



THE AI ADVANTAGE: SUPERCHARGING MARKETING WITH DATA

WWW.JUSTSUECREATIVE.COM



ABOUT ME



Sue has over 20 years of experience working with the Small Business Development Center (SBDC), where she helped countless businesses with their business strategy and digital marketing needs. Now, she has embarked on her own venture with *Just Sue Creative*, a business that focuses on **website design, SEO services, branding, content creation, and comprehensive marketing solutions.**



Sue Pitts, Founder
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Just Sue

“

I've spent years advising businesses on how to strategically align their digital and business strategies, only to watch them not fully execute it. Now, I want to not only do it for them but ensure strategy and education are woven into every step.

”



GOALS AND OBJECTIVES

Understand AI's Role in Marketing

Provide insight into how AI transforms customer engagement, strategy, and growth for small businesses.

Learn Effective Prompt Techniques

Master creating prompts that yield accurate, relevant AI responses aligned with business goals.

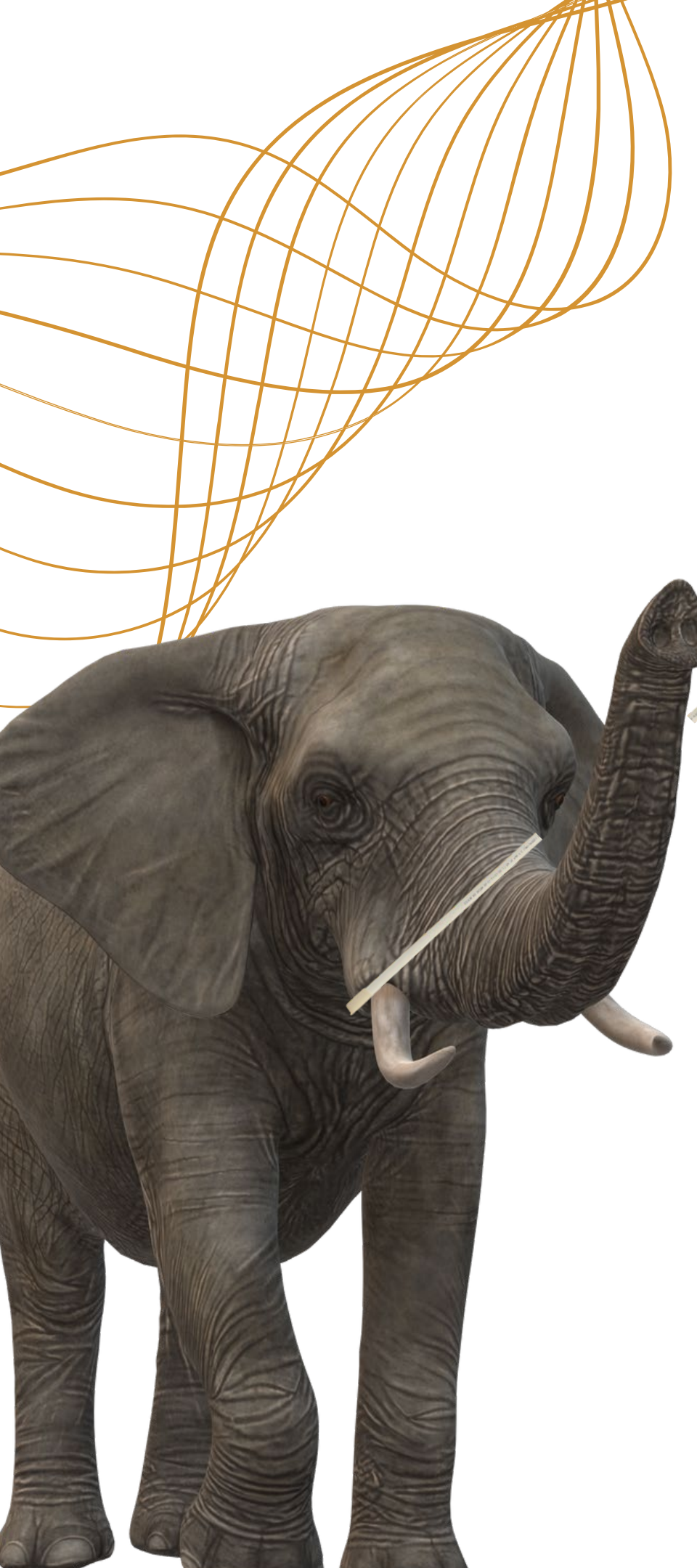
Leverage Data for Personalized Marketing

Discover how internal data sources enhance AI-driven, customer-focused content and campaigns.

