

Level Up with AI

Current AI, Tools, Trends & Why You Should Care



1.13.25



Recess Creative is a full-service creative & technology agency that delivers smart, strategic solutions that are driven by doing our homework. Our experience includes over 15 years of designing, implementing, and optimizing creative campaigns for clients both local and national in scope.

Mission

Build strategically creative and engaging solutions that yield measurable results.

Vision

Create the best, smartest, and most engaging work we can. Always.

Values



Study Up.

Get to know our partners and their customers. Our clients are our extended family and their challenges become our creative solutions.



Work Smart.

Stop, think & strategize from a different angle. Ask questions. Build smarter, not harder.



Collaborate.

We're all in this together. Trust the team.



Do Good.

We believe in doing good not only for our clients, but for the world around us. We aim to leave this planet a better place than we found it.



Have Fun.

Life is too short to be grumpy. If it's fun, it's not work.

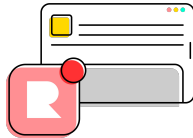
Our Services

We googled “what a full-service agency does” and came up with this rad list.
We provide all of these services with our in-house staff.



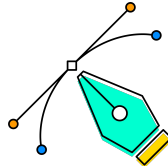
Strategy

- Brand Positioning
- Brand Strategy
- Competitive Analysis
- Content Strategy
- Persona Development
- Research & Discovery
- Social Strategy



Marketing

- Campaign Development
- Communications Planning
- Content Strategy
- Email Marketing
- Media Strategy
- Social and Influencer



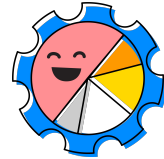
Creative

- Branding / Logo Design
- Content & Copywriting
- Illustration
- Photography
- Print & Collateral
- User Experience Design
- User Interface Design
- Video & Animation



Tech

- API Integration
- Full-Stack Development
- HTML / Javascript
- Mobile App Development
- Software Development
- Web Development



Delivery

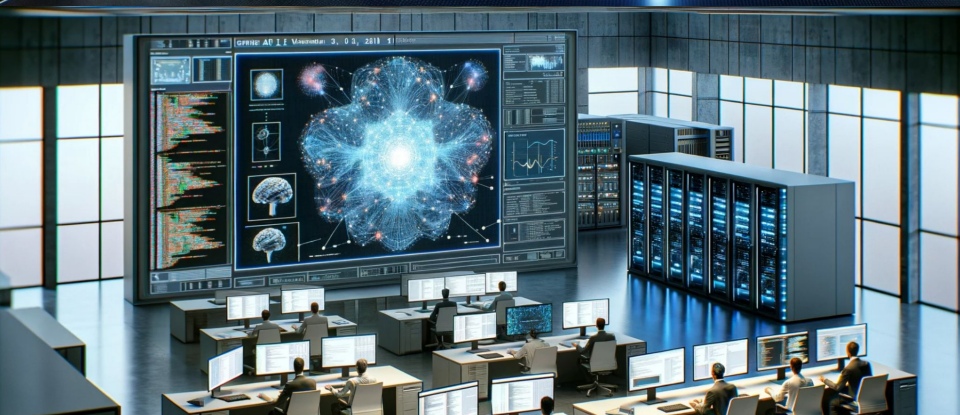
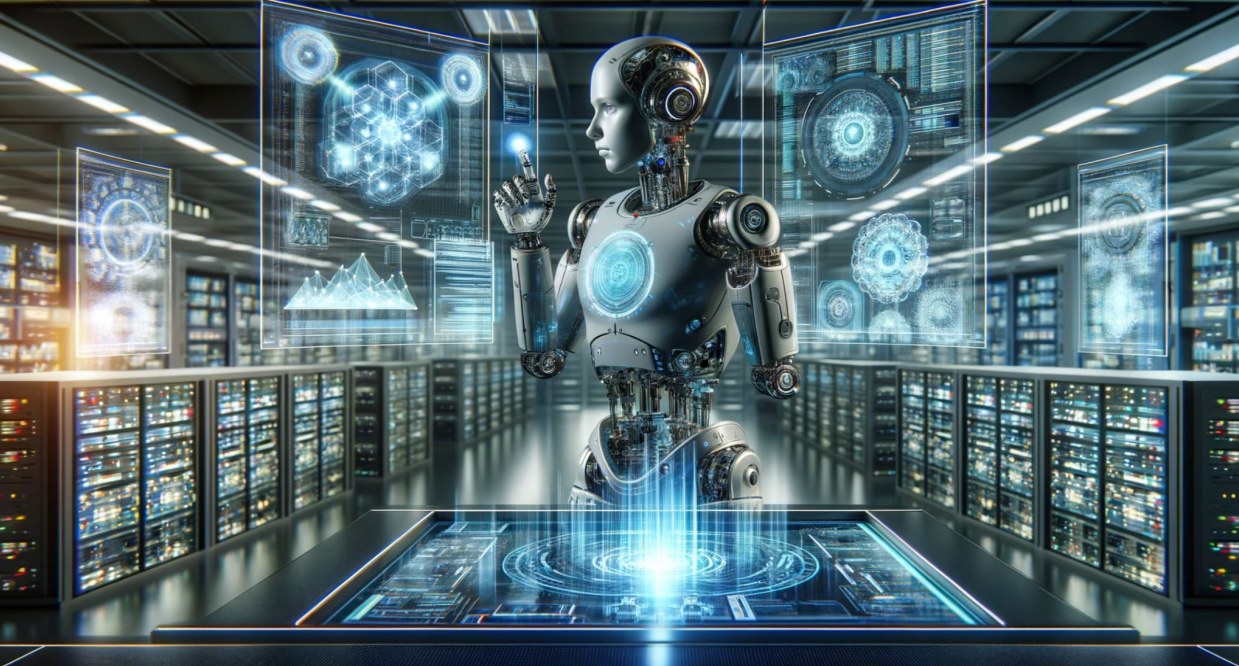
- Analytics Tracking
- CRM Implementation
- Measurement & Reporting
- Media Planning & Buying
- Quality Assurance
- SEO, SEM, & Digital Media
- Testing & Optimization

