

Clicks Are Dying. Memories Drive Growth.

It's time to back to fundamentals of marketing.

Are you ready?



For 20 years, marketers chased:

→ Clicks

→ Leads

→ ROAS

All thanks to the rise of the internet and performance marketing.



But today, AI answering engines like ChatGPT are:

- ✗ Reducing search traffic**
- ✗ Killing the click economy**

The result? Performance-only strategies are breaking.



**It's time to return to the
fundamentals of marketing:**

- Demand Capture AND**
- Demand Creation**



 **Performance ads = Capture existing demand**

 **Branding = Create future demand**

Through memory, emotion, and mental availability.



According to research:



Only **5%** of buyers are in-market now



95% are future buyers



No brand memory = No future sales



 **The real growth lever?**

Being remembered when buyers **eventually**
enter the market.



What to focus on moving forward:

- ✓ Build mental availability
- ✓ Run consistent, broad-reach campaigns
- ✓ Track awareness, not just clicks
- ✓ Blend brand + performance



AI is reshaping discovery.

**Being remembered matters more than being
clicked.**

Brands that create memories will win.



**I share insights on marketing, AI,
and scaling businesses.**



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