



The AI-Powered Survival Guide: Using Automation to Sell More with Fewer Resources

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Hello. I'm Maruam



Hi, I'm Maryam Golabgir, the founder and Chief Amazement Officer of Digital Marketing Experts. I'm passionate about helping businesses grow through innovative, sustainable digital strategies that deliver real results.

My background blends creativity with technical expertise—I'm a digital marketer, programmer, and website strategist. Over the years, I've developed deep experience in social media marketing, website development, search engine optimization, paid advertising, and video/mobile marketing. I believe that a successful digital strategy requires not just vision, but also data-driven insights to guide every decision. My mission is to help small and medium-sized businesses compete, thrive, and stand out in today's fast-moving digital world.

You can learn more about our work at www.digitalmarketingexperts.ca or connect with me on [LinkedIn](#)

Maryam Golabgir

Chief Amazement Officer



2025 AI & Automation Trends for SMBs



AI-Powered Customer Acquisition

- Platforms like Meta Advantage+ and Google Performance Max use machine learning to handle targeting, bidding, and creative optimization automatically.
- Instead of guessing where your ads should go, AI now decides in real-time for the best ROI.



Conversational AI for Sales & Support

- Tools like Intercom Fin AI, Drift, and HubSpot AI Chatbots handle customer inquiries 24/7.
- SMBs can qualify leads, book appointments, and resolve FAQs—without hiring extra staff.
- AI chatbots don't just answer questions—they drive sales conversations at scale.



Predictive Analytics for Smarter Decisions

- AI forecasts which leads are most likely to convert using predictive lead scoring.
- SMBs can focus limited resources on high-value prospects.
- AI tells you where to spend your next dollar for maximum impact.

2025 Social Media Trends



Personalized Marketing at Scale

- AI platforms like Seventh Sense or Jasper AI help SMBs send personalized email campaigns at the right time for each recipient.
- In 2025, personalization isn't about first names—it's about sending the right message at the right time.