Develop an AI - Assisted Marketing Plan

Apply AI to build, automate, and optimize a tailored marketing strategy.

LET'S ADDRESS IT



- **Is Using AI "Cheating"?**

- AI is a tool, not a crutch. Just like any tool, its value depends on how you use it. If you skip the research and strategy, you're left with a hollow plan.

- **Is It Unethical and/or Lazy**

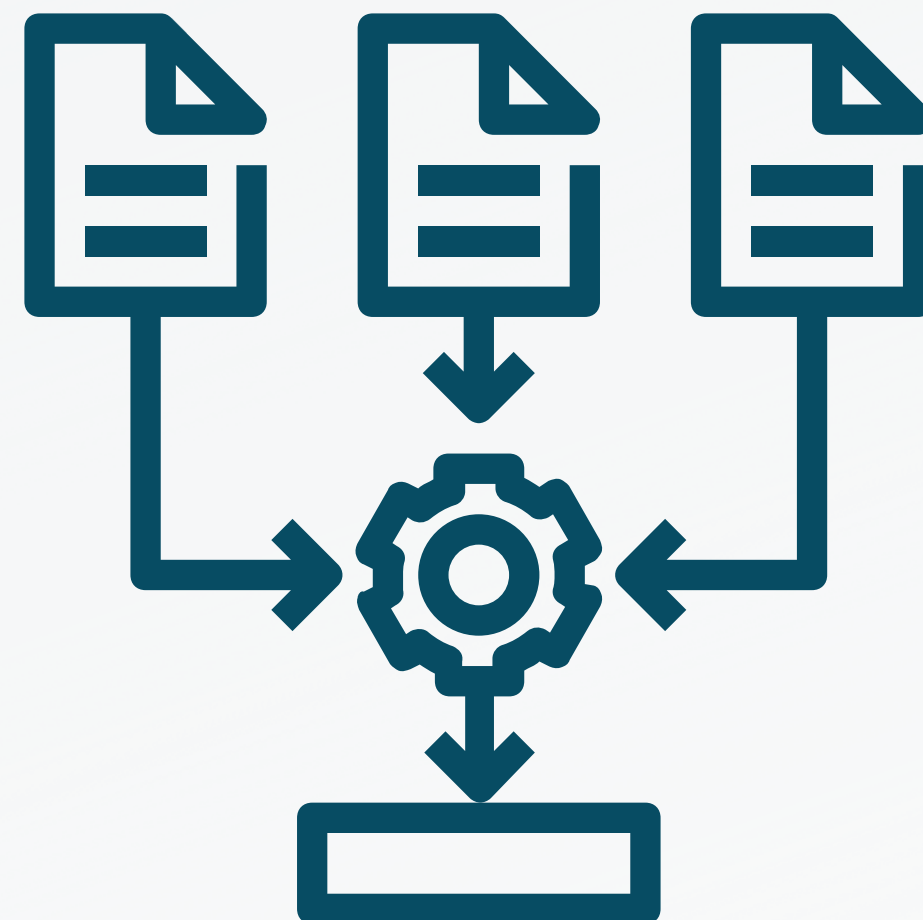
- Safeguard customer data by complying with data protection regulations and limiting data use to necessary, relevant information.
- Maintain transparency and be open about how you use AI

- **Monitor and Evaluate**

- Ensure Fairness and Avoid Bias – Review AI outputs to identify and mitigate biases and outright wrong information.
- Continuously assess AI-generated content for accuracy, relevance, and appropriateness, keeping human oversight central to AI processes.

