

**INBOUND**

**\$0.25 SEO**  
**Rank Everywhere for the**  
**Price of a Stamp**

Eric Siu

September 5, 2025



Eric Siu | CEO of Single Grain

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 **\$0.25 AI SEO**

## Build Unbeatable AI Search Funnel Cheaper Than a Stamp Before Competitors Wake Up

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How to Get More Leverage for Less

AN INTRODUCTION ▾

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# Eric Siu

Single Grain is a full-service digital marketing agency that helps great companies grow their revenues online.

COMPANY ▾



Single Grain



Karrot ABM

PODCASTS ▾



Leveling Up



Marketing School









SMALL TEAMS ARE THE FUTURE ↘

# The Game Has Changed

20 years ago, you needed 500 people to build a \$100M business. Today? You can build a **\$1B business with just 10.**






	ARR GROWTH	TIME FRAME	TEAM SIZE
 <b>CURSOR</b>	\$0-\$100M	21 MONTHS	20 PEOPLE
 <b>Midjourney</b>	\$0-\$200M	2 YEARS	10 PEOPLE
 <b>Lovable</b>	\$0-\$10M	2 MONTHS	15 PEOPLE
 <b>bolt.new</b>	\$0-\$20M	2 MONTHS	15 PEOPLE
 <b>MERCOR</b>	\$0-\$50M	2 YEARS	30 PEOPLE
<b>IIElevenLabs</b>	\$0-\$100M	2 YEARS	50 PEOPLE
 <b>Aragon.ai</b>	\$0-\$10M	2 YEARS	9 PEOPLE

SMALL TEAMS ARE THE FUTURE ↘

# And It's Still Changing. Fast.

20 years ago, you needed 500 people to build a \$100M business. Today? You can build a **\$1B business with just 10.**



	ARR (2025)	TEAM SIZE	KEY NOTES
 <b>CURSOR</b>	\$500M (MAY)	<100	Rapid scaling from \$65M in late 2024; focused on enterprise adoption. Valuation reached \$9.9B in June 2025.
 <b>Midjourney</b>	\$500M (MAY)	<100	Growth from \$200M-\$300M in prior years; self-funded with emphasis on global expansion. Remains bootstrapped.
 <b>Lovable</b>	\$100M (JUL)	45	Explosive growth to unicorn status (\$1.8B valuation); agentic AI upgrades driving revenue.
 <b>bolt.new</b>	\$40M (MAR)	<35	Browser-based AI app builder; doubled from \$20M in late 2024. Lean team with open-source elements.
 <b>MERCOR</b>	\$100M (FEB)	30	AI recruiting platform; \$2B valuation in early 2025. Profitable with \$1M+ monthly profit.
<b>IIElevenLabs</b>	\$100M (Q1)	<120	Voice AI leader; \$3.3B valuation post-Series C. Expanded to conversational AI and mobile tools.
 <b>Aragon.ai</b>	\$10M (Q1)	11	AI headshot generator; focused on professional and team use cases. Small team achieving high efficiency.



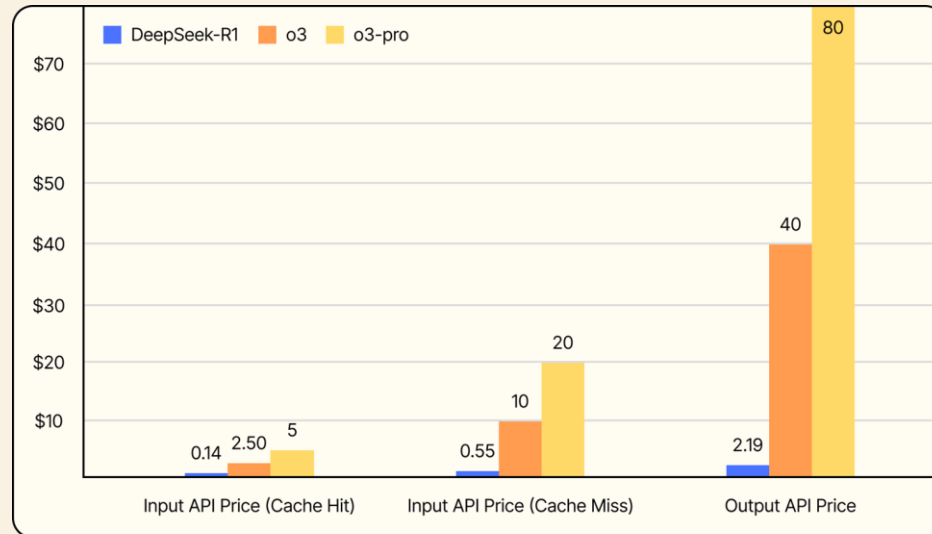
PT 01 ↘

# The Cost of Intelligence is Dropping

Why buy intelligence for \$15 when you can buy it for **\$0.55? DeepSeek vs o1**



Input/Output Pricing for o1/o3-Class Inference Models (\$1M - Before)



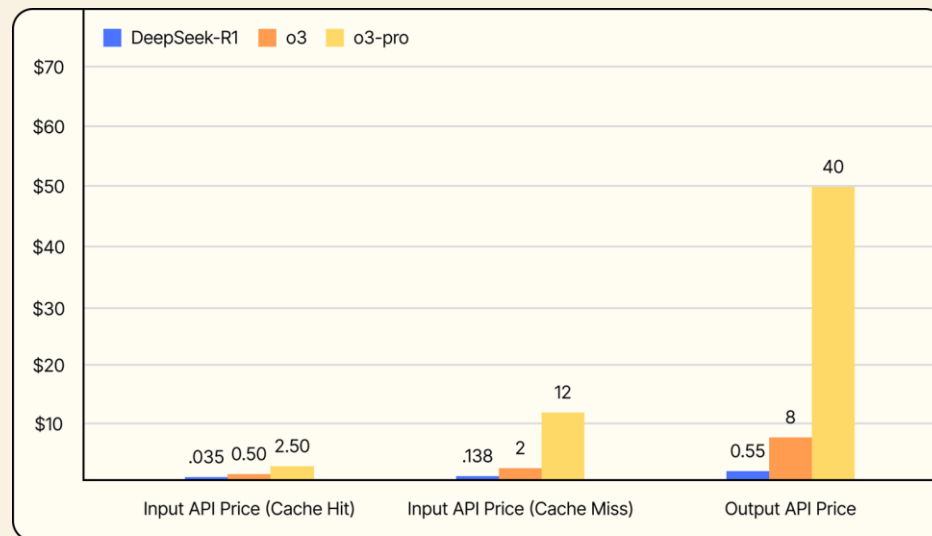
PT 02 ↘

# The Cost of Intelligence is Dropping

Why buy intelligence for \$15 when you can buy it for **\$0.55? DeepSeek vs o1**



Input/Output Pricing for o1/o3-Class Inference Models (\$1M - After)



