

# Level Up Your Marketing using AI

Phase 1: Marketing Basics Plus Your New Assistant

Phase 2: The Good, The Bad, The Scary

Phase 3: AI Platform Overview

Phase 4: Unleash the power of AI!

Phase 5: Practical Applications For Small Businesses

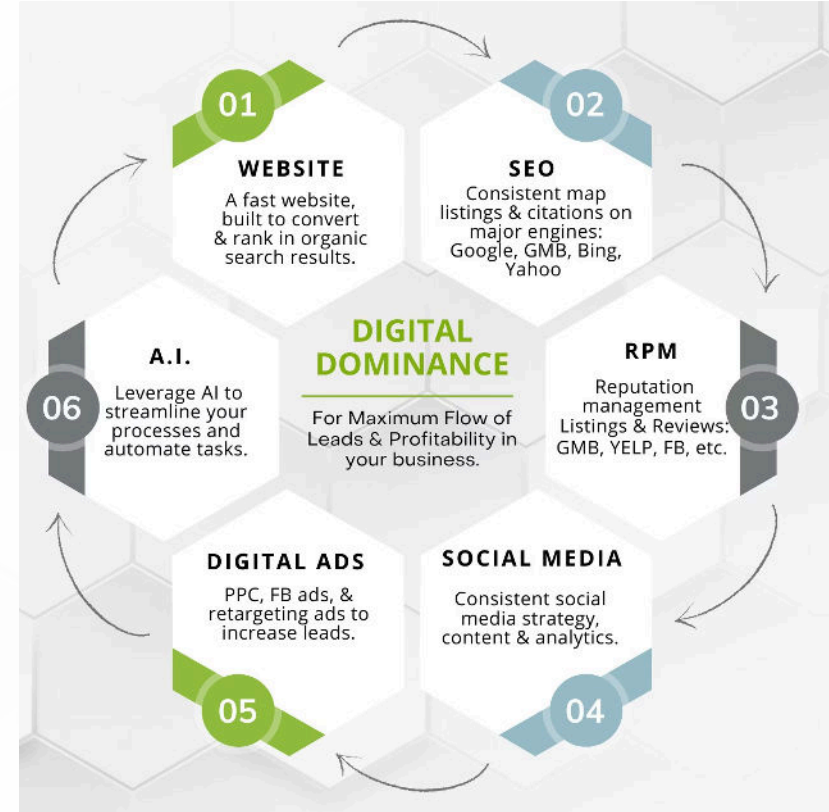
Phase 6: Sneak Peek ~ AI Agent Dashboard

❓ Are you actively using AI in your business or marketing workflow?



