anicca

The AI Agents are coming!
The top Generative AI tools and technologies for e-commerce marketing teams

Ann Stanley (Founder & CTO)

anicca ai

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
  - **A10 Marketing Framework** bit.ly/anicca-A10
  - **Free weekly webinar – Friday 9-10am** bit.ly/anicca-webinars
- **LinkedIn** - linkedin.com/in/annstanley
- **Email -** ann@anicca.co.uk

Anicca's family of brands & Services

anicca digital

Our **original digital agency** – providing marketing solutions for the last 18 years, offering **Strategy, Search, Social, Shopping & Skills**

anicca academy

Around 1000 learners **trained in digital marketing**, since Jan 22, plus bespoke training

anicca ai

Launched in April, offering **AI & Automation Strategy, Solutions & Skills**

anicca insights

Our newest addition – providing **Data & Insights** & the **Armadello Analytics** Dashboard

anicca ai

The Fundamentals of Generative AI

anicca ai

Understanding Generative AI terminology

Text Prompt

Input

Prompt document

Large Language Models (LLM)

Encoding/
Embedding
Tokenisation

Output: Text

Generated Text

Knowledge
Trained data Vector databases
e.g RAG, LoRA's

Text or Image Prompt

Input

Prompt Imoge.

Diffusion Model

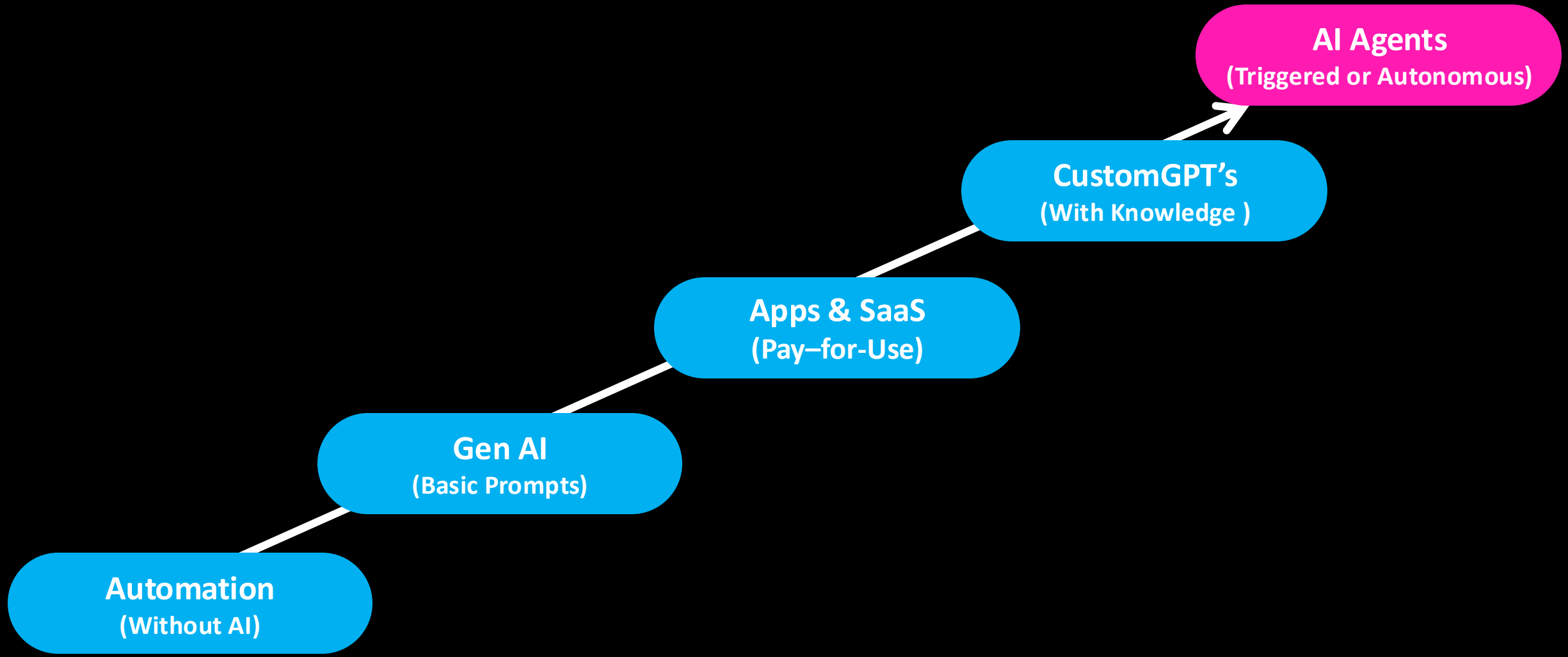
De-Noise

Output: Image

Generated Image

anicca ai

Automation, Gen AI, Apps & AI agents



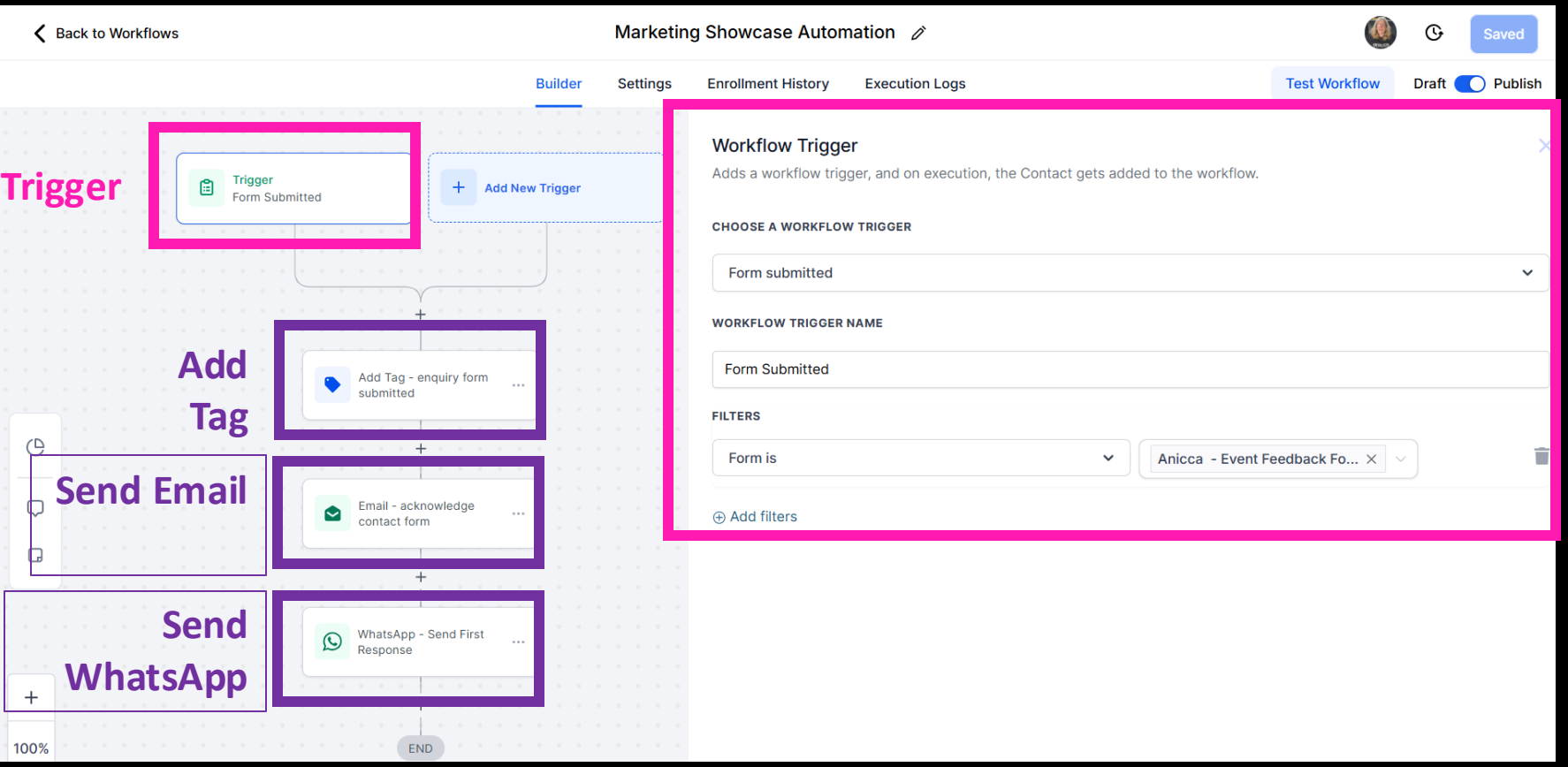
anicca ai

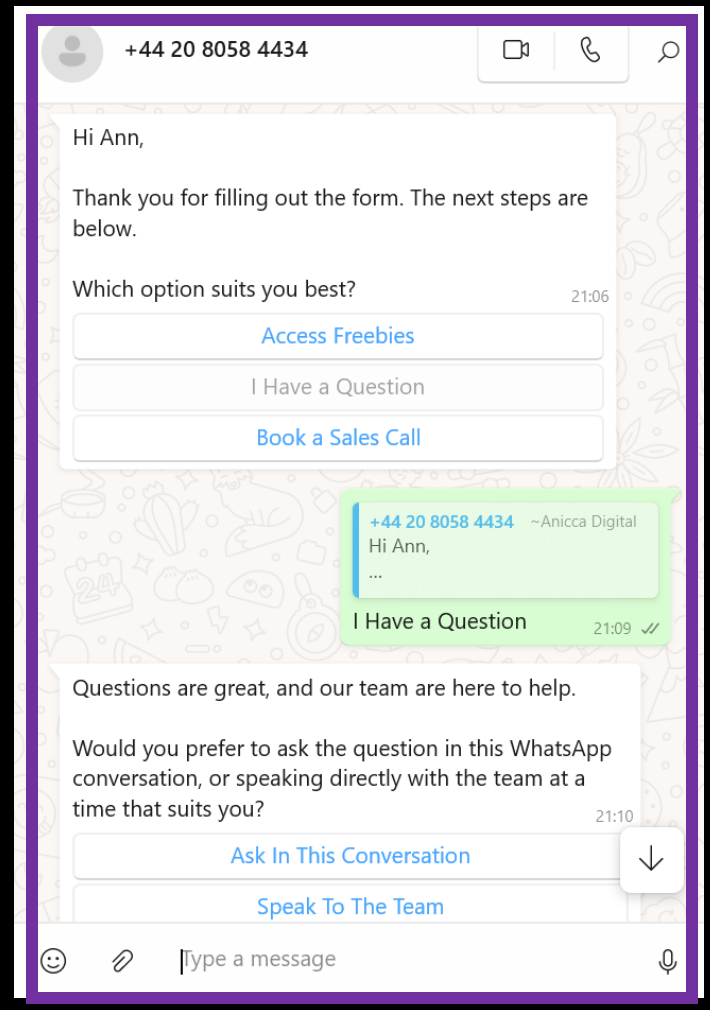
Example of Automation (Without AI) - Scan this QR Code

bit.ly/anicca-epic25-talk

anicca ai

Workflows in Go High Level & Automated WhatsApp Message





anicca ai

What the *?@!
are AI Agents?

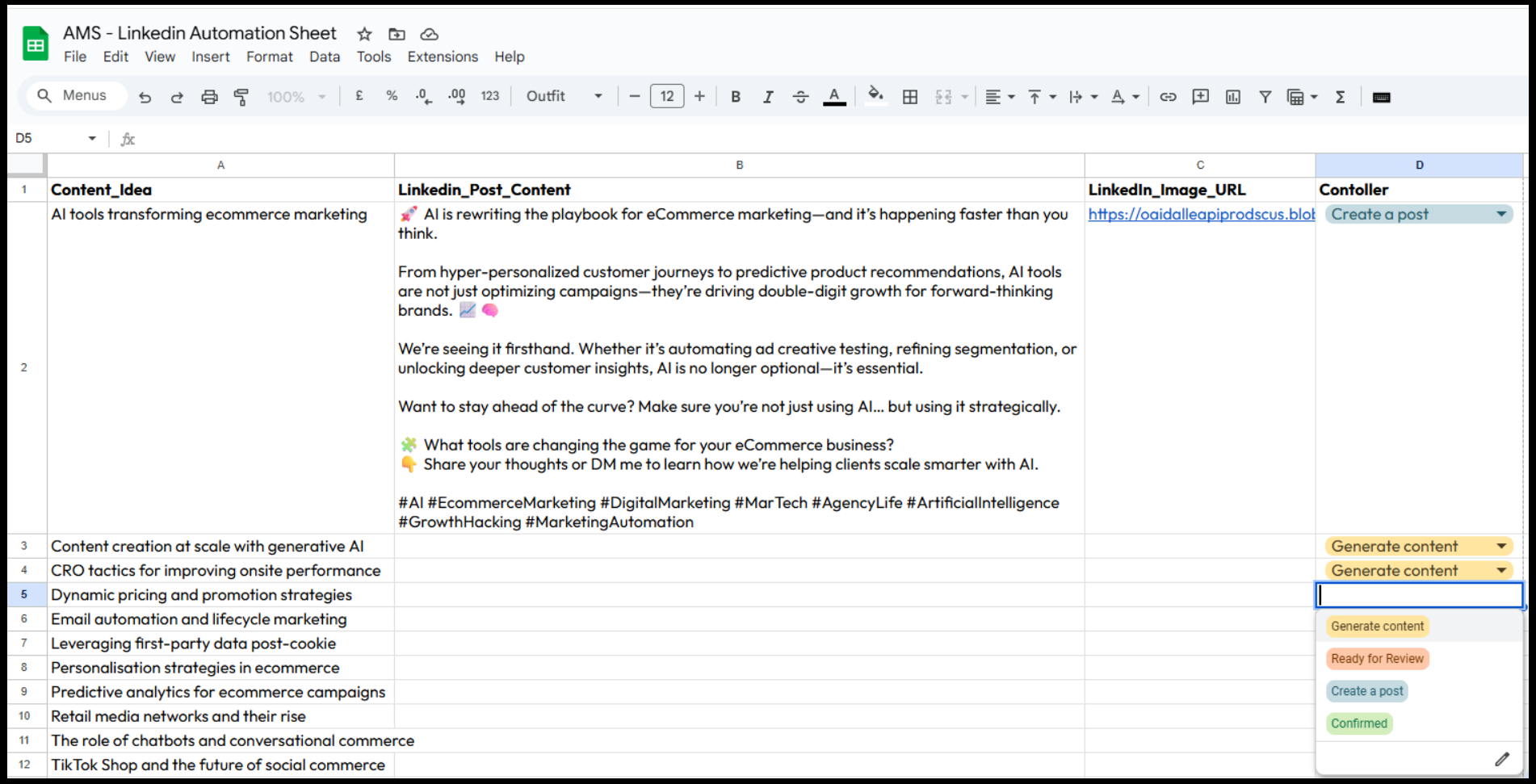
anicca ai

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**
