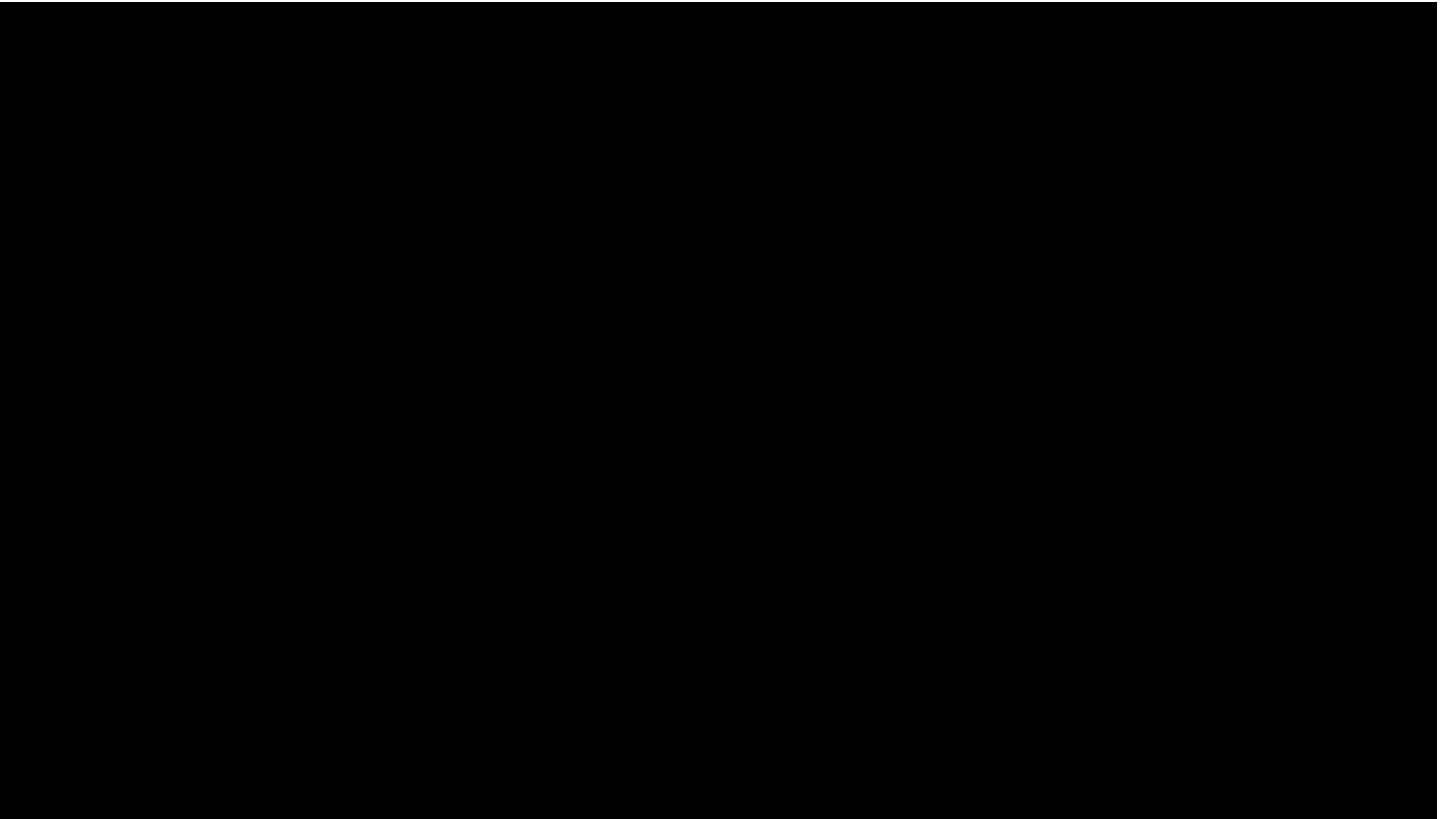


HARNESSING THE POWER OF AI



AMET

ASSOCIATION FOR MIGRANT
EDUCATORS OF TEXAS



AGENDA

Artificial Intelligence

- Defining AI
- How AI is being used in Today's Digital Age
- How AI impacts today's Marketing
- The AI Advantage

Human Intelligence

- Benefits of combining AI and HI
- Full Funnel mindset
- The importance of choosing the right partner
- **Questions and Answers**



WHAT IS AI?

