

# Reclaiming Your Time With AI

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Marketing Basics for  
Small Businesses & Organizations



**Anne Kirby**  
**The candy factory**  
**coworking & social club**

A man in a dark suit, white shirt, and patterned tie is in the foreground on the left. The background is a large, multi-level indoor market with many people sitting at tables and walking around. The market has a high ceiling with exposed beams and colorful lighting.

# SOUTHERN MARKET

LANCASTER • CITY

**Chris Ballentine**  
**Community Relations Manager**  
**Southern Market**

# **OUR RESPONSIBILITY + SUPPORTING LOCAL**

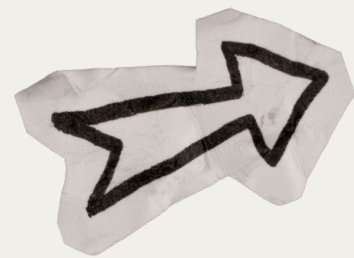
Use AI to reclaim your time  
and redirect it toward  
creativity, strategy, and growth.

*Work on the business, not just in it.*

# WHAT AI IS NOT

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Your creativity. Your voice.



# WHAT AI IS

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**AI is a tool.  
Use it like one.**

**Because a hammer doesn't  
build the house.**

**You do** 

# 4 FOCUS AREAS

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Optimizing Google Business Profiles

Refining Website Messaging

Content Repurposing

Analyzing Existing Customer Data

# Optimizing Google Business Profiles

Your Digital Store front

## Google Business Profile

### Why it matters

### It's your digital storefront.

Your Google Business Profile is often the first thing a customer sees.

Keeping it accurate and active is key.

Combined with AI, you can act on that data AND keep your listing fresh.

## AI CAN HELP

**Reminder: Don't lose your brand voice in the process.**

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- Mine your Google Reviews to find the exact words your clients use to describe you, then rewrite your business description with those keywords and more personality.
- Generate review response templates so you respond consistently and quickly.
- Don't forget to post on your GBP Draft a month of weekly posts in one sitting
- Analyze your GBP insights to spot what's working and when

## TAKEAWAY

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An active GBP tells you what customers want. AI helps you respond faster and keep your listing fresh, saving you time.

## BUSINESS

# "The Dusty Bookshop"

### THE PROBLEM

Great foot traffic, but their online presence was stagnant

- **40+ unanswered reviews**
- **Business description hadn't been updated since 2019**

### THE RESULT

In one month her 'near me' search ranking jumped into the TOP 3 because GBP profile finally looked alive.

#### Before

Owner ignored reviews because of 'writer's block.'

#### Now

Copy-pasting a review into an AI + prompt gives reply options in seconds.

## The Prompts

Identify and analyze the top 10 competing bookstore reviews to see what customers care about most.

**Finding:** *"curated recommendations"* and *"cozy atmosphere"*.

Draft 40 unique, friendly responses to old reviews of The Dusty Bookshop, and write a keyword-rich business description focused on those two themes.



# Refining Website Messaging

## Refining Website Messaging

### Why It Matters

Your website often serves as the initial touchpoint for visitors to determine if you're worthy of their attention. If your messaging lacks clarity, is confusing, or feels outdated, you risk losing potential customers.

Leveraging AI can help you identify these gaps and address them effectively.

### AI CAN HELP

Reminder: Your website is never really "done."

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- Sharpen your homepage headline so visitors "get it" in 5 seconds
- Build an FAQ from the questions your best customers ask
- Use page traffic data to prioritize what to update first
- Write a "What to Expect" section that builds confidence before someone walks in or calls

### TAKEAWAY

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AI helps you find the words your customers are already looking for and put them in the right place.

# BUSINESS

## "High-Tech HVAC"

### THE PROBLEM

Website full of technical jargon  
(i.e. SEER ratings and BTU outputs)

### HIGH BOUNCE RATE

- Homeowners didn't understand what they were buying
- Only wanted to know if they'd be cool in July

### THE RESULT

A 22% increase in contact form submissions because messaging wasn't about the machine but the comfort of their home.

#### Before

Dry, technical, mechanical listings.

#### Now

A website that finally speaks the same language as their customers.

## The Prompt

**First:** They fed their existing "About Us" and "Services" pages into AI.

Rewrite this for a 35-year-old, first-time homeowner who is stressed about their broken AC. Focus on peace of mind, speed, and reliability.

Use no technical jargon.



# Content Repurposing

Across Platforms

# Content Repurposing

## Why it matters

You're already doing the work, a podcast, a video, an event, a newsletter. AI helps you stretch every piece of content further so you're not starting from scratch every time you post.

## AI CAN HELP

### Reminder:

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- Paste a video transcript → get 5 social posts, a blog draft, and an email
    - Fun fact, Google Drive will transcribe your video, ask it for timestamps as well for Youtube
  - Turn one announcement into 4 variations (benefit-focused, urgent, story-driven, FAQ-style)
  - Look at what posts got the most engagement and build more content around those themes.
    - Remember to point back to our website, where you control the message.
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## TAKEAWAY

Stop churning out content. Make fewer things, make them great, and let AI stretch them as far as they'll go.

## BUSINESS

# "The Local Nutritionist"

### THE PROBLEM

Spending hours each Sunday writing a deep-dive newsletter.

Too exhausted by Monday to post on Instagram, LinkedIn, or Facebook.

