Practical Strategies for Social Media Success
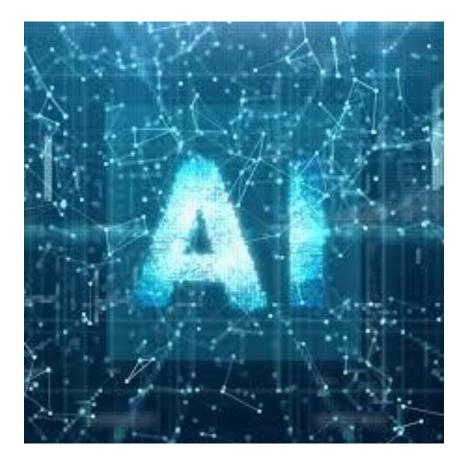

Social Media Success, Ai integration

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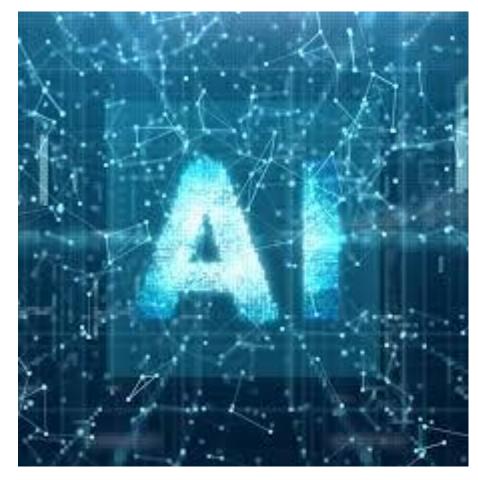## Session 2: Social Media Success, Ai integration

1. What is generative Ai , or what does Ai mean for small companies

Generative AI is a type of artificial intelligence that creates new content, like images or text, based on patterns it has learned. It can produce original material, rather than just regurgitating existing data. This technology has diverse applications, from art and design to content creation and drug discovery.

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Today, the opportunities for small businesses are increasingly bright thanks to AI. By being the first in your field to welcome AI solutions, you can gain a real early advantage over the competition. Every small commitment you make to AI capabilities today leads to more outsized returns tomorrow. So, work smarter, not only harder, to set your brand up for long-term success.

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3. What are the main applications of generative AI for small businesses:

• Consumer contact

• Thought partnership for generating new ideas: Collaborate with AI to generate implementable ideas for business growth and innovation

• Super assistant for automating tasks and reducing drudgery

• Assistance in communication for businesses with language barriers

• Generating high-quality content for social media strategies, including tweets, Facebook posts, and TikTok videos

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4 **How to Evaluate options for AI tools based on affordability and quality:**

- Consider accuracy and suitability for specific business needs

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5 Seven ways that small businesses can use AI

- 1 Content Creation
- 2 Social Media Management
- 3 Email Marketing
- 4 Consumer Insights
- 5 Local SEO
- 6 Chatbots
- 7 Turning Browser into Buyers

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-   **6 Content Creation:**

-   It's a godsend for small businesses that need to get the content game but have limited resources to do so.
-   Ai can help generate initial drafts
-   Suggest topics based on trending keywords:
-   Create long-form articles and posts.
-   Give you the best titles that will return the best engagement.

However, AI isn't perfect.

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- **6 Content Creation:**

- You have to do some fact-checking because AI does make mistakes. (NO copy and paste)
- Also, do a bit of rewriting for quality control to ensure you infuse your AI-generated pieces with your brand's unique voice and an appropriate personality.
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7 Social Media analytics tools

Social media presents a massive opportunity for customer engagement for small businesses, but it also requires constantly creating content and monitoring conversations across networks.

- Social media AI-driven analytics tools can track engagement, suggest the best times to post, and even identify your most influential followers. This means more targeted and effective social media strategies.
- You can also use it to benchmark your social media efforts against your competition and recommend new types of video, imagery, or copy that will return even greater views, shares, and follows for you.

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8 Email Marketing:

Email marketing remains one of the highest returning channels for small businesses.
- AI can help effectively personalizing messages at scale.
- With AI email suites you get to know each subscriber through past engagement tracking while also segmenting your customers into lookalike groups that are most likely to share interests or purchase intent signals with each other.

This drives dramatically higher open and click rates and directly impacts customer lifetime value.

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9 Consumer Insights:

Understanding competitive product offerings, their pricing, campaigns, and search approaches is useful but time-intensive.

- New insights and competitor tracking software solutions leverage AI to automatically mine numerous data sources on key competitors in your space.

- At a glance, you can see the latest marketing incentives, SEO tactics, ad spend levels, buyer feedback, and more.

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10 Local SEO:

Ranking for local search results is vital for any small business. Optimizing your Google My Business listing with good content is time-consuming.

- AI tools automatically publish posts.
- Respond to reviews, update listings, and analyze metrics for your location pages.

This helps you stand out amongst the pack and your competitors by building recognition and conversions in your geographic area.

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11 Chatbots:

Using chatbots for customer engagement can mean the difference between a sale and a prospect leaving frustrated.

- Intelligent chatbots offer solutions by answering common questions, routing inquiries, and gathering helpful customer data.

- They engage visitors instantly on your website and across messaging apps at any hour for a fraction of human support costs.

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12 Turning Browsers into Buyers:

On average, only 2 to 3% of website visitors convert into paying customers for small businesses. Lifting this number requires understanding each visitor's needs and steering them towards the best products and services.

- AI visitor behavior analysis can track browsing clicks, geolocation, and other engagement signals in real-time to build anonymous customer profiles. This allows you to identify topics and products resonating with your visitors to improve your on-site search, website recommendations, and calls to action.

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Practical Examples

Content Creation

Chatgtp

Bing Chat

Claude

Gemini

Social Media

What Ai can do in 4 steps

Step 1: Choose a social media prompt

Step 2: Customize the prompt

Step 3: Generate new social media posts

Step 4: Share your content on social media

Socialbee

Email Marketing

Best free email marketing software for a generous free plan

- Super generous subscriber and send limits

- Full access to automation and segmentation

- Reasonable upgrade costs

Consumer Insights

SpyFu exposes the search marketing secret formula of your most successful competitors. Search for any domain and see every place they've shown up on Google

SEO Competitor Research

Search for a competitor. See every keyword they rank on.

Pricing

Every plan includes unlimited searches and downloads.

SEO overview tool

Search for a competitor. See their PPC and SEO secrets .

Competitor Keyword Research ...

Backlink outreach. Steal the competition's backlinks ...

Keyword Research Tools

Get deep keyword research with a few easy searches. SpyFu's ..

Powerful Local SEO Tools to Get More Customers

Google Business Profile

List your business on Google with a free Business Profile (formerly Google my Business). Turn people who find you on Search & Maps into new customers.

Google Business Profile

Best For	Stand-Out Feature	Pricing
Optimizing your appearance on Google search	Effortless listing management	Free

Free Chatbots Software

Tidio

Tidio is a powerful, all-in-one customer service platform that levels up your customer support and helps to generate more sales. An easily accessible live chat widget makes your business available 24/7.

Tidio **allows you and your team to keep track of interactions**. Through live chat, messenger, and emails on a single page. With Tidio's live chat, you can communicate with visitors in real-time.

Turning Browsers into Buyers

Raydiant

A customer behavior analysis is a thorough investigation of how customers engage with your company. Using qualitative and quantitative methods, a customer behavior analysis looks at every step in the customer journey and provides insight into what's driving consumer behavior.