

Welcome!

As you get settled, Login,
or create a CHAT GPT
Account.





Use AI to build a Marketing Blueprint

With Presenter Sarah Johnson

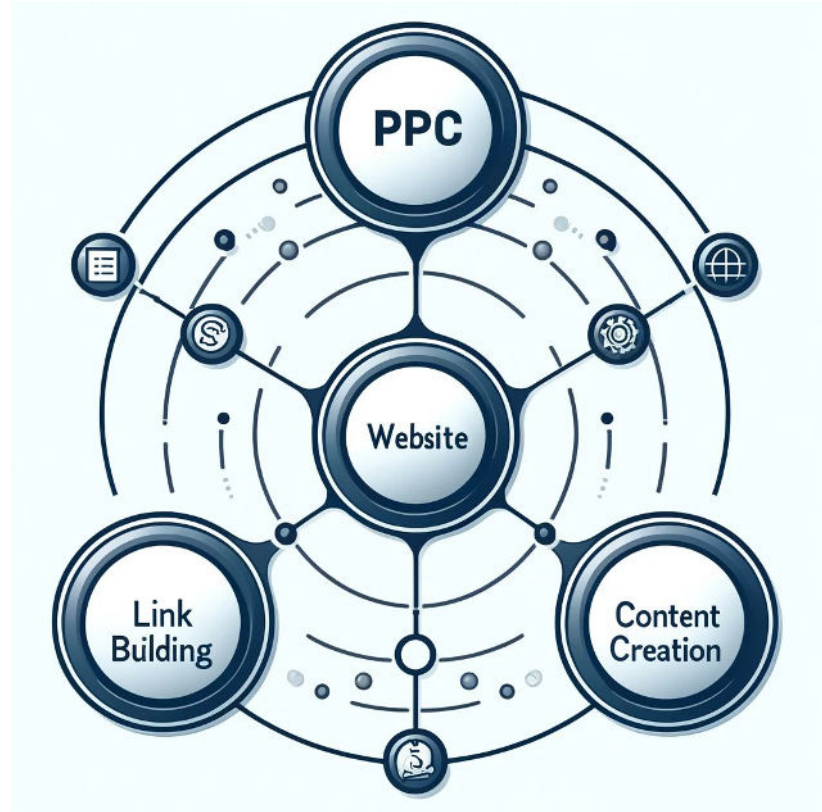


JAMBOJON
WEBSITES

Using AI for Online Marketing



JAMBOJON
WEBSITES



Three components to good search engine ranking.

- A) A **good experience** on your website - **story and technology**
- B) Lots of **referring back links**
- C) New **consistent content**



AI Sandwich

Your human touch is represented by the bread in the sandwich.

Human Input

AI Output

Human Input





Making a Marketing Plan with Chat GPT

1

Type into Chat GPT

“I run a business with a {physical store/digital presence} located in {X} and I sell {Y}.”

2

“Please ask me 20 questions about my business that will help to build a well-rounded marketing campaign.”



JAMBOJON
WEBSITES



You

I run a small business with a digital presence located in Draper, Utah and I develop websites. Based on that information, ask me 20 questions to develop a marketing plan.



ChatGPT

Creating a tailored marketing plan for your website development business in Draper, Utah involves understanding various aspects of your operations, target market, competition, and goals. Here are 20 questions that could help shape an effective marketing strategy:

- 1. Business Overview:** Can you describe the core services you offer in website development? Do you specialize in any specific industries or types of websites?
- 2. Unique Selling Proposition (USP):** What sets your business apart from other website development companies in Draper, Utah, or even broader regions?
- 3. Target Audience:** Who is your ideal client? Can you provide demographics, psychographics, or any specific characteristics?
- 4. Market Analysis:** Have you identified any trends in the website development industry that could impact your business?
- 5. Competitive Analysis:** Who are your main competitors, and what are their strengths and weaknesses compared to your business?
- 6. Customer Journey:** Can you describe the typical journey a client goes through from discovering your business to becoming a client?



Making a Marketing Plan with Chat GPT

3

After results are shown, reply.

“Answer these questions to the best of your ability.”



You

To the best of your ability, answer these twenty questions.



