

# How to use AI to Improve your Productivity, Profit & Customer Satisfaction

Ann Stanley (Founder & CTO )

# Ann Stanley

- **Founder and CTO** of Anicca Digital
- **18 years** running Anicca, **23 years** in digital marketing
- **Consultant and trainer**, specialising in paid media, search, Analytics and ecommerce marketing – and now an AI geek!
- **Thought leader and author:**
  - **Integrate – Creating an Integrated Marketing Strategy** – [bit.ly/anicca-integrate](https://bit.ly/anicca-integrate)
  - **A10 Marketing Framework** [bit.ly/anicca-A10](https://bit.ly/anicca-A10)
  - **Free weekly webinar – Friday 9-10am** [bit.ly/anicca-webinars](https://bit.ly/anicca-webinars)
- **LinkedIn** – [linkedin.com/in/annstanley](https://linkedin.com/in/annstanley)
- **Email** – [ann@anicca.co.uk](mailto:ann@anicca.co.uk)



# 18 years of data-driven digital marketing for ecommerce & established brands



Strategy



Social



Search



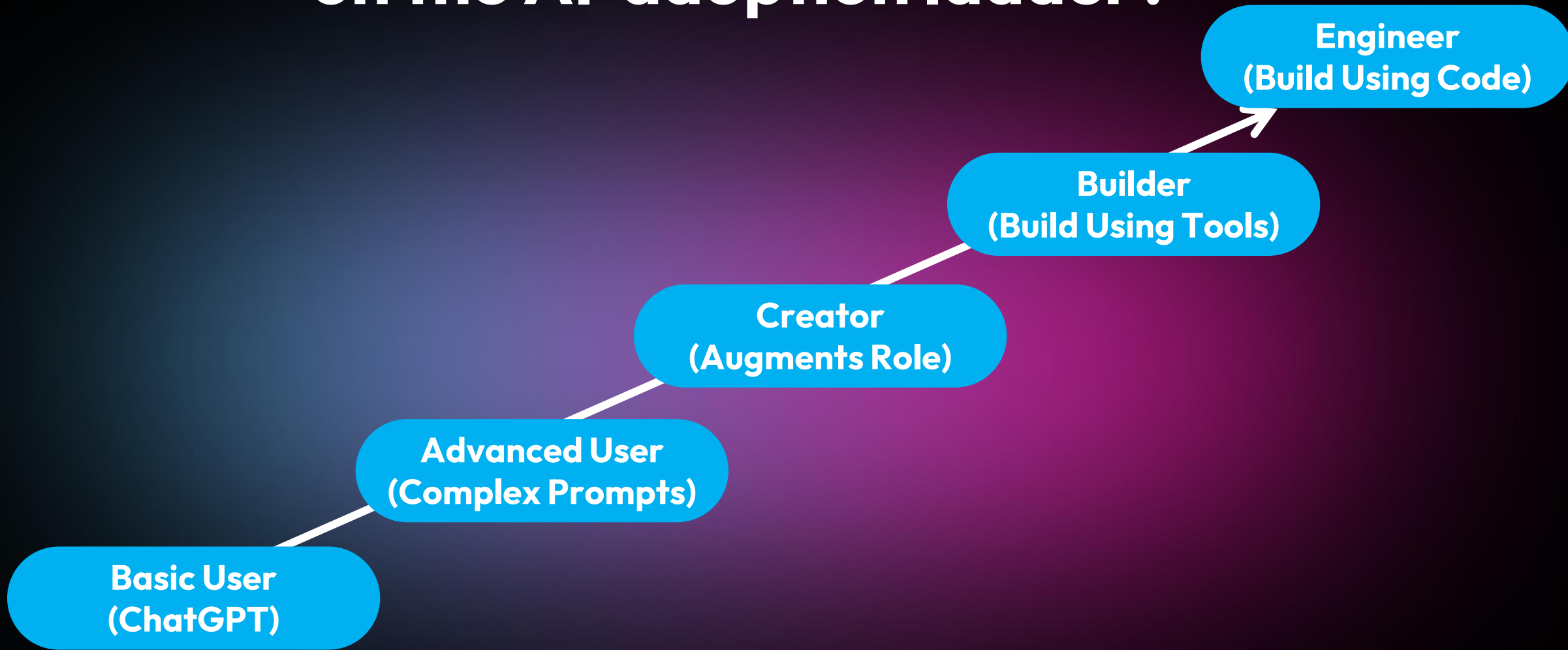
Shopping



Skills

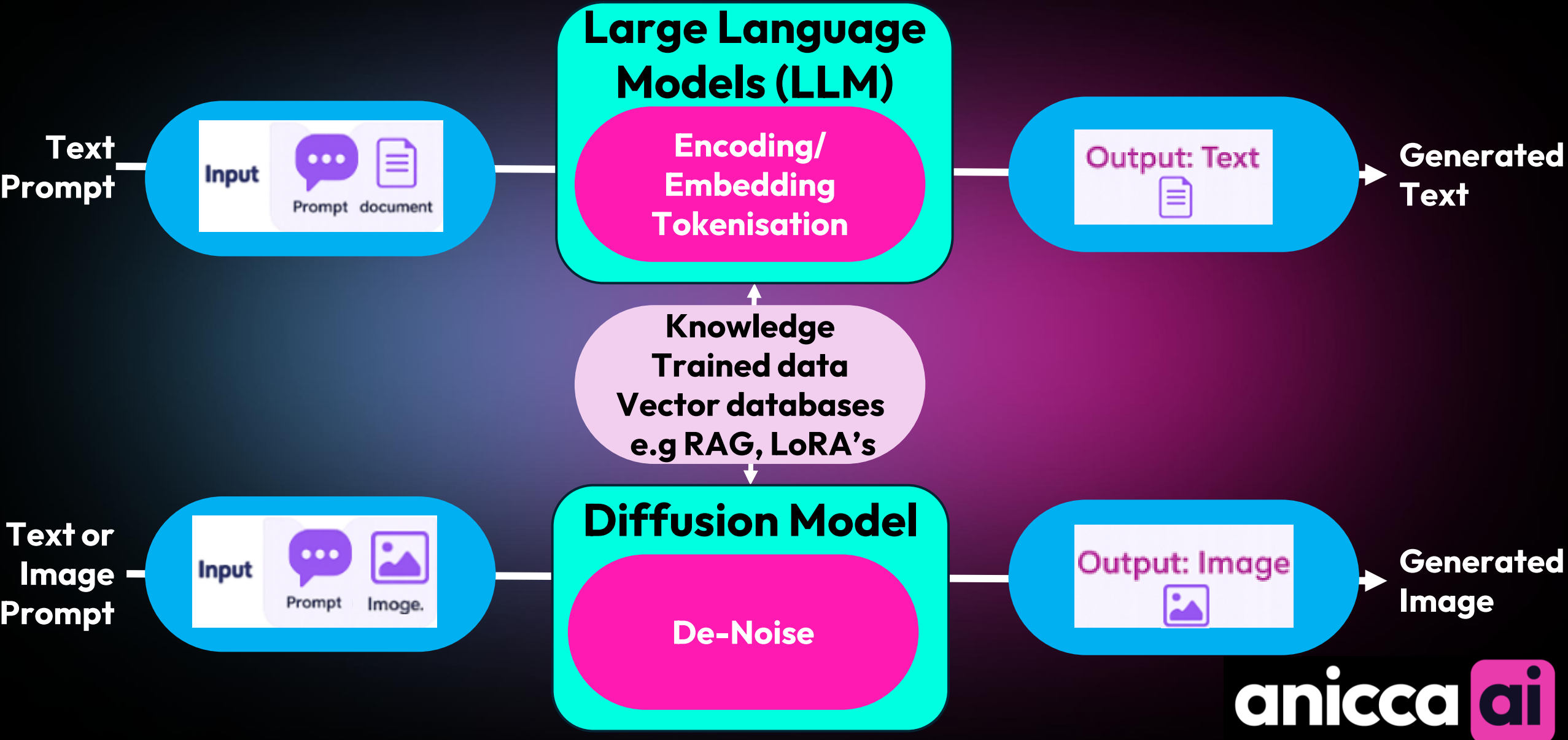
# The Fundamentals of Generative AI

# Where are you & your staff on the AI adoption ladder?

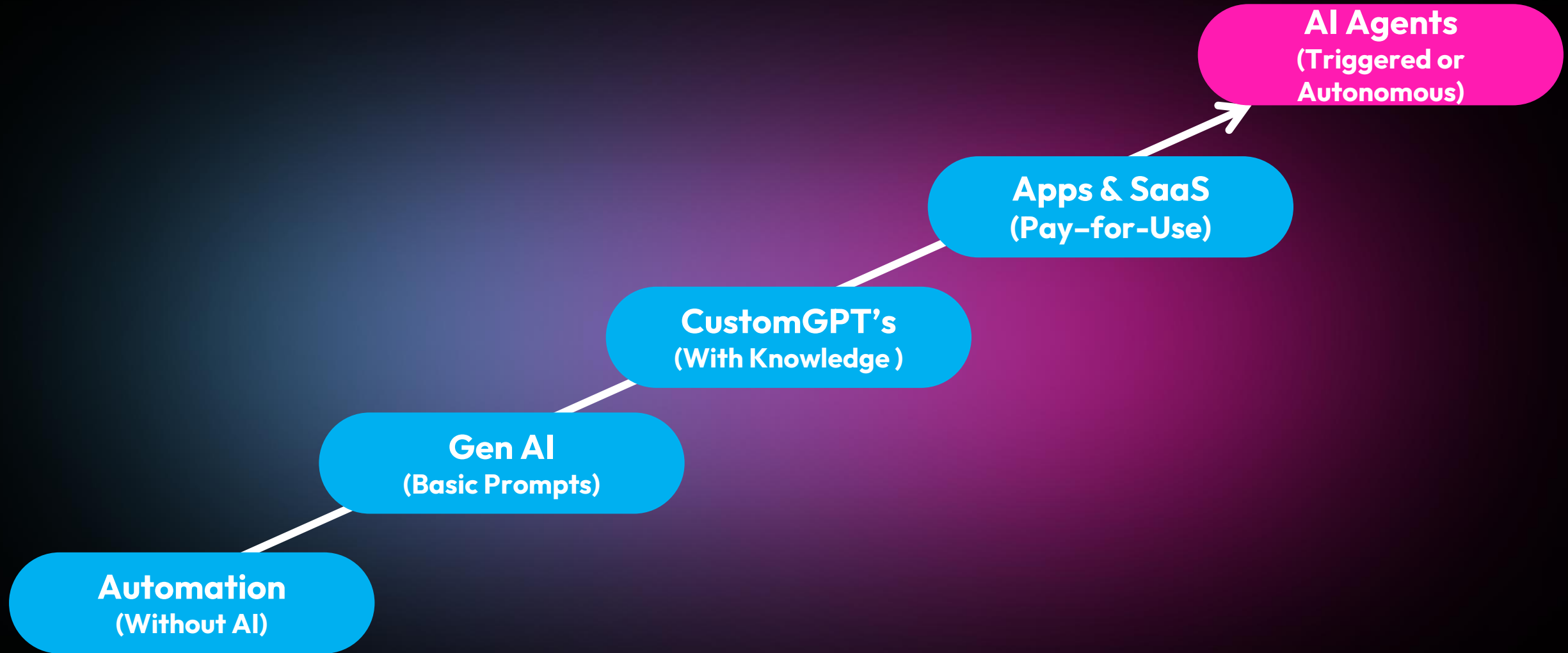




# Understanding Generative AI terminology



# Automation, Gen AI, Apps & AI agents



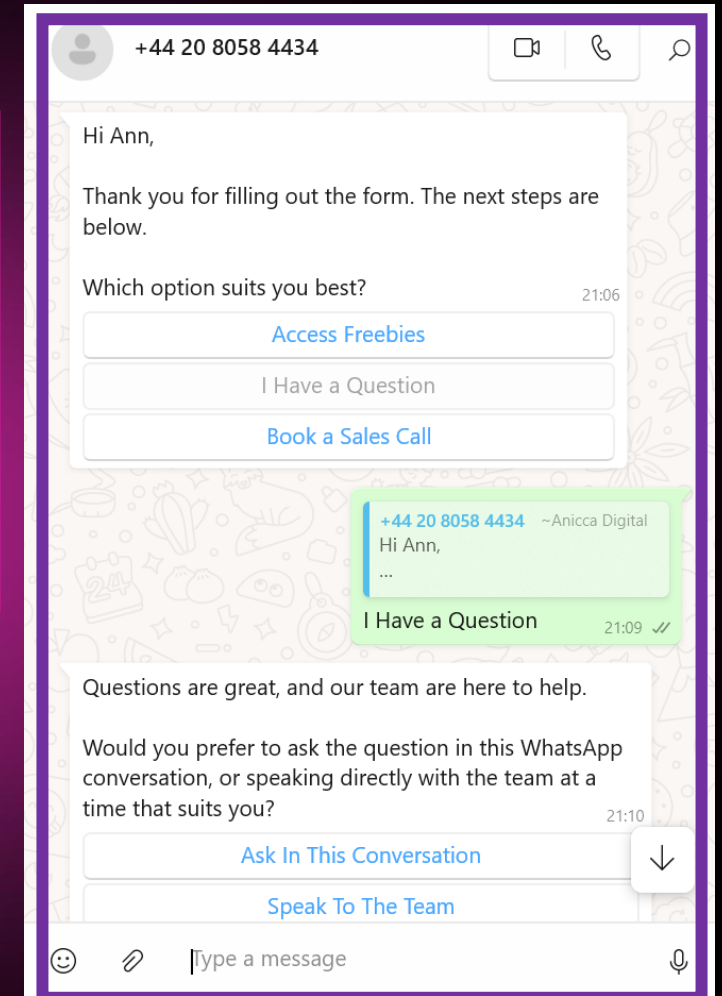
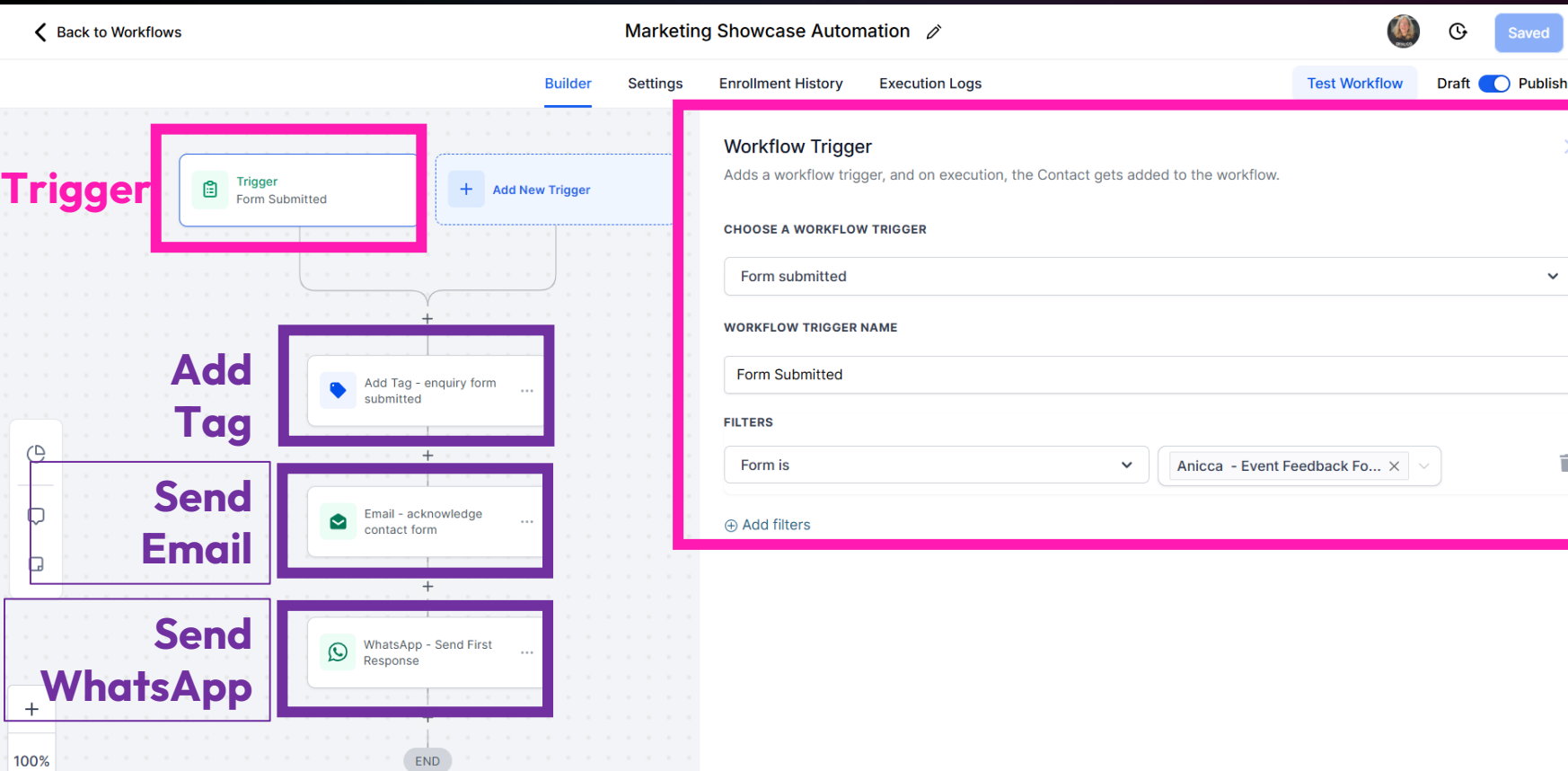
# Example of Automation (Without AI) – Scan this QR Code



[bit.ly/anicca-event-derby95t](https://bit.ly/anicca-event-derby95t)



# Workflows in Go High Level & Automated WhatsApp Message



Automation  
(Without AI)

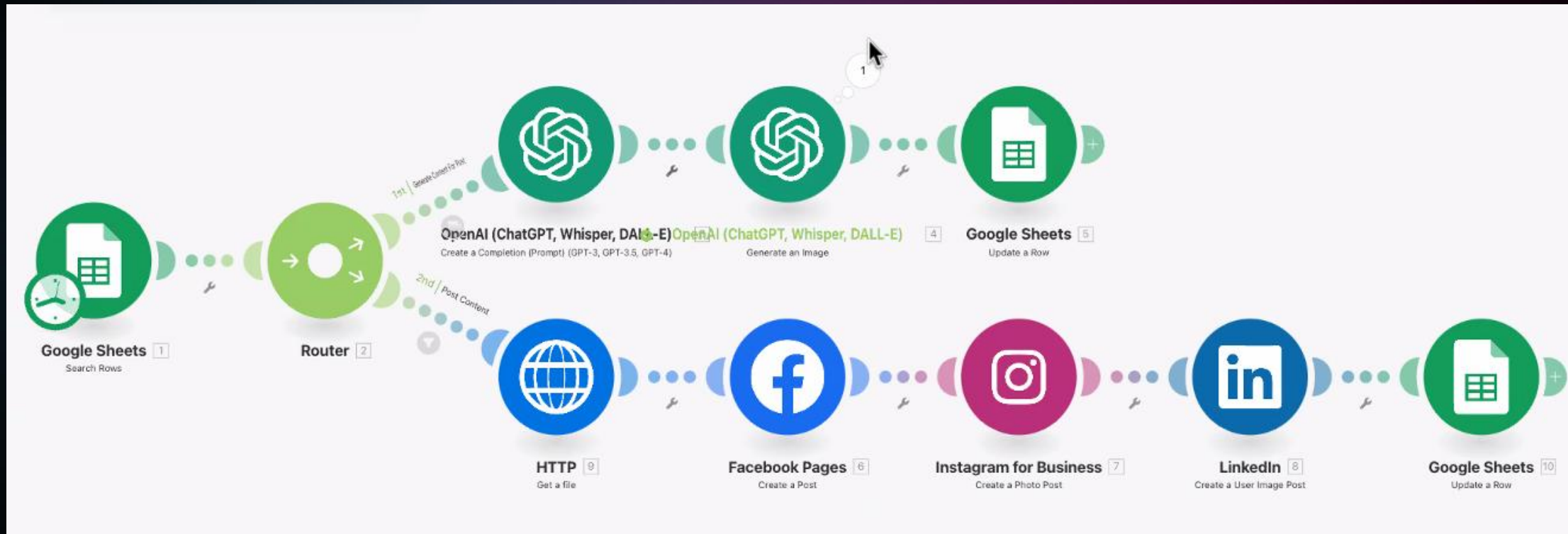
anicca ai

**What the \*?@!  
are AI Agents?**

# Understanding AI Agents

- Agents act like mini-workers, carrying out tasks on your behalf
  - They Observe, Plan, and Act (semi-) autonomously to complete objectives
  - Triggered by rules, environmental cues, or scheduled timings
  - Use Large Language Models (LLMs) to make decisions independently
  - Take purposeful actions to achieve defined goals
