5 AI MARKETING STRATEGIES EVERY SMALL BUSINESS SHOULD KNOW

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Content

1 Personalization of Marketing Campaigns

2 Optimizing Digital Advertising

3 Automating Content Creation with Make and ChatGPT

4 Enhanced Customer Insights with AI-Powered Analytics

5 Streamlining Email Marketing

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1

Personalization of Marketing Campaigns

What It Is:
Using AI to analyze customer data and tailor marketing messages to individual preferences, increasing the likelihood of engagement and conversion.

Why It Matters:
Personalized marketing resonates more with customers, helping you build stronger relationships, drive more sales, address customers' unique needs and interests, target high-value customers with relevant offers, and differentiate your brand.

Benefits:
- Increased customer engagement
- Higher conversion rates
- Improved customer loyalty

Tools to Use:
- Rasa.io
- Sendinblue
- Omnisend

Action Tip:
Start by segmenting your email list based on customer behavior and use AI to craft personalized subject lines for each segment.

Customer Loyalty
Higher Conversion
Higher Engagement
Craft Messages
Segment List
Analyze Data

2

Optimizing Digital Advertising with AI

What It is:

Using AI to optimize digital advertising campaigns, starting from ad creative development and testing, to predictive analytics and targeting.

Why it matters:

Precise targeting reduces wasted ad spend and improves return on investment (ROI).
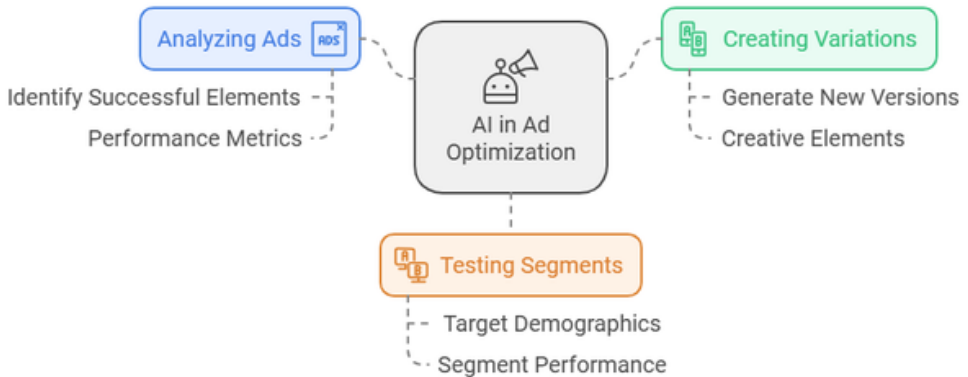
Benefits:

- Improved ROI on ad spend
- More effective audience targeting
- Reduced wasted budget

Tools to Use:

- Adcreative.ai
- Smartly.io
- Hippoc
- Omneky

Action Tip:

Use AdCreative.ai to create conversion-focused ads (videos, banners, or texts) optimized for performance. This will help maximize your ad spend and improve lead generation efforts efficiently by ensuring each creative is tailored to your brand and target audience
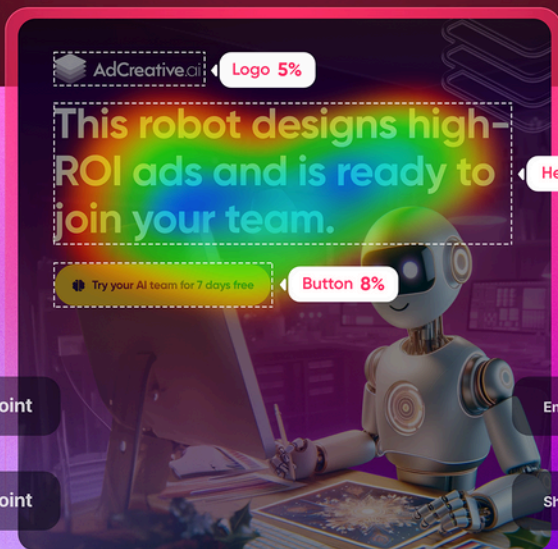
Analyzing Ads

Identify Successful Elements

Performance Metrics

AI in Ad Optimization

Creating Variations

Generate New Versions

Creative Elements

Testing Segments

Target Demographics

Segment Performance

3

Automating Content Creation with Make and ChatGPT

What It Is:
A process that uses Make.com to connect ChatGPT with other tools to automate the creation and publishing of content at scale.

Why It Matters:
It significantly reduces the time and effort required to produce large volumes of content, allowing small businesses to maintain a consistent online presence without overwhelming their resources.