"Artificial intelligence (AI) refers to the simulation or approximation of human intelligence in machines."

AI makes it possible for machines to learn from experience, adjust to new inputs, and perform human-like tasks.

AI is primarily achieved by reverse-engineering the capabilities and traits of humans and then applying them to machines.

The goals of artificial intelligence include:

- ✓ Computer-enhanced learning
- ✓ Some ability to Reasoning
- ✓ Some ability to Perceive

AI is being used today across virtually all different industries from finance, to healthcare and beyond.



WHY WAS 2023 COINED "THE YEAR OF AI"?



ChatGPT = Accessibility

As of March 2023, there are

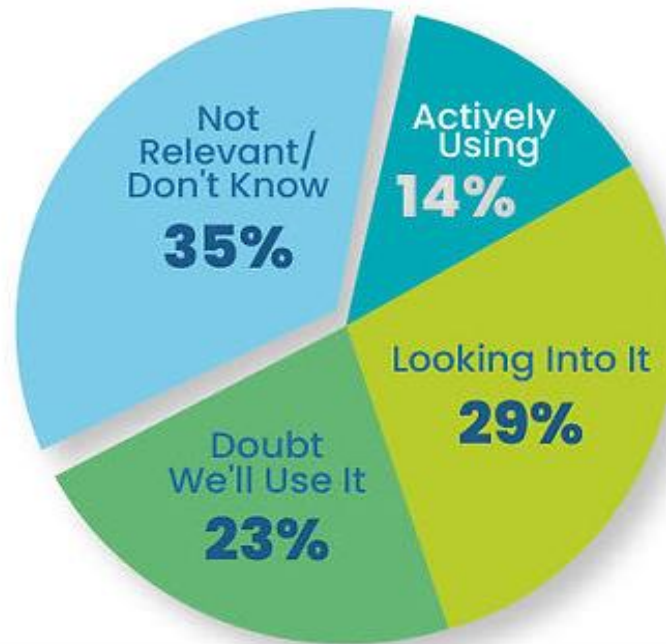


14,700
artificial
intelligence
startups

in the United States alone.

Source: [How Many AI Tools Are There?](#)

What's your company's take on ChatGPT and other A.I. tools?



Source: [Local Advertisers Warming Up to AI](#)

MAJOR PLAYERS IN THE AI MARKET WORLDWIDE

- Google Inc. (US)
- Microsoft Corporation (US)
- NVIDIA Corporation (US)
- Intel Corporation (US)
- Samsung Electronics Co., Ltd. (South Korea)
- IBM Corporation (US)
- Amazon Web Services, Inc. (US)
- Oracle (US)
- Meta (US)
- Salesforce (US)
- Cisco (US)
- Siemens (US)
- Huawei (China)
- SAP SE (Germany)
- SAS Institute (US)
- Baidu, Inc. (China)
- Alibaba Cloud (China)
- iFLYTEK (China)
- Hewlett Packard Enterprise Development LP (US)

HOW AI IS BEING USED

In today's digital age, we have access to vast amounts of data. AI helps by sorting, analyzing, and gaining insights that humans *alone* couldn't efficiently manage.

Enhanced User Experience: AI allows for real-time personalization, enhancing the user experience. From chatbots providing instant customer service to platforms recommending personalized content, AI caters to users' immediate needs.

Predictive Capabilities: AI can analyze past behaviors to predict future actions, allowing businesses to anticipate user needs or market shifts.

Examples range from chess playing computers to self-driving cars and relies heavily on the ability of a computer program to understand human language. The full capabilities of AI have yet to be discovered.



HISTORICAL PERSPECTIVE

Growth of the Internet

- As the digital age dawned, the potential for AI in marketing began to be realized. Early 2000s saw the rise of recommendation engines, like those used by Amazon, to suggest products to users.
- Other examples include Google Page Rank for Organic Search (SEO) and Paid Search (SEM or PPC), Chatbots, and Google Analytics

Rise of Social Media

- With the explosion of social media platforms in the late 2000s, businesses had a new channel to engage users. AI was employed to analyze user behaviors to target ads and deliver content more effectively.





