

anicca

The AI Agents are coming!

Get Ready for the
Convergence of AI and
eCommerce Marketing



Ann Stanley (Founder & CTO)

anicca **ai**

anicca **digital**

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
 - **Free weekly webinar – Friday 9-10am** bit.ly/anicca-webinars
- **LinkedIn** – [linkedin.com/in/annstanley](https://www.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

1000 learners **trained in digital marketing**, since Jan 22, plus bespoke training & new **AI Training**

anicca ai

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

anicca insights

Our Sister Company – providing **Data, Insights & AI App development** – including **Armadello Analytics** Dashboard & **Secret-Agents.ai**

Anicca AI & Automation Services



Strategy

- Discovery Audit with marketing & leadership teams
- Identify opportunities using our C10 AI Framework
- Stakeholder engagement & leadership workshops
- Roadmaps combining quick wins & long-term impact



Solutions

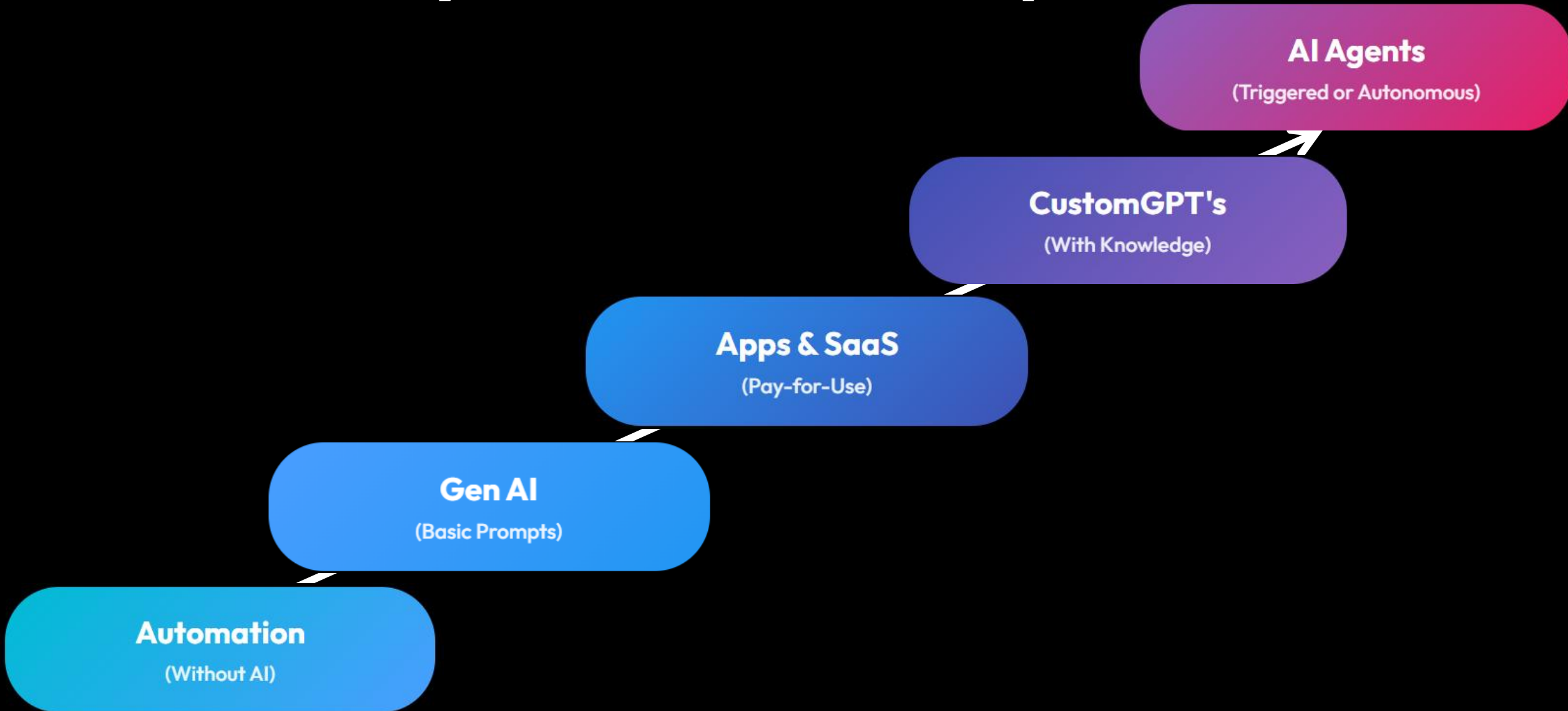
- Free & Custom AI Agents via our Marketplace (secret-agents.ai) & White-label agent platform
- Bespoke AI agents built for any aspects of your business
- Deployment via chat, forms, CRMs, or fully autonomous
- Branded, secure & aligned to your workflows
- UK Funding for AI Adoption may be available



Skills

- Department-specific training (on-site or virtual)
- 10-day AI & Automation course access
- Regular webinar and top-up sessions
- Funding for training may be available

Where are you on the AI Adoption Ladder?



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

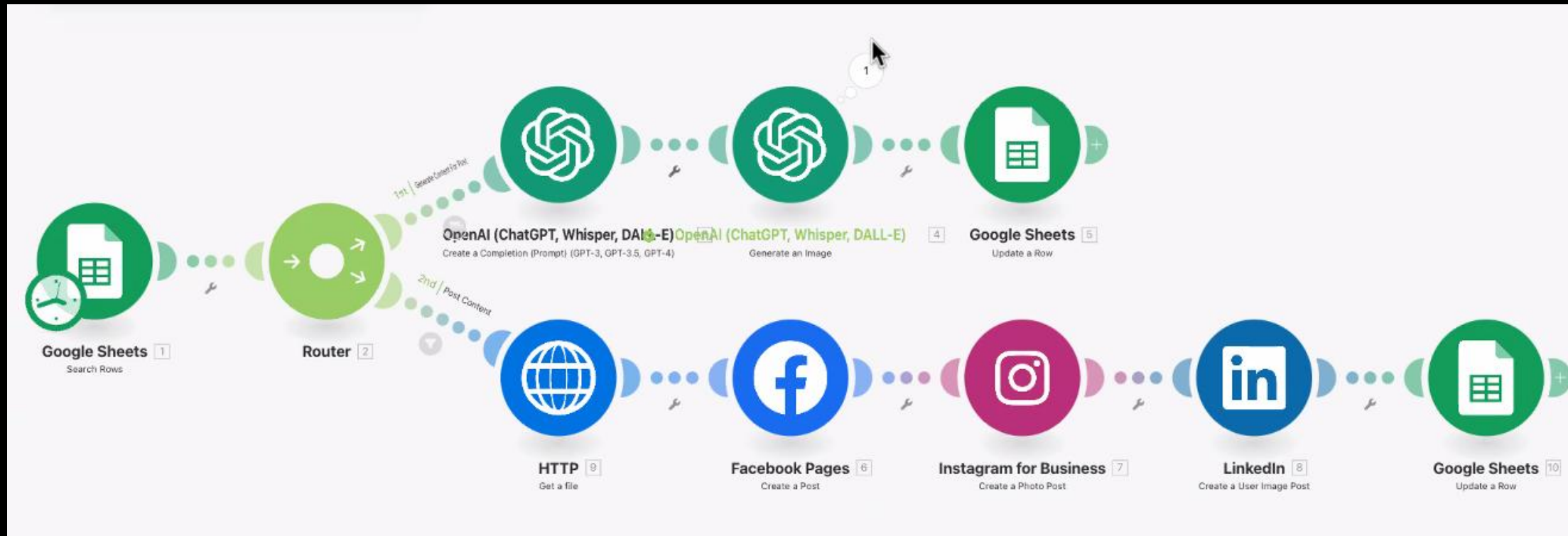
Understanding AI Agents

- 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**
- “**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