## Phase 1: Marketing Basics Plus Your New Assistant

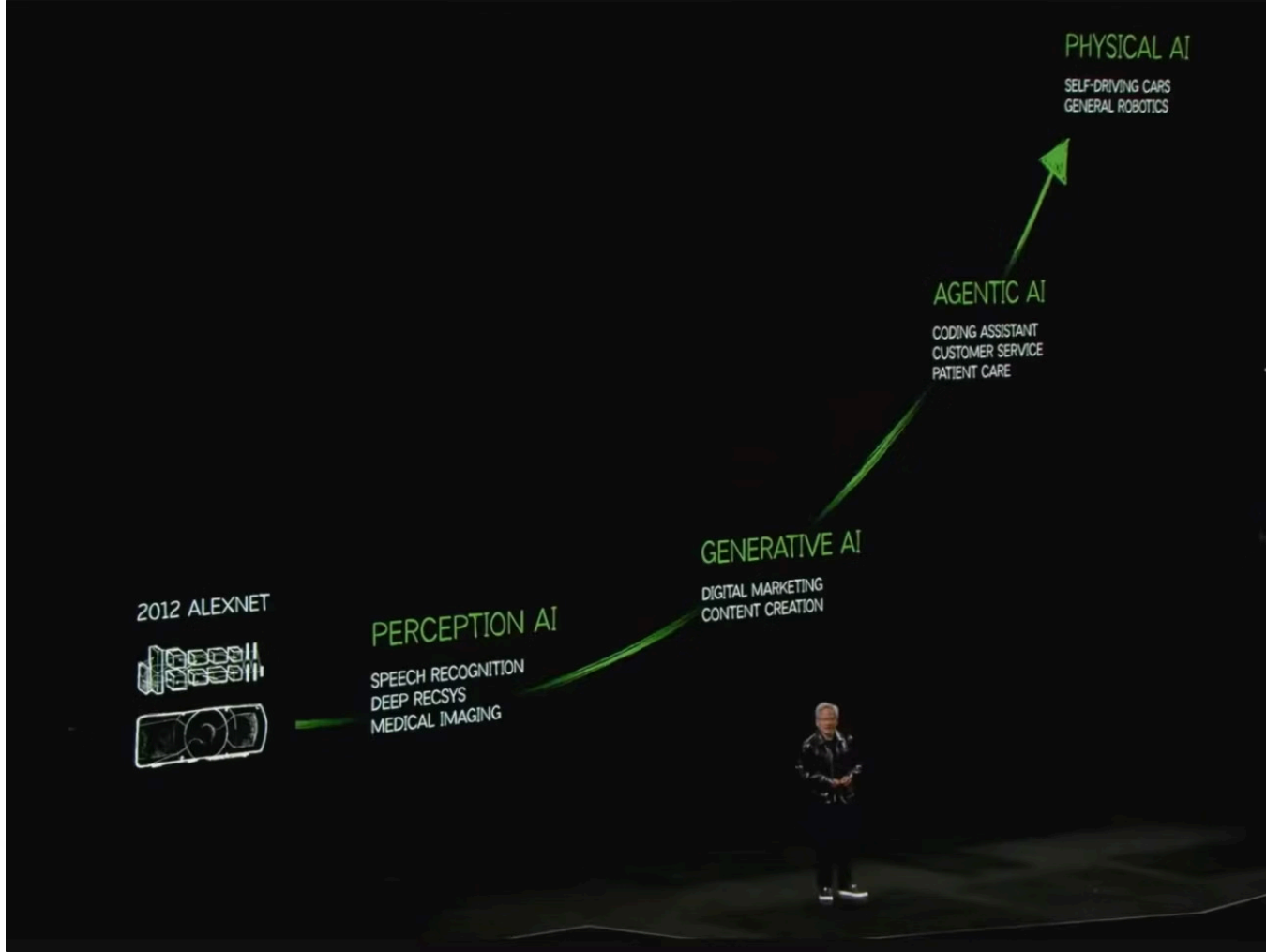
- Key areas that drive online growth are now enhanced by AI, with marketing basics remaining essential
- AI serves as a helpful creation tool that expands your ideas or creative
- AI won't replace your job, but people who use AI will
- Learning to use AI tools is important for your marketing toolkit and workflows
- Avoid chasing every new tool - start with one AI platform, master it, then explore others



📍 69% of marketers had already integrated AI into their marketing operations in 2024. ([influencerHub](#))



Dr. Fei-Fei Li is the inaugural Sequoia Professor in the Computer Science Department at Stanford University, and a Founding Co-Director of Stanford's Human-Centered AI Institute. She served as the Director of Stanford's AI Lab from 2013 to 2018. And during her sabbatical from Stanford from January 2017 to September 2018, Dr. Li was Vice President at Google and Chief Scientist of AI/ML at Google Cloud. Dr. Li has served as a Board member or advisor in various public or private companies. She is currently a Co-founder/CEO of World Labs, an AI company focusing on Spatial Intelligence and generative AI.



1. **Perception AI:** Understand
2. **Generative AI:** Create
3. **Agentic AI:** Reason, Plan & React
4. **Physical AI:** Self Driving Cars/Robotics with of all these capabilities.

