



Unlocking the Power of AI for Small & Medium Businesses

Here's how AI can make your business work smarter



What is an AI Marketing Strategy?

A clear AI marketing strategy gives your business direction, clarity, and purpose. It's about leveraging AI tools in a structured way to ensure every marketing effort builds a solid foundation for growth.

Key Insight:

Without strategy, AI tools can become distractions instead of assets.

Action:

Outline a few marketing goals today and identify how AI can help achieve them.



AI-Driven Search

Search engines are moving from simple keywords to AI-powered, intent-based searches. With tools like Perplexity and ChatGPT Search, users get more contextual, conversation-style results.

Key Insight:

Businesses need to adapt to conversational search by focusing on quality content that answers customer questions directly.

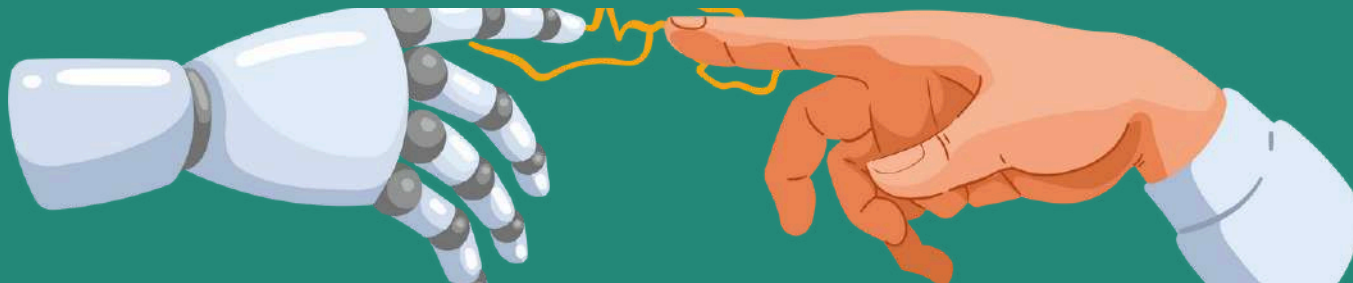
Action:

Optimise your website and content for AI search by addressing specific questions your target audience might ask.



Conversational AI & Video AI: New Ways to Connect

Conversational AI tools like ChatGPT and video AI platforms like Synthesia are transforming how we communicate. These tools offer deeper engagement, provide immediate customer support, and enable scalable, high-quality video content.



Key Insight:

Conversational and video AI allow for direct, dynamic engagement, making your brand more accessible and approachable.

Action:

Experiment with a chatbot for customer service or create a short, personalised video using AI to introduce your business.



Using AI for Strategy

AI tools can refine your ICP (Ideal Customer Profile), conduct competitor analysis, and provide market research, helping you shape a data-backed strategy. With AI, you gain precision in understanding your market and its needs.

Key Insight:

AI can analyse data more accurately and efficiently than traditional methods, providing a strategic edge.

Action:

Use a tool like Perplexity to research your market and refine your customer profile.



Hyper-Personalised Marketing

AI takes personalisation to a new level, allowing you to go beyond basic segments and tailor experiences for each individual customer. Your audience will come to expect this, especially with AI-powered search engines delivering personalised results.

Key Insight:

Personalised experiences enhance customer connection, which drives engagement and loyalty.

Action:

Start with personalised email marketing—use an AI tool to customise content to match each customer's preferences.



Automate Routine Tasks & Custom GPTs

Automations and custom GPTs help free up your time for creative and strategic work. Think of a custom GPT as a personal assistant that manages routine tasks or answers queries in your voice.

Key Insight:

Automations make it possible to scale your business without stretching resources, while custom GPTs can act as a “clone” of yourself, handling repetitive tasks.

Action:

Identify three daily tasks that could be automated. Consider using a custom GPT to handle customer queries or generate new content ideas.



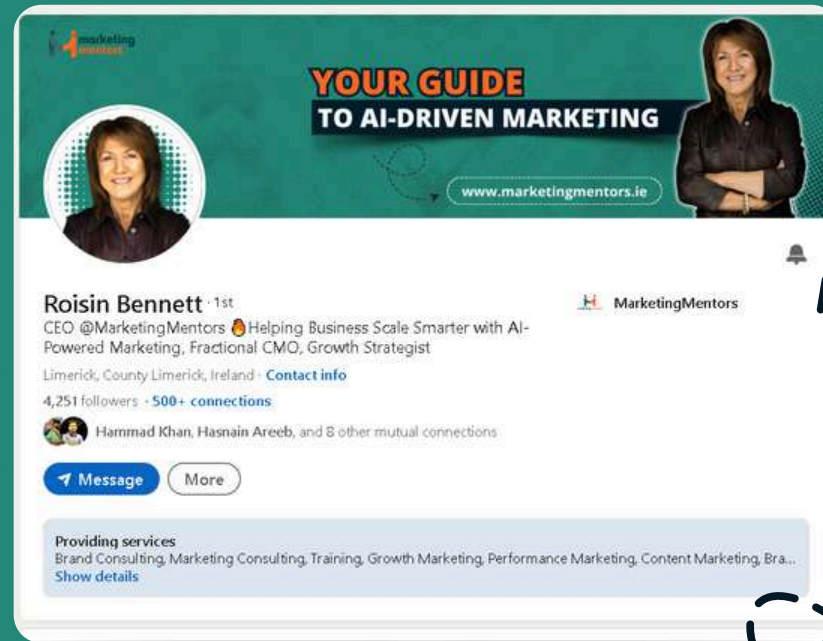
Each of these steps can help you harness AI's superpowers, positioning your business for future-ready growth. Start small, take actionable steps, and let AI be the foundation of your strategic marketing success.



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FOLLOW FOR MORE INSIGHTS INTO USING AI IN YOUR MARKETING STRATEGY



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