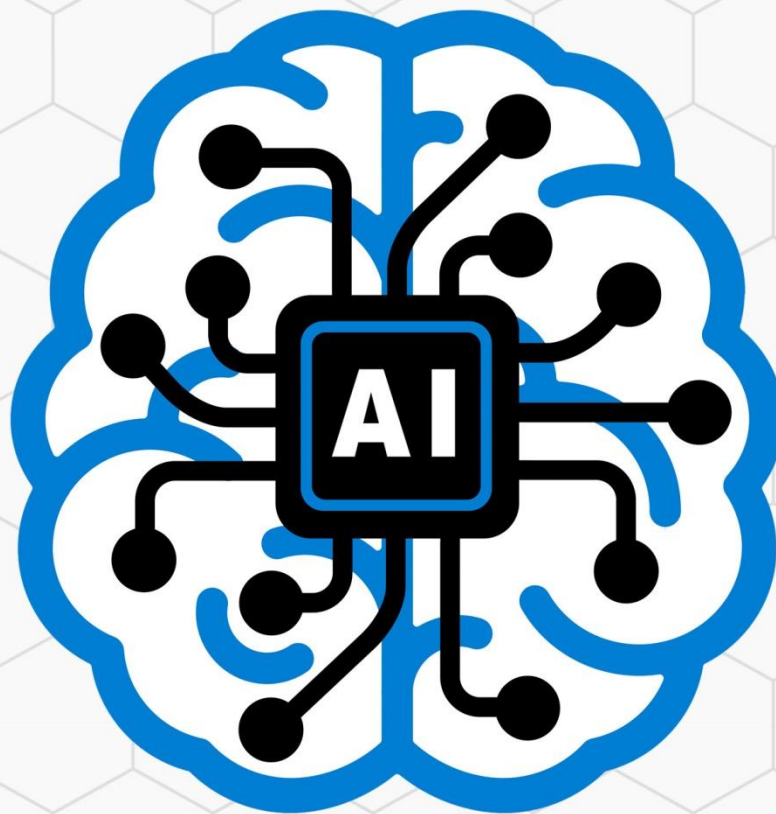


# BUGLE

SMALL BUSINESS  
ONLINE MARKETING

A Guide to setting up  
**ONLINE ORDERS**  
For your Small Business

How to Encourage  
**REPEAT BUYERS...**  
Again and Again!



How  
**COVID 19**  
Changed Small Business Marketing

5 BUSINESSES  
**USING AI**  
to Get Ahead of the Curve

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Serving your customers virtually, in a post-COVID world - has never been more important. And with more and more customers seeking contactless and virtual methods of payment, not

adapting to the new-normal is hurting your prospects for growth. But before you choose what online ordering system to implement, it's important to understand what options you have, read on to learn more!

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The greatest superpower that small business owners have is innate ability to offer incredible service. Incredible service earns repeat customers. Repeat customers will refer new

customers and the cycle continues. In this article, we will reveal how to generate repeat customers, so you can start seeing familiar faces return as soon as next week.

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By now, I think it's safe to say that we're all sick of talking about the Pandemic. Most of us would gladly go back to a simpler time where small businesses and restaurants were open

for business as usual. Almost 2 years later we still are living in crazy times. From brick-and-mortar, mom-and-pops to international brands, companies have needed to re-evaluate their approach to marketing to adapt to the 'new-normal'. So what does "new normal" marketing look like? We discuss this & more.

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As small business owners, AI may still seem like that distant possibility - but now, more than ever - it's affordable, accessible, and necessary for small businesses to get on board. You don't

need to be an expert to realize the savings and growth potential of using AI for your business. So how are the small businesses of today leveraging AI in clever, intuitive ways? Let's dive in.

## Welcome To The Bugle

Thanks for checking out Issue 83 of The Bugle, your online marketing resource guide for small business. Each month we will be covering topics that resonate with local businesses just like yours.

Our goal is simple. We want to enable you to do big things online, and it all starts by breaking down the complexities of marketing your business online.

It doesn't matter if you're just starting out, or an established business owner in your local community, you can always benefit from increasing your brand's visibility online.

To your Success,  
Martyn Brown

### DIGITAL BUGLE PUBLICATIONS

Marketing Bugle is the leading small business marketing service in the online arena and has been for over 20 years. We help small businesses connect with more customers online.

If you want to build your business, you need to market, it's that simple. But you can lose thousands of pounds if you don't know what you are doing. So we urge you to take action with some of the strategies we recommend.

Join the PREMIUM version of Bugle here:

<https://social.imbugle.com/db>

Feel free to reach out to us at any time.



## A Guide to setting up **ONLINE ORDERS** for your Small Business

**S**erving your customers virtually, in a post-COVID world - has never been more imperative to the survival of small businesses. And with more and more customers seeking contactless and virtual methods of payment, not adapting to the new-normal is hurting your prospects for growth.

If you're the proud owner of a brick-and-mortar store, this article is about setting up systems to allow your customers, new and returning, to purchase from you virtually without the pain of visiting the physical location.

Before you an online ordering system to implement into your online presence, it's important to understand what we're looking for.



## > > **Your Online Ordering System needs to be Customizable**

Ideally, our online ordering systems should merely act as an extension of your company or brand. When your online presence is too detached from your physical location's tone and sentiment, it can scare potential customers away.

The best online ordering systems provide you with customizable options. This includes additions of your business name and logo to the interface and form fill-outs, as well as automated communication to ensure your customer knows the transaction has come through (receipt emails and thank-you notes.)

## > > **Your Online Ordering System needs to be easy to use**

The least attractive feature of an online ordering system is a confusing interface. Your customers want the same seamless experience online as in real life, at your physical location.

An attractive and easy-to-use website with a smooth ordering process simply amplifies your business. You'll get repeat customers, increasing the return-on-investment of your order systems. Don't settle for clunky systems filled with gaps. Find your favourite brand or online stores and find out what they use.



