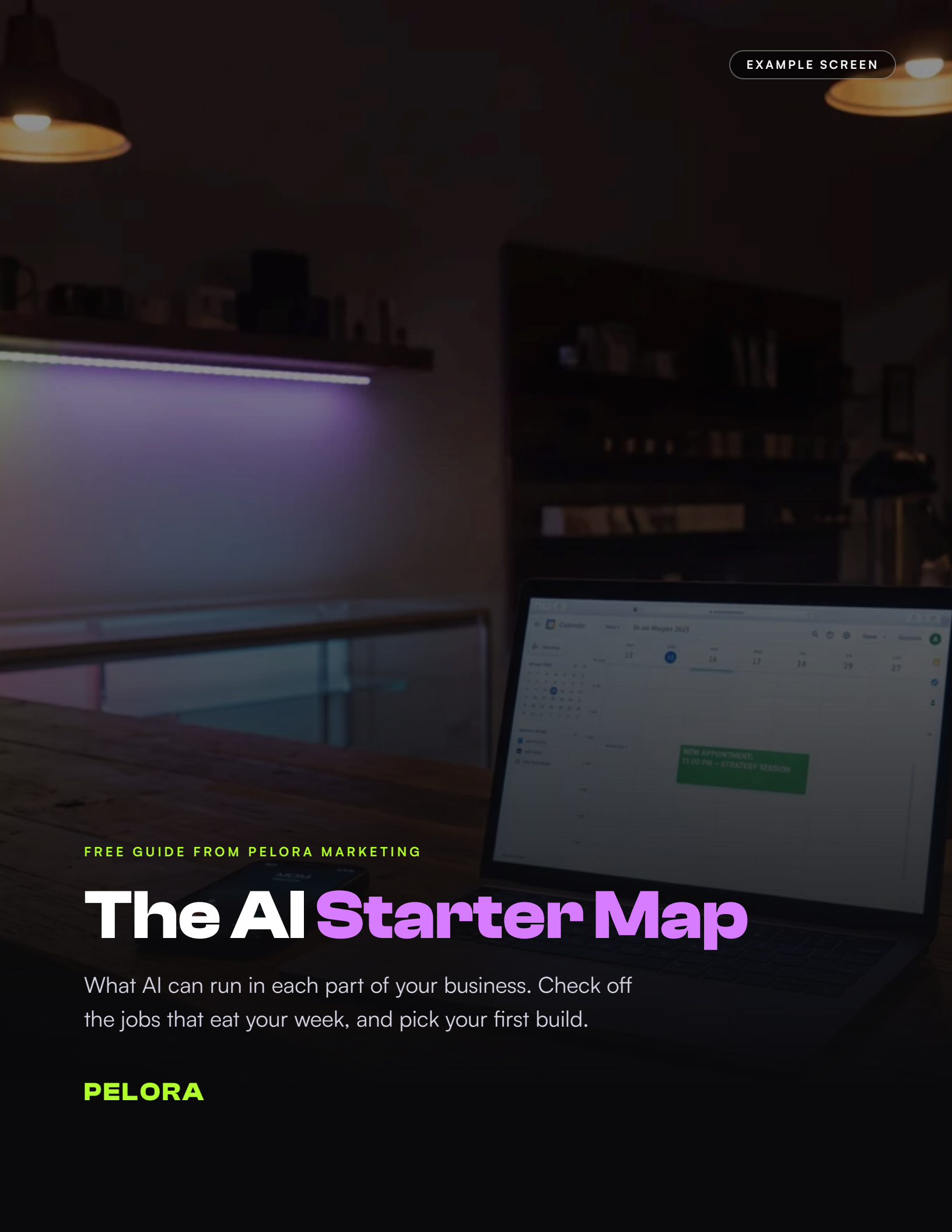


FREE GUIDE FROM PELORA MARKETING

The AI Starter Map

What AI can run in each part of your business. Check off the jobs that eat your week, and pick your first build.

PELORA

How to use this map. Read one part of your business at a time. Check off the jobs that eat your week. Pick one to start with. That is your first build.

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1. Front desk and phones

- Answer calls, day or night, in a calm voice.
- Answer common questions: hours, prices you have set, where you are.
- Book the appointment straight into your calendar.
- Text back anyone whose call you missed.
- Pass the hard calls to a real person, live in business hours or with a callback first thing next morning.

2. Sales and follow-up

- Reply to a new lead within seconds, by text and email.
- Remind people who went quiet.
- Score which leads look ready to buy.
- Put every lead and note into your CRM, the list where you keep your customers.

3. Marketing and content

- Turn one video or interview into posts, emails and a blog article.
- Write first drafts of ads in your voice.
- Plan your month of social posts.
- Keep your Google Business Profile fresh.

4. Ads and creative

- Make many versions of an ad so you can test which one wins.
- Cut short videos for Reels, TikTok and YouTube Shorts.
- Resize one ad for every screen size.
- Check ad wording against the platform's rules before it runs.

5. Marketing money and admin

- Track your marketing budget, cost per lead and ad spend.
- Build a simple weekly marketing money report.
- Fill in the same forms you fill in every week.

6. Operations

- Turn a checklist into a workflow that runs itself.
- Move information between the apps you already use.
- Remind your team of the next step in each job.
- Write and update your how-to guides.

7. Customer service

- Answer the same questions by chat, text or email.
- Ask every customer for a review.
- Flag an unhappy customer to a person right away.

8. Reports and charts

- Pull your numbers from each platform into one report.
- Turn the report into simple charts.
- Write a plain summary of what changed this week.

The rule we never break

Anything new or public waits for your OK. Repeat jobs, like reminders and follow-ups, run only on rules and wording you approved. AI drafts, sorts and reminds. You decide.

How we start

1. **A call.** We hear what eats your week.
2. **The map.** We mark the jobs AI can take, part by part.
3. **The build.** We set up the agents and workflows in your own accounts. For an in-house marketing system, we recommend Claude Code, set up on the desktop of the people who run it.
4. **The training.** Your team learns to run it.
5. **The handover.** It is yours.

Book a free consult: peloramarketing.com/ai-for-small-business

"Once you understand the way broadly, you can see it in all things." Miyamoto Musashi