

2026 Holiday Bright Lights® Roadshow



Building a Digital Ecosystem That Gets You Found, Trusted & Chosen



How modern businesses build
Visibility
Authority
Trust
in an AI-driven world

About us

Avenue 360 Digital Marketing is a community-focused media and marketing company dedicated to helping local businesses grow through visibility, connection, and long-term impact. Our mission is to strengthen the communities we serve by creating meaningful opportunities for businesses to be seen, recognized, and supported where people live, work, and gather.

Avenue 360 is built on both strategy and heart.

We are a husband-and-wife team who recently moved back to Florida from Colorado, bringing with us years of experience, a passion for building relationships, and a deep appreciation for community-driven business. Ky is originally from Florida, and while Colorado has been home, Florida has always held a special place in our lives.

Outside of work, we're most at home by the beach, exploring new places, and spending time with our dog, Zeke. Those moments of travel, connection, and simplicity shape how we approach everything we do, intentional, grounded, and people-first.

At the core of it all is a simple belief: when local businesses grow, communities thrive.





True success is not what you achieve, but how faithfully you live, how deeply you love, & how fully you walk with God in every moment.

Why Businesses Struggle With Marketing

Most businesses try to jump:

Invisible → Leads

But trust has levels.



The Marketing Problem Has Changed

THEN *“How do I get more leads?”*

THEN *“How do I get more more visibility?”*

NOW *“How do I become the business customers... and AI... trust enough to recommend?”*

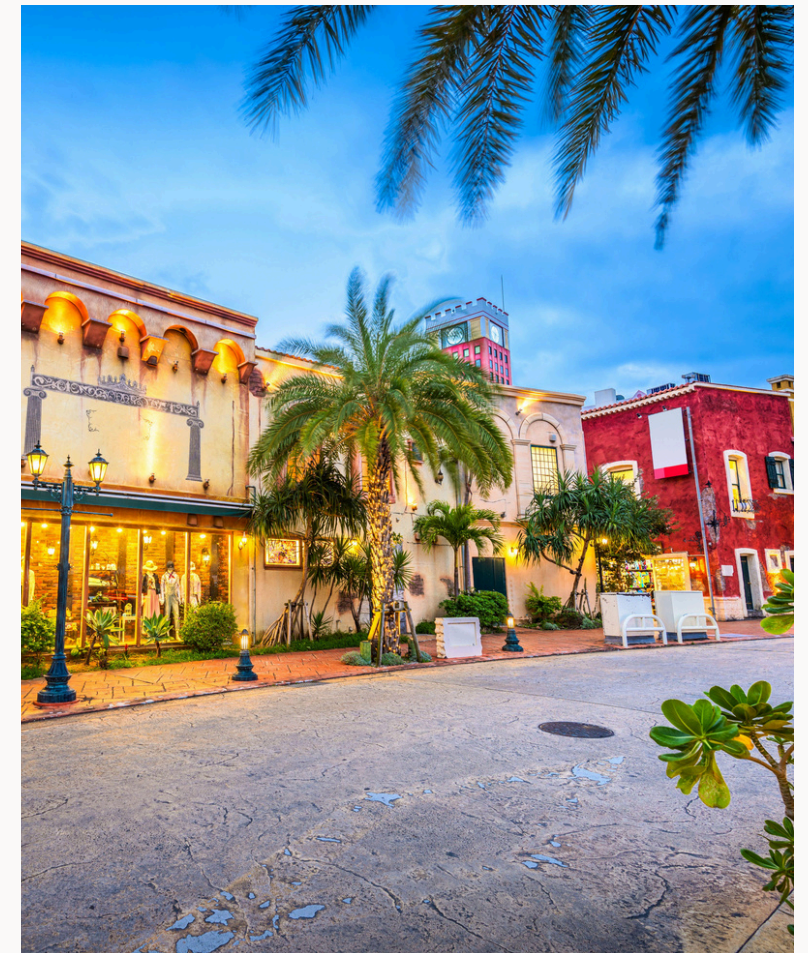
Because the way people discover businesses has changed. Marketing is not a switch. It is an ecosystem.

Now Imagine You Have A Lemonade Stand

- The best lemonade
- The best recipe
- The best customer experience

But nobody knows you exist.

