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Maximizing AI in Your Marketing

Heather Pressler, PhD
CEO of BlueHuki Group

Agenda

- Who is Heather?
- Pain Points
- Getting Started
- Example Applications
- Measuring results
- Do’s & Don’ts
- Ethical considerations
- Case studies
- What’s Next?

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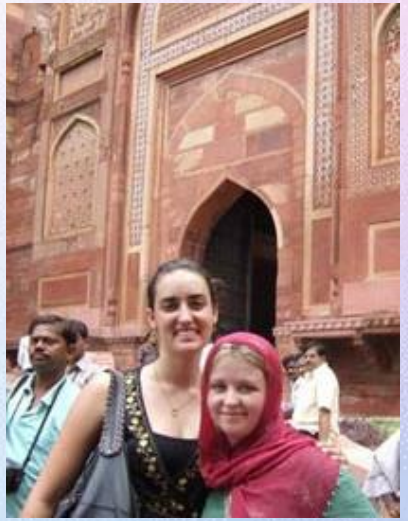
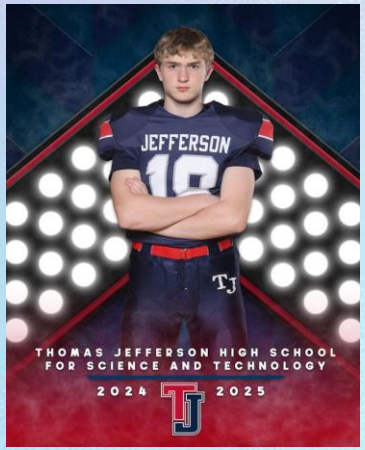
Who is Heather?





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Poll

Put Your hand up if one is true for you...

01.

Not sure what to do online

02.

Dred figuring out topics to post about

03.

Want to get more leads from online

04.

Aren’t passionate about marketing

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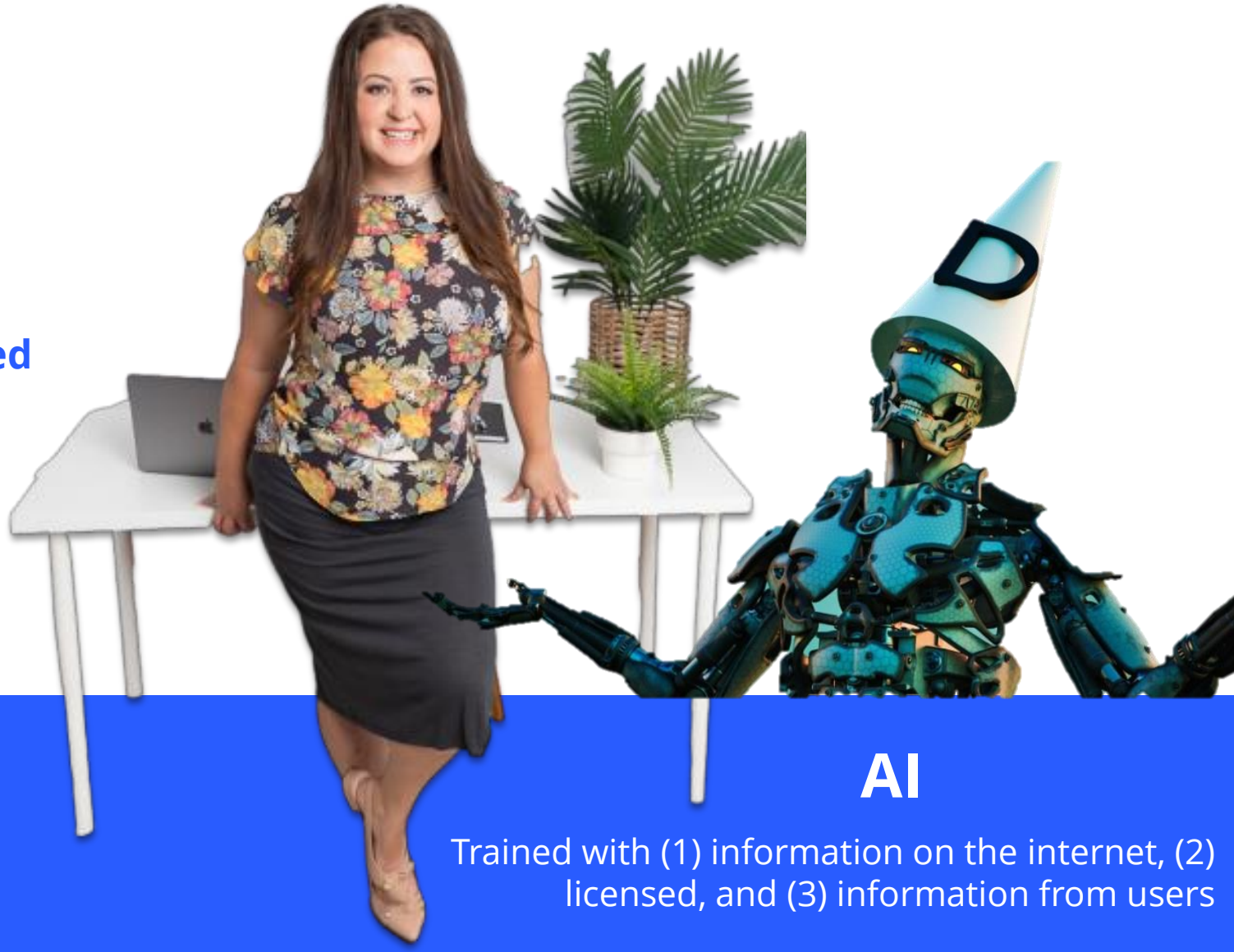
Human vs. AI

