

WyndhamAI for Business

AI for Business

Practical Tools for Marketing

Dr Jason Pallant

Acknowledgment of Country

Wyndham City Council recognises Aboriginal and Torres Strait Islander peoples as the first Peoples of Australia. We acknowledge the Bunurong and Wadawurrung Peoples as Traditional Owners of the lands on which Wyndham City operates. The Wadawurrung and Bunurong Peoples have and always will belong to the Werribee Yalook (river), creeks, stars, hills and red clay of this Country. We pay respect to their Ancestors and Elders who always have, and always will, care for Country and community today and for future generations.

Before we start...

Welcome!

Business Associations: Wyndham Biznet, Point Cook Business Association, Werribee Business & Tourism Association (WBTA)

Toilets Down the hall to the left

WiFi WCC_PUBLIC (no login is required)

Recording recording & slides will be shared after



Our Speaker

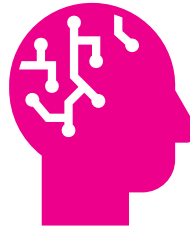


Dr Jason Pallant
Senior Lecturer of Marketing Technologies
RMIT University

Goals for this session



**Define your
unique brand
position**



**Train an AI
assistant on
your brand**



**Use AI to
create branded
content!**

**Using low-cost (or free) tools
appropriate for small business**

How we'll get there

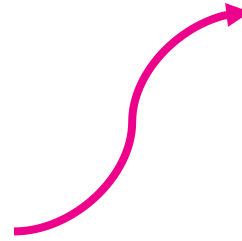
- **Introduction and Core Principles:**
 - Value-Based Marketing
- **Topic 1: Segmenting and Targeting Customers**
 - *AI Activity: Researching customers and competitors*
- **Topic 2: Developing a Value Proposition**
 - *AI Activity: Guiding and refining your proposition and brand*
- **Topic 3: Creating on-brand content!**
 - *AI Activity: Learning your brand and applying it!*
- **Networking**

Follow along

Interactive worksheet

- Activities throughout the sessions

Printed on table, or download here



Dr Jason Pallant

Enabling MarTech knowledge for everyone involved

● WHAT I DO

My unique value centers on the three integrated ways I enable MarTech knowledge from generating new knowledge through rigorous research, to running education programs based on that research, to translating the insights for public audiences.

No academic jargon here – just real insights shared as widely as possible!

GENERATING KNOWLEDGE

Dear **MarTech**
We Need To Talk!

Join us for an exclusive first-look at our
MarTech industry research



ENABLING KNOWLEDGE



TRANSLATING KNOWLEDGE



Today's Helpers



Dr Kane Koh



Fuyi Wang



Chaoqi Jia



Dr Anni Cheng



Jiaheng Wei



ChatGPT!

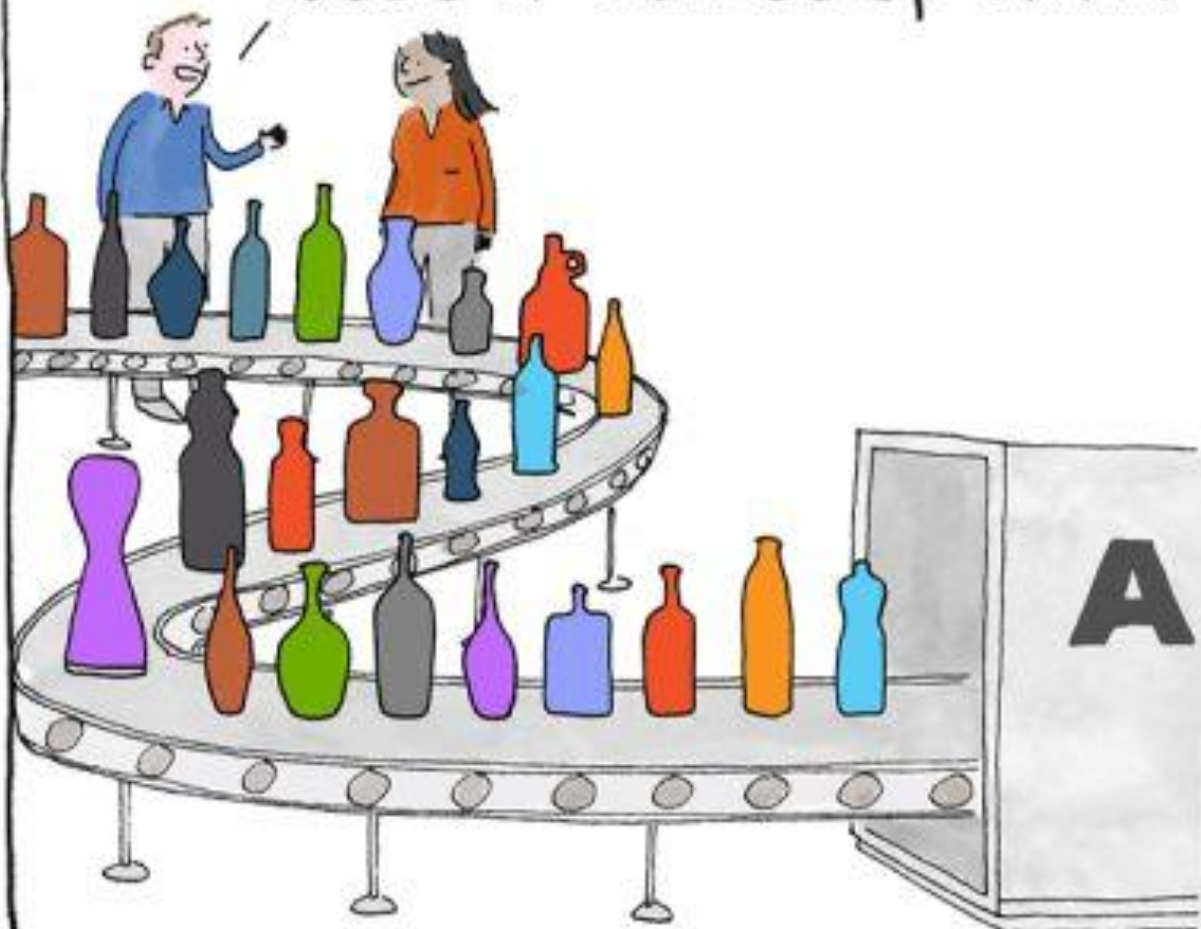


Introductions

1. Introduce yourself and your business
2. Now introduce yourself with a story of a time you or your business really helped someone
3. ***Notice a difference?***

Why not jump straight into AI?

Once we train our AI,
I can't wait to see the
wide variety of new
ideas it comes up with!



TOM
FISH
BURNE

Context is critical!