- "**Super-agents**" like OpenAI Operator, Manus, Sparkgen and Claude MCP can **interact with your desktop or browse the web** — even completing purchases on your behalf

anicca ai

How can you automate creating & posting a list of content ideas to LinkedIn/Meta



	A	B	C	D
1	**Content_Idea**	**Linkedin_Post_Content**	**LinkedIn_Image_URL**	**Contoller**
2	AI tools transforming ecommerce marketing	🚀 AI is rewriting the playbook for eCommerce marketing—and it's happening faster than you think. From hyper-personalized customer journeys to predictive product recommendations, AI tools are not just optimizing campaigns—they're driving double-digit growth for forward-thinking brands. 📈🧠 We're seeing it firsthand. Whether it's automating ad creative testing, refining segmentation, or unlocking deeper customer insights, AI is no longer optional—it's essential. Want to stay ahead of the curve? Make sure you're not just using AI... but using it strategically. 🧩 What tools are changing the game for your eCommerce business? 👇 Share your thoughts or DM me to learn how we're helping clients scale smarter with AI. #AI #EcommerceMarketing #DigitalMarketing #MarTech #AgencyLife #ArtificialIntelligence #GrowthHacking #MarketingAutomation	https://oaidalleapiprodscus.blob	Create a post
3	Content creation at scale with generative AI			Generate content
4	CRO tactics for improving onsite performance			Generate content
5	Dynamic pricing and promotion strategies			
6	Email automation and lifecycle marketing			
7	Leveraging first-party data post-cookie			
8	Personalisation strategies in ecommerce			
9	Predictive analytics for ecommerce campaigns			
10	Retail media networks and their rise			
11	The role of chatbots and conversational commerce			
12	TikTok Shop and the future of social commerce			