## >> Your Online Ordering System should collect important data

The ability to collect customer data can help you gain crucial insights about your small business. This includes the age and other demographics of your customers, best-selling products, and more.

With these data points, you can do the following:

- identify where you should focus your efforts on the marketing side of your business.
- Know what products you need to keep in stock and when.
- Create offers and promotions based upon what your customers like and interact with the most.

*Data = improved customer experience*

## >> Choosing the right Online Ordering System

Something important to note: setting up these systems is relatively simple, because any reputable Software that you end up choosing will walk you through the process in 10 minutes or less. The crucial decision to make is which software you'll be choosing and why.

We'll begin by covering three excellent software services for restaurant owners. These cost-effective & easy-to-use programs will allow restaurant owners to set up online orders for their customers with ease.



ChowNow allows you to set up order placements from your website, social media sites like Facebook, Twitter, etc, and can even help you create a mobile app for your business. Personalized app = customer-centric experiences, tailored and branded to your business. This in turn means repeat customers and a great experience!

Customers are especially likely to use their mobile devices or social media to place their

orders. ChowNow is an option if you want to get really savvy.

With credit card processing included for on-line orders, menu creation, offer and discount possibilities, ChowNow can be purchased for \$119 per month.

ChowNow is special because you get that crucial data about your customer's favourite products, demographics and more.

Ordering.co is one of the best programs on the market for restaurant ordering systems. The software offers an automated customer support experience with an ordering website and app that aids customers with automated help in real-time, so you can keep on top of customer concerns/complaints without hassle.

The key ingredient to Ordering.co is the ease of access, ease of use and customization for small businesses. Taking less than an hour to set up, you can start a free trial today at <https://www.ordering.co/en-us/>.



GloriaFood is an open-source application (meaning free to use!) and was the first of its kind to ensure restaurant owners could create an online ordering system free of charge.

With that said, advanced options like credit card processing are part of the premium plans - meaning that for a fully functional POS, you'll be looking to dish out some cash to see GloriaFood's full potential. But for what it gives you free of charge, it's a pretty great place to start.



## >> Online Ordering Systems for other Businesses

As the sole contender for this article as the best online ordering system for all businesses with physical products, services and brick-and-mortar locations, Shopify allows you, within less than a day, to set up a fully functional ordering system for any product possible, with a very soft learning curve for small business owners who may not be so clued up on tech.

Shopify allows you to create a fully-fledged store front for your business, allows customers to submit orders, tracks your accounting, and allows customers to leave reviews of your products.

On top of that, credit card payment processing is incredibly easy for businesses with the use of Shopify payments.

*'Shopify Payments lets Shopify users accept card payments without having to integrate third parties. Fees are: 30¢ for every online card transactions, plus 2.9% to 2.4% depending on your plan. In-person transaction fees are 2.7% to 2.4%.'*

Ultimately, Shopify will allow you to have absolutely control over your entire small business's online presence, without the hassle of hiring consultants, web designers or accountants. Products, purchases and payments all in one place.

## >> Setting up Online Ordering Systems with WordPress

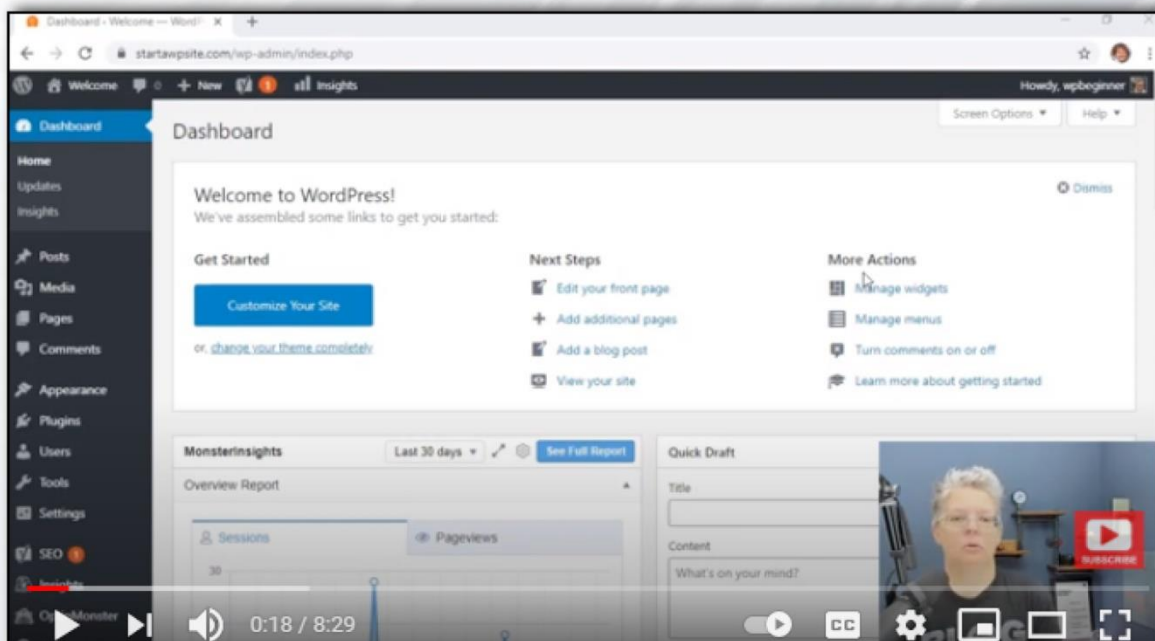
By a far stretch, WPForms is the best solution for setting up an online ordering system if you already have an established WordPress website.



## >> Adding online orders

Once you've got your WordPress website set up, you can easily add an online form so that customers can order products online, particularly food or physical products from the physical locations. Now there are multiple ways to do this with WordPress.

First, you'll need to install and activate the WPForms plugin, set up your orders and allow customers to purchase products through your website. Super easy for small businesses. You can check out the most useful video on the matter below:



```
Embed Code: <iframe width="560" height="315"
src="https://www.youtube.com/embed/IQKOYkHOYtE" title="YouTube video player" frameborder="0"
allow="accelerometer; autoplay; clipboard-write; encrypted-media; gyroscope; picture-in-picture"
allowfullscreen></iframe>
```





## >> So why set up an online ordering system?

Why go through the fuss of setting up online payments and orders for your customers? To wrap up this article, we've detailed below the key selling points of an online ordering system for your small business.

