

An orange tabby cat is the central figure, wearing black tactical goggles with green lenses. It is holding two black machine guns, one in each paw, with bright orange muzzle flashes. The cat is wearing a black tactical vest. In the background, several humanoid robots with glowing red eyes and dark, metallic bodies are visible in a dark, smoky, and debris-filled environment. The overall tone is gritty and action-oriented.

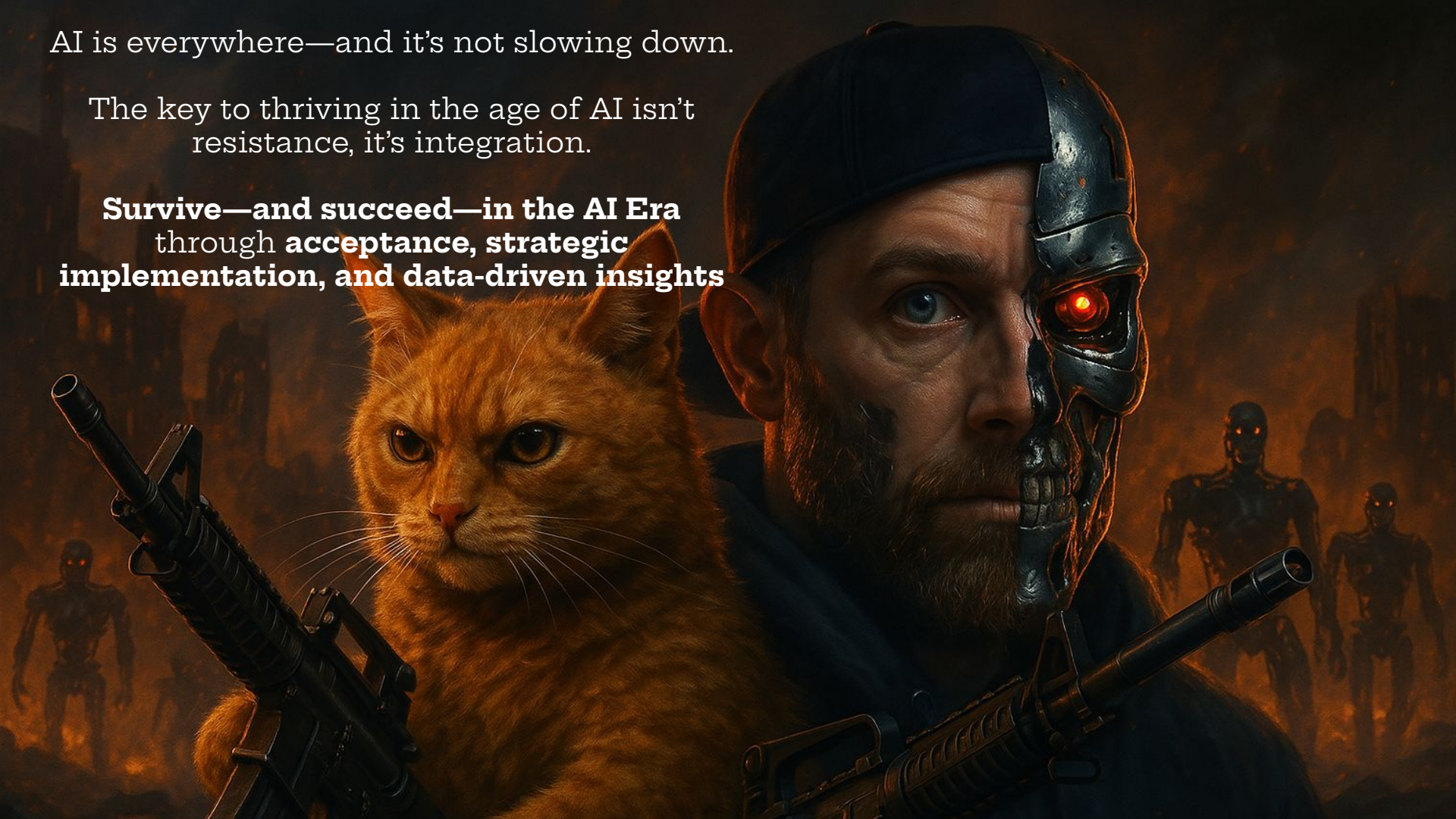
RISE OF THE MACHINES

Surviving the AI Era

AI is everywhere—and it's not slowing down.