Generate content
Ready for Review
Create a post
Confirmed

anicca ai

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

Generate content

Ready for Review

Create a post

Confirmed

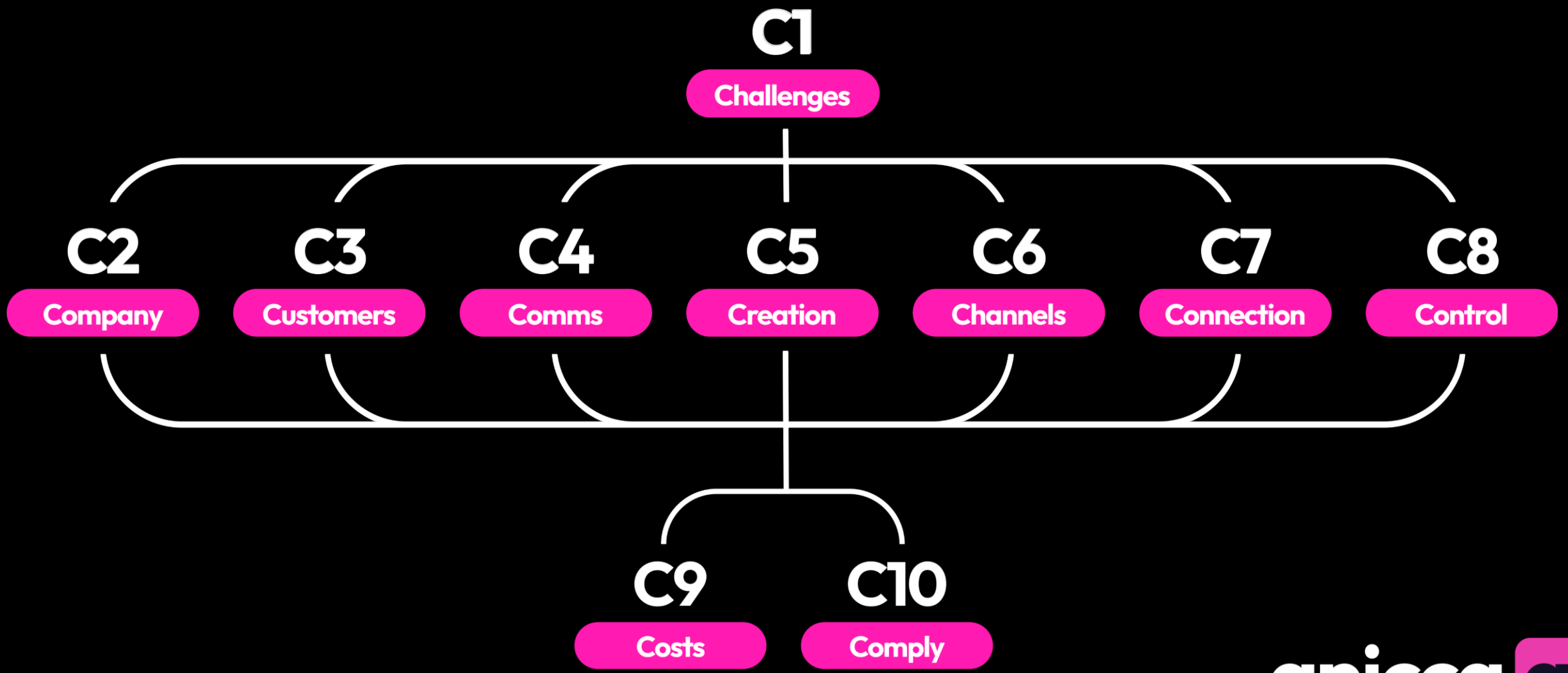
This automation workflow was built using Make, which uses **Triggers, Functional Nodes** and **Connectors** to bring different systems together

anicca ai

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

anicca ai

The C-10 AI Adoption Framework



anicca ai

C1

Challenges

anicca ai

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)

anicca ai

Top Use Cases for eCommerce & Marketers

C2: Company (Internal Operations)	• Stock forecasting and dynamic tracking of margins • Automation of internal emails or notification/processing of orders
C3: Customers (Customer Experience)	• Assistance with product selection and stock levels, using search functionality and use of chatbots to provide shopping advice • Virtual Try-On and “Product In-situ” Apps
C4: Communications (Customer Interactions)	• Voice Agents to answer client's questions • On-site chatbots/assistants, or workflow-triggered WhatsApp messages
C5: Creation (Content & Media)	• Content creation at scale for product descriptions (website and marketplace content) • AI Image and video creation • Automation of content creation e.g. for blog or social posts
C6: Channels (Sales & Marketing)	• Improved conversion rates using AI powered website analysis and testing • Generative Search Optimisation (GSO) – mentions in Gen AI & Optimisation • Sentiment analysis of reviews and social mentions • CustomGPT’s and AI agents to carry out specific marketing tasks, e.g. automation of social • Media Mix Modelling (MMM) for budget allocation by Channel
C7: Connections (AI-Enabled Integrations)	• Connected CRM/ecommerce data and Chatbots for personalized customer interactions • Connecting processes via API’s using Zapier, Make, N8N or Relevance etc.
C8: Control (Insights & Analytics)	• AI-Powered Dashboards: Integrating data from various sources to provide a comprehensive view of ecommerce performance, marketing and customer insights. • Predictive analytics for RFM Analysis (Recency, Frequency, Monetary)

