

AI for SME Marketing

Marketing that sounds like your business.

Your customers · Your offer · Your voice

THE SESSION

Workshop 2: Marketing
15:00 to 16:00

About Coaley Peak.



Coaley Peak

PRACTICAL AI TRAINING

We help SMEs do more with AI,
without growing the team.

HOW WE WORK

Hands-on AI training and marketing support.

- Operating since 2019
- ISO 9001 & 27001 certified (UKAS)
- Tool-agnostic, practical training
- Cyber Essentials certified

Meet your trainers today.

Jonathan presents. Ethan runs questions and the mic.



LEADING TODAY

Dr Jonathan Ashong-Lampley

PhD, London School of Economics
Fellow, Institute of Chartered Accountants
Trained teams at Meta, LinkedIn, NatWest, SAP



SUPPORTING TODAY

Ethan Clarke-Wooster

Business Development, Coaley Peak
Specialist in AI search
At our stand all day

Questions after today? Just email us.

Where is AI in your marketing today?

Hands up for A, B, C or D.



Pick one

- A Not started yet
- B Tried it, but the results felt flat
- C Using it most weeks
- D Built into how the team works

What you will leave with.

Practical, not theory. Something to do at your desk tomorrow.

Sounds like you

Your customers, offer and voice

Ideas from what you have

Reviews, enquiries, emails

Safe and team-wide

Costs, privacy, your team

Three things you'll take home.

Practical tools, not theory.

1

Our context framework

Five steps to better results

2

The repurposing map

One story, a month of content

3

The one rule

What goes in, what stays out

How the next hour runs.

Three promises, kept in order.

1

The basics

AI in plain
English

2

Sounds like you

Promise 1

3

Your ideas

Promise 2

4

Safe and team

Promise 3

5

Questions

Ask us
anything

PART 1 · THE BASICS

AI in plain English.

What it is, the main tools, four words, six myths.

What AI actually is.

WHAT IT IS

A tool you talk to in plain English.

It predicts a likely answer. It doesn't know your business.

WHAT IT IS GOOD AT

*First drafts
Summaries
Ideas and options
Images and video*

You stay the editor.

The main AI assistants.

Pick one. Learn it properly.

Assistant	Best at	Worth knowing
ChatGPT	All-rounder, images, voice	The best known
Claude	Writing, long documents	Natural tone
Gemini	Search, Google Workspace	In Gmail and Docs
Copilot	Microsoft 365	In Word and Outlook
Perplexity	Research with sources	An answer engine
Specialist tools	One job, done well	Only if it beats the rest

Four words you'll hear.

No jargon needed. Just know what they mean.

1

LLM

The engine behind ChatGPT, Claude and Gemini

2

Token

How AI counts words, for limits and costs

3

RAG

AI looks up your documents before it answers

4

Agent

AI that does a job in steps, then reports back

Agents are where this is heading. Start with one weekly job.

Six marketing myths, busted.

Six things we hear every week.

- **"Google penalises it"**

Helpful content wins,
however it's made

- **"A better tool will fix it"**

It's the brief, not the tool

- **"It will replace people"**

It removes the blank page

- **"No one will notice"**

Generic reads as generic

- **"Paste anything in"**

Not into a free account

- **"It needs a big budget"**

You may already pay for it

Decide the job first, then the tool.

PART 2 · PROMISE 1

Sounds like you.

Spot the slop. Find your voice. Add the context.

Spot the AI slop.

THE PARAGRAPH

"In today's fast-paced world, your business is more than just a website. It's your strategy. Unlock seamless, cutting-edge solutions that elevate your brand."

How many tells? Hands up.

HOW TO PLAY

*Count the tells
Hands up with your number
Then we fix them*

Written for this exercise.

Spot the AI tells, then fix them.

Each one has a simple fix.

- **Buzzwords**

Delve, unlock, seamless

- **“Not just X, it's Y”**

Say the one thing

- **Everything in threes**

Vary the rhythm

- **Empty openers**

Start with the point

- **Over-formatting**

Emojis, bold, long dashes

- **No proof**

Add a number or a name

Read it aloud.

