AGENCY MANAGEMENT INSTITUTE'S

Build a Better Agency Summit

WHITE LABEL IQ presents

Casey Meehan

CEO, BZ Group

Beyond the Buzz: 7 Practical AI Solutions for Agency Growth and Client Impact

Learn more. Make more. Keep more.

BZGROUP.AI

BEYOND THE BUZZ:

7 PRACTICAL AI SOLUTIONS FOR AGENCY GROWTH AND CLIENT IMPACT

Agency Management Institute

BZ GROUP CONSULTING

AI to Replace 95% of Marketing?

NEWS ANALYSIS

Sam Altman: AI Will Replace 95% of Creative Marketing Work

12 MINUTE READ

By Dom Nicastro

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MARCH 13, 2024 | DIGITAL MARKETING

pt A Composable Approach and Outpace the Competition by 80% (Read Now)

OpenAI CEO says 95% of what marketers use agencies, strategists and ive professionals for will be handled by AI at nearly no cost.

My Agency: Epic Presence

Quick Background

- **Content Focused**
- **Longform Blog posts**
- **SaaS (clients like Salesforce)**
- **10-year history**

2019: Can a Machine Learn to Write?

A REPORTER AT LARGE OCTOBER 14, 2019 ISSUE

The Next Word

Where will predictive text take us?

Text by John Seabrook

My Agency: Epic Presence

I thought writing would be the last thing to be automated.

My Agency: Epic Presence

Q4 2022 - Our most successful quarter

Q1 2023 - I was letting go of my leadership team

My Agency: Epic Presence

Why?

My Agency: Epic Presence

Why?

ChatGPT was released on November 30th, 2022.

I felt the perceived value of what we did was destroyed.

My Agency: Epic Presence

Why? And...

This felt like the biggest opportunity of my lifetime.

Blazing Zebra

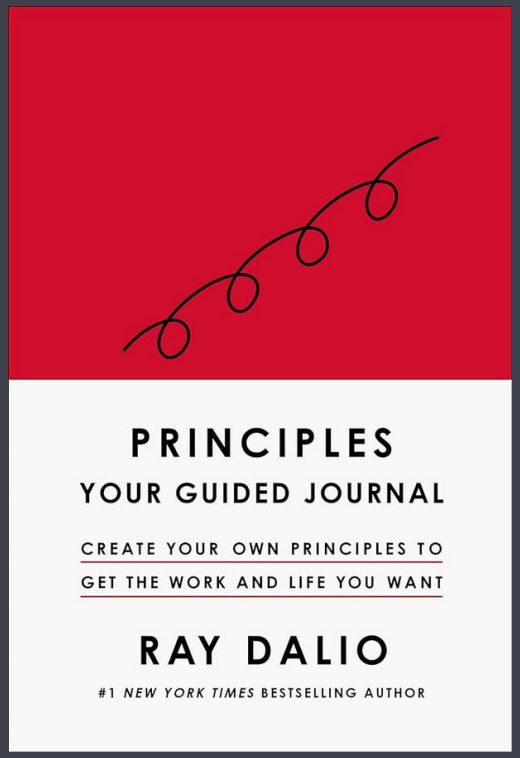
Blazing Zebra

We are on a migration.

The old watering holes are drying up.

We need to move quickly and embrace our unique strengths.

Unique Strengths



PRINCIPLES
YOU
FROM RAY DALIO

Understand yourself.
Understand others.
Help others understand you.

AI Challenges: Leadership

Don’t want to micromanage

Don’t want a weak strategy

Don’t understand the true state of things

AI Challenges: Perpetual Disruption

Rapid pace of generative AI development

A constant state of change

Rapid obsolescence of tech stacks and workflows

Implications for Marketing Agency Owners

Resource Drain

Talent Gap

Client Expectations

Risk

Implications for Marketing Agency Owners

A need for agencies to redefine their value proposition as AI takes over routine tasks.

Opportunity for Agency Owners

This stuff is NO more complex than media buying, SEO, Web Dev....

In a few years, 50%+ of your revenue may come from helping clients apply AI in various ways.