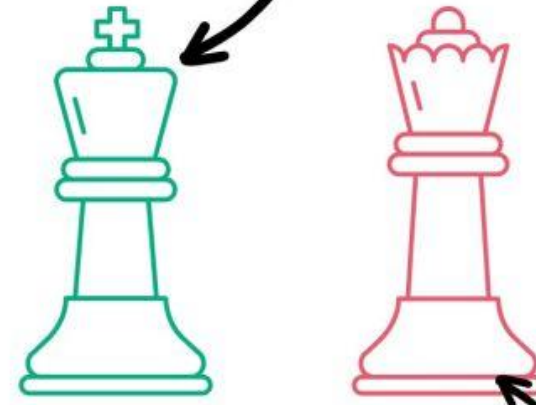
Anyone can use ChatGPT

That means your competitors too

If they ask the same question,
they'll get the same answer

Content needs to be **tailored to
your context** to work

If content is king...



Then context is queen

STEAL THESE THOUGHTS!

Marketing as Value

Marketing as value exchange



“Marketing is the activity, set of institutions, and processes for **creating, communicating, delivering, and exchanging** offerings that have **value** for customers, clients, partners, and society at large.”



Products v Value



Product

What you sell (goods and/or services)



Value

The needs or wants your product satisfies, relative to the cost



Some examples



Product: Running Shoes

Value: Athletic feeling, Status, Community



Product: Coffee/ Food

Value: Energy, Meeting Space, 'Third Place'

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MarTech
Doctor

Product: Talks, Workshops, and Articles

Value: Trusted knowledge to put into action



Worksheet Activity: Defining Value



1. Describe the products/ services you offer
2. Now define the **value** they provide

Share it with us

- Menti.com
- Code = 2487 1854





JP



Join at menti.com | use code 2487 1854



What products do you sell, and what VALUE do they provide?

All responses to your question will be shown here

Each response can be up to 200 characters long

Turn on voting to let participants vote for their favorites

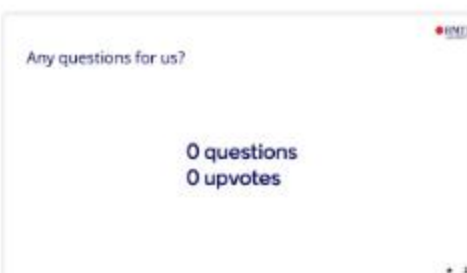
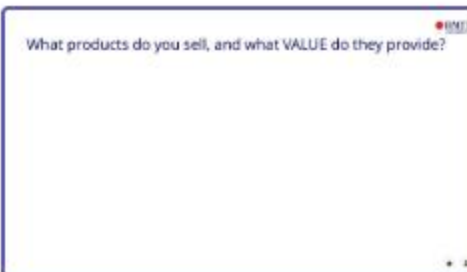


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Wyndham AI Marketing ...



Choose a slide to present





Key Questions for any business

What Value do you provide...

- NOT just products or services
- The needs or wants you satisfy

...to whom...

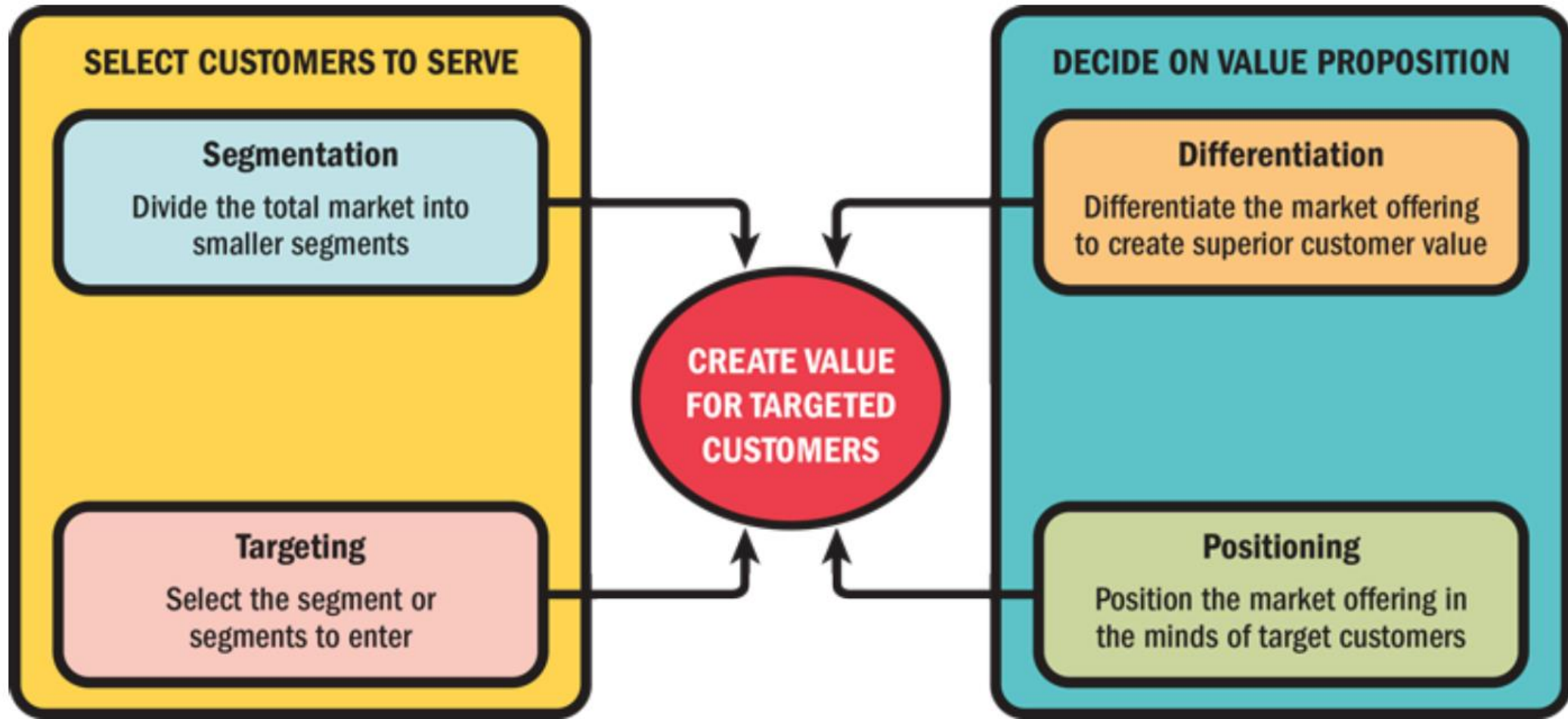
- Which customers need/want this value the most?
- HINT: it's not 'everyone'

...and how will you communicate that?

- i.e. how can you show potential customers you are the best place to get the value they need?



The Value-Driven Marketing Process



1. Segmentation

Why segment?

“When brands want to **connect more strongly** with their customers to create tailored marketing strategies, one of the first things to do is segment the market. When done right, segmentation can provide a company a **cornerstone on which to build and grow**—that true understanding of who makes up a customer base; a critical step in marketing’s golden rule of “**know thy customer.**””



AMERICAN MARKETING
ASSOCIATION



Pragmatic reasons for segmenting

Mass marketing is HARD...

Talking to everyone, about everything, all the time is a LOT

It's hard to cut through the noise

...and expensive...