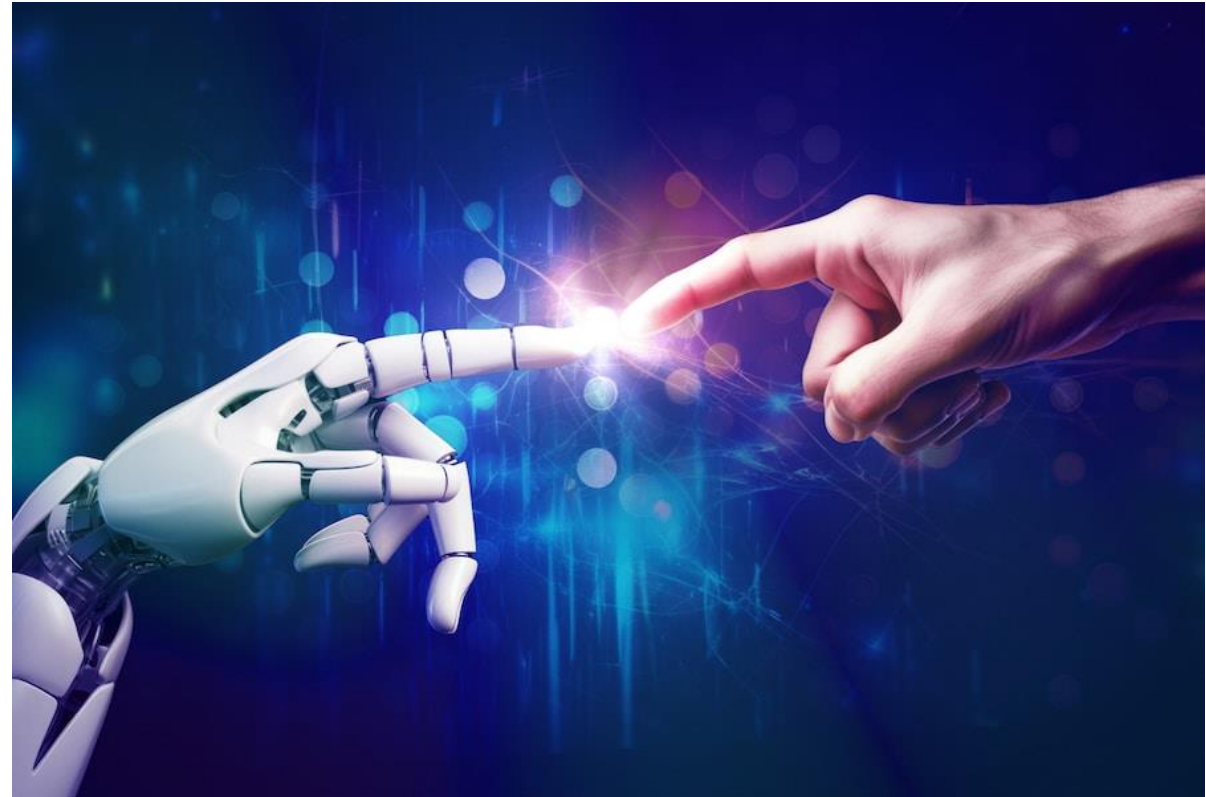
The AI Advantage:

- Save Time
- Learn About Your Non-Profit & Your Online Presence
- Bring Efficiency to Marketing Efforts
- Measure Foot Traffic to Locations
- Automate Shift between Digital Platforms
- Maximize Budget
- Reduce Waste
- Produce Creative
- Identify Ideal Targets
- Eliminate Existing Recipients
- Measure Engagement and Results

WHY AI REQUIRES A HUMAN COMPONENT

It is essential to acknowledge the irreplaceable role of **Human Intelligence (HI)**. HI uses logical reasoning, emotional intelligence, creativity, and adaptability. Humans bring empathy, ethics, and a nuanced understanding to complex situations. These are areas where AI often falls short. Hence AI and HI are necessary partners.