WHAT ARE LARGE LANGUAGE MODELS (LLM'S)

Large Language Models (LLM) are like a very advanced computer program that reads a vast amount of text from books, articles, websites, and more. This extensive reading helps it understand and generate human-like text. When you ask ChatGPT a question or give it a prompt, it uses everything it has learned **and what you teach it** to generate a response that's relevant and informative.



AI TOOLS

Large Language Models Chatbots



Integrations - The Wild West



WHAT ARE PROMPTS



Prompts are instructions or questions you give to an AI, like ChatGPT, to guide its responses or actions.

**INSTRUCTIONS/
QUESTIONS**



They function as commands that instruct the AI on how to interpret your input, enabling it to perform tasks accurately and efficiently according to your specific needs.

COMMANDS



Prompts assist your business by conducting research, answering questions, generating content, providing marketing strategies, and supporting planning and decisions, based on your input."

ASSISTANCE

WRITING PROMPTS

- Be Clear and Specific
- Provide Details and Context
- Use Complete Sentences
- Start with a System Message Role, Models, etc. "You are a business advisor". "using the Business Canvas Model..."
- Experiment and Refine
- Build on Previous Interactions:
- Request Concise Insights - 10 points, 100 words, 65 characters, etc...
- Specify Your Needs
- Verify and Fact-Check
- Critically Evaluate Responses:



HOW AI CAN POWER-UP YOUR MARKETING

1. Audience Insights & Segmentation

- Customer Segmentation
- Buyer Personas
- Predictive Analytics/Behaviors

2. Content Creation

- Blog Posts and Articles
- Social Media Content
- Email Marketing
- Ad Copy
- Product Descriptions

3. Customer Engagement and Personalization

- Personalized Recommendations
- Dynamic Website Content
- Survey and Feedback Requests

1. Search Engine Optimization (SEO)

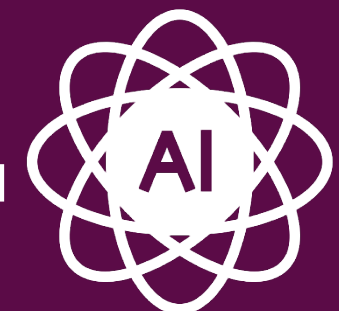
- Keyword Research
- On-Page SEO Optimization
- Content Refreshing
- Local SEO

2. Data Driven Insights and Analytics

- Trend Analysis
- Campaign Performance Analysis
- Customer Sentiment Analysis
- Competitive Analysis

Additional Marketing Tasks

Visual Content Generation, Marketing Automation, Campaign Optimization, CRM & Retention, Chatbots and conversational AI



Prompt

You are a Small Business Expert specializing in the wedding industry and is very in tune and up to date on Wedding trends. Identify Three emerging trends in the Wedding industry that would be useful for marketing our wedding venue in the Midwest.

Chat GPT

Here are three emerging trends in the wedding industry that would be useful for marketing a Midwest wedding venue:

1.Sustainable and Eco-Friendly Weddings: Many couples are prioritizing eco-conscious decisions, from locally sourced and sustainable catering options to choosing venues that support green practices. Promoting any eco-friendly aspects of your venue, such as energy-efficient lighting, recycling options, or partnerships with local, sustainable vendors, will appeal to environmentally conscious couples.

2.Micro-Weddings with Luxe Elements: Small, intimate weddings are increasingly popular, with couples opting for fewer guests but more personalized, luxurious touches. If your venue can accommodate micro-weddings, emphasize packages with customizable, upscale options like boutique florals, high-end decor, or personalized experiences that make smaller gatherings feel grand and unique.

3.Multi-Day Wedding Events: Couples are now viewing weddings as multi-day experiences for their friends and family. Offering packages that accommodate weekend events, such as a welcome party, rehearsal dinner, or farewell brunch, can set your venue apart. Emphasize your space's ability to host multiple events or its proximity to nearby accommodations and attractions, encouraging guests to make a weekend out of it.

These trends can be featured across your marketing channels to attract couples seeking a modern and memorable wedding experience in the Midwest.