- Orchestration agents can manage and coordinate multiple task-specific agents
- “Superagents” like OpenAI Operator, Manus, Sparkgen and MCP can interact with your desktop or browse the web — even completing purchases on your behalf

# Example of an “Agent Workflow” for semi-autonomous social media posting (humans still required)



This was built using Make, which uses **Triggers**, **Functional Nodes** and **Connectors** to bring different systems together

# AI Agents for.. Anything?

## **Autonomous Decision-Making**

Empower agents to independently make decisions based on predefined goals, reducing human intervention in complex workflows.

## **Multi-Agent Collaboration**

Enable agents to collaborate across domains—e.g., marketing + sales + customer support—to orchestrate end-to-end business processes.

## **Continuous Learning & Adaptation**

Incorporate feedback loops for agents to improve performance over time by learning from data, outcomes, and interactions.

## **Cross-Platform Integration**

Agents can bridge legacy systems and modern APIs, acting as a universal layer of intelligence across silos.

## **Real-Time Analytics & Response**

AI agents can analyze data streams in real time and trigger actions instantly.

## **Produce No-code Apps**

That assist in reporting and data collection

# Benefits of AI Agents & Automation

**AI Agents, Apps & Automation  
can improve Productivity, Profitability  
& Customer Experience (CX)**

## **Productivity**

### **Internal**

Automation of internal & marketing processes, leading to increased efficiency & productivity

## **Profit**

### **External**

Improved traffic, conversions, sales, revenue and profit

## **Customer Experience**

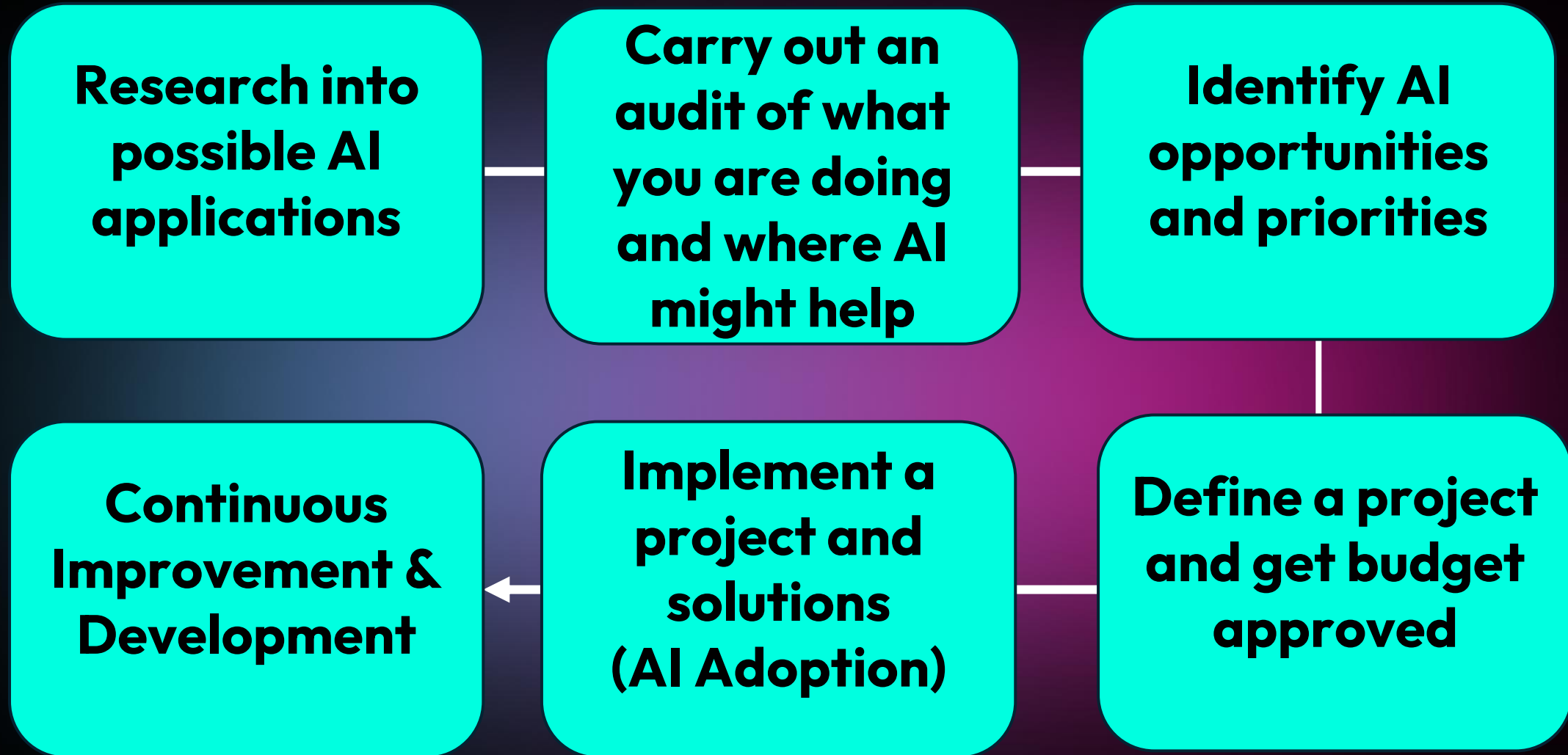
### **Interactions**

Improved customer experience, retention and lifetime value



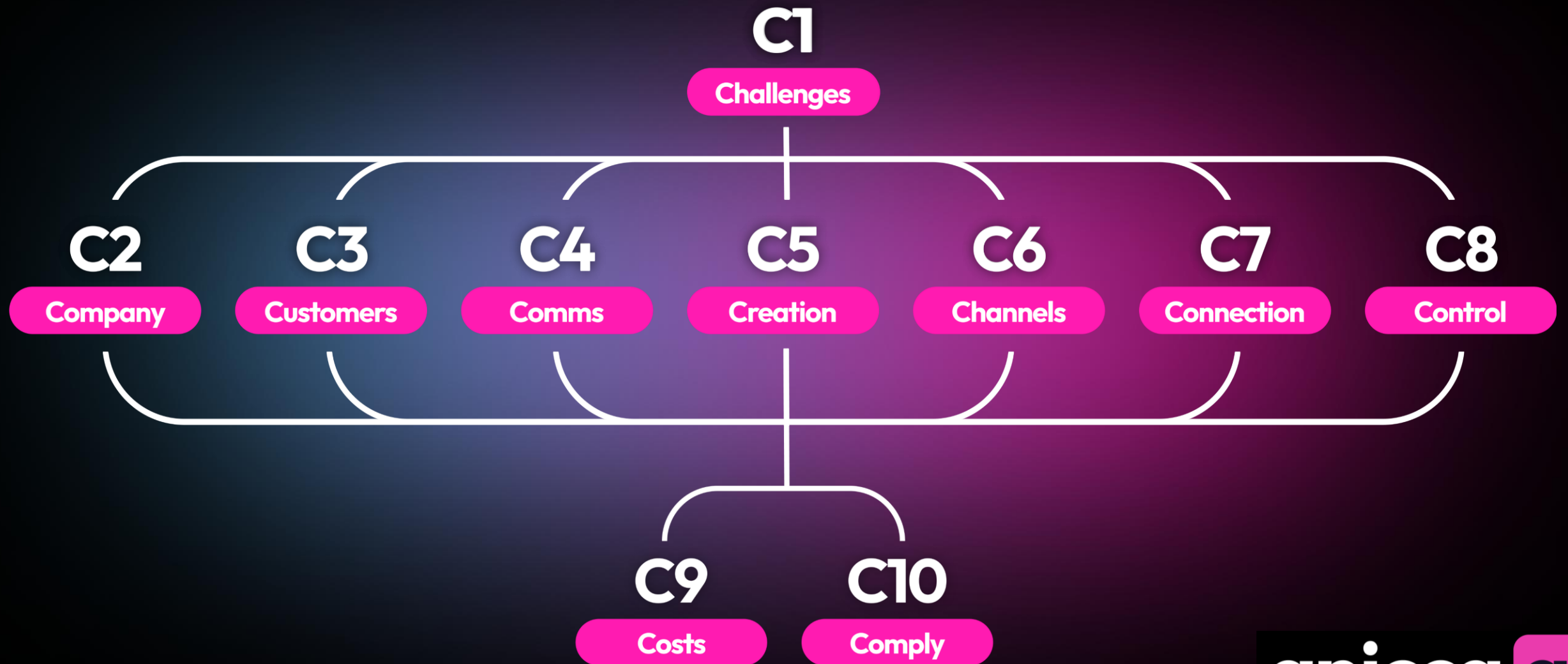
**AI Adoption –  
Using Anicca's C10 Framework  
to help you implement  
AI & Automation**