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
	AI tools transforming ecommerce marketing	<p>🚀 AI is rewriting the playbook for eCommerce marketing—and it's happening faster than you think.</p> <p>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. 📊💡</p> <p>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.</p> <p>Want to stay ahead of the curve? Make sure you're not just using AI... but using it strategically.</p> <p>🌱 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.</p> <p>#AI #EcommerceMarketing #DigitalMarketing #MarTech #AgencyLife #ArtificialIntelligence #GrowthHacking #MarketingAutomation</p>	https://oaidalleapiprodscus.blog	Create a post
2				
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			Generate content
7	Leveraging first-party data post-cookie			Ready for Review
8	Personalisation strategies in ecommerce			Create a post
9	Predictive analytics for ecommerce campaigns			Confirmed
10	Retail media networks and their rise			
11	The role of chatbots and conversational commerce			
12	TikTok Shop and the future of social commerce			

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



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

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

anicca **insights**

Secret-Agents.ai (AI Agent Marketplace)



Secret-Agents.ai



secret-agents.ai

Marketplace ▾

Voice Agents

Quizzes & Calculators ▾

Leaderboard & Creators

Packages

My Agents



Ann Stanley

Voice Agent Demos



AI Agent Marketplace

• No Coding • No Prompting • No Hassle

Start With Free Ready-Made AI Agents for Marketing, Management & Productivity
Upgrade for More Daily Uses, VIP Membership for Unlimited Access, & Enterprise Solutions.

- Free Agents
- Paid/VIP Agents
- Enterprise Agents
- Paid AI Courses
- Free AI Webinars

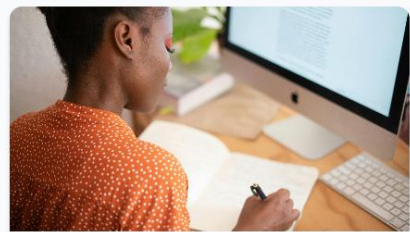
Filters [Clear All](#)

Categories

- Content
- Customer Service
- E-commerce
- HR
- Images, Video & Audio
- Lead Generation
- Marketing
- Operations

32 AI Agents Available

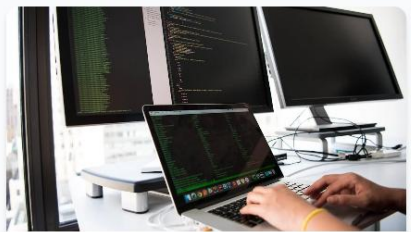
Favourites First ▾



Blog Content Writer



Conversion Rate Optimiser



Meeting Notes Generator

Conversion Rate Optimiser



secret-agents.ai

Marketplace

Voice Agents

Quizzes & Calculators

Leaderboard & Creators

Packages

My Agents



Ann Stanley

← Conversion Rate Optimiser



Welcome, Ann | Anicca Digital



Free

1 free use/day.

Sign up for Free/Starter Package for 10 free uses / day for 1 month

Automatic upgrade to Pro package after 1 month

Try Now

Complete the form below to use this agent

Launch

Creator

Reviews

Examples of Output

About this Agent

This agent performs a simple, heuristic review of a given URL. It looks for common friction points and basic clarity issues, then suggests small, practical improvements. It does not replace a full CRO audit.

Conversion Rate Optimiser – 2-step structured form

Conversion Rate Optimiser

Provide a URL and a few details to get a short CRO checklist.

[Add to Dashboard](#)

How to use this tool
Enter your page URL and context. We will run a lightweight review and return suggestions.
Tip: include your primary goal and audience for more relevant notes.

Daily Usage 10 of 10 uses remaining

Upgrade to VIP Access
Get unlimited access - no daily limits!

[Upgrade Now](#)

- Unlimited Usage**
No daily limits - use as much as you need
- Premium Features**
Access advanced tools and options
- Priority Processing**
Faster response times

Conversion Rate Optimiser

First Name *

Last Name *

Email Address *

Please type your email to receive your CRO analysis

[Submit](#)

Landing Page Analysis

Your Landing Page is Leaking Sales—Fix It Now

Landing Page URL *

Business Type *

Primary Goal *

Current Monthly Traffic *

Current Conversion Rate *

Target Audience

[Analyse My Landing Page](#)

HTML report & in your inbox



Your CRO Analysis is Ready!

Your comprehensive conversion rate optimisation analysis has been completed

Analysis Summary

Website Analysed: <https://anicca.co.uk>
Business Type: Digital Marketing Agency
Primary Goal: lead generation
Current Traffic: 3000 monthly visitors
Current Conversion Rate: 1%
Generated: 2025-09-11T21:29:52.431+01:00

Optimisation Focus

Business Type: Digital Marketing Agency
Conversion Goal: lead generation
Target Audience: ecommerce managers and directors

Analysis Details

Prepared for: Ann Simmonds

Contact: ann@anicca.co.uk

Analysis Type: Comprehensive CRO Audit

CRO Analysis Report:

CRO Audit & Recommendations for Anicca Digital

Current Performance: 3,000 monthly visitors | 1% conversion rate | ~30 monthly leads

1. Critical Conversion Barriers

- Value proposition not immediately clear above the fold
- Generic hero messaging lacks specific audience targeting
- Multiple competing CTAs creating decision paralysis
- Lead generation forms not prominently positioned
- Limited social proof visibility despite strong testimonials

Recommendation	Difficulty	Est. Impact	Timeline
1. Hero Section Optimisation <ul style="list-style-type: none"> • Add specific ecommerce-focused value proposition • Include key metrics/results achieved for clients • Single, prominent 'Get Proposal' CTA • Remove generic stock imagery 	Easy	+0.5-0.8%	0-2 weeks
2. Social Proof Enhancement <ul style="list-style-type: none"> • Create scrolling results ticker with key metrics • Add logos of recognized ecommerce clients • Feature video testimonials from ecommerce directors • Showcase industry awards more prominently 	Medium	+0.3-0.5%	2-4 weeks
3. Lead Capture Optimization <ul style="list-style-type: none"> • Add multi-step qualification form • Implement exit-intent popup for resource download • Add live chat with 24/7 bot backup • Create ROI calculator tool 	Hard	+0.8-1.2%	1-2 months

5. Trust Building Elements <ul style="list-style-type: none"> • Add security badges and certifications • Feature agency team profiles and expertise • Display transparent pricing/packages • Add money-back guarantee messaging 	Easy	+0.2-0.4%	2-4 weeks
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3. Implementation Roadmap

Quick Wins (0-2 Weeks)

- Optimize hero section messaging and CTA
- Add social proof elements above the fold
- Implement exit-intent lead capture
- Add trust badges and certifications
- Optimize mobile responsive design

Medium-Term (1-3 Months)









- Develop multi-step qualification form
- Create ROI calculator tool
- Implement live chat system
- Add video testimonials
- Create ecommerce case studies section

Leaderboard of task-specific AI Agents

secret-agents.ai Marketplace ▾ Voice Agents Quizzes & Calculators ▾ Leaderboard & Creators Packages My Agents Ann Stanley


Agent Leaderboard

Top agents by usage this month. Click any column to sort. Results for September 2025.

