

# BUSINESS NEWSLETTER



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**GreenHaven**  
INTERACTIVE

**Digital Marketing Trends & Strategies for June 2025:  
What Businesses Need to Know**

## **Budget Allocation:**

Dedicate 30% to AI tools and personalization (e.g., CRM integration), 25% to video and social ads, 20% to SEO across platforms, 15% to analytics/MMM, and 10% to compliance tools.

- **Consumer Expectations:** Customers demand authenticity, personalization, and privacy, with 89% valuing inclusivity in emerging markets.
- **Competitive Edge:** Early adoption of AI, social commerce, and multi-platform SEO outpaces competitors, as 42% of businesses lack a digital strategy.
- **ROI Focus:** With flat budgets, AI analytics and targeted campaigns ensure efficient spending, aligning with the 47% ROI boost from digital channels.

## Featured Client of the Month

**Fencing and Gate Installation**

***Fence Specialists***

We have been installing and servicing fences in the Tacoma and Puget Sound region since 1969. We have thousands of satisfied customers, and over 60% of our business comes from repeat customers or referrals.

Fence installation including residential, commercial, wood, chain link, ornamental, vinyl, automatic gates — the list goes on. We can build or repair any fence. We stand behind our work with a 100% satisfaction guarantee.

**Greenhaven Interactive designed our website and continues to keep it up to date with the latest features and content. Dave brings a wealth of knowledge and insight. He understands exactly what businesses need to succeed in today's digital landscape. ~ Herman H.**

[www.fencespecialists.com](http://www.fencespecialists.com)

**Call for Free Estimate 253-531-5452**

## Marketing Tip of the Month

### Optimize for Search Everywhere with AI and Local SEO

In June 2025, boost your SEO by optimizing for "Search Everywhere," targeting not just Google but also social platforms, AI search tools, and voice search.

With 22% of consumers using social search and AI platforms challenging Google's dominance, multi-platform SEO ensures visibility across fragmented channels, enhancing top-of-funnel lead generation and supporting a 10–15% traffic boost.

You can even ask us how!



## \*FREE\* Service Offering for June 2025 *Google Audit*

How is Your Website Performing According to Google?  
Does Google Know Who You Are?  
What Areas Should You Focus on First?

*Partner with GreenHaven Interactive to provide a clear roadmap for immediate improvements and long-term growth. Start today by scheduling a 30min audit session or contacting GreenHaven at the number below.*

***Your Digital Marketing Experts***