# How do you decide what AI to use?



**REMEMBER - Not all problems need an AI solution!**

# The C-10 AI Adoption Framework



C1

# Challenges

# Foundational Resources – Gaps & requirements

## Discovery Audit:

Determine current situation, identify repetitive, time- or money-wasting tasks, speak to all teams and prioritise Challenges

### **Leadership & Strategy:**

Establish clear AI goals aligned with business outcomes

### **Skills & Training:**

Upskill teams – training needs & relevant courses

### **Change Management:**

Drive cultural adoption through leadership buy-in and training

### **Data & Tech Stack:**

Ensure clean, accessible data for AI-driven insights

**Identify Opportunities & Solutions (where to invest in AI projects)**

# The Discovery Process

## Mapping

- What do we spend most of your time doing?
- Which tasks are repetitive, time-consuming, or data-heavy?

## AI Brainstorm

- Where could AI save us time or improve outcomes?
- Could AI augment human decision-making?
- Could it help us deliver a better experience (internal or external)?

## AI Integration Blueprint

- Choose 1–2 ideas from the brainstorm and flesh them out using this mini-template:
  - Task or process:
  - Proposed AI use:
  - Benefits:
  - Challenges or risks:
  - How we'd test it:



# Top Use Cases for eCommerce & Marketers

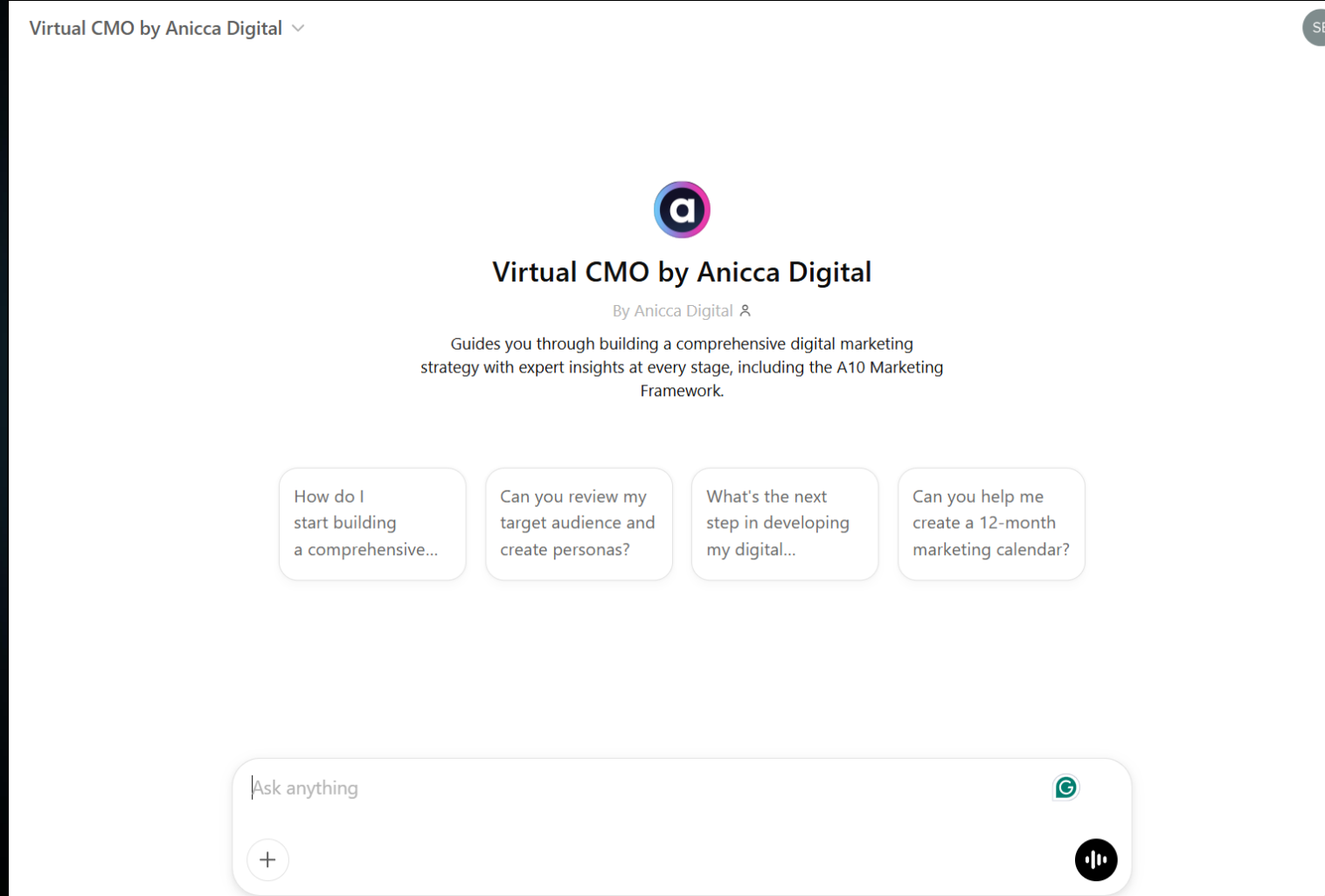
<b>C2: Company (Internal Operations)</b>	<ul style="list-style-type: none"><li>• Stock forecasting and dynamic tracking of margins</li><li>• Automation of internal emails or notification/processing of orders</li></ul>
<b>C3: Customers (Customer Experience)</b>	<ul style="list-style-type: none"><li>• Assistance with product selection and stock levels, using search functionality and use of chatbots to provide shopping advice</li><li>• Virtual Try-On and “Product In-situ” Apps</li></ul>
<b>C4: Communications (Customer Interactions)</b>	<ul style="list-style-type: none"><li>• Voice Agents to answer client's questions</li><li>• On-site chatbots/assistants, or workflow-triggered WhatsApp messages</li></ul>
<b>C5: Creation (Content &amp; Media)</b>	<ul style="list-style-type: none"><li>• Content creation at scale for product descriptions (website and marketplace content)</li><li>• AI Image and video creation</li><li>• Automation of content creation e.g. for blog or social posts</li></ul>
<b>C6: Channels (Sales &amp; Marketing)</b>	<ul style="list-style-type: none"><li>• Improved conversion rates using AI powered website analysis and testing</li><li>• Generative Search Optimisation (GSO) – mentions in Gen AI &amp; Optimisation</li><li>• Sentiment analysis of reviews and social mentions</li><li>• CustomGPT’s and AI agents to carry out specific marketing tasks, e.g. automation of social</li><li>• Media Mix Modelling (MMM) for budget allocation by Channel</li></ul>
<b>C7: Connections (AI-Enabled Integrations)</b>	<ul style="list-style-type: none"><li>• Connected CRM/ecommerce data and Chatbots for personalized customer interactions</li><li>• Connecting processes via API’s using Zapier, Make, N8N or Relevance etc.</li></ul>
<b>C8: Control (Insights &amp; Analytics)</b>	<ul style="list-style-type: none"><li>• AI-Powered Dashboards: Integrating data from various sources to provide a comprehensive view of ecommerce performance, marketing and customer insights.</li><li>• Predictive analytics for RFM Analysis (Recency, Frequency, Monetary)</li></ul>

# Examples of AI Agents in Action

**C5**

**Creation**

# CustomGPT – Virtual CMO for marketing research, planning & creation of marketing calendars etc.



[bit.ly/anicca-ai-virtual-cmo](https://bit.ly/anicca-ai-virtual-cmo)



# Longform Content Creator (Mind Studio)

Email Address (Optional)

Enter your email if you'd like to receive the content via email

Content Title

Enter the content title

Target Audience

Who is the intended audience for this content?

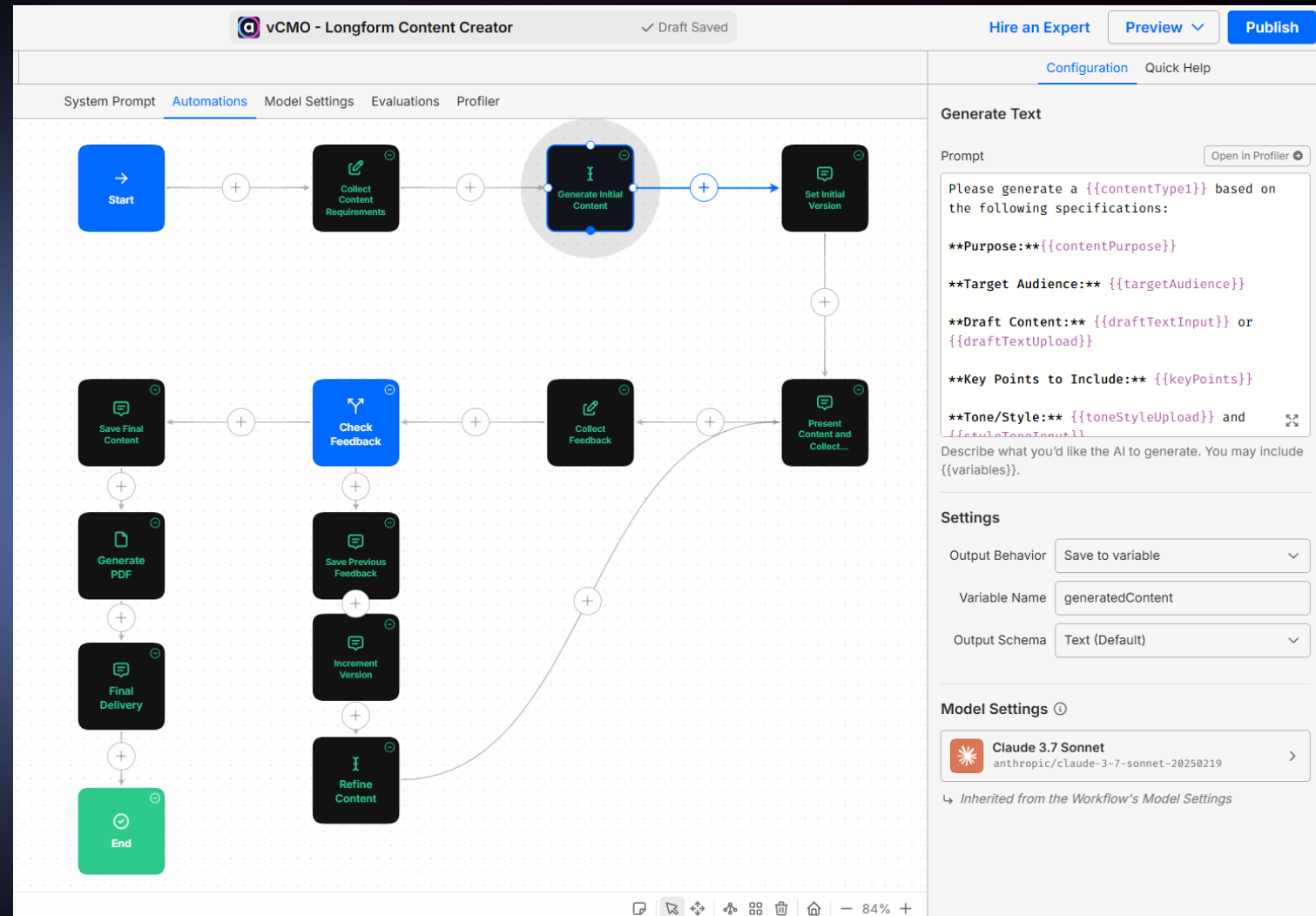
Content Purpose/Goal (Optional)

What is the main goal of this content? (e.g., educate, persuade, inform)

Select Content Type

Blog - short <1000 words

Blog - long >1000 words



# AI Virtual Try-On App with Klingai.com

☰ AI Images

Text to Image NEW AI Virtual Try-On

AI Model

AI Outfit

Select a Model 📄 Guideline

AI Model

Default

Upload

Images up to 50MB, with short side  $\geq 512$ px, long side  $\leq 4096$ px and formats JPG/PNG.

shared image (6).jpg 

👕 Upload a Garment Image 📄 Guideline

Generate (🔥 10 Credits)

Images up to 50MB, with short side  $\geq 512$ px, long side  $\leq 4096$ px and formats JPG/PNG.

Itemized Bills 









anicca 



# Product Placement App (Built using Bolt & ComfyUI)



## AI Product Photography

Transform your product photos with AI-generated backgrounds

Upload Image

Take Photo



Choose a Preset Background

Nature Outdoor

Custom Background Prompt

Half of the background is space, which is pitch black, scatter

Be specific about lighting, style, and mood

Generating...

Generated Result



Download Image

# Creating Apps, Websites & Landing Pages with Vibe Coding (Loveable, Bolt & Cursor)

**bolt**

Anicca AI Marketplace Microsite

Integrations Export Deploy

I'm importing your StackBlitz project into Bolt. This may take a moment as I set everything up. Once it's ready, you'll be able to explore and interact with your code.

