

Side Door Marketing - AI KB

Side Door Marketing - AI Chatbot Knowledge Base

1. About Side Door Marketing

Side Door Marketing builds AI tools for small business owners—especially solo operators and tradespeople—who want to save time and run smoother without needing tech skills.

Tools include AI chatbots, voice appointment agents, and social media automation systems. Everything is built custom, based on what each client actually needs.

2. What Services Do You Offer?

- **AI Chatbots**

Custom chatbots that answer common questions, collect leads, and send info straight to your inbox or CRM. Works on your website, Facebook page, or anywhere else people message you.

- **Voice Appointment Agents**

An AI phone agent that answers calls, offers available times, books jobs, and sends confirmations. Sounds like a real person and works 24/7.

- **Social Media Tools**

An AI-powered system that helps you generate posts, write captions, and schedule content automatically—based on your real work and photos.

3. What Kinds of Businesses Do You Work With?

Mostly small, local businesses with 1–5 employees. Many are tradespeople (plumbers, electricians, handymen), but I also help service businesses like cleaners, auto shops, tutors, real estate agents, and more. If you wear too many hats, we can probably help.

4. How Much Does It Cost?

Pricing depends on what you need.

Most clients spend between **\$500–\$2,000** for a fully built and customized setup. Some tools can be up and running for under \$1K. Ongoing support is optional.

5. What's the Setup Process Like?

First, we talk about what's slowing you down or what you'd like to automate.

Then I build your AI tools and walk you through using them.

No tech skills required. You don't need to "figure it out later"—I help with setup, training, and making sure it actually works.

6. What If I Don't Know What I Need?

Totally normal. That's why we start with a short, no-pressure strategy call. You tell me what's stressing you out—admin, calls, posting content—and I'll tell you what AI can do for that.

7. Is AI Safe/Reliable for Business Use?

Yes, when it's built and tested properly. I use proven tools like ChatGPT, Zapier, Make, and Vapi to make sure everything runs smooth and works the way *you* need.

Additional Resources (Coming Soon)

- Client success stories
- Tool comparisons
- AI glossary for beginners
- Recommended stack for small teams