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# Agentic Marketing Vision

How might strategy drive user  
engagement & retention?

# Background

GoDaddy's Websites+Marketing suite offers AI-powered marketing products that helps small businesses promote and grow online.

While the current experience offers marketing support, strategy, and AI-driven content, there is no clear vision for how these products should work together to create a cohesive experience.

🤔 Where do I start?

🤔 Why should I come back?

The result is a fragmented experience where strategy isn't driving engagement, discovery feels uncertain, and users lack guidance to return and grow.

Without a unified strategy that connects actions, users are left unsure where to start—or why to come back.

💔 Did this post even work?

How do I improve?

🤔 What is my competition doing?

🤔 How do I grow from here?

# +Marketing Strategic Focus (JTBDs)

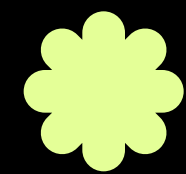
Users want to...

*growth opportunities*



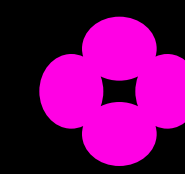
## Plan & Execute

Receive, review, and execute a personalized Marketing Plan tailored to my business goals.



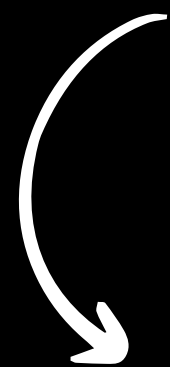
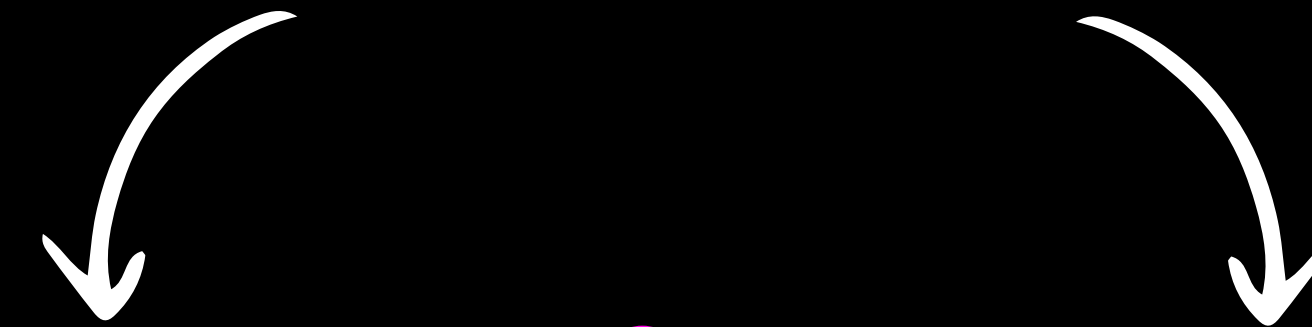
## Monitor Performance

Track the performance and impact of my marketing activities through actionable analytics.



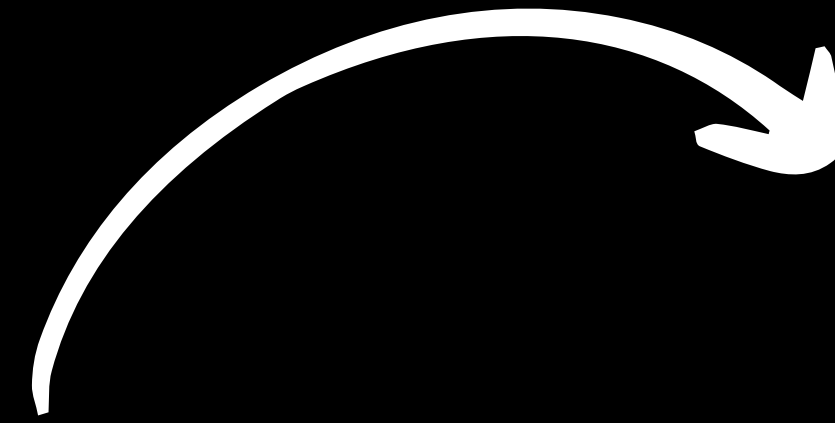
## Learn & Refine

Stay informed with ongoing recommendations and updates to keep my marketing strategy current and effective.



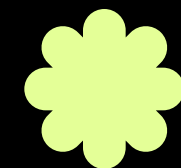
*This is what we offer today*

# Meet Mike... and his marketing goals.



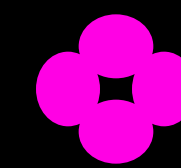
I want a marketing plan that actually fits my business, not a generic template, so I can act on it with confidence.

*(Plan & Execute)*



I want to see what's actually working so I know my time and money aren't being wasted.

*(Monitor Performance)*



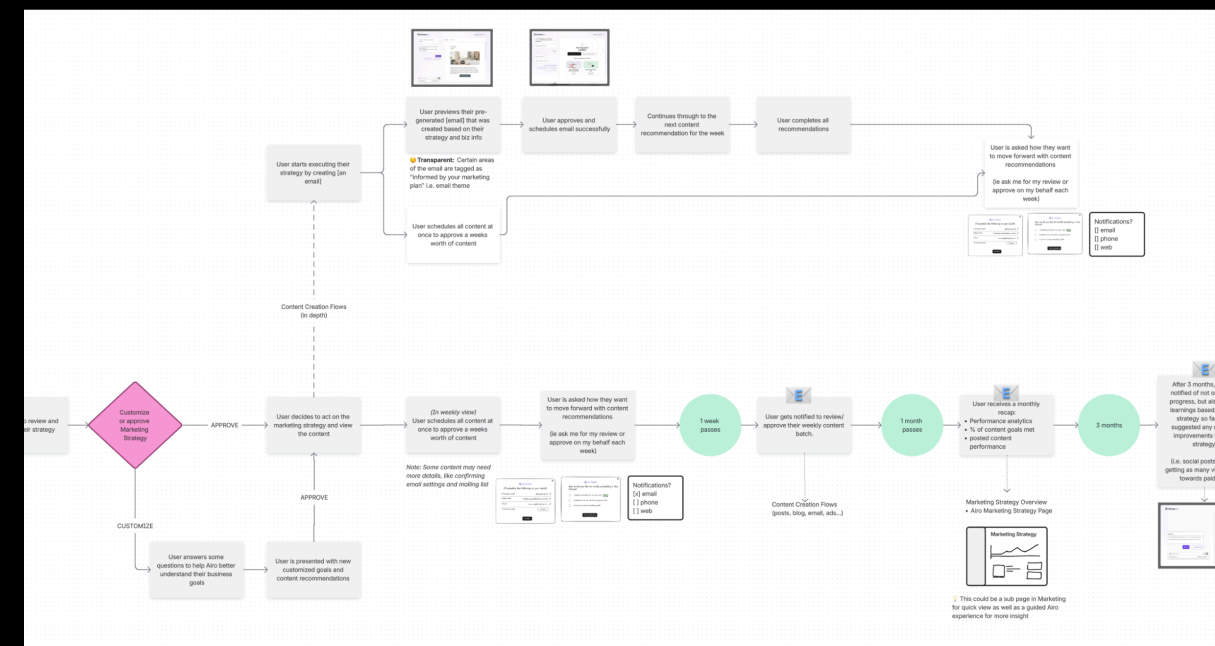
I don't want to fall behind, I need to know when something changes or when there's a new opportunity to act on.

