WyndhamAI for Business

AI for Business

Scaling your Marketing

Dr Jason Pallant

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city. coast. country

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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.

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Wyndham City Economic Development
Helping your business to thrive in Wyndham

- Business Support – (03) 9742 8170 or business@wyndham.vic.gov.au
- Free Business Training & Mentoring Program
- Events & Networking – Business Awards & WYNnovation Business Expo
- SPARK Business & Innovation Hub

Before we start...

Welcome!

Business Associations: Wyndham Biznet, Point Cook Business Association, Werribee Business & Tourism Association (WBTA), Williams Landing Business Association, Tarneit Business Association & Truganina Business Association.

Toilets   Down the hall to the left

WiFi   Encore Wifi (no login is required)

Slides   Slides will be shared after

Who's here today

David

Sam

Dominique

Kaleel

ChatGPT!

Our Speaker
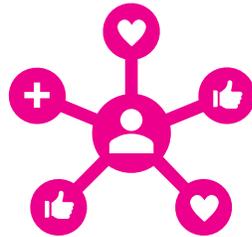
Dr Jason Pallant

Director, Marketing Technology Lab

RMIT University

Goals for tonight

Design a content calendar

Tailor content for channels

Create it at scale

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How we'll get there

- **Recap of previous session:**
  - Positioning and brand tone

- **Topic 1: Communication moments**
  - *AI Activity: Creating a content calendar*

- **Topic 2: Communication channels**
  - *AI Activity: Choosing channels and tailoring content*

- **Creating content at scale!**
- **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

ENABLING KNOWLEDGE

TRANSLATING KNOWLEDGE

Dear **MarTech**
We Need To Talk!

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

Stacks
stacks

Introductions

1. Introduce yourself and your business

2. Now, compare when was the last time you thought about each other's business category?

3. *What does this tell us?*

Recap: Session 1

Segmenting, Targeting, Positioning
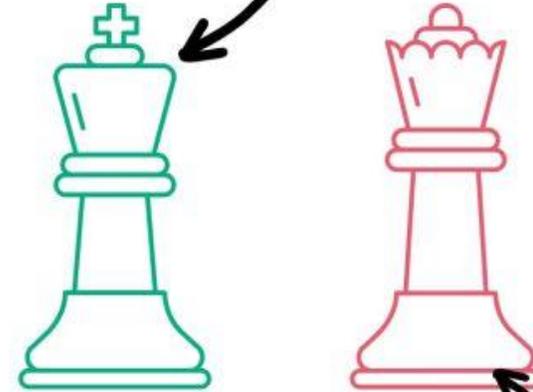
Context is critical!

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!

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Key Questions for any business

What Value do you provide…

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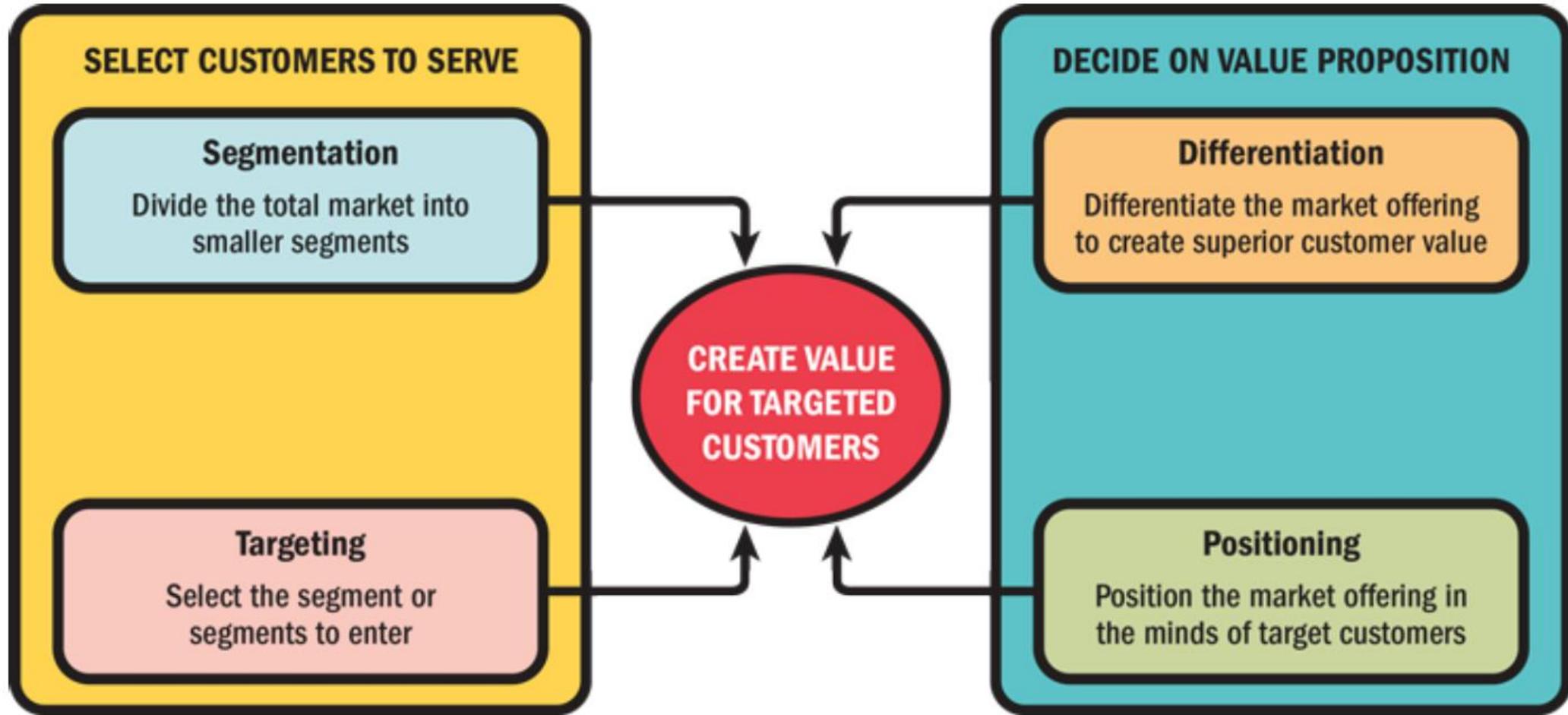- The needs or wants you satisfy

…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

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.