### **1. Safer and healthier**

To reopen, businesses need to set up shop to meet health and safety regulations. Owners must maintain social distancing during the COVID-19 pandemic and using contactless ordering/payment methods ensures safety of all customers.

Shifting to an online ordering system for businesses means your customers can order and pay from the safety of their home. Remem-

ber: irrespective of rule changes, not everyone is going to be comfortable with public appearances for some time.

### **2. More data and less margin for error**

One of the advantages of online food ordering for customers is that it ensures prices are totally secure, consistent and there's less room for error when it comes to data for the customer, product information and customer expectations. Never miss a beat.

There'll be less chance of incorrect charging, less time wasted sorting out mistakes and fewer apologies given to customers.



### **3. ...And finally, more customers!**

As the new-normal gets truly rolling, online ordering and payments are becoming more accepted and crucially, expected by your customer. If your menu and payment system is hassle-free and easy to use online, your regular

customers will be recommending you to their friends, and sharing on social media, and letting people know how seamless the experience was.

Don't get left behind: online ordering systems are pivotal for the survival of today's small businesses.

**Do you want to integrate online ordering to your website and not sure where to start?**

**Connect with us today to learn about our hands-free solutions setup by our in-house team.**



## **How to Encourage REPEAT BUYERS... AGAIN AND AGAIN!**

The greatest superpower that small business owners have is great service. With incredible service comes repeat customers and referred customers who also become repeat customers!

By providing a delightful customer experience, people remember positive interactions with your small business and eventually return to your business again and again.

In this article, we will reveal a number of important ways to generate repeat customers, so you can start seeing familiar faces return as soon as next week.



## Use personal forms of communication (as well as traditional)

These suggestions assume you are actively collecting emails & phone numbers to re-engage your customers with future updates, promotions & news about your business.

Email is still the preferred medium for customer communication. Functionally, it works great. You can let customers know about your most recent deals, promotions, and new products - but at the risk of being cold. You might be coming off disconnected and formal. SMS-marketing, (also known as text marketing) can prove to be a powerhouse for customer engagement, assuming they have opted-in for it. With an open rate of nearly 99% SMS messaging puts your business message right where your customer is looking all the time - their phone.

Don't forget to add personalization into your campaigns. You want your customers know they are thought about. It's as simple as selecting the 'First Name' field into your outgoing messages and using their first name instead of just "Hey" or "Hello" "Hi"

... And can make an immediate good impression.

### **Remember the customer**

You can personalize the experience for your customer simply by remembering small details about them. For example, if they mentioned they have children, or grandchildren - ask about how they are doing during their next visit. Are they dog lovers? Maybe ask them how their dog is doing. This is such a simple thing to do, but it makes a huge difference. Moments like these make customers want to return to your business.



## Reach out to customers you haven't heard from in a while

There are also plenty of customers who purchase from you once or twice (almost a repeat customer) then you never hear from them again. Life gets in the way! To re-capture these customers, find out who has gone quiet and reach out to them with a re-engagement offer. Send them a friendly email or text to remind them that you care and want to serve them more of what they came for in the first place.

**Remember:** You should never prioritize acquiring new customers over satisfying existing ones.

Why?

Because it can cost up to 5 times as much to acquire a new customer as it does to retain an existing one. Don't assume that your existing customer base is already loyal to your brand and doesn't need to be treated with same fantastic service they've come to know and love. No matter if they're a brand new or long-term customer you need to give them a reason to come back

Customer churn is a silent killer of small businesses. (That is, how many customers use your business once and never return.)

When you incentivize old customers to come back with great service, good offers and strong rewards for being repeat customers, you'll unlock an immense force for business growth.

## Respond fast!

Being there for a customer when they need you is imperative to whether or not they become a repeat buyer. 90% of customers rate an immediate response (30 minutes or less) as important or very important to their questions and inquiries. (per Hubspot).

Gone are the days of "Call us for more details..." Your customers will bombard you with questions and comments from a variety of channels nowadays. Phone, email, website forms & chat, social media platforms & more!

In order to achieve the illusion of an all-seeing, spotless customer experience, your staff need to be present on these platforms at all times. But don't worry, that's what Social Media Dashboards like [Buffer](#) and [Agora Pulse](#) are for. You can handle all communication & engagement through for all of your social media platforms through them.

A light blue button-down shirt with a name tag pinned to the chest. The name tag has a blue top section with white text and a white bottom section with blue text.

**HELLO**  
**I AM A...**

**REPEAT  
CUSTOMER**

## **Customer Loyalty Programs = Gold Mines**

Undoubtedly the most effective way to generate repeat customers for your small business is an attractive customer loyalty program. The right royalty program can skyrocket your sales so make sure you do your research ahead of time and choose a program that works best your business.

Examples of a high-performing loyalty program include:

- Offer First-Time Purchase Discounts to Customers
- Present Offers in Exchange for 'Reward Points'
- Celebrate Customer Birthdays with Discounts/Coupons
- Give Out Rewards for Referrals

# Customer Relationship Management




## Using a CRM to Make This All Possible

Wait...What's a CRM?

CRM is short for 'customer relationship management' software and it's a tool businesses use to manage potential and existing customers. Some initial benefits include:

- Simplifying your lead management process (never lose out on a potential sale by remembering every encounter!)
- Getting data-driven insights about your customer base (what they like, dislike and what their purchasing habits are.)
- Making your sales process more efficient (keep on top of customers who just need a little push to buy.)
- Providing a better customer experience (by providing news, updates and even support in real-time from your CRM.)
- Increasing your productivity as a small business owner (saving you money & time.)

Most reputable & effective CRM software will only set you back between \$50-200 per month. Although there are free alternatives as well as higher priced options as well. Ultimately, a CRM is the backbone of the modern digital business, and it's the secret recipe for establishing a network of repeat customers.