Our Partners

Our clients are more than clients. They're extensions of our team. And even more importantly, we are extensions of theirs. When we partner with a company, we become that company. Their mission becomes our mission — their products are our products. We become advocates, evangelists, and believers. Because when we believe, so will the consumer.



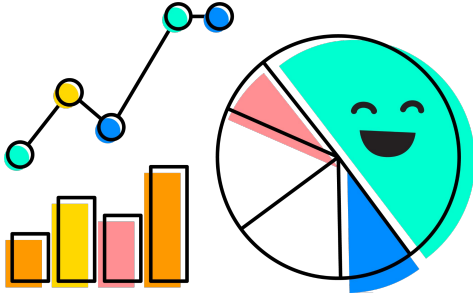
A.I. aka Artificial Intelligence



Why do we care?

Rapidly Growing

It's hard to measure the growth daily or even to calculate the number of AI tools out there, but, it's estimated that the global market for AI will reach **half a trillion dollars in 2024**.



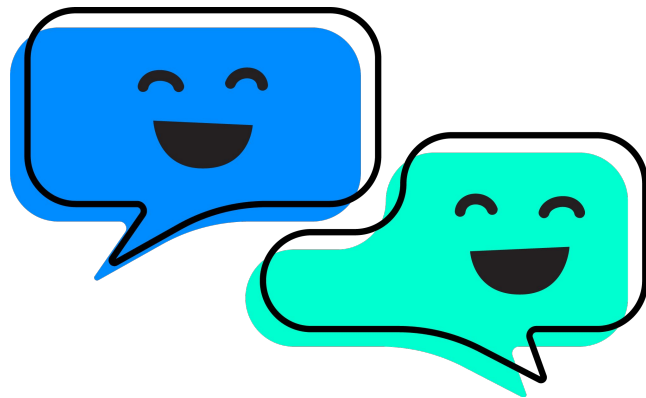
AI Stats 2024:

- **97% of Business Owners believe AI will help their business**
- **Over 87% of companies consider AI a top need for their business plans**
- **43% of businesses are concerned about tech dependency**

**Let's Chat Types of AI
(get it?)**

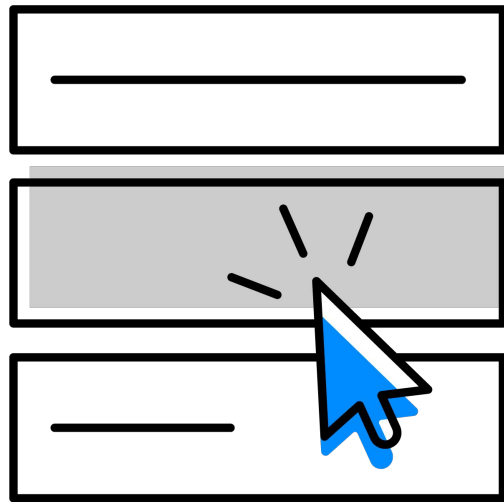
Natural Language Processing (NLP)

These are tools that help with tasks like language translation, sentiment analysis, text summarization, and one of our favorites, chat bots!



Computer Vision Tools

Not to be confused with Coleco Vision... These tools focus on image and video analysis, object detection, facial recognition, and visual search.



Data Analytics and Visualization

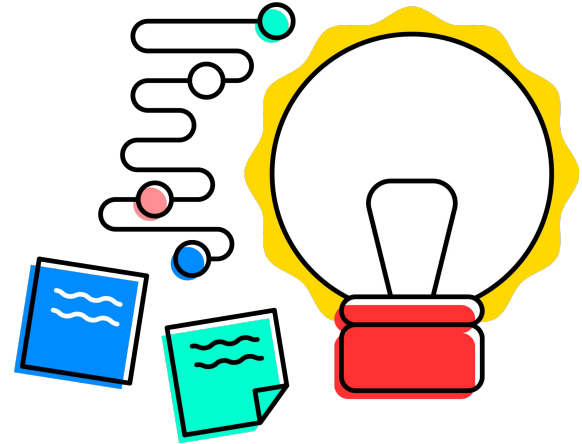
These tools do cool shit like pulling insights from large datasets and presenting them in cool, visual ways. Think Tableau...



Machine Learning Libraries

Things like software tools that provide a collection of algorithms and functions to develop machine learning models.

There are also Automated Machine Learning Tools that automate (duh) the process of machine learning model development, making it easier for novice users.



Recommendation Systems

This is why I buy stuff on IG at night... These tools provide personalized recommendations based on user habits, preferences and historical data.



But why do we care?!?!

AI is a big tool.

Literally, a combination of tools and engines that can help level up the entire business & creative process.

And, like any tool, there are great use cases and problems it can solve and others it cannot.



**It won't replace us, but it
can help us.**

AI Instantly Useful

AI Tools for us to do replace resources but in a SMB it makes us all more agile and impactful.

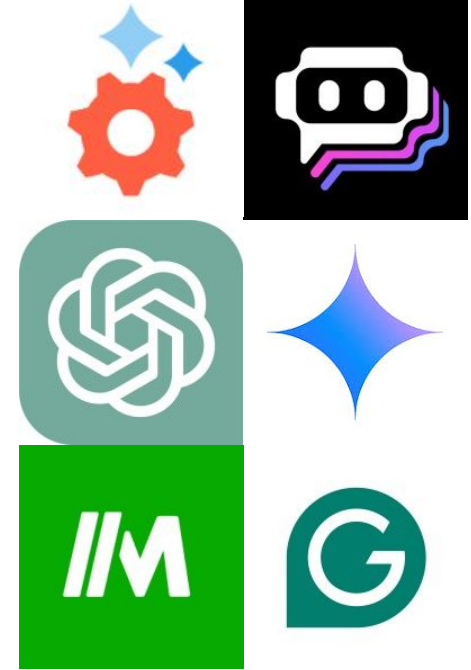
- Document review
- Content Development
- Persona Development
- Marketing Strategy Ideation
- Document Creation
- Campaign and Brand Concepts
- Meeting Notes & Agendas