The BlueHuki Story: Unmet Market Need

01. Lack of Trusted Partners

02. Need for Content and Business Experts

03. Need for Comprehensive Marketing



Heather Pressler, PhD

10+ years of Sales, Training, Digital Marketing, Data Analysis & Web Design experience

AI

Trained with (1) information on the internet, (2) licensed, and (3) information from users

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Evaluating & Goal-Setting For Your Marketing

01. Competitor Analysis

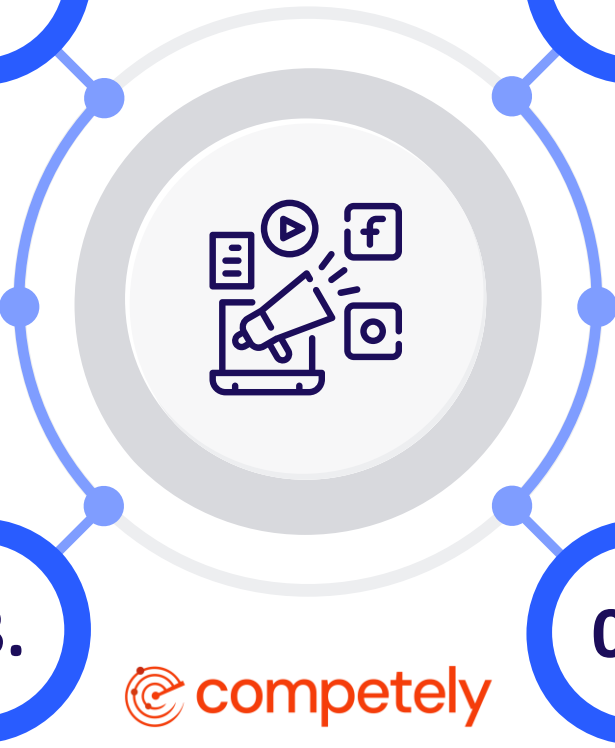
02. Brand Identity

03. Industry Standards

04. Client experience

05. Expansion Opportunities

06. Lead Tracking



Practical Exercise: Write down 1 task you'd like to automate

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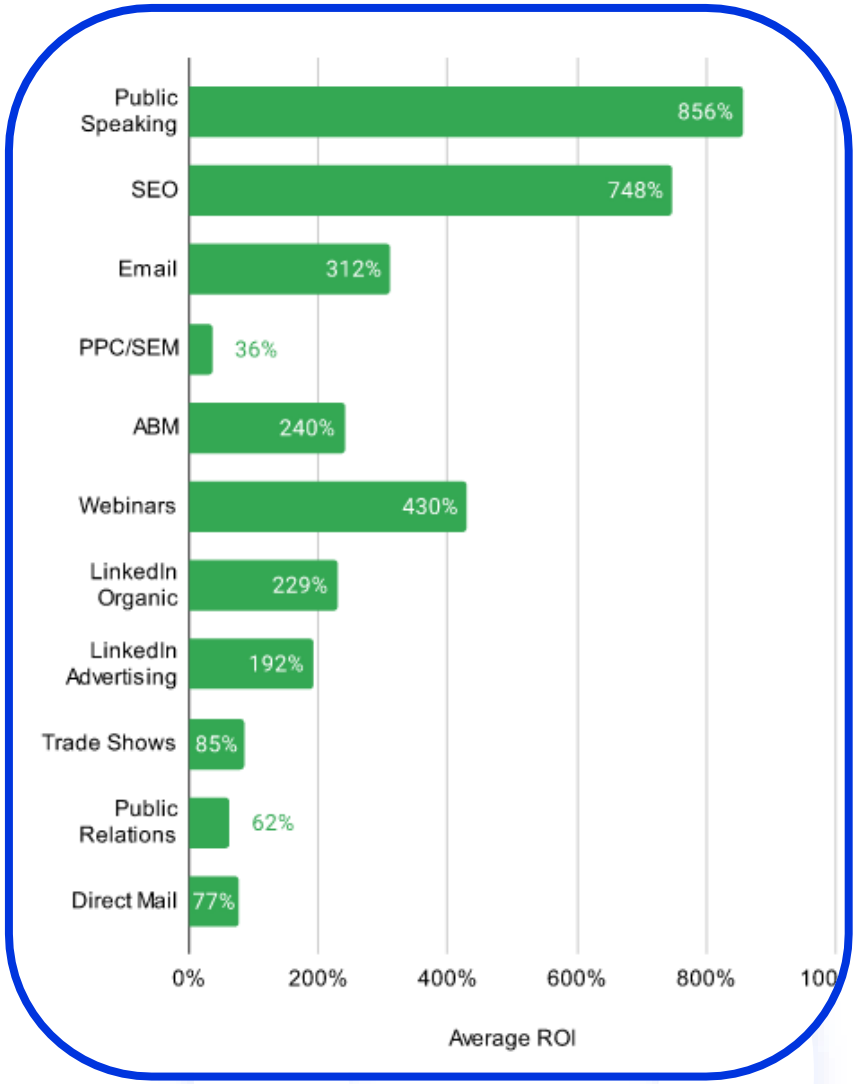
AI Competitive Analysis Example

Overview			
Icon			
Name	Notion	Asana	monday.com
Link	https://notion.so/	https://www.asana.com/	https://www.monday.com/
Tagline	A workspace for your notes, tasks, wikis, and databases.	Manage your team's work, projects, & tasks online	Your go-to work platform
Description	Notion is an all-in-one workspace that combines notes, tasks, databases, and collaboration tools for teams and individuals.	Asana is a work management platform that helps teams organize, track, and manage their work efficiently.	monday.com is a work operating system that streamlines workflows and enhances visibility across teams with customizable solutions for various business needs.

Marketing			
Name	Notion	Asana	monday.com
Tagline	One tool for your whole company. Free for teams to try.	Where work connects	Your go-to work platform
Unique Value Proposition	A versatile workspace that combines notes, tasks, databases, and collaboration tools in one platform.	Connect work to goals and automate workflows with AI as your teammate.	Streamline workflows and gain visibility with customizable solutions for projects, CRM, IT, and software development.
Positioning	A collaborative workspace designed for teams and individuals to organize their work and knowledge efficiently.	A leading work management platform designed for teams to manage projects, tasks, and workflows efficiently.	A versatile work operating system designed to enhance team collaboration and project management across various industries.
Marketing Channels	• Newsletter • Instagram • Twitter • LinkedIn • Facebook • YouTube • Blog	• Newsletter • Blog • Webinars • Social Media • Events	• Blog • Social Media • Webinars • Email Marketing • Community Events

Where is the best return on investment in 2024?