The key to thriving in the age of AI isn't
resistance, it's integration.

Survive—and succeed—in the AI Era
through **acceptance, strategic**
implementation, and data-driven insights



Hi, My Name Is George Whitcher!

- ★ Husband and Father
- ★ Web Team Leader of NOWMG
- ★ Programmer
- ★ IT Administrator
- ★ Public Speaker
- ★ Snowboarder
- ★ Musician
- ★ Outdoorsman
- ★ Kind of a nerd...



Surviving the AI Era
is as easy
as

1-2-3

01

Acceptance



Embrace AI

AI is not going anywhere. It is changing the industry as we know it.

It's not about how AI is going to replace you it is about using AI to super power you and your business!

AI is not coming for your job, it's coming for your job AS YOU KNOW IT.



The Web Is Alive!

The web is alive and always changing. Having lived through web 1.0, 2.0 and now 3.0 if I did not embrace change I would have been eliminated long ago.

AI is Everywhere

Look at your most popular SaaS and see they are implementing it. They are sending you a message...





It's easy

Learning new things can be scary. AI does not discriminate or care about your age. The only thing stopping you is YOU!

02

Implement



Implement

Become one with AI. Integrate it into your daily workflows. Boost creativity. Improve your prompts.

Michael Bay on AI — “It doesn’t CREATE, it just IMITATES. And it will create a whole bunch of lazy people. So to all the original creators out there, have no fear!”



Disclaimer

Do not get lost in AI. Remember to stay authentic and true to yourself. This is the most important part of the implementation of this technology. It is here to superpower us, not replace us. **There is only one you...**

Sarah Connor watching you
use AI for everything



AI coding
for me
so I can
do my laundry



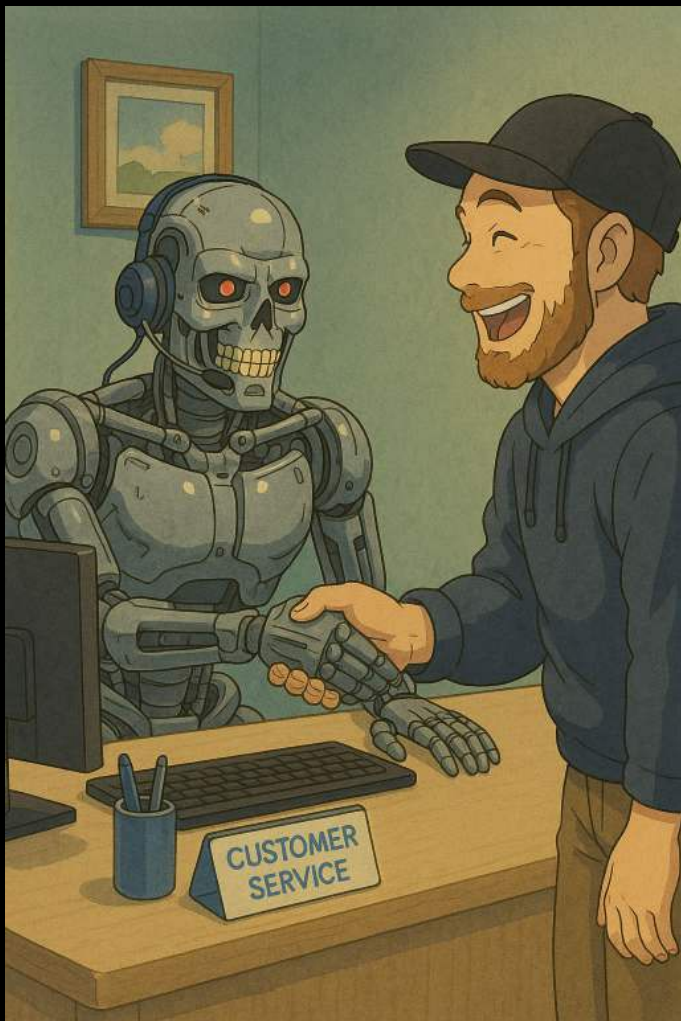
AI doing
my laundry
so I can code



Workflow

There are an infinite amount of ways you can integrate AI into your workflows. Email, Images, Copy, Posts, and more. The possibilities are endless!

Here are some examples of what we do at NOW Marketing Group.