AI Tools We Use

Examples of our everyday use

- **Poe** - Fast AI chat, with access to GPT-4o, Claude 3.5, Gemini 1.5 Pro, DALL-E 3, Stable Diffusion 3 and more.
- **Grammarly** - From instantly creating a first draft to perfecting every message, Grammarly helps people at 96% of the Fortune 500 get their point across.
- **Magical** - Save 7+ hrs/week – automate repetitive tasks.
- **ChatGPT** - ChatGPT is a state-of-the-art language model developed by OpenAI.
- **Agent.ai** - HubSpot's marketplace and professional network for AI agents and the people who love them.
- **Gemini** - Get help with writing, planning, learning, and more from Google AI.
- **Fireflies.ai** - We want to help you unlock that data in the most seamless way possible by capturing your calls and meetings.



AI Requires Pilots

SMBs Can Operate at Enterprise Scale

AI can build process and procedure that would take time and resources to normally formalize.

- Employee Handbooks
- NDAs
- Offer Letters
- SOWs
- Employee Agreements
- Project Plans
- Performance Management Programs



Example NDA



hi I work for a small marketing agency, Recess Creative. I need to create an NDA for a client to protect their intellectual property. Can you build me a draft?

Assistant Poe ...

Here's a draft for a Non-Disclosure Agreement (NDA) that you can customize for your client:

Non-Disclosure Agreement (NDA)

This Non-Disclosure Agreement ("Agreement") is made and entered into as of [Date] by and between:

[Client's Name]

Address: [Client's Address]

(Hereinafter referred to as "Disclosing Party")

and

Recess Creative

Address: [Your Agency's Address]

(Hereinafter referred to as "Receiving Party")

1. Definition of Confidential Information

For purposes of this Agreement, "Confidential Information" shall include all materials, documents, data, ideas, concepts, and any other information disclosed by the Disclosing Party, whether orally or in writing, that is designated as confidential or that a reasonable person would understand to be confidential.

2. Obligations of the Receiving Party

The Receiving Party agrees to:

Content Development

Social Posts

can you help me put together a new years post for linkedin, I want to touch on working with a fun, creative and results based marketing company. I want to hit on how excited I am for the new year and new client opportunities

Assistant Poe ...

Here's a LinkedIn post you can use for the New Year:

🌟 **Happy New Year!** 🌟

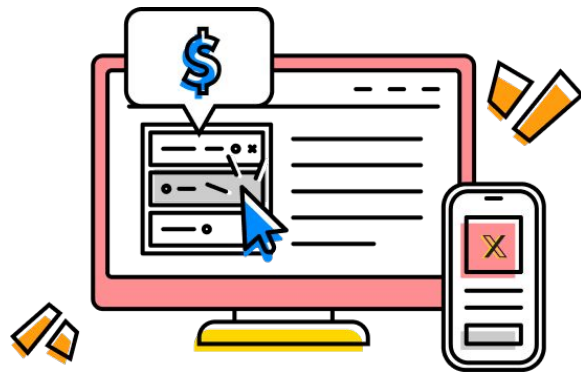
As we step into 2025, I'm filled with excitement and gratitude for the incredible journey ahead. Working with such a fun, creative, and results-driven marketing company has been an absolute thrill, and I can't wait to see what this year has in store!

The new year brings fresh opportunities, and I'm eager to collaborate with new clients and tackle exciting challenges. Together, let's ignite creativity, drive results, and make a meaningful impact in our industries!

Here's to a year of innovation, growth, and success for all of us. Cheers to new beginnings!