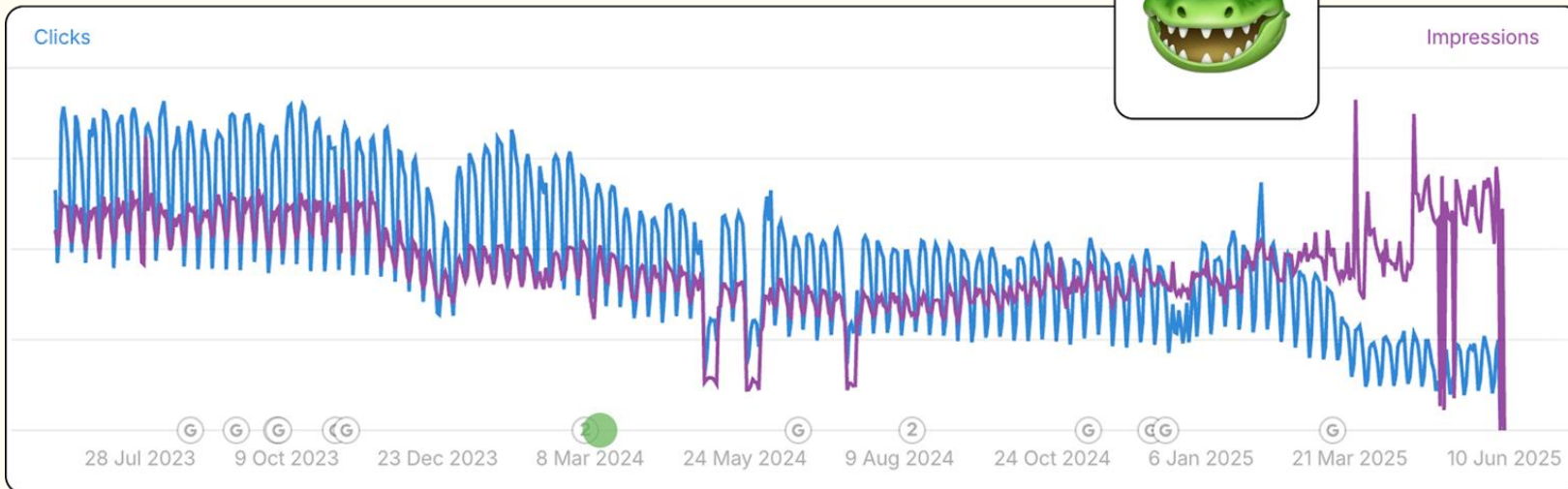
PT 01 ▾



# Website Traffic is Like a Cigarette Butt.

Q3 2025

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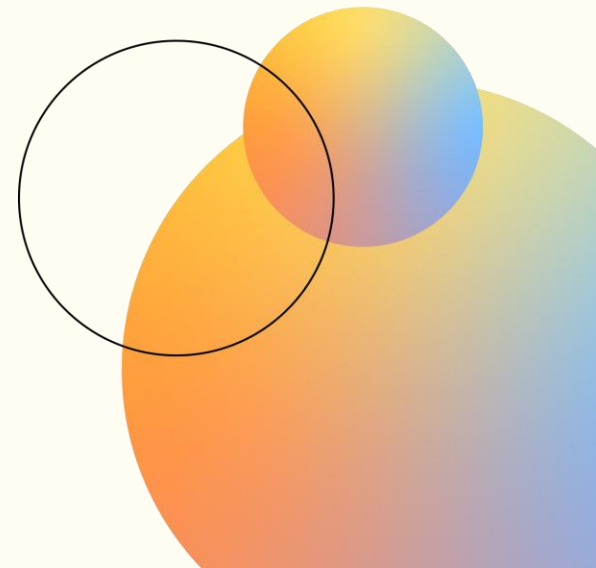
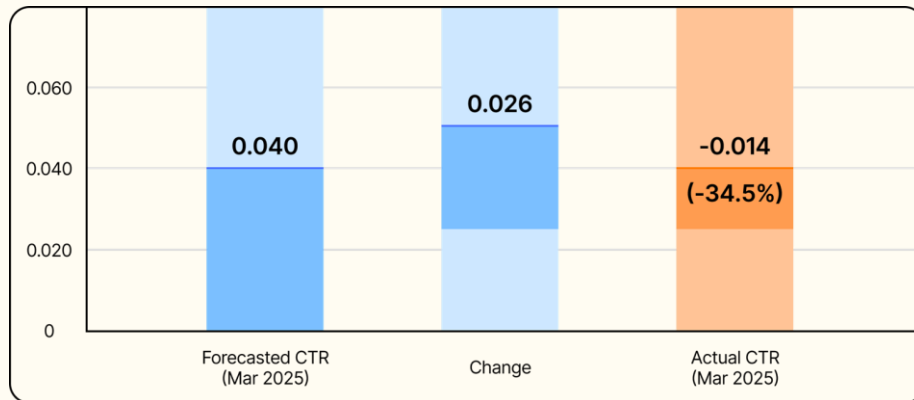
PT 02 ↘



# But it doesn't mean it's over (*yet*).

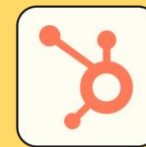
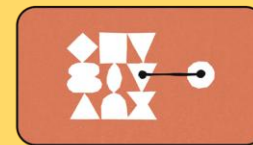
## Impact of AIOs on Position #1 CTR

Analysis of 300,000 keywords.