The broader your customer base, the more products you need to offer

AND the more ways you need to communicate

...and more competitive

More on this later



AI Activity: Segmenting Customers

1. (If Pro user), **start a Project:**

Projects

 New project

2. Start a chat, and select **Deep Research** (Pro) or Web Search

3. **Enter a prompt like this** (fill in the gaps):



“I run a **[BUSINESS]** in the Wyndham local area focused on **[PRODUCTS/ VALUE]**. You will help me with a segmentation-targeting-positioning process. Start by researching customer needs and demographics in the area, analysing possible customer segments I could target. **Make sure segments are value-based not just demographics**”

4. Answer any clarifying questions it asks

5. Wait....We'll check on this later



Ways to segment



Geographic Segmentation

Focuses on regional preferences, allowing tailored strategies based on location.



Demographic Segmentation

Provides insights into consumer needs based on age, gender, income, and education.



Psychographic Segmentation

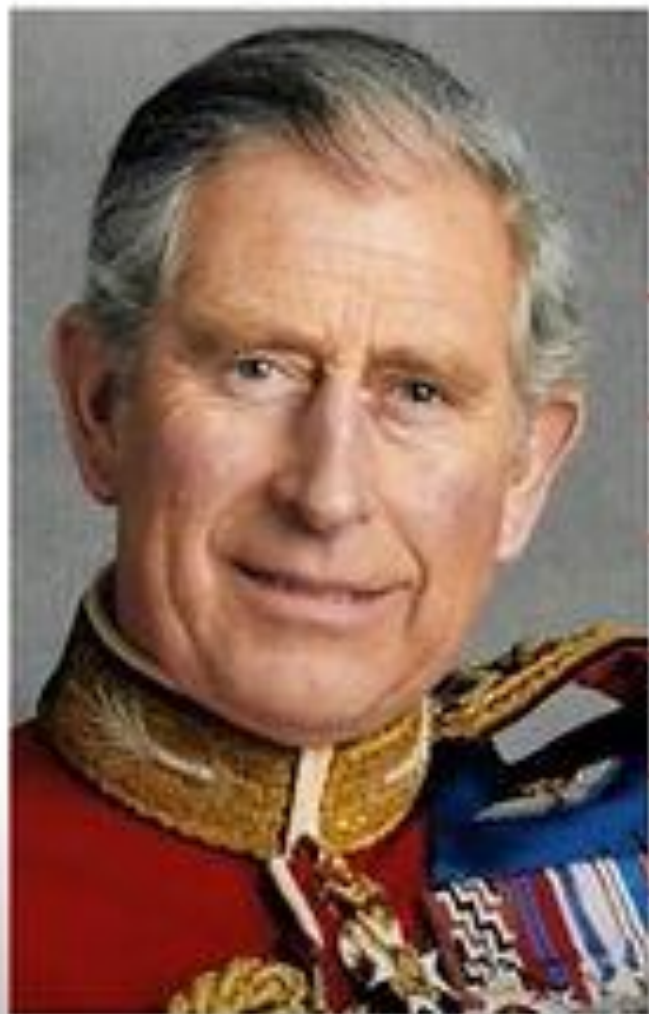
Connects with consumers on an emotional level by understanding lifestyles and values.



Behavioural Segmentation

Targets offerings based on usage rates, brand loyalty, and purchasing habits.





Charles, Prince of Wales

Male

Born in 1948

Raised in the UK

Lives in a castle

Married twice

Wealthy

Famous



Ozzy, "Prince of Darkness"

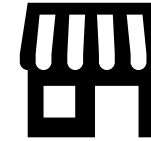
My Segments



Business Schools/ Academics

Need: Quality research, advice/
content for new MarTech courses

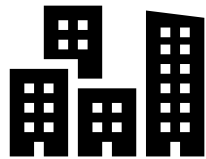
My Value: Research collaborations,
content through talks/ online resources



Small-Medium Businesses

Need: Foundational concepts,
Practical frameworks, Bespoke support

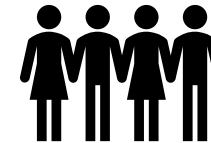
My Value: Practical education,
simplification, connection to experts



Large Enterprises

Need: New research/ trends, upskilling
at scale, consulting advice

My Value: Research-backed insights,
Education, Unbiased opinions



General Public/ Consumers

Need: Understanding of MarTech's
impact and their rights

My Value: 'Inside' understanding,
Demystifying tech



**Time to check
yours!**



- 1. Review the segments AI has researched**
 - Does anything stand out or surprise you?
- 2. Try asking follow up questions, e.g.**
 - What are the biggest pain points for [segment name] that they complain about most?
 - Compare [segment A] and [segment B] - which would be easier for a small business to reach?
 - Which segment might find most value from my business?
- 3. (If Pro) Save the research to the project knowledge**