#NewYear #Marketing #Creativity #Opportunities #Gratitude



HubSpots' Agent.ai - Social Content

ELEMENT	CONTENT	EXPLANATION	ESTIMATED IMPACT ON ENGAGEMENT METRICS
Headline	🚀 Kickstart 2025 at Biz-Hive's Small Business Summit!	The headline uses an attention-grabbing emoji and bold text to capture interest, highlighting the event and its significance for the new year.	High visibility in feeds; increases the likelihood of clicks and reads by up to 60%.
Introduction	We're excited to begin 2025 with a morning filled with connecting with fellow Business Owners, learning from Thought Leaders, and gearing up for the BEST year in business!	Sets an enthusiastic tone and appeals to the reader's desire for networking and growth, emphasizing the benefits of attending.	Enhances engagement through reactions and comments; can boost engagement rates by 40%.
Agenda	7:30am - 8:00am: 🍳 Hot Breakfast Buffet and Networking 8:00am - 9:00am: 💰 Money Matters - Round Table Discussion 9:00am - 9:10am: ☕ BREAK 9:10am - 10:00am: 🛡️ Protecting Your Business - Round Table Discussion 10:00am - 10:10am: ☕ BREAK 10:10am - 11:00am: 🤖 How to Use Artificial Intelligence in Your Business 11:00am - 11:50am: 👥 The "People Parts" of Your Business 11:50am - 12:00pm: 🎁 Closing Remarks & Prize Giveaways	Provides a clear and detailed schedule using emojis for visual appeal, making it easy for readers to scan and find topics of interest.	Increases time spent on the post; detailed information can improve click-through rates by 30%.
Urgency Note	⏰ This is an exclusive event with limited capacity, so don't miss out on this opportunity to connect with like-minded business owners.	Creates a sense of urgency and exclusivity, encouraging immediate action to register before spots run out.	Prompts quick responses; urgency can lead to a 50% increase in sign-ups.
Call-to-Action	👉 Secure your spot now: Register Here	A clear and compelling CTA with an emoji directs readers exactly where to go to take action.	Directs traffic effectively; strong CTAs can boost conversion rates by up to 70%.
Hashtags	#BizHive #SmallBusinessSummit #Networking #BusinessGrowth #2025Goals	Includes relevant and trending hashtags to expand reach and connect with interested audiences.	Increases post visibility; appropriate hashtags can enhance reach by 25%.



Social Media Post Generator
By @AndreiOprisan

1 credit per task
3.8K tasks completed

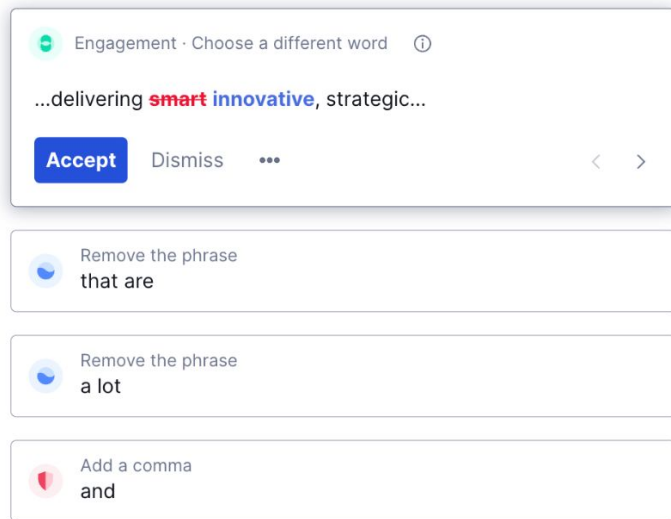
[Hire](#)

[+ Team](#)

Grammarly

We use this tool and plugin every day. It's a great engine for content editing and for making grammatical recommendations.

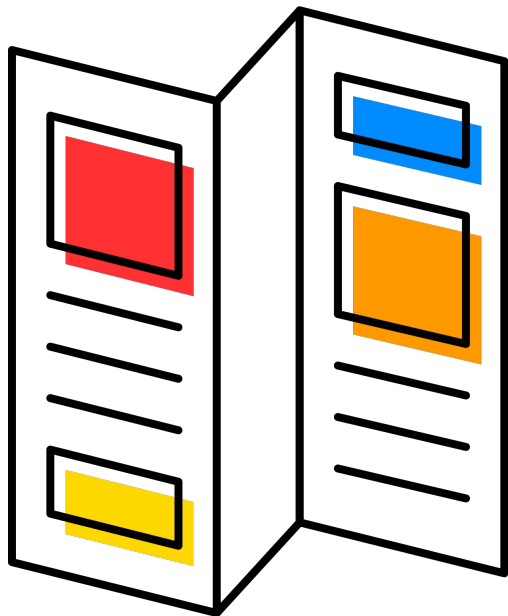
Recess is a full-service creative agency that focuses on delivering smart, strategic solutions that are driven by doing our homework. We're a lot more than a Digital Advertising Agency or a Cleveland Marketing Firm (that's for SEO). We design brand platforms, build mobile apps, develop killer websites and drive engaging experiences for our partners.



