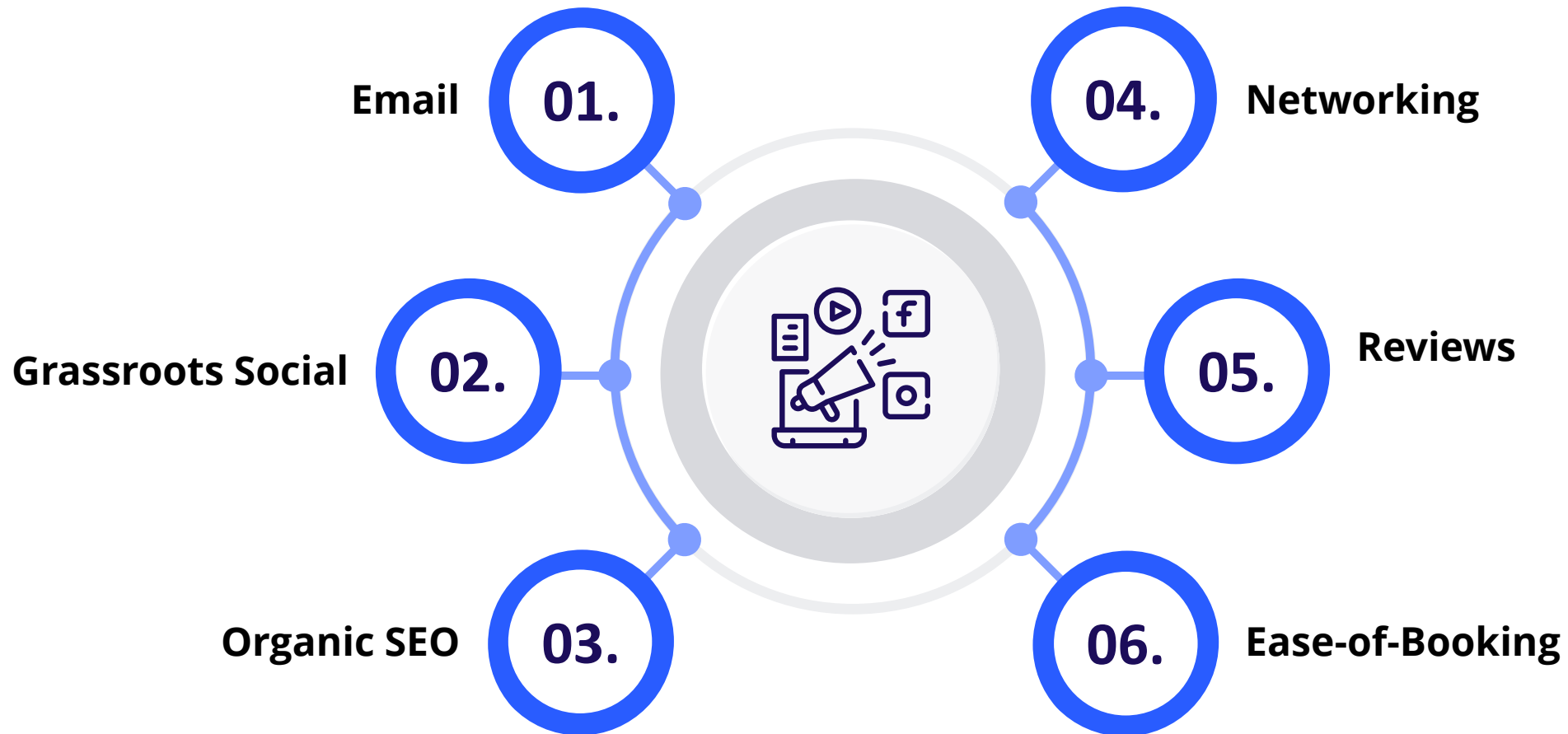
**03.**

Low-Cost Activities

**04.**

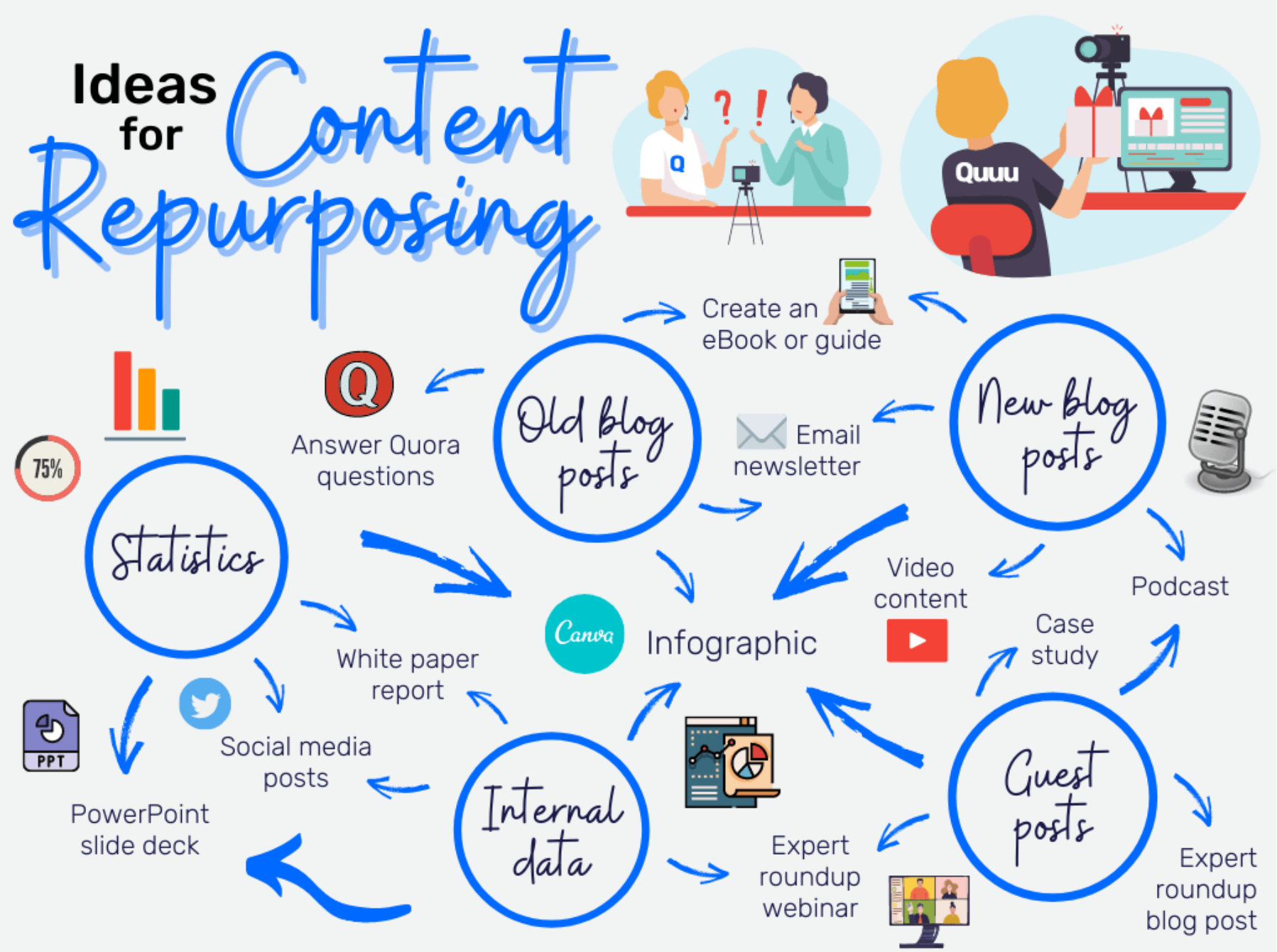
AI Timesavers

# Low-Cost Marketing Activities



**Practical Exercise:** Write down 