PROMPT: Can you improve on this email? Make it in a friendly tone and use sources to backup the information

EMAIL: Hello Joe,

Thank you for your email. There were some issues that require further information. Do you have your product weights and dimensions? Also, how about some updated photography.

RESPONSE: Absolutely! Here's a friendlier, more polished version of your email, with a bit more context and gentle guidance supported by industry best practices:

Hi Joe,

Thanks so much for your email!

Before we can move forward, there are a couple of key details we'll need from you. Do you happen to have the weights and dimensions for your products? This info is important not only for accurate shipping calculations but also for optimizing product listings across marketplaces — both of which can improve customer trust and conversion rates (Shopify and BigCommerce both emphasize this in their product listing best practices).

Also, would you be able to provide updated product photos? Clear, high-quality images can make a big difference. According to a [Shopify study](#), good product photography can significantly increase engagement and sales — it's often the first impression a customer gets!

Let me know if you need any guidance on formatting this info or sourcing updated images — happy to help however I can.

Looking forward to your reply!

Best,
[Your Name]



AI GENERATED: COPY (WEBSITE + BLOG + SOCIAL)

Tired of your website copy falling flat? Having trouble writing blog or social posts?

Replacing your existing content with AI written copy or using AI to boost your productivity/creativity can transform your entire online presence. Give AI a head start or use what you already have and create engaging content.

You get the best of both worlds: human-crafted messaging that connects emotionally, and AI-enhanced polish for clarity, consistency, and performance.

AI GENERATED: IMAGES

Use AI to generate royalty free images. With the right prompts this can often be better than stock photography.



Brand Kit

Upload your logo and have
ChatGPT create your brand kit

✔ Brand Kit: Social Media Week Lima

♦ Primary Logo

The logo is a stacked text-based design with a stylized globe in place of the "O" in "SOCIAL," all in a bold orange typeface with a handwritten "Lima" in black script.

🎨 Color Palette

1. SMWL Orange

- HEX: #F58220
- RGB: (245, 130, 32)
- CMYK: (0, 65, 100, 0)
- Usage: Primary for text and background accents.

2. Digital Globe Blue

- HEX: #00B5E2
- RGB: (0, 181, 226)
- CMYK: (77, 0, 6, 0)
- Usage: Used in the globe pixel pattern to suggest tech and connectivity.

3. Jet Black (Script text "Lima")

- HEX: #000000
- RGB: (0, 0, 0)
- CMYK: (0, 0, 0, 100)
- Usage: Adds contrast, personal touch.

4. White

- HEX: #FFFFFF
- Usage: For backgrounds or reversed logos.

🔤 Typography

Logo Fonts:

- **Block Text (SOCIAL MEDIA WEEK)**
 - Likely Custom or close to: Arial Black, Bebas Neue, or League Spartan
 - Attributes: All caps, bold, geometric sans-serif.
- **Script Font (Lima)**
 - Handwritten, likely resembles: Pacifico, Dancing Script, or SignPainter

Brand Font Suggestions:

- **Headlines:** Montserrat ExtraBold, Bebas Neue, or League Spartan
- **Body Text:** Lato, Open Sans, or Source Sans Pro
- **Accent/Handwritten Style:** Pacifico or Amatic SC