<https://app.grammarly.com/>

Organize & Save Time

Meeting Recaps




[Notes](#) [Video](#)

UX Evaluation and Site Audit (05:57 - 11:04)

- Andrew conducted UX evaluation and site audits
- Opportunities identified: navigation, CTAs, ADA compliance, site search, SEO
- Performance scan shows mid-range scores for ADA compliance
- Semrush identified technical SEO opportunities
- Sitemap condensed, combining shipping, finance, and environment into single 'capabilities' pillar
- Resources consolidated into a single area

Design Considerations (12:29 - 17:18)

- Not a full redesign, but designing new elements within current brand
- UI elements needed for new dropdown menus 
- Footer redesign required
- Mobile navigation to be addressed
- Need to run ADA compliance scans

Good Prompts Can Drive



sirRFPsummary

By @recesscreative

1 monthly user · 1 follower



Summarize RFPs for a small digital marketing agency to determine if / how they should proceed.



Base bot *



Claude-3-Haiku

Prompt *

Tell your bot how to behave and how to respond to user messages. Try to be as clear and specific as possible.

[View best practices for prompts](#)

when I attach a document please summarize the documents in 10 parts using the knowledge base I've uploaded and the notes here:

Grade the RFP by

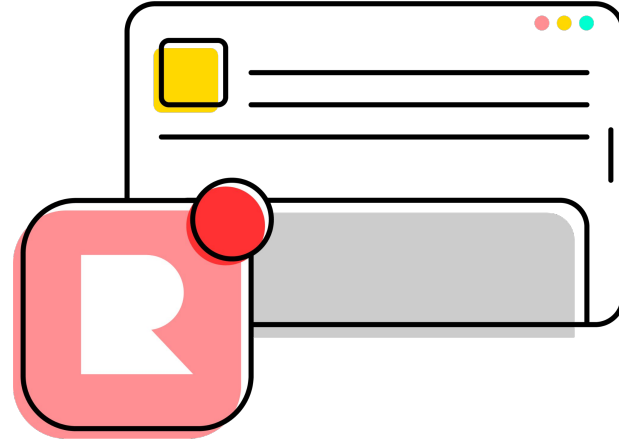
- 1 What services do they expect to be delivered?
- 2 What type of business they will likely choose
- 3 Is there any reference to money or budget?
- 4 What documents are required with the response? addendums, forms, diversity, registrations, etc
- 5 What is the proposal's timeline?
- 6 how do I submit a response?
- 7 is there any mention of diversity, M/WBES, etc?
- 8 are there any page requirements?
- 9 Does this RFP require any of marketing or media strategy? If yes, what would you recommend?
- 10 what do you think are the ideal persons for the audience they are targetting? please give me 3-5 examples with a short description of each.

AI is able to summarize 75 pages in seconds

👤 sirRFPsummary Poe ...

