



SMARTER MARKETING WITH AI

GROW YOUR AUDIENCE
AND SCALE WITH LESS
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Unity Entertainment

SMARTER MARKETING WITH AI

Introduction: Welcome message and overview.

Section 1: 3 marketing workflows.

Section 2: Benefits of a lead-gen funnel.

Section 3: Common AI adoption mistakes.

Section 4: Preparing your brand for future visibility.

Conclusion: Final thoughts and call-to-action.

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3 Marketing Workflows You Can Use Today

Here are three powerful, easy-to-implement workflows that small businesses are using right now with AI:

1. Automated Social Content

Generate weekly post ideas, captions, and hashtags based on your brand tone.

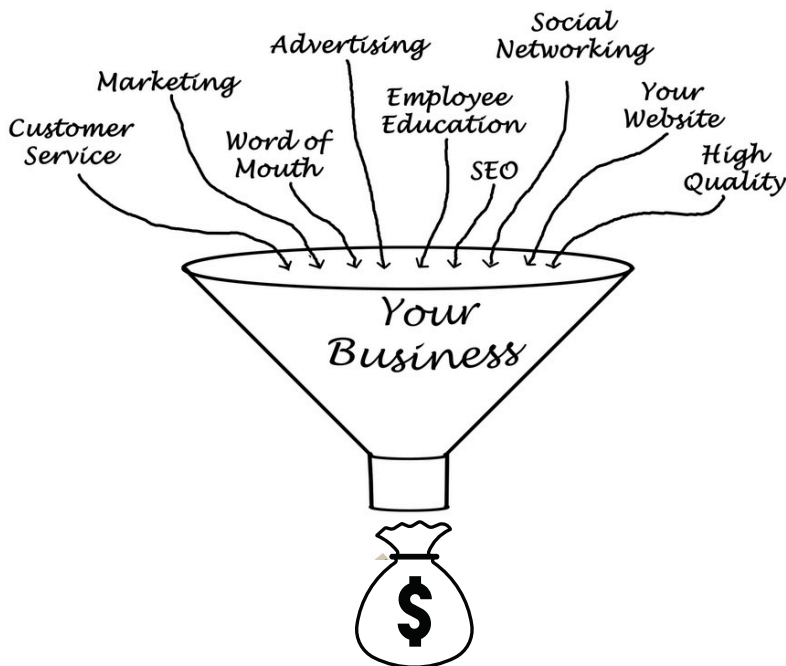
2. Lead Follow-Up Sequences

Create automated email replies to new leads that support AI-driven email creation, letting you respond faster and more personally.

3. Smart Audience Insights

Use AI to review your website traffic, email open rates, and customer behavior. Use AI to flag trends you'd otherwise miss.





The Benefits of a Lead Gen Funnel That Works While You Sleep

A well-built lead generation funnel powered by AI keeps your brand active 24/7. With automation in place, you can: Capture leads from social media or your website automatically.

Send personalized email nurturing sequences. Book calls while you're off the clock. Analyze funnel performance without spreadsheets.



The Biggest Mistake Companies Make With AI Adoption

They jump into tools without a plan. AI can be incredibly powerful — but only if used strategically. Here's what many businesses do wrong:

- Buy too many disconnected tools
- Expect AI to fix a broken strategy
- Use AI for output, not outcomes

🔧 What to do instead:

Start by identifying your biggest time-waster or bottleneck. Then implement one simple AI-powered solution to fix it and build from there.



WHAT'S YOUR MARKETING STRATEGY?

How to Prep Your Brand for Future- Proof Visibility

Want to stand out in a noisy market? AI helps you scale your message, but your brand clarity still matters most.

Here's how to future-proof:

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- Clarify your brand voice so AI tools sound like you
 - Use automation to stay consistent with posting & outreach
 - Track what's working (and double down)
 - Keep your tools and strategy evolving with your growth

Final Thoughts

AI marketing isn't just for big brands or tech companies. With the right guidance, you can streamline your efforts, grow faster, and spend less doing it.

At Unity Entertainment, we specialize in helping small teams like yours use AI with confidence. If this playbook sparked a few ideas, we'd love to chat.

 Ready to implement these workflows?

Book a free 30-min strategy call and let's map out your growth plan.



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