

Harnessing AI for Marketing

Presenter:
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What is SCORE:

- A nationwide nonprofit organization that is an independent resource partner of the U.S. Small Business Administration (SBA)
- SCORE provides America's small businesses with **free**, confidential business **mentoring** (in-person and online) and **business educational services**: local workshops and 24/7 online resources at 300+ chapters nationwide with 10,000+ volunteers
- With nearly 90 volunteers, SCORE Manasota has served Manatee and Sarasota Counties for 50+ years (excluding North Port, which is served by the Port Charlotte chapter).
- Our Chapter has recently been recognized as the National Chapter of the Year for mid-sized markets.

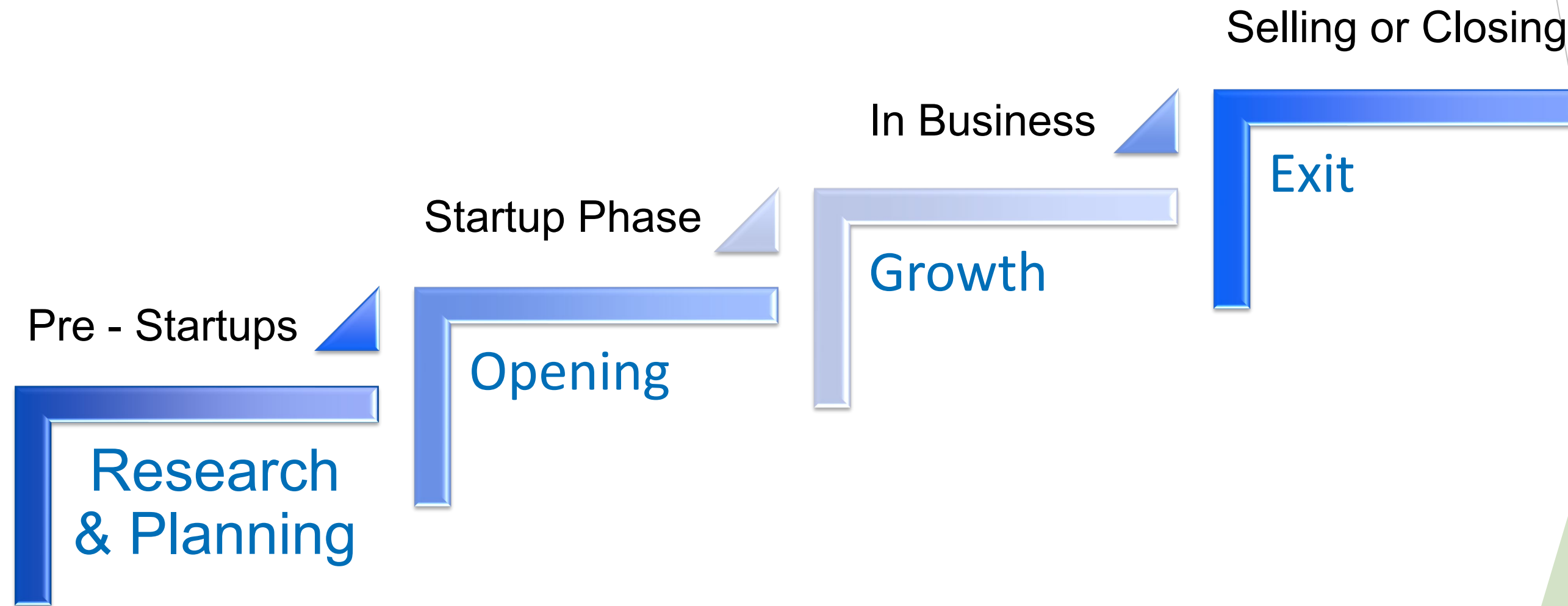
Since its founding in 1964, SCORE has assisted over 11 million clients and small businesses throughout the USA



FOR THE LIFE OF YOUR BUSINESS

Successfully Navigate The Business Process:

Wherever you are in your business cycle, **SCORE** can help



ACHIEVE YOUR BUSINESS SUCCESS:
SCORE's team of volunteer mentors,
motivate and guide you along your business path.