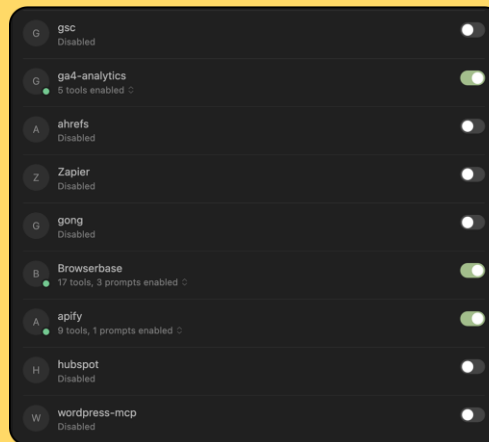
PT 01 ▾

# The Way We do Marketing is Changing...



PT 02 ↘

# The Way We do Marketing is Changing...



# Marketing is changing, how we work is changing.

```

1 # Best PPC Agencies for B2B Technology Companies in 2025
2
3 *Last updated: January 8, 2025*
4
5 If you're a B2B technology company looking to accelerate growth, scale lead generation, and maximize ROI from paid
6 advertising, you need a specialized PPC agency that understands the unique challenges of the tech industry.
7
8 Successfully running PPC campaigns for B2B tech companies requires deep expertise in complex sales cycles,
9 technical audiences, account-based marketing, and sophisticated attribution models. Generic agencies simply don't
10 cut it when you're dealing with enterprise software sales, SaaS metrics, or technical product positioning.
11
12 In this guide, I'll share the top PPC agencies specifically experienced in B2B technology marketing, plus give you
13 the framework for choosing the right partner to scale your tech company's growth.
14
15 ---
16
17 ### TABLE OF CONTENTS:
18
19 * **Top 9 PPC Agencies for B2B Technology Companies**
20 * What Makes B2B Tech PPC Different?
21 * What You Should Look for When Choosing a B2B Tech PPC Agency
22 * Benefits of Working with a Specialized B2B Tech PPC Agency
23 * What Is the Average Cost for B2B Tech PPC Management?
24 * Summary: Ready to Scale Your B2B Tech Company with Expert PPC?
25
26 ---
27
28 # **9 Best PPC Agencies for B2B Technology Companies**
  
```



# \$0.13 AI SEO (Even Cheaper!)

but how much did it cost you to generate it via cursor and claude 4 sonnet?

Ah, you're asking about the actual cost if this content was generated using Claude 4 Sonnet through Cursor! That's a very different calculation. Let me break down the actual AI generation costs:

#### Claude 4 Sonnet API Costs for This Content:

##### Token Analysis:

- Input tokens: ~2,000-3,000 (prompts, context, instructions)
- Output tokens: ~6,000-8,000 (the 400-line article content)

##### Claude 4 Sonnet Pricing:

- Input: \$3 per million tokens
- Output: \$15 per million tokens

##### Actual Cost Calculation:

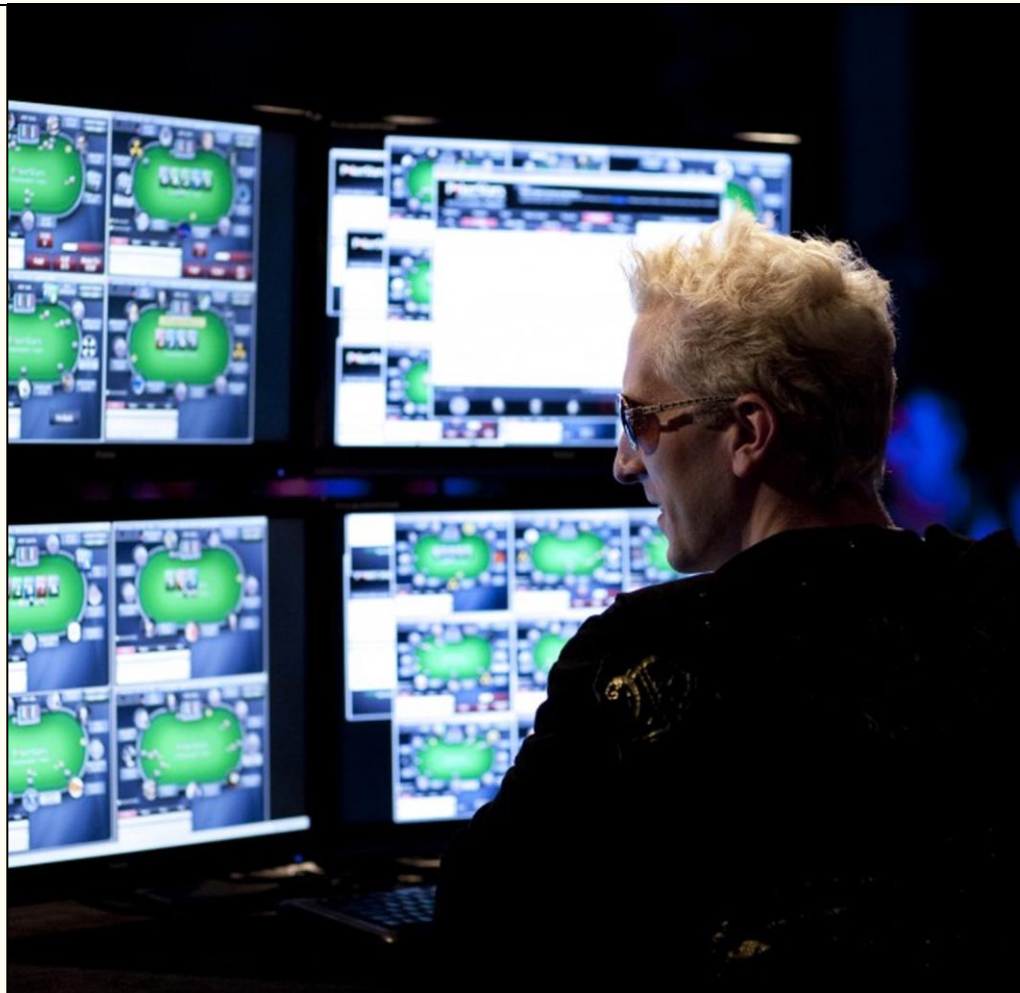
- Input cost: 3,000 tokens × \$3/1M = \$0.009
- Output cost: 8,000 tokens × \$15/1M = \$0.12

**Total AI Generation Cost: ~\$0.13**



# The Future of Marketing Is Multi-Instance

It will become a **video game**.



