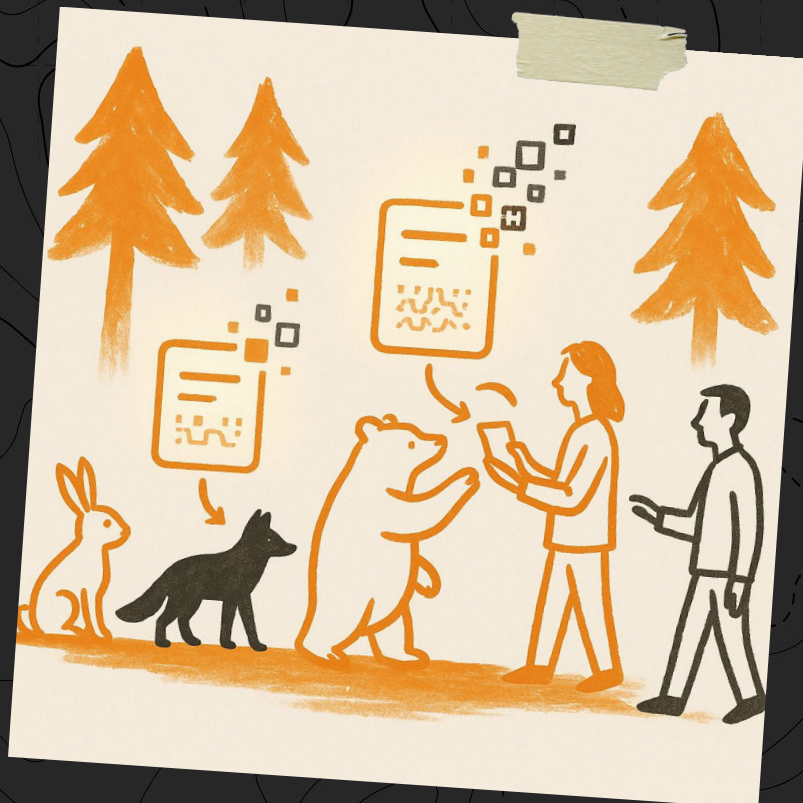


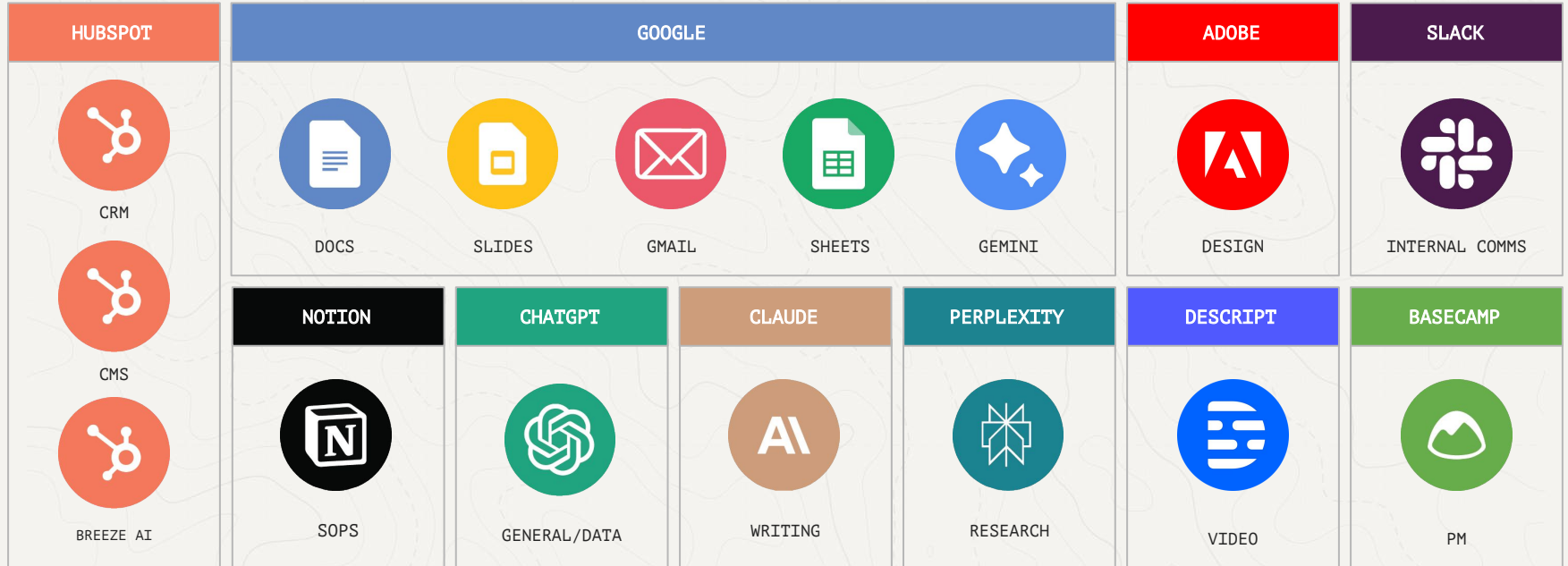
Work Smarter, Not Harder

HARNESSING AI FOR SMALL BUSINESS SUCCESS





Stream Creative's Tech Stack

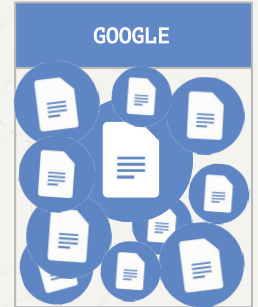
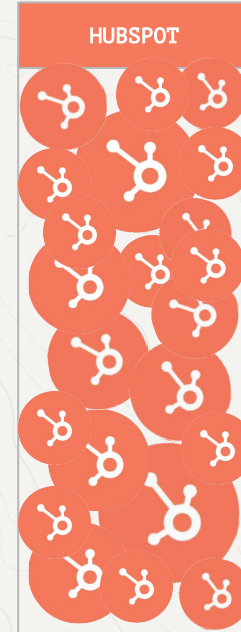




The Problem with our Tech Stacks



1. Data gets siloed
2. May not have a native integration
3. Data is often unstructured
4. Marketing Automation can only take you so far





...Soooo, how do we fix this? Two words:



...Soooo, how do we fix this? Two words:

 **CMD-C**



...Soooo, how do we fix this? Two words:

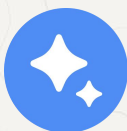
 **CMD-C**
 **CMD-V**



The Problem with our Tech Stacks



⌘ **CMD-C**
⌘ **CMD-V**



⌘ **CMD-C**
⌘ **CMD-V**



⌘ **CMD-C**
⌘ **CMD-V**



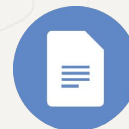
⌘ **CMD-C**
⌘ **CMD-V**



⌘ **CMD-C**
⌘ **CMD-V**



⌘ **CMD-C**
⌘ **CMD-V**