Choosing a target segment/s

Which market segment should we target?

Segment Size
How large is the segment (number of customers and value)?

Reachability
How easily and effectively can you connect with this segment?

Value Gap
Do they have unmet needs that you could satisfy?

Business Fit
How well do their needs fit with the value you provide?

Competition
How competitive is this segment? How do you match up?

Made with Napkin

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)

Examples from last session

"For small-medium business owners who are overwhelmed by MarTech and AI, I provide vendor-neutral, practical, and easy to apply frameworks through engaging workshops because I have rigorous and objective research to share with proven education ability"

"For Australian women who value comfort, support, and honest quality, we are the trusted footwear brand that delivers medical-grade comfort at an everyday price — because we believe good foot health should be affordable for everyone"

"For Wyndham small businesses and community organisations who want professional videos without the hassle, we are the local video partner that saves you time and builds authentic connections."

"For young and culturally diverse families in Wyndham who value trust, guidance, and community connection, we are the local mortgage and finance experts who make buying your first home simple"

Brand Personality Traits

Professionalism
Represents the brand's polished and expert image.

Sophistication
Represents the brand's premium and refined image.

Approachability
Highlights the brand's friendly and welcoming nature.

Practicality
Emphasizes the brand's down-to-earth and useful nature.

Expertise
Showcases the brand's authoritative knowledge and skills.

Confidence
Showcases the brand's bold and assured presence.

Warmth
Emphasizes the brand's caring and empathetic qualities.

Trustworthiness
Highlights the brand's reliability and integrity.

Playfulness
Captures the brand's fun and engaging spirit.

Innovation
Represents the brand's forward-thinking and creative approach.

Preparing our AI helper

Worksheet Activity 1: Your positioning

1. **First, write your positioning statement**

   ▪ Copy it from last session if you have it

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

2. **Then pick 3 brand personality traits:**

   - Professionalism
   - Sophistication
   - Expertise
   - Trustworthiness
   - Confidence

   - Approachability
   - Warmth
   - Playfulness
   - Practicality
   - Innovation

AI Activity 1: Training your AI

1. Create a new chat (free) or Project (paid)

2. Create a prompt with the following elements (all one prompt):

    1. **Tell it the task…**

        - "I am the [role] at [business] in [local area]. You are about to help me scale our marketing efforts by creating a content calendar and adapting content across channels"

    2. **Give it your positioning and brand tone**

        - "During this task keep in mind our positioning statement: [copy your statement] and our brand personality traits: [3 traits here]"

    3. **Ask for clarifications**

        - "Before creating anything, ask me any clarifications"

Remember…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!

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How to grow a brand

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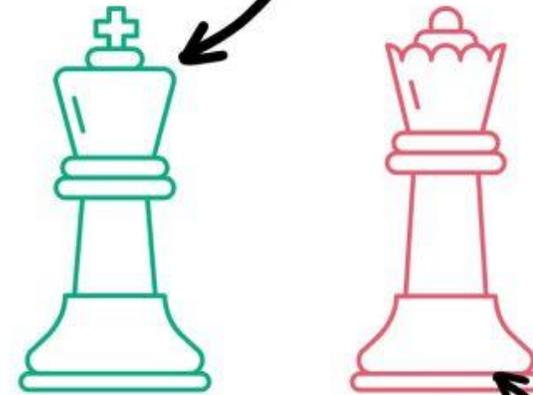
'How Brands Grow' by Professor Byron Sharp
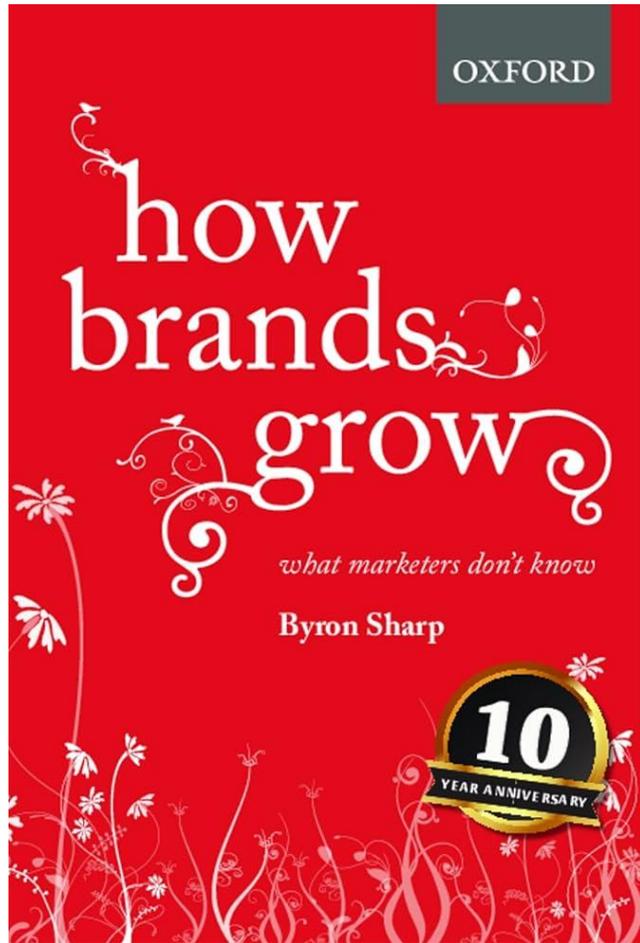
- 'Empirical laws' of marketing from decades of research and contexts

- Including:
  - Mental and physical availability
  - Distinctive assets
  - Create memory structures/ associations
  - Most customers are light buyers
  - **Make your brand easy to buy**
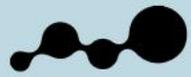
Dreamdata®

John Dawes
Professor of Marketing, Ehrenberg-Bass Institute UniSA

THE 95:5 RULE: WHY B2B GROWTH STARTS LONG BEFORE THE PURCHASE

What does this mean for you?

We can't assume customers are ready to buy when you contact them

- Content can't just be about selling!

At other times, we should be building mental availability

- More than awareness, understanding of your brand

- This comes from consistency; timing and message

When customer are ready, you need to be easily found

- This relates to channels; where can I find your brand?