Examples of
AI Agents in Action

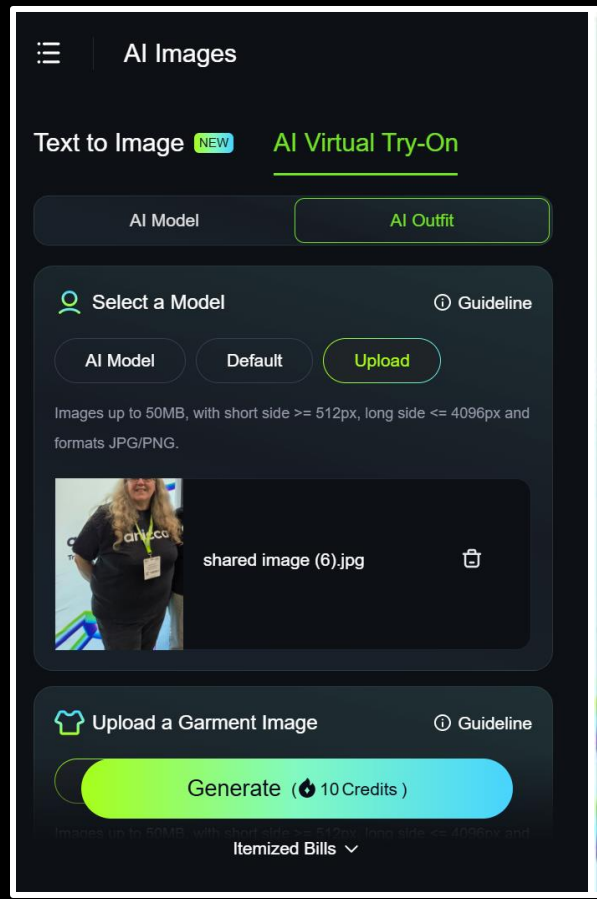
anicca ai

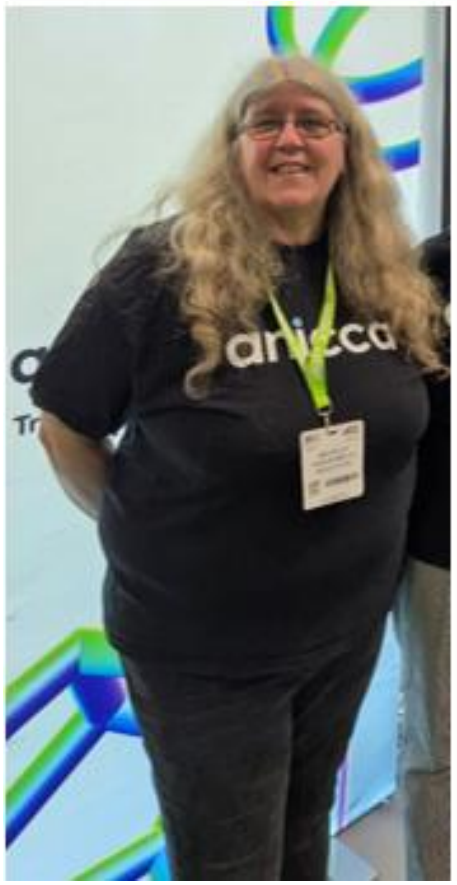
C5

Creation

anicca ai

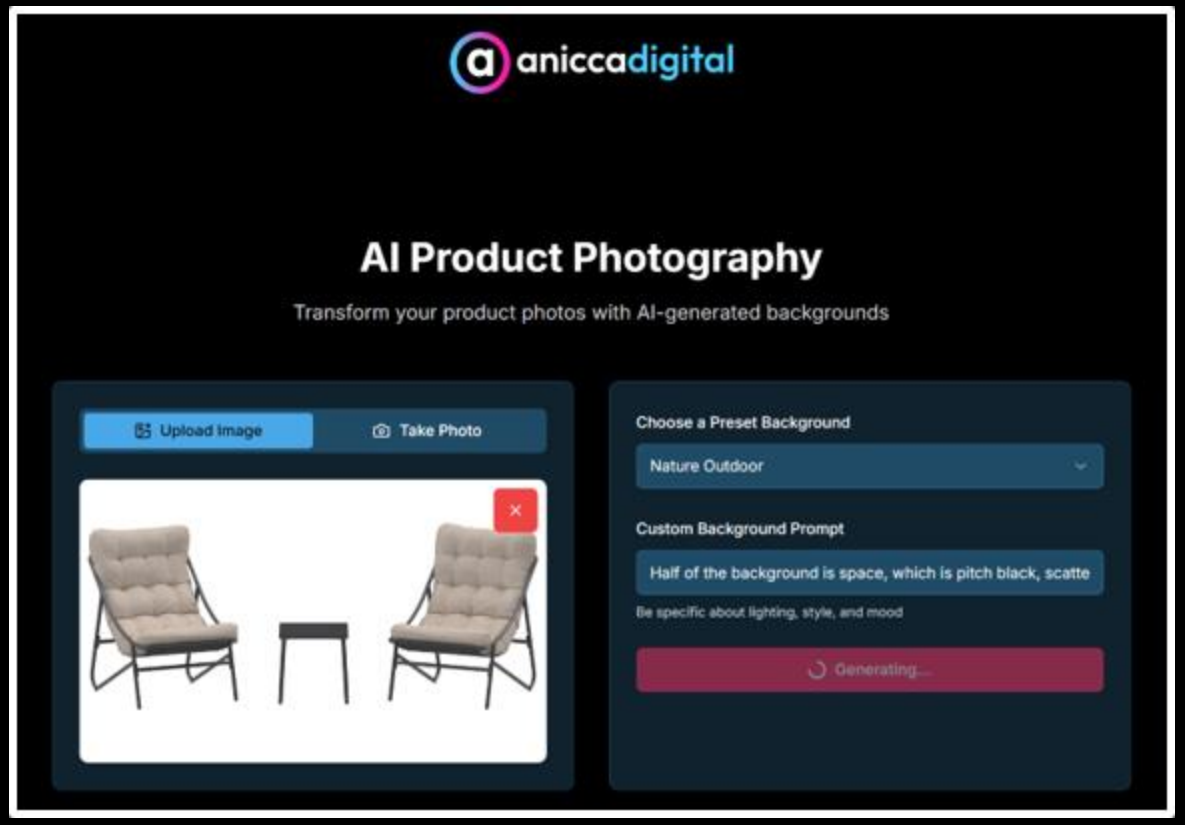
AI Virtual Try-On App with Klingai.com

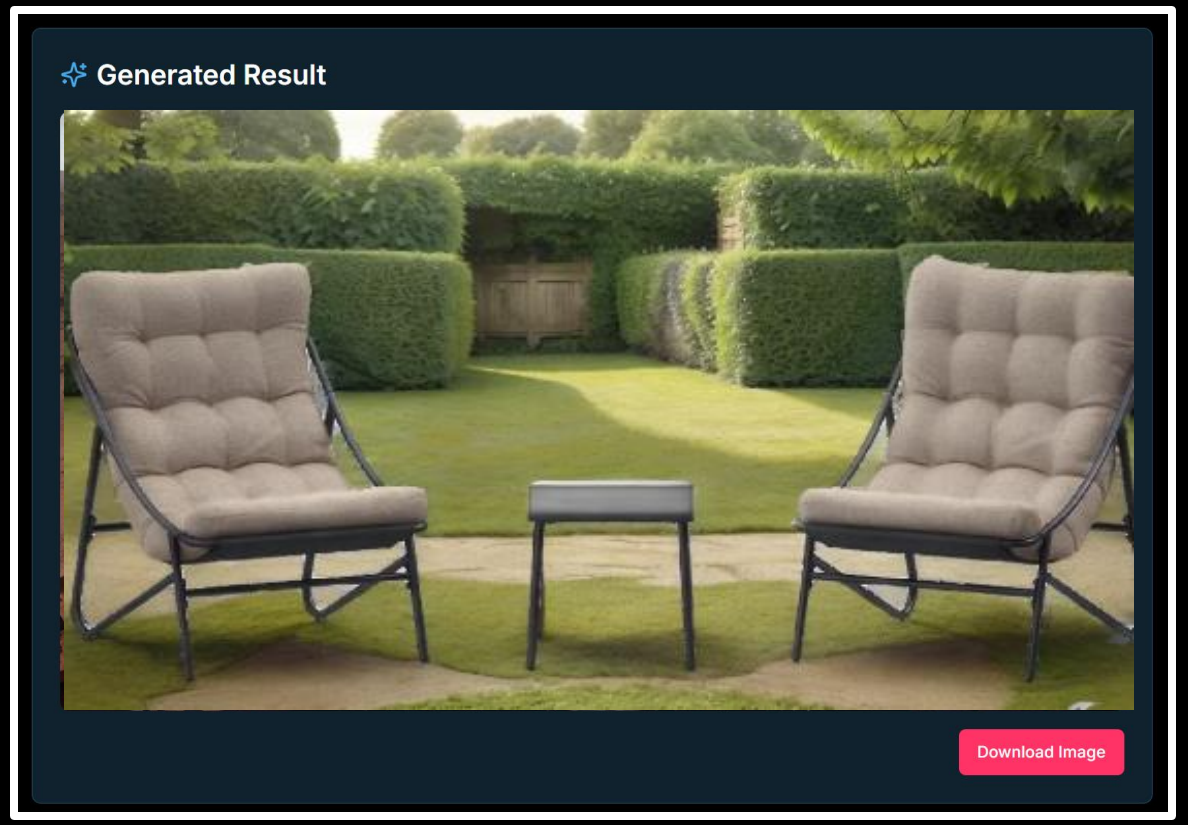




anicca ai

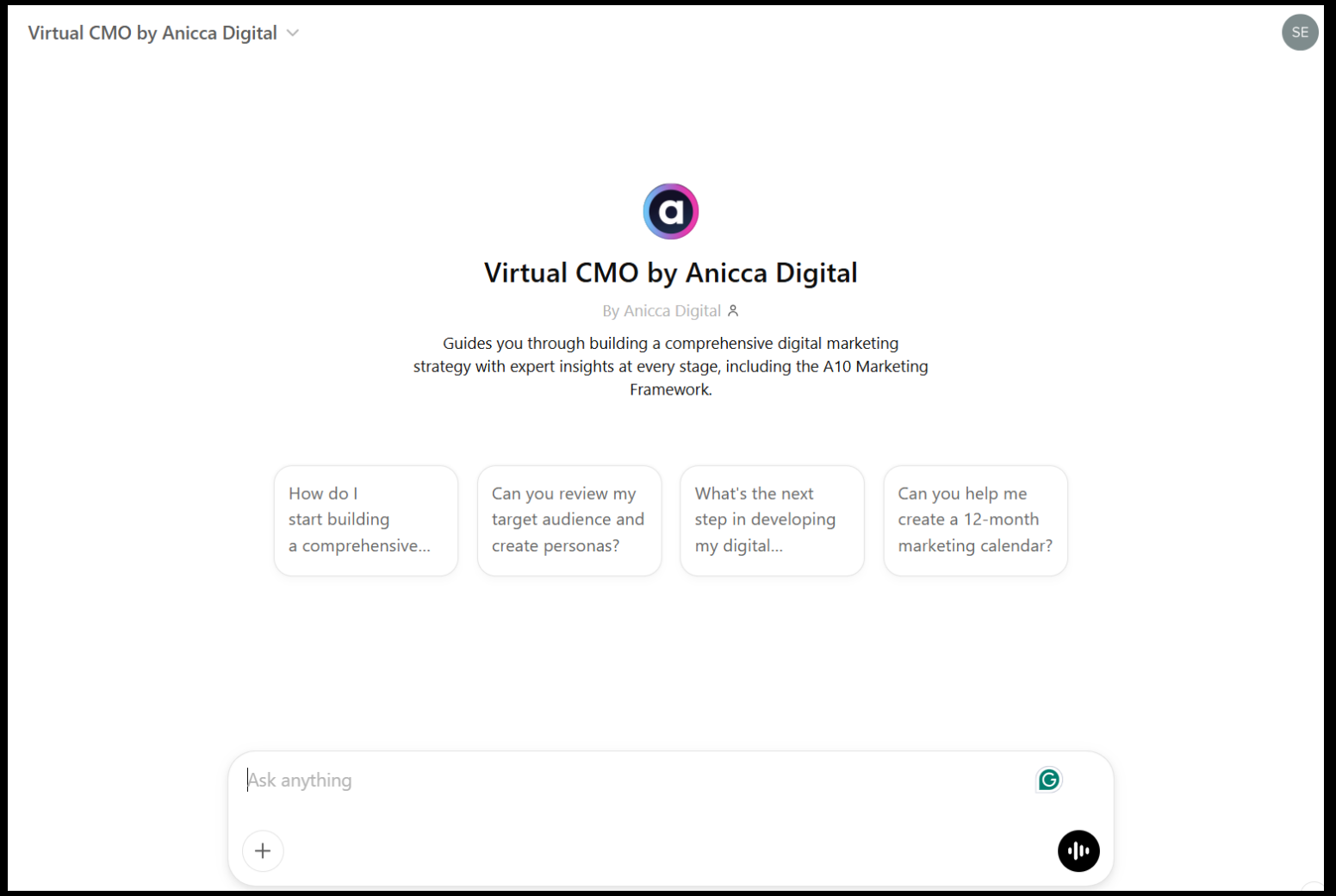
Product Placement App
(Built using Bolt & ComfyUI)