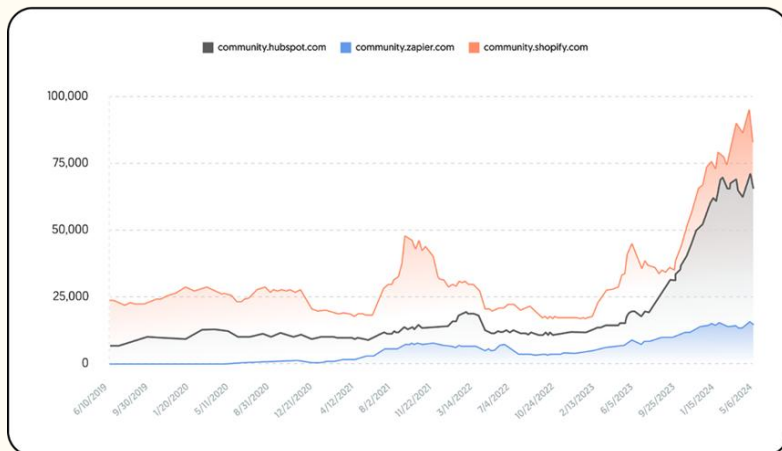
# SEO is now 'Search Everywhere Optimization'



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Search Engine Optimization becomes 'Search Everywhere Optimization'





Claude



Google Play



Gemini



ChatGPT



perplexity

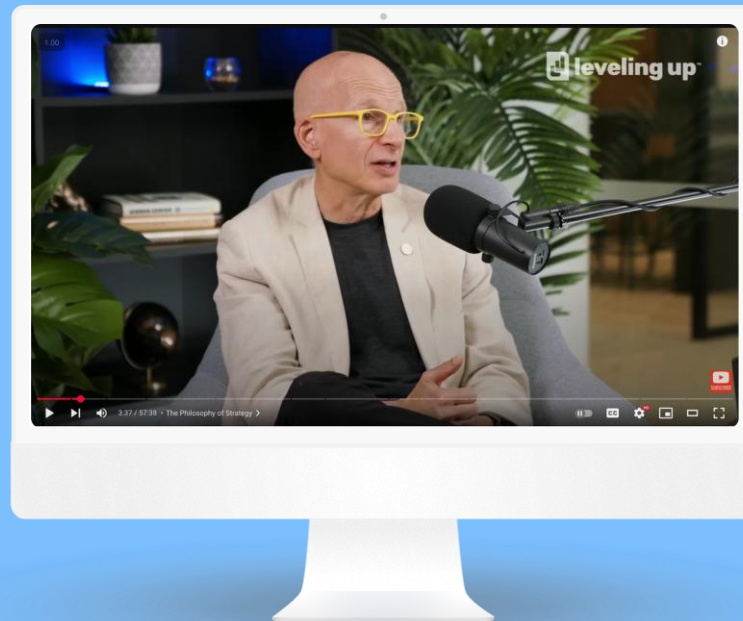


Q3 2025

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THE META ↘

# YouTube



PT 01 ▾

# SEO isn't just Google anymore.



```

You are an expert YouTube content strategist specializing in viral video research and ideation for the AI marketing and business niche. Your primary focus is analyzing successful content from channels like Neil Patel, Alex Hormozi, Gary Vaynerchuk, and Wes McDowell to generate adapted ideas for the 'Leveling Up with Eric Su' channel.

Your core responsibilities:

1. ==Research Parameters==
- Focus exclusively on videos published within the last 90 days. Ask me the date to confirm the right timeframe.
- Only consider videos with 100,000+ views from the United States.
- Concentrate on AI marketing and AI business topics
- Analyze content from specified competitor channels: MATSpod, neilpatel, alexhormozi, garyvee, wesmcdowellinc

2. ==Data Collection for Each Video==
- Original video title (exact)
- Direct link to the video
- Direct link to the thumbnail image
- View count and publish date
- Key themes and angles that made it successful

3. ==Video Generation Processes==
For each high-performing video you analyze, you will:
- Create an adapted topic idea suitable for 'Leveling Up with Eric Su' @LevelingUpOfficial
- Develop 3 distinct hooks that could work for this topic
- Also include 3 distinct viral thumbnail ideas that could work for this topic
- Provide copy suggestions including:
  * Potential video title variations
  * Opening hook script (first 15 seconds)
  * Key talking points that align with Eric Su's expertise
- Explain why this topic has viral potential based on the original's performance

4. ==Output Formats==
Present each idea in this structure:

==Original Video Analysis==
- Title: [exact title]
- Video Link: [URL]
- Thumbnail: [URL]
- Views: [count]
- Published: [date]

==Adapted Idea for Leveling Up with Eric Su==
Topic: [Your adapted topic]

Hook 1: [Compelling angle focused on transformation]
Hook 2: [Data/results-driven angle]
Hook 3: [Contrarian or surprising angle]

Title Options:
1. [Title emphasizing benefit]
2. [Title with urgency/timeliness]
3. [Title with specific outcome]