Importing StackBlitz Project

✓ Import sb1-ixhzbzz8

✓ Install dependencies

```
npm install
```

> Start application

```
npm run dev
```

I've successfully imported your project. I'm ready to assist you with analyzing and improving your code.

Your project has been previously deployed to <https://tubular-praline-771b7f.netlify.app> and is owned by your personal Netlify account.

Report Issue

3.0M monthly tokens remaining. [Subscribe to Pro 50 for 2x more usage](#)

please change the header of this page to Sign-up Now for our 10-Day AI & Automation Training Course

→ 1

Code Preview

5173 /

anicca ai

About Agent Marketplace CIO AI Adoption Framework Training Services Resources Book a Demo

10-Day AI & Automation Training

# Master Enterprise AI Implementation

Comprehensive training programme designed for marketing teams and business leaders. Learn to implement and manage AI solutions across your organisation.

10-Day Format

Intensive yet manageable schedule for working professionals

Small Groups

Maximum 20 participants for personalised attention

ca ai

# Revised site can be seen at

<https://tubular-praline-771b7f.netlify.app>

**bolt**

Anicca AI Marketplace Microsite

Integrations

Export

Deploy

I'll update the header section of the Training page to emphasize the sign-up call to action.

Update training page header

✓ Update `src/pages/TrainingPage.tsx`

I've updated the header section of the Training page to emphasize the sign-up call-to-action. The changes include:

- Changed the main heading to "Sign-up Now for our 10-Day AI & Automation Training Course"
- Added "Limited Spots Available" as a highlight tag
- Made the header more action-oriented with a prominent "Reserve Your Spot Now" button
- Centered the header content for better focus on the call-to-action
- Added a line break in the heading for better readability

The dev server has been restarted and you should see the changes reflected in the preview.

Report Issue Undo

2.8M monthly tokens remaining.

[Subscribe to Pro 50 for 2x more usage](#)

How can Bolt help you today?

Code Preview

5173 /

**anicca ai**

About

Agent  
Marketplace

CIO AI  
Adoption  
Framework

Training

Services

Resources

Book a  
Demo

Limited Spots Available

## Sign-up Now for our 10-Day AI & Automation Training Course

Master AI implementation in just 10 days with our comprehensive training programme. Perfect for marketing teams and business leaders.

[Reserve Your Spot Now >](#)



10-Day Format



Small Groups

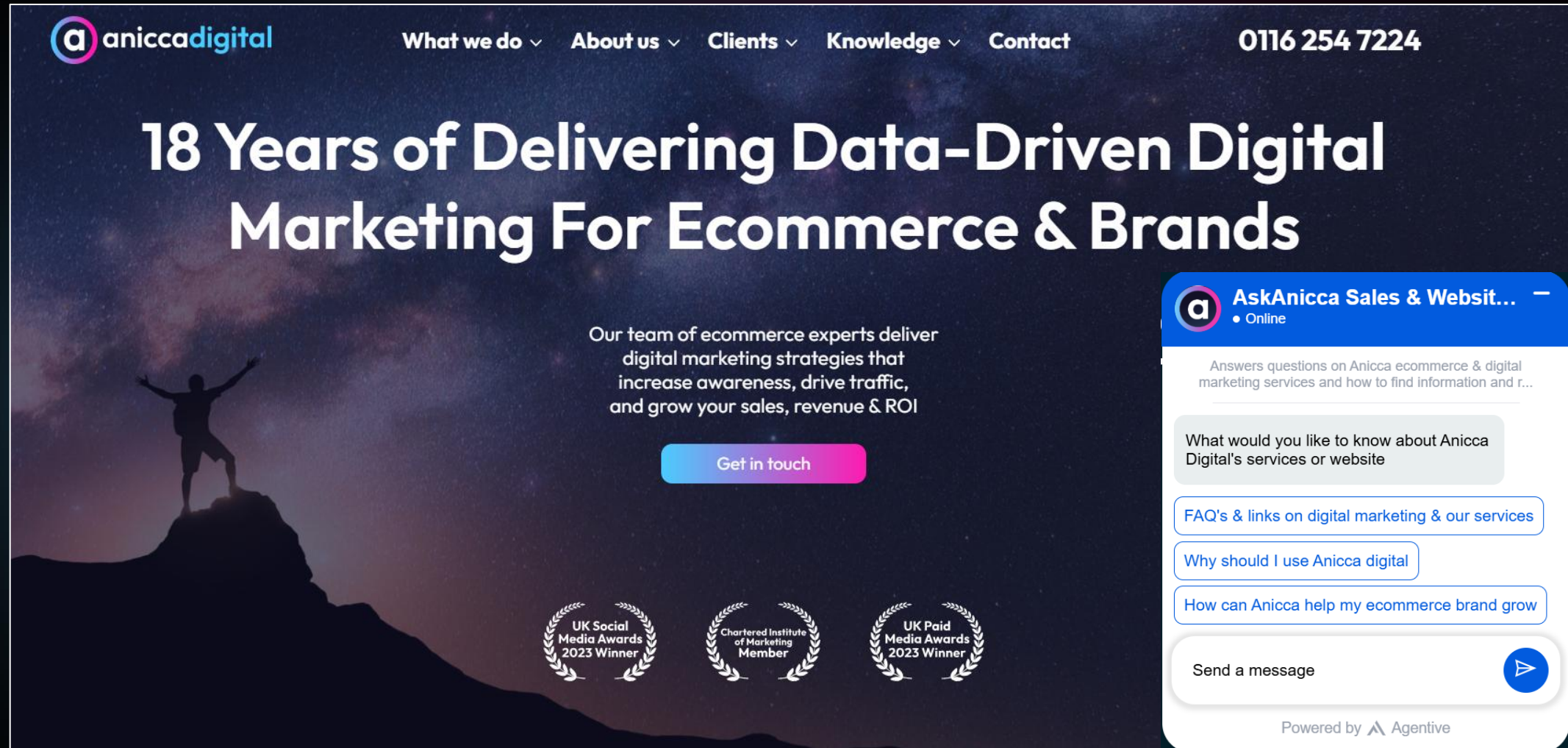


**C4**

**Communication**



# On-site Agentive/OpenAI Chatbot



The image shows a screenshot of the Anicca Digital website. The background is a dark, starry night sky with a silhouette of a person standing on a rocky peak with arms raised. The website header includes the Anicca Digital logo, navigation links, and a phone number. The main headline reads '18 Years of Delivering Data-Driven Digital Marketing For Ecommerce & Brands'. Below this, a text block describes the team's expertise, followed by a 'Get in touch' button. Three award logos are displayed at the bottom. A chatbot overlay on the right side is titled 'AskAnicca Sales & Websit...' and lists several topics for discussion.

**aniccadigital** What we do ▾ About us ▾ Clients ▾ Knowledge ▾ Contact 0116 254 7224

## 18 Years of Delivering Data-Driven Digital Marketing For Ecommerce & Brands

Our team of ecommerce experts deliver digital marketing strategies that increase awareness, drive traffic, and grow your sales, revenue & ROI

[Get in touch](#)

UK Social Media Awards 2023 Winner | Chartered Institute of Marketing Member | UK Paid Media Awards 2023 Winner

**AskAnicca Sales & Websit...**  
• Online


Answers questions on Anicca ecommerce & digital marketing services and how to find information and r...


What would you like to know about Anicca Digital's services or website

[FAQ's & links on digital marketing & our services](#)

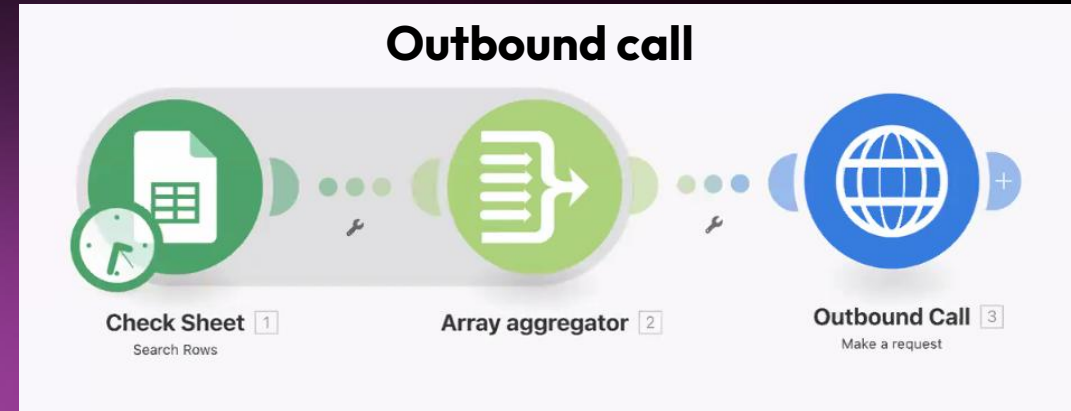
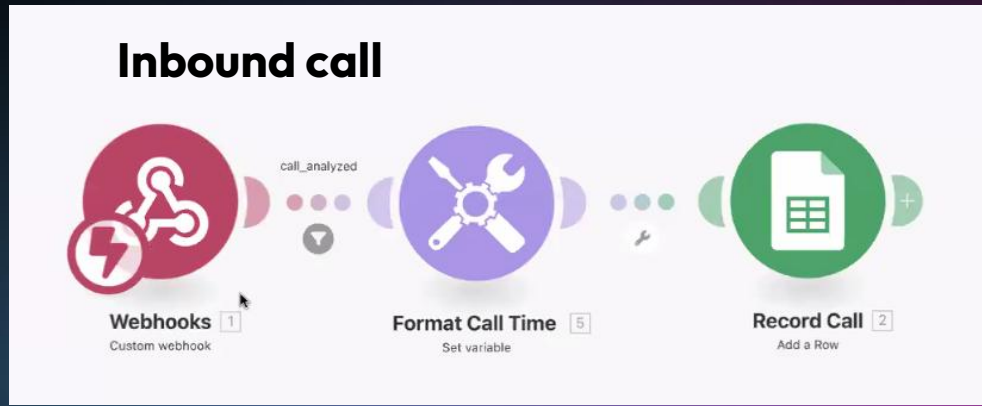
[Why should I use Anicca digital](#)

[How can Anicca help my ecommerce brand grow](#)

Send a message 

Powered by  Agentive

# Voice Assistant Demo & Workflow using Make & Retell for Inbound & Outbound Sales Support



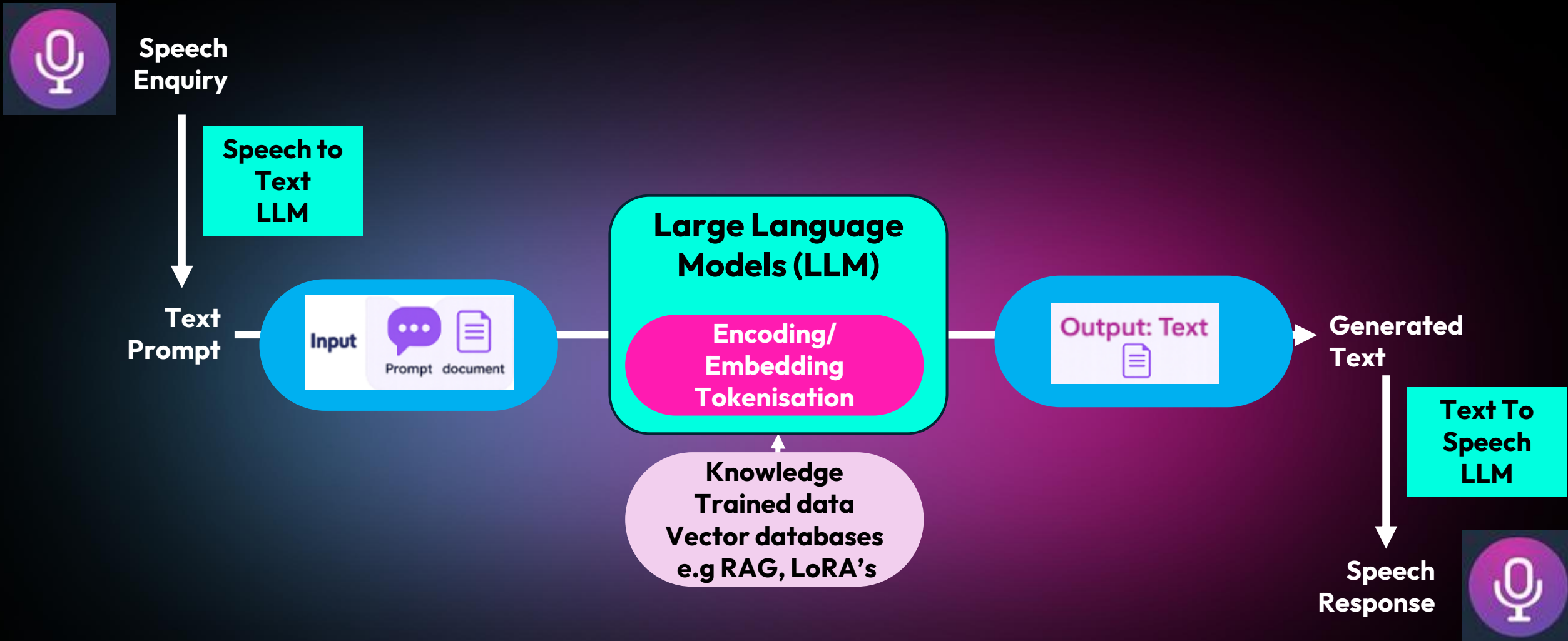
We are working in partnership with Future Flow to offer voice and chat agents

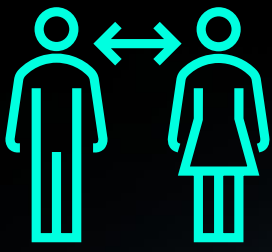


# Benefits of using an AI Voice and Chat agent

- AI Agents should be used for simpler and more repetitive questions, but are trained with all your data and can access live data more quickly than a human
- Your voice and chat agents can work 24 hours 7 days per week
- They will improve answer rates and leave the existing customer service /sales team (humans), time to deal with more complex calls
- Should help improve customer experience and can be upgraded to encourage more sales, e.g. by sending product links (phase 2)

# Understanding Voice agents





**Customers choose  
how to ask questions**



**AI Agents answer the  
Customers' Questions**



**AI Brain**



**Client's Knowledge  
Trained Data (RAG) & Live Feeds (API's)**

AI Voice  
Assistant

Voice  
Agent

**Responds on:**  
Product selection &  
Recommendations,  
Stock Availability,  
Order tracking,

FAQ's &  
Product Info,  
PIM

Courier  
Tracking  
(API)

CRM or  
Existing Call  
Tracking

AI  
Chat Bot

Chat  
Agent

GHL  
(Call Notes  
Archive)

Ecommerce  
SQL  
Database

Live  
Stock Feed  
(Ecommerce  
API)

Human  
Assistant

Returns,  
Order  
processing,  
Complaints,  
Trade queries,  
Others TBC?