# A SATISFIED CUSTOMER IS THE BEST BUSINESS STRATEGY OF ALL

Here's 5 ways in which a CRM could help your small business generate repeat visitors:

1. Circling back: a CRM will keep your customers in the loop! If you're savvy enough to have the next few months planned out with sales and promotions, you can set up automatic campaigns (email & SMS) that inform your customers on exact dates about your deals.

2. Valuing the new customers: with customer data being tracked in a CRM, at the click of a button you can see what products are hot in the past week, month or year and keep track of individual customers' specific buying habits.

3. Email marketing campaigns: you can use a CRM to send out bulk emails to customers who have opted into your communication, and most reputable CRM programs will allow you to per-

sonalize these campaigns (addressing them by their first name, sending out a discount on their birthday, etc.)

Exceptional Customer service is the key.

I can't be more serious when I say that customer service is imperative to the survival and upkeep of your business, and it's likely the single most important element to achieving repeat customers.

Your ability to connect with customers (beyond their point of purchase - meaning when they no longer matter financially, you need to treat them like they're family) demonstrates your dedication to their needs and goals as customers.

This is how you earn a customer's business, repeatedly time & time again. And referrals too!

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## **In Conclusion**

No small business has ever failed because they have too many repeat customers. Invest in a CRM to boost your small business this year and pair that with a loyalty program. Once you have everything setup, you will have the data you need to re-engage old customers and treat your repeat customers like royalty – this is the only formula for success you will ever need.





# How COVID 19

Changed Small Business Marketing Forever

By now, I think it's safe to say that we're all sick of talking about the Pandemic. Most of us would gladly go back to a simpler time where there were no masks requirements, where businesses and restaurants were open for business as usual.

But we still are living in crazy times and the coronavirus (COVID-19) global pandemic has resulted in changes to advertising, marketing and promotional campaigns for small businesses here in the US and around the globe.

From brick-and-mortar, mom-and-pops to international brands, companies have needed to re-evaluate their approach to marketing to adapt to the 'new-normal'.

Not to mention the minefield of policies that small businesses now face in the arena of paid promotion: the FTC, CFPB and FDA have all honed-in on unfair and deceptive business practices to protect vulnerable consumers, monitor bold marketing campaigns and terminate COVID-19 scams from online platforms.



## IMPACT OF COVID-19 ON SMALL BUSINESS MARKETING

### ADAPTING TO CHANGE

Small businesses should be up to the challenge: thinking about innovative marketing strategies and practices that don't alienate their customers by appearing tone-deaf.

Further, ensuring operations are seamless and campaign planning is flawless in a new commercial world of uncertainty and promoting products and services that meet your custom-

er's new needs & desires in a post-pandemic world.

More crucially so, with the States condemned to a rollercoaster of opens and closes, advertising spend has decreased dramatically in 2021 as physical stores shut their doors and deliveries come to a halt.

So what does marketing look like for a small business nowadays?



## **SOCIAL MEDIA: MORE IMPORTANT THAN EVER**

Your budget for marketing your small business should directly reflect the shift in the way customers shop and find you online. As restrictions were put in place across the US - public and print advertising came to a near instantaneous halt. In the meantime, in-home media usage went up, including:

- TV viewership
- Streaming services
- Social platforms

And per a study by GWI, 45 percent of global consumers are devoting more time to social media, and video streaming has increased by 25 percent. Why is this data crucial to the survival of small businesses?

It's critical that small businesses now seek to optimize their marketing practices to better reflect this rise in online presence of their customers, digital transactions and entertainment choices. If you know your demographic has been using Facebook more during the pandemic, you know how your Q3 & 4 2021 marketing roadmap should look. Further, the number of consumers using online food delivery services and essential goods delivery solutions has risen dramatically.

Customers are online, now more than ever - because it's essential.

## **BEING HUMAN HAS NEVER MATTERED MORE**

Consumer demand for empathy on behalf of businesses and brands is at an all-time-high during the COVID-19 pandemic. The small businesses that will continue to thrive in 2021 will be those that try their best to promote in a human manner and communicate with customers on an emotional level, understanding their pain points.

Yes, if you're like many, you may be growing tired of hearing about COVID-19, but that doesn't mean your small business should ignore it. In a survey conducted by Kantar, 77% of consumers said they now want to see online content from businesses to show 'how you're helping people get used to the new everyday life.' But how can we achieve this with our marketing?

- Seek to build long-term trust.
- Educate customers about your own struggles as a small business.
- Engage with your audience through more personal means than simple ads.
- Entertain your audience when they need it most!



## EMAIL AT THE FOREFRONT

If email does not currently form a part of your small business marketing strategy, now is the time to change that. If you've established a keen database of current/past/potential future customers, email marketing is an incredibly cost-effective, powerful tool to market your business during the pandemic. No leaving the house, no physical locations - just old-fashioned digital. Plus, email marketing historically provides some of the most asymmetrical positive returns in the business world. It's too cheap and too effective. As we said, we can't ignore COVID-19. But whilst updates are important, they should not be the only focus of your email content (especially if it's sent to customers you want to sell to!)

Here are some COVID-19-friendly email campaigns to add to your mix in 2021.

- Newsletters – Want a laid-back, friendly way of keeping your customers in the loop about your business? Newsletters are the way forward. Think: promotions, deals, one-time offers, discounts - and virtual/physical event dates to grow your business. On top of that, you can tick the box of being 'human' by featuring local news stories, share social media updates and get cus-

tomers involved in quizzes and prize surveys.

- Offer help to your customers - Depending on the nature of your business, you might be able to offer your help to the community during the COVID-19 pandemic. Do you have connections in the business space that can help your customer? Are you running a fundraising campaign for local equipment/vaccine centres? If you can provide any support to your audience, you'll want to set up email campaigns to reflect these plans.