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Example Goal & AI

Goal: Be active on my blog

- AI Partner: ChatGPT
  - Write everything
  - Write based on a prompt
  - Heavy editing
- Human Partner
  - Keywords to focus on
  - Editing for SEO
  - Measuring success

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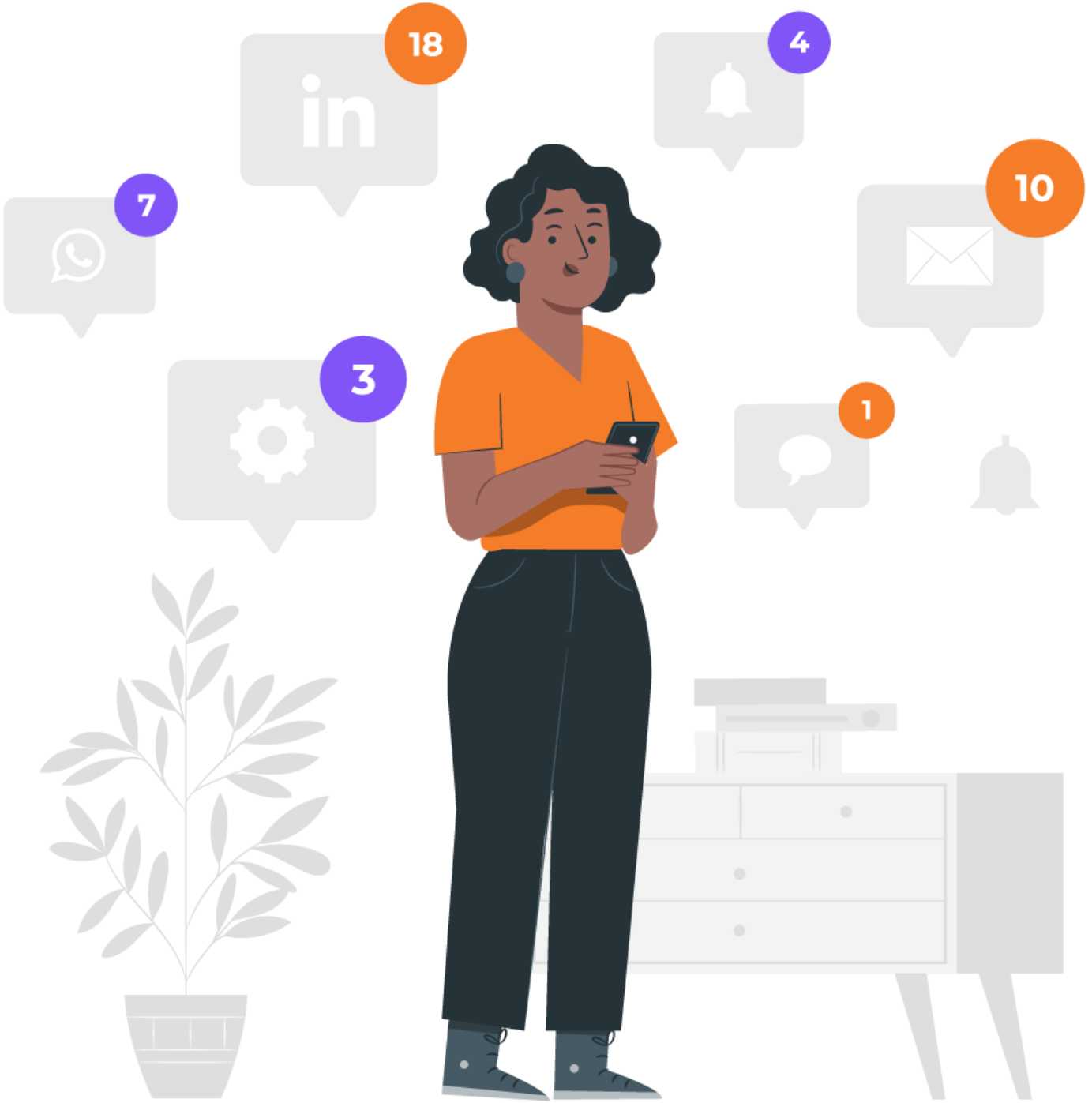
Example Goal & AI