FOR THE LIFE OF YOUR BUSINESS

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- State College of Florida
- SWAT Networking
- University of South Florida
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- Women's Resource Center



HARNESSING AI FOR MARKETING

How to Use ChatGPT to Boost Your Small Business



Madeline Fleehart Consulting

BEERPAYSTHEBILLS.COM

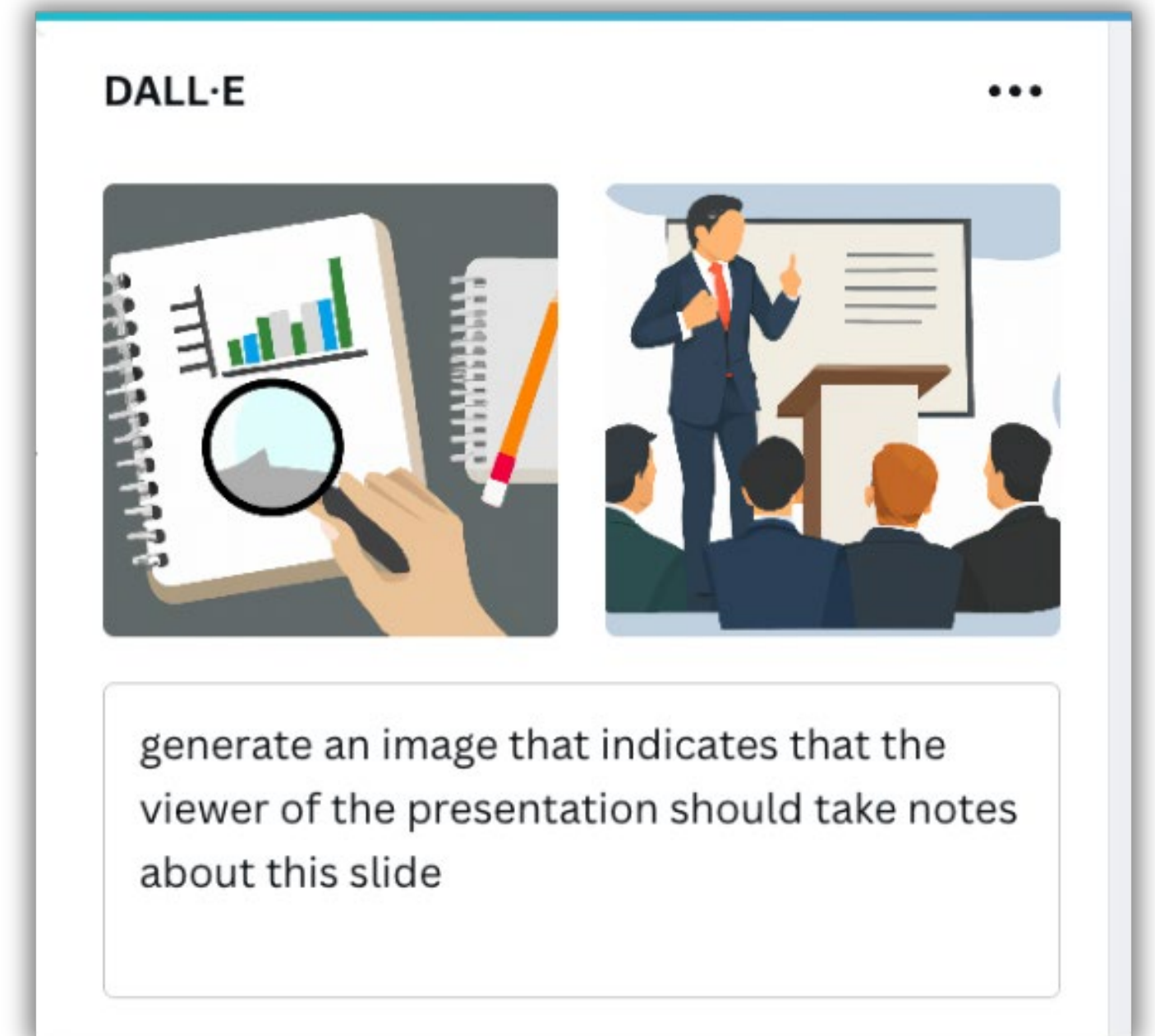


What is AI and ChatGPT?