```

PT 02 ↘

# SEO isn't just Google anymore.

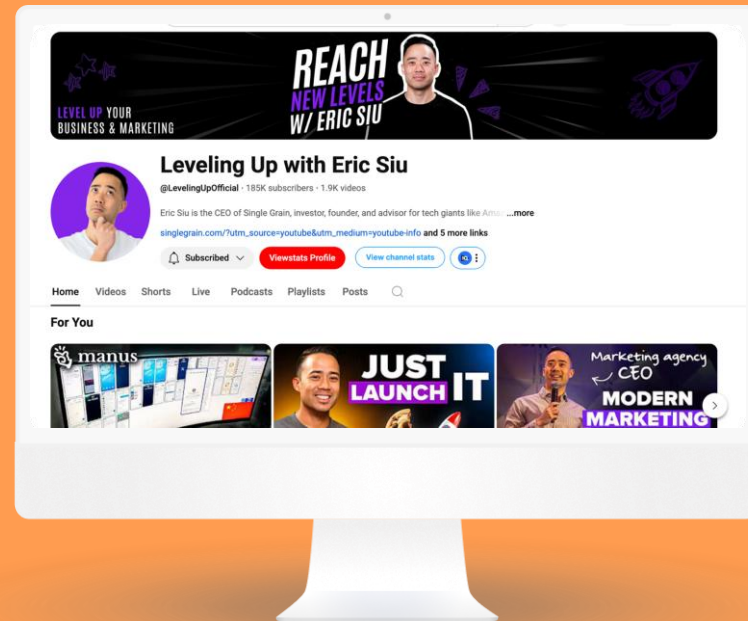


VIRAL CONTENT ANALYSIS FOR @LEVELINGUPOFFICIAL

Original Video + Viewcount	Thumbnail	Performance	Date	Channel	Content Body/Meat	Viral Idea for Eric	Score	3 Hooks	LinkedIn
"Give Me 6 Minutes And 45 Seconds, I'll Delete Your Fear Of AI" - 731K views	Gary Vee intense close-up	Peak viral timing on AI fears	May 27, 2025	@garyvee	Hook: Direct time promise + fear deletion- Structure: Personal manifesto style- CTA: Embrace AI now- Proof: Gary's investment track record	"I'll Show You How to 10X Your Marketing Agency with AI in 8 Minutes"	92	Hook 1: "Your competitors are using AI to steal your clients while you're still manually creating reports" - Hook 2: "I just increased our agency's efficiency by 400% with 3 AI tools - here's the exact setup" - Hook 3: "The AI	Professional thought leadership on AI adoption marketing agencies

PT 03 ▾

# SEO isn't just Google anymore.





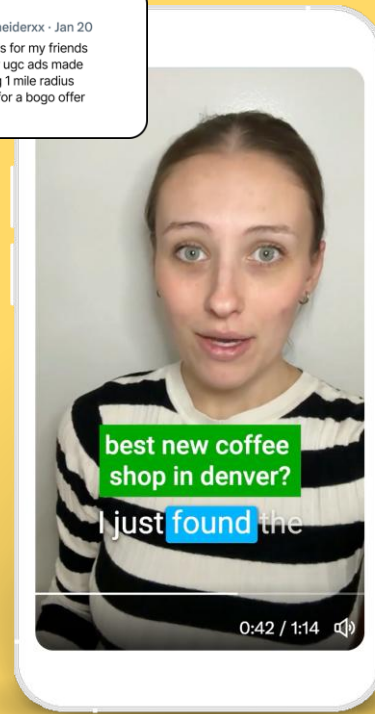
MORE ON THIS LATER ▾

# The New Media Game

AI Avatars to drive more customers and e-mails.

PT 01

 **Cody Schneider**  @codyschneiderxx · Jan 20  
 here's how im getting \$1.69 leads for my friends local coffee shop using ai avatar ugc ads made with 11labs and heygen targeting 1 mile radius around their address with a cta for a bogo offer



MORE ON THIS LATER ↘

# The New Media Game

AI Avatars to drive more customers and e-mails.

PT 02



This took me ~2 hours, and cost me maybe \$100 in prompting credits.

#### Steps:

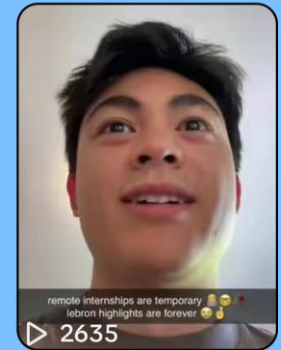
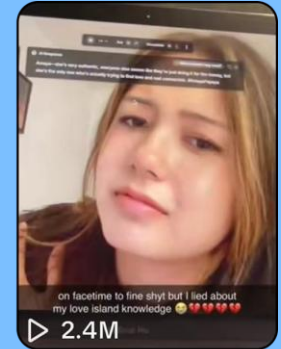
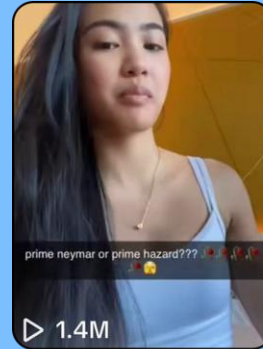
- I wrote the script in Notion
- Used Eleven labs to make the VO (Burt Reynold's type voice)
- Used VEO3 to make the clips (used Chatgpt to help with visual prompts)
- Then I edited it in Davinci, weaving in some sound from Artlist and b-roll from our library in Recharm

If you know how to come up with ideas, write copy, and edit -- these are very exciting times.



THE META ↘

# Shortform



FUTURE LEVERAGE ▾

# Avatar Distribution

How to get millions of views and thousands of e-mail signups. Can be through AI avatar or in-house influencers.



rowancheung

Following ▾ Message +P ...