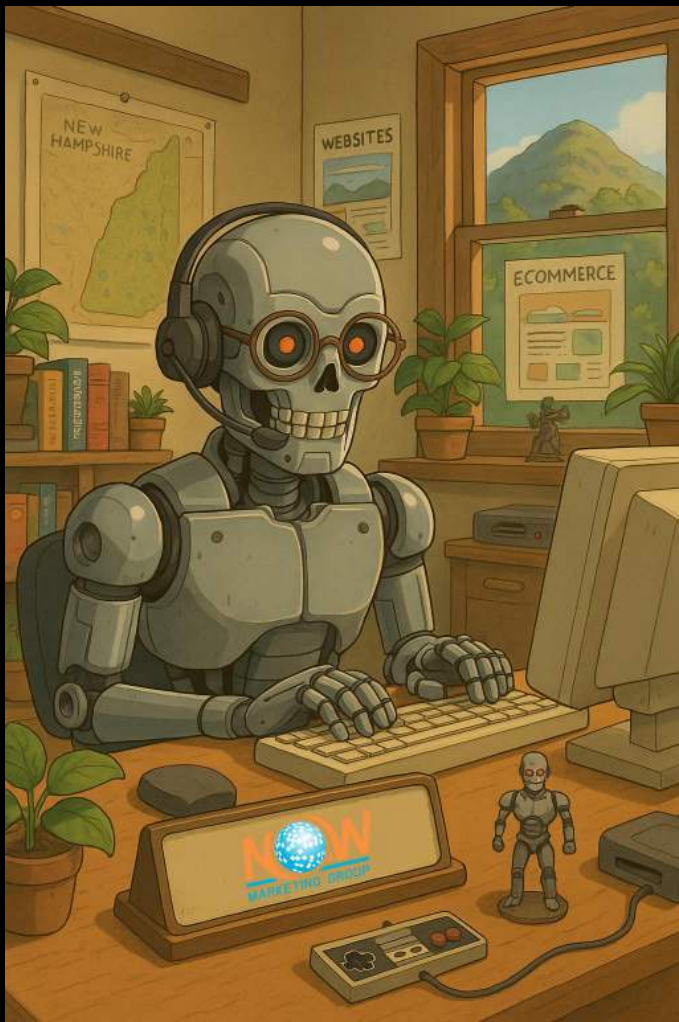
🧩 Logo Usage Guidelines

- **Clear Space:** At least the height of the "O" in "SOCIAL" around all sides.
- **Minimum Size:** 200px width for digital, 1.5 inches for print clarity.
- **Do Not:**
 - Replace the globe.
 - Change the typeface or text layout.
 - Recolor the individual letters.



Brand Voice & Personality

- **Tone:** Energetic, community-driven, inspirational.
- **Themes:** Connection, innovation, education, empowerment.
- **Personality Traits:** Bold, human, fun, professional.



Virtual Assistant

ChatGPT allows you to create your own virtual assistant. Perfect for the small business owner!



Enhanced Productivity

AI assistants can automate routine tasks like scheduling, answering common questions, and managing basic inquiries, freeing up employees to focus on more strategic and creative work.

Cost Savings

By automating tasks and reducing the need for additional staff, AI assistants can lead to significant cost reductions for businesses.

Improved Customer Experience

AI virtual assistants can provide instant, personalized support, resolving issues quickly and efficiently, which can lead to higher customer satisfaction.

24/7 Availability

Unlike human assistants, AI virtual assistants can work around the clock, providing support and assistance at any time.

Scalability

AI assistants can easily handle fluctuations in workload or user demand, scaling up or down as needed without requiring additional infrastructure or resources.

Increased Efficiency

AI assistants can process large volumes of data rapidly and accurately, leading to improved efficiency in tasks like data analysis and information retrieval.

Personalized Assistance

AI assistants can learn from user preferences and behavior, providing personalized recommendations and responses.

Error Reduction

AI assistants can help reduce human error by automating tasks and adhering to protocols.