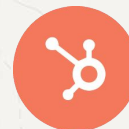
⌘ **CMD-C**
⌘ **CMD-V**



⌘ **CMD-C**
⌘ **CMD-V**



⌘ **CMD-C**
⌘ **CMD-V**



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There has to be a better way!!!



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There has to be a better way!!!

AI AUTOMATION



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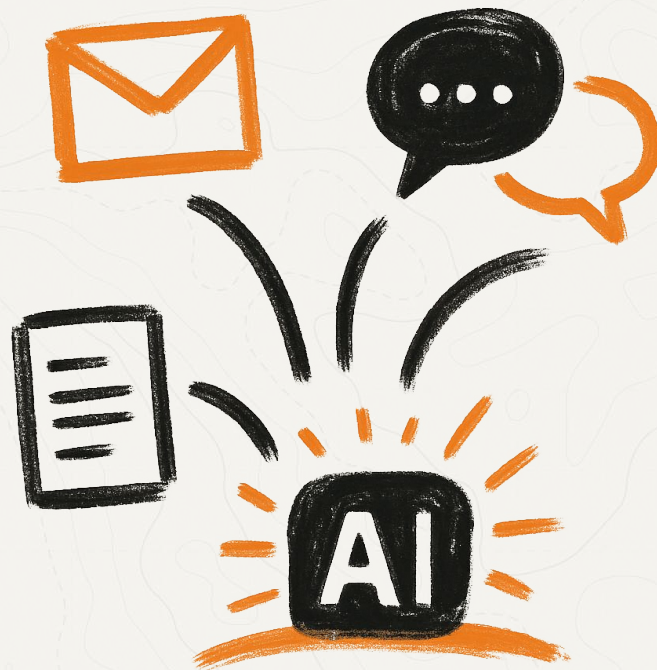
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Why AI Automation for Small Businesses?

AI AUTOMATION FOR SMALL BUSINESSES

- » **Save Time** - Automates routine tasks
- » **Lower Costs** - Reduces manual labor
- » **Easy to Scale** - Handle more work with your small teams





Why AI Automation for Small Businesses?

AI AUTOMATION

We use 



make.com



n8n.io



zapier.com



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Why AI Automation for Small Businesses?