**Jensen Huang's CEO of NVIDIA** CES keynote speech noting the 4 phases of AI, March 20, 2025.



## Phase 2: The Good, The Bad, The Scary



**The Good: Enhanced human performance**



**The Bad: Frivolous use of AI and machine learning**



**The Scary: Increased propaganda**



**Ella Atkins -**

Fred D. Durham Chair in Engineering and Department Head of Aerospace and Ocean Engineering

*Photo by Peter Means*



**The Good: Improved accessibility and quality of life**



**The Bad: Potential bias from incomplete data**



**The Scary: Artificial intelligence is influencing our decision making**



**Dylan Losey**

Assistant Professor, Mechanical Engineering, Virginia Tech

*Photo by Peter Means*



What is your primary AI-related concern?

# Challenges

## **Privacy/Compliance issues**

Create legal documentation, disclose, & adhere to regulations

## **Content risks**

Moderation of outputs and branding by stakeholders

## **Balance**

Automation vs human creativity require human driven oversight of AI generated content

## **Costs & learning**

Initial investment, cost of guard rails, and ongoing training



# Benefits

## Time and efficiency savings

60% of small businesses using AI report 40+ mins saved per week.

*Source: CPA Advisor*

## Improved customer acquisition and engagement

Small businesses cite attracting new customers as their biggest challenge (60%), and AI helps address this concern. *Source: Allwork*

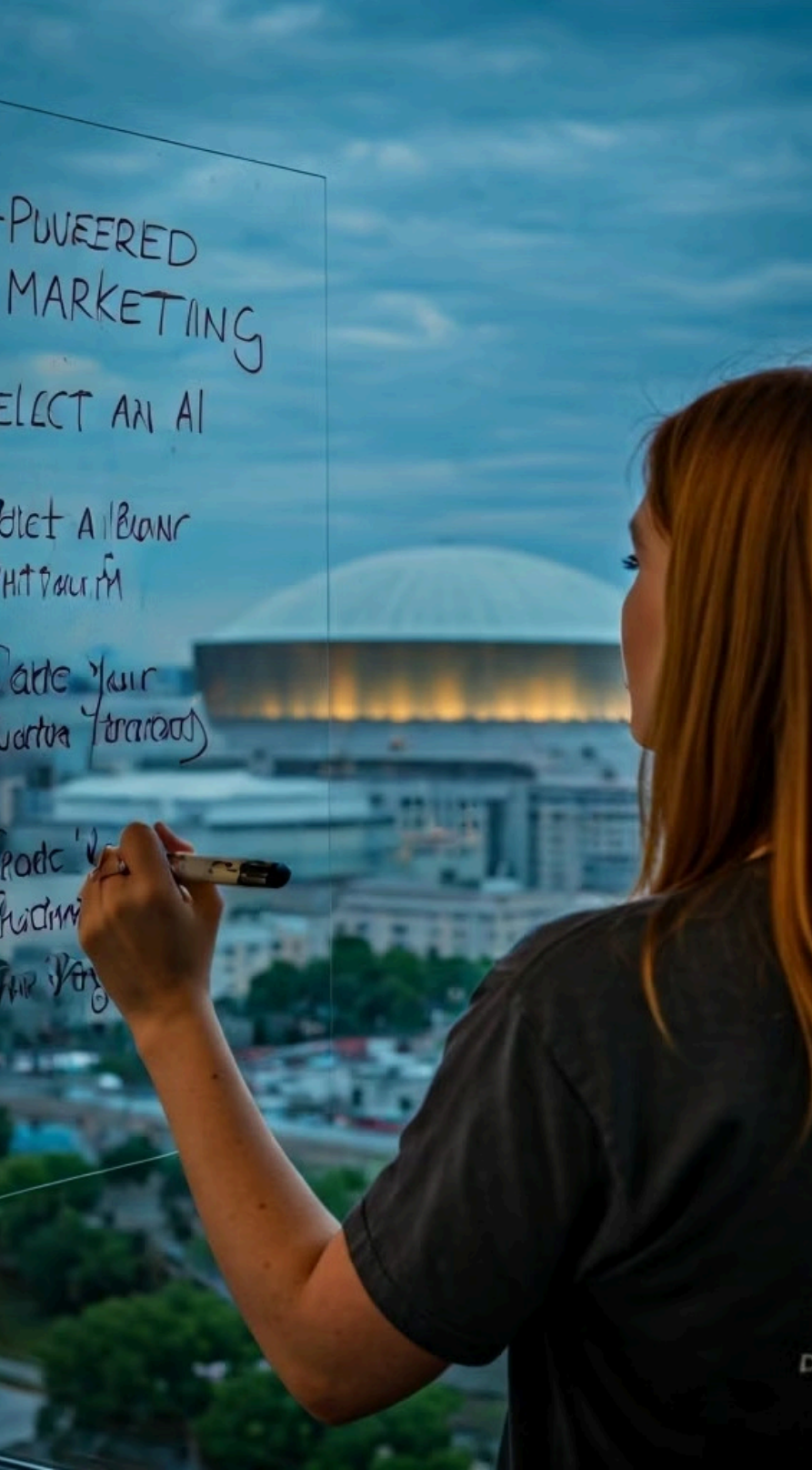
## Cost-effective personalization at scale