<https://chatgpt.com/share/67226c80-517c-8002-b5a5-66ced806cd98>

YOUR BUSINESS INFORMATION

1. Teach AI About Your Business

- Share website content, mission statements, and key services
- Use business plans and promotional materials for more context

2. Define Your Brand Voice

- Input descriptions and marketing materials to set tone and style
- Ensure AI-generated content aligns with your unique messaging

3. Leverage AI Templates

- Complete templates that outline your goals, audience, and brand details
- Provide structured info for better, personalized output

DATA TYPES

SEO Project Intake Form

Our Services
• Websites
• SEO
• Design

Contact Us
712-269-9977
www.justsuecreative.com

Company:
The Bees Kneez

Business Value Proposition

What problem does your target market face that you solve? Describe in detail the specific issue or need your target audience has and how your products or services provide a solution.

How do you address this problem? Explain the methods, products, or services you utilize to solve your target market's problem. Be specific about the features or aspects of your offerings that meet your customer's needs.

!! PLEASE MAKE A COPY BY GOING TO FILE- MAKE A COPY

Company:

Just Sue Creative

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Prompt

Based on the attached detailed information about my Honey Business called Bees Kneez, create a tagline that highlights our strengths and personality to help focus in on our ideal target markets.

Chat GPT

Here are a few tagline suggestions that highlight *Bees Kneez's* core values and unique approach to sustainable honey production and education:

1. "Pure Honey, Purely Local – Delivered Sustainably, Every Time"
2. "Fresh Honey, Close to Home – Sustainably Harvested, Naturally Pure"
3. "From Hive to Home, Sustainably Delivered by Bike"
4. "Nurturing Nature, One Drop of Honey at a Time"
5. "Sustainably Sweet – Honey as Nature Intended"

Each tagline brings out the eco-friendly, local, and health-conscious aspects that define your brand and resonate well with eco-conscious customers, aspiring beekeepers, and health-focused consumers. Let me know if any of these resonate or if you'd like to refine them further!

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CRM DATA FOR AI

DATA TYPES

1. What is CRM Data?

- CRM (Customer Relationship Management) data includes customer profiles, interaction history, purchase records, and feedback, helping businesses understand and manage relationships.

2. Understand Customer Types and Preferences

- Analyze demographics, purchase history, and engagement levels
- Identify key customer segments for targeted messaging

3. Refine Marketing Messages

- Tailor content based on common customer questions and interests
- Highlight specific products or services relevant to each group

4. Personalize Campaigns and Promotions

- Offer targeted discounts or promotions based on purchase history
- Send personalized recommendations to boost customer engagement

HubSpot

shopify



mailchimp

WIX

Prompt

Attached is basic information from my customer list for The Beez Kneez. analyze this and 1. provide the 5 top take aways from this data and then proceed to give me an outline of a marketing plan that includes key messages and seasonality suggestions

Chat GPT

The data provides insights into customer behavior and preferences for The Beez Kneez. Here are the top five takeaways:

- 1.Customer Purchase Frequency:** There's a range in purchase frequency, indicating varying loyalty levels. Some customers make multiple purchases, while others are one-time buyers. This suggests potential for targeted loyalty programs to increase frequency among less frequent buyers.
- 2.Product Preferences:** The most popular items include honey jars (in various sizes), honey gift sets, and urban beekeeping workshops. This split implies a market for both consumable products and educational experiences.
- 3.Geographic Focus:** Customers primarily come from cities like Maplewood, Minneapolis, and Shoreview, indicating a strong local or regional customer base.
- 4.Spending Tiers:** Customer spending varies, with some customers spending significantly on bundled products or multiple items. Identifying high-spend customers could allow for premium offerings or targeted promotions.
- 5.Seasonal Purchasing Trends:** Purchases occur across various months, with some clustering in specific months like May, July, and August, possibly influenced by seasonal demand or product relevance.