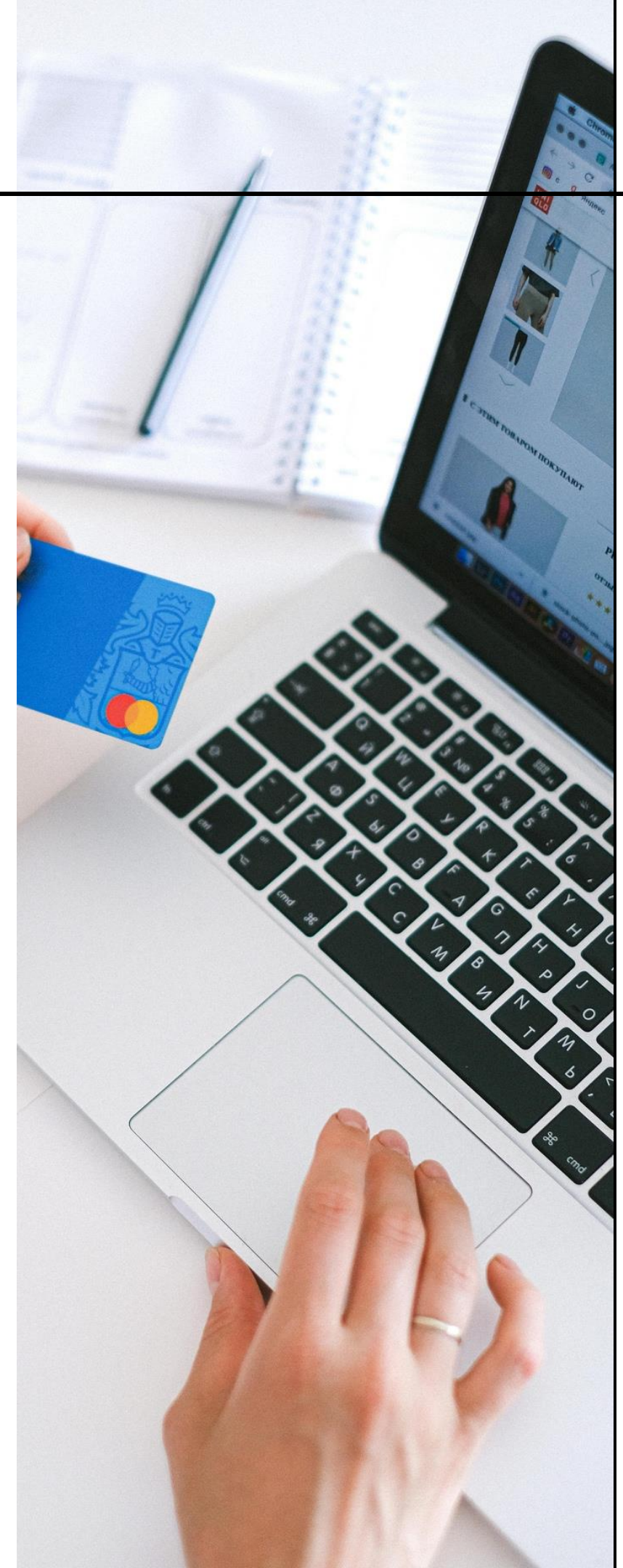


Workflow Automation Across Teams

- Tools like Zapier, Make (Integromat), and HubSpot Ops Hub automate repetitive tasks (e.g., moving leads from forms into CRMs, sending follow-ups).
- The fastest way to reclaim 10 hours a week is automating admin work.

