WyndhamAI for Business

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WyndhamAI for Business

AI for Business

Growing your digital presence

Dr Jason Pallant
Dr Kane Koh
Dr Abhinav Shrivastava

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Economic Development Unit

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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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GSA











Welcome – Business Associations

Asian Business Association of Wyndham (ABAW)
Tarneit Business Association

Werribee Business & Tourism Association (WBTA)

Williams Landing Business Association

Wyndham Biznet

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Housekeeping

Breaks
no formal breaks within the session, feel free to grab coffee, tea & food at anytime

Toilets
Down the hall, on the left

WiFi
WCC_PUBLIC (no login required)

Recording
this session is recorded and will be shared after

Photography
we're taking photo for documentation

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Our Speakers



Dr Jason Pallant
Director, Marketing Technology Lab
RMIT University



Dr Kane Koh
Lecturer, Digital Marketing
RMIT University



Dr Abhinav Shrivastava
Lab Manager, Marketing Technology Lab
RMIT University

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The series so far

01 OCTOBER 2025

Practical Marketing

Customer value and positioning

Who are your customers, what do they value, and how do you uniquely serve them?

02 MARCH 2026

Scaling Marketing

Marketing to moments

When do customers need your business and how do they find you?

03 OCTOBER 2026

Digital Presence

Content and channel tailoring

What content and channels do you need to be found by customers?

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Dr Jason Pallant

Enabling MarTech knowledge for everyone involved

Hi there! I'm Dr Jason Pallant, aka 'The MarTech Doctor'.

I'm on a mission to make marketing technology knowledge accessible to everyone involved—not just how to use it, but why it works, and what it means for those experiencing it. Through research, education, and consulting, I bridge academic rigor with real-world practice.

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

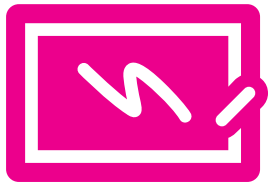
TRANSLATING KNOWLEDGE

Hi! Want help looking around?

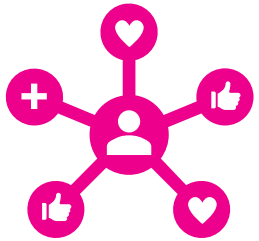
Goals for tonight



Understand how customers search



Tailor your digital presence



Create content for channels

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How we'll get there

- **Recap of previous sessions:**
  - Brand positioning and moment-based marketing
- **Topic 1: Understanding consumer search behaviour**
  - *AI Activity: Customer search terms*
- **Topic 2: Communication channels**
  - *AI Activity: Tailoring content across channels*
- **Creating content at scale!**
- **Networking**

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Follow along

Interactive worksheet

- Activities throughout the sessions

Printed on table, or download here

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Introductions

1. Introduce yourself and your business

2. Search for each other's business…what do you see?

3. Now search for their category/ services…what do you see now?

4. ***What does this tell us?***

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Recap: Session 1 & 2

Brand positioning and ‘moments’

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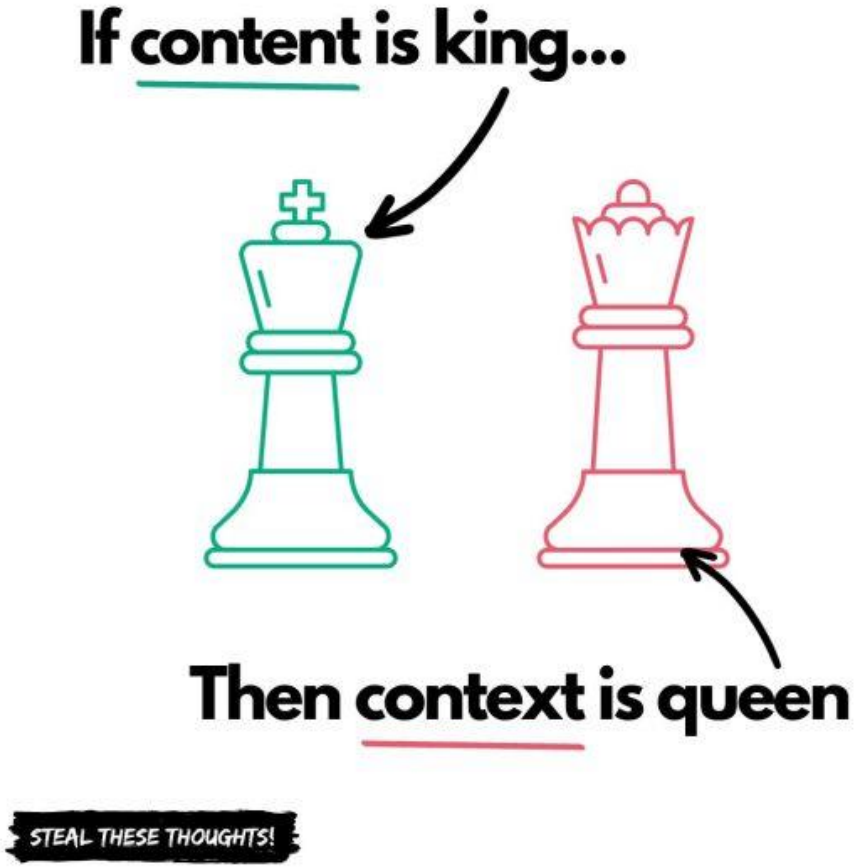
Context is critical!