Worksheet Activity: Customer Segments

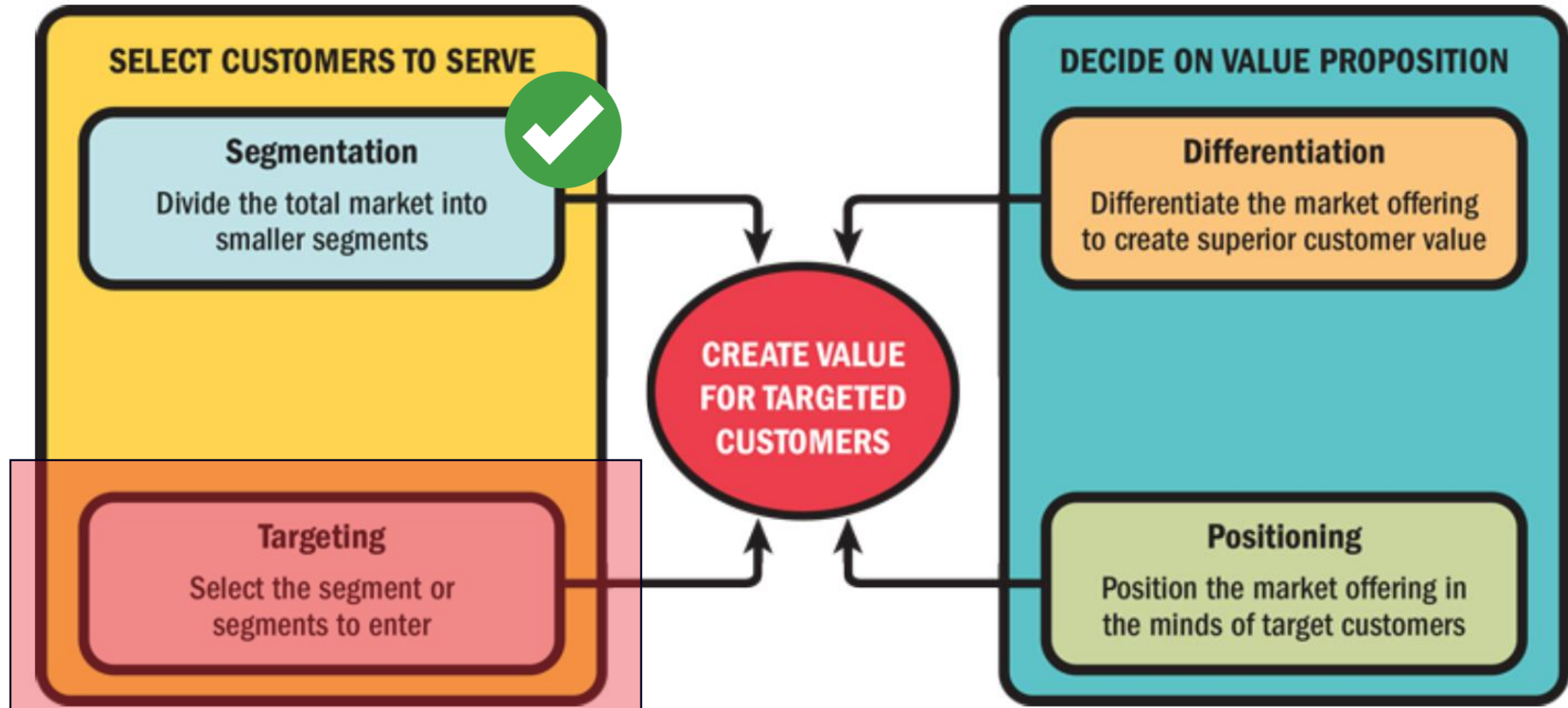


1. Note the relevant segments and the **value** they seek
2. Consider how you might provide that value (now or in the future)
3. Highlight the 2-3 most appealing segments
 - We'll explore them further next...

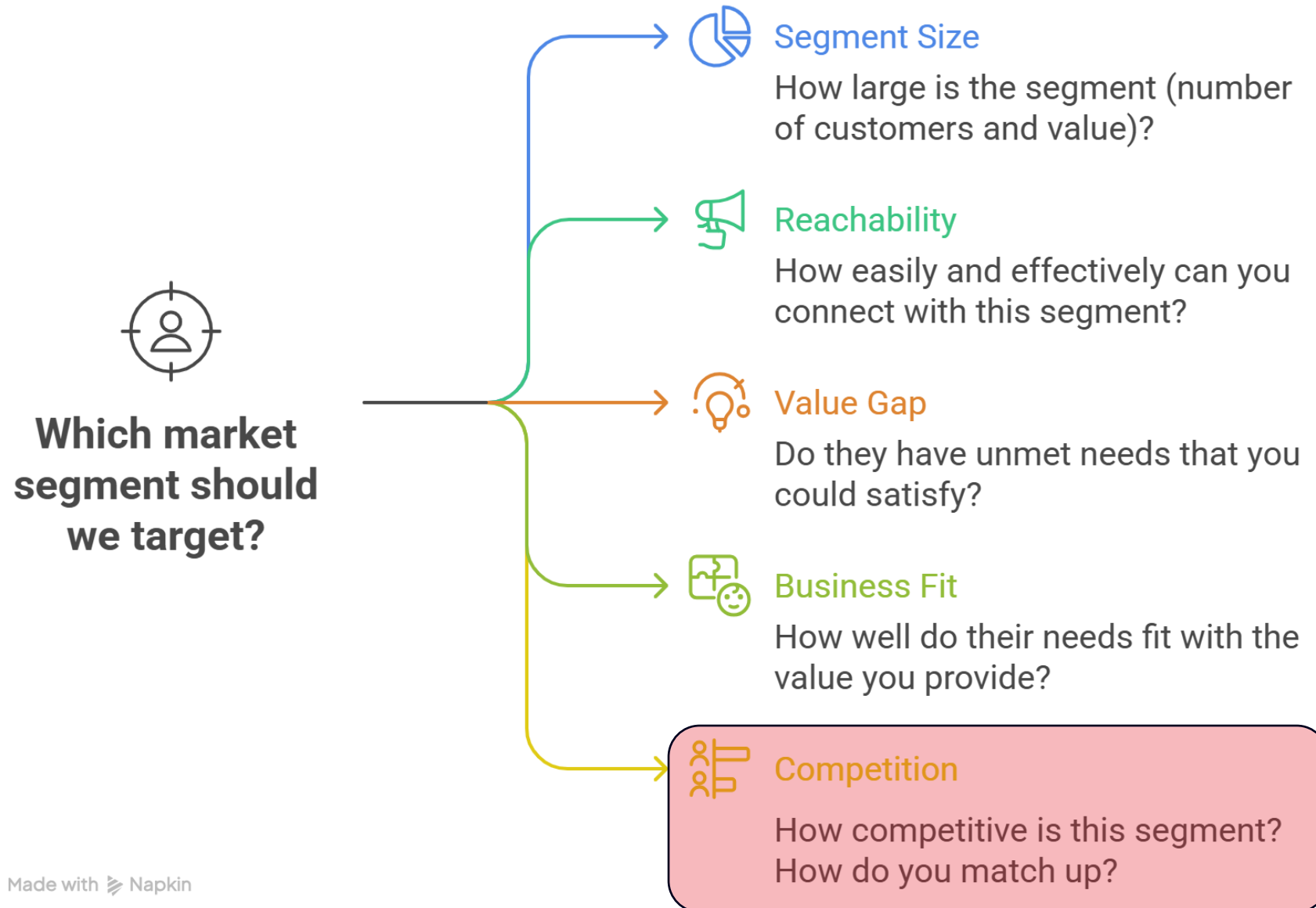


2. Targeting

From segments to targets



Choosing a target segment/s



AI Activity 2: Researching Competitors

1. **Use the same chat/ project as before**
 - Keep Deep Research selected if available

2. **Enter a prompt like this :**



“Now research the major competitors for each segment, including their major strengths and weaknesses. Use this analysis to rate each segment on the level of competition, and gaps that could present opportunities for my business”

4. **Answer any clarifying questions it asks**
5. **Wait again....**



Why Target?

It is VERY hard (if not impossible) to satisfy everyone!