What we need

- Message

- Moments

- Position

- Channel

What
to say

When
to say

How
to say

Where
to say
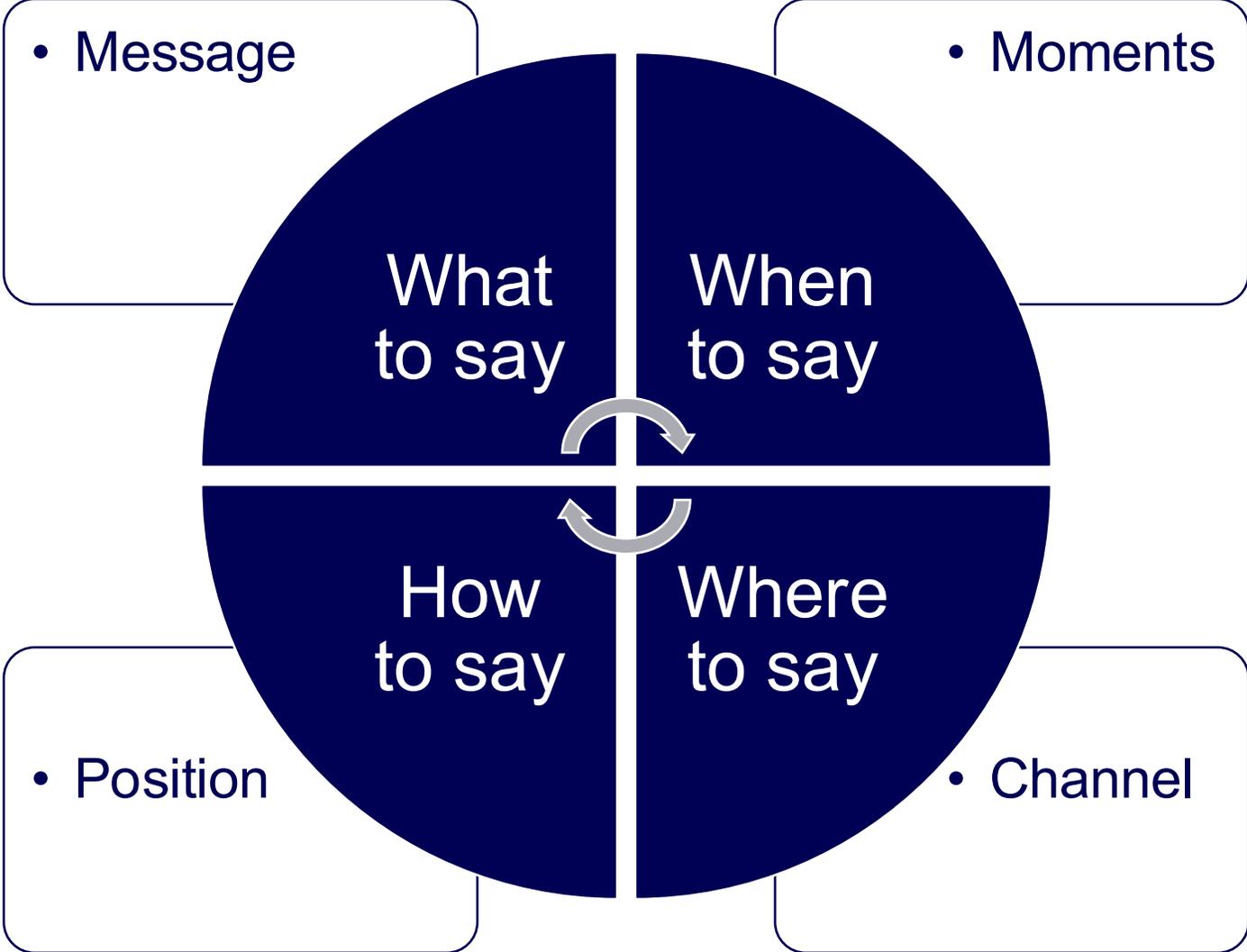
1. Content Moments

a.k.a. Building mental availability
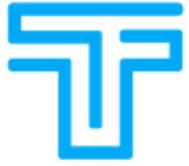
Content Calendar (Month)

Week of (Enter Date as You Wish)

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Facebook Post	Instagram Post	Pinterest Post	Instagram Post	Facebook Post	
	Pinterest Post		Facebook Post	Pinterest Post		
			Instagram Advertisements			

Week of (Enter Date as You Wish)

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Facebook Post	Email Marketing Blast	Facebook Post	Pinterest Post	Pinterest Post	
	Instagram Post	YouTube Post		Instagram Post	Facebook Post	
	Pinterest Post					
Instagram Advertisements			Pinterest Advertisements			

Week of (Enter Date as You Wish)

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Facebook Post	Pinterest Post	YouTube Post	Instagram Post	Facebook Post	
	Instagram Post		Facebook Post	Pinterest Post		
Pinterest Advertisements				Facebook Messenger Advertisements		

Week of (Enter Date as You Wish)

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Facebook Post	Pinterst Post	Facebook Post	Email Marketing Blast	Facebook Post	
	Instagram Post		Pinterest Post	YouTube Post	Instagram Post	
	Pinterest Post					
Facebook Messenger Advertisements						

Week of (Enter Date as You Wish)

Legend:

- Facebook Post
- Facebook Messenger Advertisement
- Instagram Post
- Instagram Advertisements
- Pinterest Post
- Pinterest Advertisements
- YouTube Post
- Email Marketing Blast

Add/Remove As Required

Content Calendar | Advertising | Facebook Posts | Instagram Posts | Pinterest Posts | YouTube Posts | Email Marketing Blast | Content Repository

From calendars to moments

- Great way to plan!

- But brand-focused

- Are customers 'ready' when you post?