#	AGENT	Category ↑↓	Creator ↑↓	CREATED
1	 SEO Keyword Generator Generate relevant SEO keywords for your content and campaigns.	Marketing	James Allen	29/06/2025
2	 Meeting Notes Generator Transform meeting recordings and transcripts into structured, actionable notes.	Operations	Ann Stanley	29/06/2025
3	 SEO Page Checker AI assistant for seo page checker that helps you get results faster with structured, high-quality outputs.	Content	James Allen	19/08/2025
4	 Social Media Caption Writer Create engaging captions for your social media posts across platforms.	Marketing	Ann Stanley	29/06/2025
5	 Blog Content Writer Create engaging, SEO-optimized blog content with AI assistance.	Content	Ann Stanley	29/06/2025
6	 Article Writer Generate in-depth articles and thought leadership content with AI assistance.	Content	Ann Stanley	29/06/2025
7	 Conversion Rate Optimiser Run a lightweight CRO check on a page to surface potential issues and quick wins.	Marketing	Ann Stanley	09/08/2025
8	 Image Creator (Using a Prompt) The Image Creator (Using a Prompt) and OpenAI, is an advanced AI solution designed to revolutionise your image creation process.	Images, Video & Audio	Ann Stanley	10/08/2025

Meeting Notes Generator

2-Step Form – “Structured Prompt”



Meeting Notes Generator

Operations

Transform meeting recordings and transcripts into structured,...

Price **Free**

[View Details >](#)

Meeting Notes Generator

First Name *

Last Name *

Email Address *

[Submit](#)

Meeting Notes Generator

Advanced Note Generation From Transcription & Supporting Content
This might take a little while!
For long meetings and large pdf files, the content engine can take several minutes to process - don't worry, it's worth the wait!
PLEASE LOAD PDFs ONLY

Content Title *

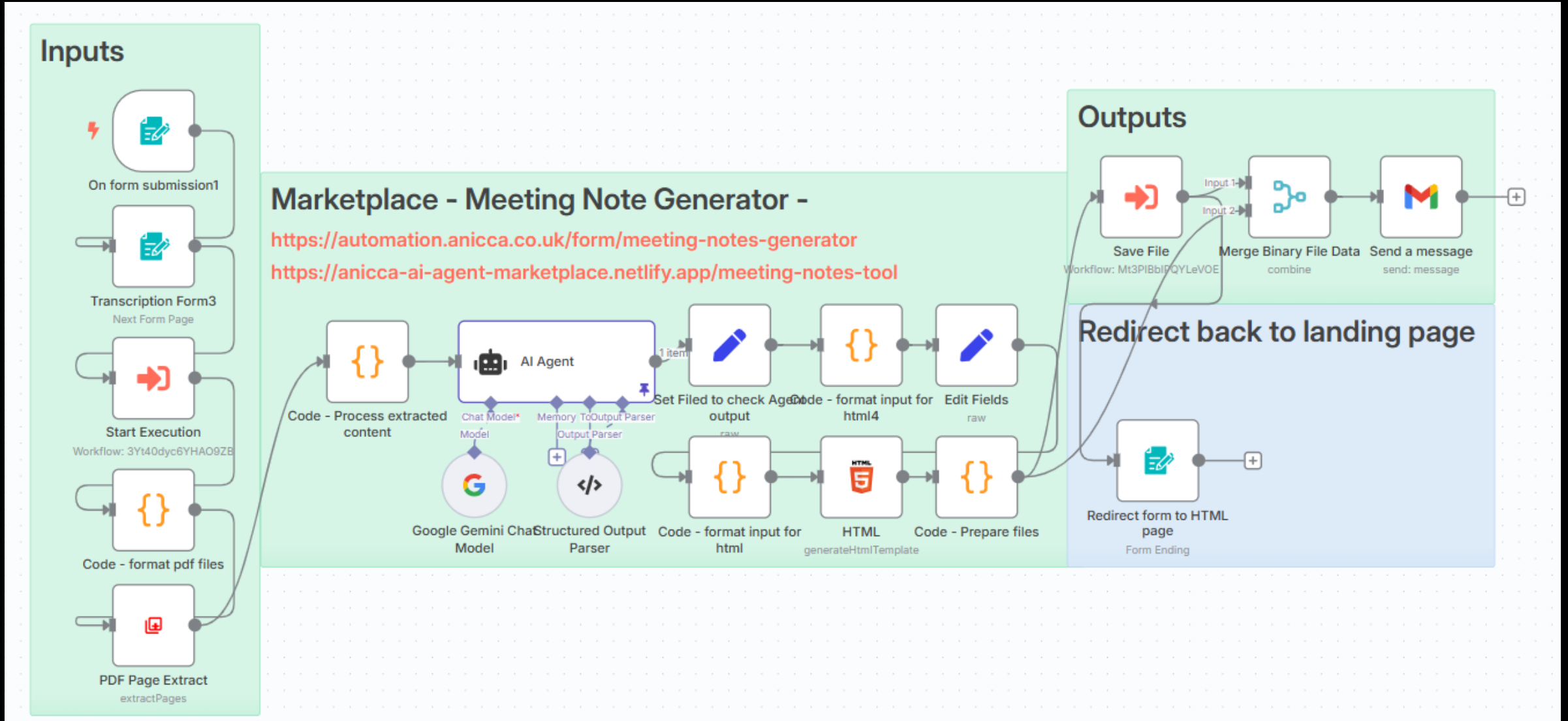
Transcription Upload File *

 No file chosen

Meeting Duration *

Transcription Type *

Workflow built in N8N (Meeting Note Generator)



Meeting notes in your inbox & on the screen

Ann Stanley | Anicca AI & Automation <ann@anicca.co.uk>
to me ▾
Sun 22 Jun, 20:19 (11 hours ago)

✓ Your Content is Ready!
Your professional content has been generated successfully

Content Summary

Title: Charles Bentley Voice Agent 8th may
Type: Enhanced - very detailed technical notes
Duration: Long (60-90 min)
Target Audience: client and tech team
Speakers Detected: 9
Meeting Type: Enhanced Technical Project Review

Access Online:
https://automation.anicca.co.uk/shared/Charles_Bentley_Voice_Agent_8th_may_transcription.html
(Link expires 20/09/2025)

Files Attached

Charles_Bentley_Voice_Agent_8th_may_transcription.html – Formatted content (HTML)
Charles_Bentley_Voice_Agent_8th_may_transcription.txt – Plain text version

✓ Your Content: Charles Bentley voice agent

Type: Enhanced - very detailed technical notes
Duration: Long (60-90 min)
Generated: 2025-06-22T19:27:14.471Z

Content Details

Target Audience: client and development team	Content Purpose: project planning	Meeting Type: Enhanced Technical Project Discussion	Speakers Detected: 9
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Key Topics:

- Voice Agent Development
- API Integrations
- Vector Databases
- Data Management
- Project Timelines
- System Architecture
- Customer Journey Mapping
- N8N Hosting

Content:

Meeting Minutes: Voice Agent Development for Charles Bentley

Date: 6th May

Attendees:

- Anr
- Ma
- Anx
- Dar
- Ian
- Nat
- Ahr
- Jan
- Chc

1. Introduction and Meeting Context

Secret-Agents.ai/membership

Sign-up for a free account – 10 uses per day for 1 month

Choose Your Plan

You get **one free use each day**, then upgrade to a package that suits you.

All prices include VAT or local tax.

Monthly

Annual

£

\$

€

Free/Starter

Free for 1 month: 10 uses per day

£0 /month

- ☆ Access to free AI tools
- ☆ 10 uses/day for 1 month
- ☆ Community support

Sign Up for Free

Pro

10 uses per day

£20 /month

or £200 / year (2 months free)

- ☆ 10 uses/day across all free agents
- ☆ Email support

Subscribe Monthly

VIP Club

Unlimited use of free agents +
includes 1 VIP / Paid agent

£50 /month

or £500 / year (2 months free)

- ☆ Unlimited usage of free agents
- ☆ Includes 1 VIP / Paid agent
- ☆ VIP agents start at £50/month or £500/year
- ☆ Additional VIP agent purchased independently

Join VIP Monthly

Enterprise

Custom AI Solutions & Team
Discounts for 5+ Users

Custom

- ☆ All Pro features
- ☆ Custom integrations
- ☆ Dedicated support
- ☆ Bespoke training
- ☆ White-label portal of agents, with unlimited users

Contact Sales



bit.ly/secret-agents-packages



Voice Agents & Chatbots



Common Features of Voice Agents



Lead Qualification

Automatically qualify inbound leads by gathering key information, assessing fit, and routing qualified prospects to your sales team with full context and priority scoring.