The AI Advantage and Its Limits

Acknowledge AI's speed and efficiency in basic marketing tasks:

- **Copywriting**
- **Image Creation**
- **Elements of Strategy**

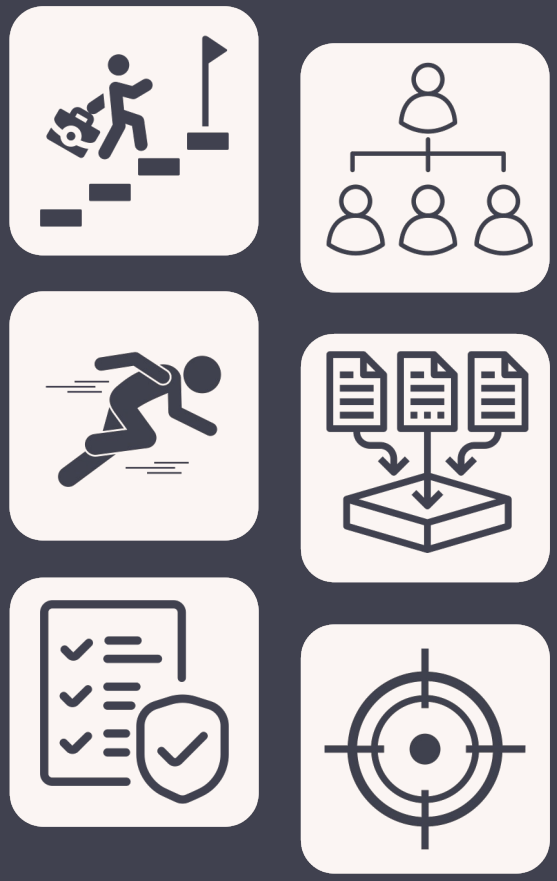
The AI Advantage and Its Limits

Scenarios:

- **AI Alone: Fast, but low-quality**
- **Humans Alone: Slower, inconsistent results**
- **AI + Human: Optimal – Significantly faster, significantly better**

Plan of Attack

- Upskilling Staff
- Accountability Chart
- 90 Day AI Sprints (Rocks)
- Your Niche, Your Data, Your Edge
- Policy
- Big Picture Focus



Plan of Attack

Upskilling Staff

Accountability Chart

90 Day AI Sprints (Rocks)

Your Niche, Your Data, Your Edge

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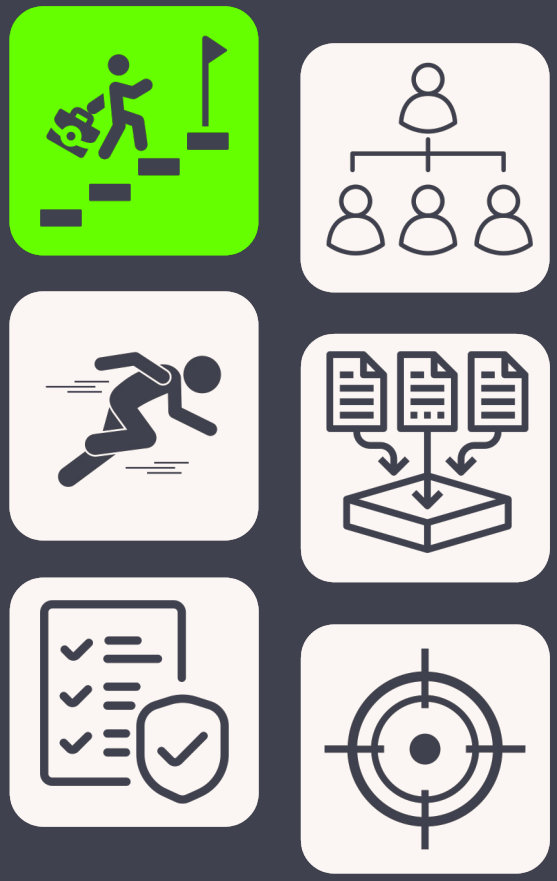
Big Picture Focus



Upskilling Staff: Tools and Time!

Upskilling Staff: Tools and Time!