- Moments that matter to customers
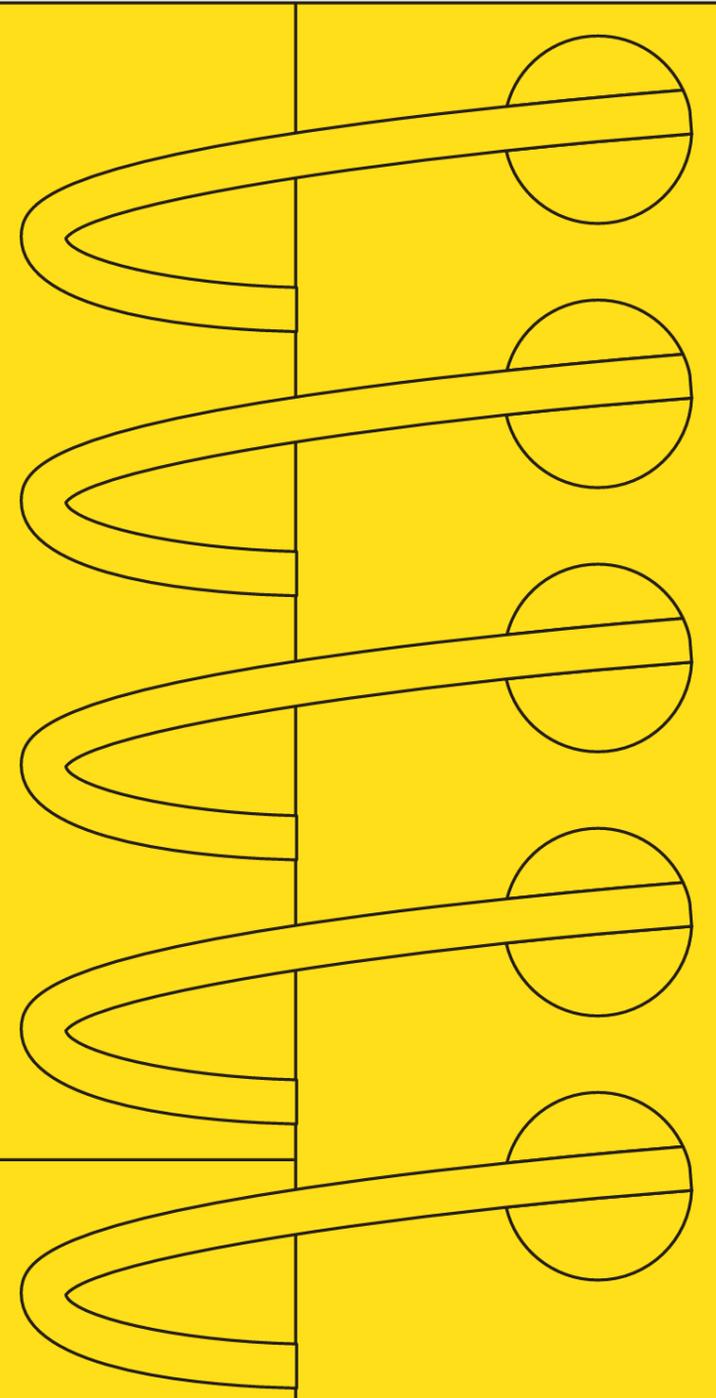
- Can still be planned!
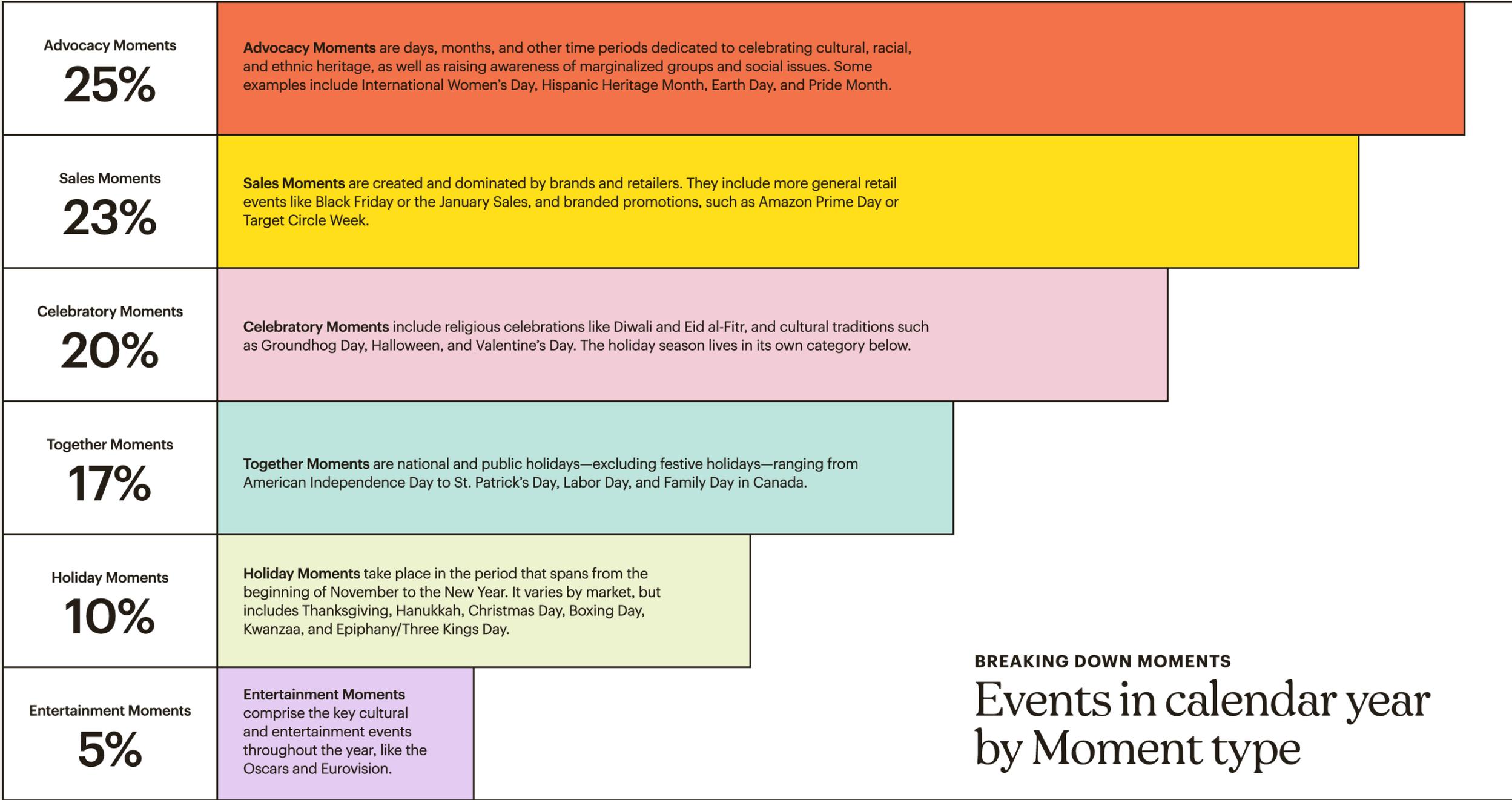
- Let me show you…

The New E-Commerce Calendar

A Global Guide to Year-Round Shopper Engagement

A Mailchimp Report

Advocacy Moments

25%

Advocacy Moments are days, months, and other time periods dedicated to celebrating cultural, racial, and ethnic heritage, as well as raising awareness of marginalized groups and social issues. Some examples include International Women's Day, Hispanic Heritage Month, Earth Day, and Pride Month.