Benefits of Targeting



Clearer Marketing

Don't waste money on broad, ineffective ads



Better Retention

When you nail someone's specific needs, they come back



Lower Acquisition Costs

Generate word-of-mouth within target segment



Efficient Operations

Optimize for one group well vs. many poorly

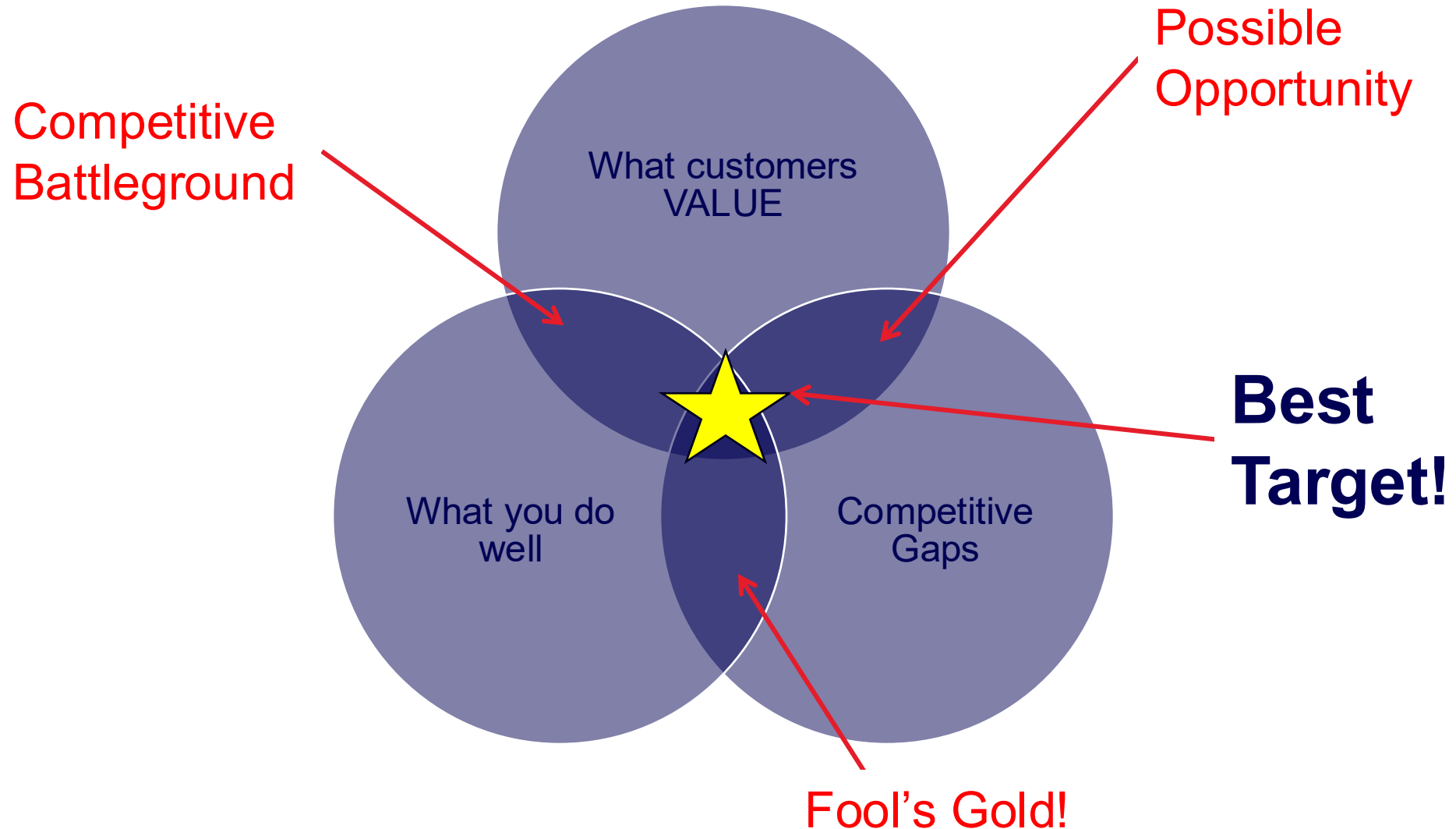


Price Premium

If you're the best at something, people will pay more



What we're looking for



Time to check our AI!



1. Review the competitor analysis

- Did it miss any you know of? Add them if so

2. Ask for clarifications, e.g.

- "What do the most successful competitors in this list have in common?"
- "What would make a customer choose ME over [strongest competitor]?"

3. Consider the identified gaps

- Which fit best with your business strengths?



Picking a target/s

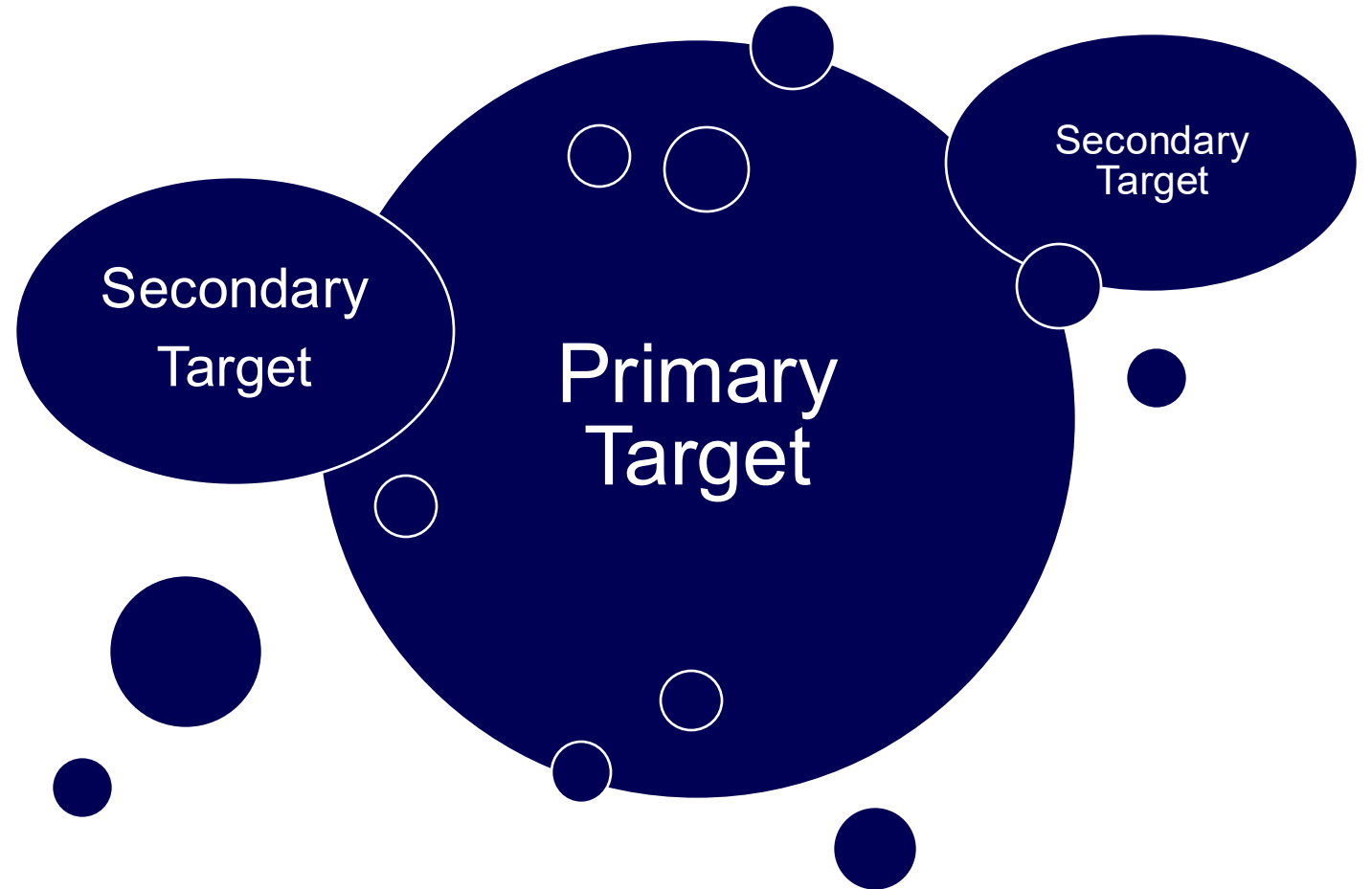
Targeting is about FOCUS, not exclusion

1. Primary Target

- Main segment of interest
- Best fit with value
- 60-80% of focus (products, content, etc.)