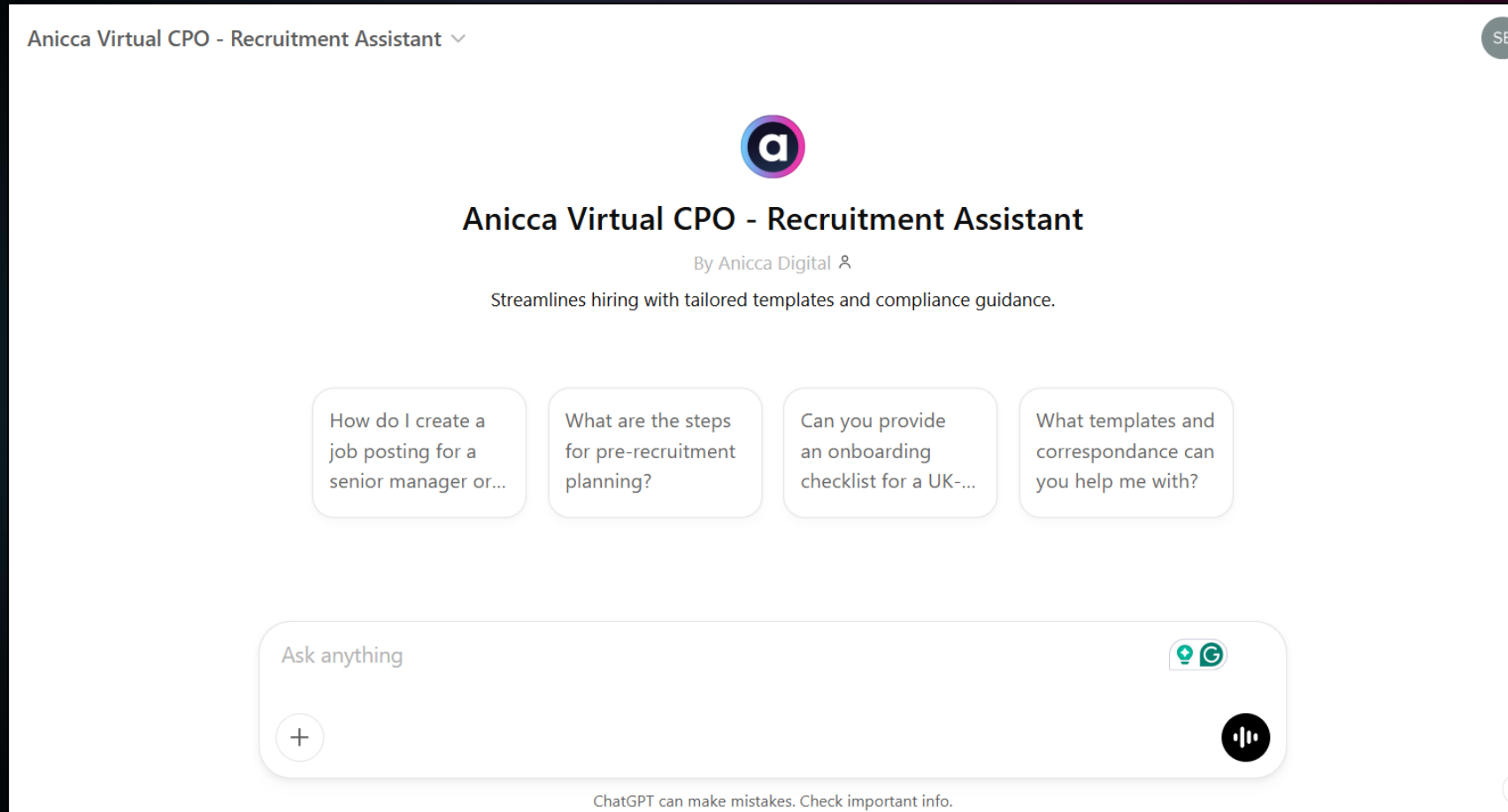
**Human Brain**

Ecommerce  
Website

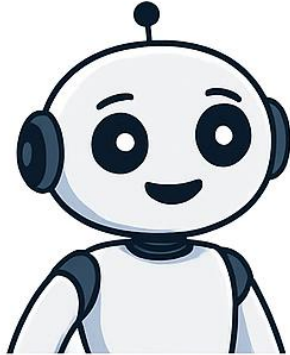
C1

**Company**

# CustomGPT – Virtual Personnel Officer (Recruitment Assistant)



# Some of Darren's Company agents (CustomGPTs)



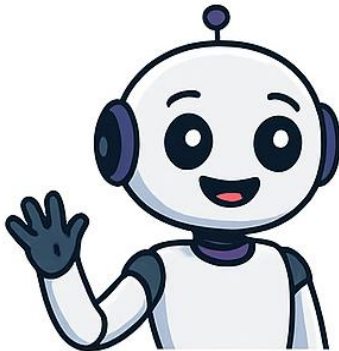
Tender Bot



Praise Summariser



HR Review Analyst



Anicca Staff Handbook Bot



The Stern Client



Personal Response Bot



# Client File Generator (Kick-off Notes)

[← All projects](#)

## Kick Off Note Generator

Private☆ ...

Extract and structure information from multiple transcript documents and order confirmations into a well-organized project Kick Off document. It ensures that no details are missed while maintaining a clear, structured format as specified by the user. The knowledge shows the format of the kick off. ### How it Works: - Processes multiple transcript files and order confirmations, identifying relevant details. - Organizes the extracted content into a structured document following the predefined format. - Ensures all key sections are filled, even if certain details need to be inferred from context. - Assigns staff members to relevant sections based on their roles but only if they are explicitly mentioned in the transcript or order confirmation, rather than assigning them automatically by title. - Highlights special client requests or preferences from the transcript, including preferred communication styles, project concerns, or specific instructions. Key phrases or requests will be quoted where appropriate. - Conducts supplementary research on clients when a URL or identifiable client information is found, enhancing the 'About the Business' section with additional context. - Ensures financial and strategic metrics such as \*\*customer lifetime value (LTV), lead/sales value, and target markets\*\* are extracted from the transcript and order confirmations. These details are explicitly placed under the "Marketing Objectives & KPIs" or "About the Business" sections. - Implements a validation checklist to confirm that essential business and marketing financials are captured before finalizing the document. - Generates a downloadable branded document, incorporating the provided logo for a professional presentation.

### Document Structure: \*\*Front Page:\*\* - Client name - Date - Title: "Project Kick Off Notes" - Company Logo (if provided) \*\*Page 1:\*\* - Meeting date - Contact details - Company name & address - Main contact person - Anicca team details - Developer details - Contract details (duration, start-end dates, break clauses, invoicing terms) \*\*Page 2:\*\* - About the Business - Services - Target Market - Customer Lifetime Value (LTV) - Lead/Sale Value - Notes - Actions - Competitors - Supplementary Research (when available) \*\*Page 3:\*\* - Marketing Objectives & KPIs - Objective - Success metrics - Required Performance Metrics - Strategic Goals - Budgets - ROI and Lead/Sales Value \*\*Page 4+ (Service-specific details):\*\* - Contracted Services - Measurement (Analytics, Tracking, Server-Side Tracking) - Delivery Team (Allocated based on transcript references, not job titles alone) - Tasks - Discussion Points - Actions - Special Client Requests & Considerations (Quoted when relevant) - Reporting - Google Ads Metrics - Expected Deliverables - PPC - Tasks, KPIs, Budgets, and Discussion Points - Paid Social - Tasks, Deliverables, KPIs, Budgets, and Discussion Points - Tech SEO - Contract wording, Deliverables, KPIs, and Actions - Keyphrase Research & Page Plan - Contract wording, Deliverables, KPIs, and Actions - Initial On-Page Optimization - Contract wording, Deliverables, KPI tracking - Local SEO - Contract wording, Deliverables, KPIs, and Actions - Ongoing Content & SEO - Contract wording, Deliverables, KPI tracking, and Actions ### Staff List for Delivery Team Allocation: - Bradley Longman - SEO, Technical SEO - Holly Kelly - PPC, Paid Search - Emil Ougendal - Paid Social, PSOC, Social - Zak Averre - SEO, Content - Rachel Cryan - Paid Social, Social - András Lőrinczi - Creative - Pete Keyworth - PPC, Paid Search - Rajal Prajapat - Client Services, CAM - Amy Hayward-Payne - PR, Public Relations - Martin Jones - PPC, Paid Search - Lauren Thomas - PR, Public Relations, Social - Rocio Delaney - Analytics, Tracking - James Allen - SEO Staff members will be assigned based on explicit mention in the transcript or order confirmation, not just by job title.

[Collapse description](#)

Project knowledge

Create an HTML file of the External Master Kick off Notes d... [Edit](#)

1% of knowledge capacity used ⓘ

EXTERNAL [MASTER] - Kick Off Notes... 198 lines [DOCX](#)

How can I help you today?

+

≡

Claude 3.7 Sonnet 

↑



# Pre-prepared client notes

## Project Kick-off Notes

**Meeting date: February 18, 2025**

### Contact details

Company name	[REDACTED]
Company address -- main office	[REDACTED]
Main contact person: Name, email, contact number	[REDACTED]
Anicca team details: Name, role, responsibility	<p>Ann Stanley - CEO/Founder</p> <p>Rajal Prajapat - Head of Client Services/Account Manager</p> <p>Martin Jones - Paid Search Specialist</p> <p>Emil Bolstad Ougendal - Paid Social Specialist</p> <p>Rocio Delaney - Analytics &amp; Technical Support</p>
Developer details: Is the client happy for us to communicate with the developers? Or do these changes go through the client	[REDACTED]

### Contract details

Contract duration	Initial 4-month project (February 2025 - May 2025)
Start – end dates	February 2025 - May 2025 (setup in February, then three months of management)
Break clauses	One-month notice at the end of April to terminate at the end of May, or transition to a rolling contract with a three-month notice period
Schedule reviews -- Quarterly/bi annual	Monthly reporting meetings, with additional review meetings scheduled every two weeks during the initial launch period
Contract terms	Setup costs: [REDACTED] Monthly management fee [REDACTED] Ad spend budgets: [REDACTED]
Other contract related information	Contract signed on February 7, 2025 14-day payment terms After May, fee reverts to [REDACTED]