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EMAIL AND SOCIAL MEDIA INSIGHTS

1. Use Email Engagement Metrics

- Track open rates, click-through rates, and engagement to understand customer interests
- Identify popular content to guide future email topics and timing

2. Leverage Social Media Performance

- Analyze top-performing posts and audience engagement patterns
- Focus on posts with high shares, comments, and reactions to identify popular themes

1. Refine Campaign Timing with AI

- Optimize email send times and social media posting schedules based on past performance
- Increase reach and engagement by posting when audiences are most active

2. Tailor Messages with Data-Driven Insights

- Use engagement data to personalize messaging and topics
- Create content that resonates more by aligning with proven audience interests



Prompt

Analyze Facebook insight data and identify common themes or topics that received high engagement. Suggest a calendar of posts and topics that would better match up with the insights and leverage our social media presence

Chat GPT

The analysis of Facebook insights for Bee's Kneez revealed several post themes with strong engagement:

1. Fun Bee Facts – Posts sharing interesting or quirky facts about bees generated the highest engagement rate, averaging around 13.3%. Examples include posts about bees' ability to recognize faces and their unique communication through the "waggle dance."
2. Sales & Events – Promotional posts, particularly around flash sales or exclusive holiday offers, attracted significant attention with an average engagement rate of 12.1%. A "20% off on honey jars" post, for instance, was among the highest performers.
3. Honey Health Facts – Content discussing the health benefits of honey also performed well, with an engagement rate of 11.6%. Posts focusing on honey as a natural energy source and its immune-boosting properties were especially popular.
4. Bee Education – Informative posts about the lifecycle of bees or the ecological benefits of beekeeping ranked just below, with an average engagement rate of 11.4%.

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WEBSITE DATA

DATA TYPES

1. Understand Visitor Behavior with Google Analytics

- Track page views, time on site, and bounce rates to see what content engages users
- Identify high-traffic pages to determine which topics resonate most

2. Gain Search Insights with Google Console

- Analyze search queries to understand what users are looking for on your site
- Find keywords that bring in traffic and use them to guide content updates

4. Optimize for Local Visibility

- Use search data to identify local search terms and adjust content accordingly
- Boost local SEO by focusing on location-based keywords

5. Refine SEO and Content Strategy with Data

- Adjust content based on visitor preferences and search trends
- Use insights to create content that aligns with audience interests and search intent



Prompt

Attached is yearly data from both Google Search Console and Google Analytics. Our company is trying to gain more visitors and traffic. suggest some top SEO tactics to do based on this information. I am also attaching the Bees Kneez business information.

Based on the data from Google Analytics, Google Search Console, and The Bees Kneez business information, here are top SEO tactics to consider for boosting traffic and engagement:

1. Focus on Core Keywords and Long-Tail Keywords

- Utilize primary keywords, like "local honey delivery," "eco-friendly honey," and "urban beekeeping classes," in key areas such as page titles, meta descriptions, headings, and content.
- Target long-tail keywords (e.g., "where to buy raw honey near me" or "best beekeeping classes in Minneapolis") to reach specific, highly motivated searchers.
- Include local modifiers in keywords, especially to improve visibility in the Minneapolis/St. Paul area, e.g., "Minneapolis raw honey delivery" or "beekeeping classes Minneapolis."

2. Optimize for Local SEO

- Ensure that The Bees Kneez is registered and optimized on Google My Business and other local directories. Include keywords such as "eco-friendly delivery" and "local honey" in these profiles.
- Build localized content around Minneapolis events, local beekeeping tips, or articles addressing seasonal honey uses, which may improve your rankings for users searching locally.

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TARGET MARKETS

1. Define Your Ideal Customer

- Consider demographics: age, location, income, job title, and more
- Explore psychographics: interests, lifestyle, values, and purchasing motivations

2. Segment Your Audience

- Group customers by shared traits or needs to tailor marketing messages
- Create distinct audience segments for more effective outreach

3. Research Market Trends and Competitors

- Analyze industry trends and competitor approaches to see where you can stand out
- Identify gaps in the market or underserved customer needs

SETTING UP YOUR MARKETING STRATEGY

Use AI to Help Define Your Target Market

For Established Businesses:

- Analyze existing customer data to create detailed buyer personas
- Use AI-driven insights from CRM, website analytics, and purchase history to improve segmentation

For Startups:

- Begin by defining an initial target market and gathering preliminary data
- Use AI tools to research competitors and analyze general industry trends to inform audience segmentation

Prompt:

You are a local business expert and community guru knowing the economy and needs of small businesses in smaller towns. I am thinking about opening up a brewery in a southeast area of Iowa in Oskaloosa Iowa. can you give me an idea of my target markets in this area based on demographic information and behaviors of these communities? Give me up to 5 segments that would be good target markets to explore.