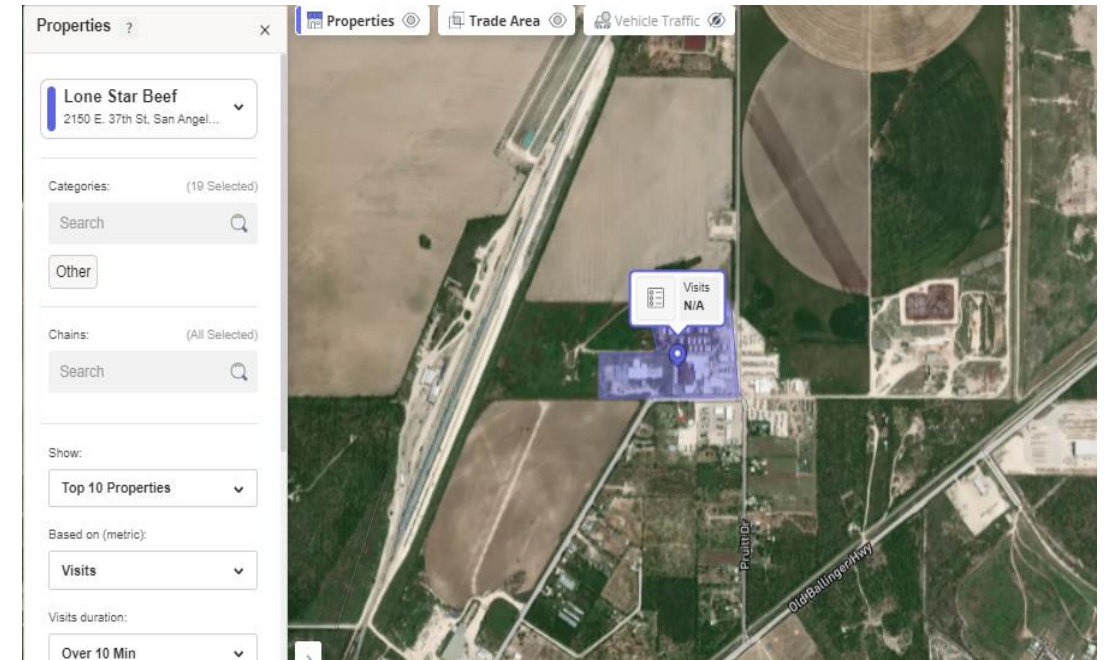
The key to harnessing the full power of AI lies in **Human-AI Collaboration**. Rather than viewing AI as a *replacement* for human intelligence, we should consider how these two forms of intelligence can complement each other. AI's proficiency in data analysis and automation can amplify human abilities. Human oversight ensures that AI-driven decisions align with ethical and moral values. Some refinement from a human resource will effectively enhance the performance and outcome of marketing efforts.



KNOW YOUR AUDIENCE



- The use of AI Geo-Fencing gives us the ability to pull the majority of the target's base from **any**, very specific location and area of your choice. i.e. dairy farms, agriculture facilities, processing plants, orchards, fish hatcheries, etc. This example is of **Lone Star Beef**, a processing plant located in San Angelo, Texas.
- Specific outlines of the buildings and of the exterior areas we want to capture are highlighted in BLUE.
- This data reveals that they have 792 employees, primarily Hispanic in ethnicity.
- This also reveals that average employee stays 8-10 hours daily at this location.
- These employees can be targeted based on their cell phones having repeatedly entered that geo-fenced location on a regular and repeat basis.
- They can then be **retargeted** on **multiple** devices and platforms, including all forms of social media, Google, and any websites or apps on which they access the internet. This is because their cell phone number is associated with their IP address and their user profile.

A screenshot of the Placer.ai data table for Lone Star Beef. The table shows metrics for visits, visits per square foot, size, and employees.