Sales Moments

23%

Sales Moments are created and dominated by brands and retailers. They include more general retail events like Black Friday or the January Sales, and branded promotions, such as Amazon Prime Day or Target Circle Week.

Celebratory Moments

20%

Celebratory Moments include religious celebrations like Diwali and Eid al-Fitr, and cultural traditions such as Groundhog Day, Halloween, and Valentine's Day. The holiday season lives in its own category below.

Together Moments

17%

Together Moments are national and public holidays—excluding festive holidays—ranging from American Independence Day to St. Patrick's Day, Labor Day, and Family Day in Canada.

Holiday Moments

10%

Holiday Moments take place in the period that spans from the beginning of November to the New Year. It varies by market, but includes Thanksgiving, Hanukkah, Christmas Day, Boxing Day, Kwanzaa, and Epiphany/Three Kings Day.

Entertainment Moments

5%

Entertainment Moments comprise the key cultural and entertainment events throughout the year, like the Oscars and Eurovision.

BREAKING DOWN MOMENTS

Events in calendar year by Moment type

What are YOUR moments?

AI Activity 2: Identifying moments

1. **Let's use our assistant to help identify those moments!**

2. **Use a prompt like this**

"Given my positioning statement and brand tone, you will help me build a content plan over the next 30 days based around content moments.

Ignore channels for now. Just help me identify relevant moments including: cultural/ calendar moments, major sales events, celebrations.

List relevant moments for [time period]

Keep in mind I am in the [local area] of Victoria. Make sure moments are relevant to the local population and cultural diversity"

Make sure it's genuine!

Or…create your own!

Mine: 'Monday MarTech Musings'

Dr Jason Pallant ✓ • You
'The MarTech Doctor' | Director, RMIT's MarTech Lab | Top Retail Exp...
1mo • 🌐

If we all know Attribution models are fundamentally flawed, why does
everyone keep use them!? Monday MarTech Musing 4:

Recently I saw Nico Neumann pos
report and pull out this chart. Two
1. Incrementality is now common,
2. Attribution is also still common,
modelling (MMMs) which seems...

Dr Jason Pallant ✓ • You
'The MarTech Doctor' | Director, RMIT's MarTech Lab | Top Retail Expert 2023-...
8h • 🌐

Are tech and AI levelling the playing field for small-business, or actually creating a
broader divide? Monday MarTech Musing 7.

Tonight I'll be running a workshop for small businesses at Wyndham City Council on
using AI to support marketing activities as part of an amazing partnership with RMIT
College of Business and Law and the RMIT Enterprise AI and Data Analytics Hub. A
key point of the session is that tools like AI, when used appropriately, can help small
businesses do things at a larger scale than they've even done before.

Moments to Messages

Advocacy Moments 25%	**Advocacy Moments** are days, months, and other time periods dedicated to celebrating cultural, racial, and ethnic heritage, as well as raising awareness of marginalized groups and social issues. Some examples include International Women's Day, Hispanic Heritage Month, Earth Day, and Pride Month.
Sales Moments 23%	**Sales Moments** are created and dominated by brands and retailers. They include more general retail events like Black Friday or the January Sales, and branded promotions, such as Amazon Prime Day or Target Circle Week.
Celebratory Moments 20%	**Celebratory Moments** include religious celebrations like Diwali and Eid al-Fitr, and cultural traditions such as Groundhog Day, Halloween, and Valentine's Day. The holiday season lives in its own category below.
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Entertainment Moments 5%	**Entertainment Moments** comprise the key cultural and entertainment events throughout the year, like the Oscars and Eurovision.

BREAKING DOWN MOMENTS
Events in calendar year by Moment type

14   INTUIT MAILCHIMP   2025

What's the right message for each moment?

- Is it a transactional or relational moment?

- What mindset are customers in?

- What do you want customers to think of your brand?

Worksheet Activity: Your moments

1. **Review the moment list**

   - Which are most relevant to your brand and customers?

   - Which can you **genuinely** participate in?

2. **Choose your key moments and messages**

   - Identify 5 moments you'll focus on next month (or longer)

   - Consider what message you want to share at those moments

     - i.e. what would you say that is relevant at that time?

NOW we can create a calendar

CONTENTCALENDAR

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Add Text	Add Text	Add Text	Add Text	Add Text	Add Text	Add Text
Add Text	Add Text	Add Text	Add Text	Add Text	Add Text	Add Text
Add Text	Add Text	Add Text	Add Text	Add Text	Add Text	Add Text

Relevant Moments

Time-based

Brand-created

- **Which events will you target?**
  - Time-based or brand-created?

- **What messages will you share?**
  - What do you want people to think at that moment?

AI Activity 3: Map your next month's content!

1. **Focus on your relevant events:**

"From that list I want to focus on [list up to 5 moments]…

(Optional): and I'd like to create my own ritual content of [describe ritual and purpose]

2. **Map your calendar**

"Given that, map out a content calendar for [time period] including when I should post for each moment, and what the overall message should be.

Make sure it fits my positioning, and ignore channels for now"

Worksheet Activity: Map your calendar!