Goal: Get LinkedIn leads

- AI Partner: Outreachly
  - Comments / Replies / Messaging
  - Suggestions
  - Automations
- Human Partner
  - Strategy
  - Audience Targeting
  - Messaging



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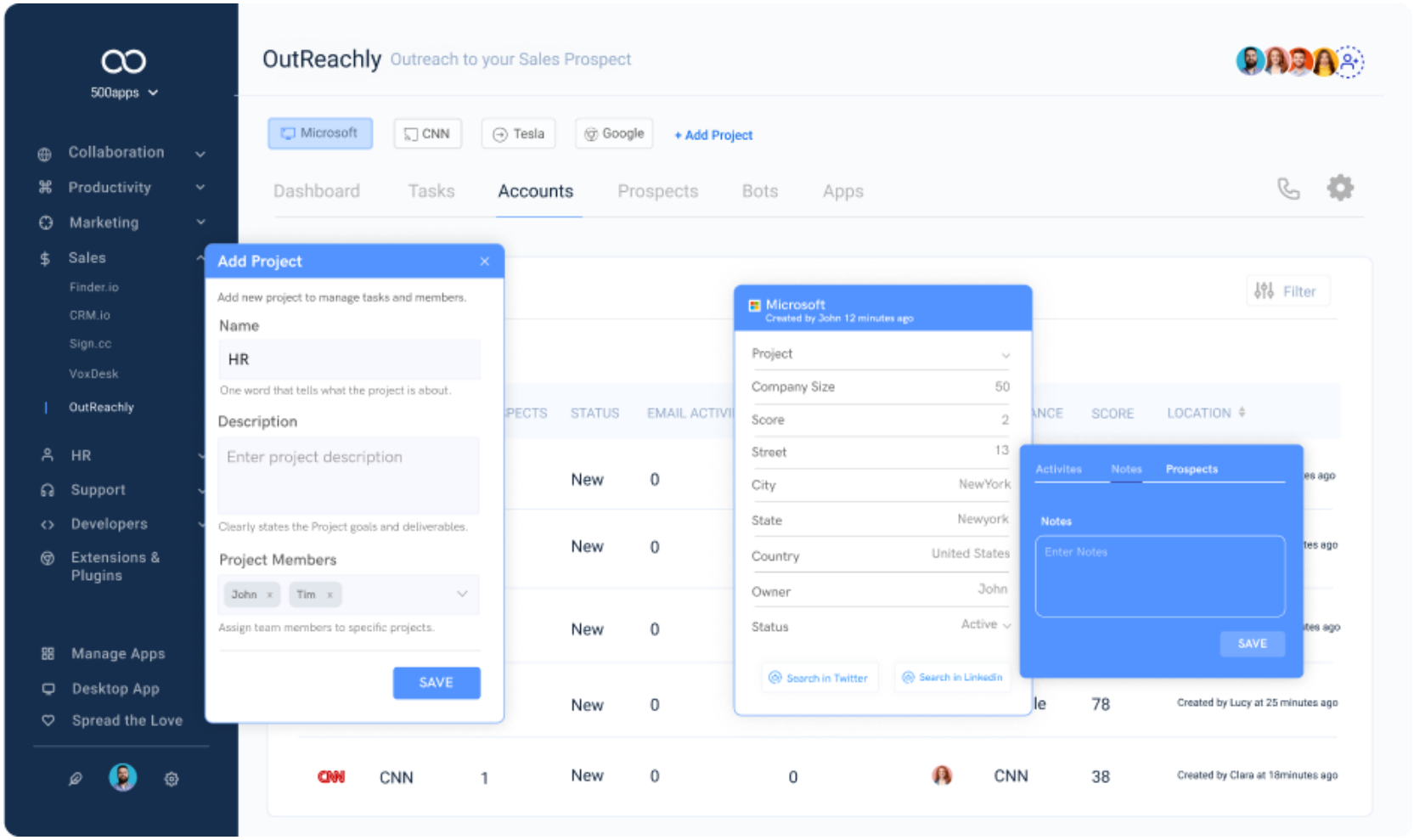
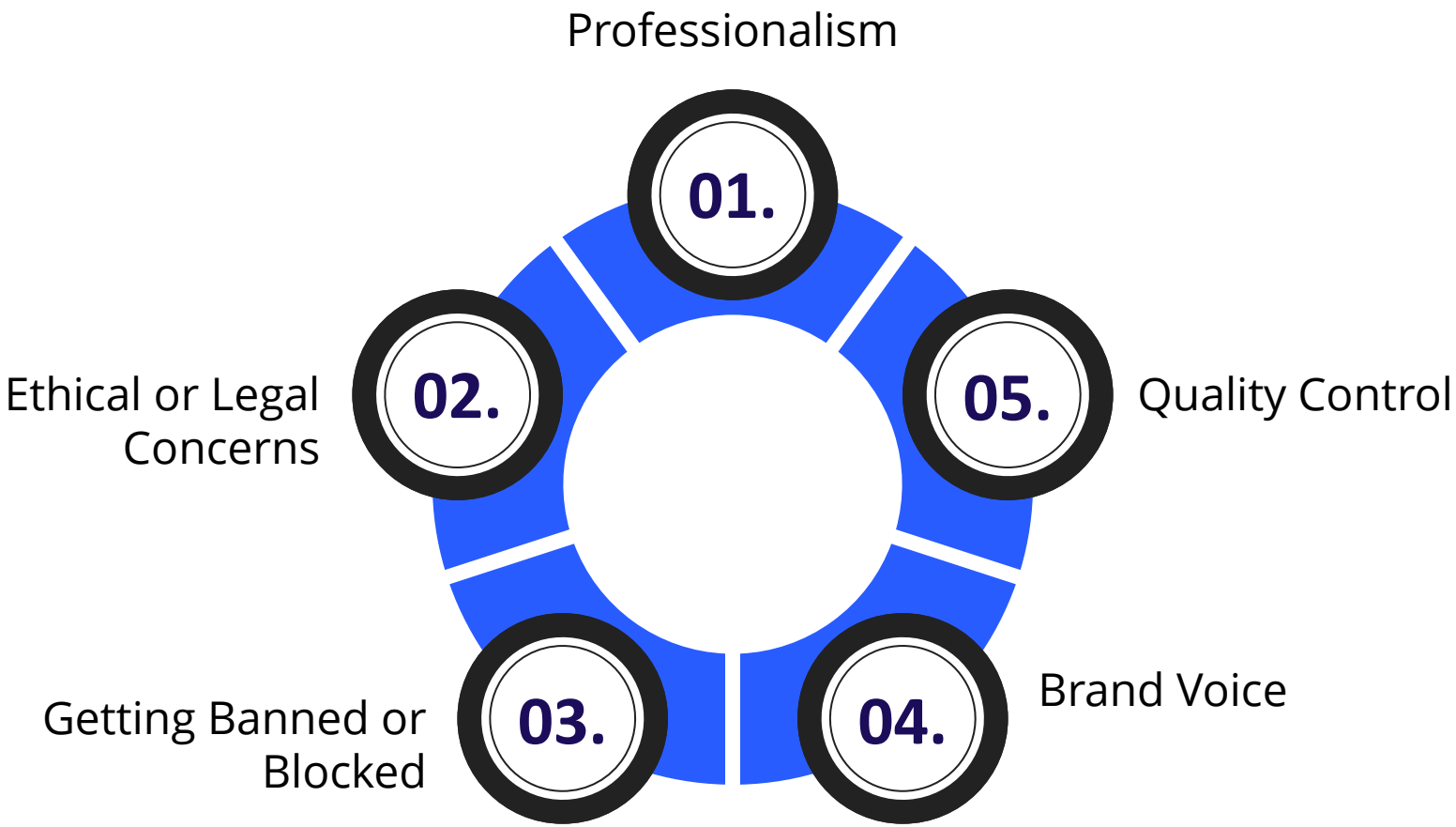
AI Sales Prospecting Example