75%

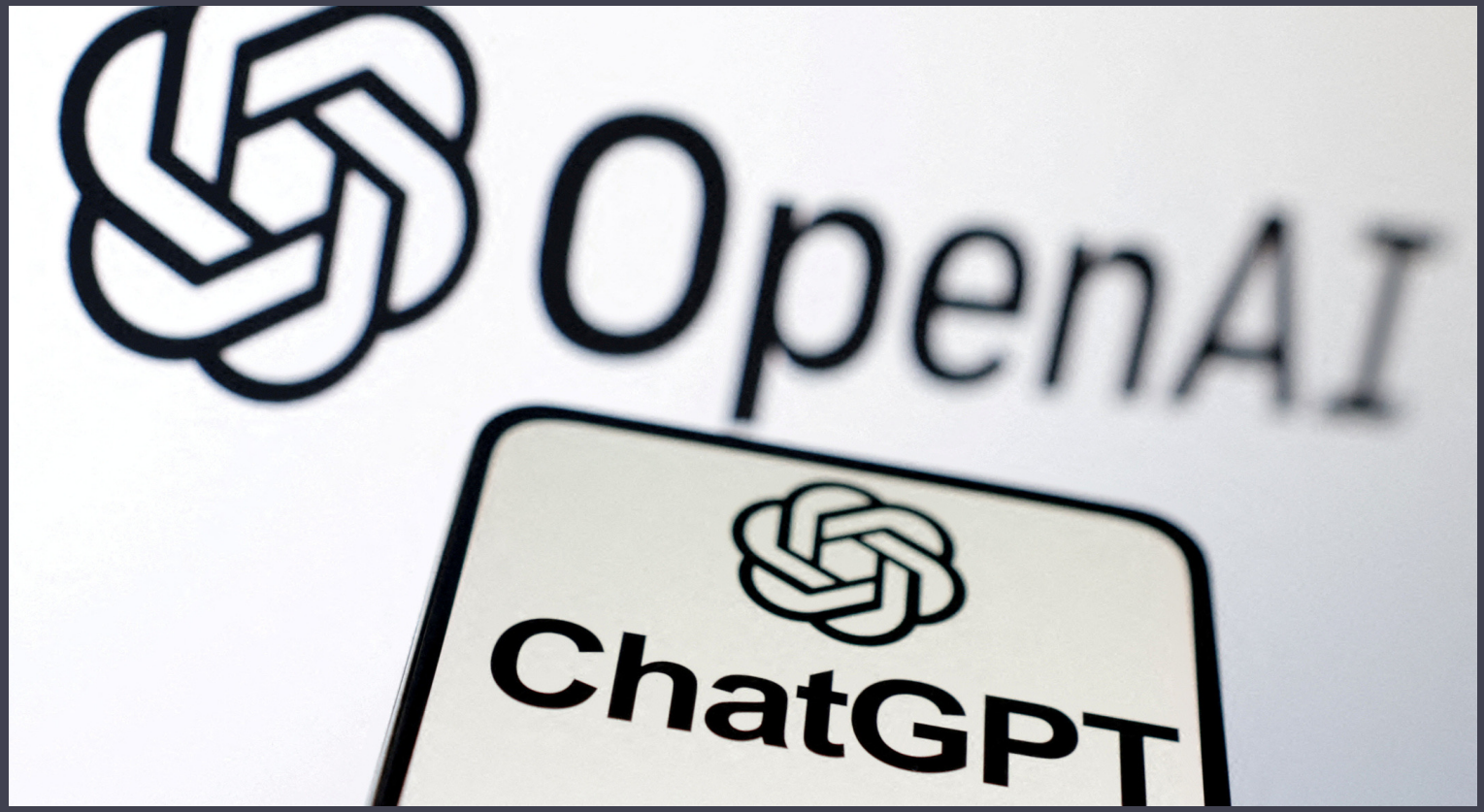
of knowledge workers use AI at work

Employees want AI at work—and they won't wait for companies to catch up.

2024 Work Trend Index Annual Report: Microsoft + LinkedIn

Upskilling Staff: Tools

Upskilling Staff: Tools



Upskilling Staff: Tools

Upskilling Staff: Tools

Upskilling Staff: Tools

One configuration:

- **Leadership: Access to All**
- **Writers: Claude + Perplexity**
- **Everyone Else: ChatGPT or Gemini**

Upskilling Staff: Tools

Poe

TypingMind

A better UI for ChatGPT

Upskilling Staff: Time

20 min a day?

No less than 1 hr per week

Using the tools

- **Not just reading about them!**

Upskilling Staff: Time

#1

Frequently experimenting with AI is the #1 predictor of an AI power user.

The rise of the AI power user—and what they reveal about the future.

2024 Work Trend Index Annual Report: Microsoft + LinkedIn

Upskilling Staff: Training

A little coaching can go a long way.