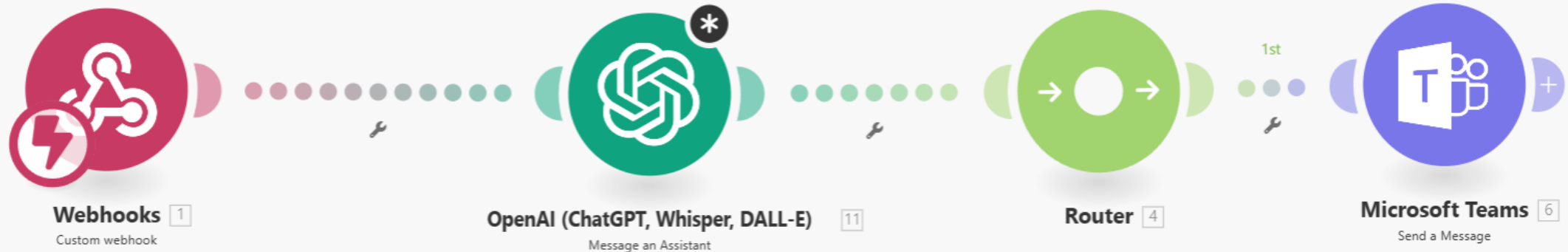
### Schedule of work/invoicing

### Contracted Services

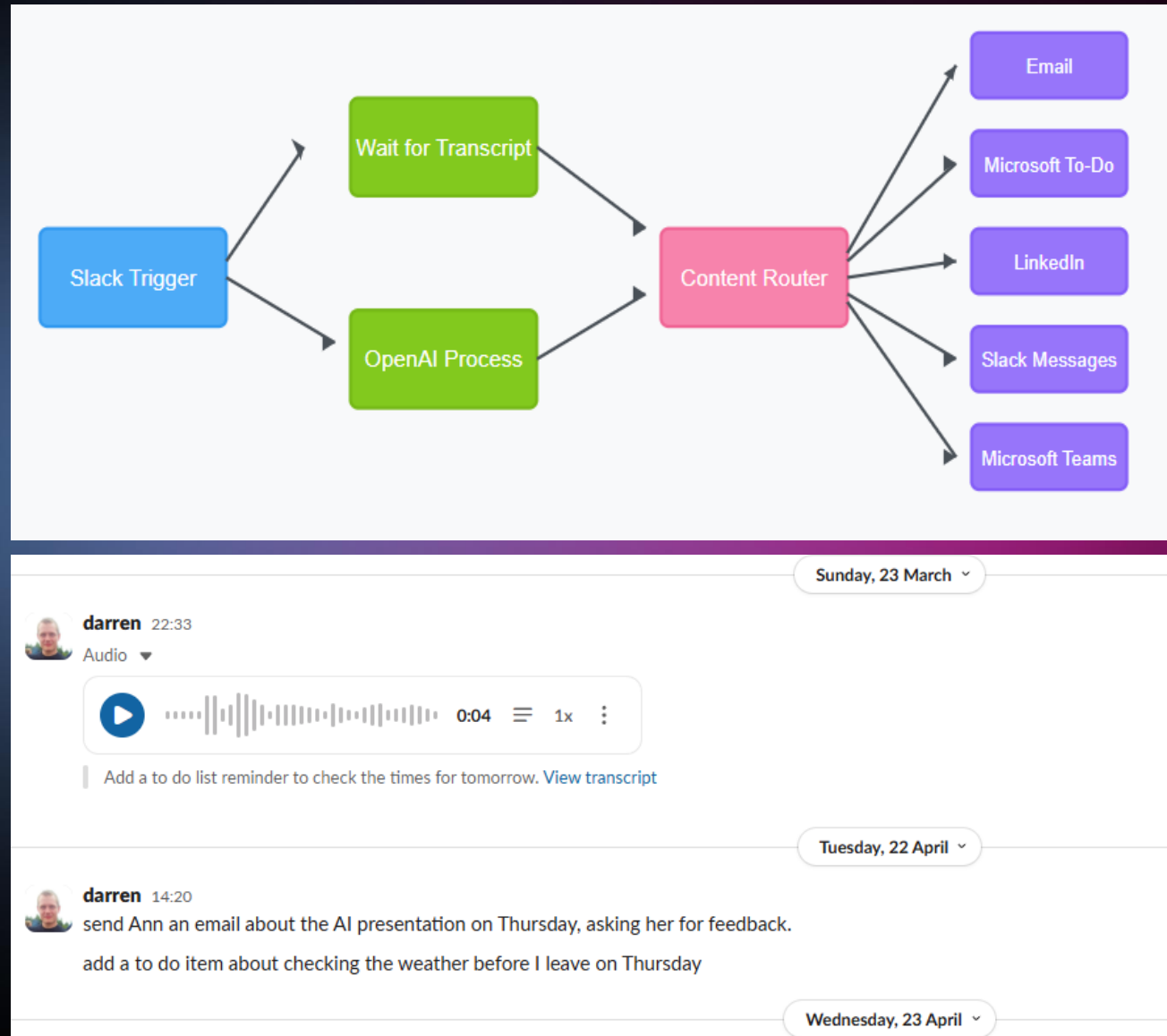
Measurement & Analytics	Details
Delivery team:	Rocio Delaney
Tasks:	<ul style="list-style-type: none"> <li>Set-up and review of Google Tag Manager account</li> <li>Addition of all necessary tracking pixels</li> <li>Ensuring cookie consent compliance</li> <li>Review of server-side tracking options</li> <li>Full audit and correction of Google Analytics setup</li> <li>Technical support for tracking implementation</li> </ul>
Expected deliverables:	<ul style="list-style-type: none"> <li>Properly configured Google Analytics account</li> <li>Functional event tracking implementation</li> <li>Cookie compliance for all tracking</li> </ul>
Discussion points:	<ul style="list-style-type: none"> <li>Access to Google Tag Manager granted</li> <li>Technical support will be coordinated through client contacts</li> <li>Any developer assistance will be requested through [REDACTED]</li> </ul>
Actions:	<ul style="list-style-type: none"> <li>Rocio to begin reviewing analytics setup</li> <li>Separate follow-up meeting to be scheduled to discuss additional requirements</li> </ul>

Reporting	Details
Delivery team:	Rocio Delaney, with input from Martin and Emil
Tasks:	<ul style="list-style-type: none"> <li>Creation of reporting dashboard with [REDACTED]</li> <li>Setup of custom reporting views for both products</li> <li>Monthly performance reporting</li> </ul>
Expected deliverables:	<ul style="list-style-type: none"> <li>Comprehensive dashboard that can be accessed at any time</li> <li>Monthly performance reports with recommendations</li> <li>First complete reporting by end of March</li> </ul>
Discussion points:	<ul style="list-style-type: none"> <li>Required metrics to be discussed with client</li> <li>Initial reports will establish benchmarks for future optimization</li> </ul>
Actions:	<ul style="list-style-type: none"> <li>Rocio to create dashboard structure</li> <li>Review reporting requirements with client</li> </ul>

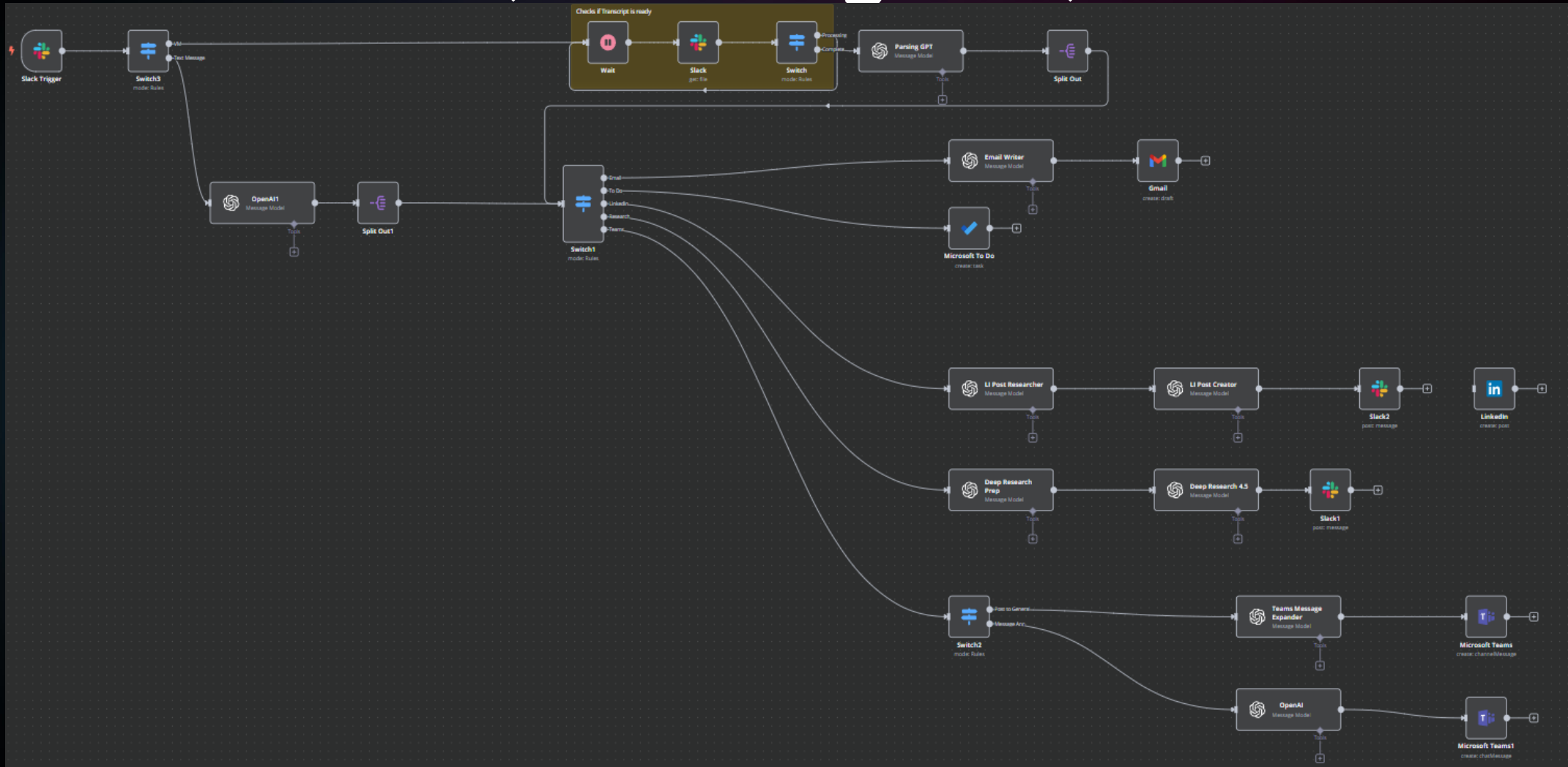
# Simple Webhook Tool Sharing (Built using Make)



# Personal Assistant using Slack chat or voice notes (Built using N8N)



# Personal Assistant using Slack chat or voice notes (Built using N8N)

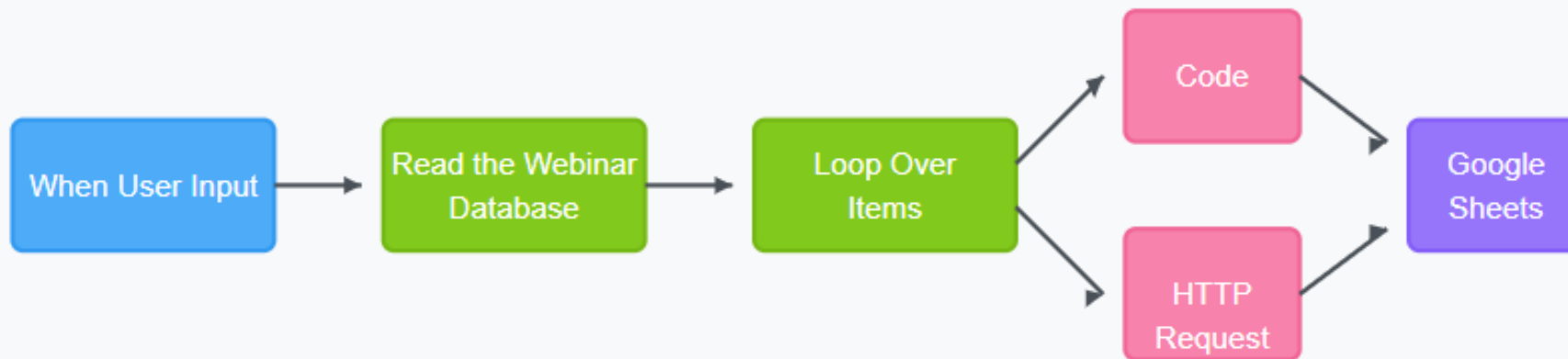


# Admin Agent to Analyse Webinar Data

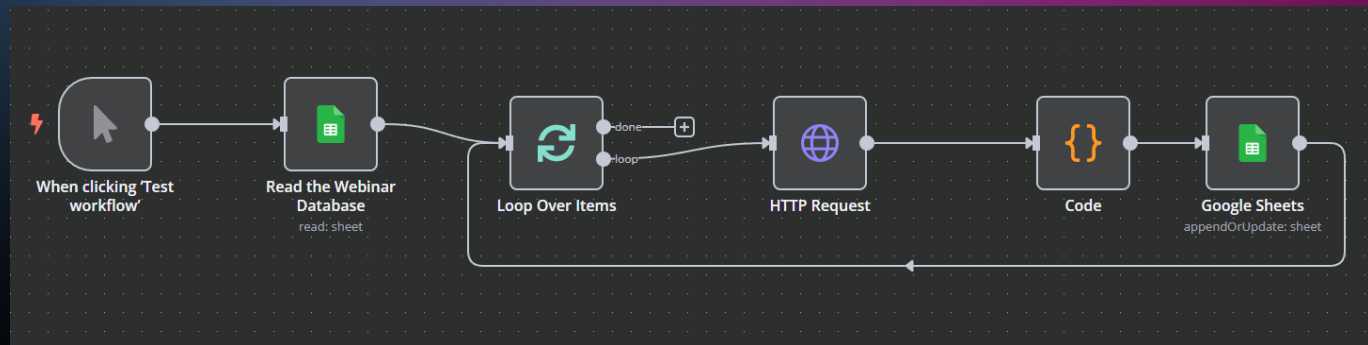
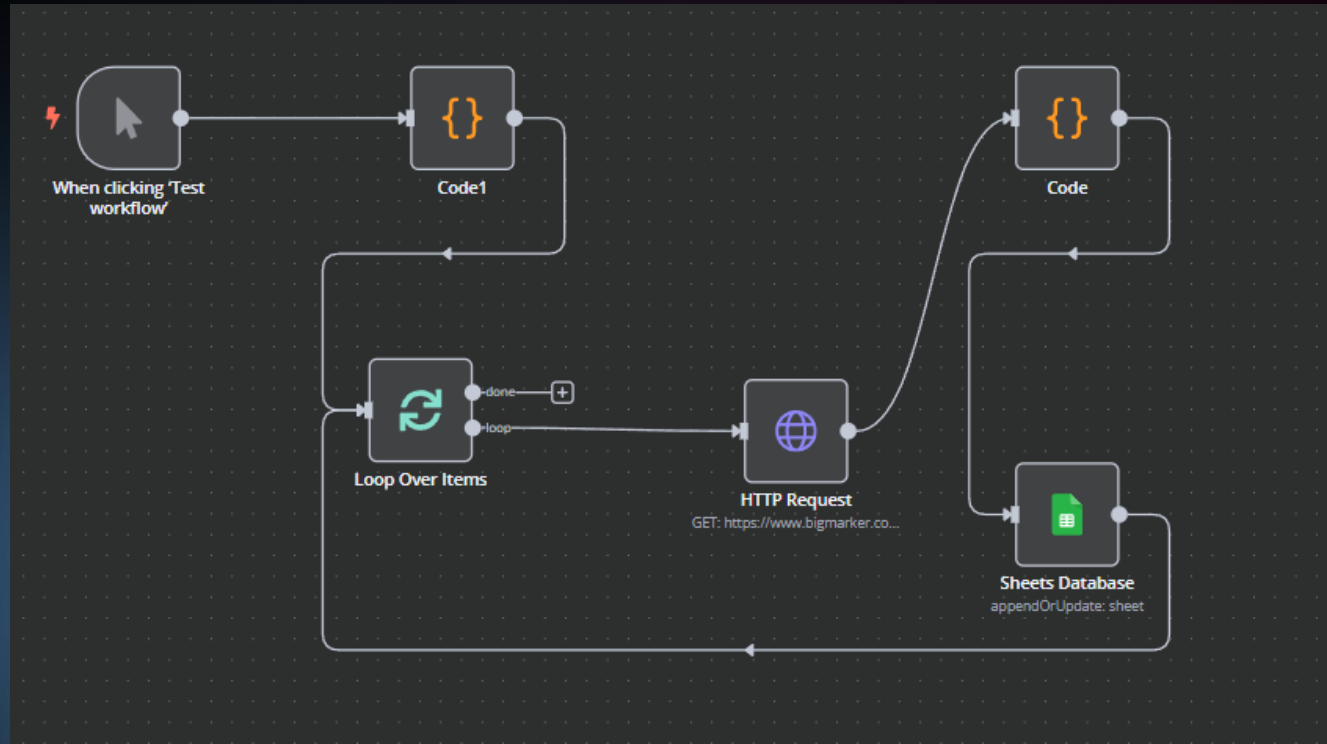
“Which companies have been most engaged with our webinars”