ChatGPT

Without specific details about your business, I'll make some educated assumptions based on common trends and practices in the website development industry, especially within small businesses operating in specific regions like Draper, Utah. Here are hypothetical answers to the questions:

- 1. Business Overview:** We specialize in creating custom websites for small to medium-sized businesses, focusing on responsive design, e-commerce solutions, and content management systems.
- 2. Unique Selling Proposition (USP):** Our USP is personalized service and local expertise. We offer in-person consultations in Draper, Utah, and build websites optimized for the local market.
- 3. Target Audience:** Our ideal client is a small to medium-sized business owner in Draper, Utah, likely aged between 30-50, who values personalized service and local market knowledge.
- 4. Market Analysis:** An increasing trend towards mobile browsing and online shopping requires websites to be mobile-friendly and secure, presenting a growth opportunity for our services.
- 5. Competitive Analysis:** Our main competitors range from freelance developers to small agencies. While freelancers may offer lower prices, our strength lies in comprehensive service and local expertise.

Making a Marketing Plan with Chat GPT

4

Copy and paste the answers into the text box.

Then type, "Now please develop a marketing plan based on the information I provided above."

ChatGPT

Based on the detailed information provided about JamboJon, a website development company based in Draper, Utah, here's a structured marketing plan that aims to leverage your strengths, address challenges, and capitalize on market opportunities to achieve your business goals.

1. Executive Summary

- **Objective:** Increase client base by 20% within the next year and expand services to include digital marketing solutions.
- **Target Market:** Small to medium-sized businesses in Draper, Utah, particularly those who value personalized service and local market knowledge.
- **Strategies:** Optimize digital presence, enhance local engagement, and improve client support and retention.

2. Situation Analysis

- **Strengths:** Strong local expertise, personalized service, proficiency in current web technologies.
- **Weaknesses:** Competition with lower-priced freelancers, need for continuous technology updates.
- **Opportunities:** Growing trend towards mobile browsing and online shopping.
- **Threats:** Rapid technological changes, intense competition.

3. Marketing Strategies

Increase Digital Visibility

- **SEO Optimization:** Continue optimizing your website with local SEO strategies, including local keywords and listing on local business directories.



Making a Marketing Calendar with Content

5

“Based on marketing plan above, please make a 12-month marketing calendar. Include a monthly theme, four blog post article titles with a keyword for each.”



You

Based on the above information, make a marketing calendar with a theme for each month, a networking/B2B topic to discuss, four blog post titles per month and a focus keyword.



ChatGPT

Based on the information provided about JamboJon, a website development company based in Draper, Utah, here's a detailed marketing calendar. Each month is themed to align with either industry trends, seasonal opportunities, or strategic business objectives. For each theme, there's a networking/B2B topic to discuss at events or in relevant online forums, four blog post titles tailored to the theme (ideal for both SEO and user engagement), and a focus keyword to optimize content and discussions around.

January

- **Theme:** New Year, New Online Presence
- **Networking/B2B Topic:** The Importance of Refreshing Your Website for the New Year
- **Blog Posts:**
 1. "5 Signs Your Business Website Needs a New Year Makeover"
 2. "New Year, New Features: Top Website Additions for 2024"
 3. "Why Responsive Design Is Your Website's New Year Resolution"
 4. "Maximizing SEO: Strategies to Start the New Year Right"
- **Focus Keyword:** Website Makeover



Write a Blog

6
“Write a 400 word blog post for the {article title} with the focused keyword {insert keyword.} Please include the keyword on the title, subtitle and in the paragraph copy.”



You

Write a 400 word blog post for each article posted below:
Include the month's focus keyword in the title, subtitle and at least once in the paragraph copy.

January: New Year, New Online Presence

5 Signs Your Business Website Needs a New Year Makeover











































As we embrace the New Year, it's the perfect time to consider a website makeover, aligning your online presence with the latest trends and customer expectations. Refreshing your website not only enhances its aesthetics but also improves functionality, ensuring you stay ahead in the digital space. Here are five signs indicating your business website is due for a New Year makeover:

- 1. Outdated Design:** If your website looks like it belongs in a time capsule from a decade ago, it's time for a change. Modern design is not just about aesthetics; it's about user experience, mobile responsiveness, and ease of navigation.
- 2. Poor Mobile Experience:** With the majority of users now browsing on mobile devices, a website makeover to improve mobile responsiveness is non-negotiable. If your site doesn't display well on various screen sizes, you're likely losing potential customers.
- 3. Slow Load Times:** Speed is of the essence. Websites that take too long to load can frustrate users and increase bounce rates, negatively impacting your SEO and user retention.
- 4. Low Conversion Rates:** If your website isn't converting visitors into customers or leads, it might be time to reassess your layout, call-to-action (CTA) placements, and overall user journey.