- **Artificial Intelligence (AI):** Technology that **mimics human decision-making.**
- **ChatGPT:** A conversational AI chatbot to assist with content, workflows, and insights.
- **Why it matters for entrepreneurs: Simplifies marketing tasks and improves ROI.**

Benefits of Using AI in Marketing

- Streamlines content creation
- Enhances workflows and **saves time**
- Helps **identify** clear marketing performance indicators
- Helps **evaluate** returns on investment



Ways AI tools Can Help Your Business

- 1 Write and refine social media posts
- 2 Draft newsletters and blogs
- 3 Create engaging ad copy
- 4 Generate fresh marketing ideas
- 5 Analyze and optimize content performance






ChatGPT can provide incorrect information when it encounters data that is outdated, misleading, or simply not present in its training data, leading to inaccurate interpretations or conclusions.

This can happen especially when dealing with complex topics, recent events, or niche areas where information might be limited within its knowledge base.

It is important to always **proof-read** ChatGPT responses, particularly when the information could have significant implications to your business.



Instant feedback on business plans, pitch decks, or pricing models – no consulting fee required.

🧠 Professional-level insights on HR questions, legal basics, or marketing trends – without needing to cold-call an expert.

✍️ Quick drafts of press releases, grant applications, social media posts, or policy manuals – so you stop staring at a blank page.

🔍 On-demand research that helps you make informed decisions about expansion, customer segments, or competitive positioning – faster than Googling.

ChatGPT levels the playing field.



Help
ChatGPT Get
to Know Your
Business and
Your Goals!

1. Setting Clear Marketing Goals

Before diving into execution, it's essential to establish SMART (Specific, Measurable, Achievable, Relevant, and Time-bound) goals. A well-crafted prompt can help:

"I need to define my company's marketing goals. We operate in [industry], offering [products/services] to [target audience]. Our current marketing efforts include [brief summary], but we face challenges like [list challenges]. Can you suggest clear, SMART goals to drive our strategy?"

Your Response Drafts:

Industry: _____

Products/Services: _____

Target Audience: _____

Current Marketing Efforts: _____

Challenges Faced: _____

2. Conducting Market Research


Understanding industry trends, competitors, and audience behavior is crucial. AI can help gather and analyze relevant data:

"Can you summarize current market trends in the [industry] sector? Provide an overview of key competitors and their marketing strategies, along with consumer behaviors and common pain points in this space."

Research Notes:

- Key Trends in Your Industry: _____
- Top Competitors & Their Strategies: _____

Customer Behaviors & Pain Points: _____



Interactive Demonstration

Part 2

Social Media Engagement

Need captions, hashtag strategies, or creative post ideas? ChatGPT can tailor content for specific platforms or audiences.

Data Summarization and Insights

Provide reports or raw data, and ChatGPT can summarize key points or suggest action steps based on trends.

Presentation Development

Whether it's outlines, slide text, or even design tips, ChatGPT can help build compelling presentations.

Scenario Planning and Role-Playing

ChatGPT can simulate a conversation or role-play scenarios like pitching to a client, handling objections, or preparing for interviews.