- **Brand** = *Your Sign*
- **Website** = *Your Stand*
- **Marketing** = *How People Find You*
- **Reviews** = *Your Reputation*
- **Customer Experience** = *Your Word of Mouth*



You wouldn't build a house and invite people in before the foundation was complete.

The Biggest Mistake Businesses Make

They expect one marketing tool to solve everything.



“SEO doesn’t work.”

“Facebook doesn’t work.”

“Ads don’t work.”

But every marketing channel has a purpose.

The question is not: ~~“Does marketing work?”~~

The question is: “Is each tool being used for the right job?”

Awareness Marketing: Indoor Billboards

🍋 Making sure people know your lemonade stand exists before they're thirsty.

WHY IT'S SHAPING AWARENESS

It shapes recognition by borrowing trust, not interrupting it.

When your brand appears inside a space someone already trust

- their gym
- their salon
- their doctor's office

you inherit a piece of that trust before you've said a word.

Repetition inside a trusted space compounds. Every visit reinforces recall without ever asking for attention.



WHERE IT LIVES

- Gyms & fitness studios
- Medical & dental offices
- Salons & spas
- Restaurants & cafes

The places your customers already trust.

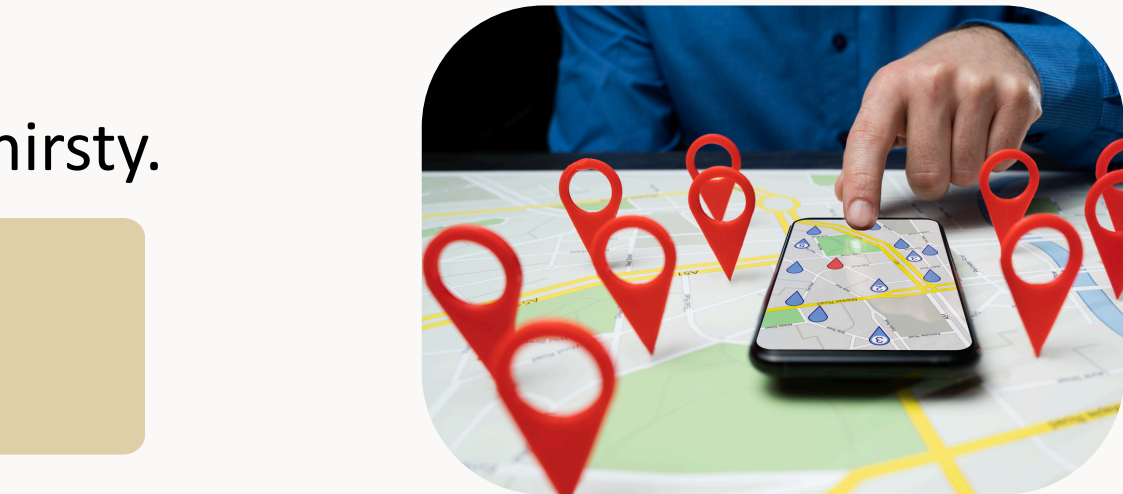
People choose what they remember. Awareness puts your brand in the position to be chosen.

Awareness Marketing: Geofencing

Making sure people know your lemonade stand exists before they're thirsty.

WHY IT'S SHAPING AWARENESS

It shapes timing, not just reach.



Most advertising interrupts. Geofencing meets someone exactly where relevance already exists:

- near a competitor
- an event
- a neighborhood already in-market for you.
- their gym
- their doctor's office

you inherit a piece of that trust before you've said a word.

Proximity signals intent: a person standing near a location is closer to a decision than a person scrolling at random.

Awareness that arrives at the right moment does more work than awareness that arrives at the right volume.

HOW IT WORKS

- Draw a virtual boundary around a location
- A competitor, an event, a neighborhood
- Serve your ad to phones that cross into it

