AI for Business: Growing Your Digital Presence

26 October 2026

1. Your positioning and brand tone

Fill in the blanks:

For _____ [target customer]

who _____ [value / need]

we are the _____ [business type]

that _____ [unique benefit]

because _____ [reasons to believe]

Circle 3 for your brand:

Professionalism	Approachability
Sophistication	Warmth
Expertise	Playfulness
Trustworthiness	Practicality
Confidence	Innovation

Train your AI (one prompt): "I am the [role] at [business] in [local area]. You are about to help me improve our digital presence. Keep in mind our positioning statement: [copy your statement] and our brand personality traits: [3 traits]. Before creating anything, ask me any clarifications."

2. Your moments

Macro moments: holidays, sales, advocacy. Micro moments: know, go, do, buy.

Moment	My moment	What I want to say at that moment
1.		
2.		

"Next you will help me develop the right content for specific moments that matter to my customers. For this task I want to focus on two moments: 1) [moment 1] and 2) [moment 2].
For each moment, consider my audience's mindset and the relevant questions they might ask to lead them to my business."

3. Customer questions and answers

WHO *is looking?*	WHAT *product or service?*	WHY *problem to solve?*	WHERE *suburb or area?*

Seed topic (1 to 2 words): _____

Three questions customers ask *(search answersocrates.com, or Google autocomplete)*

1. _____
2. _____
3. _____

"Based on my positioning statement [insert statement], rank the top 5 questions that are most relevant to my customer: [insert questions]."

My chosen question: _____

My short answer: _____

[Answer] + [Detail or proof] + [Action: book / visit / contact]

Where it goes first: ☐ Website / FAQ ☐ Ad ☐ Social post

Ask AI: "Turn my answer into a website FAQ, an ad and a social post."

4. Choose your channels and create your posts

Facebook: locals and community groups. Instagram: visual, Reels. TikTok: discovery, 16 to 34. Snapchat: under 25s. Everyone: keep your Google Business Profile current.

MAIN channel: _____ Why: _____

BACKUP channel: _____ Why: _____

Feedback from my table: _____

Content template (works in any AI):
"Now help me write content to answer 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.

Not right? "Shorter." "Make it sound more like [paste a post you like]."
Use it: paste the caption, take the photo, fill every [CHECK], then schedule it.

5. Plan and schedule your posts

Pick a rhythm: ☐ Continuous (same all year) ☐ Flighting (bursts) ☐ Pulsing (base plus bursts)

Posting plan template (upload 10 to 20 of your photos or videos first):
"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: [moment 1] and [moment 2], 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."

My main channel and how often I will post: _____

My first THREE posts

#	Day	Channel	Photo or video	Call to action
1.				
2.				
3.				

My weekly content hour: _____ **Free tools:** Meta Business Suite (Facebook, Instagram), Buffer (3 channels), Canva (visuals)

☐ First post scheduled (or saved as a ready to post draft)

Feedback from my table: _____

My one improvement: _____