

A large, abstract teal graphic on the left side of the image, consisting of overlapping curved shapes that resemble a stylized letter 'Q' or a similar symbol. The background is a dark blue-grey color.

**Leveling up your
marketing with AI**

AI isn't coming for your job—if you learn how to use it

- The **easiest way** to take advantage of this powerful technology
- How you can use AI to **better understand** the people you are attracting and your ideal clients
- **The thing no one is talking about:** How AI is going to change how couples find you on the internet



**We all *want* our marketing
to get done faster.**





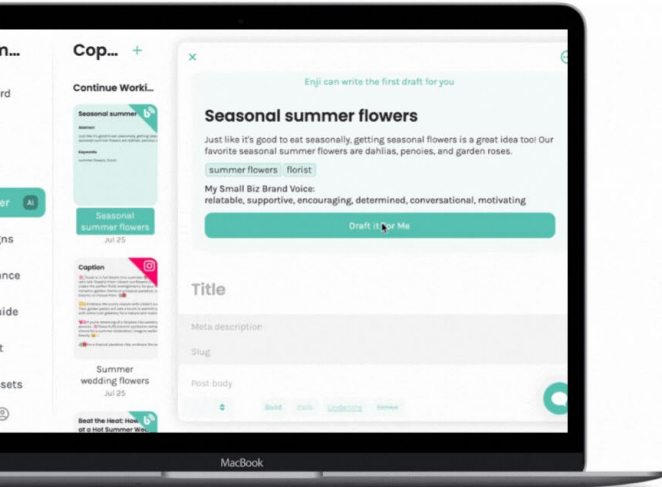
Well, I mean, hurry up.

**Because
there is
pressure
to...**

With the thing you need to do but don't because...

- You're not good at it
- It's so hard to get in a groove
- You're worried about not doing it well
- It takes forever





An AI copywriter will remove roadblocks

- The roadblock of having a hard time starting, gone
- The roadblock of overthinking every word, gone
- The roadblock of time, gone

Imagine how much faster you can get your social media scheduling and blog writing done!

+ **Do this**

- Write a good prompt (content and voice)
- Review the draft for accuracy and bias
- Proofread the draft for grammar and content
- Edit the draft to add your personal expertise

- **Not that**

- Give the AI few and/or generic instructions
- Trust that the AI didn't make stuff up
- Copy, paste, and publish an AI draft before proofreading it
- Copy, paste, and publish a 100% AI written draft

“Tayler, how do I write a good prompt?”

Step 1:

Be clear about the AI's role and goal

Step 2:

Give the AI information to work with and tell it what you want it to do with it

Step 3:

Train the AI to write in your brand voice



Design



Elements



Text



Brand



Uploads



Draw



Projects



Magic Media



Images

Videos

Text to Image

Describe the image you want and we'll generate it for you.

Include objects, colors, places...

Try an example



Styles

See all



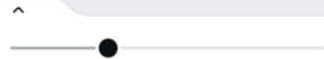
Generate image

Use 1 of 499 credits. Refreshes 1/31/24

Position



+ Add page





My prompt: Create an image of an intimate destination wedding ceremony with all white flowers on an Italian vineyard.

My prompt: You are a helpful wedding design assistant and your goal is to help me create a mockup for an engaged couple. Create a picture that is of an intimate destination wedding ceremony set up on an Italian vineyard. Include white flowers and wooden chairs in the image.



**We all *want* our marketing
to be more effective.**



How do I attract more of the right client?

How do I get people to trust me more?

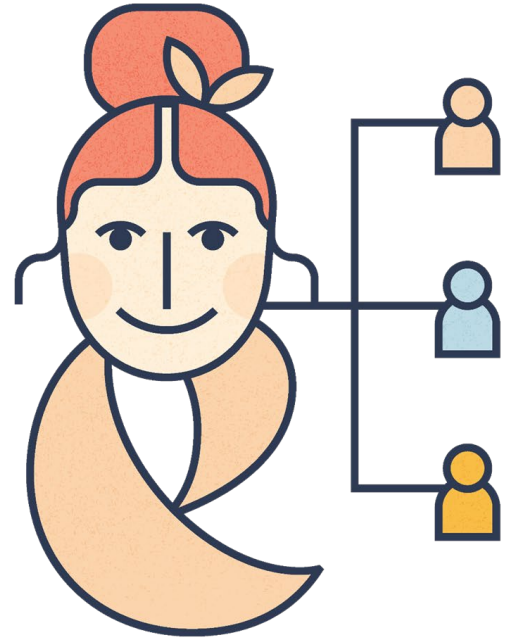
How do I get people to understand my value?

Why do I keep losing business?