Anyone can use ChatGPT

That means your competitors too

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

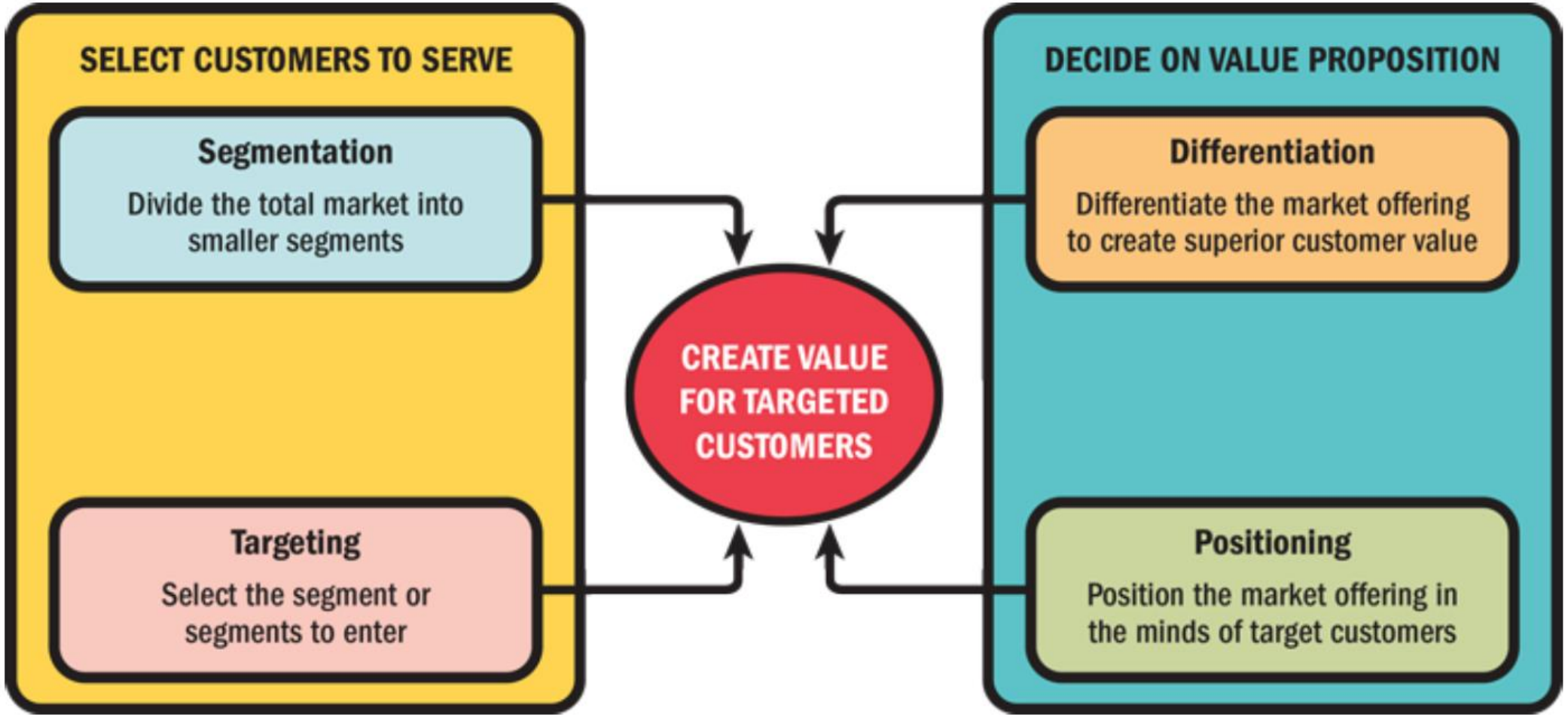
Content needs to be **tailored to your context** to work



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The Value-Driven Marketing Process



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

The MarTech Doctor

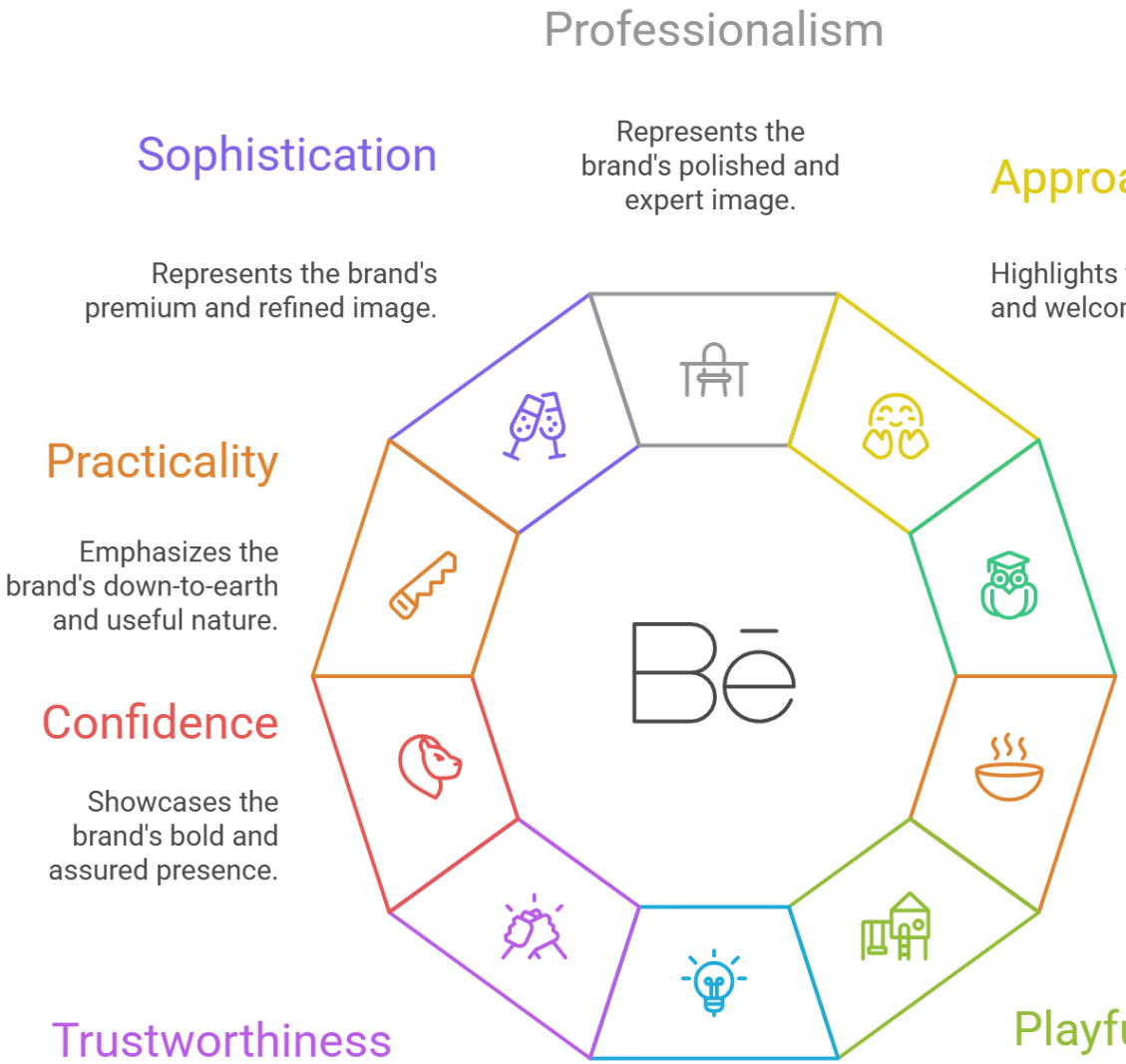
"For small-medium business owners who are overwhelmed by MarTech and AI, I provide vendor-neutral, practical, and easy to apply frameworks through engaging workshops because I have rigorous and objective research to share with proven education ability"

"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



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 (Positioning)