anicca ai

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



bit.ly/anicca-ai-virtual-cmo

anicca ai

MAMMOTH
CONTENT CREATION

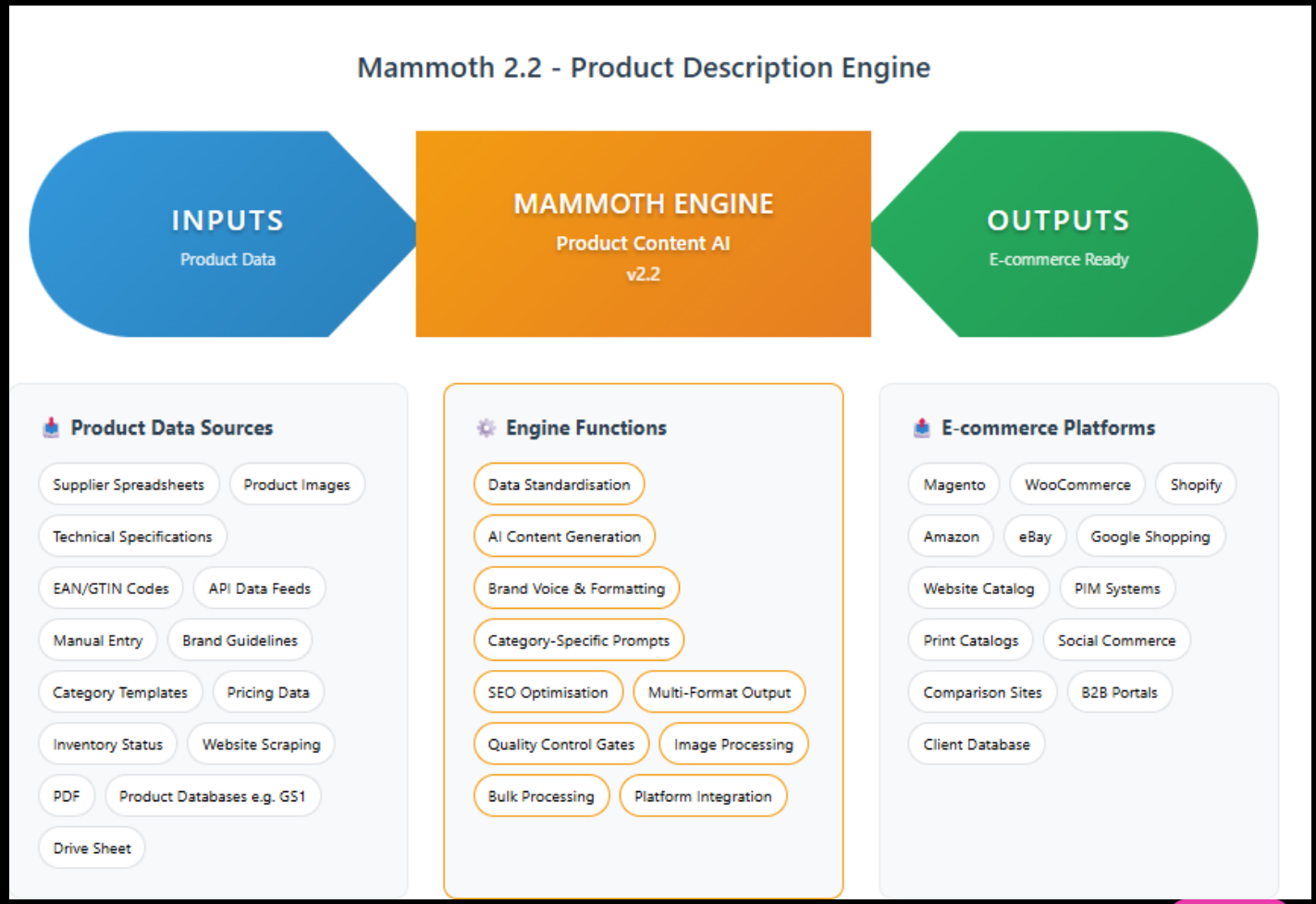
Mammoth Content Engine

Mammoth 2.1 - Marketing Content
Multi-channel marketing content automation across social, email, blogging, short & long-form content

Mammoth 2.2 - Product Content
Automated product description & ecommerce content creation

Mammoth 2.3 - AI Content Brain
Performance learning & competitive intelligence system

Mammoth 2.X – The Control Panel
Users configure the AI, set-up logins & APIs, load their asset/inputs, manage their campaigns, review & approve the output - before posting/uploading