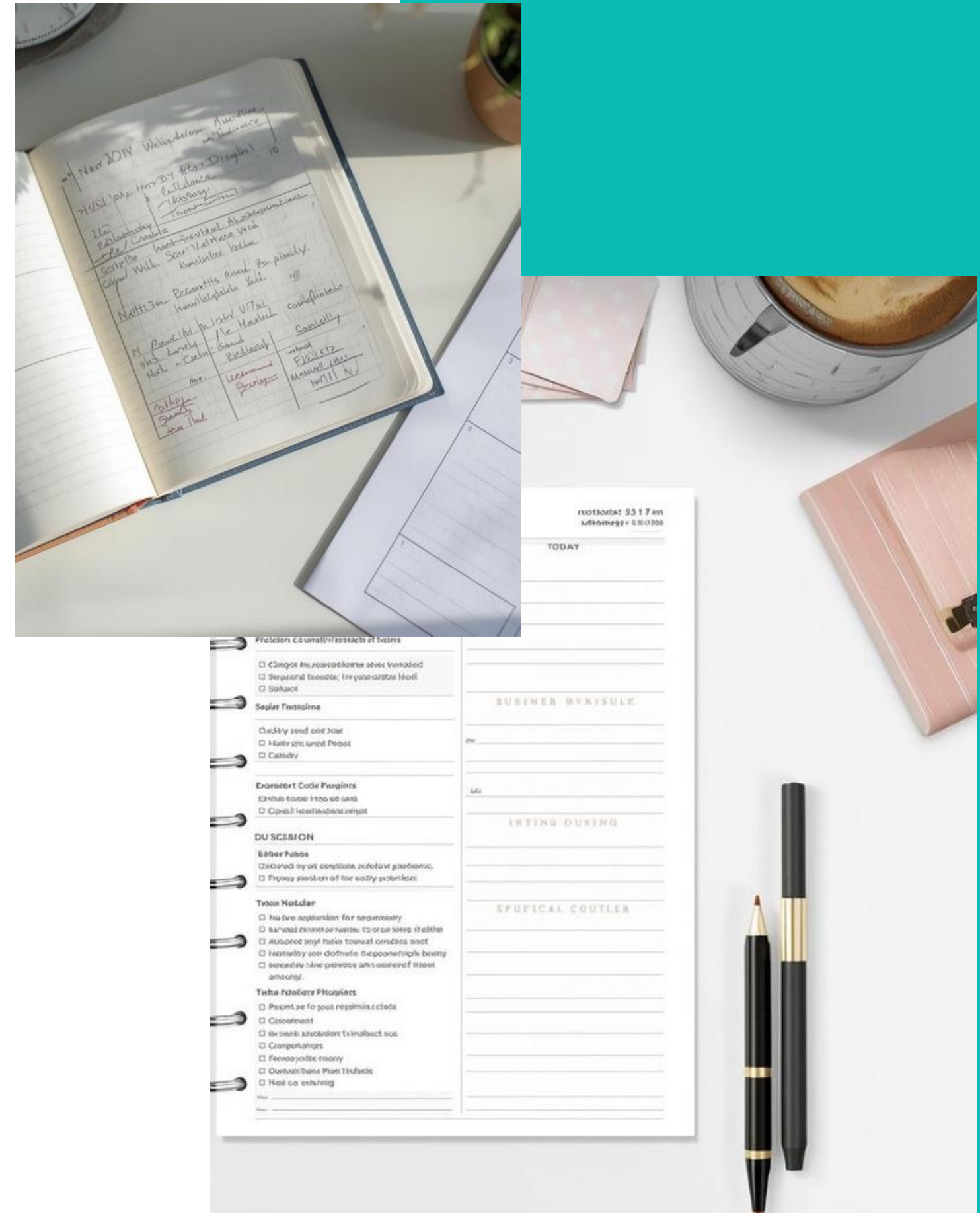
Step-by-Step Framework for SMBs

- ✓ **Step 1: Identify Bottlenecks**
- ✓ **Step 2: Automate Lead Capture & Nurturing**
- ✓ **Step 3: Deploy AI in Paid Ads**
- ✓ **Step 4: Automate Content Creation & Repurposing**
- ✓ **Step 5: AI for Customer Retention**
- ✓ **Step 6: Automate Reporting & Insights**
- ✓ **Step 7: Continuous Optimization**