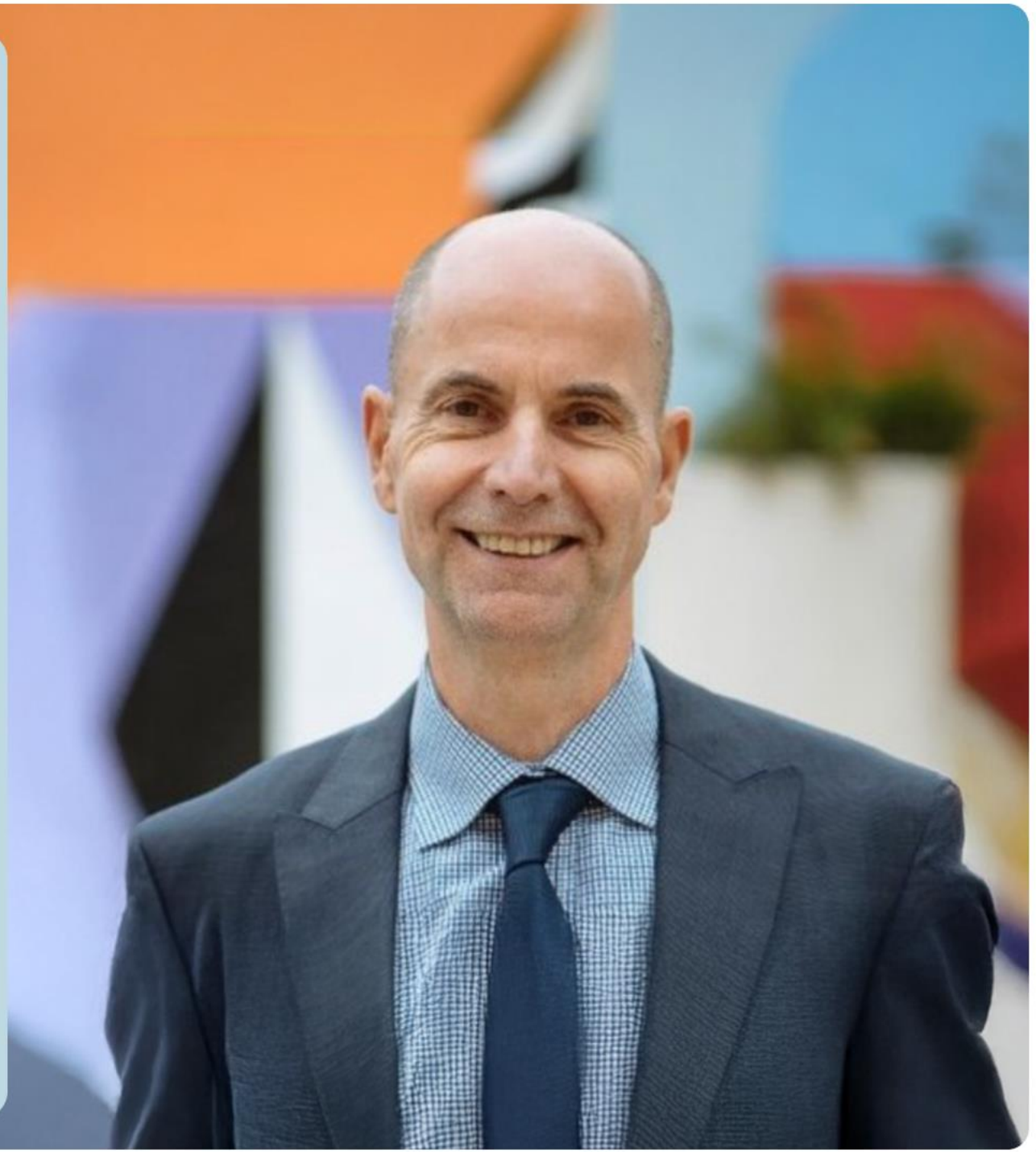


1. **Create a new chat (free) or Project (paid)**
2. **Create a prompt with the following elements (all one prompt):**
    1. **Tell it the task…**
        - "I am the [role] at [business] in [local area]. You are about to help me improve our digital presence"
    2. **Give it your positioning and brand 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"

Dreamdata®

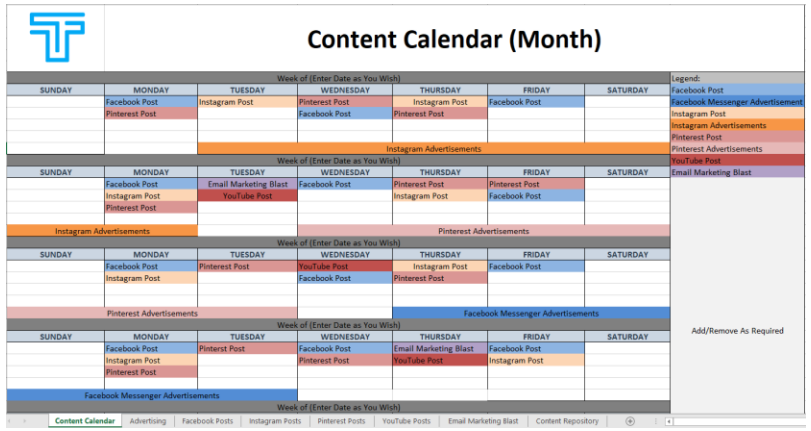
John Dawes
Professor of Marketing, Ehrenberg-Bass Institute UniSA

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




MENTAL AVAILABILITY
Top of Mind
• Awareness
• Distinctiveness
• Memory Cues
Growth Zone
PHYSICAL AVAILABILITY
Easy to Find & Buy
• Distribution
• Visibility
• Accessibility