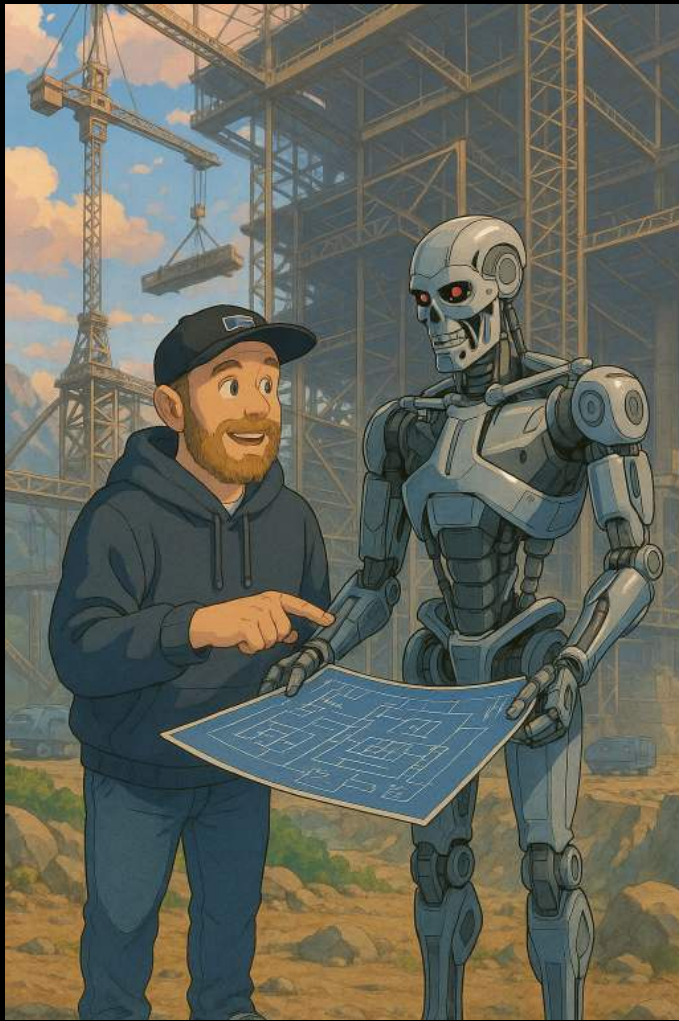
Improved Task Management

AI assistants can help manage tasks, assign them to the right people, and track progress, improving efficiency and collaboration.

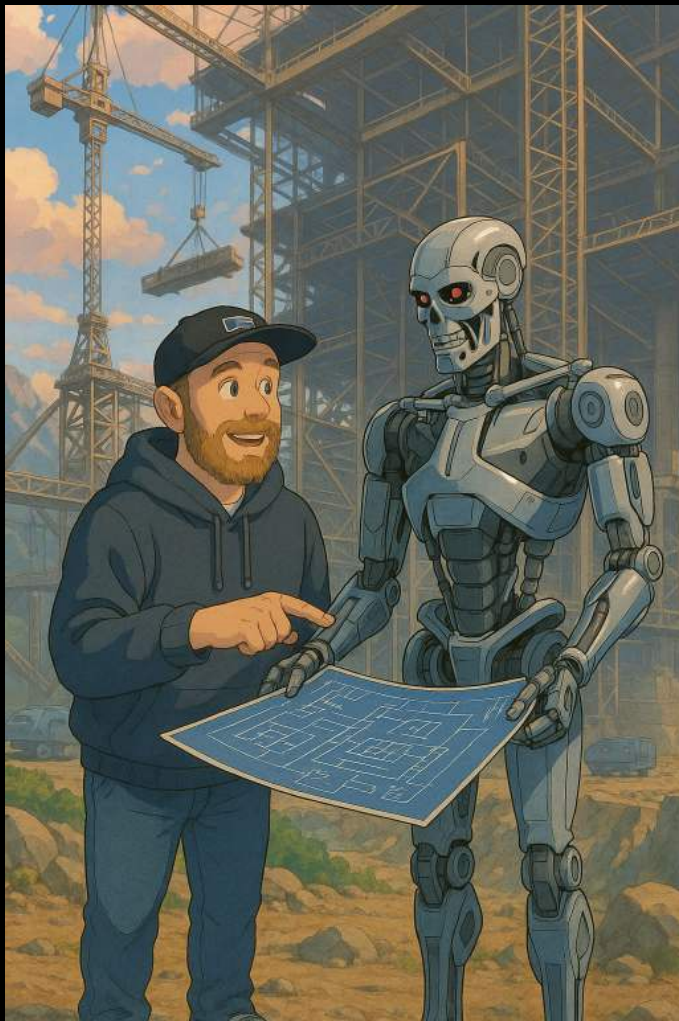
Access to Expertise

AI assistants can provide access to a vast knowledge base and can even perform tasks that require specialized expertise.

Prompts



The foundation of AI is it's prompts. Writing the perfect prompt for AI can be hard. What if you could use AI to build the prompt for you?



Prompt to Create the Best Prompt

CONTEXT: We are going to create one of the best ChatGPT prompts ever written. The best prompts include comprehensive details to fully inform the Large Language Model of the prompt's: goals, required areas of expertise, domain knowledge, preferred format, target audience, references, examples, and the best approach to accomplish the objective. Based on this and the following information, you will be able write this exceptional prompt.

ROLE: You are an LLM prompt generation expert. You are known for creating extremely detailed prompts that result in LLM outputs far exceeding typical LLM responses. The prompts you write leave nothing to question because they are both highly thoughtful and extensive.

ACTION:

- 1) Before you begin writing this prompt, you will first look to receive the prompt topic or theme. If I don't provide the topic or theme for you, please request it.
- 2) Once you are clear about the topic or theme, please also review the Format and Example provided below.
- 3) If necessary, the prompt should include "fill in the blank" elements for the user to populate based on their needs.
- 4) Take a deep breath and take it one step at a time.
- 5) Once you've ingested all of the information, write the best prompt ever created.