1 task you'd like to research

# Ideas for Content Repurposing





# Cost Saving Tactics

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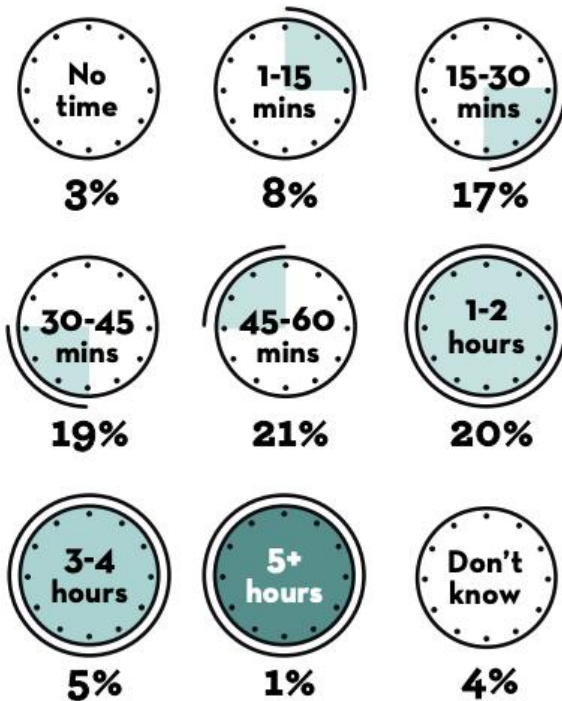
Low-Cost Activities