*(Learn & Refine)*

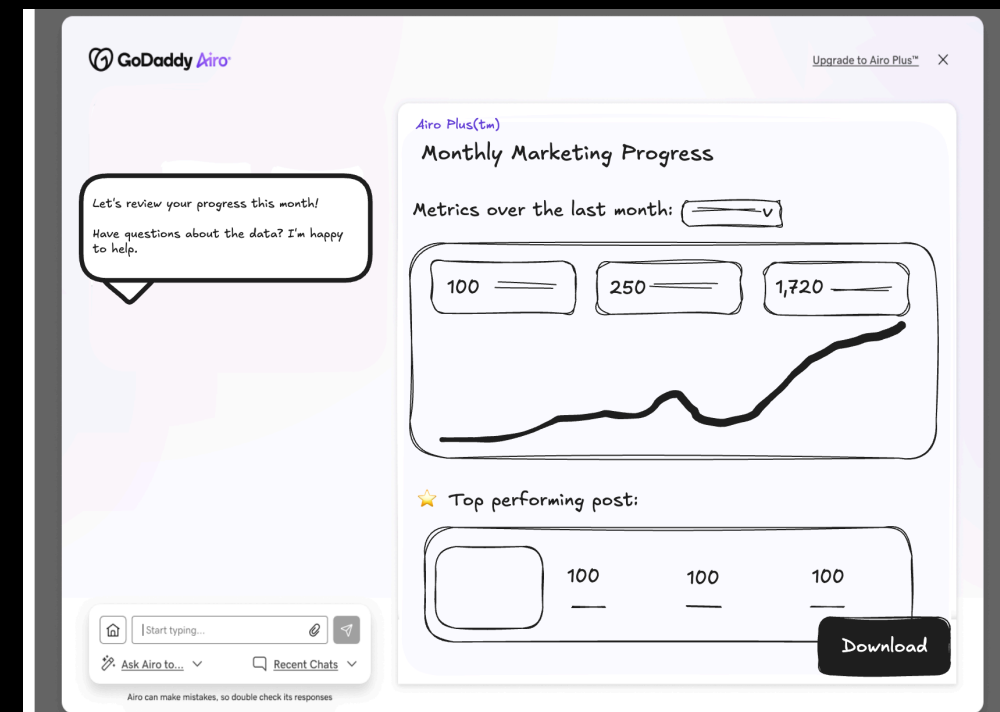
# Design Process

Starting from persona goals, we mapped the user journey, explored solutions at increasing fidelity, and validated our decisions through stakeholder reviews and usability testing.