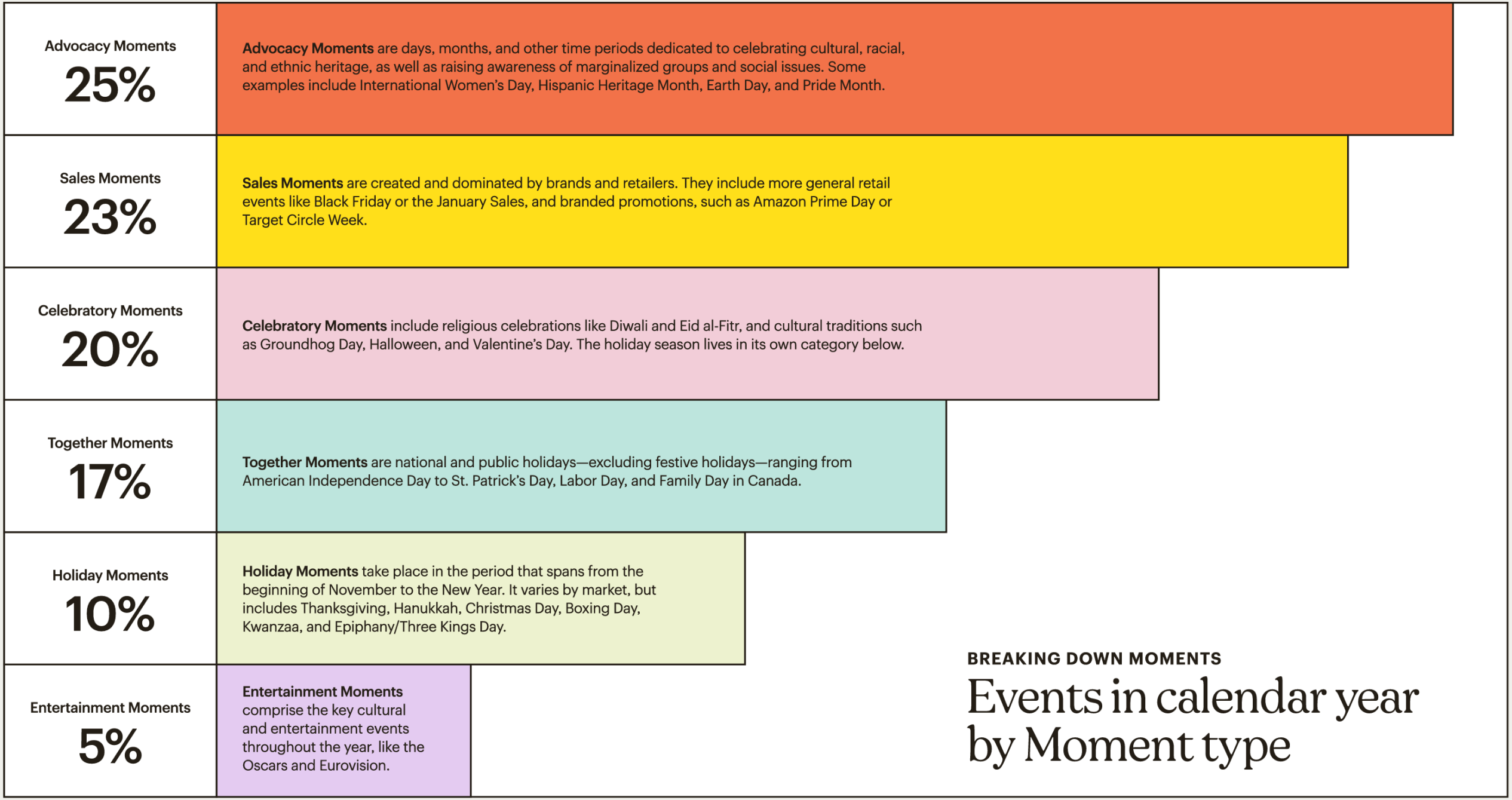
From calendars to moments





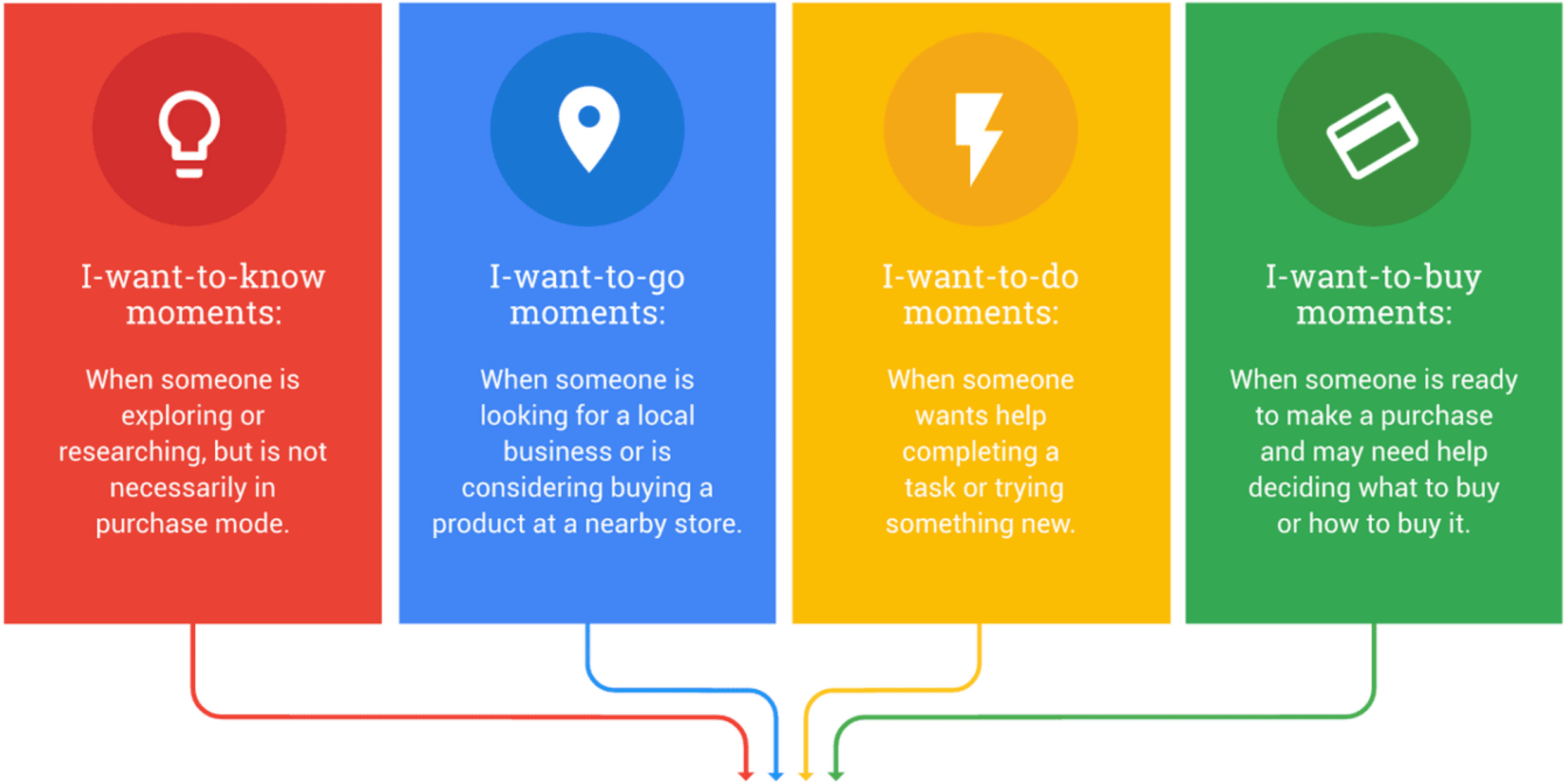
- Great way to plan!
- But brand-focused
- Are customers ‘ready’ when you post?

- Moments that matter to customers
- Can still be planned!



BREAKING DOWN MOMENTS

Events in calendar year by Moment type


I-want-to-know moments:
When someone is exploring or researching, but is not necessarily in purchase mode.
I-want-to-go moments:
When someone is looking for a local business or is considering buying a product at a nearby store.
I-want-to-do moments:
When someone wants help completing a task or trying something new.
I-want-to-buy moments:
When someone is ready to make a purchase and may need help deciding what to buy or how to buy it.