3x conversion

Instant response



Appointment Booking

Handle meeting scheduling, calendar coordination, and appointment confirmations. Send automated reminders and manage rescheduling requests seamlessly.

Zero friction

Auto calendar



Follow-up Campaigns

Automate outbound follow-ups for quotes, proposals, and dormant leads. Maintain consistent touchpoints while freeing your sales team for closing activities.

40% more leads

Smart timing



Technical Support

Provide step-by-step troubleshooting guidance, account assistance, and technical problem resolution. Escalate complex issues to specialists with full context.

80% resolution

Expert handoff



FAQ & Information

Answer common questions about policies, procedures, account details, and service features. Keep responses current and brand-consistent across all interactions.

Instant answers

Always current



Account Management

Help customers check balances, update information, manage subscriptions, and access account features through secure, conversational interactions.

Secure access









Self-service

Demo of Charlie – Charles Bentley's Voice Agent

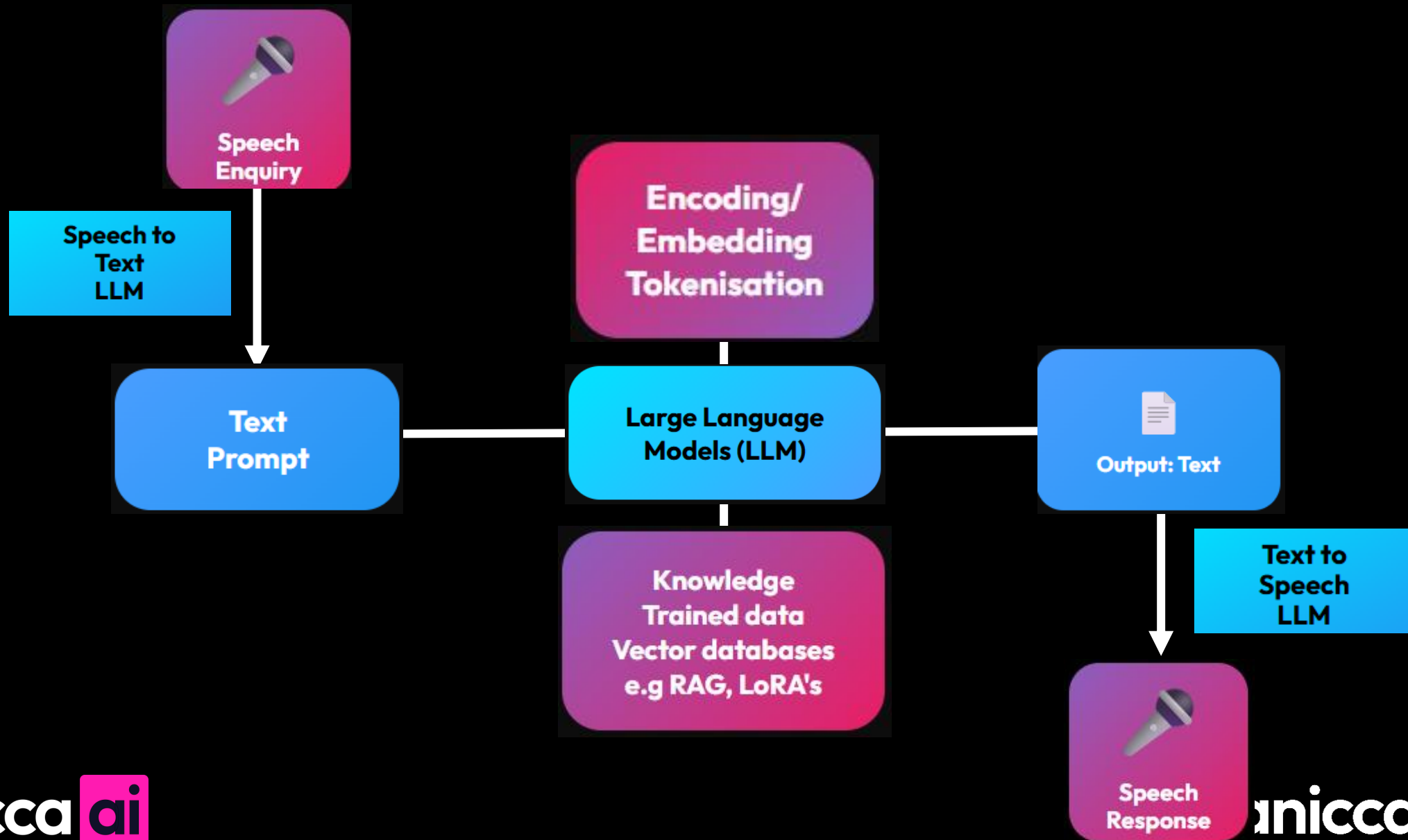


CHARLES BENTLEY [My account](#) [Wishlist](#) [Basket](#)

[The Garden Spot](#) [New](#) [Garden Living](#) [Outdoor Dining & Heating](#) [Garden Maintenance](#) [Home Living](#) [DIY & Building](#) [Clearance](#)

 <p>Small Stripe 100% Weatherproof Rug, Black £12.99 Was £14.99</p>	 <p>Moroccan Weatherproof Rug, Navy Blue £15.99 Was £19.99</p>	 <p>Leaf Weatherproof Rug, Teal Blue £19.99 Was £24.99</p>	 <p>Wave Weatherproof Rug, Green £15.99 Was £19.99</p>
 <p>Diamond Weatherproof Rug, Grey £19.99 Was £24.99</p>	 <p>Geometric Weatherproof Rug, Cream £15.99 Was £19.99</p>	 <p>Tile Motif Waterproof Rug, Grey £19.99</p>	 <p>Tile Motif 100% Weatherproof Rug, Black £29.99 Out of stock</p>

Understanding Voice Agents



Ecommerce specific features

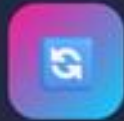


Order Status & WISMO

Instantly answer "Where Is My Order" queries by connecting directly to your courier APIs and order management systems. Provide real-time shipping updates, delivery estimates, and tracking information 24/7.

65% fewer calls

24/7 available



Returns & Exchanges

Streamline the returns process with guided conversations that check eligibility, generate return labels, and initiate refunds. Reduce processing time while improving customer satisfaction.

50% faster

Auto processing



Product Recommendations

Leverage customer purchase history and preferences to provide intelligent product suggestions, size guidance, and availability checks through natural conversation.