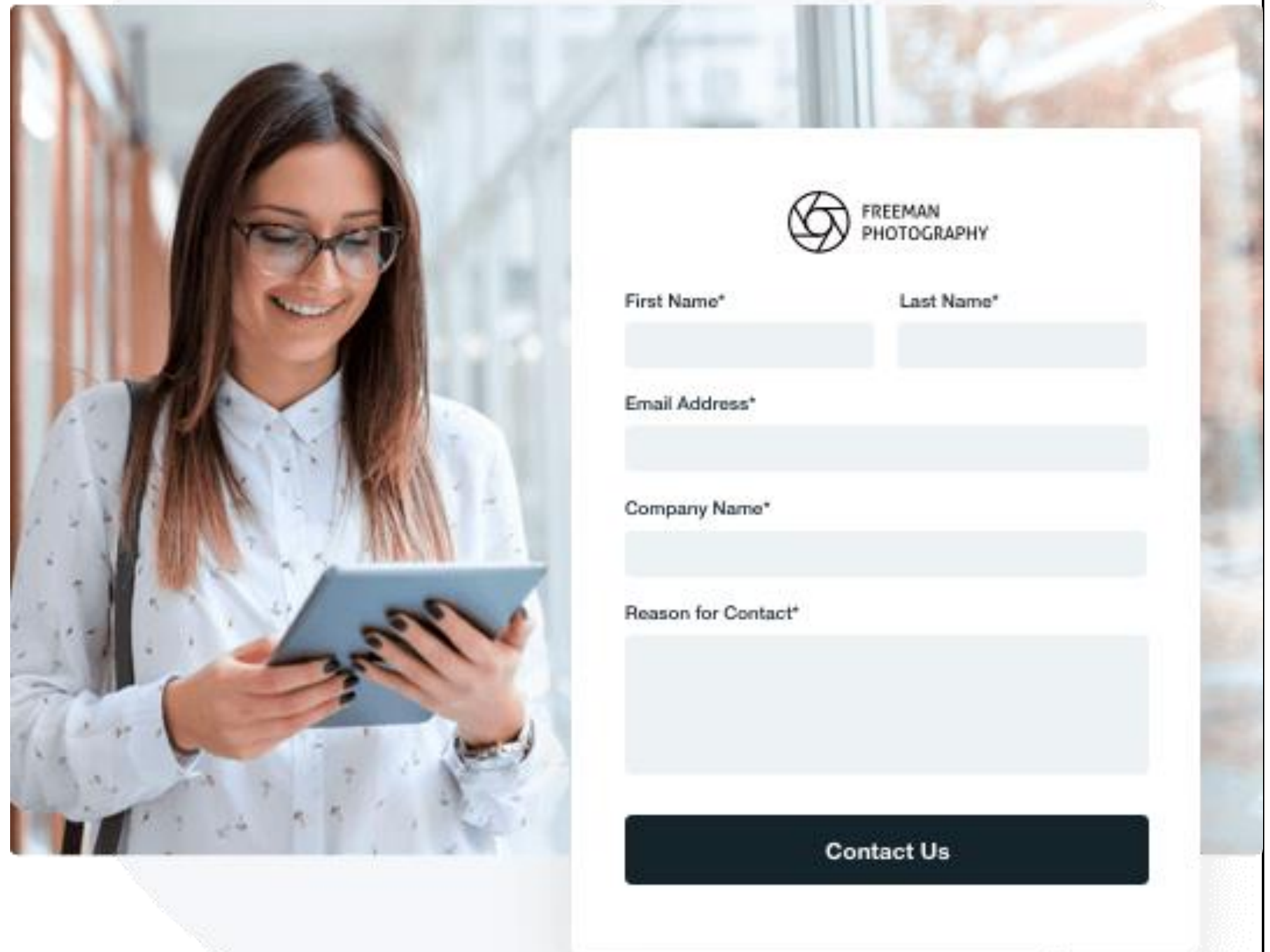
Step 1: Identify Bottlenecks

- Write down tasks that eat up time: follow-ups, scheduling, reporting.
- Where are you or your team repeating the same tasks every day?