A CASE FOR AI AUTOMATION

- » Remove tedious [CMD-C, CMD V] tasks
- » Get rid of 🤖 we don't want to be doing!
- » Works 24/7 & Realtime



No code!



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AI Automation

SIMPLE EXAMPLE

Scrape YouTube






AI Automation


SIMPLE EXAMPLE

OpenAI (ChatGPT, Whisper, DALL-E) ⋮ ⛶ ? ✕

> Connection *

 My OpenAI Connection ▾

Add

 For more information on how to create a connection to OpenAI (ChatGPT, Whisper, DALL-E), see the [online Help](#).

> Select Method *

Create a Chat Completion (GPT and o1 ... ▾)

> Model *

🔄 Refresh ☐ Map ☐

GPT-5: gpt-5 (system) ▾

> Messages *

☐ Map ☐

> Message 1

⋮ ✕


> Role *

☐ Map ☐

User ▾

> Text Content

The following is a link to a YouTube video: 39. Value

 Text content of the message on behalf of the selected Role.

☐ Advanced settings

Cancel Save






AI Automation

SIMPLE EXAMPLE

OpenAI (ChatGPT, Whisper, DALL-E)

Connection *

 My OpenAI Connection

Add

💡

For more information on how to create a connection to OpenAI (ChatGPT, Whisper, DALL-E), see the [online Help](#).

Select Method *

Create a Chat Completion (GPT and o1 ...)

Model *

Refresh

Map

GPT-5: gpt-5 (system)

Messages *

Map

Message 1

Role *

Map

User

Text Content

The following is a link to a YouTube video: 39. Value

💡

Text content of the message is based on the selected Role.

Advanced settings

Cancel

Save

Expand all

Apify 33 - Run an Actor

Apify - Run an Actor (legacy) [bundle]

id

BgZCkDTsEe8XM9oaD

meta

origin

API

userAgent

Integromat/production

actId

KpDoLSNkvZ8gYibGY

stats

restartCount

status

READY

userId

RWnGtuzwPrB3uTMak

buildId

5JlkmwugGsCBqhuZw

options

build

latest

diskMbytes

2048

timeoutSecs

300

memoryMbytes

1024

startedAt

June 18, 2019 4:43 AM

buildNumber

0.0.2

containerUrl

https://hconkljpwqv.runs.apify.net

defaultDatasetId

3fq7p3hoLyncGgt3E

defaultRequestQueueId

9NCIZ2cO9kYbiGdMc

defaultKeyValueStoreId


jrHkiYYQLZufQ7zD3

Google Sheets 39 - Get a Cell

Google Sheets - Get a Cell [bundle]

Value

https://youtu.be/H6q0TL50Mh8

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Social Media » Content Strategy

SMALL BUSINESS AUTOMATION ~~CASE STUDY~~

Public Relations » Brand Design



AI Automation Case Study

CLIENT OVERVIEW

- » Distributor of filtration parts and pumps
- » +650 product pages ← *Not their own products⁺*
- » Product pages had outdated content (3-4 years old)
- » Product pages were sparse (often 2-3 sentences)

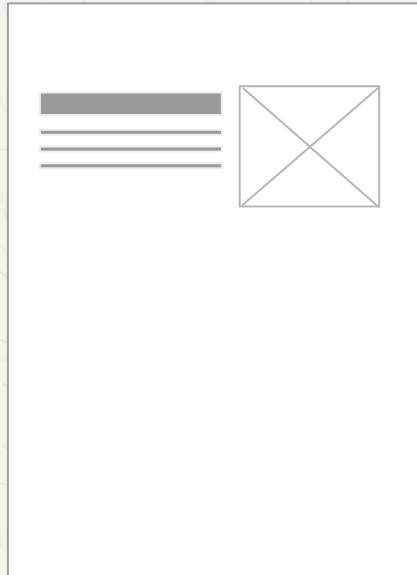




AI Automation Case Study

Description

BEFORE



AFTER



Features & Benefits

Industries

Performance



AI Automation Case Study

MAKE.COM AUTOMATION



+ Process Overview

1. Project manager researches/collects information about product
2. AI writes product page
3. Project manager reviews; makes edits
4. SME Reviews content for accuracy +
5. Launch new content



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AI Automation Case Study

MAKE.COM AUTOMATION



+ Google Sheets

Trigger: Automation runs on demand

Purpose: Houses all the data for the automation



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AI Automation Case Study

MAKE.COM AUTOMATION

Name	Product URL	PDF URL	Product Image	Product Page Content	Status	Live URL
Sample Valve	Valve-MFG.com	Valve-MFG.com/ sample-valve.pdf	Valve-MFG.com/ sample-image.jpg	docs.google.com/ document/sample-valve	APPROVED	Client-URL.com

+ Google Sheets Key Data

Manufacturer's Product Page Url

Manufacturer's Product Sheet (PDF) Url



AI Automation Case Study

MAKE.COM AUTOMATION



+ Scrapio

Uses the Manufacturer's URL to scrape the product page

Grabs just the <body> (skips all the navigation, footer, etc.)