30% upsell

Personal AI

Voice Agents specifically for ecommerce



Bespoke Ecommerce Brain

Built with your product knowledge and customer service processes



API Integration

Connects with ecommerce platform, PIM, courier tracking & CRM



Real-Time Services

Order updates, stock availability, returns & product FAQs



On-Brand Voice

Sounds like your brand with seamless human escalation



24/7 Operations

Always available with ticketing system integration



Smart Analytics

Sentiment detection & conversation transcriptions



Secure & GDPR-Compliant Infrastructure

Enterprise-grade security with full compliance and data protection

Sources of data for Voice Agents & Chat Bots

Knowledge Base

Training & policies: ingest returns policy, FAQs, and service manuals for accurate answers

Website / PIM

Product data, pricing, availability, and order status via APIs

Courier & Logistics

Live tracking, delivery windows, proof of delivery

Charlie Voice Agent

Voice + Chat Integration Hub

Connects all business systems through intelligent voice and chat interactions

Helpdesk

Create/update tickets, escalate with full call summaries

CRM

Capture leads, contact syncing, call outcomes and next actions

Analytics

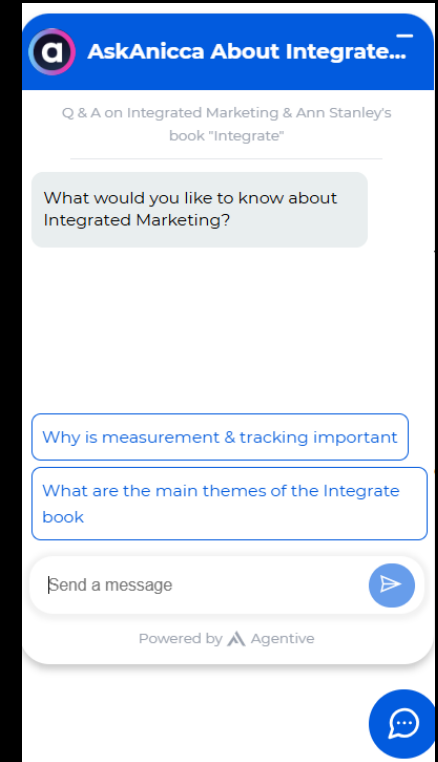
Call logs, intent distribution, CSAT, and conversion reporting

Security

GDPR-compliant voice infrastructure; scoped API keys and role-based access

Companion AI Chatbot

- Some users prefer to chat than talk
- Most website Chatbots have pre-programmed questions and no AI
- Our Voice Agents can have a Companion AI Chatbot
- The brain and knowledge behind the Voice Agent powers the Chatbot
- Chatbots have some extra functionality as they can provide links in the chat



Example AI Chatbot

<https://anicca.co.uk/blog/voice-agents-for-ecommerce-user-guide-live-demo/>




I'm ready to talk
**Voice Agents
for E-commerce**

▶ User Guide & Live Demo



bit.ly/anicca-voice-agent-guide

Personalised Demo – Charlie will call you back in 2-5 mins

 Marketplace ▾ Voice Agents Quizzes & Calculators ▾ Leaderboard & Creators Packages My Agents Ann Stanley

Live, Interactive Voice Agent Demo—Personalised To Your Website In 2-5 Minutes

Share your URL and details—Charlie, our Voice Agent, will call you shortly with a personalised demo

Choose a demo

Ecommerce Leads/Sales Service

Product or website URL

Company

First name

Last name

Postcode


Email

Phone

Objective or Challenge — how could AI help your business?

I consent to a recorded demo call for product testing

Get Charlie to call me **Book a meeting**



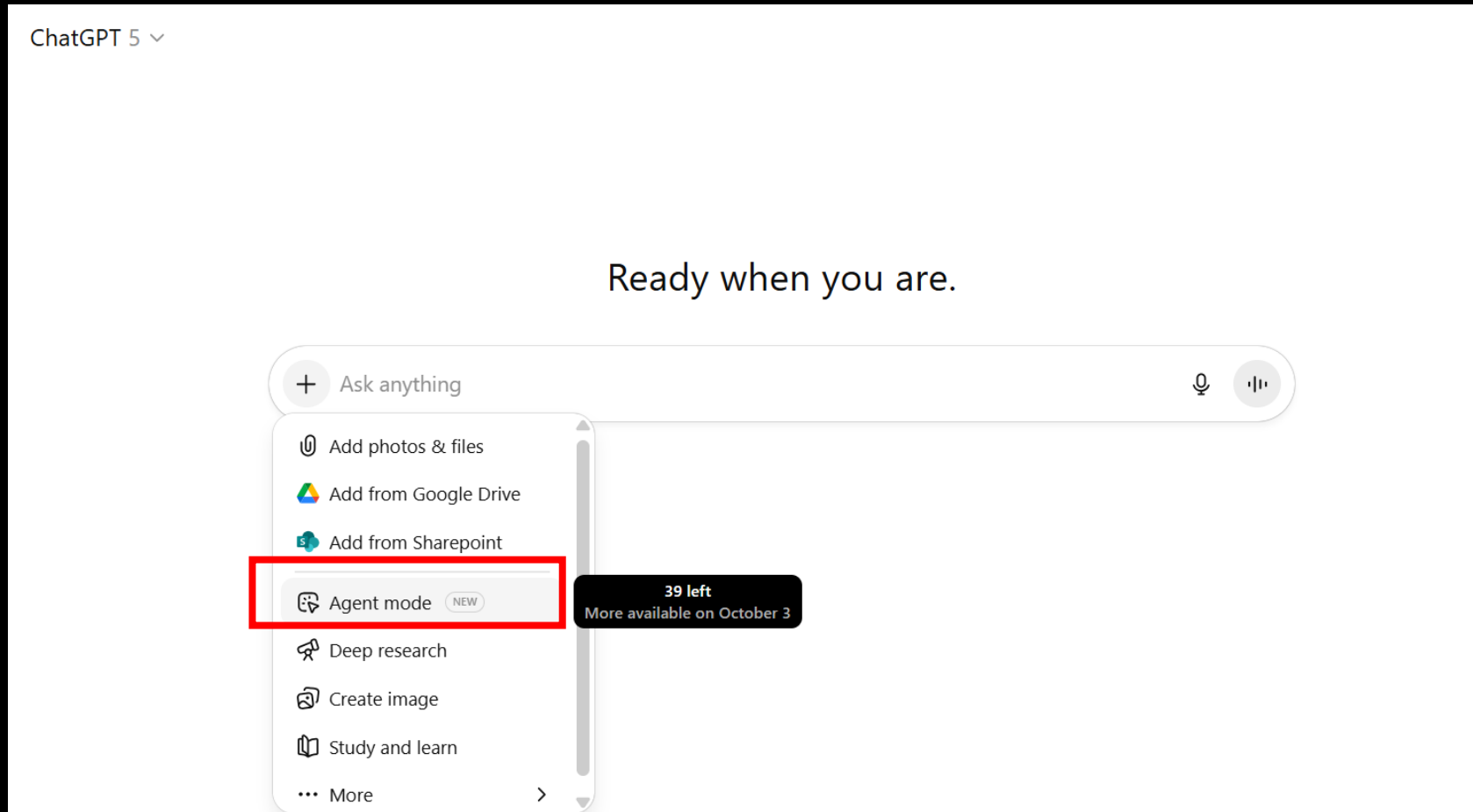
I'm ready to talk
Speak to me now!
Get Charlie to call me

AI Shopping - no humans needed! (Automated Browser Agents)