AI Art

Applications / art / Artificial intelligence

From sources across the web

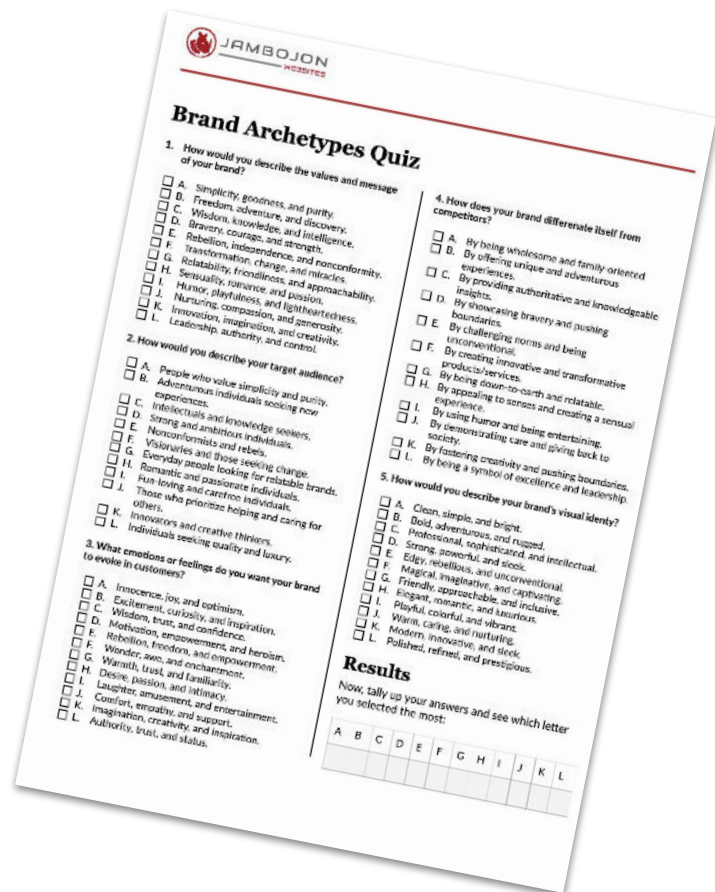
 WOMBO Dream - AI Art ...	 starryai	 Midjourney
 Imagine	 Lensa	 AI ArtGen
 WOMBO Me	 Stable Diffusion	 Dream AI Art
 Wonder	 Anime Art & AI Photo Ge...	 Draw Things
 AI Art Generator - UniDre...	 Dawn AI - Avatar Genera...	 FacePlay - AI Photo&Face...
 Picsart	 YouCam Perfect	 Anime AI
 GenZArt	 Gencraft - AI Art Generat...	 Image editing
 AI Art Generator by AI Pl...	 CRIAR - Crie arte com IA	 DaVinci - AI Photo Gener...
 AI Art Generator - Photo...	 Imagie - AI Art and AI Chat	 AI Fantasy - AI Art Gener...
 AI ARTA	 ChatGPT	 Microsoft Bing
 PhotoDirector	 AI Photo Generator Imgit	 AI Photo Art Generator - ...
 Vivid AI	 Anime Art - AI Art Gener...	 AI Art
 Canva	 AI Art Generator - GoArt	 FaceApp
 AI Prompt	 DeepArtEffects AI Photo ...	 Prisma



See an AI campaign in practice. Take JamboJon's Brand Archetype Quiz.

Identify your brand archetype. Learn the language, formulas, color schemes and adventure that can tell your story and create raving fans!

<https://jambojon.com/brand-archetype-quiz/>



Review our Brand and Narrative Archetype Guide

See which of 12 brand archetypes your brand represent.

See how you can lean into one of 7 universal story formulas.

<https://jambojon.com/brand-and-narrative-book/>



JAMBOJON
WEBSITES



Which brand archetype are you?



Sage



Explorer



Hero



Regular Guy/Girl



Caregiver



Jester



Innocent



Outlaw



Magician



Creator



Ruler



Lover



The Brand Archetype: The Hero



WHAT IS IT?