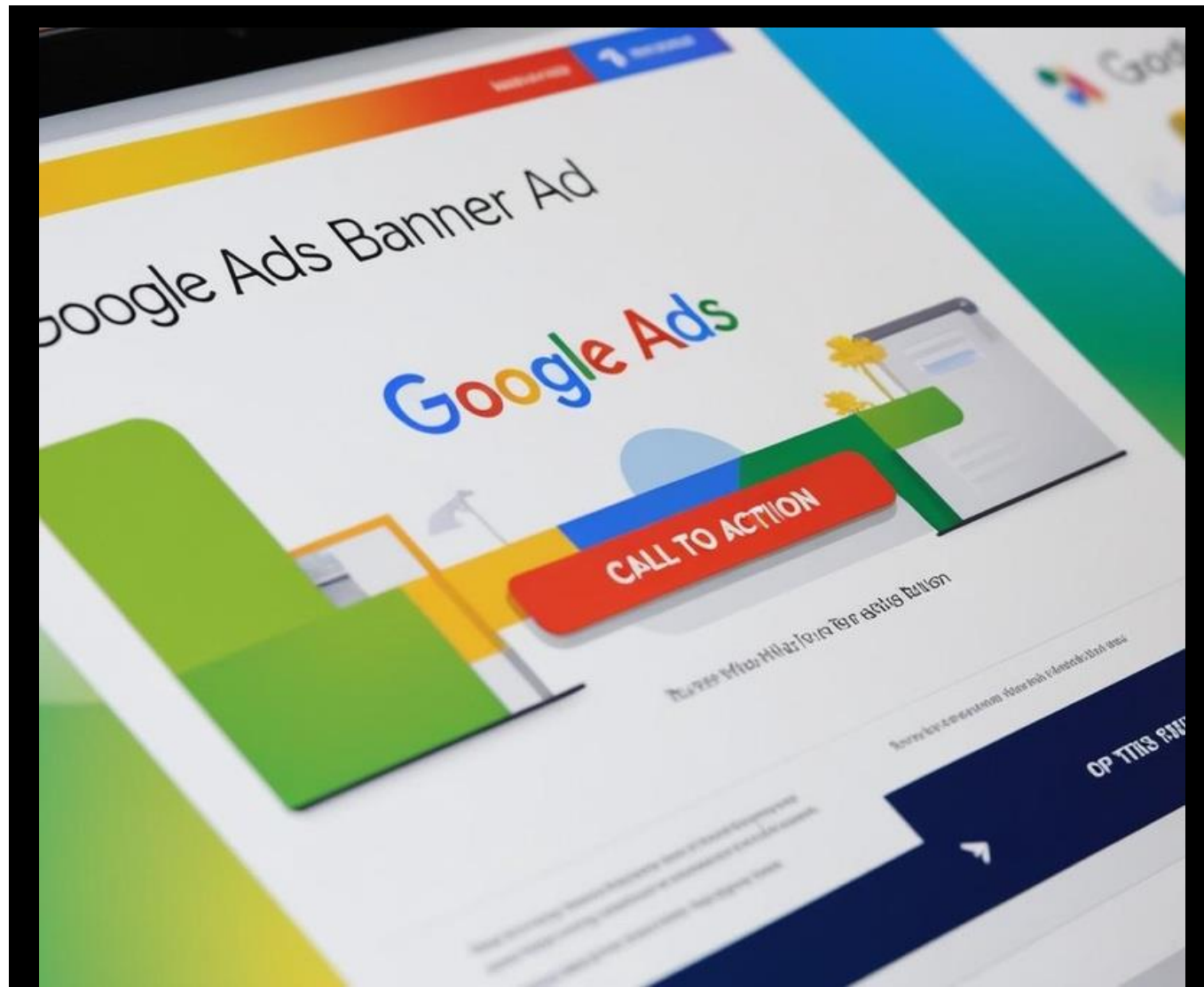


Step 2: Automate Lead Capture & Nurturing

- Use AI chatbots on websites/social media to capture leads 24/7.
- Automate follow-up sequences with HubSpot or ActiveCampaign AI
- If your funnel ends when you go home at 5 pm, you're leaving money on the table.



