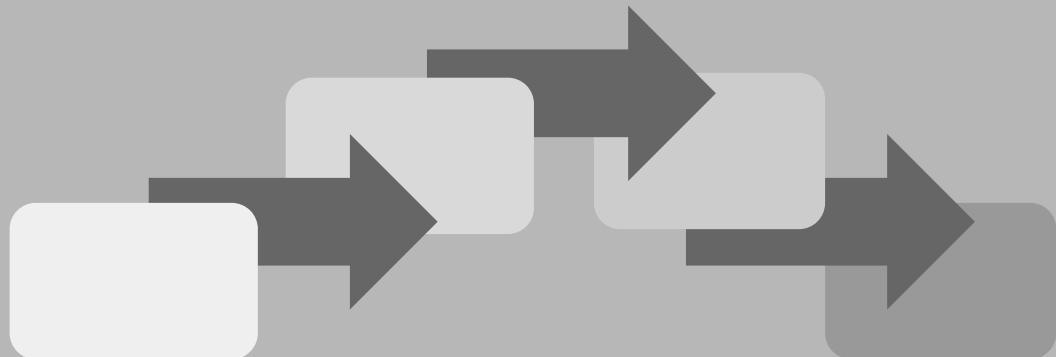


wheel  
the  
world



$$E = MC^2 + AI$$

Examining new ways to implement AI into  
Martech workflows



**Automation** is a chance to  
~~communicate~~ personalize effectively.

# On the Topic of Scale

The most important thing to consider → we are currently building within a **closed environment**



Membership questions  
Personalized Email  
Content Generation  
Content Analysis

# On the Topic of Scale

A future implementation of this solution could seamlessly gather data from **all** content channels, **track performance**, and make **direct comparisons** between different strategies:

Keywords, language, tonality, different discounts, etc.



# Facebook / CRM / SEO / AI in 2025

## Group Members

Search members...

Amber Sultane	Indoor
ambernightingale@me.com	
Tom Solomon	Outdoor
tripalot@protonmail.com	
Yaletza Marron	Outdoor
Yaletzaboo@gmail.com	
Fresno	
Emma Craven	Indoor
19scopsrobin73@gmail.com	
York	
Nov 25, 2024 Arsene	Indoor
borridelmar5p2025@tmpmail.net	
Dintillac	
Delicia Akbar	Outdoor
deliciaakbar@gmail.com	
Erlaingate	

## Email Composition

From: Frederick Casey  
frederick@wheeltheworld.com

To: Amber Sultane  
ambernightingale@me.com

Preference: Indoor Activities  
Concerns: Accessible Hotels

Subject: Enter email subject...

Click generate to create an email

Generate Email

Send Email ↗

## Content Generation

Generate custom content for different purposes

### Content Type

Trip Promotion Post



### Custom Instructions

Enter destination, trip highlights, or specific details to promote...

### Generated Content

Generated content will appear here

⟳ Generate Content

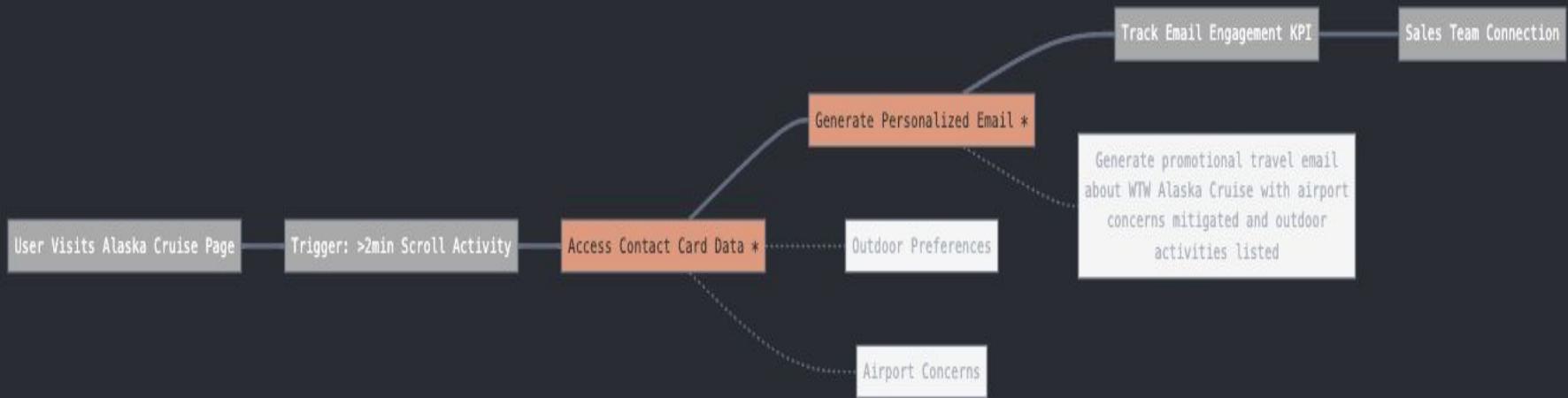
## Hubspot Workflows

- Set up sequences to follow users with statistical edge cases in
  - Low activity rate
  - High churn rate
- Set up event triggers for particular page visits to switch around workflows

## Automation

- Automation tools to identify personalization opportunities
  - Indexing event triggers and client data
- Building CRUD apps → Contact cards

# Facebook / CRM / SEO / AI in 2025



As more and more people turn to AI for info, we must change our content to be optimized for AI to read our information

Agents

SearchGPT

AI Browsers (Google just announced one last week)

It is important to follow SEO practices that improve PageRank in **Bing** (ChatGPT indexes on Bing)

The solution is to build a tool to  
**optimize AIO practices** within the context of **our output channels**.

# AI Sales Reps for Edge Cases

Q: If you would like to, please leave us your email - gain exclusive knowledge about accessible travel news, information, and destinations! Join the Wheel the World email community today!

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User Response: "So I'm not in a wheelchair, but I am vision impaired and have mobility issues and I am fairly well travelled and would love to give some tips and hints to how to make travelling easier"

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**AI Agent within a CRM flow to flag these responses, then add this information into future context/communications**