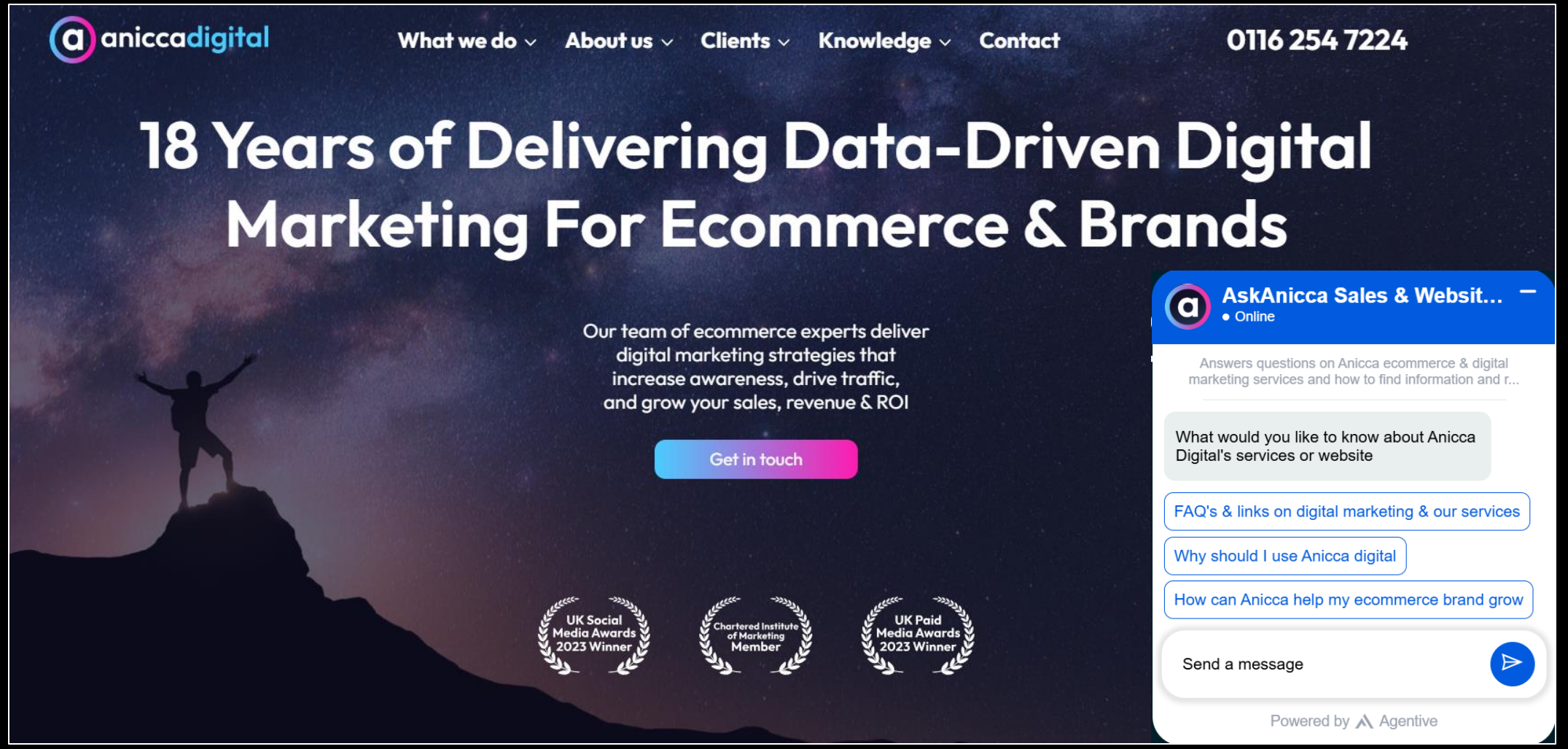
anicca ai

C4

Communication

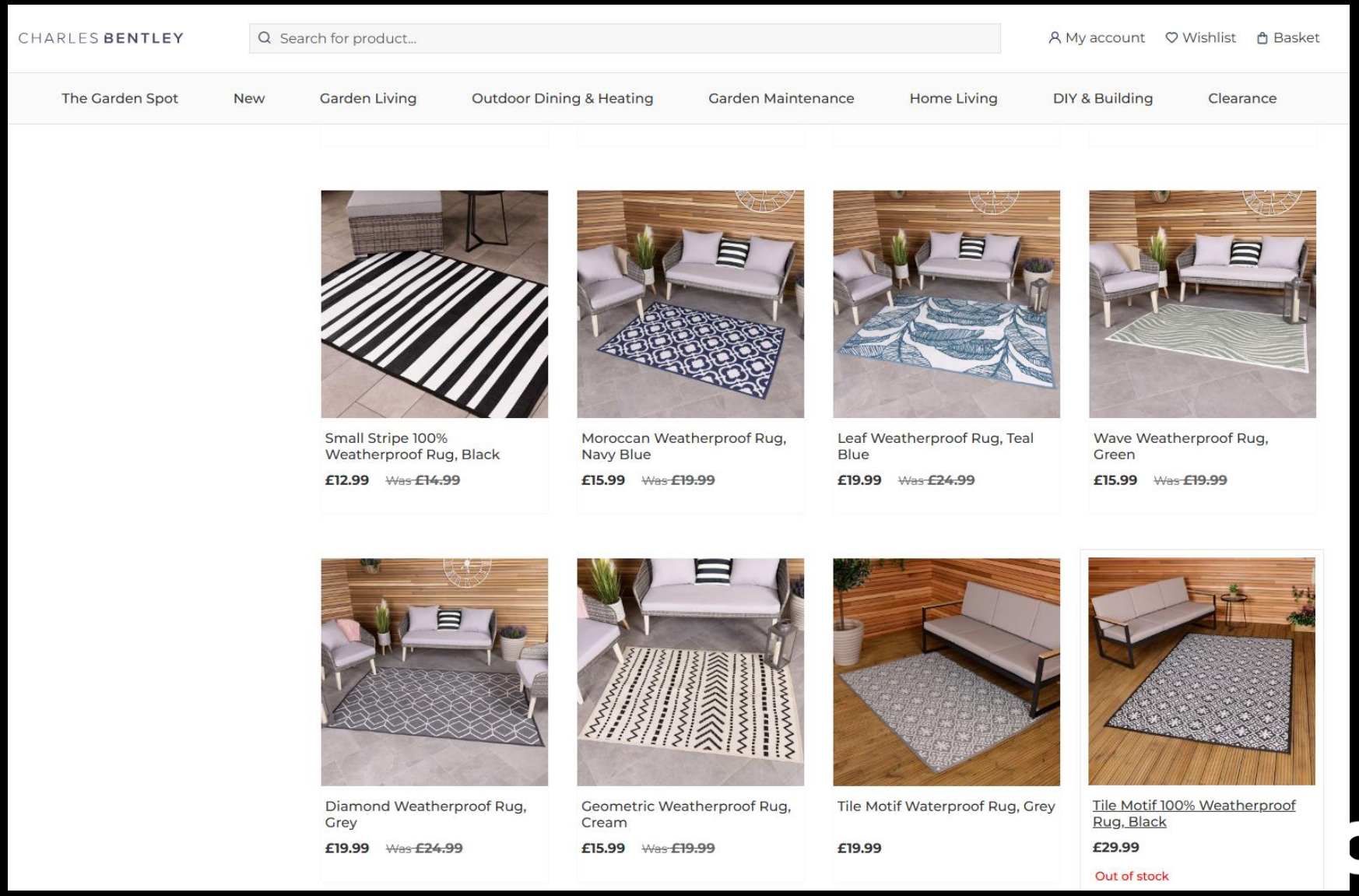
anicca ai

On-site Agentive/OpenAI Chatbot



anicca ai

Demo of Charlie – Charles Bentleys Voice Agent



Understanding Voice agents

Speech
Enquiry

Speech to
Text
LLM

Text
Prompt

Input
Prompt document

Large Language
Models (LLM)

Encoding/
Embedding
Tokenisation

Knowledge
Trained data Vector
databases
e.g RAG, LoRA's

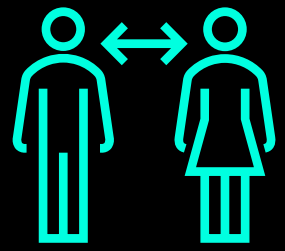
Output: Text

Generated
Text

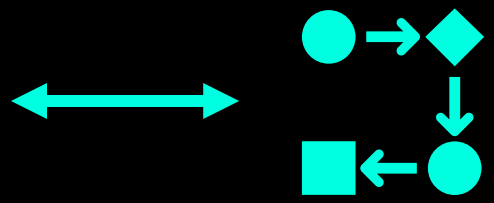
Text To
Speech
LLM

Speech
Response

anicca ai



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

AI Chat Bot

Voice Agent

Chat Agent

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

FAQ's & Product Info, PIM

Courier Tracking (API)

CRM or Existing Call Tracking

GHL (Call Notes Archive)

E-tickets or Help Desk Software

Live Stock Feed (Ecommerce API)

Human Assistant

Ecommerce Website

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

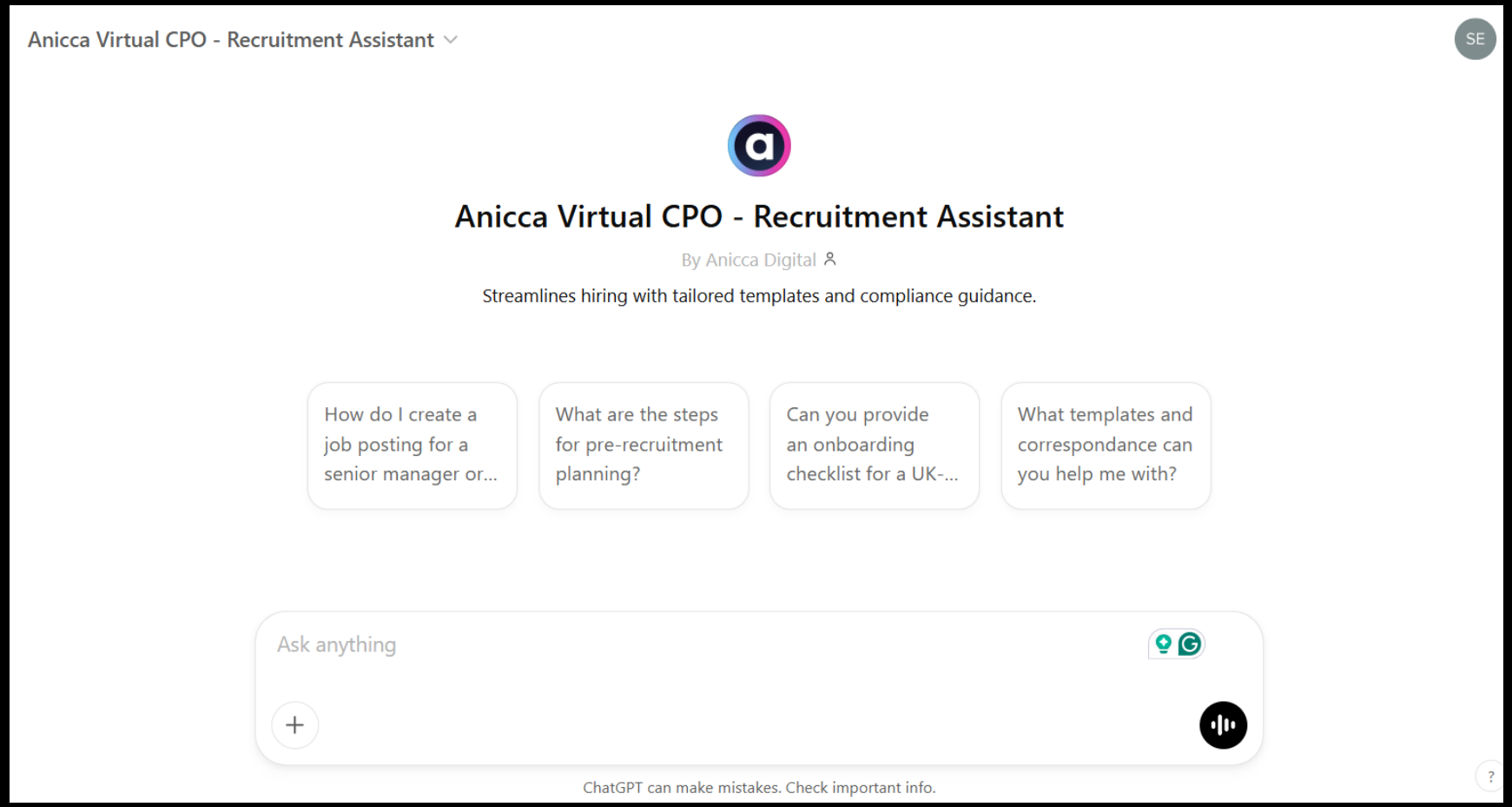
Human Brain

anicca ai

C1

Company

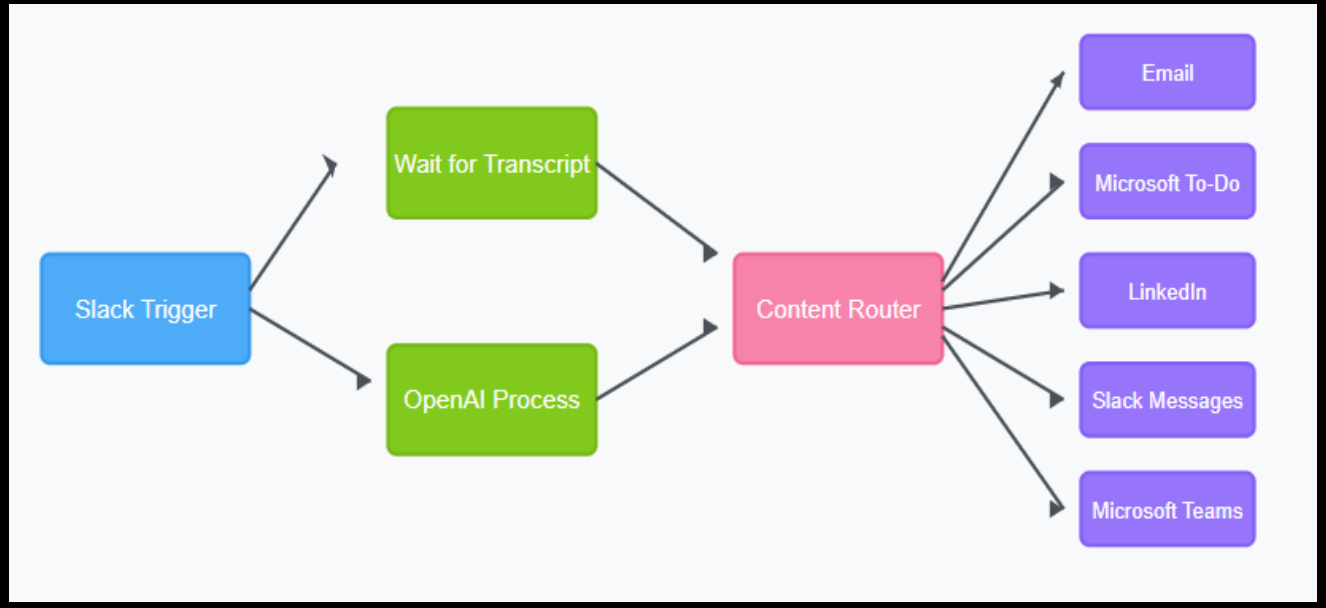
CustomGPT –
Virtual Personnel Officer (Recruitment Assistant)