AI Automation Case Study

MAKE.COM AUTOMATION



+ Text parser

This is a built in module in Make.com

Gets rid of HTML code and makes text into Plain Text



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AI Automation Case Study

MAKE.COM AUTOMATION



+ PDF.co

Reviews the manufacturer's product PDF



AI Automation Case Study

MAKE.COM AUTOMATION



+ Anthropic Claude

Reviews both the product URL and product PDF content

Writes new product page copy based on prompt



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Automation Case Study

MAKE.COM AUTOMATION



+ Google Docs

Creates a new Google Doc for each product (based on a template)

Receives all the new copy from Claude



Automation Case Study

*Whole automation
takes 2 min to run*

MAKE.COM AUTOMATION



+ Google Sheets

The Google Sheet gets updated with the Google Doc URL

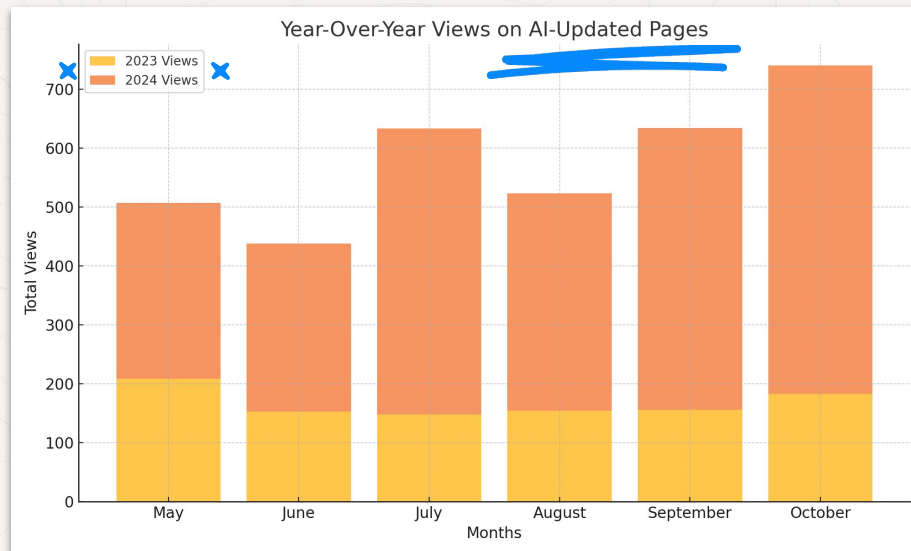
Send update to SME for technical review and approval



Impact of AI-Driven Content Updates on Page Views

RESULTS

- » **146.5% Increase in Page Views** for AI-updated pages year-over-year (May-Oct).
- » Positive Audience Engagement on AI-optimized content, with **consistent monthly growth**.
- » Non-AI Pages Declined Slightly: **-0.67% in views year-over-year** on pages without AI updates.



Social Media » Content Strategy

BUSINESS USE CASE #1 **DOCUMENT AUTOMATION**

Public Relations » Brand Design



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AI Considerations



Privacy & Security

- » Don't upload sensitive project data!
- » Publish your AI Policy on your website & talk with your clients about AI use
- » Train your employees on internal AI policies

ACT Responsibly

Assess

Evaluate the AI tool's output for accuracy, bias, and potential harms.

Consider

Think critically about the effects of using AI in your particular situation, including privacy or security implications.

Tell

Clearly disclose your use of AI to clients, coworkers, and employers.





Document Automation

LESS PAPERWORK 🙌

- » Fill out Word docs/Google docs/PDFs based on call transcripts or other data sources
- » Client meeting transcripts go into Custom GPTs or Gems



SUBJECT MATTER EXPERT INTERVIEW FORM

Gather input from key internal or client-side experts to

Interview Date: {{InterviewDate}}

Interviewer: {{InterviewerName}}

SME Name & Title: {{SMENameAndTitle}}

Department or Area of Expertise: {{Expertise}}

Project Details

- **Content Type:** {{ContentType}} (e.g. Blog Post, Whitepaper, etc.)
- **Working Title/Topic:** {{WorkingTitle}}
- **Intended Audience:** {{TargetAudience}}

PROJECT BRIEF: Sales Intake

This document gives the Account Manager all pertinent information relating to all sales and project conversations that occurred up until the kickoff call. This information will be developed into the project brief and stored on Basecamp.