CONTENTCALENDAR

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Add Text	Add Text	Add Text	Add Text	Add Text	Add Text	Add Text
Add Text	Add Text	Add Text	Add Text	Add Text	Add Text	Add Text
Add Text	Add Text	Add Text	Add Text	Add Text	Add Text	Add Text

Check-in: What we need

- Message

- Moments

What to say

When to say

How to say

Where to say

- Position
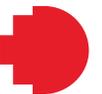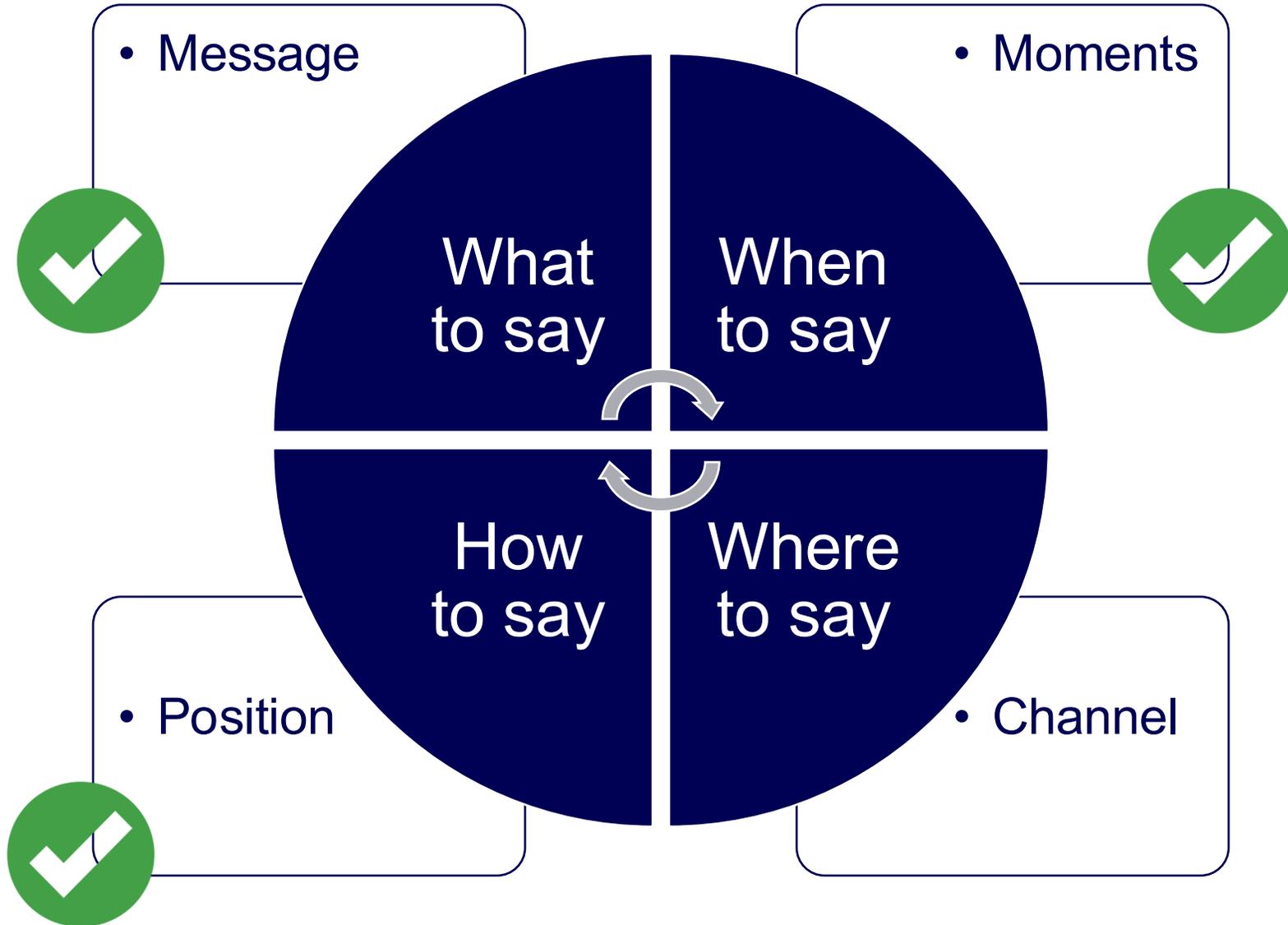
- Channel

2. Marketing Channels

a.k.a. Building physical availability

The Marketing Channel Mix

How to choose your channels?

Channel choice questions

Message Fit
Assesses how channels influence message reception and impact.

Audience Fit
Who uses these channels? Are they your target customer?

Strategic Purpose
Distinguishes between push and pull channels for optimal reach.

Business Fit
What content/ value do you need to share? Urgency? Visuals? Education?

Made with Napkin
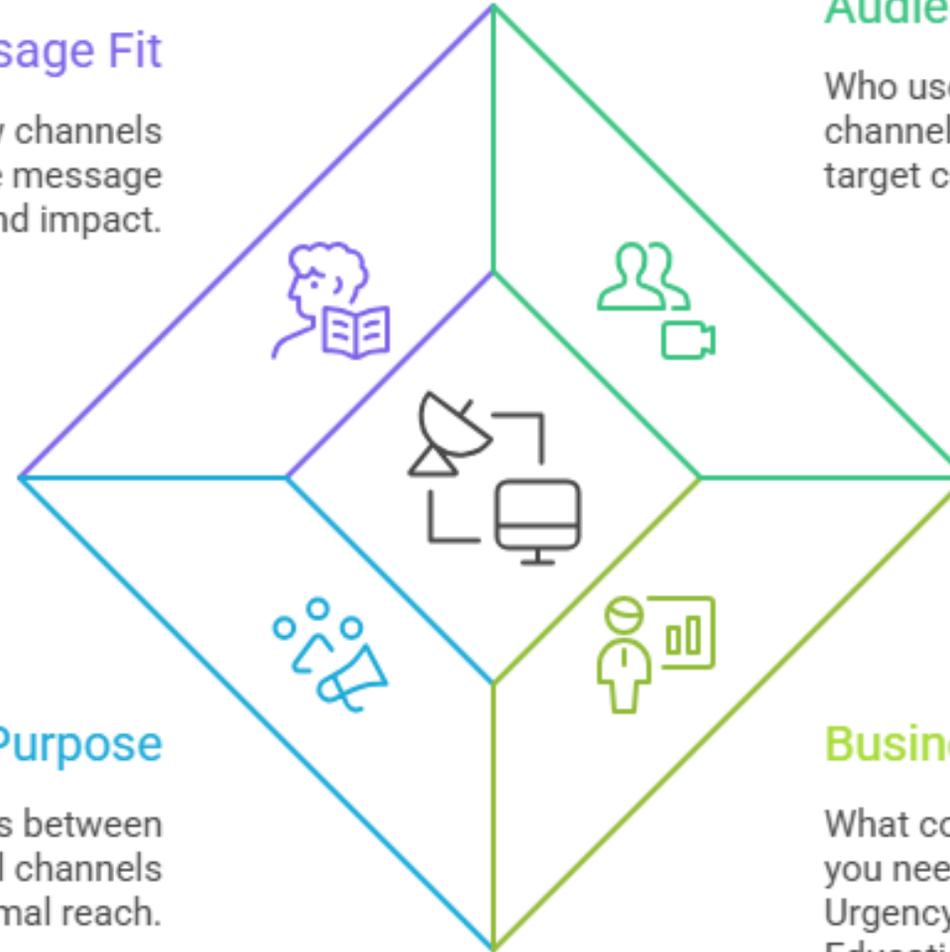
Comparison of Social Media Platforms