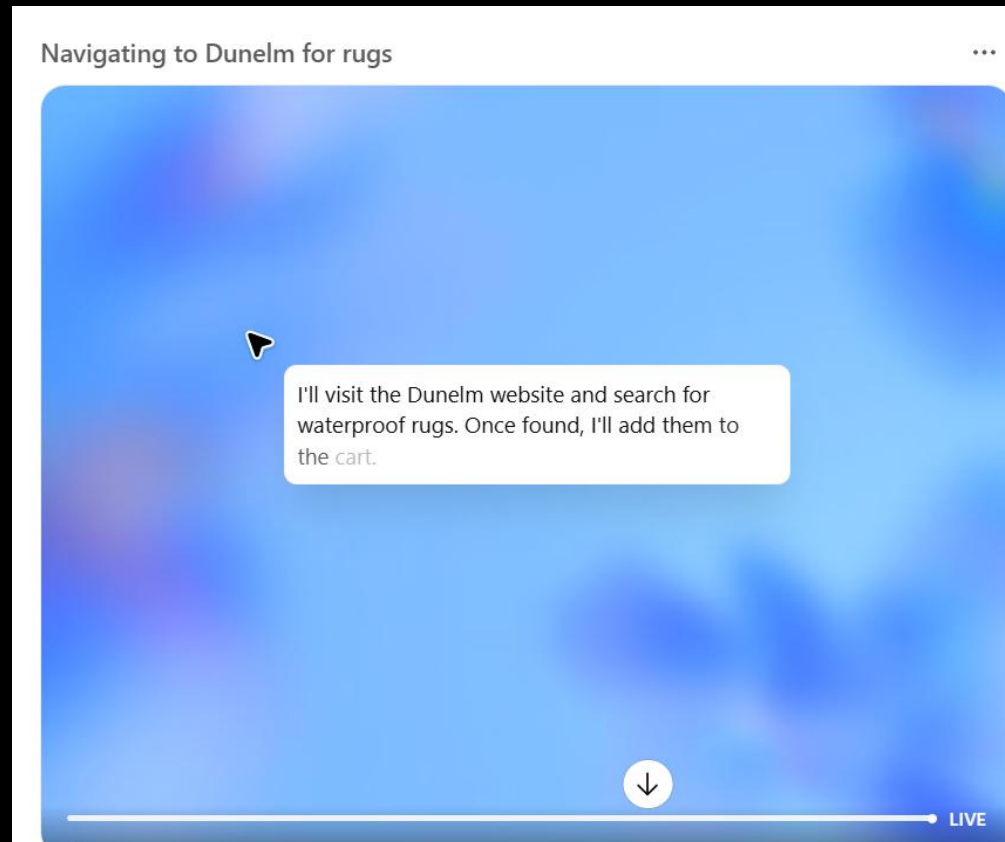
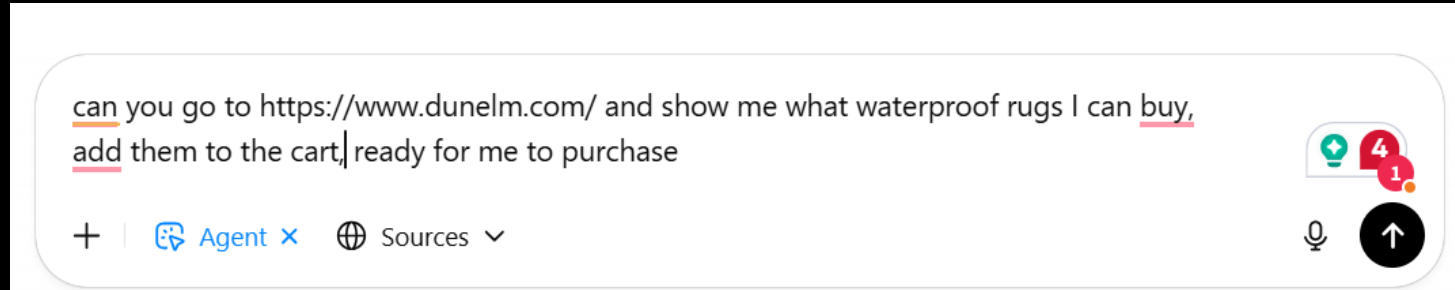
Autonomous & Agentic Browsers

Company / Product	Capabilities	Notes / Status
OpenAI Agent	Full shopping flow + integrated checkout	Commercial; live Financial Times
Perplexity Comet	Autonomous browsing, research & shopping	Available to Pro users; security concerns noted Wikipedia Windows Central
Google AI Mode	Product discovery, price tracking	Interface-level tools Financial Times
Microsoft Action	Browses web for shopping	Agentic feature line Financial Times
Visa / Mastercard	Secure, authorised AI purchases	Infrastructure for agentic commerce Visa Corporate Business Insider AP News
Opera Neon Browser	Task execution (e.g. coding, booking, tasks)	Agentic browsing concept Laptop Mag
Manus AI	Autonomous task execution	Emerging, general-purpose agent Wikipedia arXiv
AutoGPT	Open-source task agent	Developer-oriented, open source Wikipedia
Devin AI, You.com, Dia	Focused on development, search, automation	Not directly shopping agents Wikipedia +2 Wikipedia +2

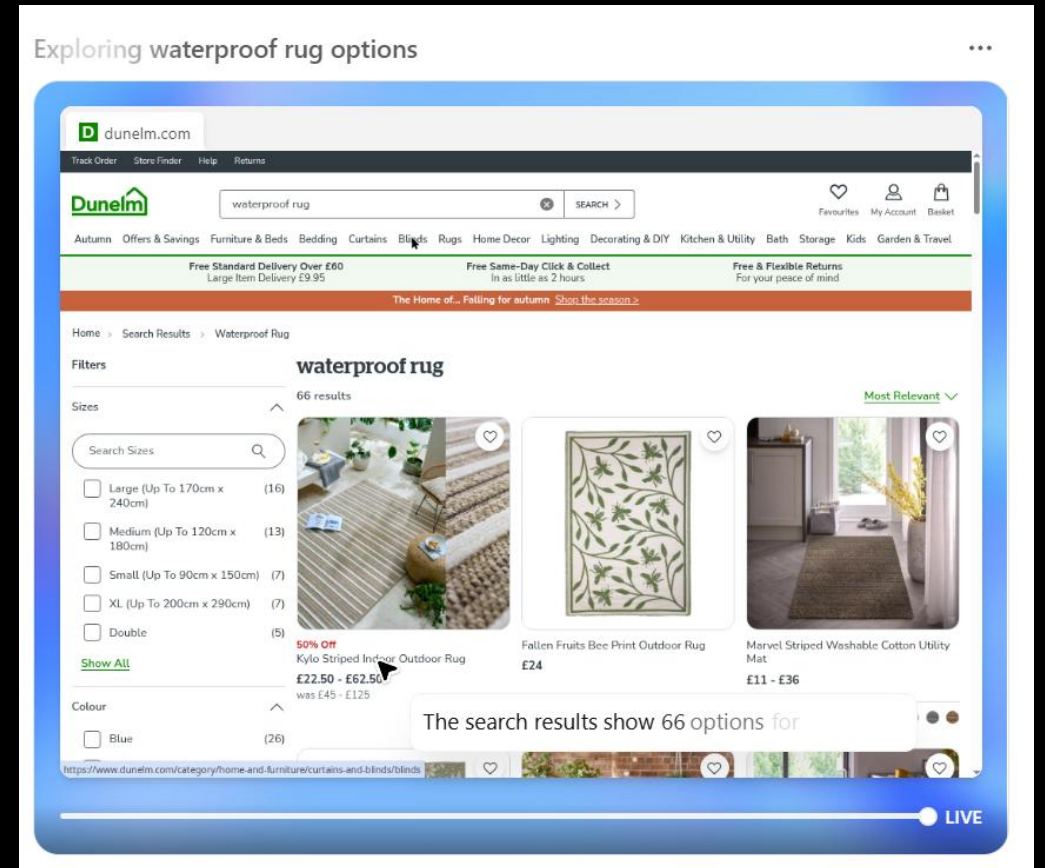
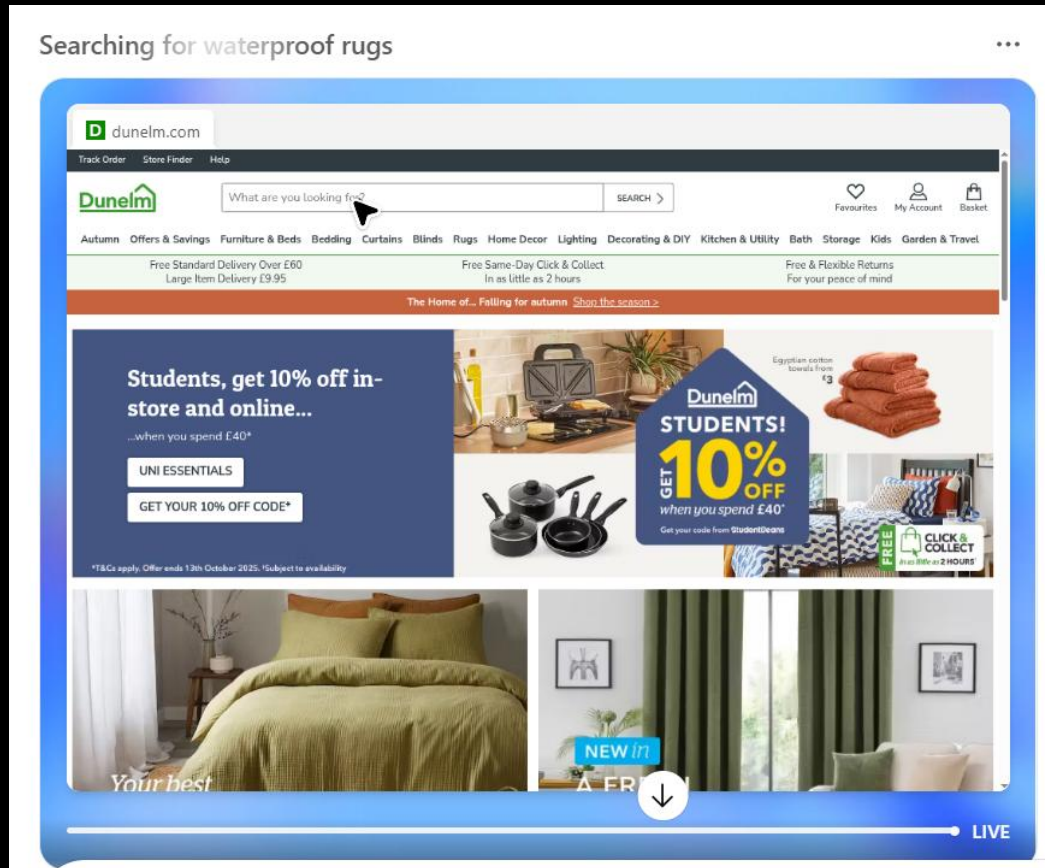
ChatGPT Agent Mode