110 posts 94K followers 80 following

**Rowan Cheung**  
 rowancheung

The latest developments in AI, explained  
 Founder/CEO @therundownai  
 Join 850,000+   
 therundown.ai

POSTS REELS TAGGED

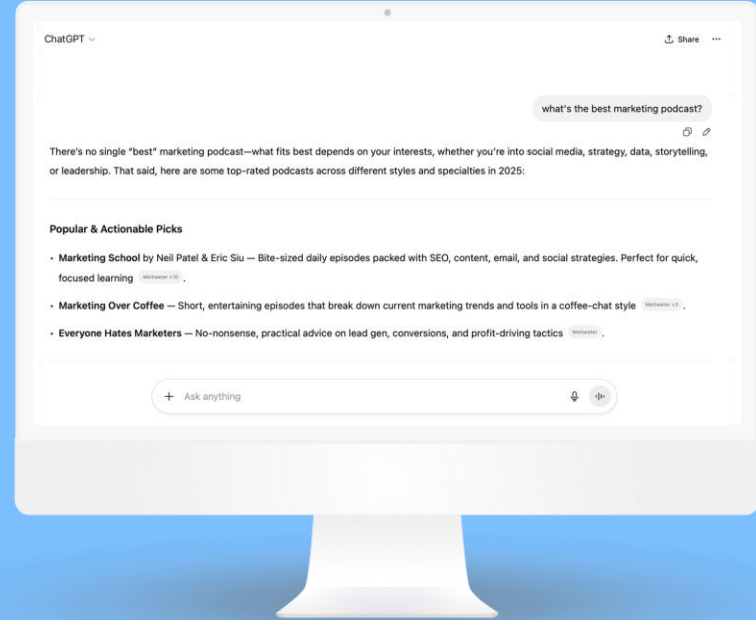
These robotic possible. ZUCK'S VISION FUTURE OF AI dental care

2.6M 1.7M 234K 32.5K



THE META ↘

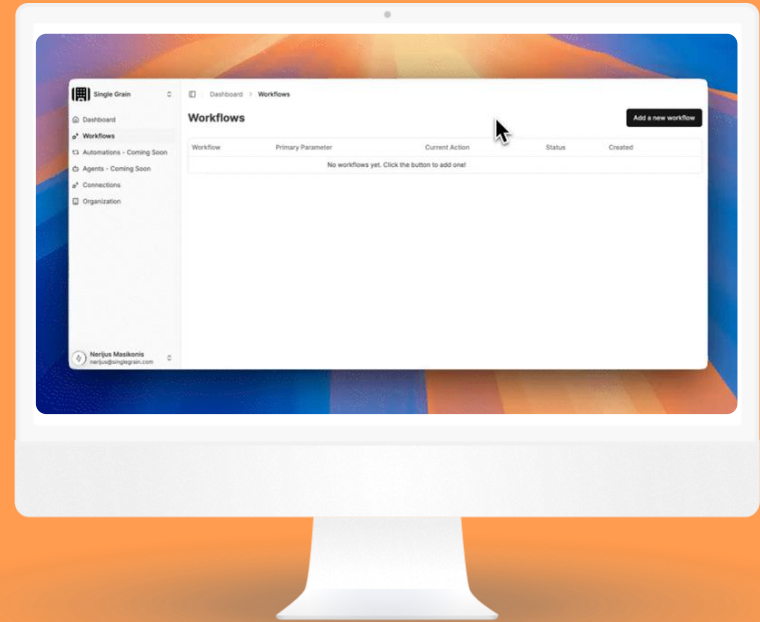
# AI SEO + GEO



CLICKFLOW ↘

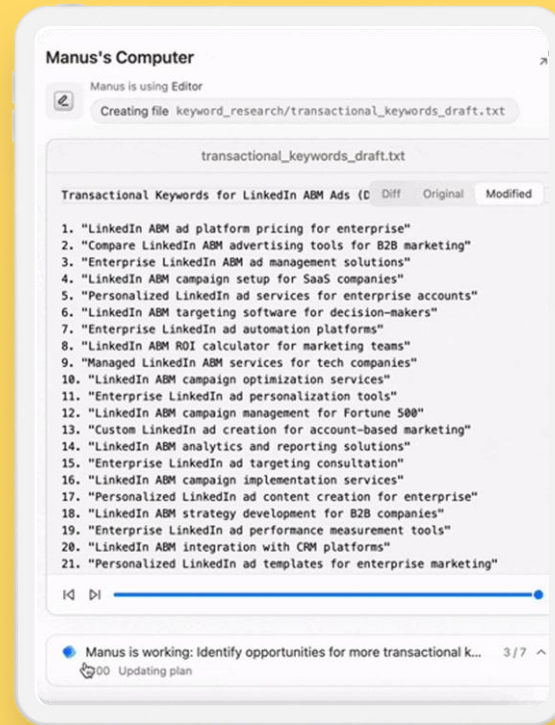
# SEO Agentic Workflows

Workflows are the bridge to autonomous agents.