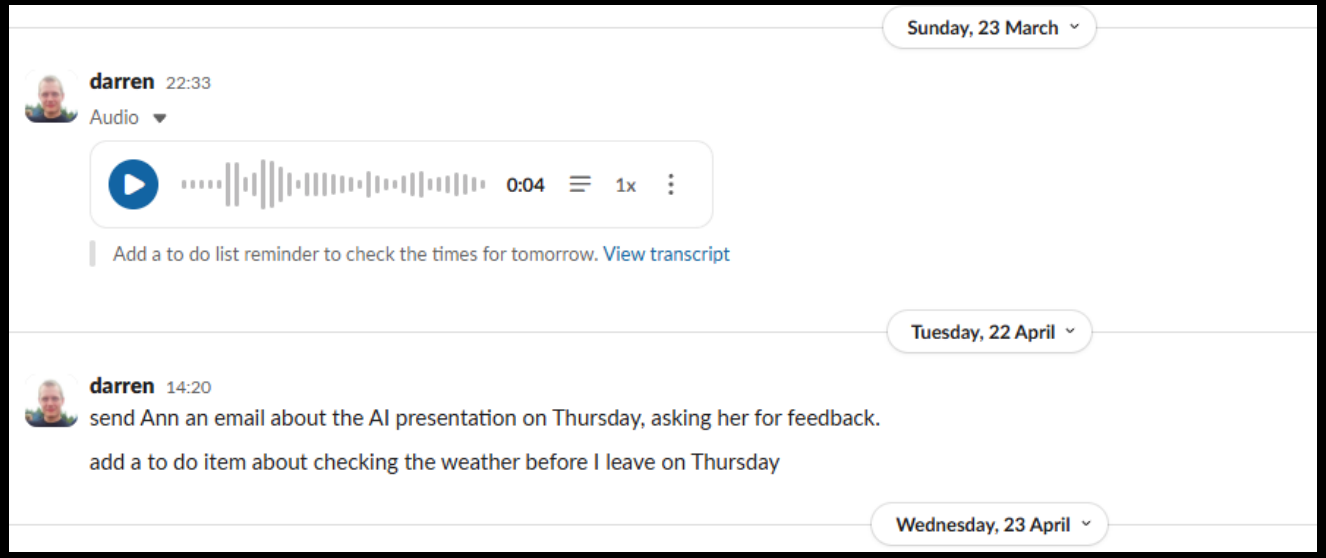


bit.ly/anicca-ai-virtual-cpo

anicca ai

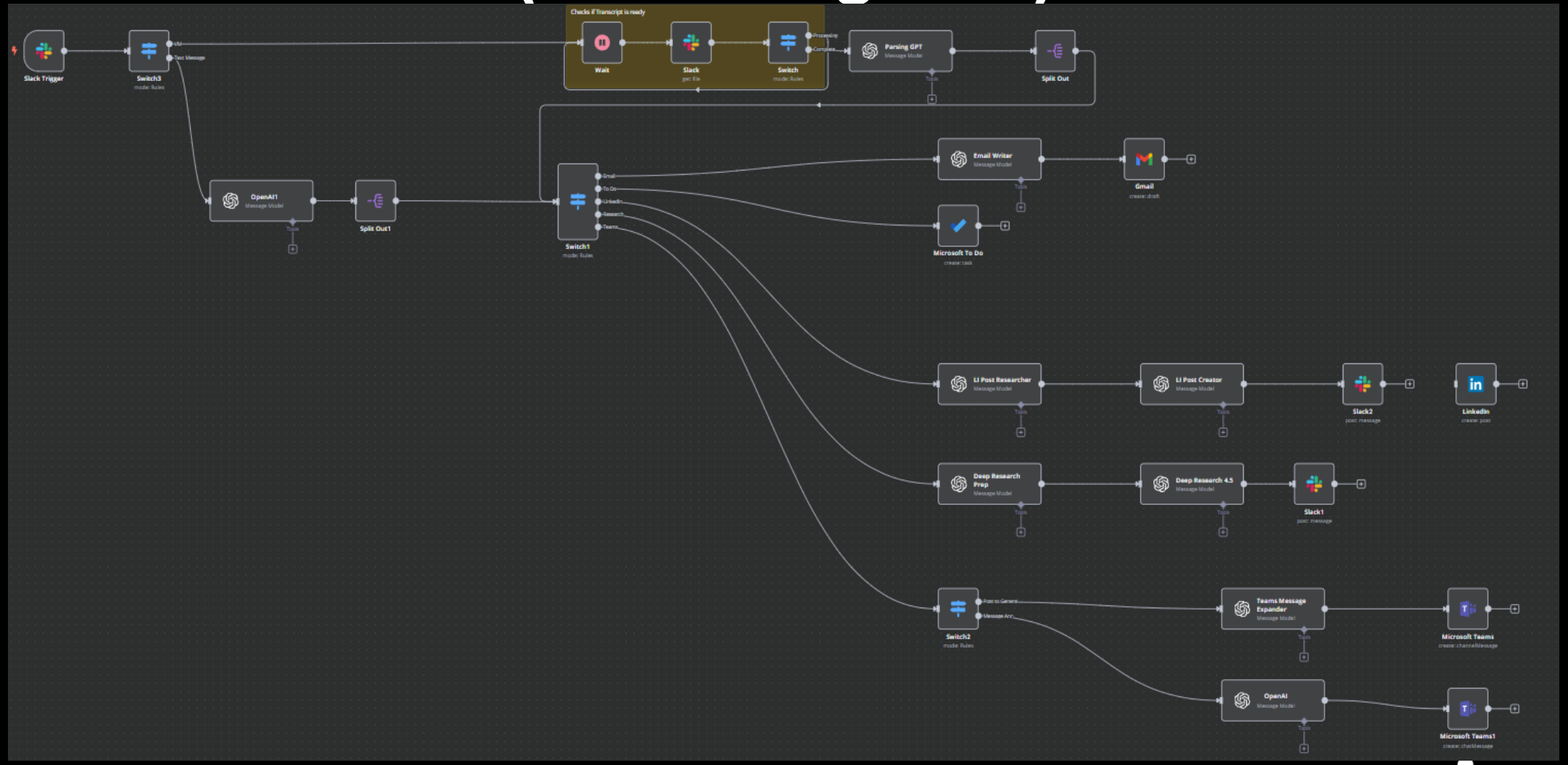
Personal Assistant using Slack chat or voice notes (Built using N8N)





anicca ai

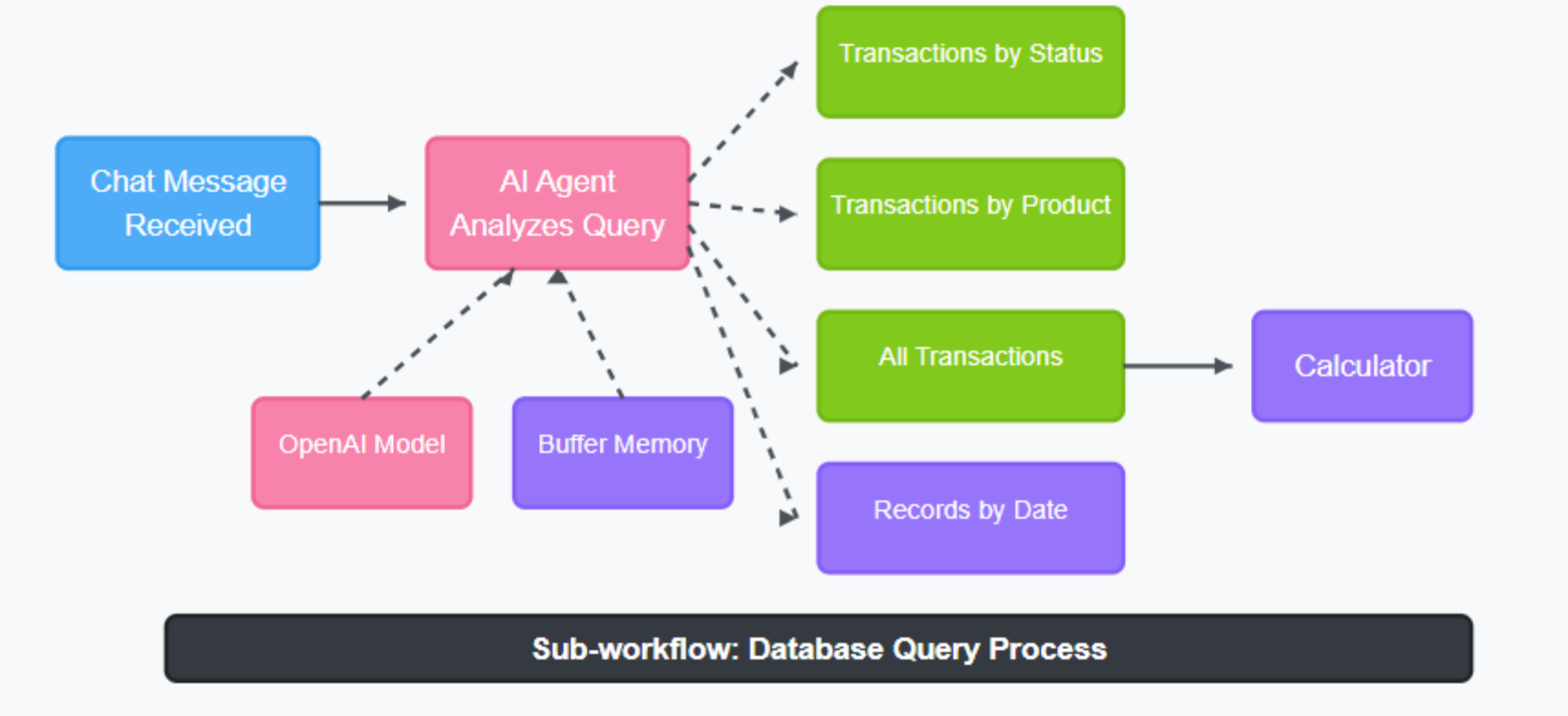
Personal Assistant using Slack chat or voice notes (Built using N8N)