Date: {{Date}}

Salesperson: {{Salesperson}}

Company Information

- Company Name: {{CompanyName}}
- Contact and title: {{ContactTitle}}
- Industry: {{Industry}}
- Website: {{Website}}
- Key Products/Services: {{KeyProductsOrServices}}

Salesperson Intake:

- What did the client ask for: {{ClientRequest}}
- What did we promise: {{PromisesMade}}
- What are the deliverables you discussed?
 - Whitepapers:
 - Is this their first? {{Whitepapers.IsFirst}}

Placeholder



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1:1 Outreach

PERSONALIZED LEAD SHEET

PDF is used in the Sales process to 'unstick' opportunities that have stalled.

Rosti Lead Sheet Automation

Create Custom Sales Talking Points in Seconds

Use this quick form to generate tailored sales content that helps you position Rosti as the perfect partner for your prospect.

The key piece of information needed for this process is **three personalized selling points** based on their business focus.

Example Selling Points:

- Rosti's injection molding expertise supports complex filtration components.
- Global manufacturing footprint enables localized production and faster delivery.
- Shared commitment to sustainability enhances eco-friendly product goals.

The better the details you share, the better your results. Add a bit of extra context to help us create standout sales content that opens doors.

Rosti Email Address*

Your email address

brian@streamcreative.com

Prospect Company Name*

Company name your lead sheet is targeting

ex. Parker Hannifin

Priority

How fast do you need this lead sheet? (Ex. High priority means I need it this week if possible.)

Please Select

Prospect URL

Additional information (Ex. About Us page, Relevant Blog Post, Recent Press Release, etc.) *Only submit one URL

http://company.com/about-us

Rosti Selling Proposition List Theme*

List three selling points. Give as much detail as possible.

List selling points

Submit

Parker Hannifin and Rosti:

Why Rosti is the Ideal Partner for Parker Hannifin's Engine Mobile Aftermarket Division

As a global leader in injection molding and contract manufacturing, Rosti actively seeks strategic partnerships that resonate with our dedication to innovation, quality, and sustainability. Given that Parker Hannifin's is a renowned leader in filtration technology, we see a prime opportunity for a collaboration that is mutually beneficial.

Localized Production: A Strategic Advantage

Rosti's footprint in North America, Europe and Asia offers Parker Hannifin a unique opportunity to localize production. This strategic move can significantly reduce lead times and enhance supply chain efficiencies. By partnering with Rosti, Parker Hannifin could ensure faster delivery of products to its markets, optimizing resource allocation and fostering enhanced customer satisfaction through a more agile and responsive supply chain.

Commitment to Innovation

Our expertise and commitment in state-of-the-art technologies like RJG in molding sensing technology, distinguishes us in the industry. This commitment across our North American footprint has provided expanded, real time process monitoring without the added costs of additional labor. In addition, Rosti's focus on leading edge technology year after year continues to push the envelope for our customers in AI interface and prototyping capabilities with 3-D printing and rapid mold development.

Sustainability: A Shared Vision

Our dedication to sustainable manufacturing practices, including the utilization of eco-friendly materials and energy-efficient processes, mirrors Parker Hannifin's own sustainability initiatives. This partnership would empower Parker Hannifin to provide its customers with more sustainable engine filtration solutions, reinforcing our collective commitment to environmental stewardship.

Capacity, Reliability & Filtration Knowledge

With Rosti's extensive global production capacity and unwavering reliability, we are positioned as an ideal ally for Parker Hannifin's EMAM. Our technology-driven approach, global presence and financial stability enable us to effectively meet the increasing demands of Parker Hannifin's customers, optimizing resources and ensuring customer satisfaction. This coupled with our extensive knowledge of the filtration industry and components puts us at a competitive advantage for your team.

Through a partnership with Rosti, Parker Hannifin's EMAM can expect a more sustainable and efficient supply chain, leading to enhanced customer satisfaction and sustained growth in the evolving automotive sector. Together, we can guide the industry toward a more sustainable future, proving that success and environmental responsibility can indeed go hand in hand.

We look forward to further discussions to explore this promising partnership and are very confident in the mutual benefits and shared successes that lie ahead.





1:1 Outreach



1:1 ACCOUNT BASED MARKETING OUTREACH (LEAD SHEETS)

Form submission creates a Ticket in Hubspot. Perplexity researches company and Claude writes 1:1 ABM outreach 'lead sheet'.