FORMAT: For organizational purposes, you will use an acronym called "CRAFT" where each letter of the acronym CRAFT represents a section of the prompt. Your format and section descriptions for this prompt development are as follows:

-Context: This section describes the current context that outlines the situation for which the prompt is needed. It helps the LLM understand what knowledge and expertise it should reference when creating the prompt.

-Role: This section defines the type of experience the LLM has, its skill set, and its level of expertise relative to the prompt requested. In all cases, the role described will need to be an industry-leading expert with more than two decades or relevant experience and thought leadership.

-Action: This is the action that the prompt will ask the LLM to take. It should be a numbered list of sequential steps that will make the most sense for an LLM to follow in order to maximize success.

-Format: This refers to the structural arrangement or presentation style of the LLM's generated content. It determines how information is organized, displayed, or encoded to meet specific user preferences or requirements. Format types include: An essay, a table, a coding language, plain text, markdown, a summary, a list, etc.

-Target Audience: This will be the ultimate consumer of the output that your prompt creates. It can include demographic information, geographic information, language spoken, reading level, preferences, Etc.

TARGET AUDIENCE: The target audience for this prompt creation is ChatGPT.

03

Analyze



Analyze

Don't just use AI to build your content. Analyze all your hard work. Use data to ask AI how to better improve based on your current data and get **agency level precision marketing.**



GA4

Numbers don't lie. Use Google Analytics and AI to analyze your data and implement agency level results.



1. Increase New User Acquisition

You're doing well with 100 new users in a short span. To grow this:

- **SEO optimization:** Ensure pages are targeting high-intent keywords, have unique meta descriptions, fast loading, etc.
- **Google Business Profile:** Make sure it's fully optimized.
- **Content marketing:** Regular blog posts or updates with useful content.
- **Backlink building:** Reach out for guest posts, get listed in directories, etc.



2. Boost Engagement Time

Average time is ~30 seconds — could be better depending on content type.

- **Improve above-the-fold content** to instantly hook visitors.
- **Use clear CTAs** and interactive elements to encourage deeper exploration.
- **Add video, FAQs, testimonials**, or dynamic sections to keep users longer.
- **Heatmaps and session recordings** (e.g., Hotjar) can show where people drop off.



3. Improve Session-to-Conversion Ratio

125 sessions with 102 active users = good, but:

- What are users doing during sessions? Are they converting (filling forms, clicking CTA buttons)?
- Use **event tracking** and **goal funnels** in GA4 to monitor key actions.
- Consider **A/B testing** different landing page formats to see what drives more conversions.



Want Me to Help Analyze More?

If you have more detailed GA4 export data (session sources, events, pages visited, etc.), I can give even deeper insights — like:

- Which channels are driving best users
- What content keeps people engaged
- Where drop-offs are happening

Feel free to upload that, or let me know if you want help improving specific pages or flows!

Would you like a checklist or task list you can follow based on all this



Social Media

Login to Meta Business Suite and export your social post data. Upload that to ChatGPT and ask how you can improve!

Your CSV file contains **one post**

Title: SMWL25 is going to be awesome!

- **Published:** April 16, 2025
- **Reach:** 18 people
- **Engagement:**
 - 2 reactions
 - 2 comments
 - 0 shares
 - 0 clicks

Recommendations for Future Social Posts:

1. Use an Eye-Catching Visual

- Posts with **images or videos** get significantly more engagement than text-only posts.
- Consider adding a graphic or short teaser video about what "SMWL25" is.

2. Include a Clear Call to Action (CTA)

- Example: *"Tag a friend who's going with you!"* or *"Click to learn more!"*
- You had **0 total clicks** — a CTA could help drive traffic.

3. Post Timing

- You posted at **2:33 AM**.
- Try posting when your audience is more active — usually between **11 AM and 2 PM** or **6 PM to 9 PM**.

4. Add a Description or Longer Caption

- Your post had **no description**. Add 1–2 sentences explaining why the event is exciting or important.

5. Encourage Shares

- Ask users to **share** the post with someone who might be interested.
- Shares amplify reach better than reactions/comments alone.