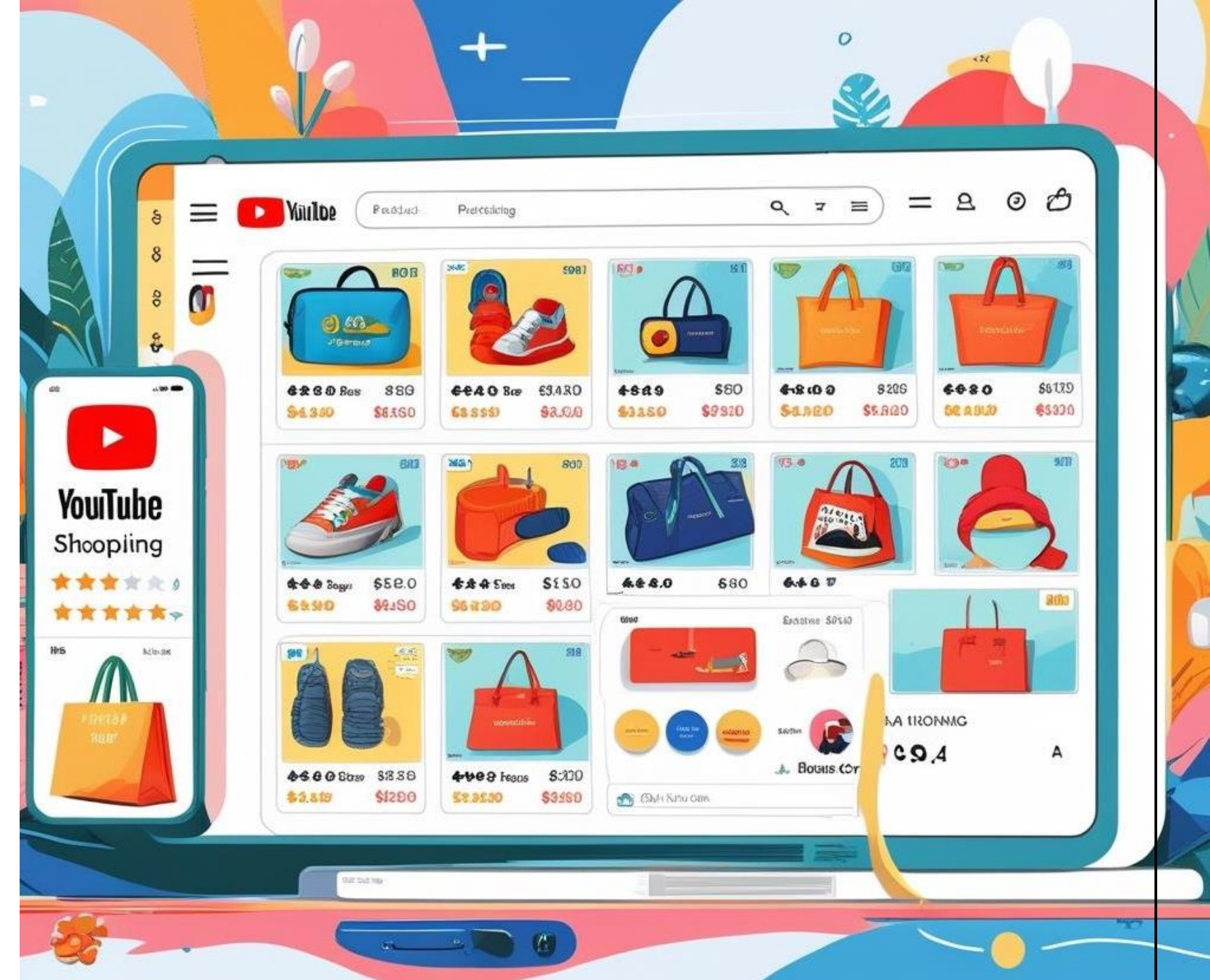
Step 3: Deploy AI in Paid Ads



- Test Google Performance Max and Meta Advantage+ with small budgets.
- Allow algorithms to find new audiences and optimize creative.
- AI is now your digital media buyer—let it work while you sleep.

Step 4: Automate Content Creation & Repurposing

- Use tools like Jasper AI or Copy.ai to draft posts, emails, and blogs.
- Tools like Pictory or Opus Clip transform long videos into short clips for TikTok or Instagram.
- Repurposing content with AI saves thousands in design and editing costs.