CHAT GPT

Opening a brewery in Oskaloosa, Iowa, is a fantastic idea, and several target market segments would align well with the local demographics and social trends. Here are five potential segments to explore:

1. Young Professionals and College Students

With nearby William Penn University, you can tap into a young adult segment interested in socializing, trying new local offerings, and attending events. A welcoming atmosphere with student or young professional events, discounts, and unique offerings like seasonal brews could attract this demographic.

2. Middle-Aged Locals (35-54)

Many residents in this age range enjoy family outings or social gatherings with friends, especially those interested in local products and supporting community businesses. A brewery with a family-friendly atmosphere and a range of drink options (e.g., low ABV, non-alcoholic brews) could appeal to this group.

3. Craft Beer Enthusiasts from Surrounding Counties

Craft beer is a strong draw for tourists and locals alike. Targeting craft beer lovers within a 30-45 mile radius, potentially even in nearby towns without local breweries, could expand your reach. Collaborating with other local businesses for "brewery tours" or weekend events would attract these enthusiasts.

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CREATING YOUR MESSAGE

SETTING UP YOUR MARKETING STRATEGY

1. Identify the Unique Problem for Each Market

- Pinpoint the specific pain point or challenge faced by each target audience segment.

2. Define How Your Solution Meets Their Needs

- Clearly articulate how your product or service solves the unique problem for each group.

3. Tailor the Message to Each Market's Priorities

- Highlight the benefits that matter most to each segment, such as cost savings, convenience, or expertise.

4. Differentiate Your Solution for Each Audience

- Showcase what makes you the best option, tailored to each group's expectations and preferences

Prompt:

Based on this Information get me started on a message or value proposition for each market. What problem am i solving, for whom and what makes our brewery the best choice? Because specific business information is missing go ahead and make assumptions about the brewery's specifics

CHAT GPT

Young Professionals and College Students

- **Problem:** Lack of casual, trendy social spaces where young adults can unwind, connect, and enjoy local culture.
- **Solution:** Our brewery offers a vibrant, modern setting with craft beers that emphasize local ingredients and unique seasonal flavors. Events like "Student Nights," live music, and trivia create a social hub just a stone's throw from campus, with drink options designed to fit a student budget.
- **Why Us:** We're the only brewery in town that tailors its atmosphere and events specifically for students and young professionals, making it the go-to spot for relaxing with friends, celebrating a win, or meeting new people.

<https://chatgpt.com/share/67229b4c-e638-8002-a743-d84274ec0184>

CREATE YOUR MARKETING PLAN!

Use this worksheet to gather key information that will shape your marketing plan. Fill in each question to provide a foundation for AI to build a tailored strategy.

1. Business Goals and Objectives

- What are the primary goals for this marketing plan? (e.g., increase brand awareness, boost sales, grow customer loyalty)
- Are there specific metrics you want to achieve? (e.g., % increase in traffic, lead generation, engagement rate)

2. Audience Segmentation

- Who are your primary customer segments? (list demographics, behaviors, and needs)
- What are the main challenges or pain points for each audience segment?
- What platforms or channels does each segment engage with most frequently? (e.g., social media, email, website)

3. Brand Message and Value Proposition

- What problem does your product or service solve for each target audience?
- Why should customers choose you over competitors? (list any unique qualities, expertise, or benefits)

- Describe the brand tone or voice you'd like to convey. (e.g., friendly, professional, informative)

4. Key Marketing Channels and Tactics

- Which channels do you plan to use? (select from options like social media, email, PPC, SEO, etc.)
- What specific tactics do you envision for each channel? (e.g., influencer partnerships on social media, automated follow-ups in email)

5. Budget and Resource Allocation

- What is the total budget for this plan? (include a breakdown if possible)
- Are there any specific areas where you'd like to allocate more resources? (e.g., content creation, paid ads)

6. Seasonal and Time-Based Considerations

- Are there seasonal trends or peak times in your industry?
- What holidays, events, or special dates could be used for themed campaigns?
- Any specific promotions or launches planned for the year? (e.g., product releases, holiday sales)

USE THIS PROMPT!