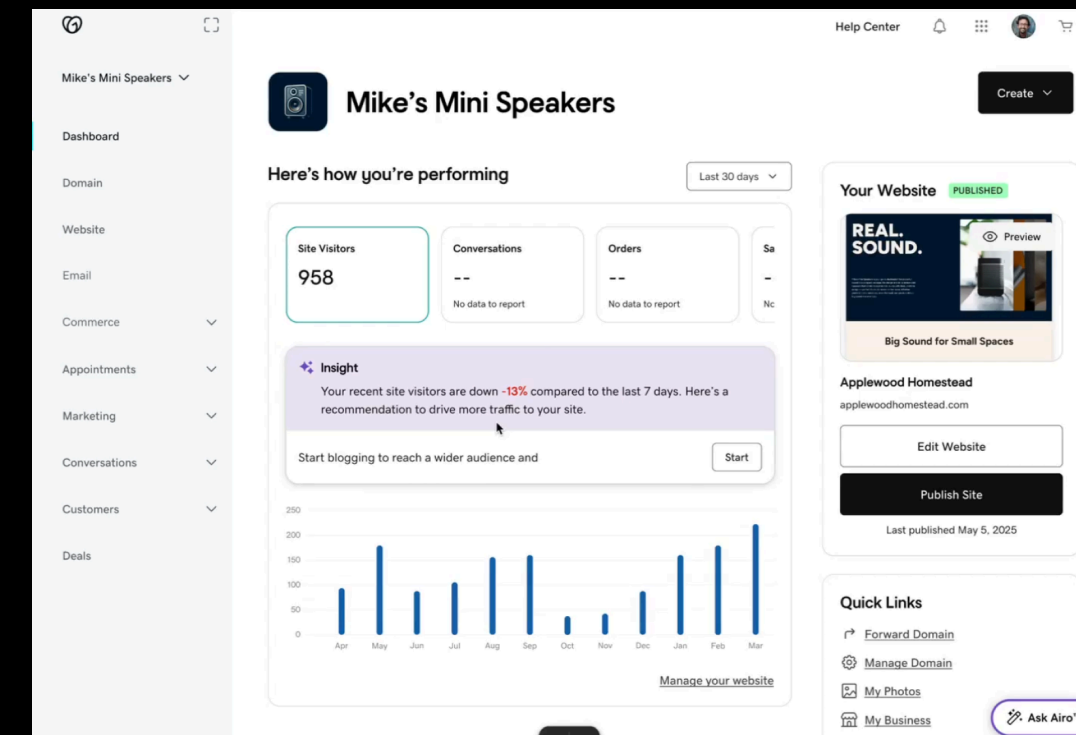
Define users journey



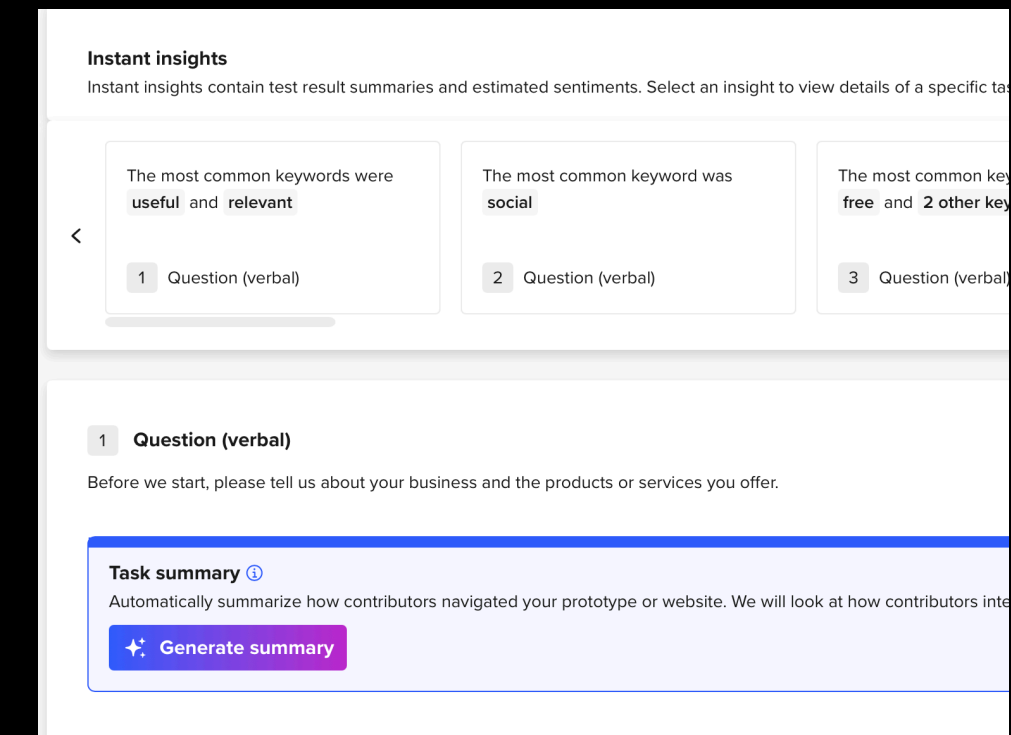
Wireframes



High-Fi + Feedback



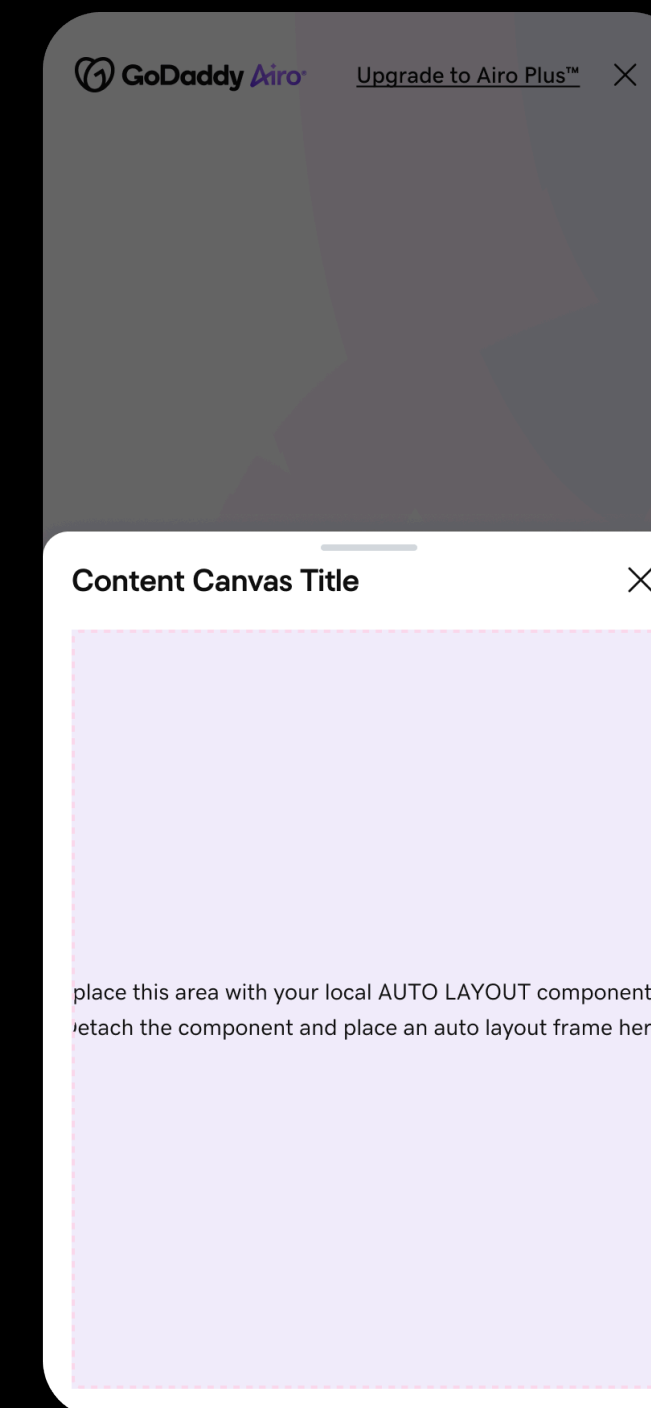
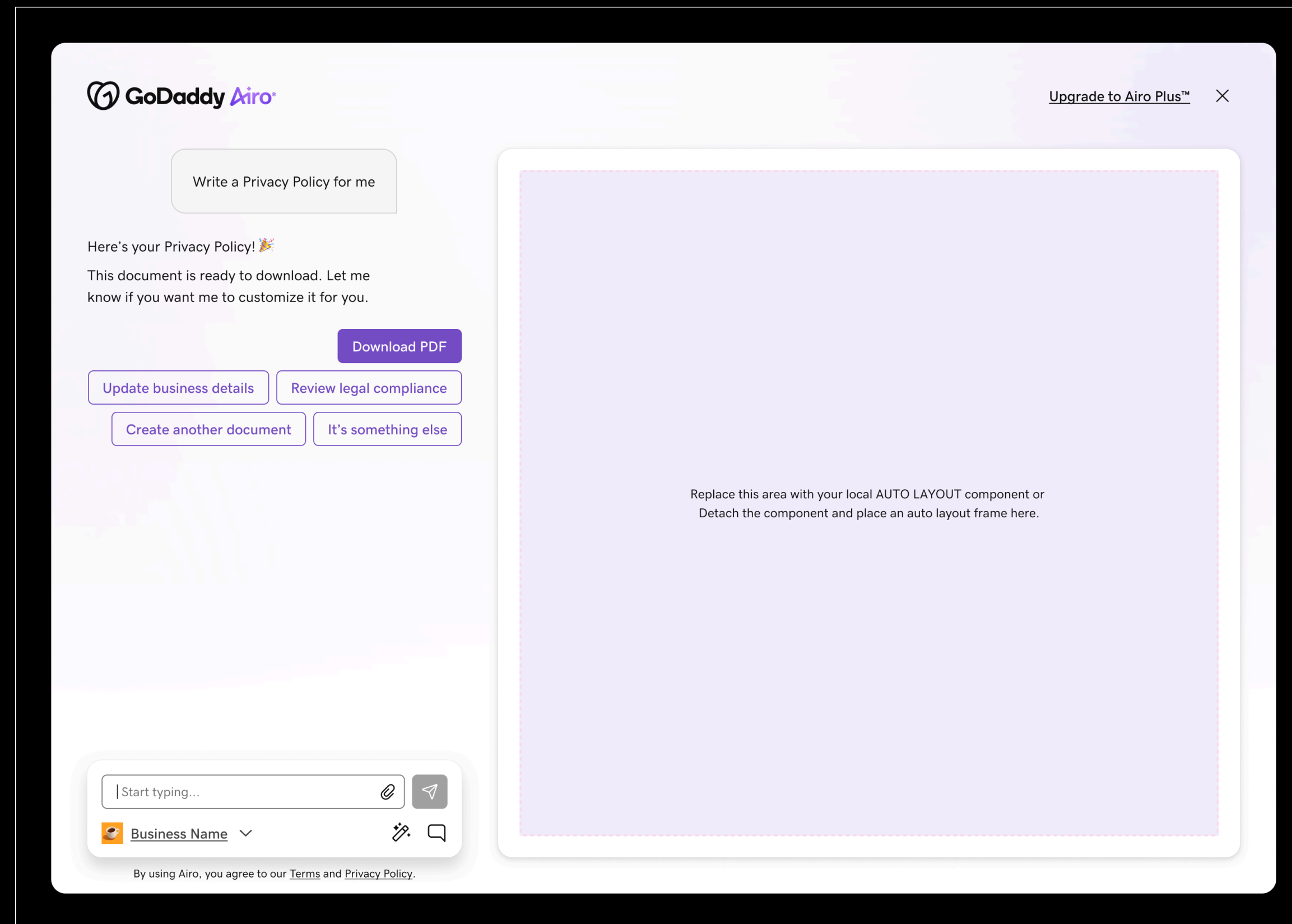
User Testing



