

The image features a white background with two large, abstract blue shapes in the corners. One shape is in the top right corner, and the other is in the bottom left corner. Both shapes have a gradient from a lighter blue to a darker blue and are separated from the white background by a thin white line.

**It's not just what you do;
It's how fast you do it!**

PRESENTER

Hi, I'm [Your Name], a passionate advocate for helping small businesses **enhance their reputation and attract new customers.**

With [X years] of experience in digital marketing and reputation management, I've dedicated my career to **empowering businesses to build trust and credibility online.**



Today's Agenda

AI-ify Your Business

- **AI Phone Receptionist**
- **AI Web Lead Nurturing**
- **AI Social Media Nurturing**



The Clarity You Need **For** **Your Business**

You may have the greatest services at the best prices, but if you're not **radically present** for your customers, you will lose them to businesses who are!







Alright, let's play a little game:
everyone raise their hand



**Now, keep your hand raised if you
think **your business is good at
answering incoming phone calls****



**Now keep your hand raised if you
even have a way to **answer calls**
that come outside of your
business hours**



**Now raise your hand if it's
annoying to answer calls because
of the amount of spam you get**

AI Voice Receptionist

Answering Service on Steroids

Advantages:

- **Works 24/7/365** to handle calls outside of office hours
- Handles **multiple calls simultaneously**
- Can **forward calls and/or fall back** as needed
 - Filters out spam
- **Recap + transcription emails** sent to the team
- **Collects information** and automatically adds contacts to CRM (name, email, phone, & custom fields)
- Triggers **automations**
- **Fraction of human cost**




Sophie AI
Support Agent



Alright, time for round 2:
everyone raise your hand



**Now keep it up if you have a
contact form on your website**



**Keep it up if when a new lead fills out
that form, they get **conversational**
(SMS/Whatsapp) follow-up
immediately upon submission**



**Keep it raised if that conversational
follow up has **one full sales-cycle's**
worth of touch points**

AI Web Lead Nurturing

Advantages:

- Leads more likely to engage **when website has a chat widget**
- New form fills get **conversational follow-up instantly** - not just a spammy email drip
- Conversational lead nurturing drives the inquiry to the next step (**qualification, appointment setting, checkout, etc.**)





**Alright, last round: everyone raise
their hand one more time**



**Keep it up if you do
business on social media**



**Keep it up if you proactively invite
fresh inbound dms on social media**



**Keep it up if you reply to all
new dms within 5min**

AI Social DMs

Advantages:

- Handles **all Facebook/Instagram DM** convos
- **Gathers contact information** and adds to CRM to transition to long-term channels (Email/SMS/Whatsapp)
- Opens the door for **direct Calls-to-Action**
“DM us for more info”
“Comment [keyword] below” automates a new outbound convo while getting engagement on posts