Asking ChatGPT Agent to shop on Dunelm.com



The Agent is now in a browser searching for you



Agent finds the product and adds to the cart

Checking size options for rug

50% Off
Kylo Striped Indoor Outdoor Rug
£22.50 - £62.50
Original £45 - £125
★★★★★ 5 7 Reviews
[Product Details](#) [Easy Returns](#)

Rug Size

+ 1 + Add to Basket

We are on the Kylo Striped Indoor Outdoor Rug product page. I'll look for size options, which are typically near the price. Once I find them, I'll select the appropriate size and add

Pay in 3 interest-free payments on purchases from £20-£3,000 with [PayPal](#). [Learn more](#)

3 payments at 0% interest with Klarna. [Learn more](#) **Klarna**

LIVE

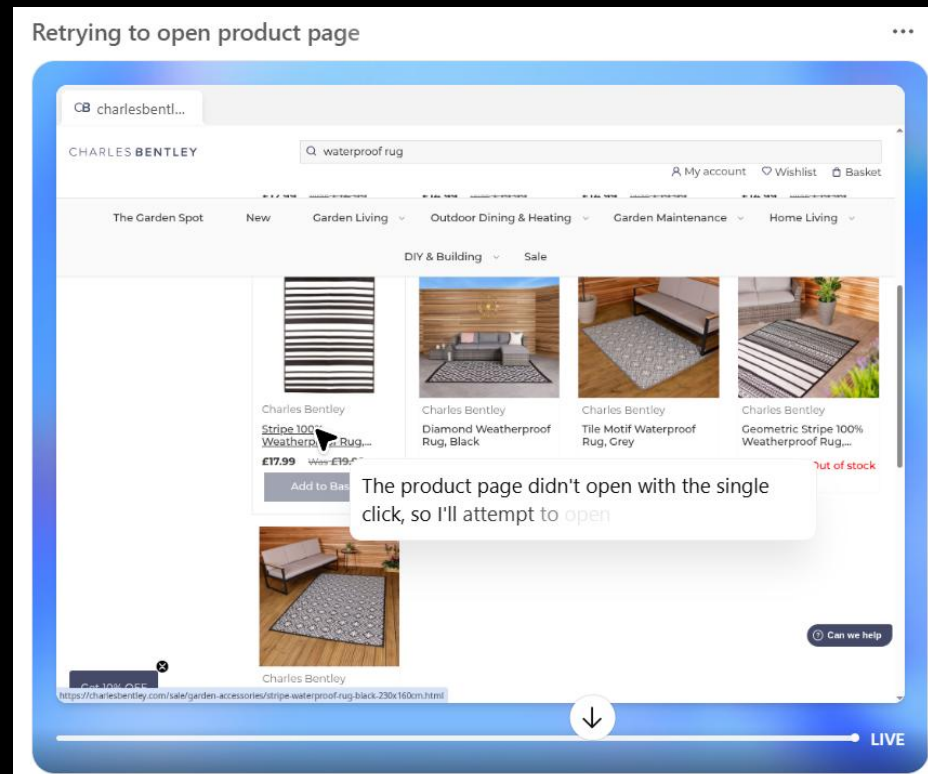
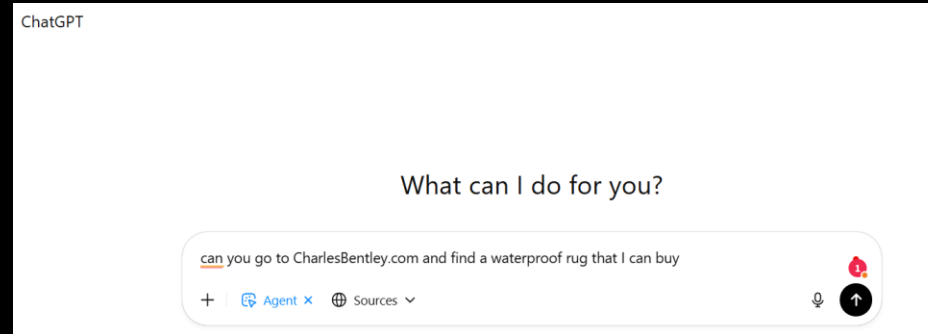
Scrolling to view details