AI offers faster, more efficient campaign deployment, higher conversions & improved customer service. Capabilities previously limited to larger companies. *Source: Insider*

## Measurable ROI and performance gains

For every \$1 organizations invest in AI, they see an average of \$3.70 in return

*Source: Business Opportunity of AI*



## PHASE 3: AI Platforms Overview:



### Chat GPT

Known for versatility, it excels at various tasks like coding, creative writing, & answering general queries. It has a large knowledge base but can provide vague answers.

**Versatility:** ChatGPT leads in general-purpose tasks.



### Claude

Prioritizes ethical AI and natural language understanding, delivering human-like, thoughtful responses. It's excellent for writing & engaging in extended conversations.

**Ethical AI:** Claude is the top choice for ethical and safe interactions.



### Grok

Designed for current information and complex reasoning, it can access real-time data. It's also strong in multimodal capabilities and has a robust ethical framework.

**Current Information:** Best for obtaining up-to-date information.

## AI Platforms Continued:



### **Copilot**

Specifically designed for coding, it offers a conversational interface and real-time support within IDEs. It excels at code completion and debugging, but may not be as versatile as other options in other tasks.

**Coding Focus:** Copilot is best for coding productivity.



### **Gemini**

Offers powerful multimodal capabilities, including image and data analysis, and is well-integrated with Google products. It excels at problem-solving and provides clear, concise answers.

**Multimodality:** Gemini excels at tasks involving multiple data types.

**Task Specific Platforms: Jasper, Gamma, Imagen, CoCounsel, Bookkeeping.ai, Pollo**

# C.R.E.A.T.E. METHOD FOR AI PROMPTS

## **CHARACTER:**

Decide on the role you want AI to play. It could be an expert, a celebrity, an artist or an idiot.

## **REQUEST:**

This is the task you want AI to do for you. The clearer you are, the higher your chance of getting a great response.

## **EXAMPLES:**

"I want you to generate an amazing recipe just using the ingredients I have in my fridge and cupboards. Start by asking me what ingredients I have available."

## **ADJUSTMENTS:**

You'll often discover elements in the output that aren't quite what you wanted. This is where you add some extra statements to help shape the results.

## **TYPE OF OUTPUT:**

Consider how you want to receive the information you are asking for. AI can create paragraphs, bullet points, tables, poems, code, spreadsheets and just about anything else you can dream up

## **EXTRAS:**

"IGNORE EVERYTHING BEFORE THIS PROMPT."  
"ASK ME QUESTIONS BEFORE YOU ANSWER."  
"EXPLAIN YOUR REASONING."