Practical Considerations with AI



Tip: follow the rules AND be active

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Best Uses of AI

- Idea generation
- Utilizing data
- Analyzing data
- Optimizing delivery
- Reaching the right audience
- Creating alternatives
- Spotting weaknesses
- Improving creative

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Worst Uses of AI

- Unmonitored generation
- Unedited content
- Ads without monitoring
- Chat bots
- Automating emails
- Website content
- Social media
- Customer interactions

Practical Exercise: Write down 1 AI application you'd like help with

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Quantifying Success Online

01.
Reach

02.
Engagement

03.
Leads / Network

04.
Conversion

Practical Exercise: Write down one goal for using AI

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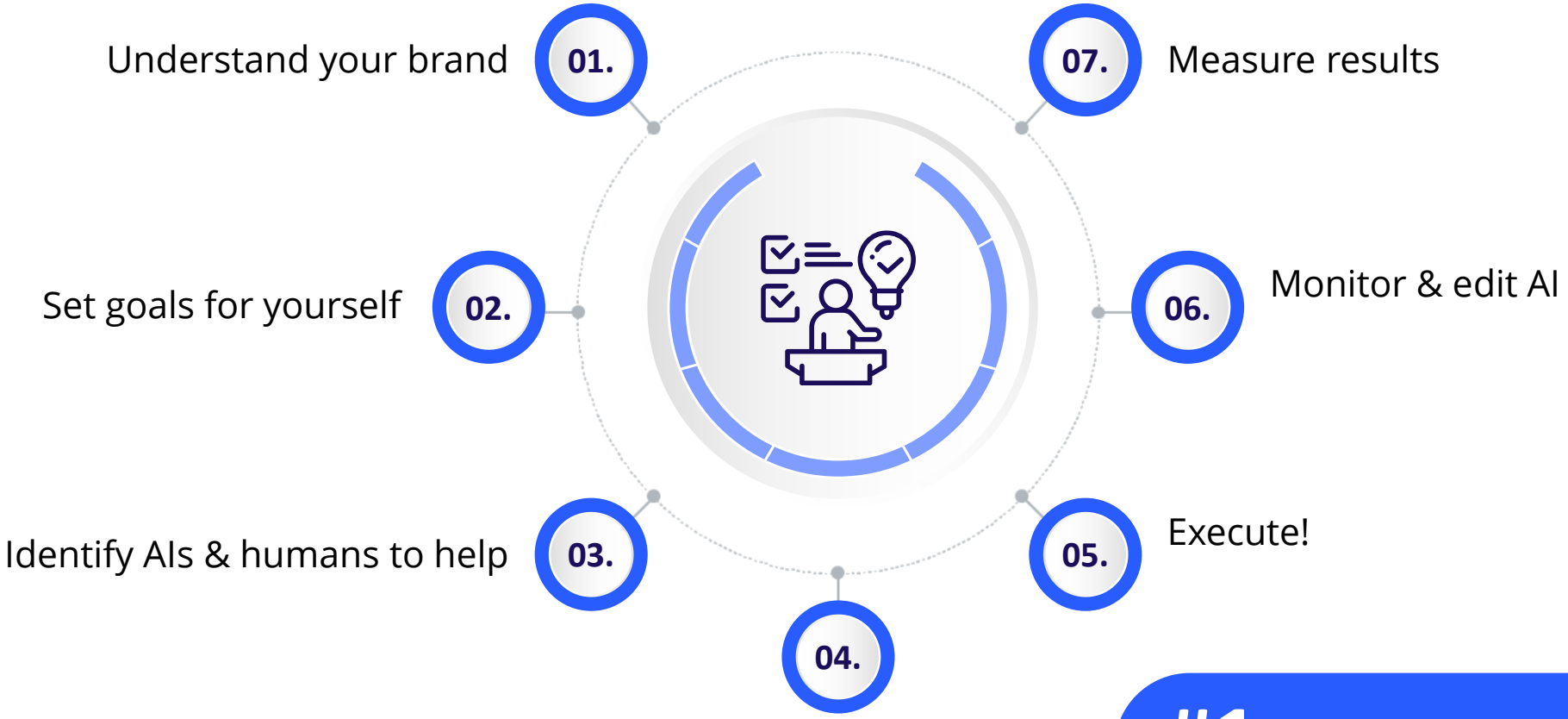
Key Takeaways



#1 Try something, anything **NEW**

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What is a Winning Strategy Worth?