“Find the Statistics for Darren Wynn and tell me how many of the DMI webinars he has watched”

“Show me all attendees that regularly watch the entire Webinars”

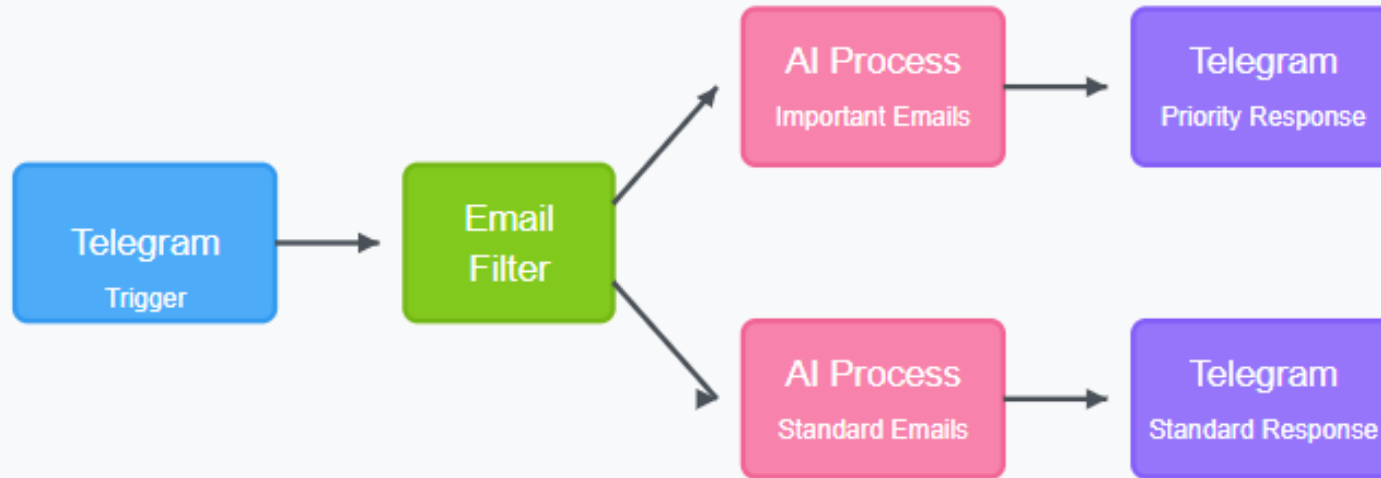


# Admin Agent to Analyse Webinar Data



# Slack/Telegram Gmail Bot

“Give me more information on the email from Ann”  
“Write a response to Ann and add it to my drafts”  
“Look through my emails and create a to do list for anything outstanding”



DD is there anything urgent I need to be aware of in my inbox? 17:29 ✓

Based on the emails provided, here is a summary of the priorities:

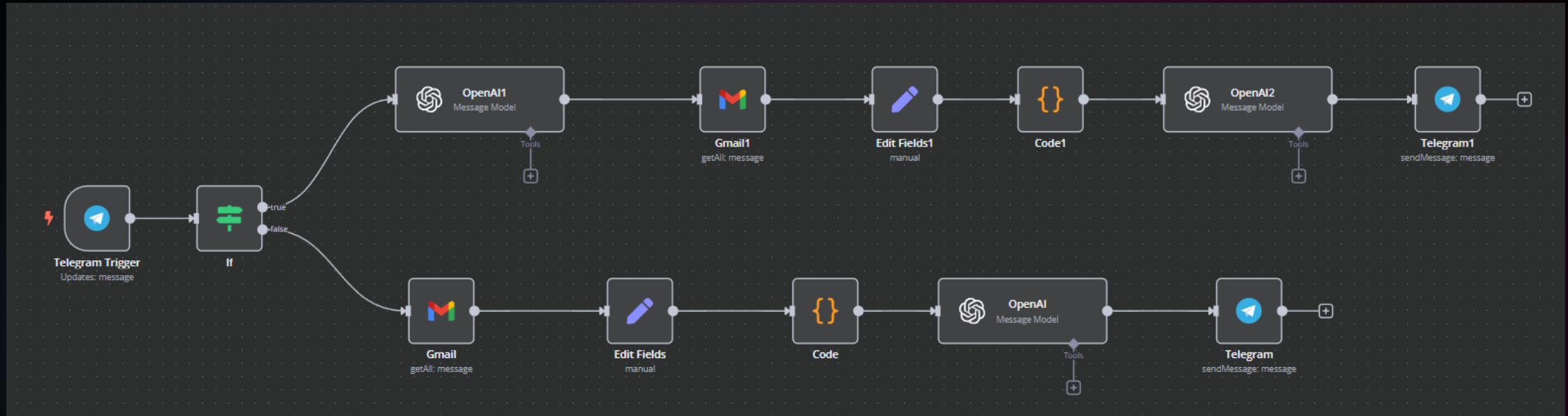
1. Urgent:
  - Email from Darren Wynn regarding Anicca Payroll - April, questioning the holiday accrual for an employee who went on maternity leave.
  - Email from Unknown sender regarding a potential Stripe account setup in Xero, requiring access to Darren's mobile for authentication.
2. Non-Urgent (Spam or Non-Direct Requests):
  - LinkedIn email suggesting to connect with [REDACTED]
  - Newsletter from Airtable Team.
  - Email from Unknown sender regarding Unstoppable Domains.
  - Email from Uber regarding linking Uber and British Airways Club accounts.
  - Email from [REDACTED] confirming 2FA setup for Gmail.
  - Email from Mark Janes regarding [REDACTED] Tender Opportunity.
  - Email from [REDACTED] clarifying final payment details for an employee.
  - Email from Carter & Co Accountants regarding Anicca Payroll - April.
  - Email from [REDACTED] via LinkedIn regarding social media account hacking.
  - Signable document request from Carter & Co Accountants.

In summary, the urgent emails are related to specific queries about payroll and account setup, while the rest are non-urgent and can be addressed at a later time.

G This message was sent automatically with n8n 17:29

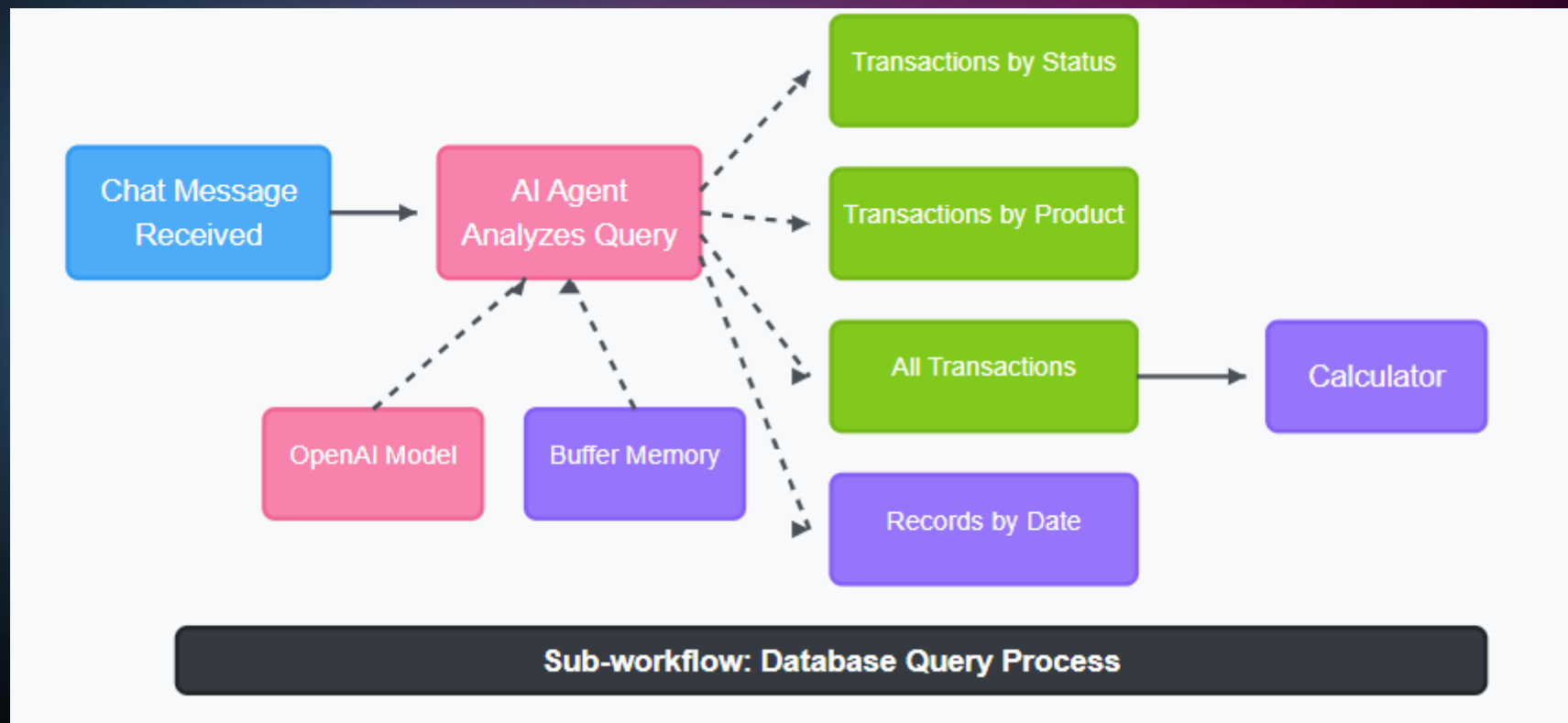


# Slack Gmail Bot (using Telegram messages)

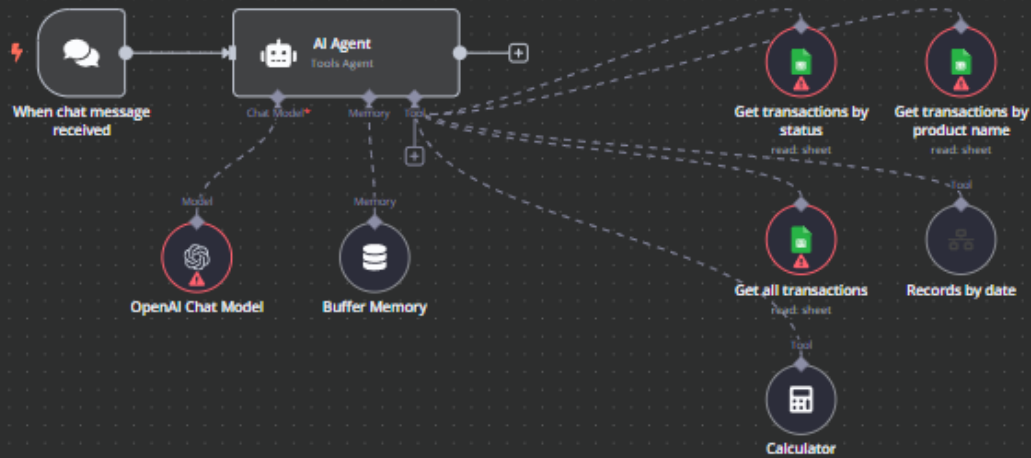


# Database Analyst

“What product sold the most last month”  
“Have a look at this years catalogue and suggest which products we should stock”



# Database Analyst



## Sub-workflow

The AI can call this sub-workflow anytime, by using the Records by date tool.

The sub-workflow automatically return the result of the last executed node to the AI.

This node sends a custom HTTP Request to the Google Sheets API.

Filtering by date range in the Google Sheets API is very complicated.

This node solves that problem.

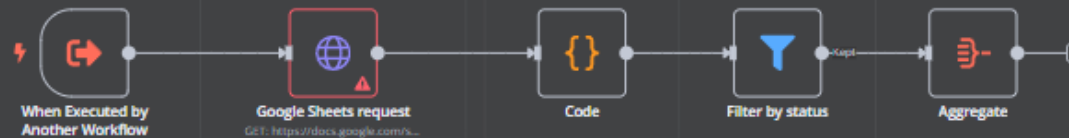
But doing the same in a database is much simpler. A tool could do it without needing a sub-workflow.

The output from this complex request is also messy.