Google Business Profile: Your Digital Storefront

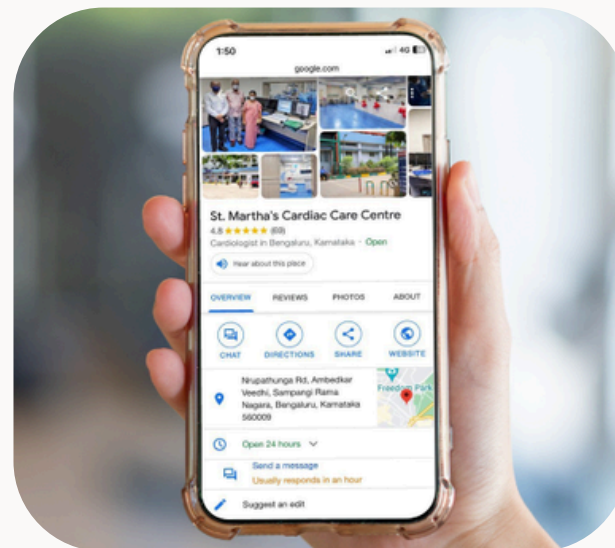
🍋 When people look for lemonade, your stand should be easy to find.

WHY IT'S SHAPING AWARENESS

It's the credential Google and AI check before they recommend you.

Before a website loads, before a review is read, your profile has already told search and AI whether you're active, current, and legitimate.

It communicates:



- ✓ Services
- ✓ Activity
- ✓ Reviews
- ✓ Reputation
- ✓ Photos

HOW IT WORKS

- Who you are
- What you offer
- Where you operate
- Whether people trust you

Neglect it, and you become invisible at the exact moment intent is highest. Right after someone searches for what you do.

It doesn't just help people find you. It's the credential AI checks before it recommends you.

Your Website Is More Than a Brochure

🍋 Your website is the lemonade stand.

WHY IT'S SHAPING AWARENESS

Your website is the evidence AI cites when it recommends you.



Your website is often the first interaction a customer has with your business.

- | | |
|----------------------|---------------------|
| ✓ Answers questions | ✓ Supports search |
| ✓ Builds credibility | ✓ Supports AI |
| ✓ Shows expertise | ✓ Converts visitors |

The businesses shaping their category aren't the ones with the most pages. They're the ones whose website already answers what is being asked.

People don't buy because they found you. They buy because they trust you.

HOW IT WORKS

- Blogs
- FAQs
- Educational Content Profile
- Whether people trust you

A strong website doesn't just showcase your business. It builds confidence to take the next step.

DISCOVERY

SEO + AEO: From Rankings to Recommendations

SEO and AEO don't just rank pages. They are teaching search engines and AI what to say about your business when someone asks.

SEO

Helps search engines understand your business.
SEO built your visibility.

AEO

Helps answer engines understand your expertise.
AEO decides whether AI trusts you enough to
speak for you

THE SHIFT

When someone asks an AI assistant for a recommendation, it doesn't browse. It answers instantly, from what it already believes to be true about you.

Before: ~~"Can I rank?"~~

Now: "Can I become the trusted answer?"

Social Media: The Trust Factor, Not the Lead Factor

🍋 Showing people your lemonade stand every day, not just when you're selling.

THE MYTH

~~"Social media should generate my leads."~~

THE REALITY

It proves you're worth choosing. Social media gives customers a window into your business, your work, & your reputation.

Not every business gets leads the same way.

Industries like artists, barbers, hairstylists, photographers, & other creative professionals often see great results from social media because they can showcase their work, share transformations, and build trust before a customer ever reaches out.

Social media is more than just posting. It's a place to showcase what you do and give people a reason to choose your business.

Because at the end of the day:
Trust converts. Followers don't.

People don't buy from strangers, they buy from businesses they know and trust.



It answers the questions customers are already asking:

- ✨ Is this business real?
- ✨ Do they do quality work?
- ✨ Can I trust them?

Paid Advertising: Capturing Demand

🍋 Putting your lemonade stand on the busiest corner and inviting the right people to stop by.

WHY IT'S SHAPING ACTION

When someone is actively searching, watching, or engaging with content, paid advertising puts your business in front of them during a moment of attention.

Paid advertising allows businesses to rent space in front of specific audiences instead of waiting for them to find you.

