

AMERILIFE®
MARKETING MENTORS

THE MARKETING LOOP CHEAT SHEET

**4 PHASES. ONE CONTINUOUS CYCLE.
STOP GUESSING WHAT TO DO NEXT.**



What is the Marketing Loop?

Traditional marketing funnels are becoming less effective because today's buyers *don't move in a straight line*. They discover brands through search, AI, social media, referrals, and recommendations, often in a different order every time.

Loop Marketing helps you build a repeatable system for attracting, engaging, and learning from your audience.

1. Express

3. Amplify

4. Evolve

2. Tailor



1 Express

The **Express** stage is about defining your voice, your messaging, your audience, and why it matters right now. This is your starting point.



Define your point of view

Don't just talk about what you sell, talk about what you believe.



Build customer profile

Identify their behaviors, challenges, income, location, etc.



Define the problem

What challenge keeps your audience up at night?



Start campaign planning

Define a measurable objective for the campaign.

Pro Tip: Use AI to help you build a brand style guide, content template library, and audience messaging variations so you're never starting from scratch.

2 Tailor

The Tailor stage is where you personalize your outreach to make prospects feel understood. This is where you shape experiences for the individual, not the masses.



Analyze Audience Data

Behavior insights living in your analytics can help you craft messaging.



Build Audience Segments

Use data, demographics, and lifecycle stages to segment audience lists.



Personalize Content

All content and copy is based on what's most relevant to each individual.



Human Quality Assurance

When using AI to gather data & craft messaging, always fact check.

Pro Tip: AI makes all of this more efficient. Input your data into AI and have it analyze it for you, identify audience segments based off the data, and come up with relevant messaging.

3

Amplify

The Amplify stage is where you optimize content for discoverability and diversify your outreach. The goal is to be found & recommended where your audience is.



Optimize for AI search

Publish content in a Q&A format, answering queries your audience is asking.



Repurpose Content

*Turn one piece of content into multiple formats:
Video > Blog > Quote Graphic*



Publish Across Channels

With multiple content formats, distribute your message across platforms.



Ask For Reviews & Testimonials

Happy clients become advocates, and their experiences become content.

Pro Tip: AI cites and recommends brands when content positions them as an industry authority. Well-structured content across multiple digital channels increases your authority.

4 Evolve

The Evolve stage is where AI, performance, analytics, and feedback collide. Using AI to gather insights, learning compounds & marketing improves over time.



Predict Before You Publish

Using AI, determine how each campaign can improve and identify weak spots.



Track Performance

The AI era calls for speed and optimization. Make adjustments in real-time.



Always Be Testing

Run A/B tests on headlines, landing pages, email subject lines, and offers.



Always Be Optimizing

Every insight & data point improves each stage of the Loop. Every campaign is sharper than the last.

Pro Tip: Upload analytics dashboards and data sets into AI, then have it find the most impactful insights. Double down on content that works, using AI to find multiple angles to the same message.