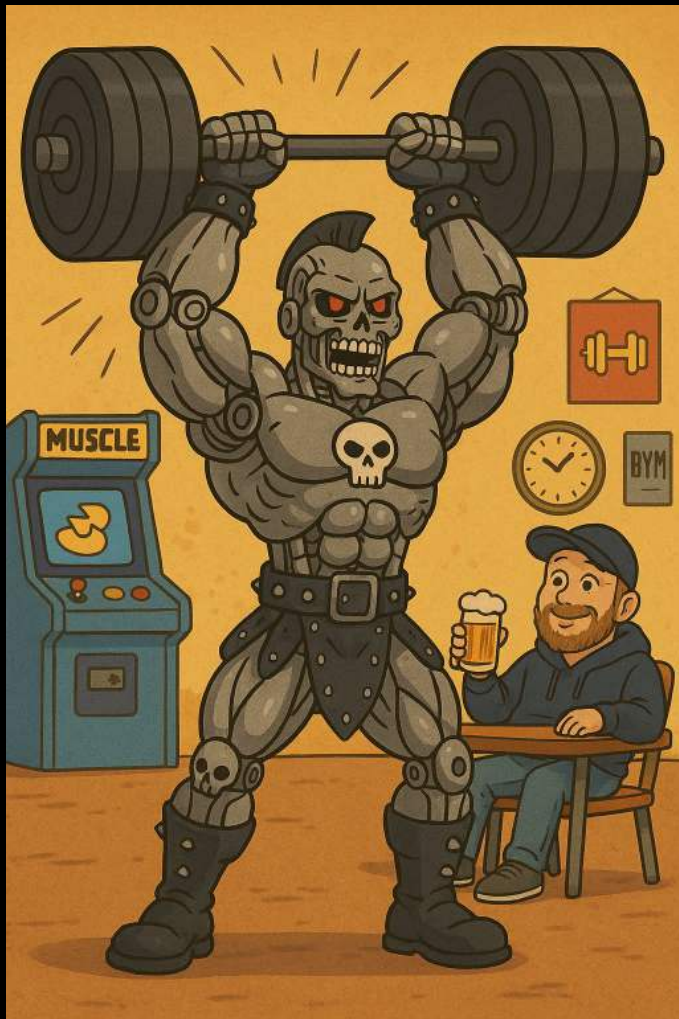
6. Engage Early

- With 2 comments already — jump in and **reply quickly** to keep the conversation going.
- Facebook boosts posts with active discussion.

7. Boosted Posts

- If SMWL25 is critical, even a **small ad budget** (\$10–\$25) to boost the post could expand your reach.

Reports



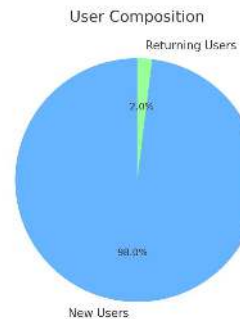
Have a ton of data and don't know how to display it or convey that information to your client? Make AI do the heavy lifting!

Reporting Period: March 25, 2025 - April 21, 2025

User Overview

- Active users: 102
- New users: 100
- Returning users: 2
- Sessions: 125
- Avg. engagement time: 30.10 sec

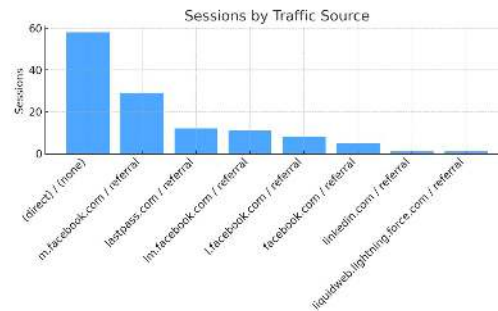
Recommendation: Focus on retaining users by offering returning-visitor content, email capture, or value-based resources.