Plan of Attack

Upskilling Staff

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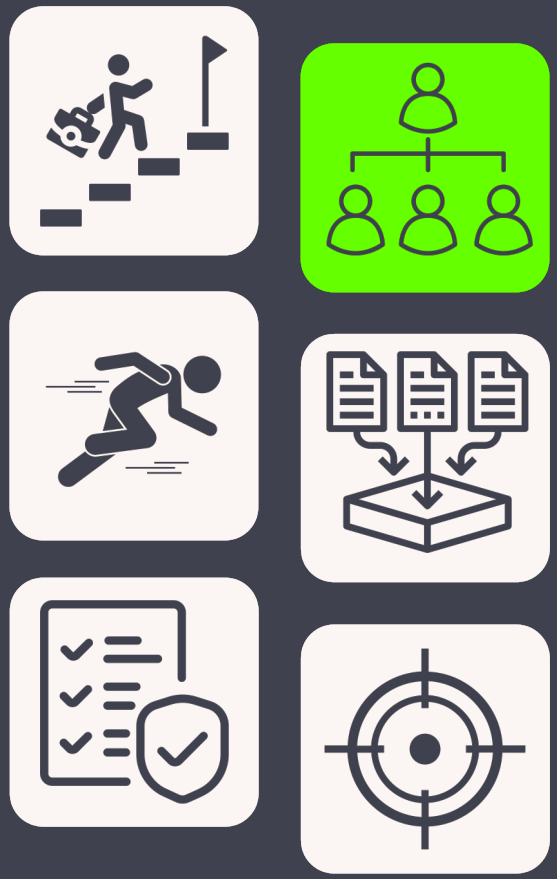
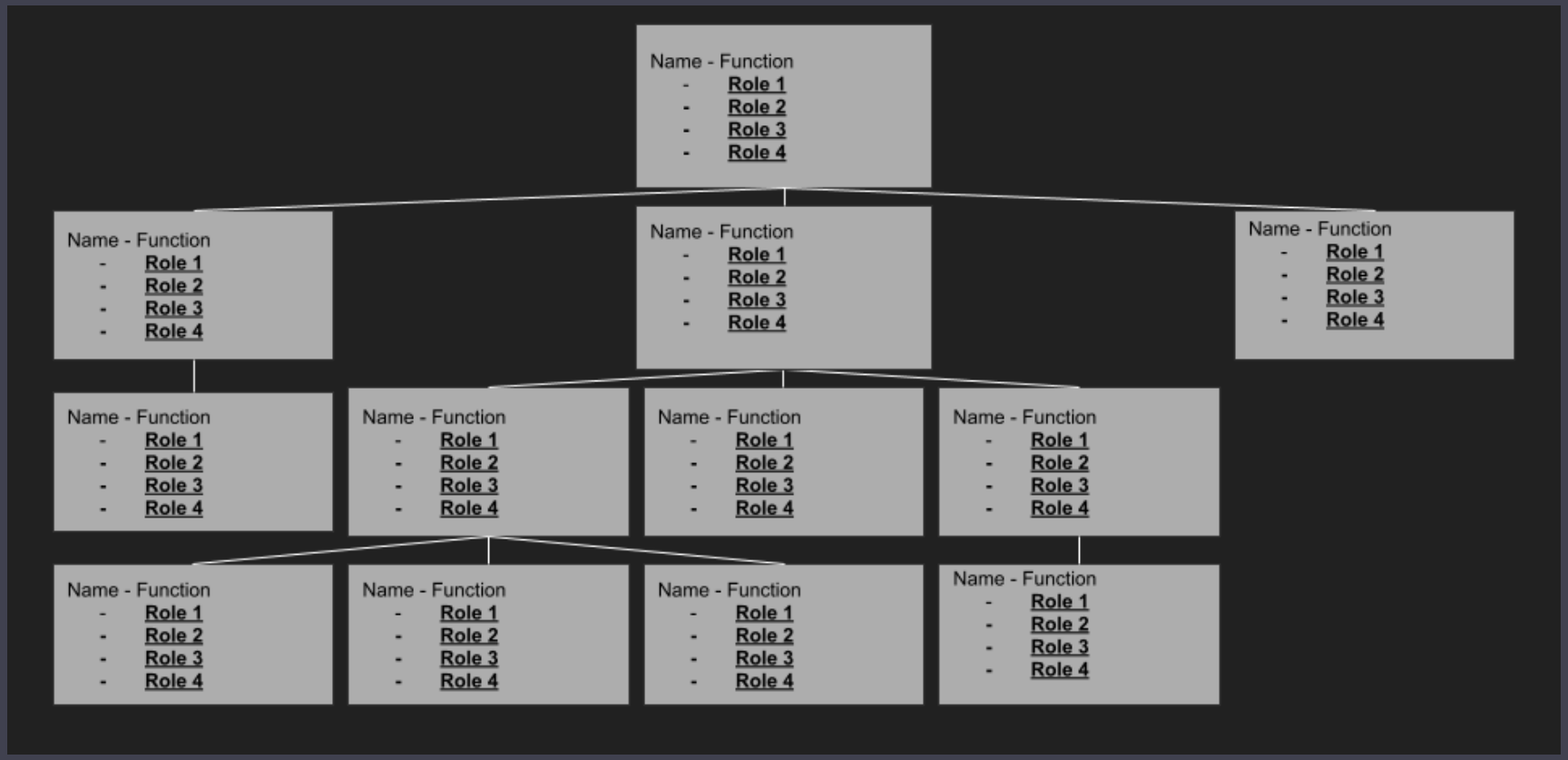


Accountability Chart



Accountability Chart

CEO / Founder (Visionary) and COO (Integrator)

Sales/Marketing, Operations, and Back Office

Accountability Chart

For each accountability item, brainstorm how AI can be used.