2. Secondary Targets

- Other segments you can satisfy without significant effort
- 20-40% of focus



Finding balance

Broad enough to be valuable

BUT

Narrow enough to be targeted

Clear needs to target

BUT

Not too niche

Easy to reach

BUT

Not already crowded

Enough segments to sustain

BUT

Not too many to lose focus



My Targets

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 Claude

	Segment	Why?
Primary	Academics/ Business Schools	- Aligns strongest with my experience - Proven track record of value - Little to no current competition - Existing contacts and connections - Opportunity for passive value (books)
Secondary	Small- Medium Businesses	- Large, important segment - Common servable needs (foundations) - Less served than enterprise businesses



Worksheet Activity: Selecting your target

1. Consider the analysis AND your own knowledge

2. Rate each segment /5 on:



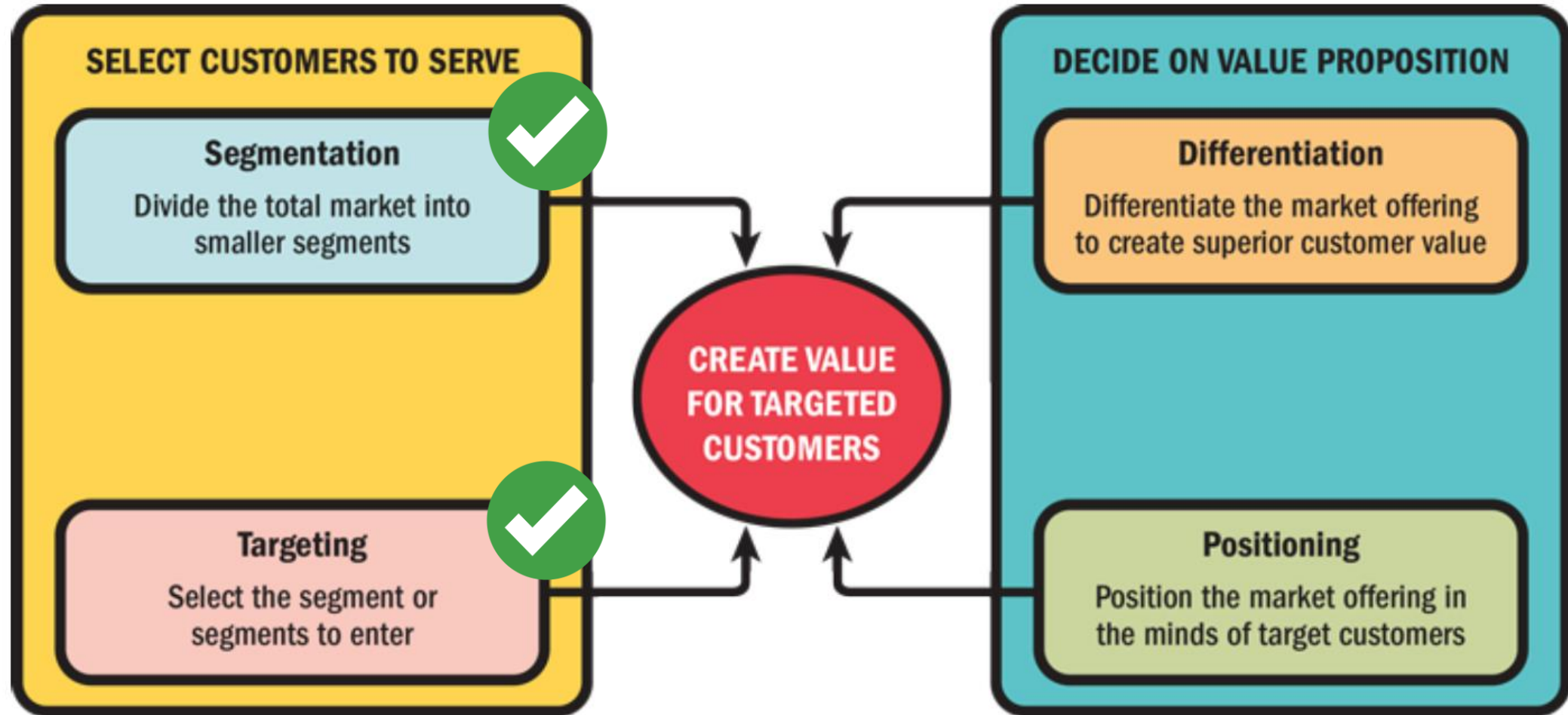
- Size
- Reachability
- Value Gap
- Business Fit
- Competition

**Do this yourself first,
then have AI do it to
compare results**

3. Choose 1 primary target

- (Optional) and 1-2 secondary targets





AI Activity: Training your assistant

Before moving on we need to tell our AI assistant which segment we're targeting while collating the relevant insights so far:



1. Ask for a summary, using a prompt like:

- “I have chosen to target the [**Segment/s**]. Given that, create a 2-page summary of [**this segment/ these segments**] alongside relevant research insights and justifications. Include relevant details you would need to help me position my brand and create content to target [**this segment/ these segments**].

2. Save the output or ask for a PDF

3. (If Pro) save the file to the project knowledge base

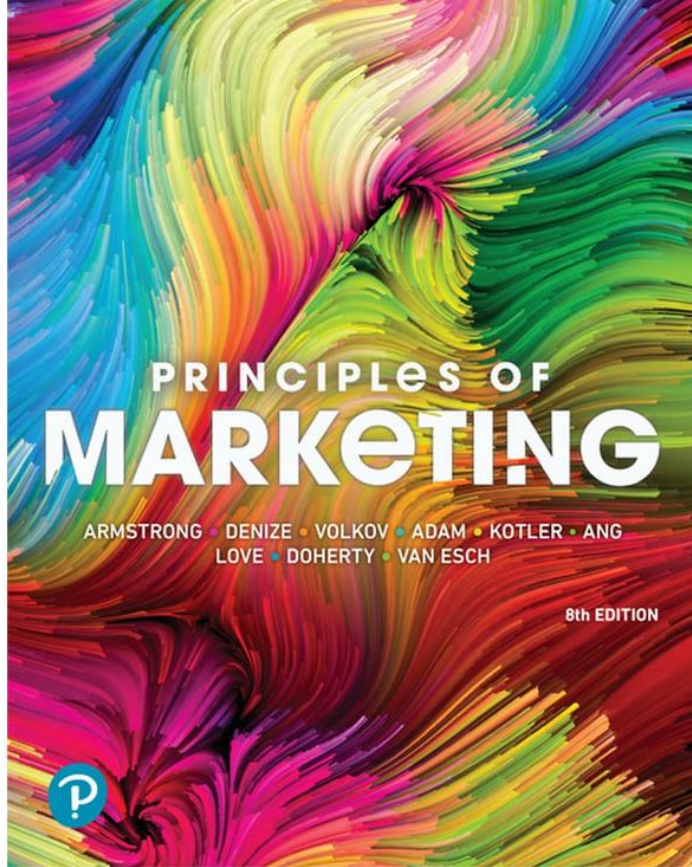
- Now it can be referenced in any future chat!