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Document Automation

KEY TAKEAWAYS

- » Even simple automations can free up hours of repetitive work per week
- » Reduces manual entry and human error



Social Media » Content Strategy

BUSINESS USE CASE #2

AUTOMATING VIDEO PRODUCTION

Public Relations » Brand Design



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Automating Production

PRODUCT PAGES

1. Scrape product page
 - Product title
 - Description
 - Images
2. AI generates script
3. Elevenlabs voice over
4. Grab lunch! 🍔

PART NUMBER: 150041

**Adjustable
Double-Wire Shelf
Gripper Info Strip**



Kinter

800-323-2389 | kinter.com



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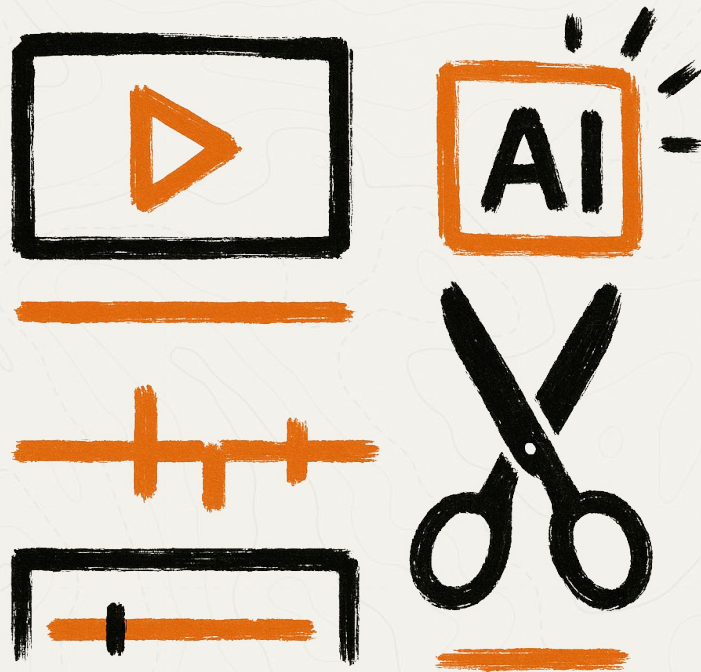
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Automating Production

KEY TAKEAWAYS

- » Automation can allow you to complete tasks and take on projects that wouldn't otherwise be possible



Social Media » Content Strategy

BUSINESS USE CASE #3 **BUILDING AI SYSTEMS**

Public Relations » Brand Design



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Building AI Systems

Airtable

REUSABLE SYSTEMS

- » Create first drafts quicker
- » Add LOTS of context to reusable prompts
- » Leverage transcripts

SC_Content-Pipeline

Oshkosh Corp

Oshkosh Corp Meta

Grid view

	A Content Title	Client	Output Type	A Target Audience	A Key Emphasis	A Meeting Transcript
4	Prince George County	Pierce Manufacturing	Blog	Fire service leadership and procurement decision-makers.	Operational efficiency through standardized heavy rescue apparatus design.	WEBVTT 00:00:01.330 --> 00:00:01.810 <v Janice Dombrowski>Hey. Good ...
5						

The secret sauce

	A Name	Outline Example	Style Guide	Blog Example
1	Pierce Manufacturing	# Prince George's County Fire/EM...	# Writing Style Guide: Pierce Manu...	Prince George's County ...
2	Pierce Firefighters Notebook	# Wilmington Fire Department: Fa...	#Writing Style Guide: Pierce Manuf...	#Firefighters Notebook bl...



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AI Systems

KEY TAKEAWAYS

- » Systems > One-Off Wins
- » Systems scale across teams
- » Look for opportunities that are repeatable, measurable, scalable



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Social Media » Content Strategy