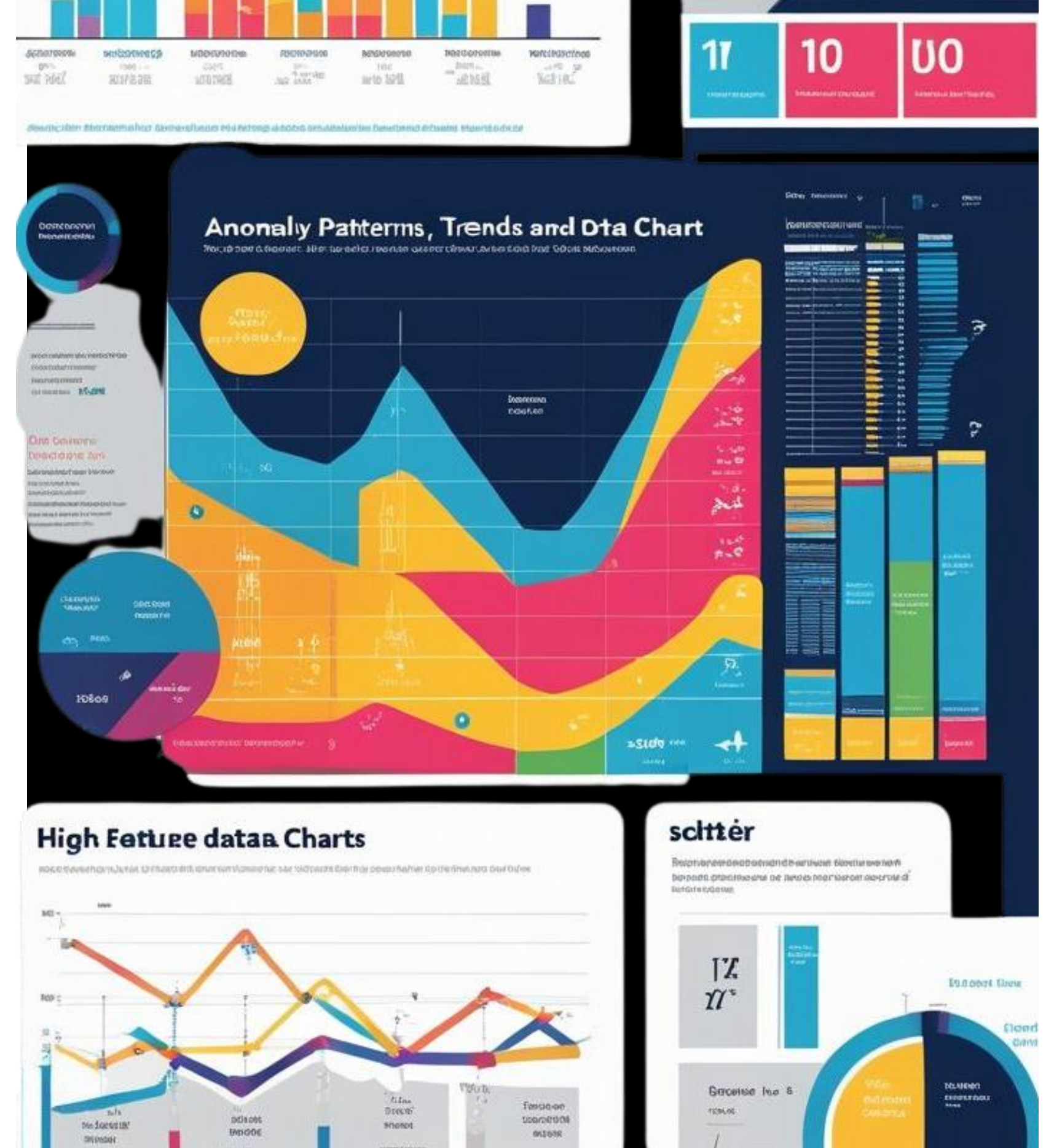
Step 5: AI for Customer Retention



- Implement predictive churn models in Klaviyo or Omnisend.
- Send tailored retention offers before customers disengage.
- Retention is cheaper than acquisition—AI makes it predictable.

Step 6: Automate Reporting & Insights

- Use tools like DashThis or Google Looker Studio with AI layers for weekly dashboards.
- You don't need a data analyst. You need AI reports that show ROI in plain English.



Step 7: Continuous Optimization

- ✓ Schedule quarterly audits to refine automations
- ✓ Ask: What can we eliminate, streamline, or enhance with AI this quarter?
- ✓ Automation isn't a one-time project—it's a living system.