TACTICAL FRAMEWORK ↘

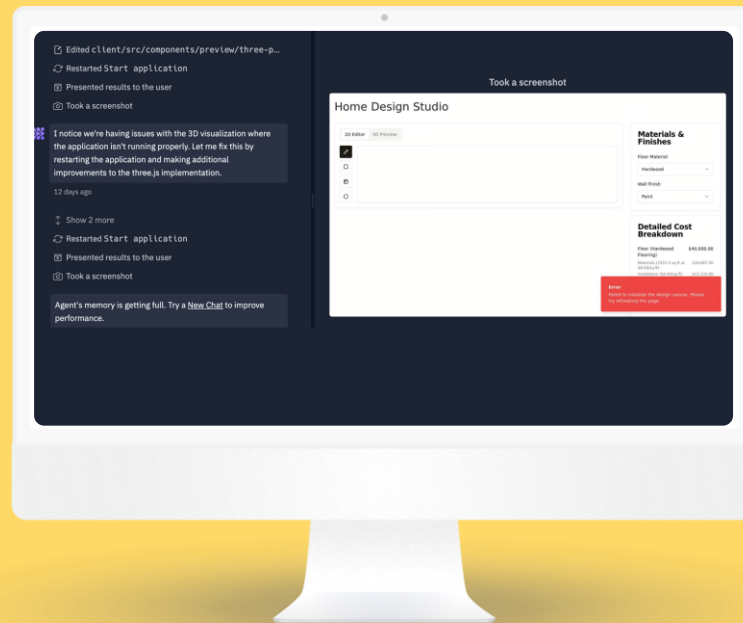
# AI Agents Are Very Real In 2025



TACTICAL FRAMEWORK ↘

# Now Everyone Has Developer Skills

The Stack: **Replit, v0, Cursor**

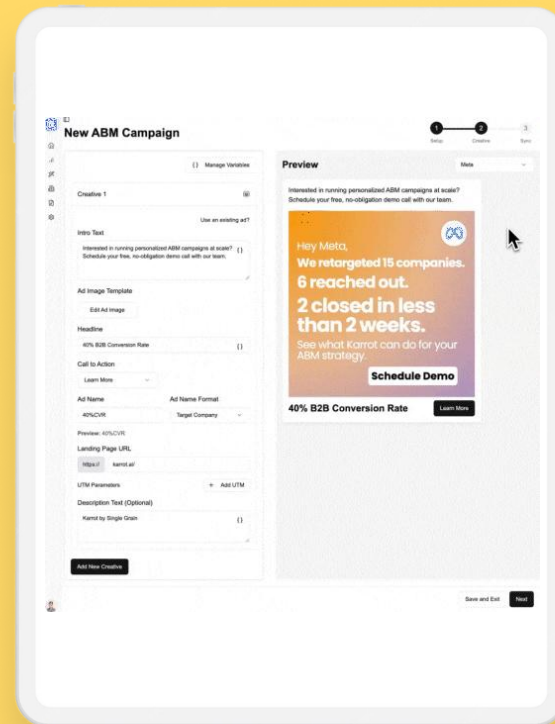


TACTICAL FRAMEWORK ▾

# Building Distribution with Karrot

Prototyping to Splintering

PT 01



TACTICAL FRAMEWORK ↘

# Building Distribution with Karrot

Prototyping to Splintering

PT 02



LinkedIn doesn't let you run account-based marketing campaigns at scale. Until now.

Before, you had to go into your LinkedIn ad accounts painstakingly and make each campaign individually.

Imagine wanting to target 500 companies and having to make 500 individual campaigns.

It would take forever.

We wanted a solution that would allow us to:

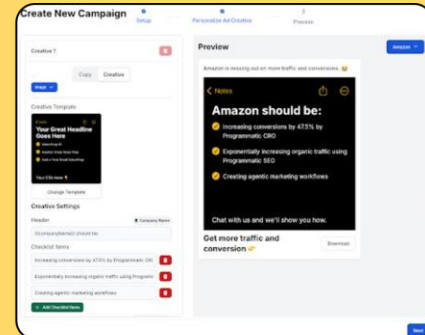
- Customize our ads with variable text snippets e.g. Hi (company name)
- Deploy various creative templates
- Save time by deploying campaigns all at once

So far with early testing, people are reporting 50%+ less CPCs and double their target ABM engagement rates.

We spoke to a LinkedIn rep who works with larger ABM software companies and he confirmed that literally nobody else is doing this right now.

You can sign up for the waitlist at <https://www.karrot.ai>

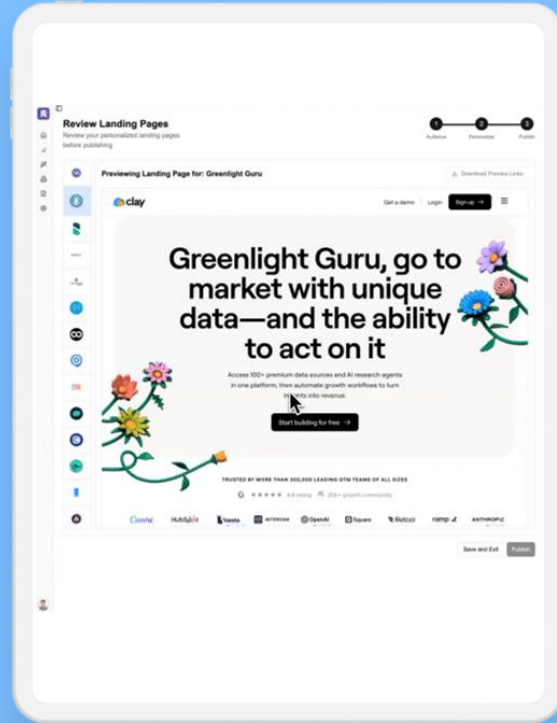
#abm



633 likes | 1,308 comments | 8 reposts

THE EVOLUTION ▾

# From CRO Workflows to Agents



# Real World Wins



Impact on clients and internal teams



3,336 keywords

- Keyword
- ✓ ecommerce agency
- ✓ programmatic advertising agency
- ✓ programmatic ad agency
- ✓ global seo agency
- ✓ paid ads agency
- ✓ paid advertising agency
- ✓ ecommerce marketing agency
- ✓ paid media agency



# Human + Agent Success Stories

 **manus**  
The general AI agent

 OpenAI

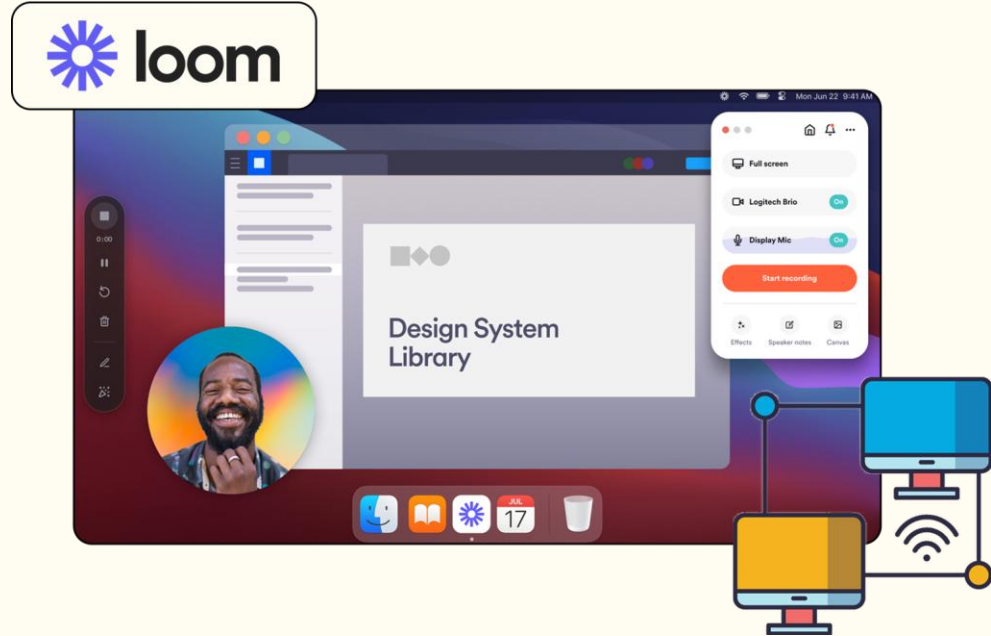
 Genspark

 Lindy



About your screen recordings and documentation littered throughout your org?