Worksheet Activity 2: Your moments



1. **Consider moments that matter for your customers**
   - Macro moments: Advocacy, Sales, Holidays etc.
   - Micro moments: Know, Go, Do, Buy

2. **Choose your key moments and messages**
   - Identify 2 moments you'll focus on for this session
   - Consider what message you want to share at those moments
     - i.e. what would you say that is relevant at that time?

AI Activity 2: Training your AI



1. **Tell it the upcoming task…**
   - "Next you will help me develop the right content for specific moments that matter to my customers"
2. **Share your choices…**
   - "For this task I want to focus specifically on two moments: 1) [moment 1 here], and 2) [moment 2 here]"
3. **Now the ask…**
   - "For each moment, consider my audience's mindset and the relevant questions they might ask to lead them to my business"

BE FOUND.

Answer the questions your customers are already asking.

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THE TREND

Where and why customers search: More than 1 place, for different reasons

Traditional search, social discovery and AI-generated answers can all matter.

01 WEB SEARCH

Google & maps

“pizza near me”

Website pages, business listing, reviews and accurate details

02 SOCIAL SEARCH

TikTok & Instagram

“Werribee food spots”

Short videos, captions, location cues and useful demonstrations

03 AI ANSWERS

AI assistants, chatbots

“Where should I eat on a budget?”

Clear, reliable information that systems can understand and reference

It is not Google versus social versus AI. Your customers may use all three.

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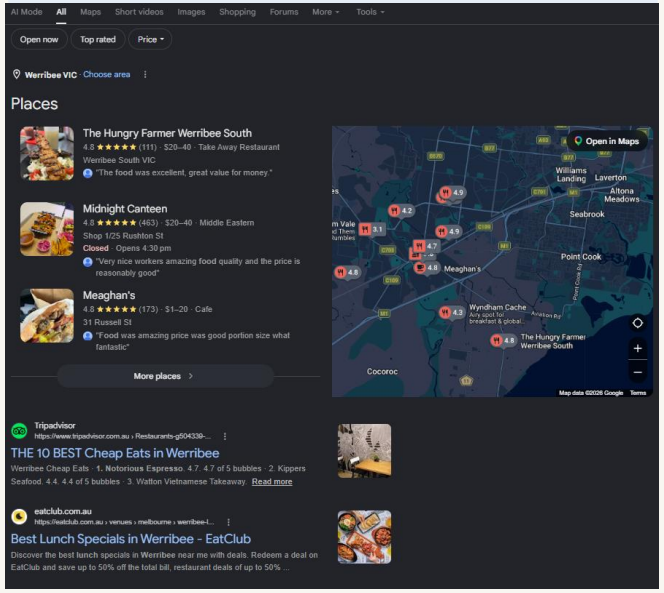
THE CHALLENGE

Customers may not know your name.

But they already know the problem they want solved.

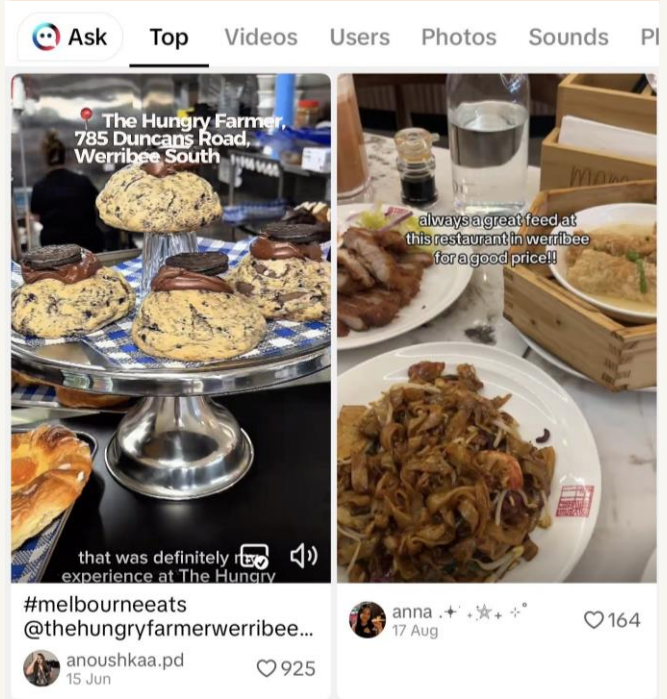
Web Search

cheap lunch Werribee



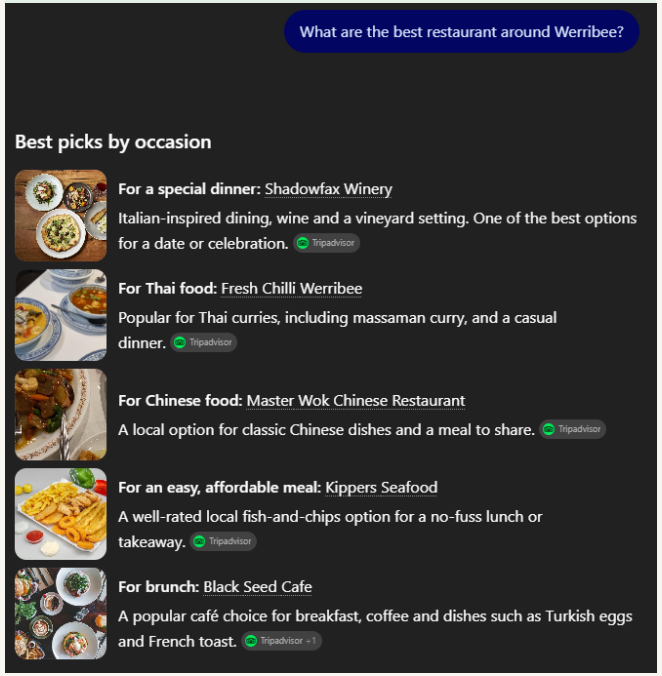
SOCIAL

Where do locals eat in Werribee?



AI

What are the best restaurants around Werribee?



The opportunity: be the business that provides a useful answer.

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Engine Optimization

How customers search: 3 names, 1 principle.

Be easy to find, easy to understand and useful enough to trust.

SEO

Search engine optimisation

Content with keywords to get discovered

Pages, location, listings, technical basics

AEO

Answer engine optimisation

Content that answers a question directly.

Concise answers, useful details

GEO

Generative engine optimisation

Content that AI would recommend.

Original expertise, clear facts, reliable sources

Google's guidance: SEO fundamentals still matter for AI-powered search.

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THE SOLUTION

What you need to do to optimize your content: Turn customer questions into useful content.

One reliable answer can become a web page, post, video or FAQ.

1

CUSTOMER QUESTION

What information do they need?

2

DIRECT ANSWER

Answer it in plain English.

3

PROOF / DETAIL

Show price, location, process or expertise.