anicca ai

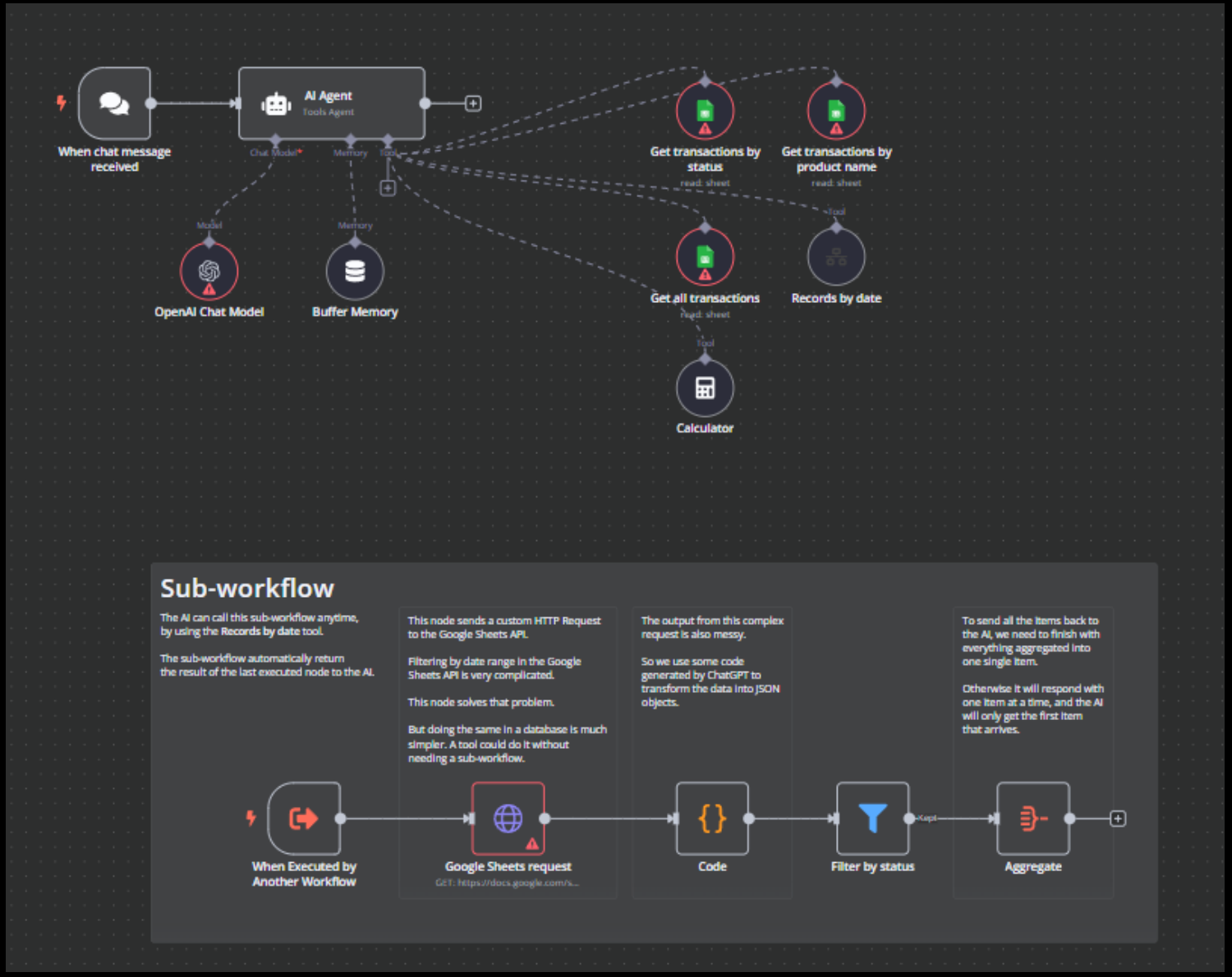
Database Analyst

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



anicca ai

Database Analyst



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

anicca ai

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.

Earlybird £5k+VAT

Upskill Your Team & Transform Your Business with Generative AI

anicca 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 C10 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).

020 8058 4434 | ai@anicca.co.uk | bit.ly/anicca-10day-ai-course

Modules and Timetable

anicca ai

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 C10 AI Adoption Framework

This session introduces Anicca's C10 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.

020 8058 4434 | ai@anicca.co.uk | bit.ly/anicca-10day-ai-course

We are giving away 5 AI Adoption Discovery Audits

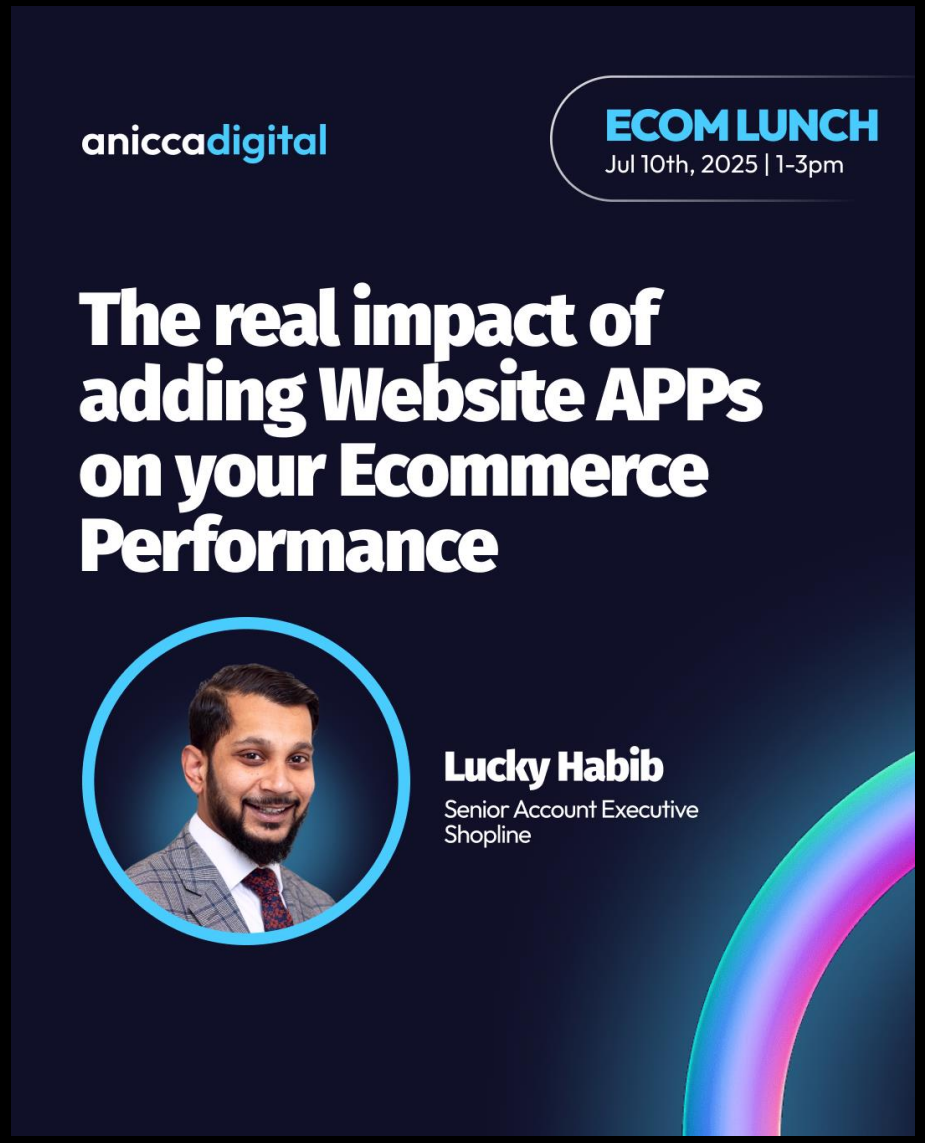
Find Out If You Qualify for a Free AI Adoption Discovery Audit

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.

anicca ai

Join us on 10th July, Ecommerce Lunch At Middletons Restaurant, Leicester (1-3pm)



bit.ly/anicca-ecom-lunch-july

anicca ai

Working with Anicca

Getting in touch

Ann Stanley (CTO)

ann@anicca.co.uk

07930384443

Darren Wynn (MD)

darren@anicca.co.uk

Sean Ball (BD)

sean@anicca.co.uk

anicca ai