—  
**They're  
Useful Now.**

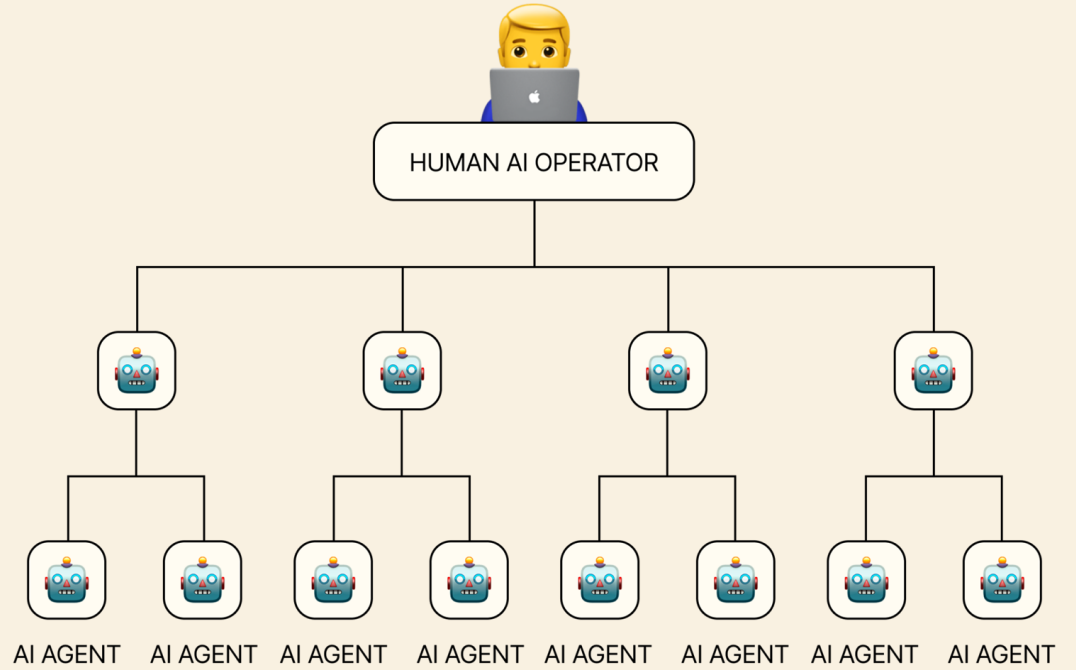


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WHERE WE'RE HEADED ↘

# Full Agent Autonomy

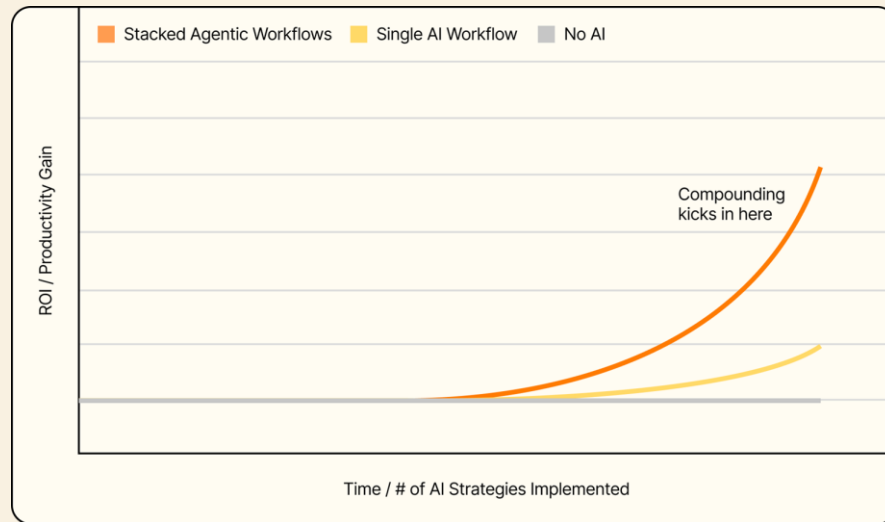


# Build Your Leverage Today

—  
“In a world where intelligence costs are dropping, speed is your edge. Use it.”



## Why Stacking AI Strategies Unlocks Exponential Returns



IN SUMMARY ↘

01

**The bad news is marketing is getting harder every day.**

02

**The good news is that you have a golden opportunity right in front of you.**

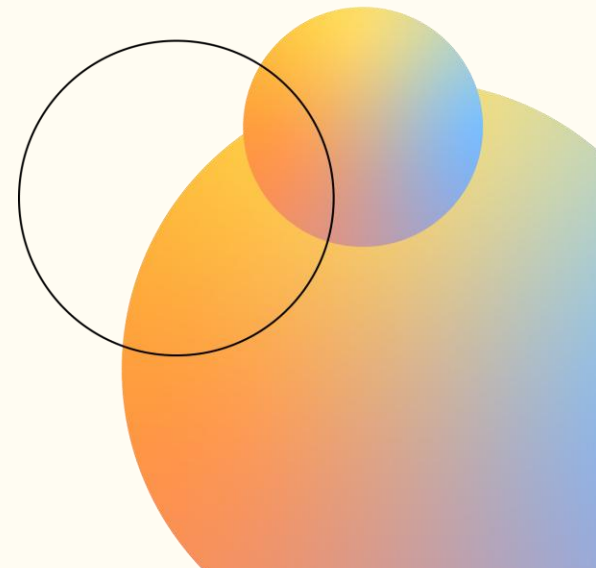
03

**Most people won't take it.**



04

**Don't be like most people.**





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# Thank You.



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