3. Value Proposition

Differentiation and Positioning

What is a value proposition?



*The full positioning of a brand is called the brand's **value proposition** – the full **mix of benefits** upon which the brand is **differentiated** and **positioned**. It is the answer to the customer's question, **'Why should I buy your brand?'**.*



Framing a positioning statement

A general format:

For [target customer] **who** [value/need], **we are the** [category] **that** [unique benefit] **because** [reasons to believe]

- **For:** Your target segment (from targeting)
- **Who:** What they value most (from segmentation)
- **We are the:** Your category
- **That:** The VALUE/OUTCOME you deliver (not products!)
- **Because:** Why they should believe you (proof points)



My Example

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For Academics/ Business Schools:

- For academics who need comprehensive and industry-relevant MarTech curriculum their programs currently lack, I provide proven, current teaching materials because I've already built and validated highly successful courses

For Small-Medium Businesses:

- For small-medium business owners who are overwhelmed by MarTech stack and/or wasting money on underutilised tools, I provide vendor-neutral MarTech knowledge because I have rigorous and objective research to share with proven education ability



AI Activity: Your positioning statement

AI can help write your statement in multiple ways:

1. Generating alternatives, e.g.

- “Help me create a positioning statement for my business and target segment. Create 5 alternatives and evaluate how well they fit my business. Use the format: “for [target] who [value], we are the [category] that [unique benefit] because [proof].”



2. Evaluate your own

- Try writing your own statement and ask for feedback, e.g.
- “Evaluate the following positioning statement and suggest improvements to better position my business to my target segment: [PASTE YOUR STATEMENT]”

AI is your helper, not a replacement for your business knowledge!





JP



Join at menti.com | use code **2487 1854**



Share your positioning statement

All responses to your question will be shown here

Each response can be up to 200 characters long

Turn on voting to let participants vote for their favorites



Menti

Wyndham AI Marketing ...



Choose a slide to present

What products do you sell, and what VALUE do they provide?

Share your positioning statement

Share your new tagline!

Save your positioning statement!

Check in on the Key Questions

What Value do you provide...



- NOT just products or services
- The needs or wants you satisfy

...to whom...



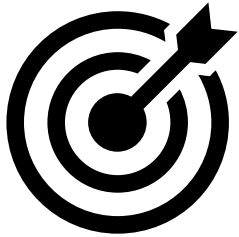
- Which customers need/want this value the most?
- HINT: it's not 'everyone'

...and how will you communicate that?

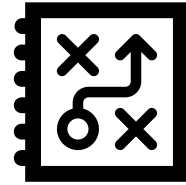
- i.e. how can you show potential customers you are the best place to get the value they need?



From positioning to personality



Targeting is WHO
to talk to



Positioning is
WHAT to say



Brand **personality** is
HOW to say it

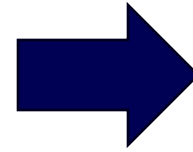
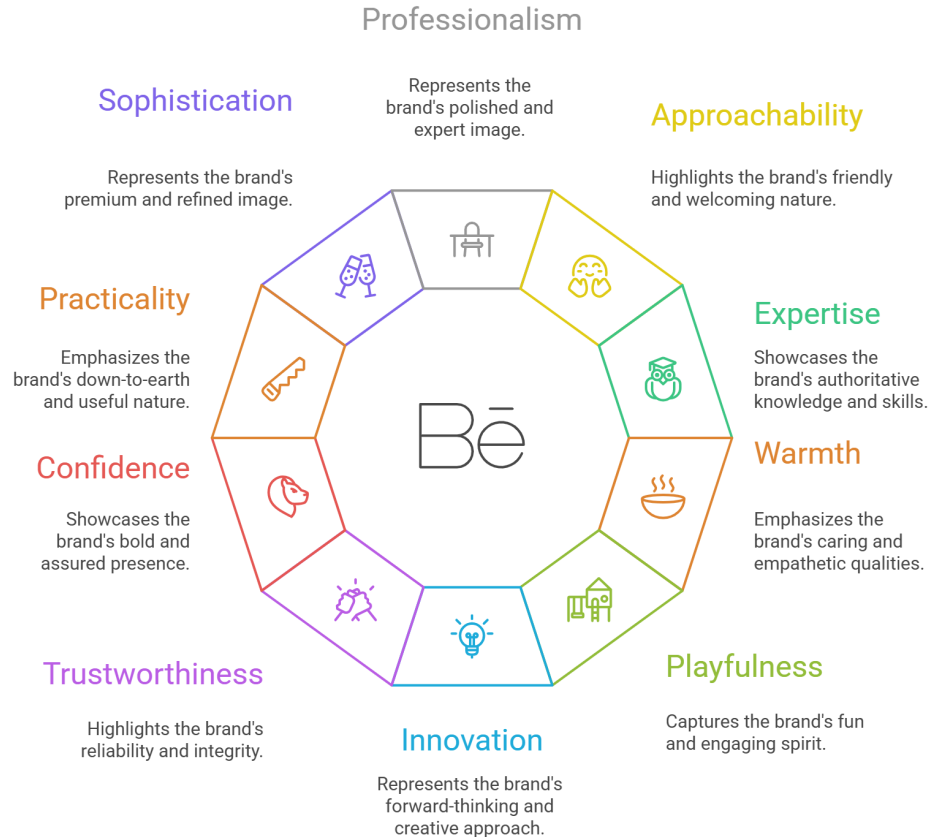
e.g. “If your brand was a
person, how would they talk?”



Brand Personality Traits



From traits to brand elements



Brand/ content elements

Tone of voice

Types of content

Words to use or avoid

Key messages to convey

Content styles

Tagline



My Example

Personality Traits: Professionalism, Innovativeness, Expertise

Brand Guidelines:

- Present balanced and unbiased perspectives
- Use clear and accessible language
- Provide research and evidence
- Teach rather than tell

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MarTech
Doctor

Tagline: “I enable MarTech knowledge for everyone involved”



AI Activity: Brand Personality

1. **Choose 2-3 brand traits that represent your value proposition**
 - Make sure they match your target segment and your unique value
 - AI can evaluate this for you!



2. **Apply them!**
 - Tell your AI assistant your brand traits
 - Ask for related brand elements such as a tagline or keywords, e.g.
 - “Generate brand tone guidelines, tagline and keywords given my positioning statement and target segment. The brand should have traits of [Chosen traits]”

3. **Share your tagline!**



Join at menti.com | use code **2487 1854**



Share your new tagline!

All responses to your question will be shown here

Each response can be up to 200 characters long

Turn on voting to let participants vote for their favorites



Menti

Wyndham AI Marketing ...



Choose a slide to present

What products do you sell, and what VALUE do they provide?

Share your positioning statement

Share your new tagline!

Any questions for us?