4

CONTENT CREATION

Turn the questions and answers into useful content for your audience

Answer the real question. Include information only your business can provide.

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Activity · 20 MINUTES

Worksheet Activity 3 - Tools to turn keywords into questions and answers.

Your Task: Pair up and pretend you are a customer for your partner's business. Tell them what you would write in google, chatGPT, social media, if they were in the market for their product/service

01 **Find a topic**

02 **Discover questions**

03 **Write one answer**

04 **Pick where it goes**

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STEP 1 · 3 MINUTES

Worksheet Activity 3 - Start with a short topic.

Your Task: Record 3 sets of keywords in your worksheet

Your starting point

WHO	Who is looking?
WHAT	Which product or service?
WHY	What problem are they solving?
WHERE	Which suburb or area?

EXAMPLE

pizza Werribee

Start broad; refine after you see the questions.

Try 1–2 seed keywords in the tool.

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STEP 2 · 5 MINUTES

Worksheet Activity 3 - Use Answer Socrates to discover questions.

Your Task: Create a FREE account on answersocrates.com and search your seed topic.

answersocrates.com

TOPIC

pizza Werribee

COUNTRY

Australia

SEARCH FOR FREE →

Save or write down THREE relevant questions.

SCAN TO OPEN

ONLY 3 free keyword searches/day*

*Current free plan. Availability and interface may change.
If the tool stalls: use Google autocomplete or questions customers ask in store.

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STEP 2 · 5 MINUTES

Worksheet Activity 3 - Scroll down and you'll get a handy list of questions on how people ask AI for answers.

AI Prompts

How people ask AI assistants about "pizza Werribee" — and the brands the AI names back

All 24 | ChatGPT 4 | Perplexity 4 | Claude 4 | Gemini 4 | DeepSeek 4 | Grok 4

PROMPT	INTENT
What pizza places are in Werribee?	TOFU
Best pizza in Werribee for a family dinner?	BOFU
How would you describe Werribee's pizza scene?	TOFU
Where can I get late-night pizza in Werribee?	TOFU

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STEP 3 · 3 MINUTES

AI Activity 3 - Audit the questions with ChatGPT to select the best ones

A useful question is relevant, answerable and close to a customer decision.

Your Task:

- Copy the full list of questions (or the whole page if you are ambitious). You can export it to a CSV to make it easier to copy.
- Take your positioning statement from the recap activity. Use this prompt:
- "***I asked asksocrates for what people are likely to search about my business. Based on my positioning statement, rank the top 5 questions for which is most relevant to my customer [insert questions].***"
- Record your favorite questions in your worksheet

Circle one question. Keep two others for future posts.

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STEP 4 · 4 MINUTES

AI Activity 3 - Draft one answer that actually helps.

Your Task: Write 2-3 sentences that answers the questions and use real facts about your business

YOUR QUICK ANSWER FORMULA

ANSWER Start with a direct answer.

DETAIL Add useful specifics or proof.

ACTION Offer a clear next step.

A SIMPLE DRAFT

“Yes, we offer [specific option] in [suburb]. You can see [price / photo / availability] at [link]. [Book / visit / contact] us here.”

No invented prices, offers or guarantees.

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TO CONCLUDE

7 ways to make your content easier to find

1 LEAD WITH THE ANSWER

Put the answer in the first sentence. Skip the long introduction.

2 MAKE IT SCANNABLE

Use headings, short paragraphs, bullet points and steps.

3 FOCUS EACH PIECE

Answer one useful question per post or page, when appropriate.

4 ADD FAQs

Use real customer questions and give specific, direct answers.

5 USE SCHEMA

Use supported structured data where relevant to describe page content.

6 CUT THE FILLER

Remove repetition and keyword stuffing. Keep useful facts.

7 SHOW YOUR EXPERTISE

Include first-hand experience, original photos, data or proof.

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BE CONSISTENT.

Keep posting across channels
without spending too much time.

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Facebook, Instagram, TikTok or Snapchat?

Facebook

WHO IS THERE

Locals 25+, families, community groups

POST THIS

Photos, events, offers, posts in local groups

BEST FOR

Word of mouth and community trust

WYNDHAM EXAMPLE

Share your market stall in the Point Cook community group

Instagram

WHO IS THERE

18 to 44, browsing for ideas and inspiration

POST THIS

Reels, carousels and Stories

BEST FOR

Showing off products, food, before and after

WYNDHAM EXAMPLE

A 15 second Reel of your best seller being made

TikTok

WHO IS THERE

16 to 34, scrolling to be entertained

POST THIS

Short, real, unpolished video with a tip or trend

BEST FOR

Being discovered by brand new customers

WYNDHAM EXAMPLE

"3 things locals don't know about [your shop]"

Snapchat

WHO IS THERE

16 to 24, sharing with close friends

POST THIS

Quick behind the scenes snaps and Stories

BEST FOR

Youth focused food, fun and events

WYNDHAM EXAMPLE

Behind the counter before a busy Friday night

All four are 16+ in Australia. Whatever you pick, keep your Google Business Profile up to date.

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Worksheet Activity 4: Choose your channels



1. **THINK (1 minute)**
   - Where do your customers already spend their time?
2. **WRITE on your worksheet**
   - Your MAIN channel and one BACKUP channel
   - One reason for each, e.g. "My customers are local families on Facebook"
3. **SHARE with us**
   - Tell the person next to you. We will ask a few tables to share.

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SOLVED EXAMPLE

Worksheet Activity 4: Choose your channels

Tony's Pizza, Werribee. Takeaway pizza for local families and students.

1 THINK

Where do my customers already spend their time?

Local families scroll Facebook and ask for food tips in the Werribee community groups.

Students and young couples look for places to eat on Instagram.

2 WRITE

My MAIN channel

Facebook

Reason: our customers are local families who use Werribee community groups.

My BACKUP channel

Instagram

Reason: pizza is visual, and students find food there.

3 SHARE

What I told my table

"Facebook for families, Instagram to show off the food."

Feedback I got

"Skip Snapchat for now. Try TikTok later if you want more students."

Tony's Pizza is a fictional business used for demonstration. Blue text shows what a participant writes on the worksheet.

AI Activity 4: Your content template

What to do

1. Open the same AI chat you used earlier (ChatGPT, Gemini, Copilot or Claude)
2. Have your answer or social post draft from AI Activity 3 ready
3. Copy the template from your worksheet and fill in the red brackets
4. Not right? Reply: "Shorter" or "Make it sound more like [paste a post you like]"

COPY THIS INTO ANY AI

"Now help me write content to answer the questions customers might search about my business

Customer question: [question from Activity 3]. My answer: [your answer].

Write one post for [channel 1] and one for [channel 2]. For each post give me: a hook for the first line, the caption, the photo or video to use, 3 to 5 hashtags and one call to action: [book / call / visit / order].