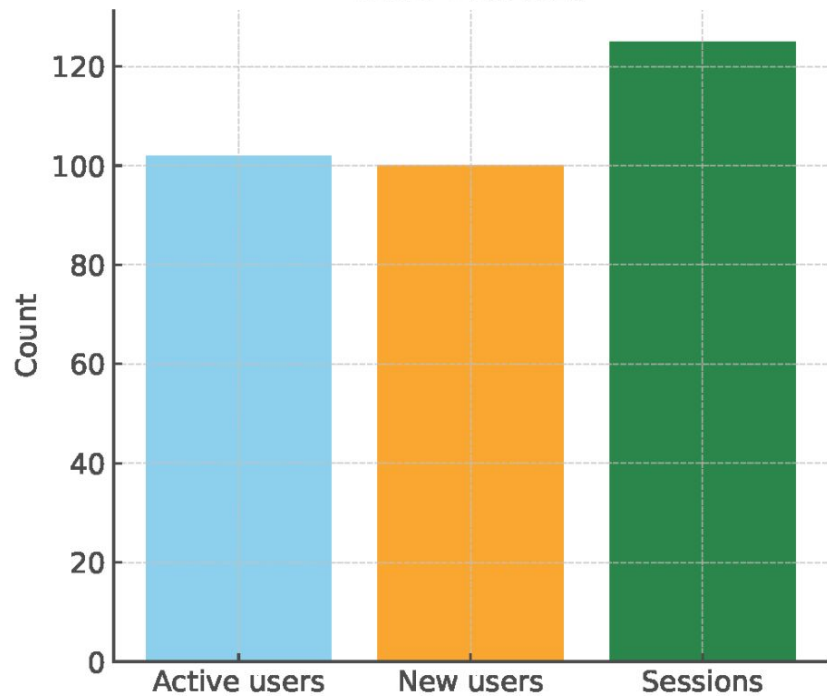
Traffic Sources

- Top source: (direct) / (none) with 58 sessions.
- No revenue generated yet from any source.

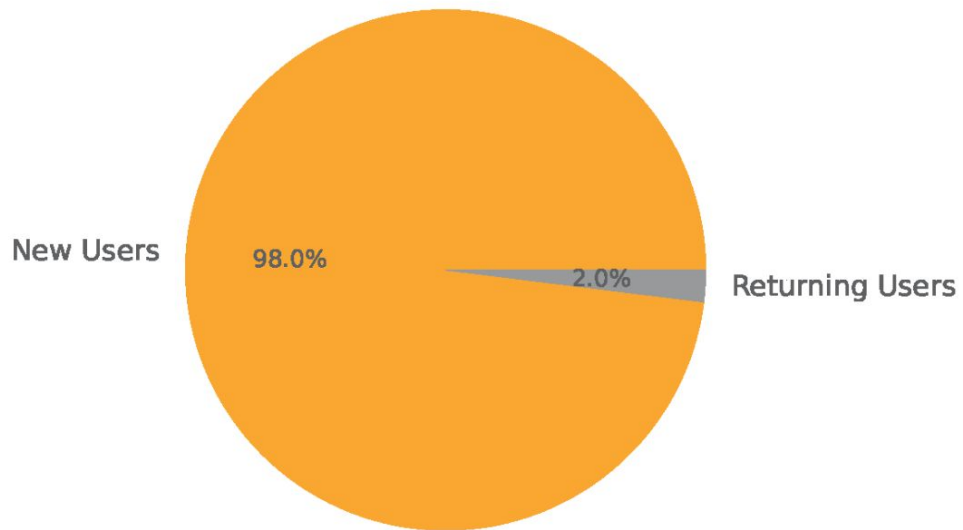
Recommendation: Review landing page calls-to-action and conversion funnels. Consider A/B testing or lead magnet creation.



User Metrics



User Composition





Prosper

This is arguably the most part but analyze how you have prospered implementing AI on not only a professional level but personal.

Do you have more time?

Do things seem easier?

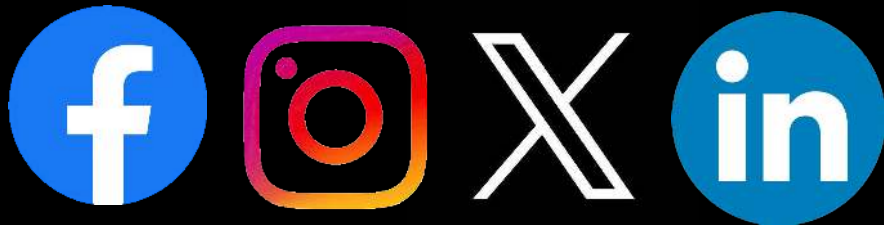
Are you able to do more than before?

Is there less stress in your life?

Thank You!

AI is growing and now so are you!

By applying these tips, you can enhance your workflow, elevate your productivity, and, most importantly, survive—and succeed—in the AI Era through acceptance, strategic implementation, and data-driven insights.



Download the slides, get the "Prompt to Create the Best Prompt" or get your early bird SMWL26 tickets!



sociallima.com/smw125gw