- Business as usual emails – Strike the balance between being COVID-friendly and Business-friendly emails! Remember: you're running an operation here, and it's probably your livelihood. Just be cautious of the language you use: people want empathy this year, and sympathy for their current circumstances (and they still want to be sold to!)

## WHAT'S STAYED THE SAME?

Yes, COVID-19 has caused a seismic shift in the way small businesses market. But there remains some consistencies to approach. Don't just start over from scratch after this article!

## **YOUR CUSTOMERS STILL LIKE YOUR ADS**

Earlier, we mentioned a study on sentiment done by Kantar. Per the same brand's other COVID-19 Baramoter survey, a tiny 8% of consumers believe that brands should stop advertising during the pandemic. Like we said, it's a minefield out there, and some businesses are concerned about offending their customers or community. But this data gives you the green light to go wild.

This will also resonate well with the market because people want normalcy back. They want the 'old' way of life back pre-COVID-19, and that means ads. It means billboards, great TV ads, and physical shopping.



## **DATA IS STILL KING**

Data hasn't changed. If your business isn't paying attention to data to drive decisions and establish marketing strategies, you're missing out on a great deal of money and growth.

You can collect data in their CRMs to create better visions of your customer and create powerful marketing campaigns using social media content and ads. Using what information you generate with those campaigns, come back stronger with an even more resonant message.



## **THE CUSTOMER IS STILL AT HEART**

How many emails have you received from small businesses, companies or brands that starts with 'During these difficult times' or something similar? It's getting old. Business customers are blind to empty words like this and are finding it harder and harder to connect.

You still need to put the customer first. The pandemic is no longer a shock or something to transition into: it's reality. Deliver helpful, meaningful and engaging content. Solve the customer's issues by talking to them and finding out how you can help.

Ultimately, the COVID-19 pandemic has exposed a majority of small businesses as having little-to-no marketing strategy. If you're one of them, that's great - you won't have to start fresh. If you've been shouting at the wind with no success, it's time to build a pandemic-friendly marketing strategy that resonates with an audience that's gotten to grips with a new world. Finally, there's never been a greater opportunity for small businesses to reach and engage with customers at such an intimate level.

**5 BUSINESSES**

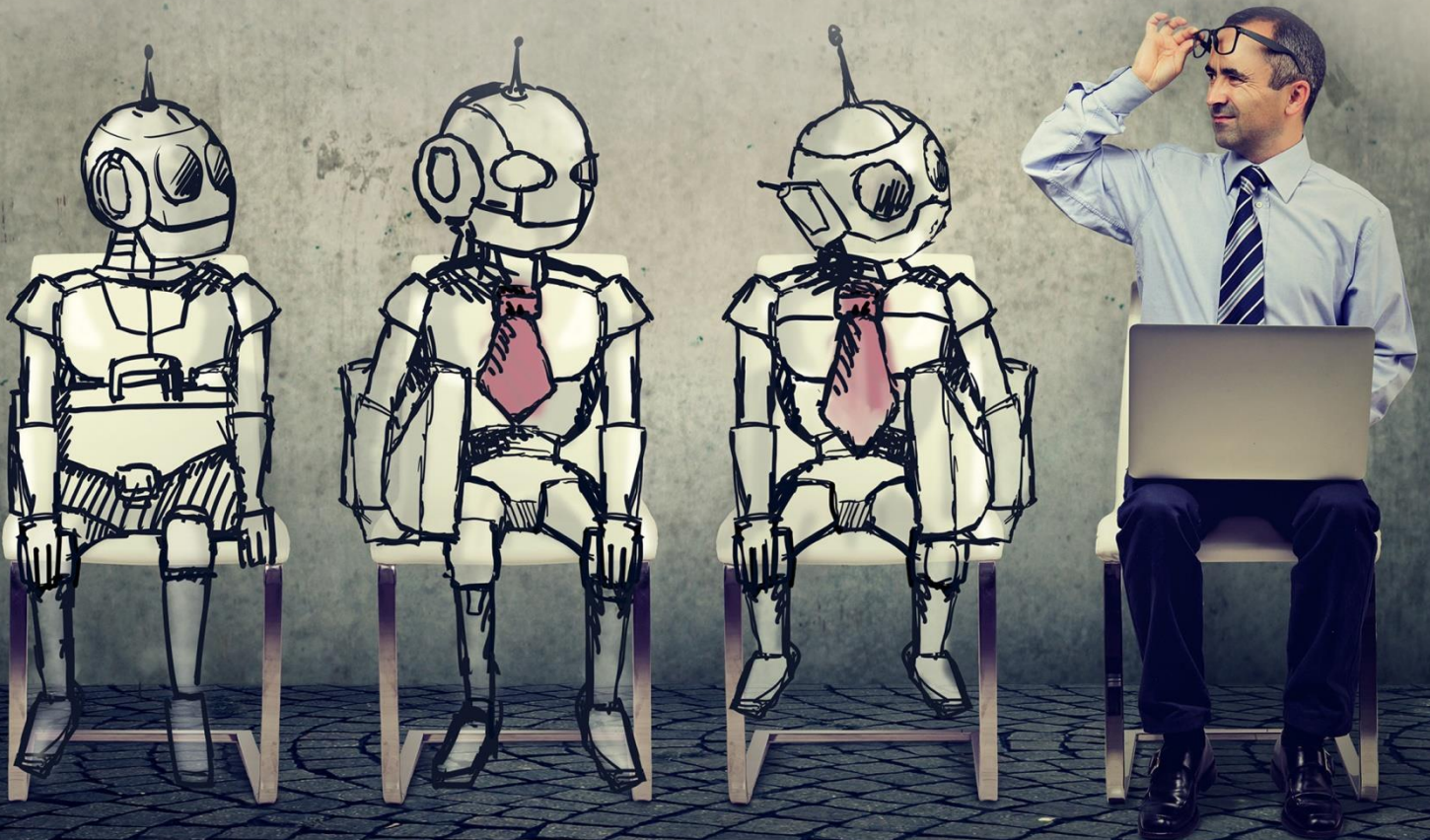
# USING AI


**TO GET AHEAD OF THE CURVE**

Artificial intelligence has come leaps and bounds from a far-away pipe dream to a staple in millions of small-to-medium businesses across the globe, with large-scale international companies not going a day without it. As small business owners, AI may still seem like that distant possibility - but now, more than ever - it's affordable, accessible, and necessary for small businesses to inject into their operations.