# Practical Applications for Small Business

## 1 Brand Management

Personalize voice & messaging for each platform.

## 2 Creating your ideal client persona

Paint a picture: Identify your target audience and dream client.

## 3 Creative brainstorming

Fuel your creativity by generating fresh ideas and solutions for tasks or projects

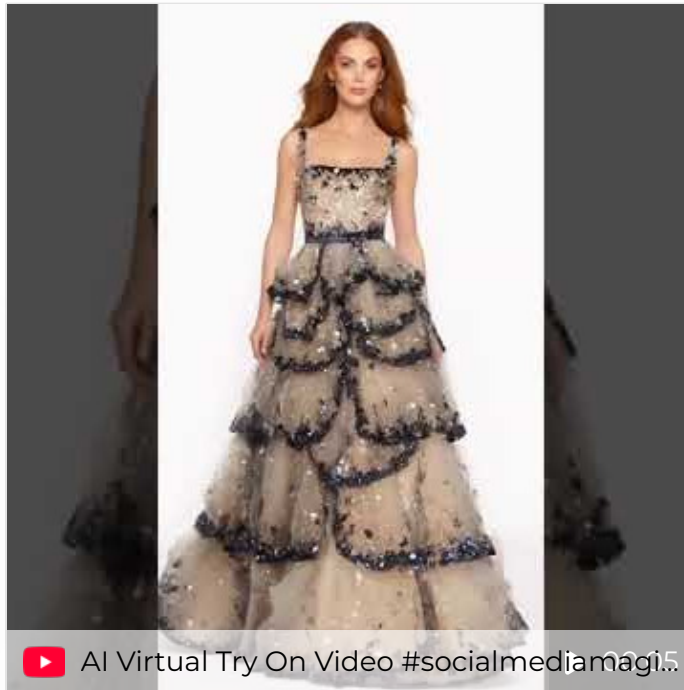
## 4 Refine data and statistics

Unlock valuable insights, tailored recommendations, and growth opportunities with data analysis.



# Fun with AI

AI isn't just for serious business applications. It opens up creative possibilities that delight and inspire us.



AI transforms entertainment, creativity, and social connection through interactive experiences that respond to our unique needs.

# Phase 4: Agentic AI - Autonomous Marketing



1

## Action automation

AI acts on business behalf with gated data

2

## Real-time decisions

Continuous data-driven optimization

3

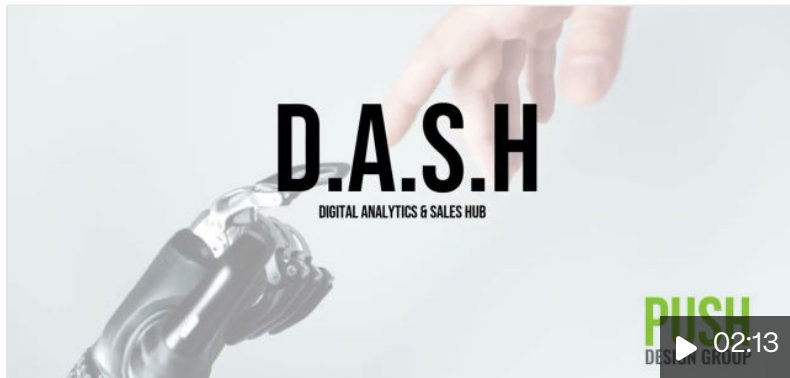
## Customer service & journey

Resolving questions, reducing administrative time.

4

## Marketing future

Fully autonomous campaigns: CRM, Email Drip, Calls



 YouTube



**Dash by PUSH – Digital Analytics & Sales Hub for small business.**

DASH is a complete solution for growing your business online. One beautiful interface that handles your website, listings, reviews, social media, client flow an...

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