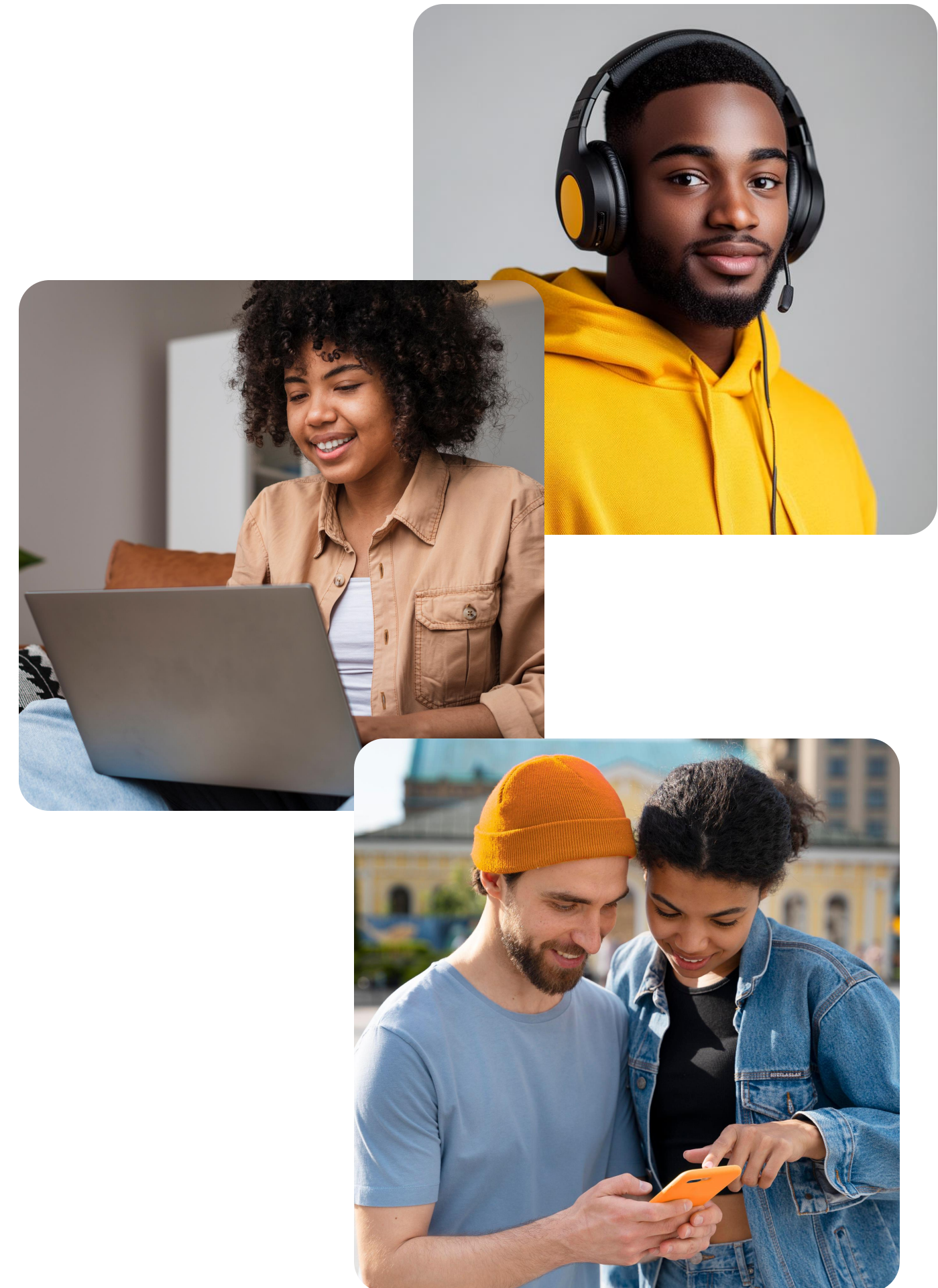


AI Voice Receptionist

AI Web Lead Nurturing

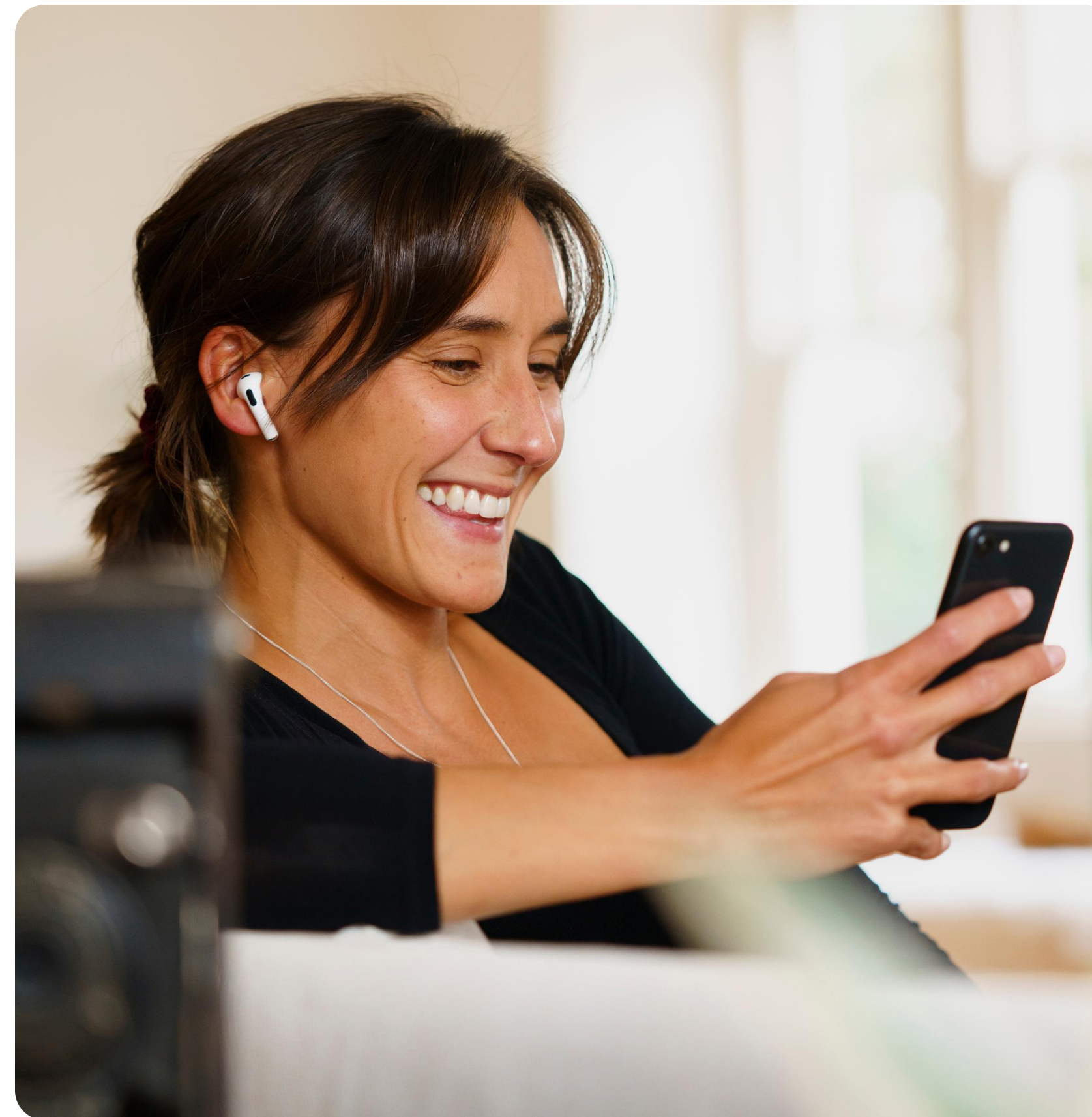
AI Social DMs

These are three great examples of simple, cost-effective AI implementations you can have set up within a week, all with the goal of helping you become more *radically present* in your local and digital communities.



The Power of Radical Presence

- Immediately engage all inbound leads
- Make them feel more comfortable, like they belong
- Help them move forward toward less pain
- Keep them engaged in your ecosystem
- Ultimately: more leads, higher quality leads



All Marketing Benefits From This

Ever thought about hiring someone to do **SEO**?

What about **paid advertising on Google or Facebook**?

In person flyers with **QR codes**?

Paid **reputation management services**?

What else?



All Marketing Benefits From This

These are often called “**top of funnel**” activities, which are great for getting more eye balls on your business...

But they don't necessarily translate to actual conversions, be it lead, appointment, or sale.

If you do all these top of funnel activities without optimizing your infrastructure to catch all the traffic, you're going to have a lot of wasted opportunities slip through the cracks

If you get your AI conversion systems airtight first, then **you'll 2-10x the effectiveness for any and all future “marketing ideas”** after that.





**I specialize in helping local
businesses implement AI employees
so if that's you, lets talk!**



Thank You!