In today's market, you don't need a sufficient knowledge on artificial intelligence to realize the savings and growth potential of using AI for your business. And the worst mistake? Believing that AI is no more than just a few chatbots installed on a company's website, or a few auto-generated images to upload to your Facebook page. AI is skyrocketing business growth, and it's best not to get left behind.

So how are the small businesses of today leveraging AI in clever, intuitive ways? Let's dive in.



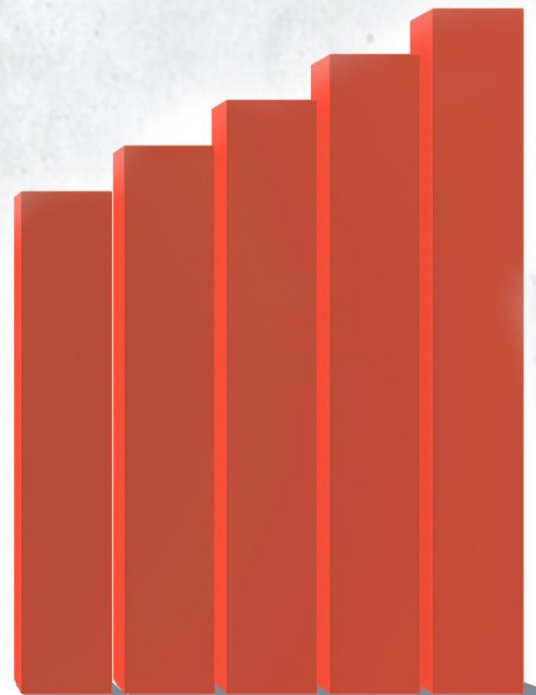


# 1. IDENTIFY GAPS IN THE MARKET FOR NEW PRODUCTS (DIALOG)

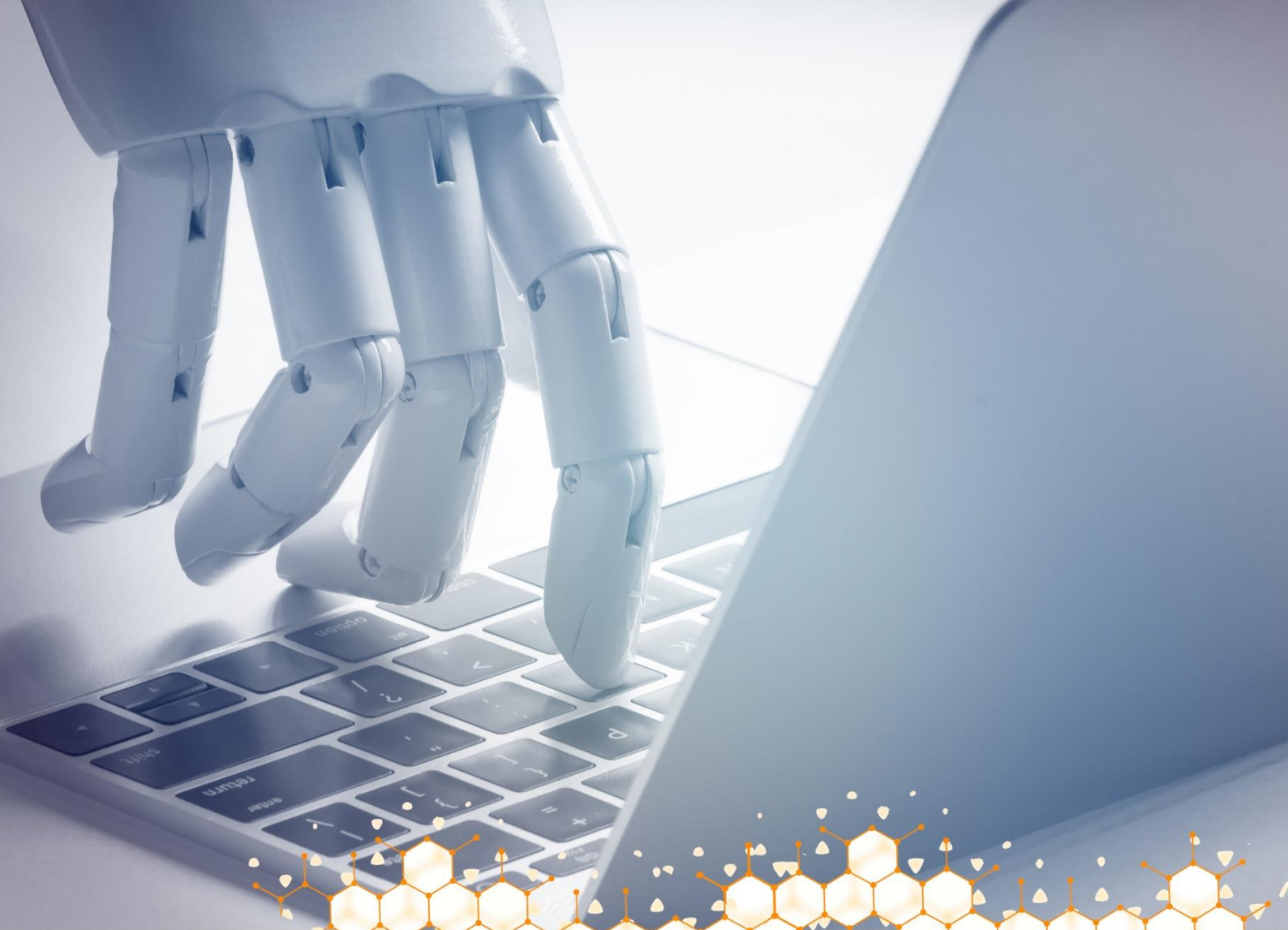
Small Marketing firm Dialog, founded by Mark Thompson, is using AI data collection tools from Tensor Flow (an AI software library) to gather data on hot products in their client's markets and collecting all of the conversations across the internet taking place about those products. This helps Dialog identify opportunities for their clients to innovate on their product lines, using Tensor Flow's AI data harvesting tool to beat out the competition.