The focus is on validating the direction and exploring how AI can be leveraged to create value for customers.

# Hi-Fi Designs

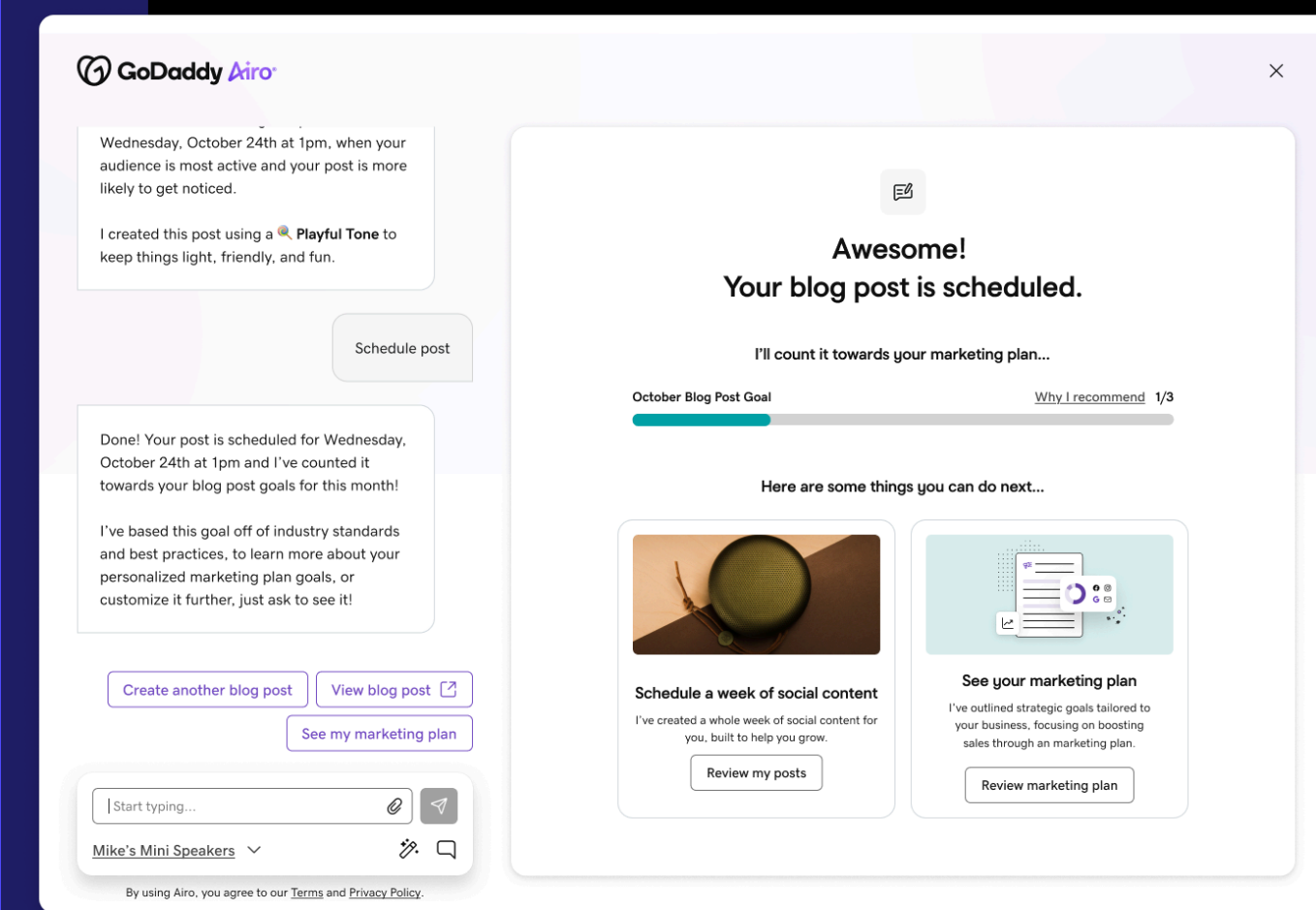
We utilized GoDaddy's new Airo HQ layout to contain AI experiences and align our experience to an approved design system component.