### THE RESULT

An increase from creating 1 piece of content per week to 8, with no extra research. Messaging is everywhere their customers are.

#### Before

Messaging only reached people already on their email list.

#### Now

Content creation time dropped from four hours to 45 minutes. Owner no longer feels burn-out.

## The Prompt

**First:** Uploaded their finished newsletter into an AI tool with this instruction:

Turn this newsletter into 5 punchy tweets, 2 'educational' LinkedIn posts, and a script for a 60-second Instagram Reel.



# Analyzing Existing Customer Data

The Answers Are Already There

# Analyzing Existing Customer Data

## Why it matters

Most of us are sitting on useful data, website traffic, search terms, review trends, and social engagement. AI makes reading and acting on that data simple.

## AI CAN HELP YOU UNDERSTAND YOUR DATA

**Reminder:** You can't analyze what you haven't collected. Make sure your data is being tracked.

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- Paste your Google Analytics or Search data and ask plain-English questions
    - For example: summarize trends: "What do customers mention most?"
    - Drop data sources into Google LM for clear breakdowns, even an audio breakdown of findings.
  - Identify your busiest times, top services, and seasonal patterns to plan smarter
  - Turn raw numbers into a simple action list
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## TAKEAWAY

You don't need to be a data analyst. You just need to ask the right questions, AI does the rest.

## BUSINESS

# "Main Street Hardware"

### THE PROBLEM

A POS system filled with 5 years of transaction data

*(a giant, intimidating spreadsheet)*

Sending the same "10% Off Everything" email to everyone

- Resulting in very low engagement

### THE RESULT

Outperformed the 'Big Storewide Sale' by 300%, with 1 targeted 'Fall Winterization' email.

Sent only to an AI identified 'Garden' group.

#### Before

Ignoring valuable customer data, stagnant outreach.

#### Now

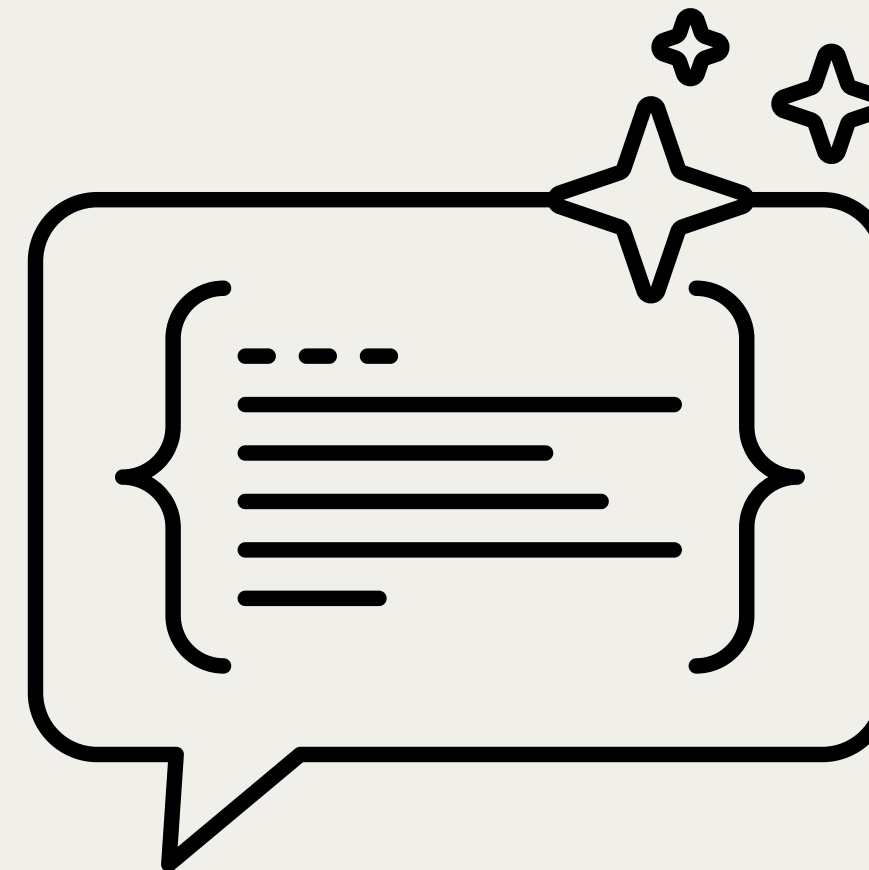
One email, which took 10 minutes to segment and draft with AI, leads to outperforming results.

## The Prompt

**First:** They exported a CSV of their last 12 months of sales and asked:

Identify three distinct customer segments based on what they bought and how often they visit.

*AI identified a "Garden Enthusiast" group that only bought in spring and a "Professional Contractor" group that bought bulk supplies every Tuesday.*



# Final Thoughts

## Start small

Pick one thing from today and try it this week. You don't have to overhaul everything at once.

## Talk to each other

Find out what's working for the people around you, and let's support each other.

## Be responsible

Know what you're putting into AI tools and where that data goes. Read the fine print.

## AI doesn't replace you or your team.

You know your customers, your community, and your business better than any AI tool ever will.

It can help you understand your data, spark ideas, sharpen your messaging, and drive more traffic, so you can reclaim time to focus on what you love most.

## Don't create AI slop

We can all spot it now. Use AI to get started, then make it yours. Your voice, your personality, your business.

**Thank You**  
**Q&A**