The Hero archetype is an essential and timeless character representing courage, strength, and the determination to overcome adversity for a noble cause. Heroes inspire hope and serve as role models, embodying qualities like bravery, self-sacrifice, and moral integrity. Through their stories, they teach us valuable life lessons, instilling a sense of possibility and encouraging us to face challenges with resilience.

HERO CHARACTERISTICS

The Hero archetype holds deep cultural and psychological significance, motivating individuals to take action, stand up for what is right, and contribute positively to society, making it a fundamental and inspiring aspect of human storytelling and aspirations. Brands aligned with the Hero archetype usually emphasized empowering narratives, stories of triumph, perseverance, and personal growth. They motivate their audience to take action and face adversity with powerful determination. By portraying products or services as tools for self-empowerment, they build a strong emotional connection with their customers, since they see the brand as a partner in their journey towards a better life.

THE "HERO" AS THE GUIDE

Inspires Courage and Determination: Encourages clients to overcome challenges and strive for excellence, embodying the courage to take bold actions.

Cultivates Strength and Resilience: Promoting an image of strength and the resilience needed to tackle obstacles, fostering a can-do attitude.

Posters Mastery and Competence: Encouraging clients to develop their skills to their fullest potential, aiming for mastery in their endeavors.

Builds Trust Through Reliability: Gaining client trust by demonstrating reliability and a commitment to doing what is right.

Encourages Tenacity in Problem-Solving: Motivating clients to persistently address and solve problems, no matter how difficult.

Enhances Empowerment and Leadership: Empowering clients to take charge and lead, whether in personal scenarios or within their communities.

Promotes Ethical Action and Justice: Supporting clients to act with integrity and fight for justice, aligning with the hero's moral compass.

FONT & COLOR SCHEMES FOR "THE HERO"

Anton + Roboto

Font Headline Example

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna.

BANGERS + Lato

Font Headline Example

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna.

IM Fell English + PT Sans

Font Headline Example

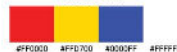
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna.

Oswald + Roboto

Font Headline Example

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Heroic Valor



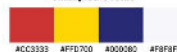
Courageous



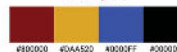
Mighty Warrior



Champion's Pride



Valiant Quest



The Narrative Archetype: Voyage and Return



What is it?

The Voyage and Return narrative archetype follows a protagonist's journey to a distant or unfamiliar realm, where they encounter strange and often challenging situations.

How is it present?

The Voyage and Return narrative archetype appears in various forms of storytelling, including literature, film, and mythology. It features protagonists who journey to distant or fantastical realms, encountering challenges and undergoing personal transformation before returning home. Examples include "Alice's Adventures in Wonderland," "The Wizard of Oz," and myths like Orpheus's descent into the underworld. These stories explore themes of exploration, discovery, and personal growth, inviting audiences on imaginative journeys.



The Voyage & Return Archetype Offers:

Exploration and Discovery:

Audiences journey to new realms alongside the protagonist, encountering strange landscapes and cultures.

Challenges and Growth:

The protagonist faces obstacles that test their courage and resilience, leading to personal transformation.

Escapism and Imagination:

The narrative provides escapism, allowing audiences to engage imaginatively with fantastical worlds.

Reflection and Insight:

The journey prompts reflection on deeper themes embedded within the story.

How Is It Used In Web Design?

Interactive Storytelling: Websites immerse users in interactive narratives, guiding them through virtual journeys with challenges and adventures.

Virtual Tours: Websites offer virtual tours to explore destinations and cultures.

Educational Adventures: Learning platforms structure lessons as virtual journeys for knowledge acquisition.

Escape Rooms: Websites create virtual escape rooms with puzzles and mysteries to solve.

Wellness Journeys: Websites promote relaxation through virtual journeys in tranquil environments.

Product Discovery: E-commerce sites frame product exploration as a journey of discovery.

Augmented Reality (AR): Websites integrate AR for immersive experiences blending virtual and physical worlds.

Gaming Adventures: Websites offer gaming experiences with quests and challenges for users to overcome.

By leveraging the Voyage and Return archetype in web design, websites can create dynamic, engaging, and memorable experiences that transport users to new and exciting virtual realms.





Plan

Brainstorm Options	Choose One Project
Map out the big chunks of the project, followed by smaller tasks.	Schedule time weekly to circle back, follow up, and check off your progress.



Schedule a Free 30-Minute Consultation



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