Accountability Chart

CEO (Visionary):

- **Decision Making**
- **Messaging**
- **New AI Offers**

Accountability Chart

COO (Integrator):

- **Internal Policies**
- **Process Automation**
- **Team Alignment**

Accountability Chart

Biz Dev:

- **AI for Proposal Creation**
- **AI for Outreach**

Accountability Chart

Account Mgr:

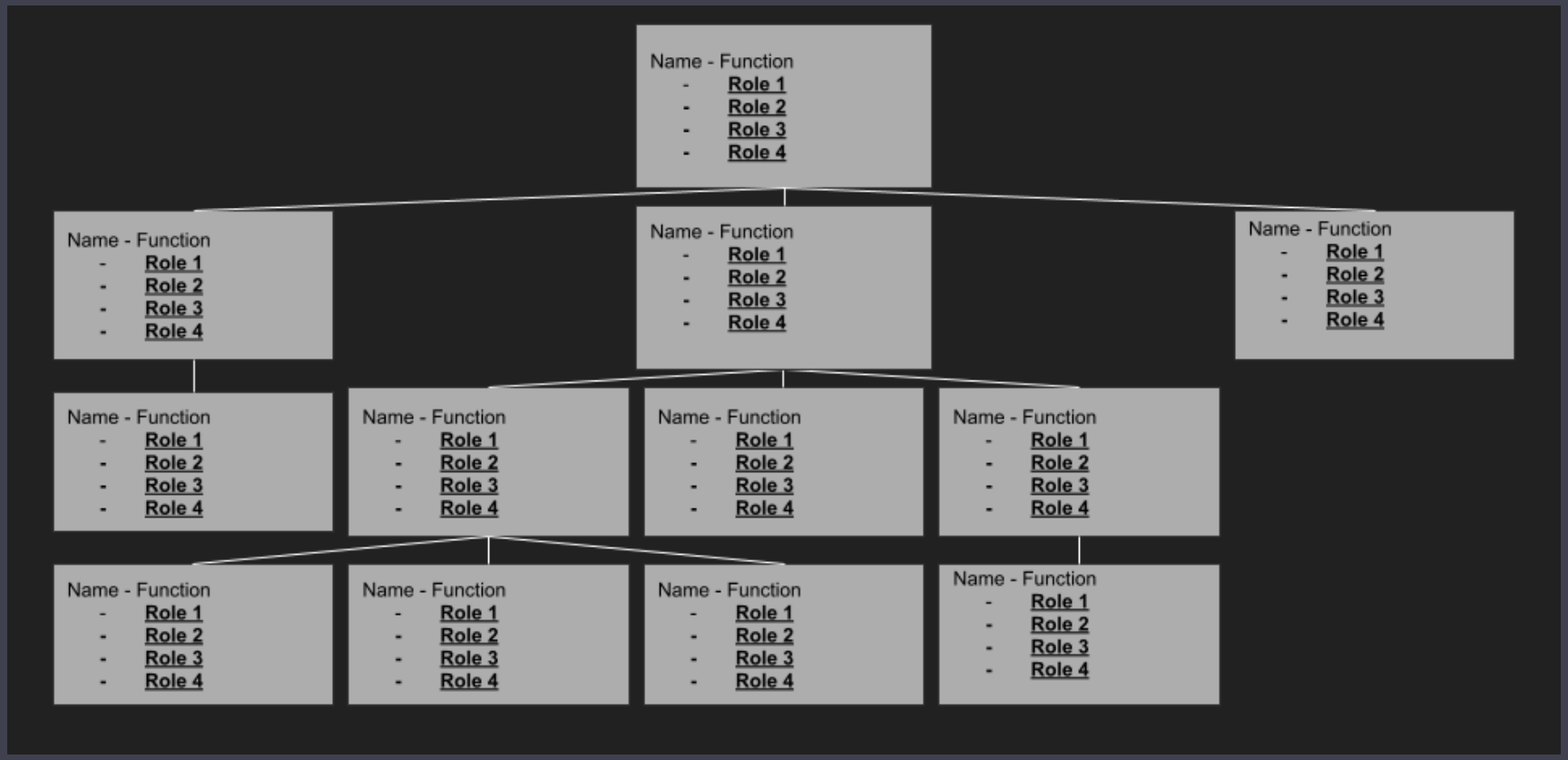
- **Client Report Creation**
- **Campaign Optimization**

Accountability Chart

Back Office:

- HR Policy Bot
- Resume Screener
- Financial Data Analysis

Accountability Chart



Plan of Attack

Upskilling Staff

Accountability Chart

90 Day AI Sprints (Rocks)

Your Niche, Your Data, Your Edge

Policy

Big Picture Focus

90 Day AI Sprints (Rocks)

Quarterly showcase of what was accomplished.