Use only the facts I gave you. Write [CHECK] wherever you need a fact from me."

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SOLVED EXAMPLE

AI Activity 4: Your content template

WHAT YOU TYPE

"Act as my social media assistant.

My business: Tony's Pizza, takeaway pizza, Werribee. My customers: local families and students. My brand traits: warmth, playfulness, practicality.

Customer question: Do you offer vegetarian takeaway pizza in Werribee? My answer: Yes, six veggie pizzas, most orders ready in 15 minutes. Call 0400 000 000 or order at tonyspizza.example.

Write one post for Facebook and one for Instagram. For each post give me: a hook for the first line, the caption, the photo or video to use, 3 to 5 hashtags and one call to action: order tonight.

Use only the facts I gave you. Write [CHECK] wherever you need a fact from me."

WHAT YOU GET (SAMPLE AI RESPONSE)

Facebook post

Hook: Werribee families, meat free Friday is sorted!

Caption: Looking for vegetarian takeaway pizza in Werribee? We make six veggie pizzas, and most orders are ready in 15 minutes. Call 0400 000 000 or order at tonyspizza.example and skip the queue tonight.

Photo: A top down shot of three veggie pizzas on the counter, straight out of the oven.

Hashtags: #Werribee #WyndhamEats #VegetarianPizza

Call to action: Call or order online tonight.

Instagram post

Hook: Veggie pizza in Werribee? Watch this.

Caption: Six veggie pizzas, ready in 15 minutes. Which one are you ordering tonight? Tap the link in bio to order.

Video: A 15 second Reel: dough stretched, toppings on, into the oven, cheese pull at the end.

Hashtags: #WerribeeEats #WyndhamFood #VeggiePizza #MelbourneWest

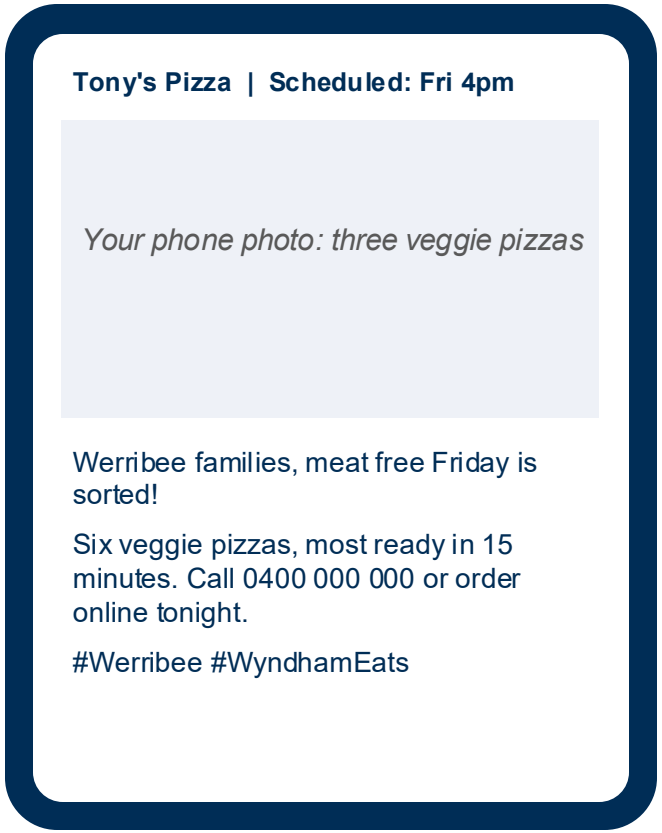
Call to action: Order via the link in bio.

[CHECK] You did not give me prices or the names of your veggie pizzas. Add them if you want to mention a price or a favourite.

Fictional business and contact details. Sample response generated with an AI assistant; your AI will word it differently.

How to use what AI gives you

1	**Hook and caption**	Copy and paste into your post. Read it aloud: does it sound like you?
2	**Photo or video idea**	Take it on your phone now, or make a simple graphic in Canva (free).
3	**[CHECK]**	Fill in the real fact, or delete the line. Never post a [CHECK].
4	**Hashtags and call to action**	Paste at the end. Keep one clear next step.
5	**Ready?**	Paste into Meta Business Suite or Buffer and pick a date and time.



The finished post

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Pick a rhythm: continuous, flighting or pulsing

CONTINUOUS

Same amount all year

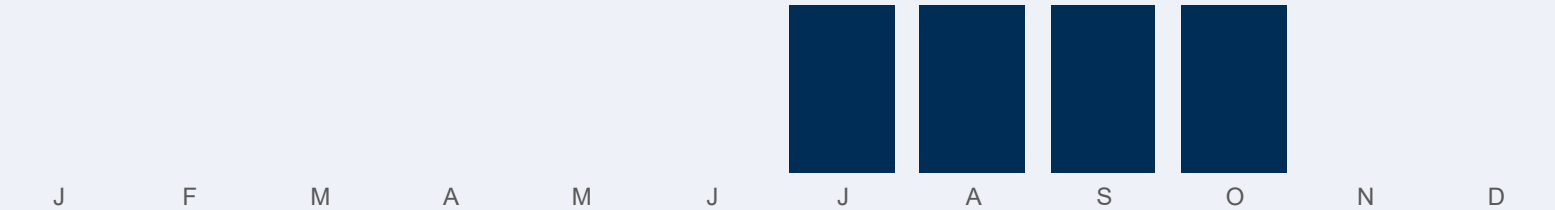
Steady demand: cafe, hairdresser, gym



FLIGHTING

Bursts, then quiet

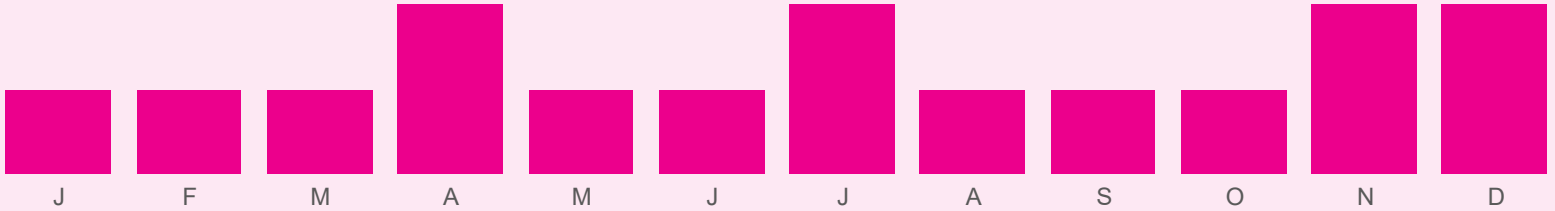
Seasonal: tax agent, pool fencing, Christmas markets



PULSING

Steady base plus bursts

Most small businesses: base posts plus your key moments



Not sure? Pick PULSING: a base of 1 or 2 posts a week, plus extra around your 2 moments.