**If you don't
deeply understand
who your clients are
you won't ever fix
those marketing
problems.**

**You're sitting on
all the data you
need—you just
need to use AI to
analyze it.**



You are a helpful marketing assistant and your goal is to help me understand the common threads between my client reviews. Read through these client reviews and look for the common words and phrases used to describe what it is like to work with [YOUR NAME OR BUSINESS]. Create a list of the top 10 most common words and phrases.

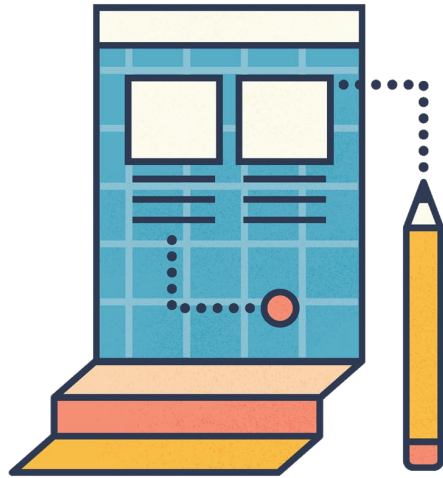
Do this with what you learn

- Update your customer personas to describe the “transformation” after you provide your solution
- Update and/or revise website copy that tells stories about the transformation
- Create content around what you know people need to see, hear, and feel
- Ask yourself, “Is there anything you need to feature match?”



**We all *want* our marketing
to work when we're not.**





SEO is becoming SGE

With generative AI in search (Search Generative Experience) people are able to:

- Ask more complex questions
- Get the gist of a topic faster
- Ask conversational follow-ups

SEO keywords as you think of them	SEO keywords as you need to think of them
Wedding invitations	Custom letterpress invitations with gold foil and calligraphy addressing
Wedding planner	Wedding planner in San Diego who specializes in destination weddings in Cabo San Lucas
Wedding venue in Santa Barbara	Modern greenhouse wedding venue in Santa Barbara that fits 200 guests and comes with furniture rentals



Be a business prepper

- Identify your best performing blog posts and update them with long tail keywords
- Audit your website copy and update it as well
- Be *diligent* about getting reviews
- Think about ways you can leverage PR

AI tools to try out!



Make sure your biz is changing with AI

Explore a few AI tools

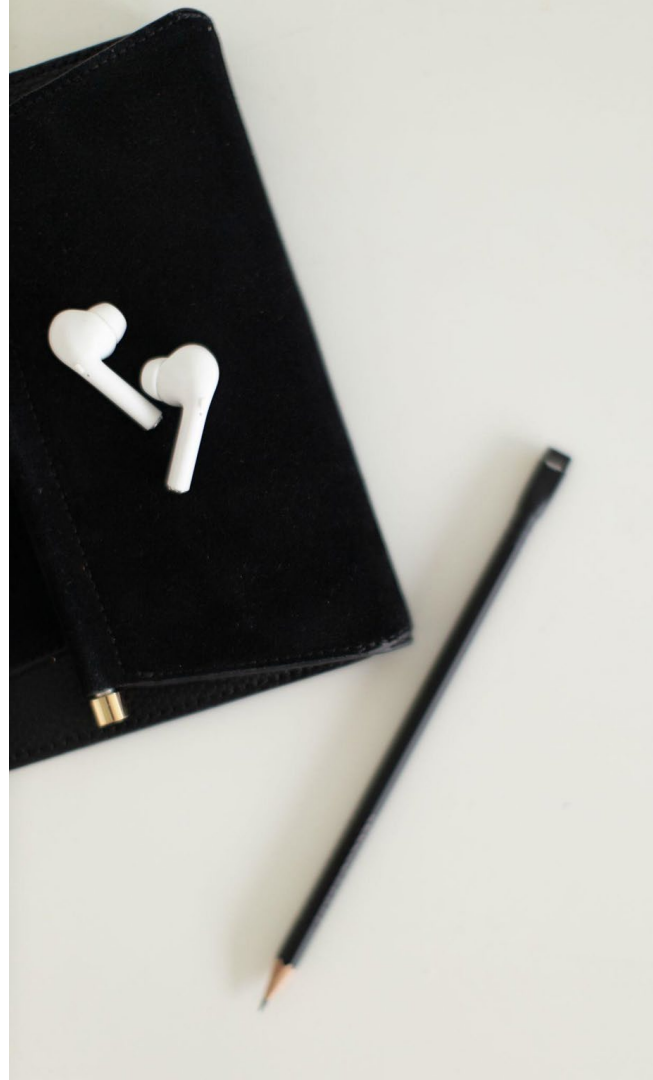
Think of all the places you wish things were easier or faster—there's probably a tool for it.

Use AI to for customer research

You've been sitting on a gold mine—it's time to finally dig through it for the nuggets.

Just get started, play, and try things out

AI can really help you keep up but you also need to keep up with it to make sure you're not being left behind.



Let's connect

@enji_co
www.enji.co