Lone Star Beef	
2150 E. 37th St, San Angelo, TX 76903	
Last full 12 months Custom Duration Edit Filters Employees Over	
Lone Star Beef is a custom POI and only available for your account.	
Metrics	
Property: Lone Star Beef / E. 37th St, Sa...	
Visits	71.5K
Visits / sq ft	0.09
Size - sq ft	826.1K
Employees	792

FIND AVAILABLE AUDIENCE

Device Counts for Specified Geography of your AMET Region

Area Specific Level Geo-Fencing:

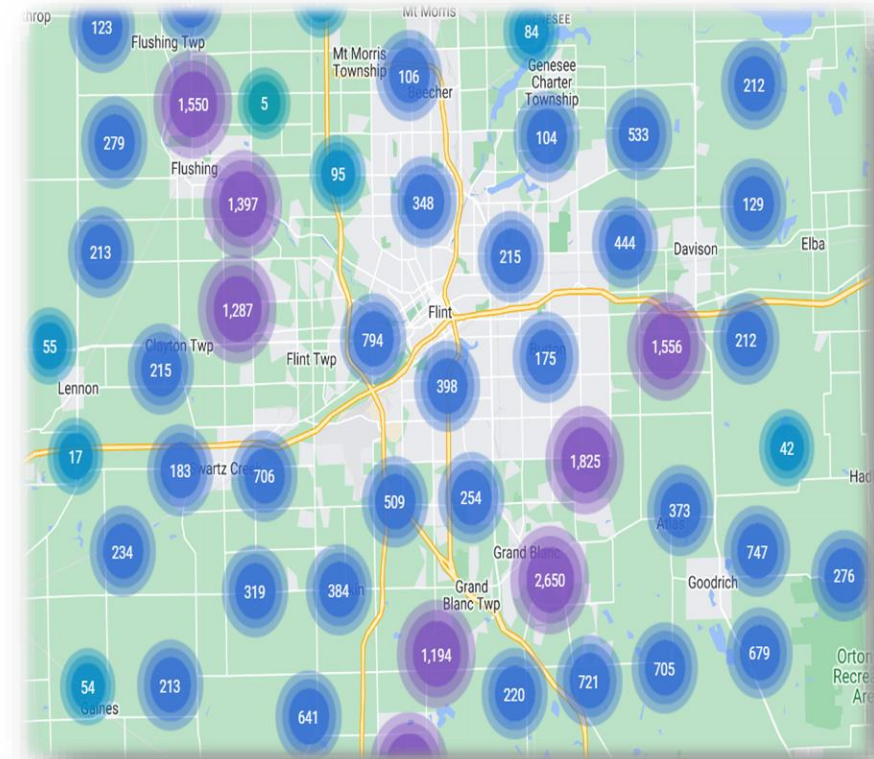
- Over **79k** frequently used devices owned by people with a **HHI under \$35k**, employed in **Occupations** related to agriculture, **Number of Children** in Household, **Age of Children** in Household, **Primary Language** and **Ethnicity**.
- **Facebook:**
- Over **137k** users that are **30-65+** employed in **Occupations** related to agriculture, Spanish as **Primary Language** spoken in home, **Ethnicity**, **Presence of Children** in Household, and potentially have **Recently Moved**.

Email Marketing:

- Over **136k** emails belonging to individuals with a HHI under **\$35k**, employed in **Occupations** related to agriculture, **Number of Children** in Household, **Age of Children** in Household, **Primary Language**, **Ethnicity**, **Interest** in Government Assistance, **Recently Moved**.

Google Search:

- **89k** monthly impressions on Google Search for key terms relating to products on the D&W Windows website.





ONLINE

VITALS

HEALTH

CHECK

Traffic Data Analysis

Search Keywords

lawyer

Notes

This is a meaningful flow of monthly search traffic for key terms associated with your specific industry. This indicates that a focus on your website's search engine rankings would be beneficial in getting your business in front of potential customers at the exact time they're in need of the services you offer.



Traffic Data Results



BIDDEFORD ME

In this location, there are 980 to 1270 monthly searches.

Current SEO Overview

Currently, your business appears to be ranking quite well on page one of Google's search results for a wide variety of industry related key terms. Even with strong rankings, SEO is an ongoing process as a result of Google's constant algorithm updates. It is important to maintain positive performance by tracking and modifying your campaign strategy and being aware of any Google updates to minimize any decrease in visibility.

Analysis Notes

Ideally, we would like to see you competing in 7-9 verticals and showing up on page one. The main problem with your current site is that it is too thin on SEO friendly content related to their specific services. Our content and SEO teams would completely overhaul this - so that the end result is not only more appealing to customers, but much more "Google Friendly."

Keyword Optimization



lawyer, attorney, legal help, personal injury attorney, local attorney

Social Media Analysis

Currently, your business has 5 likes on Facebook with inconsistent posting on this page. Having under 500 likes on your page limits the impact your social media presence can have on your target audience.