Benefits:
- Massive time savings in content creation
- Ability to produce content at scale
- Consistent content output for improved SEO and audience engagement
- Frees up human resources for strategic tasks

Tools to Use:
- Make.com for workflow automation
- ChatGPT (via OpenAI API) for content generation
- Google Sheets for content ideas and organization
- Medium or WordPress for publishing (optional)

Action Tip:
Set up a basic workflow in Make that pulls content ideas from a Google Sheet, sends them to ChatGPT for content generation, and then either saves the output back to the sheet or directly publishes to your chosen platform. Start with a small batch to test and refine the process before scaling up
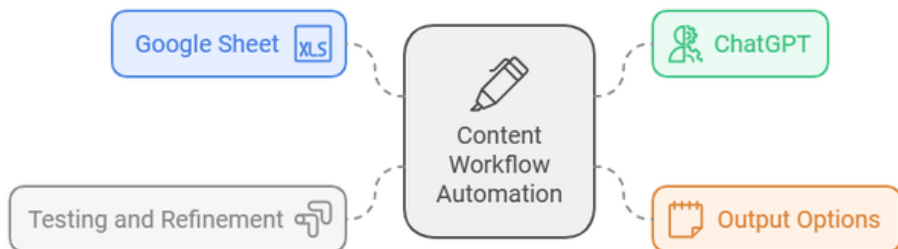
Build faster than ever with Make

A visual automation platform that lets you design, build and automate anything by connecting thousands of apps in just a few clicks.
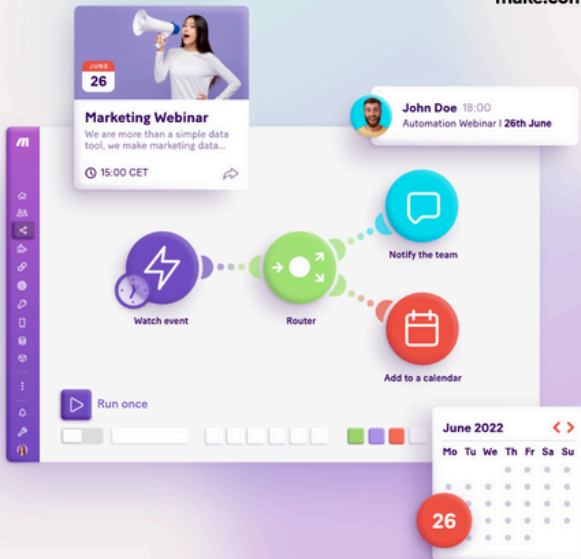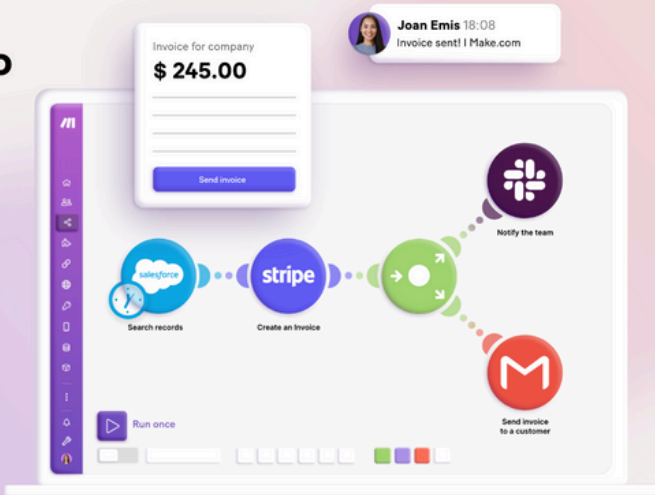
Get a month of the Pro plan for free

Start now

From simple automations to complex solutions

Build like a developer using decision based logic and flow control.

Set up your own workflows for free

Start now

4

Enhanced Customer Insights with AI-Powered Analytics

What It Is:
Using AI to analyze customer interactions across various platforms, touchpoints, and channels to gain a deeper understanding of customer behavior, preferences, and pain points.

Why It Matters:
Understanding customer behavior leads to more effective marketing strategies, improved customer experiences and business growth.

Benefits:
- Better understanding of customer behavior
- Improved customer experience
- More effective marketing strategies
- Improved marketing ROI

Tools to Use:
- Adobe Customer Journey Analytics
- Google Analytics 4
- Mixpanel
- Amplify
- ZOHO Pagesense

Action Tip:
Set up AI-powered analytics to track customer interactions across all your digital platforms, integrate with CRM and marketing automation tools, set up regular analytics reviews and use the insights to refine your marketing strategy.

5
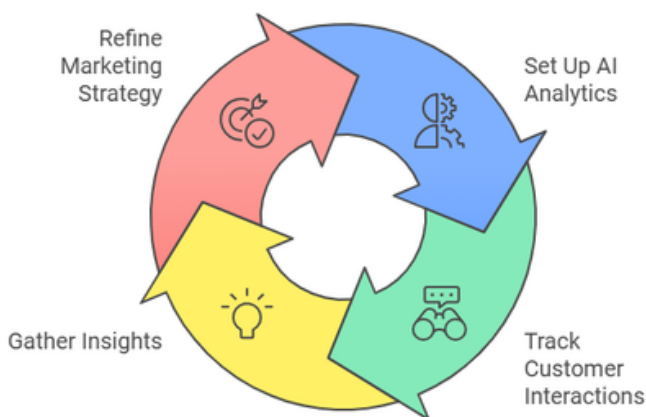
Streamlining Email Marketing with AI

What It Is:
Automate and optimize your email marketing with AI-powered segmentation and send time optimization to increase engagement.

