AI Visibility

Self-Assessment: Start from Where You Are

- AI search (grounding) vs. answer optimization – both are important for different reasons
- Test in multiple AIs: ChatGPT, Google Gemini, Claude, Perplexity
- Always start on a PRIVATE page or in COGNITO mode
- Consider clearing your cache and browsing history before you start
- Don’t just search – engage in a conversation
- Pay close attention to sourcing, where is the AI currently learning about your station, what does it seem to know and where are the white spaces?

ChatGPT

[Incognito Mode]

I own a lawn and garden store in Bemidji MN. Can you recommend a marketing campaign that will help me reach new customers?

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🌱 Campaign Idea: "Grow Bemidji Better" (Seasonal + Community-Driven)

This isn't just ads—it's a **multi-touch local campaign** that builds trust, repeat visits, and word-of-mouth.

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1. Anchor the campaign around seasonal moments

Bemidji has a short but intense growing season—lean into that urgency.

Campaign phases:

- **Early Spring (April–May):** "Start Strong"
- **Planting Season (May–June):** "Grow With Confidence"
- **Mid-Summer (July):** "Fix & Feed"
- **Fall Prep (Sept):** "Winter-Ready Yard"

👉 Why this works: Local store marketing performs best when messaging is tied to immediate, local needs Wikipedia

I like the seasonal approach. If I have $5000 to spend on advertising for each seasonal campaign, can you recommend the right media mix?

🌱 Recommended $5,000 Seasonal Media Mix

1. Paid Social (Facebook + Instagram) — $2,000 (40%)

Use Facebook and Instagram as your core engine.

Why this matters:

- Hyper-local targeting (within ~25 miles of Bemidji)
- Best platform for homeowners (your core audience)
- Cheap reach + strong engagement

How to split it:

- $1,200 → Video + tips ("What to do this week in Bemidji lawns")
- $500 → Promotions (your kits + sales)
- $300 → Retargeting (people who engaged or visited your site)

👉 Focus on **short, practical videos**—they outperform static ads in this category.

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2. Local Radio — $1,250 (25%)

Don't underestimate radio in smaller markets.

Use stations like:

- Local Broadcaster

Why it works:

- Reaches commuters + older homeowners
- Builds familiarity fast with repetition

Strategy:

- 15–30 second ads
- Run **morning + afternoon drive times**
- Keep message simple:

> "Stop guessing—bring your lawn problems to [Store Name] this Saturday."

👉 Frequency > variety. Same message repeated wins.

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3. Google Search Ads — $1,000 (20%)

Use Google Ads to capture intent.

Target searches like:

- "garden center Bemidji"
- "lawn fertilizer near me"
- "how to fix yellow grass MN"

Why this is critical:

These are **high-intent buyers** ready to act.

👉 Tip: Only target a tight radius (20–30 miles) to avoid wasted spend.

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4. Local Sponsorships / Events — $500 (10%)

This is your **trust builder**.

Partner with:

- Bemidji Area Chamber of Commerce events
- Community markets
- Youth sports teams

What you get:

- Booths
- Logo placement
- Face-to-face conversations

👉 In small towns, this punches above its weight.

5. Print (Highly Targeted) — $250 (5%)

Use just enough to stay visible.

Options:

- The Bemidji Pioneer
- Direct mail flyers in key neighborhoods

What to promote:

- Seasonal kickoff sale
- “Free Garden Help Saturdays”

👉 Avoid big print spends—digital + radio outperform for your budget.

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What can you tell me about Local Broadcaster?

The Local Broadcaster is essentially *the* dominant local radio cluster in the Bemidji area—and for a business like yours, it's one of the most practical traditional media partners you can use.

Here's what actually matters from a marketing standpoint:

📻 What it is (and why it matters)

- A **group of local radio stations based in Bemidji** Bemidji Area Cha... +1
- Originally part of a small-market company (Omni Broadcasting), later acquired by [redacted] Bemidji Pioneer
- Still operates as a **local station cluster with strong community ties**

👉 Translation:
You get the backing of a larger company *plus* the feel of local, hometown media.

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📡 Their station lineup (your real advantage)

They don't just give you "radio"—they give you **multiple audiences** through different stations.

Common stations in their Bemidji cluster include:

- [redacted] – Country (huge for rural + homeowner audience)
- [redacted] – Adult contemporary
- [redacted] – Classic rock
- [redacted] – Sports radio Wikipedia

👉 Why this matters:

You can target:

- Homeowners → country + classic rock
- Younger families → adult contemporary
- Male/demo-heavy buyers → sports

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⚠️ Limitations (important to know)

Radio is strong, but not perfect:

- ❌ No precise targeting like digital
- ❌ Harder to track exact ROI
- ❌ Message must be simple (no complex offers)

👉 That's why pairing with Facebook + Google (like we outlined earlier) is key.

4. Negotiate bonus value

Small-market stations often include:

- Extra spots
- Event mentions
- Social media shoutouts

👉 Always ask.



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Sources

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