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AI Activity 5: Your posting plan template

What to do

1. Choose your rhythm. Not sure? Pick pulsing.
2. Upload 10 to 20 of your photos or videos into the chat (or connect Google Drive or OneDrive if your AI allows it)
3. Copy the template, fill in the red brackets and press enter
4. Save the table. This is your schedule for the month.

COPY THIS INTO ANY AI

"Here are photos and videos from my business.

Plan [4] weeks of posts for [channel 1] and [channel 2]. Use a [pulsing] schedule: [2] posts a week, plus extra posts around [moment 1].

Base the posts on my moments, and on my customer questions.

Match each post to one of my photos or videos by file name and write the caption.

Give me a table with: date, time, channel, photo file, caption and call to action. Then give me the same table as a CSV file I can import into a scheduler."

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SOLVED EXAMPLE

AI Activity 5: Your posting plan template

WHAT YOU TYPE (WITH 10 PHOTOS AND VIDEOS ATTACHED)

family-table.jpg · cheese-pull.mp4 · veggie-trio.jpg · dough-stretch.mp4 · tony-at-oven.jpg · garden-special.jpg · counter-menu.jpg · kids-mini-pizza.jpg · shopfront.jpg · box-stack.jpg

"Here are photos and videos from my business.

Plan 4 weeks of posts for Facebook and Instagram. Use a pulsing schedule: 2 posts a week, one on each channel, plus extra posts in week 4 for the start of the school holidays.

Base the posts on my moments: Friday night family dinner and the school holidays, and on my customer questions.

Match each post to one of my photos or videos by file name and write the caption.

Give me a table with: date, time, channel, photo file, caption and call to action. Then give me the same table as a CSV file I can import into a scheduler."

WHAT YOU GET (SAMPLE AI RESPONSE)

When	Channel	Photo file	Caption	Call to action
Wk 1 Tue 5pm	Facebook	family-table.jpg	Friday dinner, sorted early. Pre-order this week's family pizzas today.	Pre-order online
Wk 1 Fri 4pm	Instagram	cheese-pull.mp4	The stretch says it all. Friday is pizza night.	Link in bio
Wk 2 Wed 5pm	Instagram	dough-stretch.mp4	Dough made fresh every morning. Watch it come to life.	Save this post
Wk 2 Fri 4pm	Facebook	veggie-trio.jpg	Yes, we do vegetarian takeaway! Six veggie pizzas, ready in 15 minutes.	Call to order
Wk 3 Tue 5pm	Facebook	tony-at-oven.jpg	Meet Tony, the man behind your Friday nights. **[CHECK years in Werribee]**	Say hello below
Wk 3 Fri 5pm	Instagram	garden-special.jpg	Garden Special or Spicy Pumpkin? Vote in the comments.	Vote, then order
Wk 4 Mon 10am	Facebook	kids-mini-pizza.jpg	School's out! Mini pizzas the kids will actually eat. **[CHECK holiday offer]**	Order today
Wk 4 Wed 12pm	Instagram	kids-mini-pizza.jpg	Holiday lunch, done in 15 minutes.	Link in bio
Wk 4 Thu 5pm	Facebook	shopfront.jpg	Open for the holidays. Pop in on your way home. **[CHECK hours]**	Get directions
Wk 4 Fri 5pm	Instagram	box-stack.jpg	First Friday of the holidays. Stack them up.	Link in bio

Pink rows are the extra "pulse" posts for the school holidays.

Download: tonys-pizza-plan.csv ready to import into Buffer.

[CHECK] Please confirm 3 facts before scheduling: years in Werribee, holiday offer, holiday hours.

Fictional business. Sample response generated with an AI assistant; your AI will word it differently.

Schedule it once, let it post for you

1

AI plan

Your table of dates, photos and captions

2

Free scheduler

Copy each caption and photo in, set the date and time

3

It posts for you

Spend one "content hour" a week topping it up

Meta Business Suite

Facebook and Instagram

Free. Create post, click the arrow next to Publish, choose Schedule.

business.facebook.com

Buffer (free plan)

Instagram, Facebook, TikTok, Google

Free for 3 channels. 10 posts queued per channel. Imports your CSV.

buffer.com

Canva (free plan)

The visual, if it adds value

Pick a template for your channel, add your photo and words, download.

canva.com

Also free

TikTok and Google

TikTok Studio: up to 10 days ahead. Google Business Profile: "Schedule this post".

tiktok.com, business.google.com

Snapchat? Post it live from the app. It works best in the moment.

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Worksheet Activity 5: Your posting plan



1. **Write your MAIN channel and how often you will post**
   - e.g. "Instagram, twice a week"
2. **Copy your first THREE posts from your AI plan**
   - Day, channel, photo and call to action
3. **Book a weekly "content hour" and write it down**
4. **Schedule your first post before you leave tonight**
   - No login? Save it as a ready to post draft
5. **SHARE it with your table, get one piece of feedback, improve it**

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SOLVED EXAMPLE

Worksheet Activity 5: Your posting plan

Tony's Pizza, Werribee

1 Main channel and how often

Facebook once a week and Instagram once a week. Extra posts in the school holidays (pulsing).

3 My weekly content hour

Monday 2 to 3pm, before the dinner rush.

2 My first THREE posts

Day	Channel	Photo	Call to action
Wk 1 Tue	*Facebook*	*family-table.jpg*	*Pre-order online*
Wk 1 Fri	*Instagram*	*cheese-pull.mp4*	*Link in bio*
Wk 2 Wed	*Instagram*	*dough-stretch.mp4*	*Save this post*

4 Schedule, share and improve

☑ *Week 1 Facebook post scheduled in Meta Business Suite*

Feedback from my table: "The hook is too long."

My improvement: cut it to "Friday dinner, sorted."

Tony's Pizza is a fictional business used for demonstration. Blue text shows what a participant writes on the worksheet.

Recap and Next Steps

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In just two hours you have…

- Learned how customers search for your category
- Identified questions that customers want answered
- Created answers to the top questions
- Identified relevant channels for your content and moments
- Created initial content and learned how to schedule
- 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



TARGET CONTENT TO ANSWER HOW CONSUMERS SEARCH



TAILOR YOUR ANSWERS 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!

WyndhamAI for Business

Thank you!

Add us on Linkedin

Dr Jason Pallant

Dr Kane Koh

Dr Abhinav Shrivastava

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We'd love your feedback!

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- Events & Networking – Business Awards & WYNnovation Business Expo
- SPARK Business & Innovation Hub









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WyndhamAI Business Concierge is a free service delivered by RMIT University in partnership with Wyndham City Council.



- One-on-one guidance from a dedicated RMIT AI specialist
- Located at SPARK Business & Innovation Hub, Werribee
- Helps businesses identify AI opportunities and assess readiness
- Provides practical guidance and recommendations on next steps

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