Added to Basket

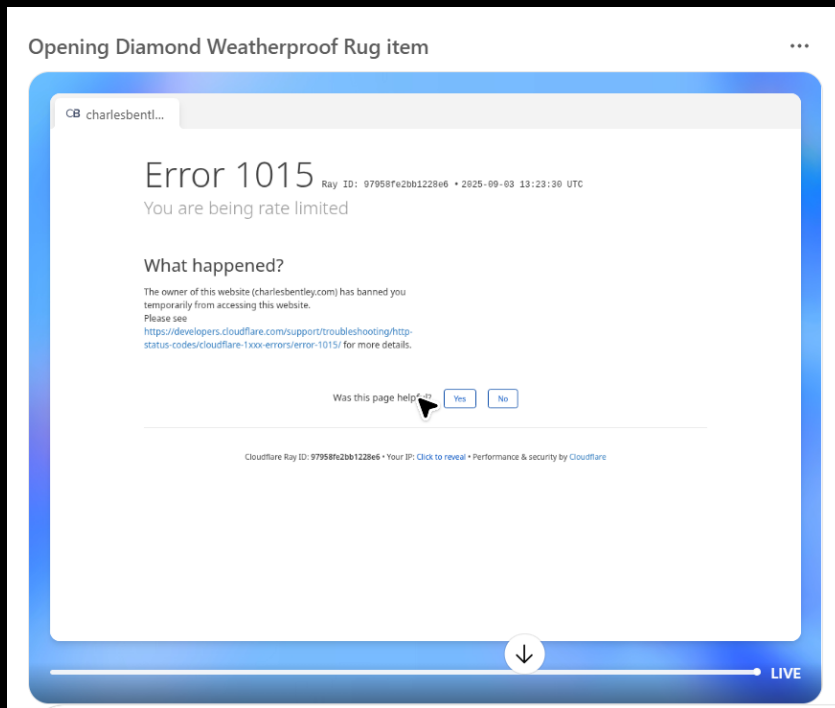
Kylo Striped Indoor Outdoor Rug
Rug Size: 120cm x 170cm (4ft x 5.5ft)
Colour: Kylo Natural
Quantity: 1 £22.50 each

Go to Basket Continue Shopping

Test again on CharlesBentley.com



Making sure your site is accessible to browser agents (Cloudflare settings)



Worked for 5 minutes >

I navigated CharlesBentley.com and located a waterproof rug that is currently in stock and available to purchase. The **Stripe 100% Weatherproof Rug, Black** is a weatherproof rug made of plastic and fabric, suitable for both indoor and outdoor use. It is **UV-resistant**, durable, and features a stylish black-and-white striped design. The rug measures **230 cm × 160 cm** with a height of **2.5 cm**, and it weighs **1.5 kg**

[charlesbentley.com](#). The product listing notes that it provides a versatile and durable floor covering and comes folded for shipping; the manufacturer recommends laying it flat after receipt to remove any fold marks

[charlesbentley.com](#)

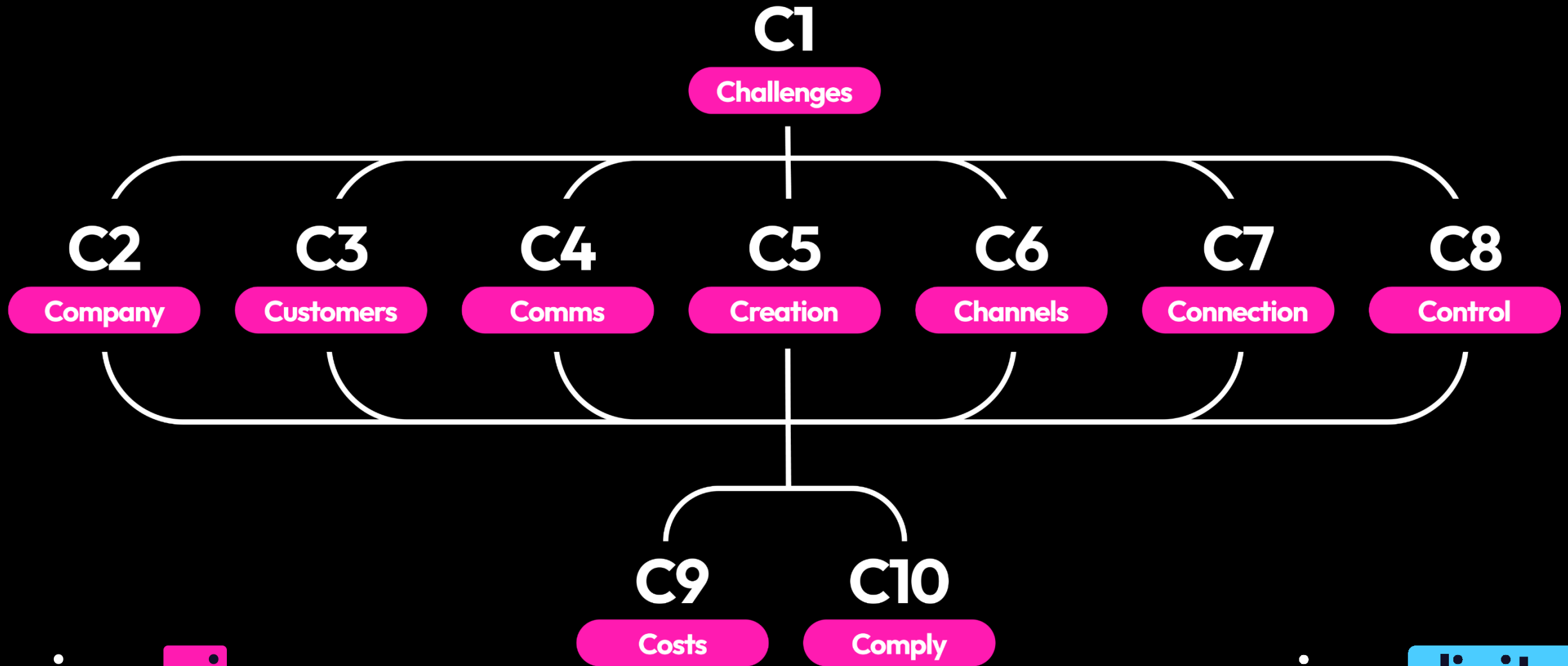
At the time of checking, this rug was listed at **£17.99** (reduced from £19.99) and marked as "currently in stock." If you're interested in purchasing it, I can attempt to add it to your basket and proceed to checkout. Let me know if you'd like to continue with this purchase or explore other options.

CB Sources



**AI Adoption -
How do you decide what
AI & Automation to implement?**

The C-10 AI Adoption Framework



The Discovery Process

AI Discovery

- 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:

Group Exercises & Expert-Led Discovery Workshop


- Introduction & Education – what can AI do for your business?
- Divide into teams of 4-6
- Brainstorm your biggest Challenges – based on:
 - What do we spend most of your time doing?
 - Which tasks are repetitive, time-consuming, or data-heavy?
- Record ideas on shared sheet and score each idea out of 5

Business Unit or Department	Challenge or Idea	Lead (suggested by)	Time Saved (5 = more time save)	Improvements & Gains (5 = high)	Difficulty (5 = easier)
All	Automate meeting notes	Ann	5 - Half hour per meeting	5 - Save admin time Quick win	5 - Entry form (Mammoth)

Discovery Workshop & AI Adoption Roadmap £1000+VAT (50% discount)

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Phone *	Company Name *
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Email *	Enquiry Type *
<input type="text" value="ann@anicca.co.uk"/>	<input type="text"/>
Where Did You Meet Us, e.g Ecommerce Expo 2025 *	
<input type="text"/>	
What Content & Resources Would You Like?	Are You Interested In Any Specific Topics or Channels? *
<input type="text"/>	<input type="text" value="If you are not interested in a project then please select N/A"/>



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<ul style="list-style-type: none">☆ Access to free AI tools☆ 10 uses/day for 1 month☆ Community support	<ul style="list-style-type: none">☆ 10 uses/day across all free agents☆ Email support	<ul style="list-style-type: none">☆ Unlimited usage of free agents☆ Includes 1 VIP / Paid agent☆ VIP agents start at £50/month or £500/year☆ Additional VIP agent purchased independently	<ul style="list-style-type: none">☆ All Pro features☆ Custom integrations☆ Dedicated support☆ Bespoke training☆ White-label portal of agents, with unlimited users
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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, commerce, and lead generation

Book Today

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

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Modules and Timetable

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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.

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Working with Anicca

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