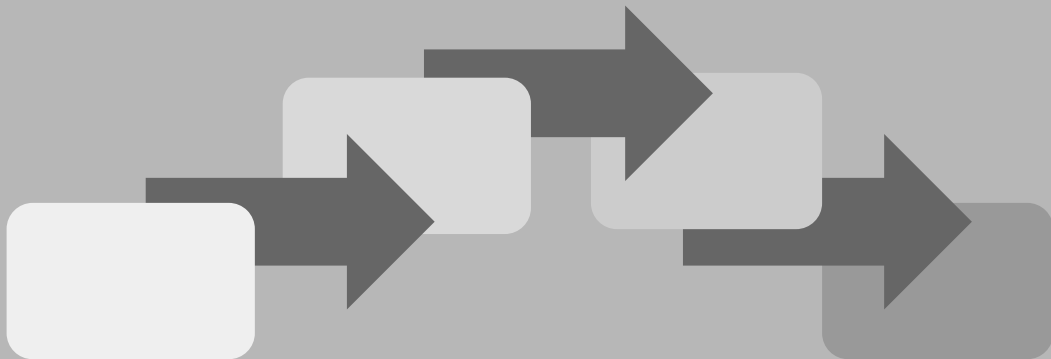




$$E = MC^2 + AI$$

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**

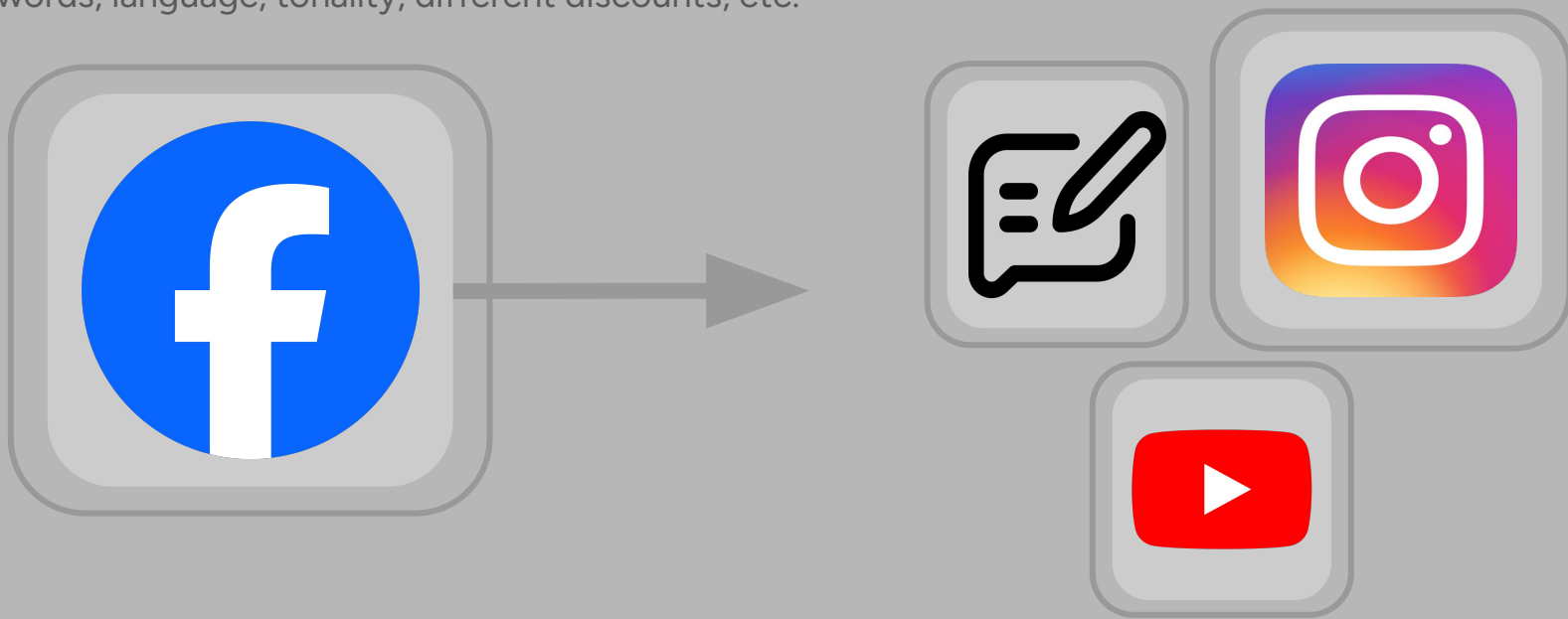


Membership questions  
Personalized Email  
Content Generation  
Content Analysis

## 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

Q

Search members...

Amber Sultane

ambernightingale@me.com

Indoor

Tom Soloman

tripalot@protonmail.com

Outdoor

Yaletza Marron

Yaletzaboo@gmail.com

Fresno

Outdoor

Emma Craven

19scopsrobin73@gmail.com

York

Indoor

Nov 25, 2024 Arsene

borridelmar5p2025@tmpmail.net

Dintillac

Indoor

Delicia Akbar

deliciaakbar@gmail.com

Outdoor

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

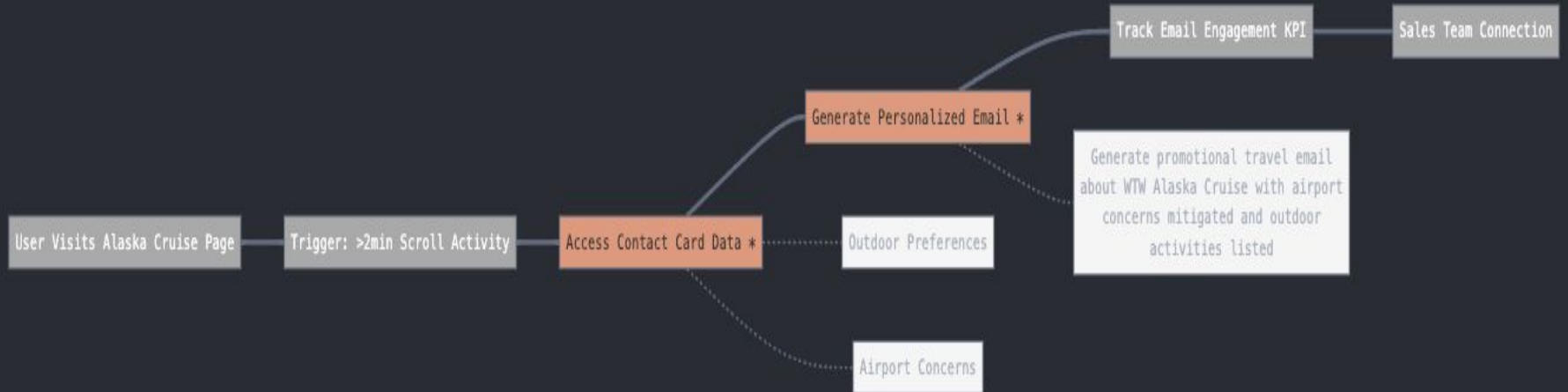
## Hubspot Workflows

- 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!

---

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"

---

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