Find your own voice.

You already have it. Most businesses never use it.

- **Website copy**

How you describe yourself

- **Style or brand guide**

Your tone, written down

- **Best emails**

The ones that got replies

- **Proposals, brochures**

Your offer, in detail

- **Reviews**

How customers describe you

- **Posts that worked**

Proof of what lands

Gather it into one brief. Give it to AI every time.

Five steps. Step 3 is context.

- 1 Role** Who AI should be
- 2 Task** What you want, specifically
- 3 Context** Your voice, customers and sources
- 4 Format** Length, shape and tone
- 5 Examples** One piece you're proud of

Sounds like you.

Three things to remember.

1

Use your context

You already have it

2

Create your voice

One brief, every time

3

Do the thinking

AI drafts. You decide.

PART 3 · PROMISE 2

Ideas from what you have.

Your customers have already written your best copy.

Where your customers' words are hiding.

It's already in your inbox.

● Reviews

What they praise

● Enquiries

Why they got in touch

● Quotes won and lost

Why yes, why no

● Weekly questions

Your next FAQs

● Thank-you notes

Results, in their words

● What worked

Your best performers

Names and contact details out first.

One happy customer, three pieces of marketing.

- Start: rough notes from one happy customer
- Ask for: three pieces of marketing
- Watch: their words, all the way through

THE ASK

Turn these notes into:

- A short case study
- A LinkedIn post
- A referral email

One customer story, a month of content.

Different angles, not different words.

Case study

Result first

LinkedIn post

The customer's view

Email

Story plus an offer

Three social posts

Problem, process, result

Sales follow-up

Same problem, new prospect

Google profile post

Local, with a photo

Will AI recommend you?

AEO and AIO: being the business AI names when customers ask.

Customers ask AI

“Who's the best ... near me?”

AI names a few

Not ten blue links

Be one of them

That's AEO and AIO

How to get recommended.

- **Say it plainly**

Who, what and where, on your site

- **Answer questions**

FAQs in your customers' words

- **Earn reviews**

Recent and detailed

- **Get mentioned**

Press, directories, associations

- **Stay consistent**

Same details everywhere

- **Let AI read your site**

Not blocked, clearly structured

PART 4 · PROMISE 3

Safe and team-wide.

Costs, privacy and your team.

Check what you already pay for.

Check before you buy.

- **Microsoft 365**

Copilot Chat with a work login

- **Google Workspace**

Gemini in Gmail and Docs

- **Canva**

AI design tools built in

- **Email platform**

Subject lines and drafts

- **Website or shop**

Page and product copy

- **Ads and social**

Copy and audience ideas

Use what you have for a month.

What it realistically costs.

Rough guide, per person, before VAT.

Option	Cost a month	Good for
Free tiers	£0	Trying it out
One person	Around £20	Better limits
Team plans	£15 to £30 per user	Business data controls
Office software	Check your plan	May be included
Specialist tools	Varies	One clear job only

Privacy: what goes in, and what stays out.

Business plan for customer work. One simple rule.

FINE TO USE

- Your website and brochures
- Public reviews, no names
- Product details
- Your brief

KEEP OUT OF AI TOOLS

- Customer contact details
- Client confidences
- Staff and HR details
- Passwords and logins

Bring your team with you.

It's about capacity, not cuts.

1

Their worry first

Ask, then answer

2

One shared brief

One voice for all

3

One owner

One job to start

4

Human sign-off

Always checked

First step: a 30-minute team chat.

Tomorrow, at your desk.

1

Sounds like you

Write your brief

2

Your ideas

One story, a month

3

Safe and team

Share the one rule

What would you like to ask?

Raise a hand. Ethan will bring the mic.



No question too small

Or find Ethan at our stand.

THANK YOU

Let's put AI to work in your marketing.

Pick one thing. Do it tomorrow.

Scan for your cheat sheet or book a free call.

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