90%
Reduction in lead cost

300%
Increase in web traffic

5x
Local Rankings

10x
Conversions

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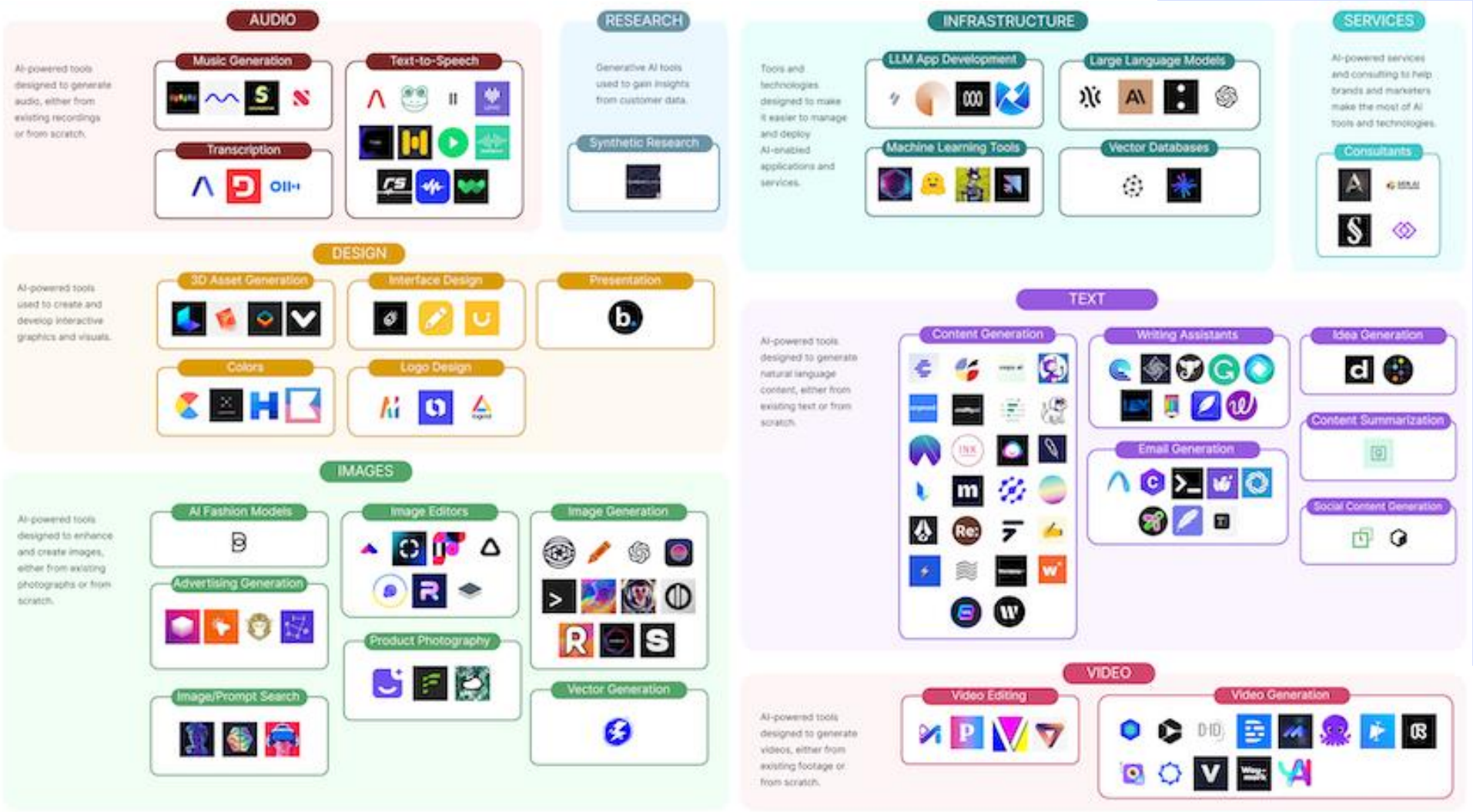
Ultimate AI Tech Cheat Sheet!

SCAN ME



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We are!

Drop AI favorite tech in chat

Heather Pressler

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617-519-1320

www.BlueHuki.com

@BlueHuki

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Let's Connect!

SCAN ME