BUSINESS USE CASE #4

AUTOMATING IMAGE PRODUCTION

Public Relations » Brand Design



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Automating Production

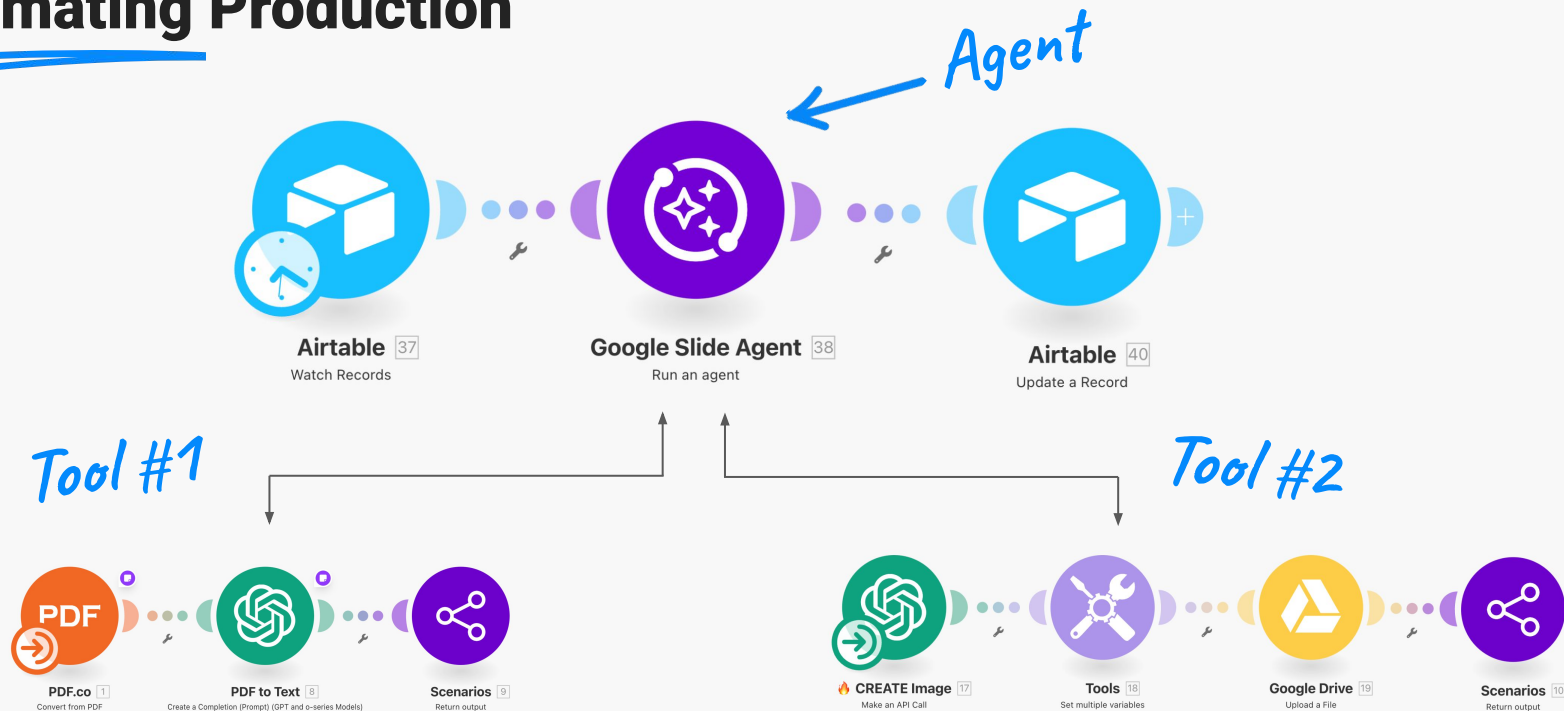
AI GENERATED SLIDE IMAGES

- » AI can handle creative production at scale
- » Free up human teams for strategy and storytelling, not repetitive editing
- » Consistent branding, faster turnaround





Automating Production





Automating Production

KEY TAKEAWAYS

- » AI can handle creative production at scale
- » Free up human teams for strategy and storytelling, not repetitive editing
- » Consistent branding, faster turnaround



Social Media » Content Strategy

BUSINESS USE CASE #5 **CUSTOM SOLUTIONS**

Public Relations » Brand Design



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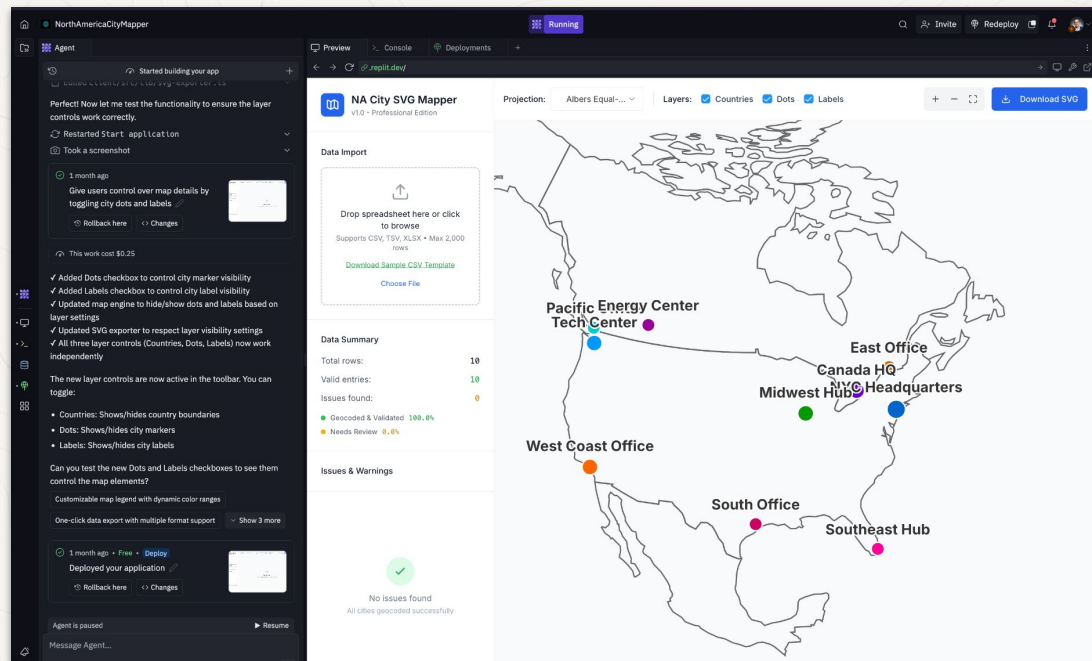
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Custom Solutions