# Hi-Fi Designs

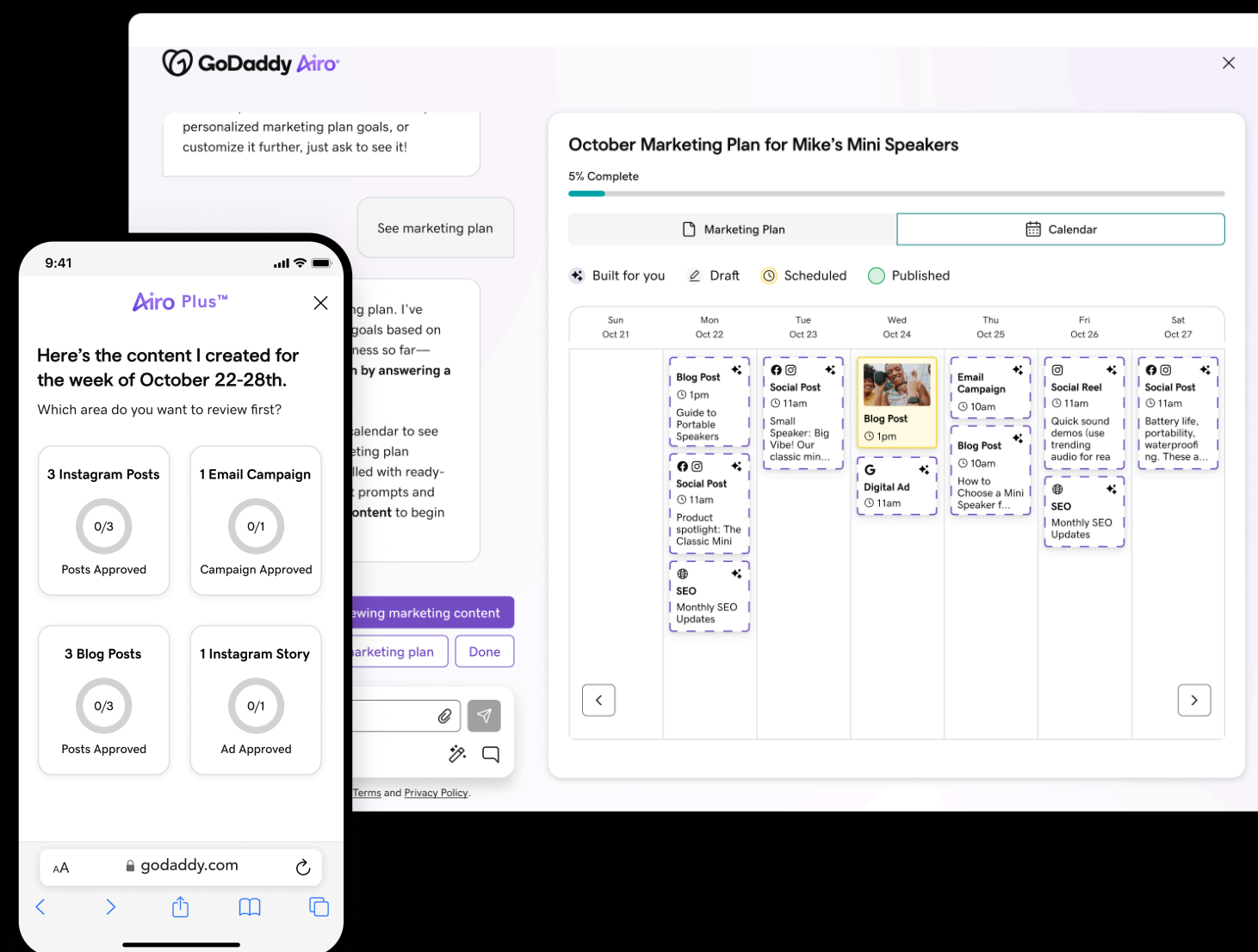
## Discovery

[Watch Demo](#)