Why It Matters:
As a small business, email marketing is a cost-effective way to reach and engage with your customers and AI can significantly improve its effectiveness.
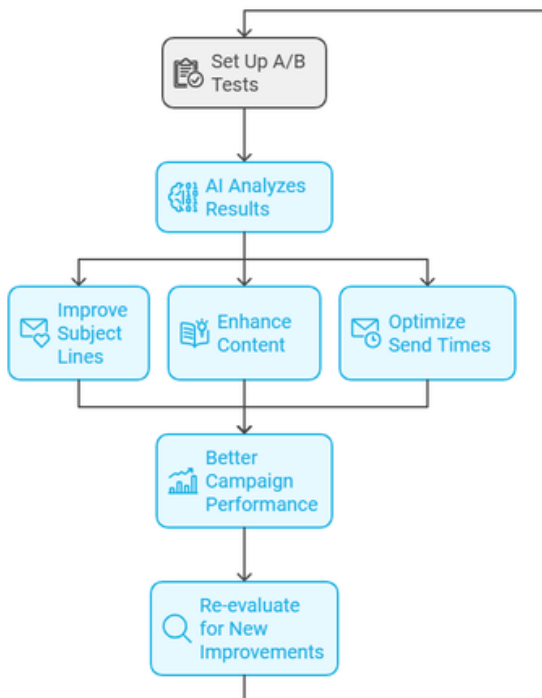
Benefits:
- Increased open rates
- Higher click-through rates
- Improved conversion rates from email campaigns

Tools to Use:
- Litmus
- **Moosend**

Action Tip:
Implement AI-powered A/B testing for your email campaigns to continuously improve subject lines, content, and send times.

moosend
a Sitecore® company

Create new campaign
What's it gonna be today?   ✕

Regular
Create an email to share your news, promotions, or announcements with your subscribers.

Create

A/B testing
Split your email list into two separate lists and test different versions of your email to see what works best for your subscribers.

Create

RSS
Automatically email your latest posts and articles to your subscribers, with content updated from an RSS feed URL.

Create

Owner
Moo

Campaigns ⌄   Growth Tools ⌄   Audience ⌄   Reports ⌄   Automation   726,529 credits ⌄   All ⌄   ❓ 👤

[Webinar] Black Friday
Regular Campaign ID: 7fbe72ab-44d1-415e-81ef9e60ed66

Performance overview

Track recipient activity

Track link clicks

Track email clients & devices

Track activity by location

Subject line: How did you like our webinar?   Sender: tea@moosend.com   Email lists / segment: Black Friday Webinar   Delivered: 26-10-2021 18:15

Recipients ›
4,602

Opens ›
56.57 %
2,603 Unique Opens
2,928 Total Opens
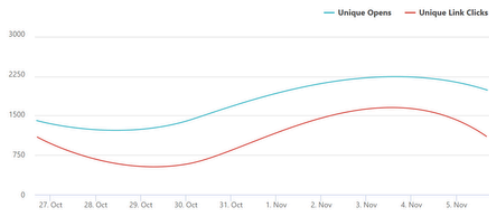
Clicks ›
17.61 %
810 Unique Clicks   911 Total Clicks

Unsubscribes ›
0.10 %
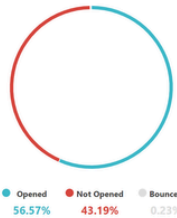40 Total Unsubscribes

Opens/Links clicked by   Hour   Day

— Unique Opens   — Unique Link Clicks

3000
2250
1500
750
0
27. Oct 28. Oct 29. Oct 30. Oct 31. Oct 1. Nov 2. Nov 3. Nov 4. Nov 5. Nov

Campaign Status

● Opened   ● Not Opened   ● Bounced
56.57%   43.19%   0.23%

Owner
Moo

Campaigns ⌄   Growth Tools ⌄   Audience ⌄   Reports ⌄   Automation   726,529 credits ⌄   All ⌄   ❓ 👤

← Exit   Active 🟢

Abandoned cart
Remind potential buyers about incomplete purchases.

⇄ Transfer   ↺ Reset stats   ✎ Edit

This automation is currently running

When someone adds any product to their cart

Wait for 45 minute(s)

(Not Purchased a Product in the last 45 minutes)

Yes   No

Then send email with subject 'Have you left something in your cart?'

Save as recipe

Begine fusion

ABOUT

We help businesses simplify and streamline digital adoption while leveraging AI-Driven Growth Marketing for business success.

/ Digital Adoption

/ Growth Marketing

/ Digital Training & Enablement

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🌐 **beginefusion.com**

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