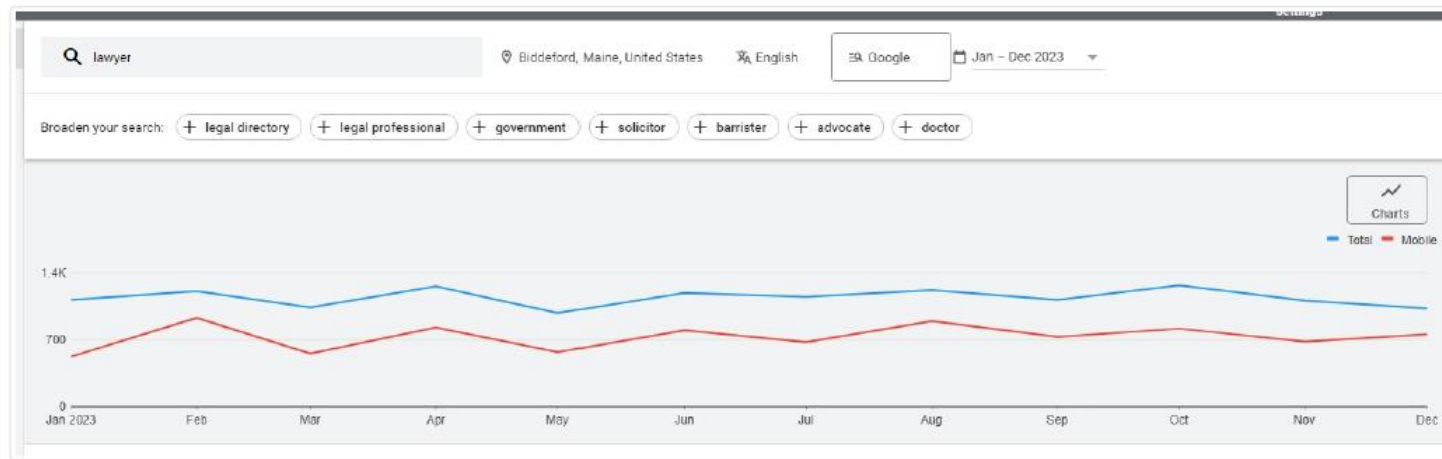
Combining targeted Facebook ads with regular social media posting will help build your following to receive the visibility and brand awareness your business needs. Your goal should be to drive engagement from your social media audience through industry related posts on Facebook.

Current Social Links



Facebook
<https://www.facebook.com/profile.php?id=10009822634435>

Keyword Analysis Screenshot



Recommendations

SOCIAL MEDIA

You have a Facebook page, but only a small amount of followers. You could grow that audience through a targeted paid advertising campaign.

CURRENT SEO ANALYSIS

You are ranking organically on page 1 for a number of industry-related key terms in your local area. Adding an outbound or retargeting campaign would complement and grow this traffic.

IDEAL TARGET AUDIENCE

Leveraging Townsquare's proprietary data management platform and partnerships with leading data providers, we construct highly-targeted consumer profiles using API.

GOOGLE MY BUSINESS

Your GMB is present but up for grabs by anyone online. Claiming your GMB listing will allow you to keep consistent and correct information in front of users and Google.

OVERALL ONLINE PRESENCE ANALYSIS

A significant percentage of your directory listings contain outdated or inaccurate listings. Correcting inaccuracies and missing listings in the top online directories will help establish consistency and gain visibility for your business. This can happen rapidly.

TSI EXAMPLE SITE

Redesign a new site for better user experience and improve SEO performance.