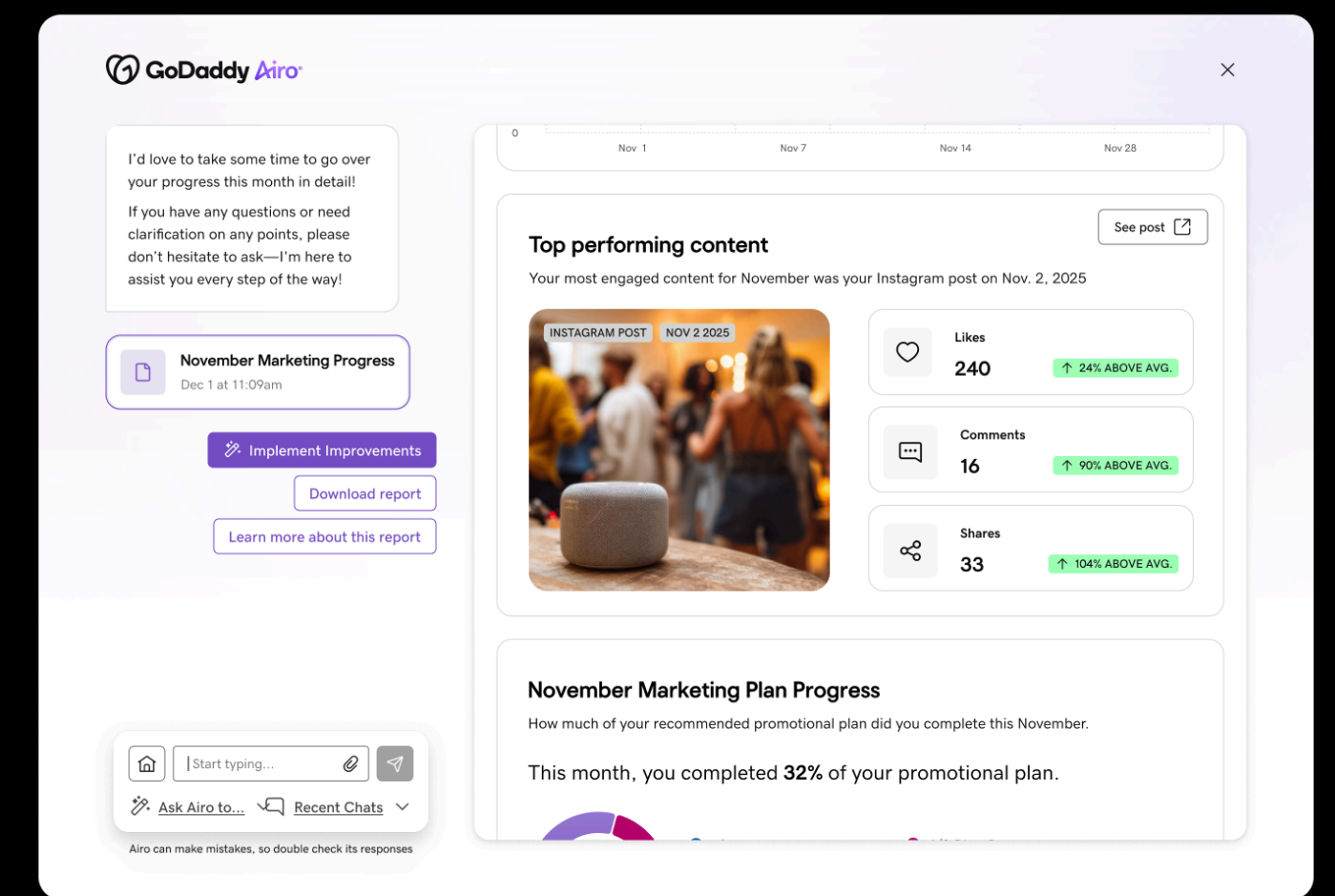
## Plan & Execute

[Watch Demo](#)



## Learn & Refine

[Watch Demo](#)



Users were asked questions after watching each video...

# User Testing

Validating our Vision

For our user test, we focused on user perception and real-world relevance, instead of usability and interaction.

The goal of this test is to uncover whether our proposed solution resonates at a practical and emotional level, and to identify which features or focus areas will deliver the most value to our customers moving forward.

# Test Details


## Test Design

 5 users

 3 Video Prototype Walkthroughs  
& End-Survey Questions

 20 - 30 Minute Test

## Scenario

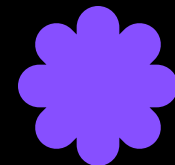
 In this session, you'll begin by answering a few questions about your business and your current marketing efforts. After that, you'll watch a video of an experience designed to help business owners and entrepreneurs manage their online marketing more easily. As you watch the video, please imagine you're using this for your own business and share your honest reactions.

Afterwards, we'll give you time to discuss what you saw and share feedback on the experience. We're especially interested in whether this feels useful, relevant, and like something you would realistically use. Focus on the overall experience and value rather than small design details.

Our #1 Takeaway

Users value **planning, scheduling, and recommendations** more than fully AI-written content.

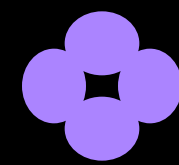
# Users value planning, scheduling, and recommendations more than fully AI-written content



## Users find more value in knowing when to post, rather than what to post

*"It would show me what the best time of day is to post, summary of who is interacting with my posts..."*

*"I think it's great to have a system prompt you every week, I think it's great as a business owner to set time aside to focus on these efforts and having this tool prompt you to do so is helpful."*



## Personalization is the biggest trust barrier

*"No one talks like this."*

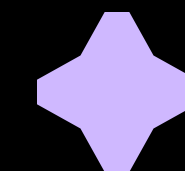
*"It feels like a bot wrote it."*

*"I would want to edit each post."*

*"It is missing the personal touch."*

*"If lots of people are using this tool in the same industry it could be duplicative."*

*"The only thing I dislike is that I will possibly miss my personal style/story, and build a personal connection with the user. I don't think it does that."*



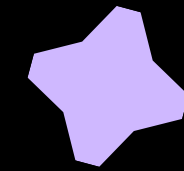
## Co-pilot is better than auto-pilot.

*"I think it's great to have a system prompt you every week, I think it's great as a business owner to set time aside to focus on these efforts and having this tool prompt you to do so is helpful."*

*"it would be like a second person helping me run my business...probably even more valuable than having another person with me..."*

In summary,

Over time, as users interact with and personalize their AI co-pilot, the experience will become more automated and less hands-on. **Trust will unlock automation.**



# Highlight Reel

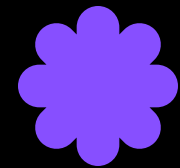
Participant reactions about marketing plan scheduling tooling

 [Play Reel](#)

## Takeaway #2

Analytics and performance feedback **increased confidence** and perceived value.

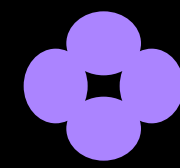
# Analytics and performance feedback increased confidence and perceived value.



