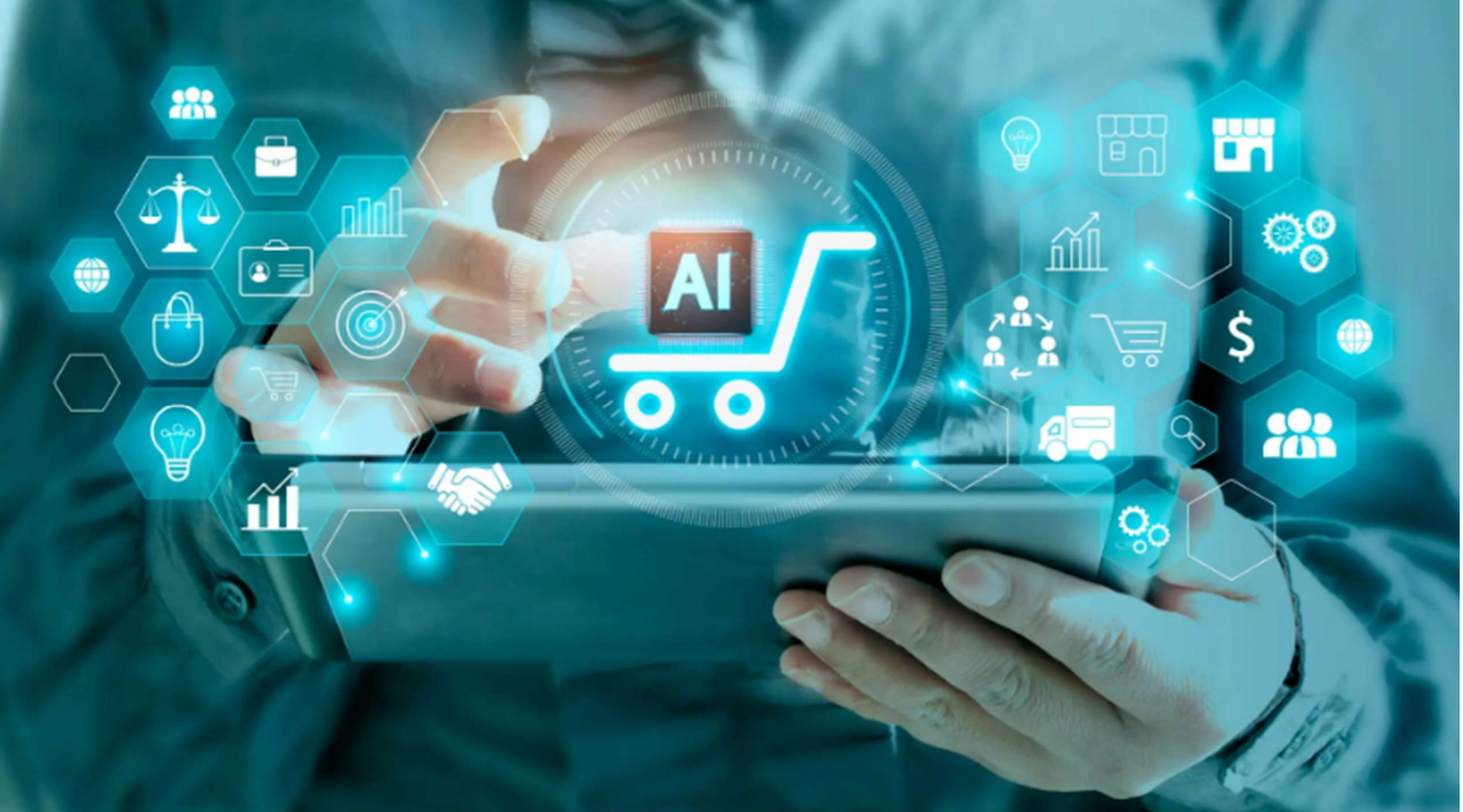




# Identifying Key AI Behavioral & Search Changes For Your Customers

# Mini Audit



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## Understanding How AI is Changing Your Customer

AI is changing how customers think, search, and make decisions, often faster than businesses realize. This mini audit will help you take a step back and assess how these shifts may be impacting your marketing strategy.

Use it to identify where your customers are spending time, how their expectations have evolved, and what adjustments you can make to stay visible, relevant, and trusted in an AI-powered world.



### Part 1: Who Is Your Customer Today?

#### Action Steps:

- Revisit your customer personas
- Update based on new tech habits and expectations

#### Questions to Ask:

- What AI tools might my customers be using? (ChatGPT, voice assistants, TikTok search, etc.)
- Are they using AI to research, plan, or shop?
- How do they prefer to discover new brands now?



### Part 2: Where Are My Customers Discovering Brands?

#### Action Steps:

- List the channels where your brand is currently visible
- Compare to where your customers are actually spending time

#### Questions to Ask:

- Are they finding brands on TikTok, YouTube, Reddit, or AI search tools?
- Do you show up in AI-generated summaries or voice search results?
- Is your SEO ready for AI (conversational, clear, helpful)?



## Part 3: What Do My Customers Expect Now?

### Action Steps:

- Review your customer experience (CX)
- Audit speed, personalization, and helpfulness

### Questions to Ask:

- Do I respond quickly to inquiries (DMs, comments, email)?
- Is my content personalized or still generic?
- Am I creating content that feels helpful, fast, and useful?



## Part 4: Are You Aligning With AI Behavior Shifts?

### Action Steps:

- Run your website and content through an AI visibility check like <https://www.hubspot.com/aeo-grader>
- Use ChatGPT to simulate how a customer would discover you

### Try This Prompt in ChatGPT:

“Act as a potential customer looking for [your type of product/service]. How would you research this online? Where would you look, and what would convince you to buy?”



## Part 5: What Needs to Change in Your Marketing Strategy?

### Action Steps:

- Identify 1–2 priority shifts you can make in the next 30 days
- Align future content and campaigns with new behavior trends

### Questions to Ask:

- Should I update my content to be more conversational or educational?
- Do I need to test new platforms like TikTok, Pinterest, or AI SEO?
- Am I still assuming the same path-to-purchase as 2 years ago?



## About AI Marketing Edu



Hello! I'm Heather Teague, a certified AI digital marketer and professor. I started AI Marketing Edu to help small businesses owners, solopreneurs and marketers learn practical, results-driven AI strategies and tactics for digital marketing. It is my goal to help you understand, adapt and benefit from the AI revolution.

Learn how AI is proving to be a remarkable partner for solo owners and small businesses, especially when it comes to digital marketing tasks like content creation, lead generation, social media marketing, email campaigns, SEO, AI search, branding, visual design, video production and more.

AI is changing the world of marketing. Are you ready?



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