0 questions
0 upvotes



**(Finally) Content Creation
time!**

**Now you
have...**

1. A target segment and understanding of their needs
2. A clear positioning statement for that target segment
3. A brand personality to communicate your unique positioning...

**You have everything you need to create
on-brand content!**



AI Activity: Creating Content!

1. Make sure AI knows your brand elements

- (If Pro) extract a PDF and save to the project knowledge

2. Experiment with creating different content types!

- E.g. An 'about us' website page, a social post about an event, a newsletter article, a blog post....
- Make sure you provide details like:
 - The channel (e.g. email/ social channel/ blog)
 - The goal
 - Length requirements

3. Not quite right? Teach your AI!



Recap and Next Steps

In just two hours you have...

Researched your customer segments and what they value

Analysed your competitive landscape

Strategically chosen your target segment

Created a positioning statement

Defined your brand personality

Generated on-brand content



Key Take-aways



Don't try to target everyone



Position your brand to fill gaps in relevant segments



Tailor your brand and content to your target segment



Use AI to help research and generate content



BUT make sure you train it first



Remember YOU know the business best!



What now?

Keep experimenting with your content and brand

It might not be perfect right away, that's OK!

Keep training your AI helper, go back and change things

Test your positioning with real customers

Does it resonate? Does it attract your target segment?

(If possible) measure actual stats (engagements, open rates, conversion)

Look out for more!



Thank you!

Dr Jason Pallant

Jason.Pallant@rmit.edu.au

We'd love your feedback!



IMPROVE YOUR **PROFITABILITY AND CASHFLOW**

FREE BUSINESS TRAINING



Wed 19 Nov 2025

5:30pm - 7:30pm

Wyndham Civic Centre
45 Princes Hwy, Werribee



BUSINESS MATTERS
IN WYNDHAM



Next Free Business Training:



Speaker:

Brad Regan – Real Edge in Business

This workshop offers practical tips for business owners on how to make more money in their business, but most importantly, keep more of it.

SPARK

BUSINESS & INNOVATION HUB

Growing your business can be challenging. Don't do it on your own! Join 30+ other local business owners who are based at SPARK.

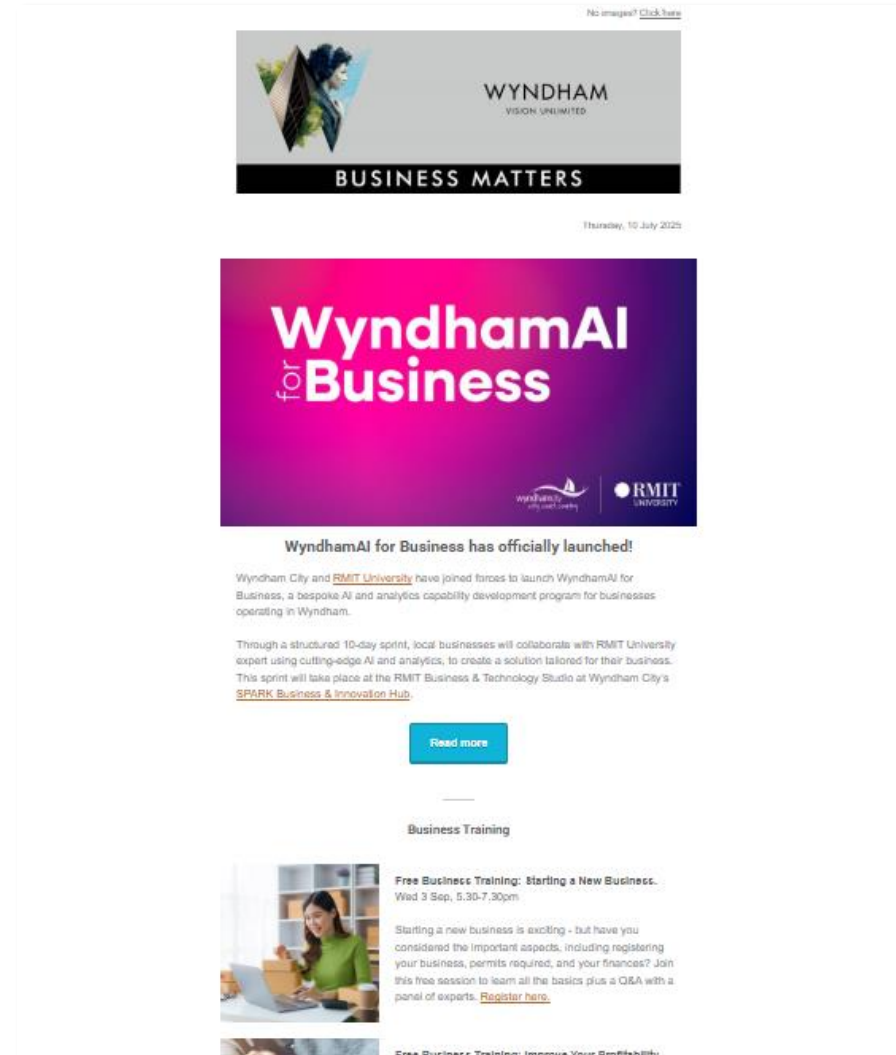
Membership starts from \$150+GST per month. Book a tour now!



Wyndham City – Business Support

For any question and business support, contact our team at business@wyndham.vic.gov.au

[Subscribe to our newsletter](#) so you won't miss out on future opportunities, grants, training sessions.



The screenshot shows the Wyndham City website's business support section. At the top, there is a header with the Wyndham City logo and the text 'WYNDHAM VISION UNLIMITED' and 'BUSINESS MATTERS'. Below this, a date 'Thursday, 10 July 2025' is displayed. The main content area features a large banner for 'WyndhamAI for Business' with the Wyndham City and RMIT University logos. Below the banner, a section titled 'WyndhamAI for Business has officially launched!' provides details about the program, mentioning a 10-day sprint and a Q&A session. A 'Read more' button is visible. Further down, a 'Business Training' section is partially visible, featuring a photo of a woman working on a laptop and text about a 'Free Business Training: Starting a New Business' session on Wednesday 3 Sep, 5.30-7.30pm.

Wyndham
VISION UNLIMITED

BUSINESS MATTERS

Thursday, 10 July 2025

WyndhamAI
for Business

Wyndham City and RMIT University

WyndhamAI for Business has officially launched!

Wyndham City and RMIT University have joined forces to launch WyndhamAI for Business, a bespoke AI and analytics capability development program for businesses operating in Wyndham.

Through a structured 10-day sprint, local businesses will collaborate with RMIT University expert using cutting-edge AI and analytics, to create a solution tailored for their business. This sprint will take place at the RMIT Business & Technology Studio at Wyndham City's [SPARK Business & Innovation Hub](#).

[Read more](#)

Business Training

Free Business Training: Starting a New Business.
Wed 3 Sep, 5.30-7.30pm

Starting a new business is exciting - but have you considered the important aspects, including registering your business, permits required, and your finances? Join this free session to learn all the basics plus a Q&A with a panel of experts. [Register here](#).

Free Business Training: Improve Your Profitability