|	YouTube	LinkedIn	Facebook	Instagram	TikTok	X
Monthly Users	2.5 Billion	1 Billion	3 Billion	2 Billion	1.5 Billion	611 Million
Age	Millennials, older adults	Millennials, Gen X	Millennials, Gen X, BB	Gen Z, Millennials	Gen Z	Millennials, Gen Z
Content	Long-form video tutorials, vlogs	B2B marketing, networking, thought leadership	Brand awareness, driving traffic, increasing sales	Visual content, fashion, beauty, travel, lifestyle	Short-form video content, entertainment, trends	updates, thought leadership
Best for	Building brand awareness, educating audiences, driving rraffic to websites	Lead generation, showcasing company culture, attracting talent	Reaching a broader audience, influencer marketing, promoting events	Influencer marketing, brand building, product promotion	Engaging younger demographic, promoting VIdeo content	Customer service, breaking news announcements building communities

Assessing Business Fit

Business Type	Primary Channels	Why
Urgent/Local Services (plumber, electrician, medical)	Google My Business, Google Search, Fridge Magnet	High-intent search behaviour and immediate need
Visual Products (retail, food, fashion, beauty)	Instagram, Facebook, Pinterest	Showcase products visually
B2B/Professional Services (consulting, legal, accounting)	LinkedIn, Email, Website	Professional decision-making
Community Services (fitness, education, wellness)	Facebook, Email, Instagram	Community building
Youth/Lifestyle (entertainment, fashion, trends)	TikTok, Instagram	Where young audiences spend time

Push vs. Pull Marketing

Align channels, timing and budget with different marketing goals

Push
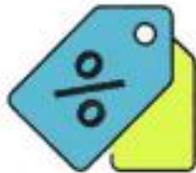
Fast visibility with higher upfront spend

Pull

Builds trust with lower long-term acquisition cost

Strategy
Highlight offers for quick action
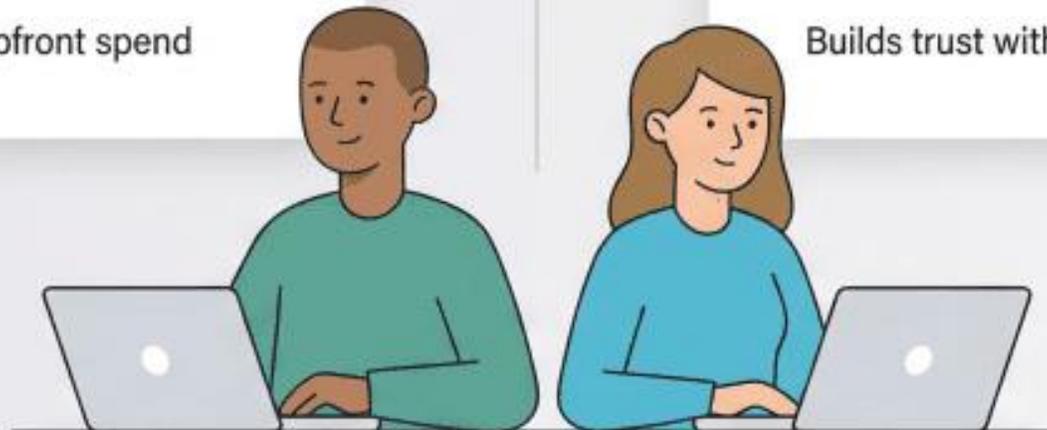
Channels
Use search and social to attract warm prospects

Practical Questions

A multi-channel strategy is generally best

- Tailor to different audiences and messages

- Maximise the strengths of each channels

BUT that takes effort, time, and possibly budget

- Consider which channels are feasible for your business

- Do you have the budget and skills to use them?

- Can you commit to using them regularly?

Doing less, but doing it well, is better than doing more poorly

AI Activity 4: Match your content to channels

1. **Identify relevant channel/s for your content calendar:**

"Identify relevant communication channels for my content calendar. Keep in mind the message purpose and:

- My target audience relative to users of that channel
- The fit with the message purpose, e.g. visual v educational
- A mixture of push and pull marketing, and

Keep in mind my current focus channels are; [list current focus]
Where appropriate, identify opportunities for cross-channel content"

Check-in: What you now have!