The tools are free, so Mark had no problem introducing this solution to his team and serving his clients with it.

Brands & companies in the coming decade will be able to seamlessly develop and launch products that truly resonate with their audience, because mass data collection takes the guesswork away from 'what the customer wants'. Dialog are using these tools to serve their own marketing clients but consider what help this would be to large-scale commerce brands like Nike or Gucci.





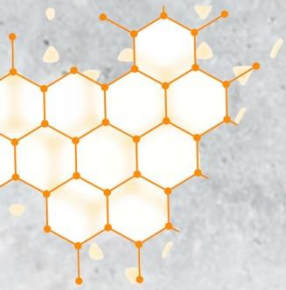


## **2. GET HELP WRITING FANTASTIC CONTENT (WPBEGINNER)**

Syed Balkhi, founder of small online education business WPBeginner, has begun exploring artificial intelligence as a means of churning out high-quality, high-value content for his company website without the hassle of hiring external writers, editors and copywriters.

AI-generated copy has hardly reached terminal velocity yet: for most solutions available in this space, the tools can often result in hilariously poor and robotic outcomes, rendering the content near useless. But Syed's team don't use it for raw, unedited and perfect copy.

'While it's not at a stage where you can just plug in keywords and get a fully useful article, it has reached a point where it can assist your current writing efforts in powerful ways' he told FastCompany in July. If your business lives & breathes online content in written form, it's time to consider AI-generated copywriting software - just be aware of the current quality of the work (which is constantly improving!)



### 3. TAKE STRAIN AWAY FROM YOUR TEAM WITH CUSTOMER SUPPORT AI (ONEIMS)

If your small business thrives on powerful and meaningful customer support, you should explore the possibility of implementing customer support AI into your operation. Particularly if you're dealing with a large sum of clients or a product that requires a great deal of hand-holding (advertising campaigns, intricate software, marketing) it's essential you make efforts to alleviate the stress on your support team, which may be just one person or a handful.

The mindset-shift small businesses need to make regarding their support is that not all customer touches, Q&A's or queries need to be answered by a human. OneIMS, led by Solomon Timothy, uses AI-generated responses to customer support questions to reduce the workload of their teams, so they can focus on the product, the queries that do require a human touch, and growth.

## LARGER BUSINESSES LEVERAGING AI TO STOMP OUT COMPETITION

### facebook

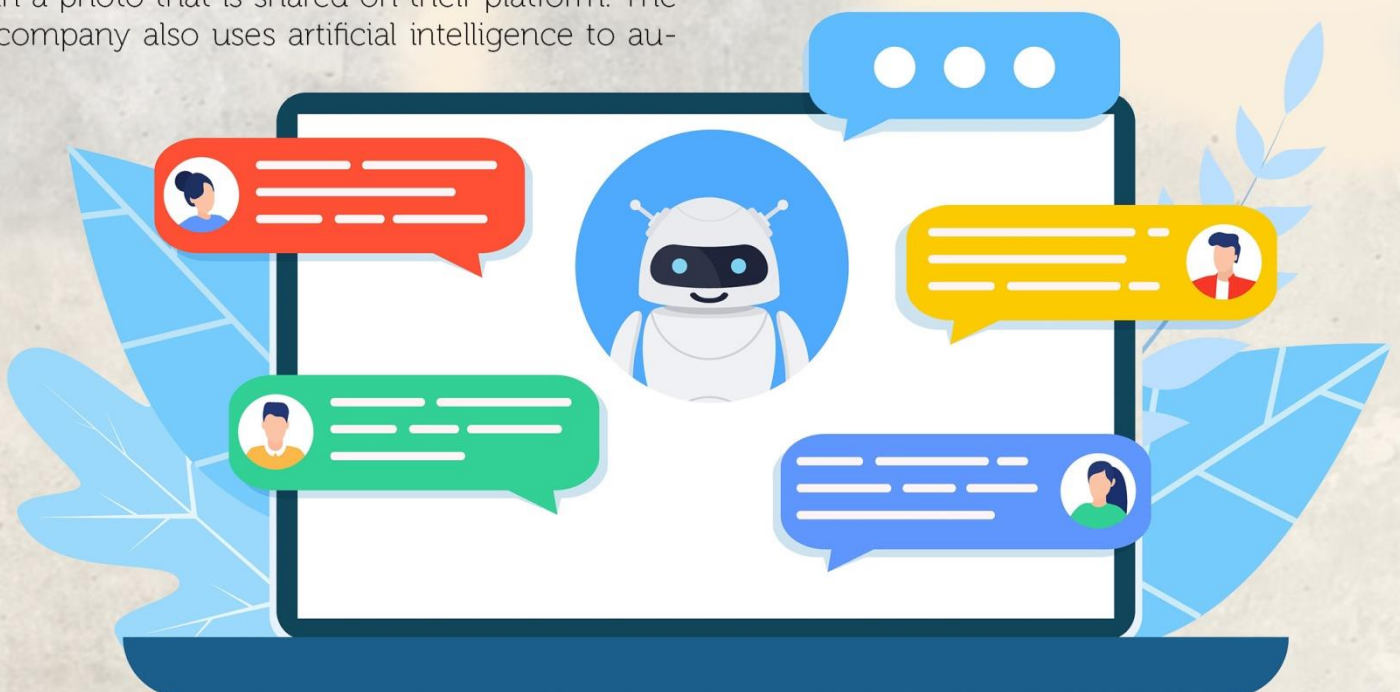
This platform is a minefield for misinformation, scaremongering falsities and fake news. The team at Facebook know this well, and use artificial intelligence in the form of DeepText, a text understanding engine, to understand and interpret the content and emotional sentiment of the millions of status updates and posts that Facebook users submit every day.