**Analytics are not just a secondary feature — they are a trust-builder.**

*"I would like to see more of what's worked in the past to compare for the new things that are coming out."*

*"I liked the summary of the progress report. Seeing everything compared against each other."*

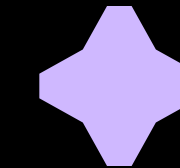


**Performance reporting made the experience feel more trustworthy**

*"I don't think I know about marketing enough."*

*"I like the handholding."*

*"It's a great way to introduce people to tracking marketing data."*

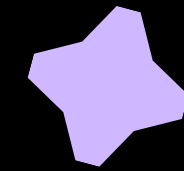


**Users valued actionable insights over raw data.**

*"I want to spot patterns and not post blindly."*

*"Love the recommendations."*

*"It's helpful to see the progress being made."*



# Highlight Reel

Participant reaction to monthly and tri-monthly marketing performance digests

 [Play Reel](#)



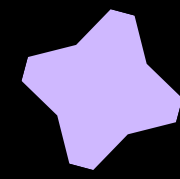
# User Testing

## Survey Results

After viewing all 3 videos, participants completed a survey reflecting on their overall experience, perceived value, and their intent to use and pay for the product.

## Survey Results | Question 1

How would you rate all of the experiences in the videos that you saw?  
Verbally share the main reason for your response.

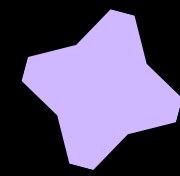


 **4/5 rated valuable or extremely valuable. The all-in-one experience and time savings were the top drivers.**

*"I would rate them as extremely valuable. There's two main reasons. One, having a tool that helps generate the content in one location is a huge, huge time saver. And, the ability to see their performance on each of those elements as well is really extremely valuable."*

## Survey Results | Question 2

Do you think this would reduce your marketing efforts or time? If yes, by how much? If not, why?

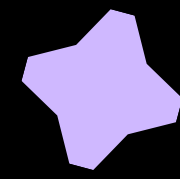


 **5/5 said this would save time. Some saw it as almost like gaining extra help on their team. One participant put it this way...**

*"Absolutely. It would be like a second person helping me run my business...probably even more valuable because it detracts the trends that even a human might miss."*

## Survey Results | Question 3

How confident are you that this would add value to your business? Verbally share the main reason for your response.

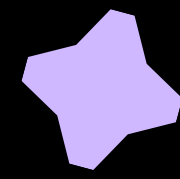


 **4/5 rated confident or extremely confident. Users see the business potential but need to try it before they trust the output.**

*"I would say a four, as far as confidence is concerned. I do think that there is a lot of value, especially on like the strategy of the timing of posts, but I think where I don't have extreme confidence is, again, in the output of the content."*

## Survey Results | Question 4

How likely are you to use this product for your Marketing activities? Verbally share the main reason for your response.




 **4/5 rated likely or extremely likely. The integrated experience is compelling, but content still needs to sound like it came from them.**

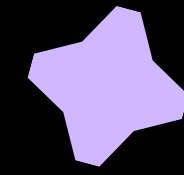
*"I know they'd be able to tell that it was something that wasn't written by me unless I go in and edit it and make it, you know, my content. So I would say yes, it could certainly help with, with Facebook visibility and content...but people may not love it. So I would say four out of five here."*

## Survey Results | Question 5

Would you be willing to pay for this AI-driven solution? Why or why not? What price point would you be willing to pay?

 **4/5 would be willing to pay for the entire product, most in the \$20 to \$40/month range. Participants anchored pricing to tools like ChatGPT™ and Canva™.**

 [Play Clip](#)



# Participant input

Full survey answers from participant 5

 [Play Clip](#)

## In summary, we need to design automation with authorship

The winning experience helps owners move faster without sounding less like themselves.

### Users want:

- less work
- a personal assistant to help with scheduling and timing
- a business partner who can interpret their performance insight
- better marketing education
- ability to approve what goes out

### Users do not want:

- generic, impersonal content
- lose their voice/personal style
- cookie-cutter posts that look like everyone else's
- content being posted without approval
- obviously AI-written

## So, what's **next?**

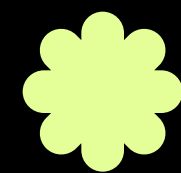
These principles apply across every growth phase:



Identify goals

**Tailor plans to customer JTBD,  
not one-size-fits-all.**

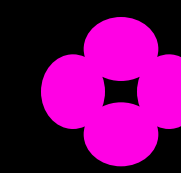
- Optimization = Visibility product
- Direct Growth = Reach, Engagement, Scale



Personalize strategy

**Agentic autopilot where it's  
low risk.**

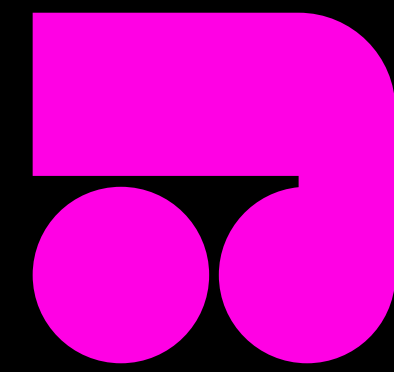
- Auto-fix missing alt tags
- Respond to 5-star reviews
- Re-engage inactive customers



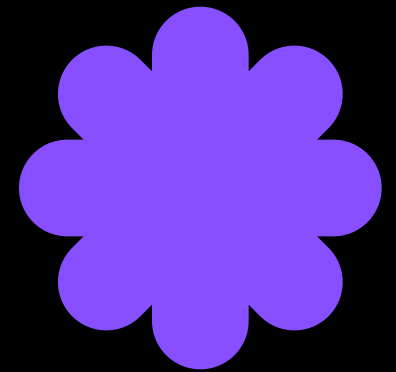
Always improving

**Better outputs through  
onboarding, evals, and feedback  
loops.**

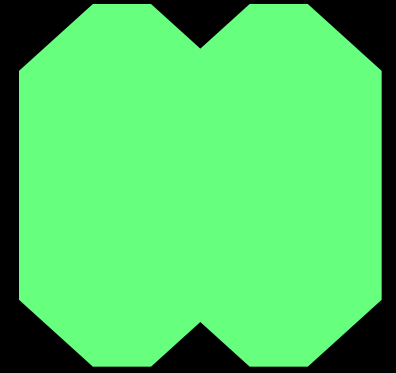
- Higher quality AI outputs over time
- Trust unlocks more automation