Celebrate / publicize internal wins.

90 Day AI Sprints (Rocks)

First round, just do something, then set ever more aggressive goals.

90 Day AI Sprints (Rocks)

The real opportunity =

Offers that do not exist yet.

Plan of Attack

Upskilling Staff

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90 Day AI Sprints (Rocks)

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Big Picture Focus

Your Niche, Your Data, Your Edge

Client Knowledge Base development

Doubling down on your niche

Your Niche, Your Data, Your Edge

360-Degree View:

- **Transcripts**
- **Social Media Comments**
- **Purchase History**

Your Niche, Your Data, Your Edge

Personalized Insights:

- **Uncover nuanced preferences**
- **Pain points**
- **Motivations**
- **Behaviors**

Your Niche, Your Data, Your Edge

Customer Knowledge Base = Significant competitive advantage!

To a lesser extent - Your Prompts, Sequences, and Processes.

Your Niche, Your Data, Your Edge

66%

of leaders say they would not hire someone without AI skills

For employees, AI raises the bar and breaks the career ceiling.

2024 Work Trend Index Annual Report: Microsoft + LinkedIn

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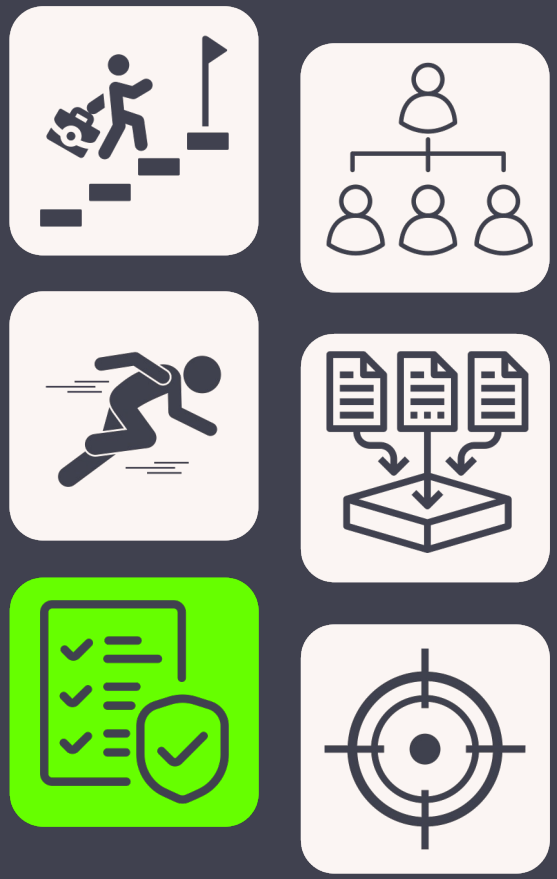

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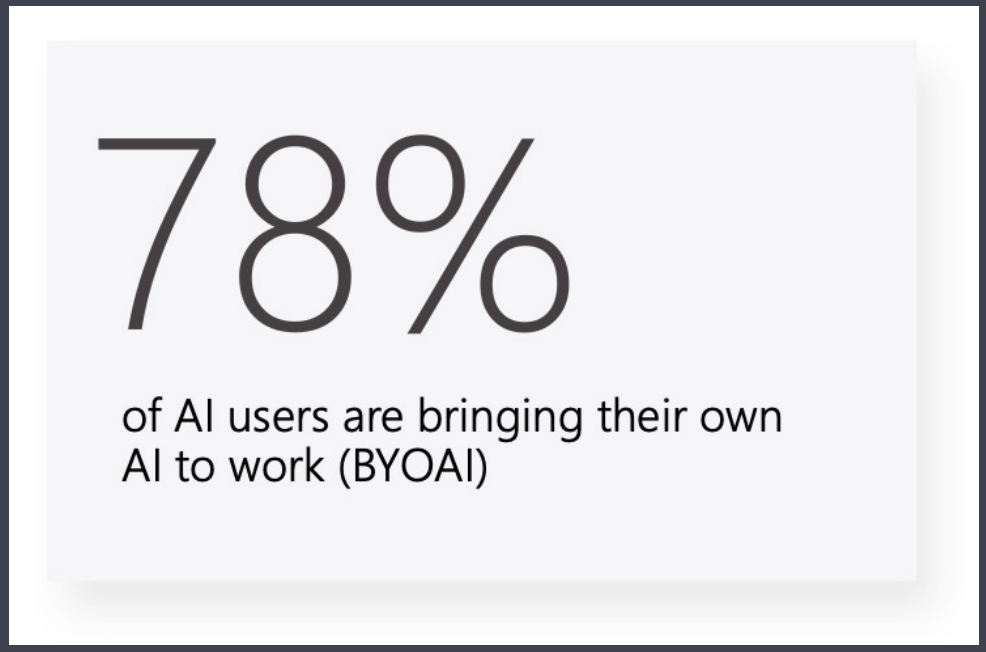