Here is a summary of the RFP document in 10 parts:

1. **Services Expected:** The RFP is seeking a vendor to provide a cloud-based content management system (CMS) solution for Oakland County's website, including licensing, support, maintenance, and professional services for migrating content and providing post-project consultation.
2. **Type of Business:** The RFP is seeking an established provider of IT solutions, products, and services for government with a proven track record of successful government implementations. The solution must be pre-packaged or bundled as a complete implemented solution.
3. **Budget/Funding:** The RFP does not explicitly mention a budget or funding amount, but it does state that the selected bidder will be awarded a 5-year service contract to begin on 01/01/2026.
4. **Required Documents:** Bidders must complete and submit Appendix A, an 8-tab Excel file, which covers various requirements such as business model, solution, licensing, technical architecture, implementation services, security, pricing, and G2G Marketplace participation. References may also be required.
5. **Timeline:** The RFP timeline is as follows:
 - RFP Released: 10/23/2024
 - Optional Pre-Bid Conference Call: 11/7/2024
 - Requests for Clarification Due: 11/12/2024
 - Bidder Q&A Provided: 11/19/2024 (estimated)
 - Proposals Due: 12/17/2024 at 2:00 PM EST
6. **Submission Instructions:** Responses to this RFP must be submitted online via the Michigan Inter-governmental Trade Network (MITN) by an authorized representative of the bidder's organization.



Outlines

The Prompt: “Create an outline for a blog article on the importance of your home’s hvac system”

The Result: A 300 word response with nine possible sections to write content about including sub-topics

The Value: You can take it a step further and actually have AI write the article, however, outline creation is a great tool to get started and help with kickstarting some creative thinking



Blog Article Outline: The Importance of Your Home's HVAC System

Introduction

1. Brief explanation of what an HVAC system is (Heating, Ventilation, and Air Conditioning).
2. Importance of maintaining a comfortable and healthy home environment.
3. Preview of key points the article will cover.

1. What is an HVAC System and How Does It Work?

- Overview of the components: furnace, air conditioner, ducts, thermostat, etc.
- Explanation of how the system regulates temperature and air quality.

2. The Role of HVAC in Comfort and Health

- Maintaining consistent indoor temperatures year-round.
- Improving indoor air quality by filtering allergens, dust, and pollutants.
- Reducing humidity levels to prevent mold growth.

3. Energy Efficiency and Cost Savings



How well-maintained HVAC systems reduce energy consumption

Know Your Customer

Example Client Persona

Program Director Persona

Organization types: Nonprofits, schools, government agencies, community-based groups

- Top priorities: Recruiting qualified members, providing meaningful service, securing funding/resources
- Challenges: High member turnover, limited staff capacity, coordinating with Organization
- Desired support: Training, toolkits, peer sharing, flexible program models

Media Plan

- Dedicated program director portal on the organization's website with downloadable toolkits, training materials, and best practice guides
- Email newsletter and webinar series addressing common program management challenges and solutions
- Sponsorship of annual program director conference for networking, collaboration, and professional development
- Outreach campaign highlighting organization's grant funding and technical assistance offerings



Media Consumption:



Guess Who

Persona: The Aspiring Entrepreneur

Demographics:

- Age: 25-40
- Gender: Any
- Location: Urban areas with a vibrant startup culture
- Education: Bachelor's degree or higher
- Occupation: Aspiring business owner or freelancer

Goals:

- To launch their own business or side hustle
- To gain practical skills in sales and business management
- To connect with mentors and industry experts

Pain Points:

- Lack of experience in sales and business operations
- Overwhelmed by the logistics of starting a business
- Difficulty in accessing affordable resources for training and support



Lead Generation Strategy

- Offer workshops and training sessions through the Learning Lab on sales techniques and business planning.
- Provide mentorship opportunities.
- Create online resources or courses to help them navigate the early stages of business.

Suggested Sales Materials:

- E-books/Guides: "The Essential Sales Toolkit for New Entrepreneurs"
- Checklists: "10 Steps to Launch Your Business Successfully"
- Webinars: Interactive sessions on common startup challenges.