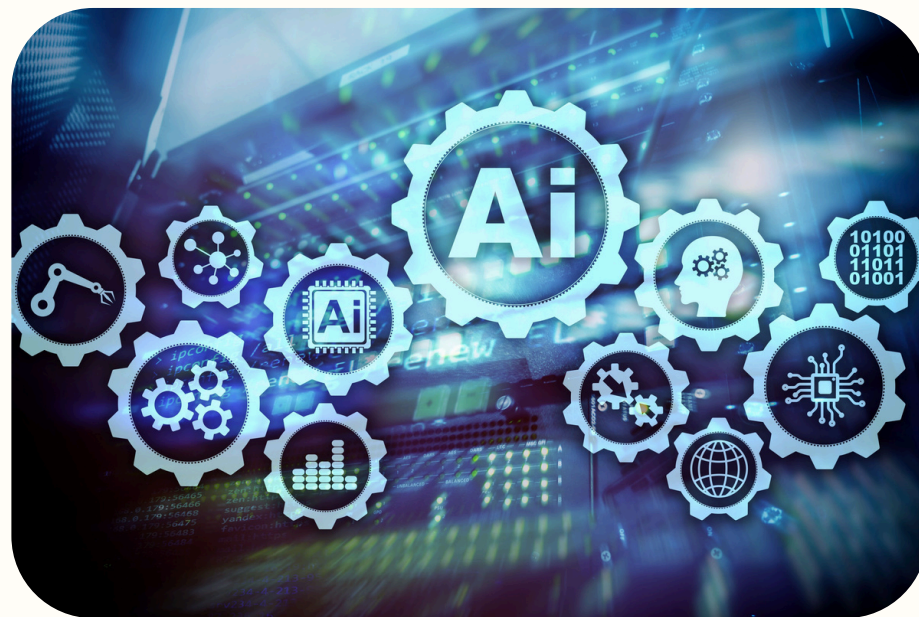
When your message appears during a search, inside a social feed, or before a video or show, you create opportunities to introduce your business at the right moment. But rented attention only lasts as long as the investment continues.

The businesses that get the most from paid advertising are the ones that turn attention into trust through a strong website, reputation, and customer experience.

WHERE IT LIVES

- Google Search
- Social Media Platforms
- YouTube
- Streaming TV
- Connected Devices

The digital spaces where your customers are already looking, scrolling, and watching.



Turning Attention Into Confidence

Visibility gets people to notice you.

Trust gives them a reason to choose you.

Today, customers validate businesses across multiple touchpoints:

Website

Google Business Profile

Reviews

Content

FAQs

Social Media

Videos

Brand Mentions

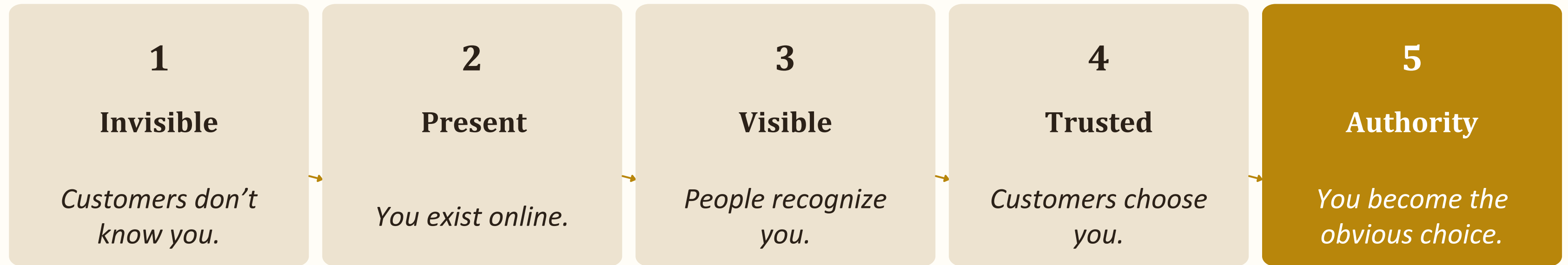
And now AI uses many of these same signals to understand:

- Who is this business?
- Are they credible?
- Should they be recommended?

***AI Does Not Create Your Reputation.
It Recognizes the Reputation You Have Built.***

- *Consistency creates confidence.*
- *Confidence creates authority.*
- *Authority creates recommendations.*

The Marketing Maturity Model



The Future of Marketing

The businesses that win will not necessarily be the ones doing the most.

They will be the ones who:



Build recognition



Create trust



Answer questions



Maintain consistency



Become the trusted choice



Marketing Is Not About Being Everywhere.

**It Is About Being Recognized
Everywhere That Matters.**

*Because when customers search...
when Google answers...
when AI recommends...
your reputation is already speaking for you.*

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