A Blessing and A Curse?

Policy

Build guardrails to ensure you do not get lost in this migration.

Do’s and Don’ts for the team.

Policy: Do’s

Experiment Daily

Share Wins with Colleagues

Think: “Can AI Do This?”

Policy: Don’ts

Don’t: Blindly trust or publish AI responses

Don’t: Use any tool that isn’t approved by leadership

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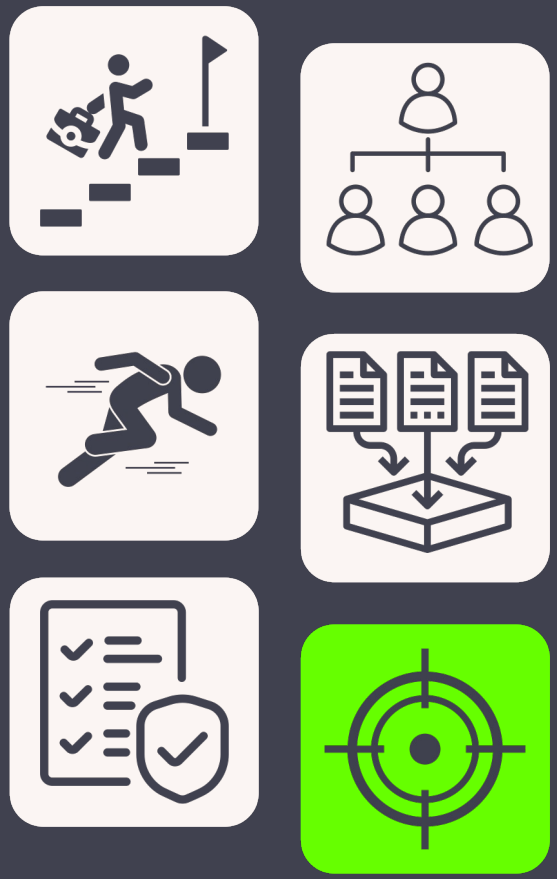
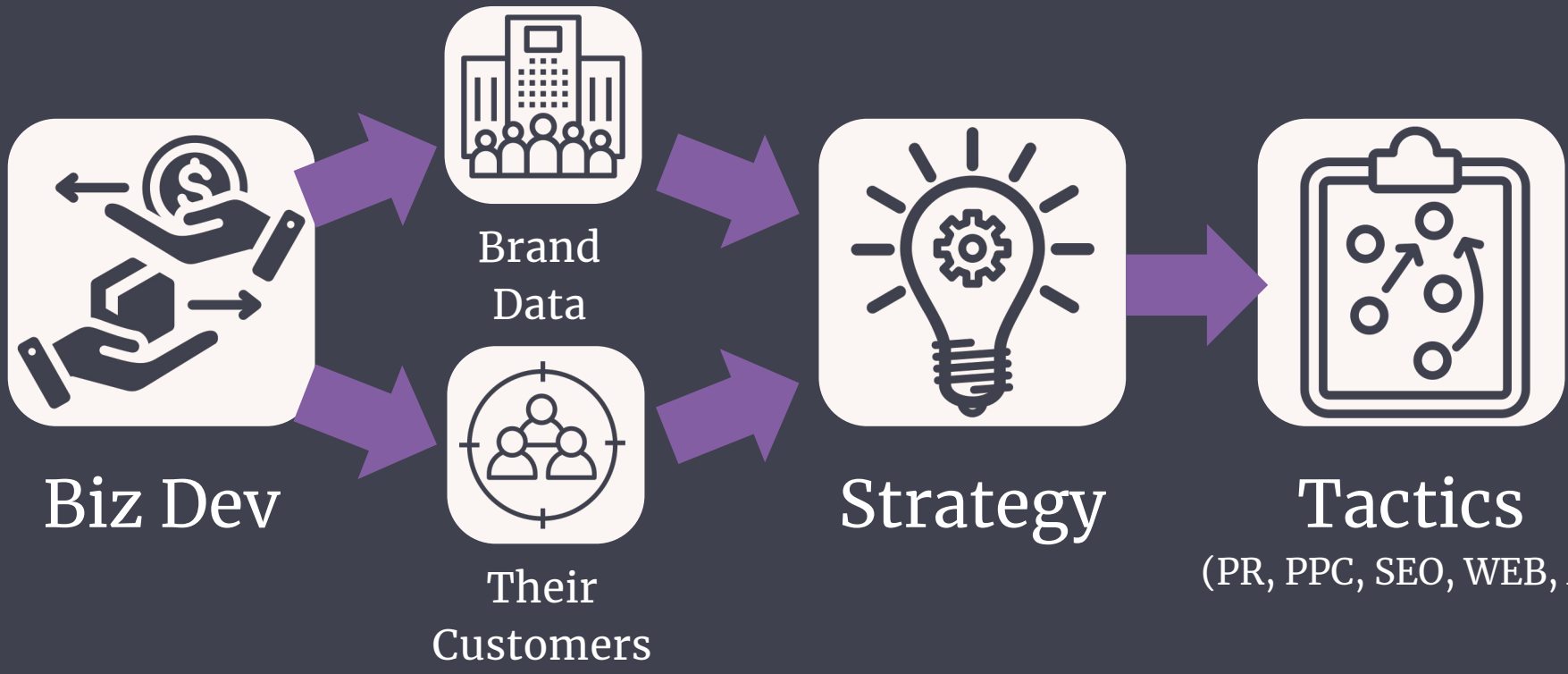