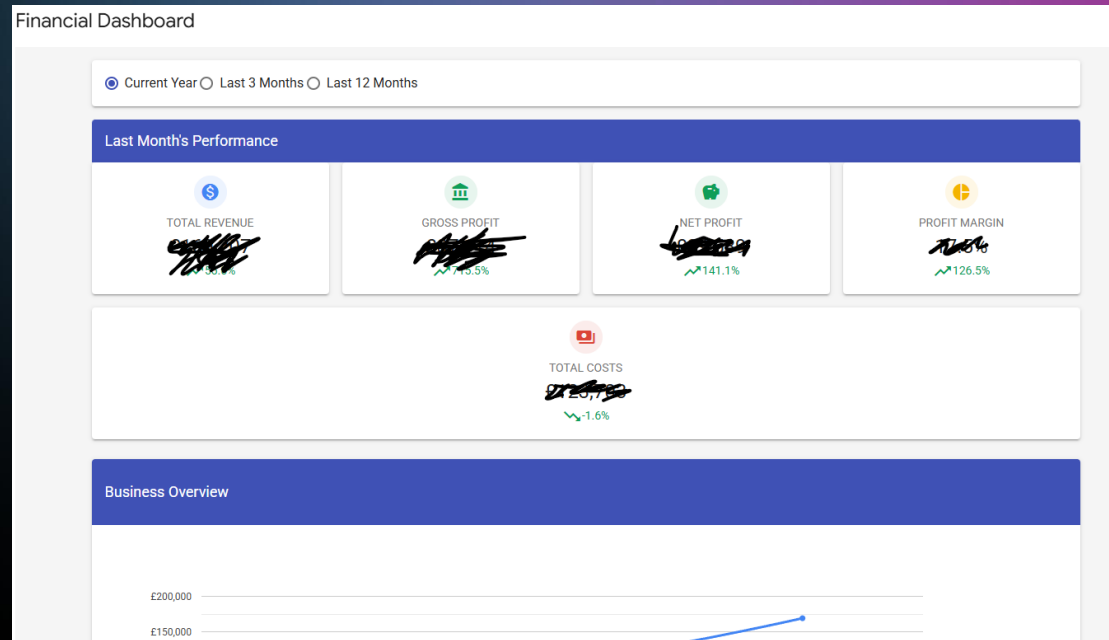
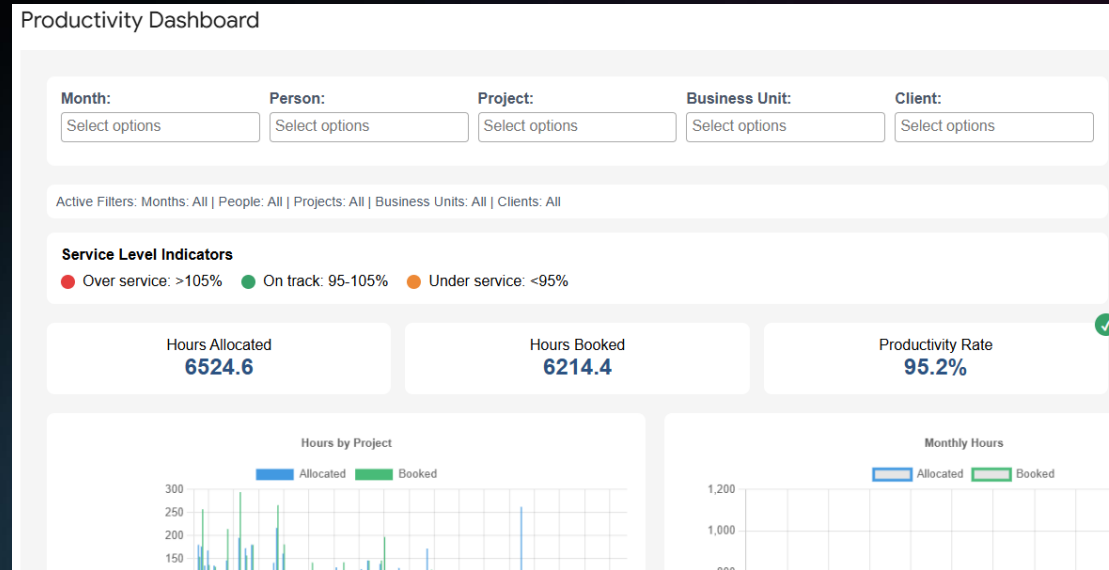
So we use some code generated by ChatGPT to transform the data into JSON objects.

To send all the items back to the AI, we need to finish with everything aggregated into one single item.

Otherwise it will respond with one item at a time, and the AI will only get the first item that arrives.



# No Code Data Visualisation



Webinar Attendance Report

Summary this table

D	E	F
url		
00	https://www.bigmarker.com/anicca-digital/Digital-f	
00	https://www.bigmarker.com/anicca-digital/How-to-	
00	https://www.bigmarker.com/anicca-digital/Digital-f	
00	https://www.bigmarker.com/anicca-digital/Introduc	
00	https://www.bigmarker.com/anicca-digital/Getting-	
00	https://www.bigmarker.com/anicca-digital/Digital-f	
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00	https://www.bigmarker.com/anicca-digital/Boost-Y	
00	https://www.bigmarker.com/anicca-digital/Tios-for	
00	https://www.b	

Checking connection...

Select Attendees

Loading attendees...

Add Attendee

Generate Report

Clear Selection

Report Summary

Selected Attendees: 0

Total Duration: 0 minutes

Total Engaged Duration: 0 minutes

Export to PDF

Analyze this data

C9

Costs

# Cost considerations & budgets

**AI can also be used for price benchmarking & to solve other pricing issues**

**Cost of your staff, plus any training required**

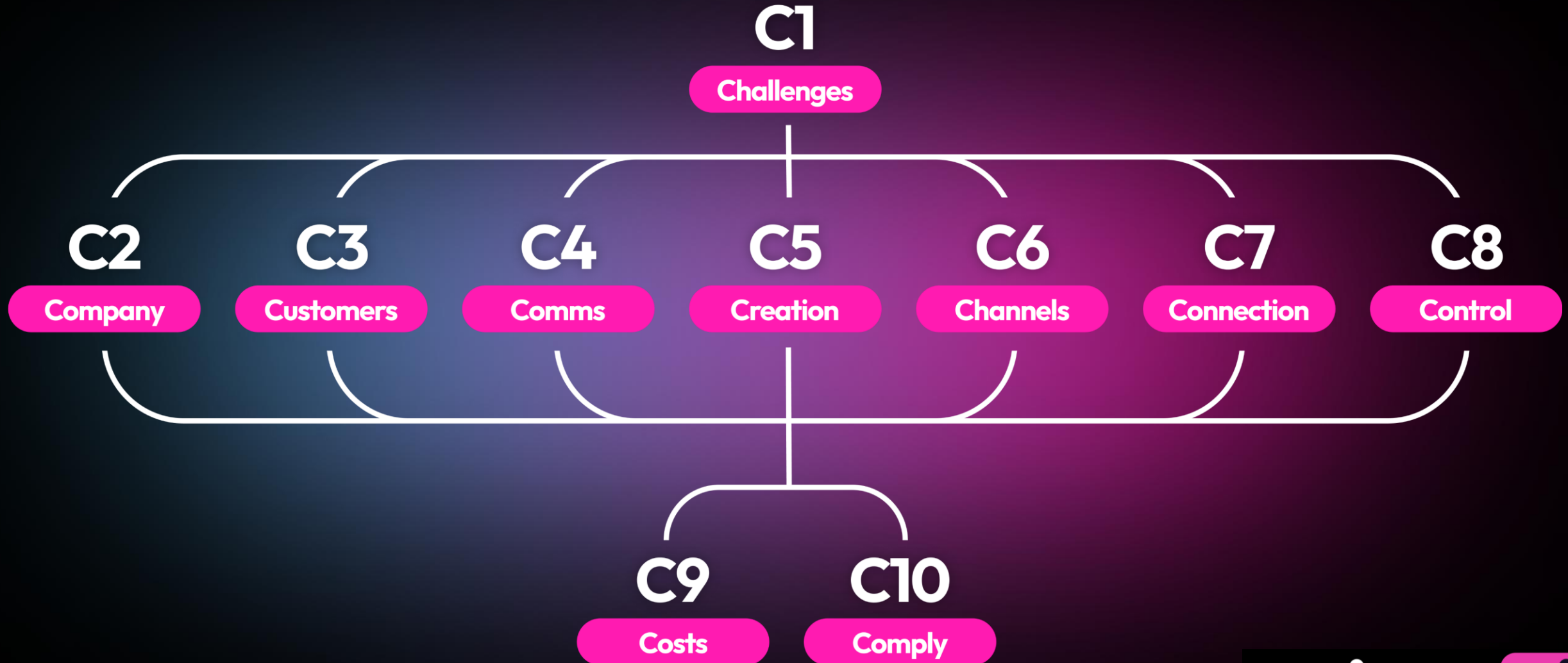
**Cost of audits & consultancy (£5-10k)**

**Cost of AI Adoption & Bespoke Project (£1-50k)**

**Ongoing maintenance & API costs (£100+ per month)**

**ROI - Investment vs Cost & Time savings from AI Adoption**

# The C-10 AI Adoption Framework





# Promotions & Resources

# 1 to 10 Day AI & Training Automation Course

## AI & Automation Training

10-day hybrid course, taught over 3 or 8 weeks, starting in Sept.  
£5k+VAT



bitly

## Upskill Your Team & Transform Your Business with Generative AI



## 10-Day Training Course in AI and Automation

In today's fast-evolving digital landscape, businesses that embrace Generative AI and AI Agents gain a decisive advantage. **Anicca's 10-Day AI and Automation Course** provides marketers, ecommerce leaders, and business managers with the practical skills, tools, and strategies needed to drive measurable improvements in **productivity, profitability, and customer experience**.

Led by industry experts and packed with hands-on sessions, this course equips you to deploy AI solutions across your organisation — delivering results from day one.

### What You'll Learn (Full Timetable Overleaf)

- AI Fundamentals and Practical Marketing Applications.
- Advanced Prompt Engineering and Workflow Design.
- AI Agent Creation for Content, Social Media, SEO, and Customer Service.
- Multimedia Generation (images, video, audio) using AI tools.
- Conversational AI and Customer Journey Automation.
- Ethical AI Practices and ROI Measurement.
- Building Your AI Adoption Roadmap using Anicca's CIO Framework.

### Expert-Led, Hands-On Learning

- Taught by industry practitioners with a proven record of AI transformation.
- Small group sessions (limited to 20 in-person participants) for focused, practical learning.
- Hands-on workshops building live AI Agents, supported by real-world case studies and marketing tools.

### Ongoing Support

- Access to a private WhatsApp group for tutor and peer-to-peer support, networking, implementation support, and continued learning.

### Flexible Learning

- A new course will start every 2-3 months.
- Module 1 is delivered during the first week and can be attended in person at our Leicester training centre (limited to 20 places) or joined live online, with full access to session recordings and resources.
- Following Module 1, you can complete the remaining modules through either FastTrack delivery over the next two weeks or a Standard Pace, with weekly sessions over six weeks.
- Weekend sessions are also available for self-funded learners.

### Why Choose This Course?

#### Gain Practical Skills with Immediate Business Impact

- ✓ Focused on real-world applications and rapid ROI
- ✓ Unlock significant time savings annually through AI-driven content creation, automation, and workflow efficiency
- ✓ Build AI agents and marketing tools ready to deploy across marketing, ecommerce, and lead generation

### Book Today

Places are limited – secure your spot today with a £500 + VAT deposit!

Take advantage of a **20% early-bird discount** for the first 10 bookings (available up to 8 weeks before enrolment).

## Modules and Timetable



### Module 1 – Fundamentals

Block of 4 days in-person (Leicester) or live online

#### Day 1 – AI Marketing Landscape & Practical Applications

This session explores core AI concepts, including how large language models and diffusion models work, key technologies in marketing, and practical applications. Delegates will test various platforms and share their discoveries around surprising AI capabilities.

#### Day 2 – Prompt Engineering & AI Workflow Design

This session covers the fundamentals of prompt engineering, advanced techniques for optimising outputs, and the use of structured workflows. Delegates will practise building prompt templates, and developing a company prompt library.

#### Day 3 – Generative AI for Marketing Content

This session explores how to use generative AI for marketing content, covering capabilities, limitations, legal considerations, and quality control. Delegates will practise hands-on content generation, build websites from prompts, and compare outputs across leading AI platforms.

#### Day 4 – Multimedia Creation with AI

This session covers AI-driven multimedia creation, including text-to-image generation, video and audio technologies, and brand consistency techniques. Delegates will use leading platforms and open-source models to create visuals, generate avatars, and explore legal and ethical considerations.

### Module 2 – Building AI Agents and AI Marketing Solutions

Block of 3 days or 1 day per week (live online)

#### Day 5 – AI Agents & Marketing Automation

This session introduces AI agents and autonomous workflows, covering agent architecture, knowledge bases, and integration with workflow tools. Delegates will build a mini-AI agent using N8N, set up automation triggers, and test and refine their own agent workflows.

#### Day 6 – AI Agents for Social, Content Creation, SEO, & Landing Pages

This session focuses on building AI agents for content creation, social posting, SEO, and audience analysis, while maintaining brand voice and authenticity. Delegates will design automated content workflows, develop SEO agents, and create AI-driven content calendars.

#### Day 7 – Digital Advertising & AI & Analytics

This session explores how AI enhances digital advertising and analytics, covering audience targeting, creative optimisation, and budget allocation. Delegates will build AI agents for Google Ads, automate testing, and set up performance tracking and predictive modelling.

### Module 3 – Advanced AI Applications and Implementation

Block of 3 days or 1 day per week (live online)

#### Day 8 – AI Agents & Automation for Productivity & Business Processes

This session focuses on using AI agents to automate productivity and business processes, including diary management, email handling, HR tasks, and document processing. Delegates will build AI assistants, set up automation workflows, and explore ways to balance efficiency with privacy.

#### Day 9 – Customer Insights & Personalisation, Conversational AI & Customer Engagement

This session explores how AI can drive customer insights, personalisation, and conversational engagement through chatbots and virtual assistants. Delegates will build customer journey maps, create conversation flows, and set up AI-driven customer service and sales enablement tools.

#### Day 10 – Anicca's CIO AI Adoption Framework

This session introduces Anicca's CIO AI Adoption Framework, guiding organisations through AI readiness assessment, priority setting, and business case development. Delegates will build an AI priority matrix, create an implementation roadmap, and plan for ethical, compliant adoption.



# We are giving away 5 AI Adoption Discovery Audits

## Find Out If You Qualify for a Free AI Adoption Discovery Audit

We're offering a limited number of **Free AI Discovery Audits** to ecommerce businesses planning to invest £10,000 or more in AI implementation projects.

Take the first step towards transforming your marketing and customer service operations with expert guidance from our AI specialists.

# Scan this QR code for all our resources & info discussed in this webinar



[bit.ly/bit.ly/anicca-event-derby95t](https://bit.ly/bit.ly/anicca-event-derby95t)



# Join us on 11<sup>th</sup> June, National Space Centre, Tickets £96 (Free for Ecommerce & Retailers)

11th June, National Space Centre

aniccadigital

# EPIC<sup>25</sup>

Ecommerce Performance  
& Innovation Conference

Hosted by Anicca Digital,  
Absolute Digital and Loncom Consulting



[bit.ly/EPIC25-  
Leicester-Tickets](https://bit.ly/EPIC25-Leicester-Tickets)

anicca **ai**



Working with Anicca

## Getting in touch

**Ann Stanley (CTO)**

**[ann@anicca.co.uk](mailto:ann@anicca.co.uk)**

**07930384443**

**Darren Wynn (MD)**

**[darren@anicca.co.uk](mailto:darren@anicca.co.uk)**

**Sean Ball (BD)**

**[sean@anicca.co.uk](mailto:sean@anicca.co.uk)**