Idea Validation and Feedback

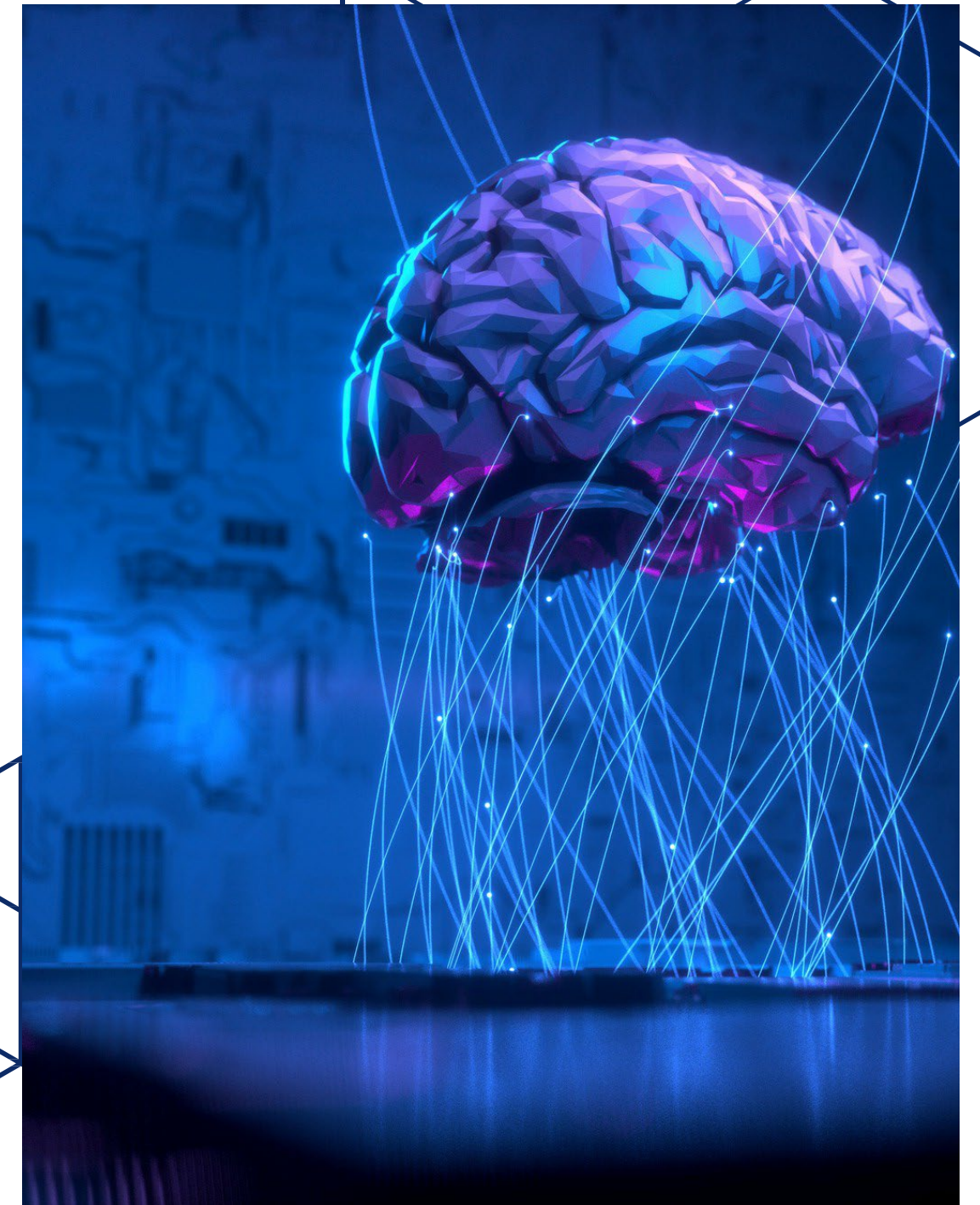
Share your thoughts or drafts with ChatGPT to receive constructive feedback or alternative perspectives.

Takeaways:

- AI can simplify and supercharge your marketing.
- Sign up for future SCORE events.
- Stay connected and keep exploring AI tools.

For every moment you've been told, "That's just the way it's done,"

AI invites you to ask, "What if I tried a different way-smarter, faster, and without waiting for permission?"



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