Using the following marketing plan preparation worksheet, create a comprehensive marketing plan tailored to my business. Include specific objectives, audience segments, key messages, chosen channels with tactics, and a budget breakdown. Develop a quarterly marketing calendar that aligns with seasonal trends and goals, similar to HubSpot's marketing calendar format. Additionally, provide a one-month content plan with detailed ideas for social media, email, and promotional themes, and specify both organic posts and paid ads for each week.

Marketing Plan Preparation Worksheet: [Attach or paste completed worksheet here]

Additional Data (optional): Attach any business plans, CRM data, social media insights, or other relevant data to further customize the strategy."

<https://chatgpt.com/share/6722a868-83ac-8002-bb1b-276579ab639e>

BUILDING YOUR OWN GPT

Why Build a Personalized GPT?

- Saves time by storing key business details.
- Automates tasks like emails, marketing, operations, and management.
- Avoids repeating information when prompting ChatGPT.



What to Include in Your GPT Model:

- **Business Plan:** Incorporate your company's mission, vision, services, and strategies including product/services details customer profiles, and operations
- **Marketing Information:** Social media strategies, ad copy, branding guidelines.
- **Emails & Communication Templates:** Drafts for client outreach, follow-ups, or customer support.
- **Standard Operating Procedures (SOPs):** Document processes to streamline repetitive tasks.
- **Business Voice:** Define your business's tone and style of communication. This will ensure consistency in emails, marketing, and customer service interactions.
 - **Example:** "Friendly, approachable, and professional." Use this tone when creating email templates or social media posts.

BUILDING YOUR OWN GPT

Language for Building Your GPT:

- Use clear prompts that define tasks and the relevant business information.
- Example: “Using my business plan, draft a customer outreach email focused on [target product/service]. Ensure the tone is [business voice].”
- Example: “Based on our pricing strategy in the business plan, generate an email offering a discount on [product] for [target customer] in a [friendly/professional] tone.”

Streamline Repetitive Tasks:

- Automate tasks like “Create a social media post for our [product] launch based on our marketing strategy.”
- “Draft a follow -up email for clients using our customer retention approach and maintain a [business voice] that reflects our values.”

Keep Your GPT Updated:

- Regularly update the model with new business insights, products, services, and changes in operations or marketing strategies.

BUILDING YOUR OWN GPT



Just Sue, LLC Virtual Assistant

By Susan Alice Pitts &


A versatile business assistant for diverse tasks

How can I improve my marketing strategy?

Analyze the latest sales data trends.

Suggest ways to enhance customer service.

Provide a financial forecast for the next quarter.

 Message Just Sue, LLC Virtual Assistant



Create

Configure



Name

Just Sue, LLC Virtual Assistant

Description

A versatile business assistant for diverse tasks

Instructions

Just Sue, LLC Virtual Assistant is designed to support Just Sue, LLC, a company specializing in integrated digital marketing solutions, focusing on strategic content, website design, and business strategy execution. The company also creates digital guides and workbooks to educate clients. The assistant is primed to assist with tasks related to digital marketing campaigns, website design, content creation, SEO services, educational products, consulting, and strategy execution. It should integrate the detailed business model, revenue streams, partnerships, scaling strategies, value propositions, target markets, and operational details into its responses,

Conversation starters

How can I improve my marketing strategy?



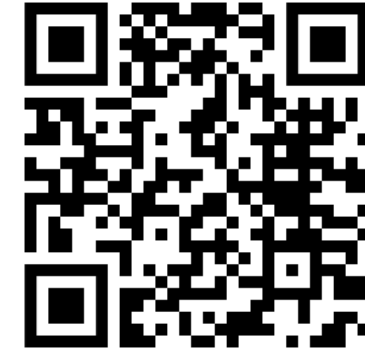
Analyze the latest sales data trends.



Suggest ways to enhance customer service.



ABOUT ME



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