**04.**

AI Timesavers

# Tip 1: Use AI Smartly

## Time saved per day by using AI



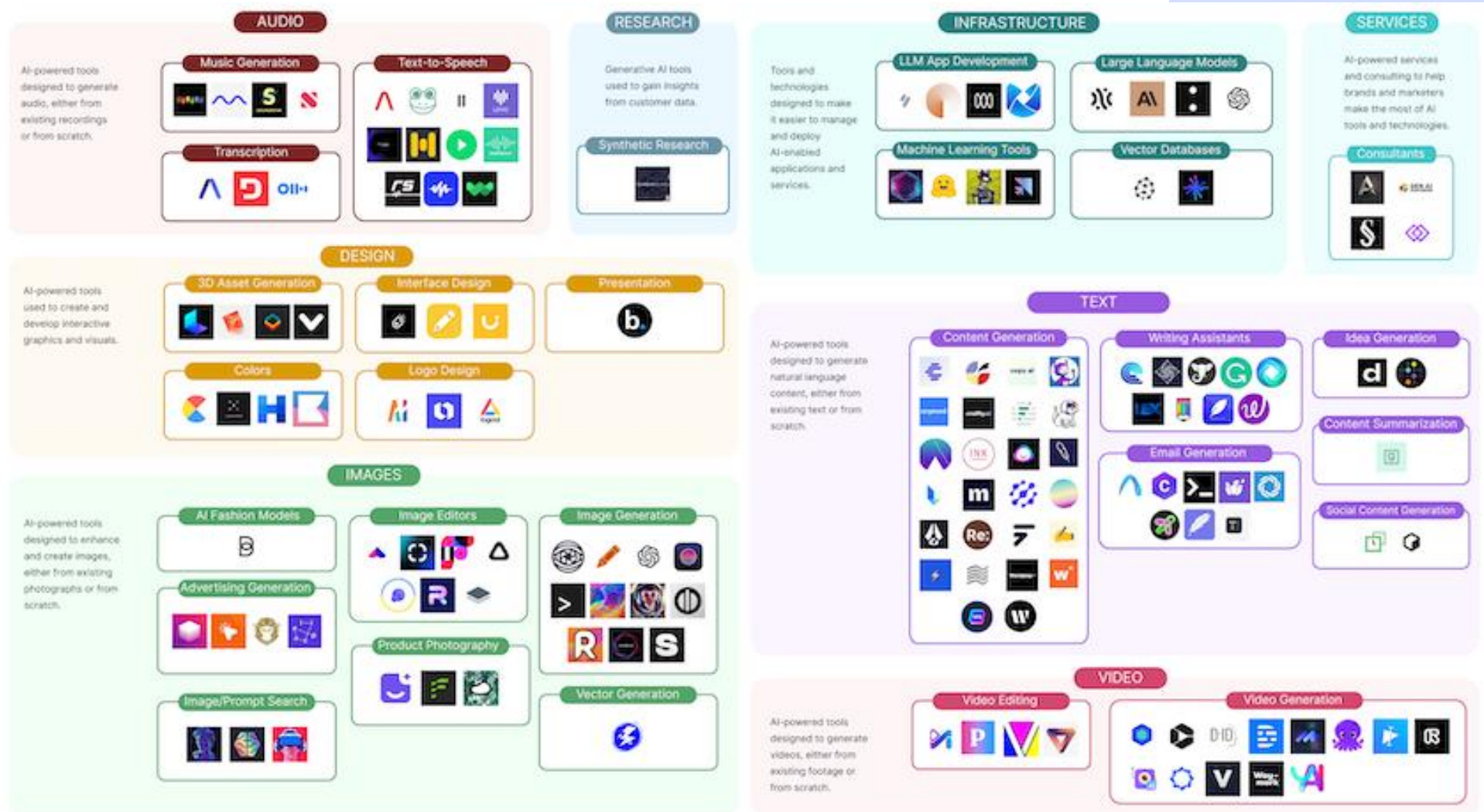
The average  
time saved per  
day by using AI  
is **one hour**

- › Idea generation
- › Utilizing data
- › Analyzing data
- › Optimizing delivery
- › Reaching the right audience
- › Creating alternatives
- › Spotting weaknesses
- › Improving creative
- › Training the AI

# Ultimate AI Tech Cheat Sheet!



SCAN ME



# Key Takeaways



**#1** Try something, anything **NEW**



# What is a Winning Strategy Worth?

**90%**

Reduction  
in lead cost

**300%**

Increase in  
web traffic

**5x**

Local  
Rankings

**10x**

Conversions

# Cost Saving Tactics

**01.**

Focus on Returns

**02.**

Spend Efficiently

**03.**

Low-Cost Activities

**04.**

Save on Payroll &  
Hire an Expert

# We are!

## Drop your best tip in the chat



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@BlueHuki

Let's Connect!



**SCAN ME**