THE FULL FUNNEL MARKETING APPROACH

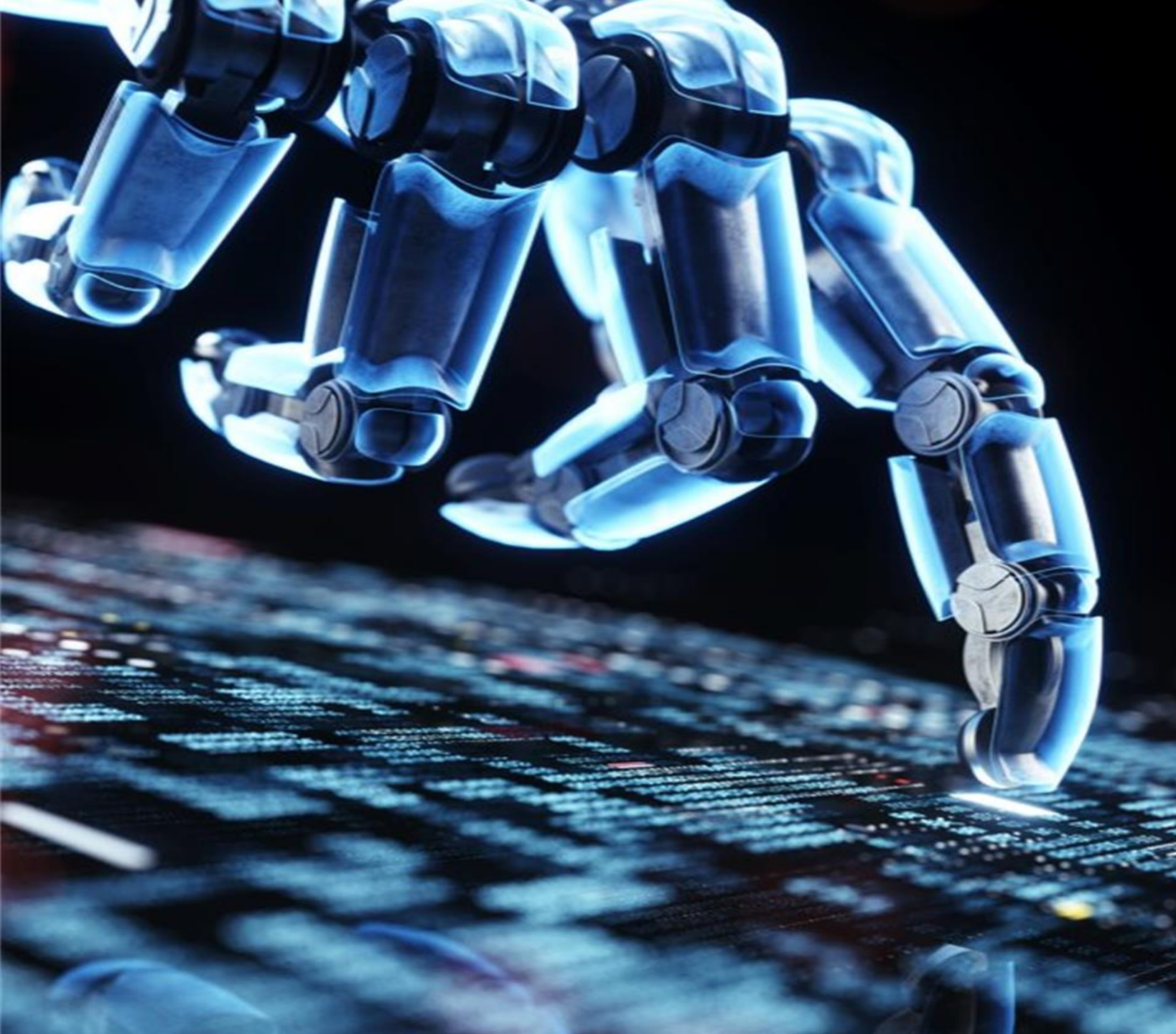
The AIDA Buyer's Journey



- Effective Web Presence, Website, SEO
- Radio, Online Radio, Display Ads, Print, Outdoor, TV/STV
- Social Media (traffic), Addressable Video, Native/Content Marketing, Email Marketing
- Search Engine Marketing, Social Media (lead gen), Re-Targeting



**LEVERAGING AI
THROUGH MULTIPLE
PLATFORMS AT ONCE**



AI SPARK TACTICS



Artificial Intelligence

[äi-tä-'fi-shəl in-'te-lə-jən(t)s]