Big Picture Focus

Focus on the "Why" Behind Your Work

Big Picture Focus: The Work



Big Picture Focus: Internal

Summary

Team needs Tools and TIME (20 min/day)

Accountability Chart as your AI Blueprint

Use 90-Day Sprints (Rocks) to Implement AI

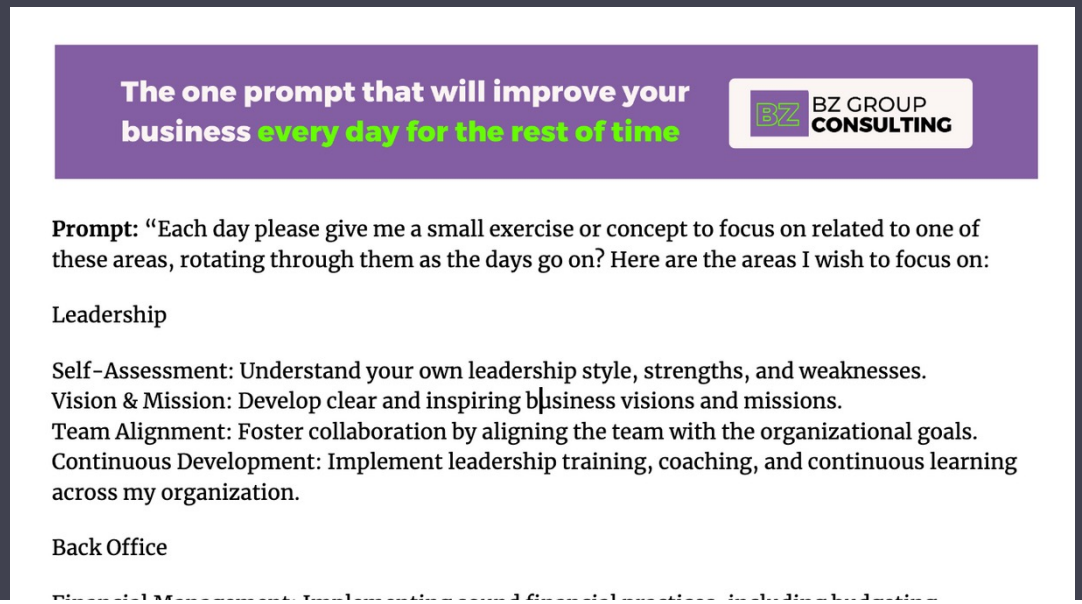
- **Every team member should always have an AI rock**

Build a Knowledge Base in your Niche (Your Edge)

Celebrate AI Wins Internally = Build the Culture

Focus on the Big Picture! Work hard toward a goal.

The one prompt that will improve your business every day for the rest of time



bitly

More Resources / Questions?

- The One Prompt: https://bit.ly/one-prompt
- Blazing Zebra on YouTube: https://youtube.com/@BlazingZebra
- Casey@EpicPresence.com
- LinkedIn.com/in/caseymeehan