- Message

- Moments

- Position

- Channel

What to say

When to say

How to say

Where to say
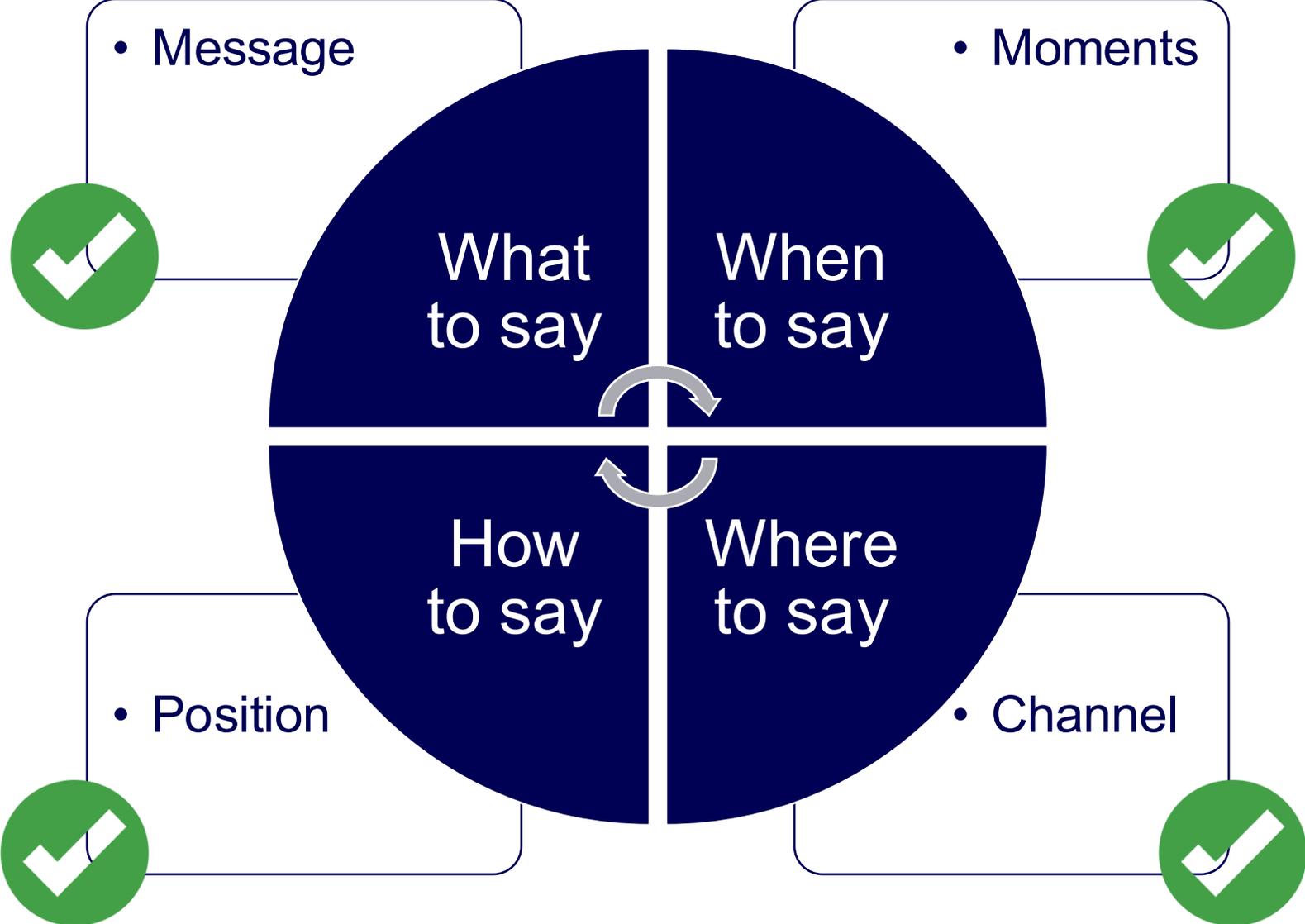
3. Let's make it happen!

a.k.a. Creating content at scale

AI Activity 5: Create your content!

1. **Pick one moment, and tailor for channels**

"Now create the content for [moment] and tailor it for the relevant channels. Make sure you apply my positioning and brand tone and make it relevant to the moment and content purpose"

2. **Not right? Try different instructions:**

- "Give me more instructions of how I should tailor this content"

- "This isn't my tone, make it more like…. [add example]"

- "Add a [call to action], [personal anecdote], [joke]

3. **Ready? Use it!**

- "Now create the rest of the content we have planned"

Recap and Next Steps

In just two hours you have…

Identified moments that matter to your customers

Possibly created your own brand rituals

Mapped a content calendar for the next month (or broader)

Identified relevant channels for that content and moments

Created content and tailored it across channels at scale!

Trained an AI tool to help you do it all again!
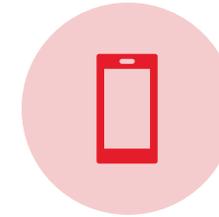
Key Take-aways

CONTENT ALWAYS NEEDS CONTEXT!

CUSTOMERS AREN'T ALWAYS READY TO BUY (95/5 RULE)

BE CONSISTENT TO BUILD MENTAL AND PHYSICAL AVAILABILITY

IDENTIFY MOMENTS RELEVANT TO CUSTOMERS AND YOUR BRAND

TAILOR THOSE MOMENTS AND CONTENT TO RELEVANT CHANNELS

USE AI TO HELP SCALE THOSE ACTIVITIES AND BE EFFICIENT

What now?

Set regular time to map and create your content

Keep experimenting

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

Keep training your AI helper, go back and change things

Test your content 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!

SPARK Business and Innovation Hub

Shared office space at 600 Sneydes Rd, Werribee VIC
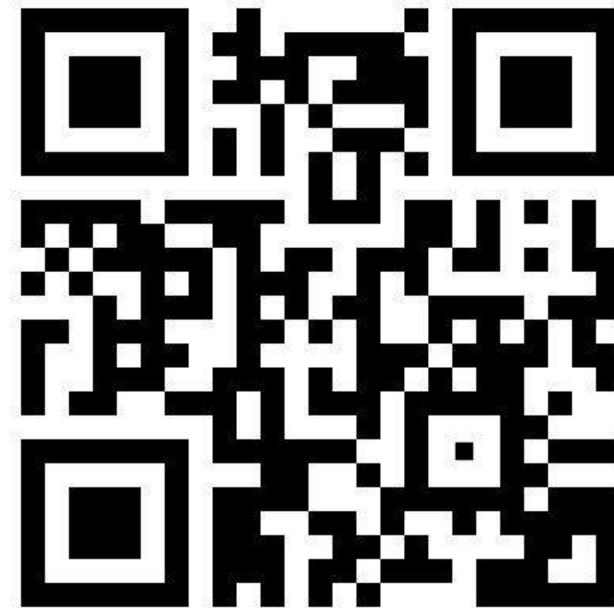
Membership starts from $150+GST for Casual

Email spark@wyndham.vic.gov.au for tours!

**Visit Wyndham City's
Business Support page**

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WyndhamAI for Business

AI for Business

Scaling your Marketing

Dr Jason Pallant

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