Thank you

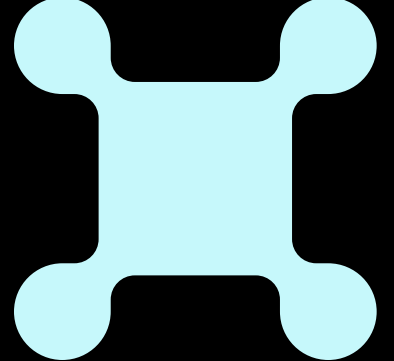


Gracias

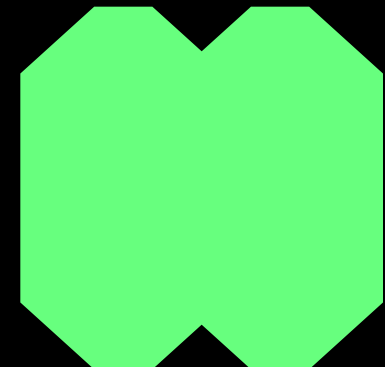
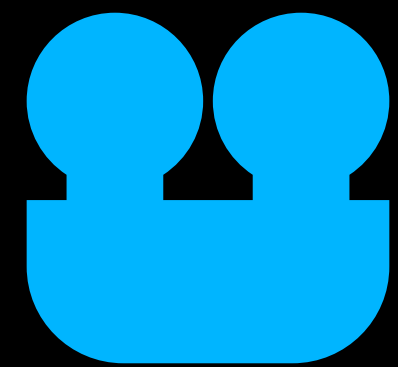


Merci

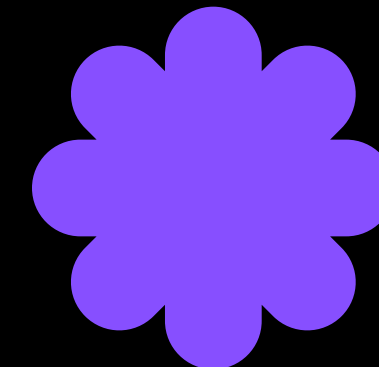
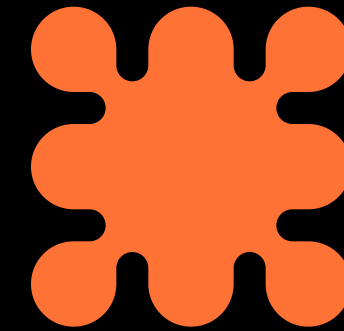
Danke



Arigato

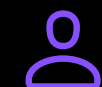



Q&A





# Appendix

## Survey Question 1 Responses

 *I'm gonna say it's a three. I feel like This is something that you'd have to play around with. I guess some people would see this and be like, wow, this is amazing. But like if you're a creative person, I guess then this is kind of like, eh, I can just do it myself. But to some degree it's like it is taking a load off, right? So I am a little torn. I'll just put three.*


 *I'm gonna give this extremely valuable a five rating. This would save me a ton of time and I actually would be able to get started with social media easily and have a plan in place, review results and all in one. I honestly really, really like this and I'll definitely consider this for sure.*


 *"Four out of five. Because it just feels like it's missing a personal touch."*


 *I would rate them as extremely valuable. There's two main reasons. One, having a tool that helps generate the content in one location is a huge, huge time saver. And, the ability to see their performance on each of those elements as well is really extremely valuable.*


# Appendix

## Survey Question 2

 *"To meet metrics and, and like goals and targets and check boxes, it would do all that for me. It would probably increase Facebook views and things like that. Uh, the only thing is it doesn't have my personal touch and it doesn't create like, what I create, which is the thing that provides the most value."*


 *Yes, absolutely. That's one of the reasons I haven't gotten started. I mean, I know you can use Canva automation, but this is like really nice that it's just integrated with your overall website and all of your marketing and email and social and ads are in one place. So definitely I think this would definitely save a lot of time."*


 *"I do think that it would save a lot of time in the initial as far as like planning and knowing when to post things and strategizing that way. But, I know personally I don't always trust all of the content that is generated by ai, so I'd probably wanna go in and tweak things a bit more, um, and really make it sound like my voice... So that [part ]could potentially be time consuming."*


 *"Depending on the AI and how well it writes and how I'm able to talk to it and personalize it and if it's good then yeah, definitely it'll take like loads of time off. It'll actually be very convenient."*


# Appendix

## Survey Question 3

 "One post is better than no-post. So, I'm extremely confident it would do something, I just don't know if would perform as well as like, original-user generated content, my own personal...stories and struggles."


 "I am pretty confident that this would add value to my business and would help drive traffic to my listings on Amazon. But um, since I've never started I'd need to see how it goes. So I think this would be a really good tool, like just to get up and running. So, I'd give it a four. Pretty confident."


 "I would say a four, as far as confidence is concerned. I do think that there is a lot of value, especially on like the strategy of the timing of posts, but I think where I don't have extreme confidence is, again, in the output of the content."


 "It could potentially save me a bunch of time, which is value towards my business and to my life. However, the content that it creates could potentially not add any value at all or negative value depending on what it creates and what I like."

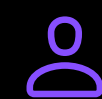
# Appendix

## Survey Question 4

 *"I would see if people liked it or not [the content]. Um, 'cause I know they'd be able to tell that it was something that wasn't written by me unless I go in and edit it and make it, you know, my content. So I would say yes, it could certainly help with, with Facebook visibility and content...but people may not love it. So I would say four out of five here.*


 *"Five, Now that I'm looking at this, I'm really considering this for my website. I was looking, honestly at "Hoster" and getting set up buying the domain and all that, but maybe I will go with GoDaddy and Arrow because I didn't see that they offer [anything] like this. And I really like the integrated one view and everything. And the AI always continuing to improve...I just think that this would be a huge help."*

 *"I am extremely likely to use this for my business. I am curious about the cost and how it integrates with Shopify. But this really seems like it is worth the cost given the value it provides.*

 *"Four. I would definitely want to understand a bit more about like how much time I may need to put in upfront to make sure it's operating well for my business. And of course, the cost."*

# Appendix


## Willingness to Pay

 "No, I wanted it to be included with GoDaddy Airo. I'm already paying for the domain and the yearly price, so I think it should be included in the cost.."

 "Realistically, chatgpt does \$20, so I would do \$75 monthly. Or a one-time fee."

 "In a perfect world, I would pay \$40 a month for what I saw."

 "Under \$20 a month. It depends on how good the content is."

 "\$20 - 40...maybe \$60 (Compares this to Canva and ChatGpt, which are 20/month)"