Further and perhaps more creepily, DeepFace allows the team to automatically identify you in a photo that is shared on their platform. The company also uses artificial intelligence to au-

tomatically catch and remove images that are posted on its site of an explicit or vengeful nature.

### Alibaba

Chinese company Alibaba is the world's largest e-commerce platform that sells more than Amazon and eBay combined. Artificial intelligence is crucial to the company's daily operations, and uses similar technology as Dialog to predict what products customers want now, and will want in the near future.





With natural language processing, the company automatically generates product descriptions for the site, so they don't have to worry about hiring writers. On a more futuristic, worldwide scale - Alibaba uses artificial intelligence in its City Brain project to create 'smart cities'. The smart cities use AI algorithms to help reduce traffic jams by monitoring every vehicle in the city. Further than that, Alibaba is even helping farmers monitor their crops to improve yield, cut costs, and provide their own customers with better produce.

Artificial intelligence supports businesses, both small and large, by helping reduce manual work and enhancing productivity, on top of keeping labor costs down and production up.

Ultimately, it is becoming increasingly necessary for small businesses to, at the very least, consider researching how AI can help them grow their business. From a small firm like Dialog to a commerce giant like Alibaba, the companies that are staying ahead of the curve are leveraging this fascinating new tech for rocket-ship growth.



# Want to get MORE **Potential Customers** TO VISIT YOUR WEBSITE?

**... It can be so frustrating!**

**You spend a fortune on building your website, getting your Facebook and other social media pages up.**

**Then you wait...**

**...And you wait!**

Months go by and you're still waiting for eager customers to flock to your website and buy what you're selling.

**WE CAN HELP!**

We work with businesses just like yours to help them generate more sales, every single day.

And we can do the same thing for your business!

Connect with us today, and let's have a friendly  
– *zero pressure discussion about your goals.*

We will set you up with a custom marketing plan that's based on your specific needs and goals.

Follow the plan, and you'll increase your sales – Guaranteed.

**Interested? You should be!**

Connect With Us Online at: [www.marketingbugle.com](http://www.marketingbugle.com)

# Is Your Online Marketing Getting You Nowhere?

... Time To **Talk To Me**

[www.martynbrown.com](http://www.martynbrown.com)

## BLOW The Bugle

[www.marketingbugle.com](http://www.marketingbugle.com)

### BUSINESS WEBSITE BUILD

We will build, host and market your website

### LANDING PAGES

We will design Landing Pages proven to work

### SALES FUNNELS

Complete sequence pages that convert



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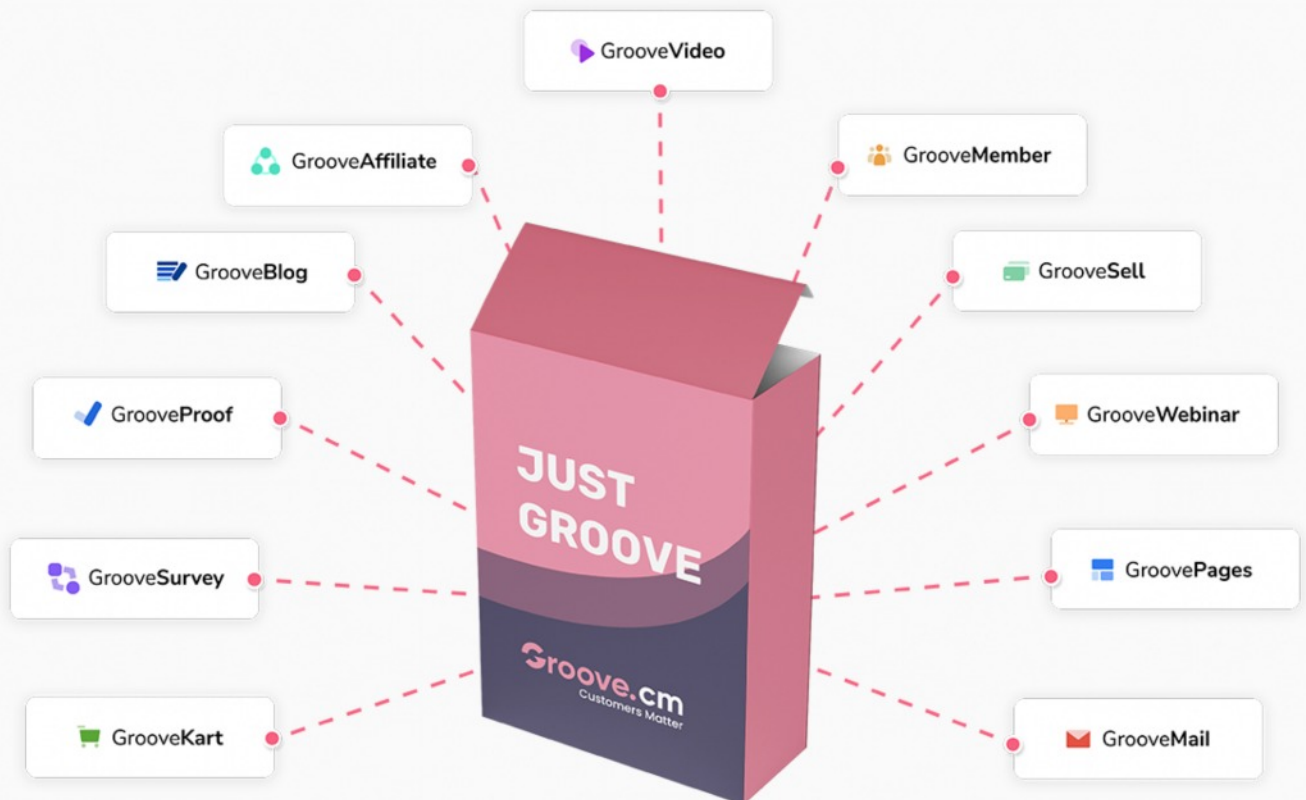
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