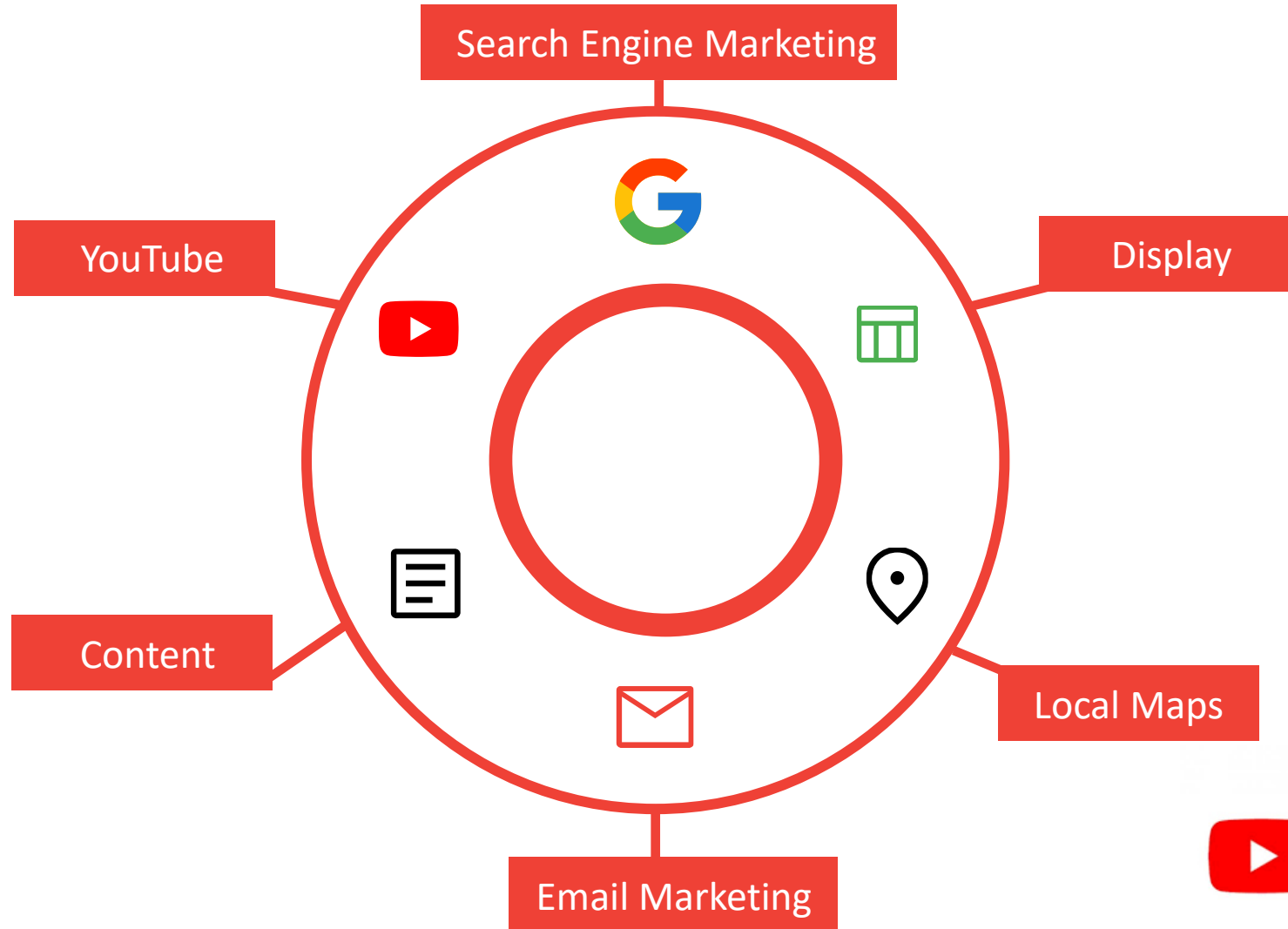
The simulation of
human intelligence by
software-coded heuristics.

AI

MARKETING ON MULTIPLE PLATFORMS ENSURES RESULTS & COST EFFICIENTIENCY



Be found with Google Ads.



Questions and Answers



**Interested in learning more
about what's possible with
AI & Full Funnel Marketing?**

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Texas Territory- San Angelo
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THANK YOU

**Schedule a FREE one-on-one
consultation with our
presenters who are here today
or stop by our
Booth # 11 and get your FREE
gift and chat with us!**

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media san angelo