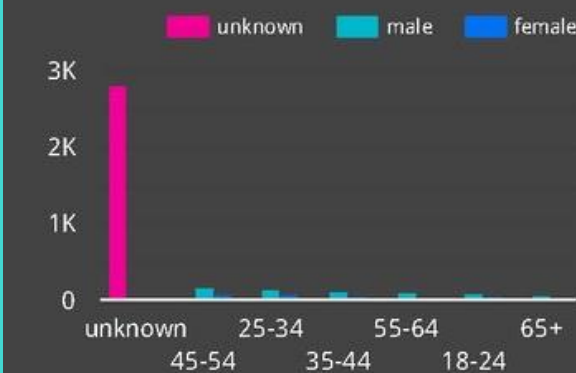
23 Dec 2024 - 31 Dec 2024

Total users
3,761

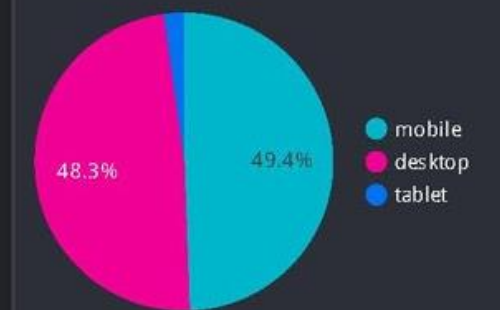
Engagement rate
31.00%

Bounce rate
69.00%

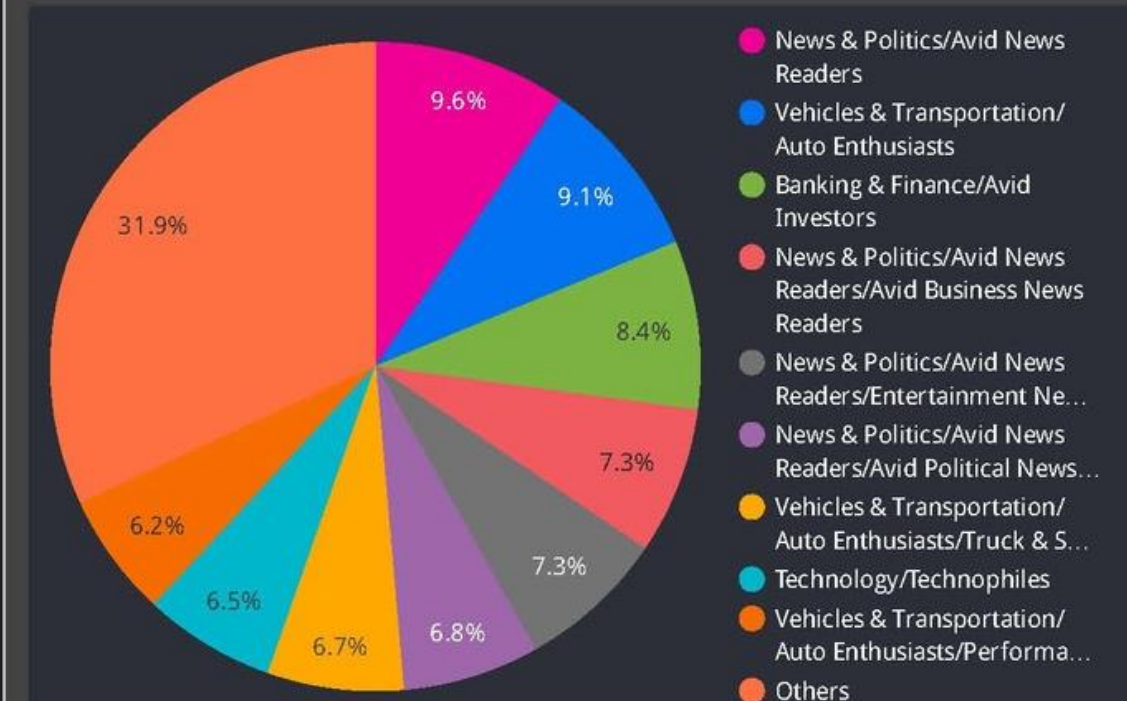
Age/Gender by Event count



Device Breakdown by Pageviews



Interest category



Case Study

A mid-sized HVAC company in Calgary struggled to manage leads and service calls during the 2024 slowdown.

They implemented a simple system: a HubSpot AI chatbot captured leads 24/7 from Facebook and their website, while Zapier automations pushed these leads into their CRM and assigned them to reps.

At the same time, they shifted ad spend to Performance Max campaigns with AI-driven bidding.

Result? Lead response time dropped from 48 hours to under 5 minutes, ad spend efficiency improved by 40%, and monthly revenue grew despite a reduced marketing budget.

They didn't hire more staff. They hired AI systems that never sleep.



To Recap

- Identify bottlenecks and automate them first.
- Use AI for acquisition (ads), retention (churn prevention), and engagement (chatbots).
- Leverage predictive analytics to spend smarter.
- Automate content creation and reporting to save time.
- AI in 2025 is no longer optional—it's a survival tool. SMBs that embrace automation will not only reduce costs but also gain a competitive edge against larger competitors.
- You don't need a bigger team. You need a smarter system. Let AI do the heavy lifting.



Any Questions?