REPLIT AGENT

- » Client needed to update a map frequently
- » Using Google Maps was VERY time consuming
- » Using Replit we created a tool to do it for us



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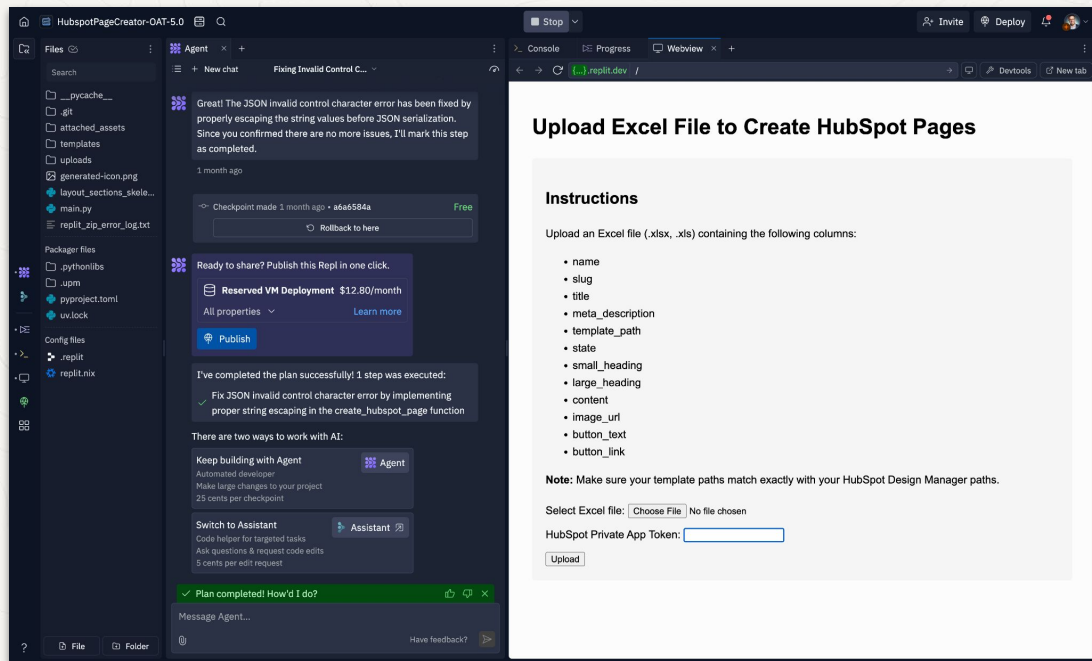
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Custom Solutions

REPLIT AGENT

- » Pain point for our team is content integration
- » Copy/Paste is tedious and can lead to human error
- » Using Replit we created a tool to automate the process for us





Custom Solutions

KEY TAKEAWAYS

- » Software doesn't have to be big to deliver big impact
- » Build single-use or lightweight apps to solve specific problems
- » AI lets businesses prototype and launch tools fast





Where should I start?

AI PILOT PROGRAM WORKBOOK

Fill in this workbook with AI use cases for your company.

Considerations:

- » Cost to implement
- » Ability to implement
- » Impact on staff



[!\[\]\(697a5b201a55a2a758f47806b9931892_img.jpg\) Excel Download !\[\]\(1e3e417b0421b6c63f45b58aa997d7b3_img.jpg\)](#)



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» THANK YOU THANK YOU TO

Thank you!

ANY QUESTIONS?

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brian@streamcreative.com