Bottom Line Impact

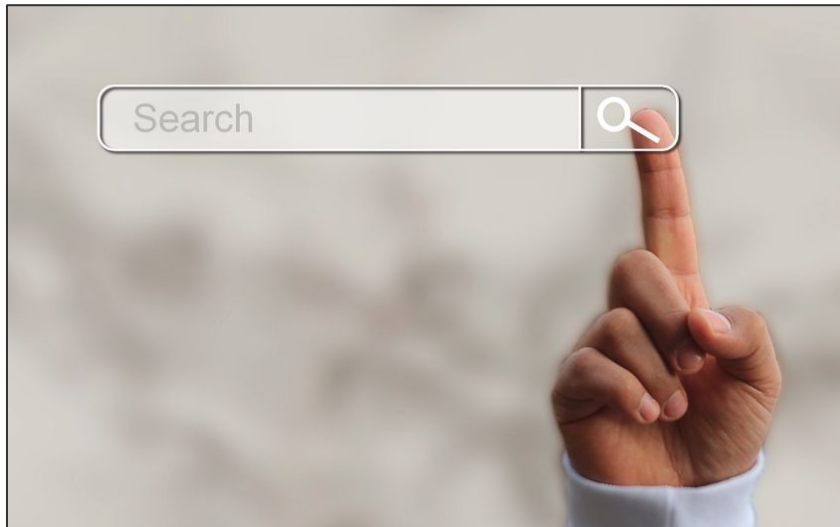
Importance of Search

*Traditional search engines drive almost **70%** of all website traffic. Google alone has over **2 trillion** searches every year or **5.8 billion** per day.*

The new era of AI is shifting how people search and what tools people use

Common search engines may include:

- Google
- Bing
- Yahoo!
- DuckDuckGo
- YouTube
- Amazon
- LinkedIn



AI Impact on Search

*A new study reported Google showing AI Overview results in **47%** of search results that occupied over **half of the screen** space on both mobile and desktop devices.*

Google launched AI Overviews in May of 2024

The initial rollout of AI generated responses was not widely accepted and had many issues

Google (and other platforms) have since made improvements and are expanding to more industries

Google is continuously rolling out this feature in more countries and languages



AI Impact on Daily Tasks

The use of AI can greatly impact your daily tasks and overall business functions if used properly.

Common uses for task automation include:

- Scheduling and Document Generation
- Site Content Updates and Enhancements
- Email automation or Content Generation
- Social Media Management
- Business/Data Forecasting
- Customer Analysis
- Data Analysis
- Task Prioritization



Traditional vs Local Search

Google why is my heater blowing cold air

AI Overview

If your heater is blowing cold air, the most likely culprits are **a dirty air filter, a faulty thermostat setting (like being set to "cool" instead of "heat"), a malfunctioning flame sensor (in gas furnaces), a low gas supply, or issues with your ductwork, potentially having leaks or blockages that prevent warm air from reaching your vents properly.**

Here are a few key reasons your heater might be blowing cold air:

- Clogged air filter:** A dirty air filter restricts airflow, preventing the furnace from heating properly and causing it to blow cold air.
- Thermostat settings:** Double-check that your thermostat is set to "heat" and not "cool" and that the fan setting is on "auto" instead of "on".
- Flame sensor issues:** In gas furnaces, a dirty flame sensor may not detect the flame properly, causing the burner to shut off and resulting in cold air blowing.
- Low gas supply:** If your gas supply is low, the furnace may not be able to generate enough heat.
- Pilot light problems:** In older furnaces, a faulty or extinguished pilot light can prevent proper heating.
- Damaged ductwork:** Leaks or holes in your ductwork can allow cold air to seep in, reducing the amount of warm air reaching your vents.
- Faulty circuit board:** A malfunctioning circuit board can disrupt the furnace's operation, causing it to blow cold air.

What to do:

Why Is My HVAC Blowing Cold Air?
May 25, 2023 – Two thermostat issues that could cause your furnace to blow cold air include (1) your thermostat is still set ...
J&A Heating, Cooling, Plumbing, & Electrical

Why Is My Heater Blowing Cold Air - Anthem Air Conditioning ...
Nov 23, 2021 – reasons one of the...
YouTube: Anthem Cooling Heating ...

11 Reasons Why Your Furnace Is Blowing Cold Air Instead Of Heat
Jan 29, 2024
Husky Heating and Air Conditioning

Show all

Traditional Search

Google cleveland hvac company

Businesses

R J Heating & Cooling Co
4.8 ★★★★★ (269) - Air conditioning contractor
75+ years in business - Cleveland, OH
Open 24 hours - (216) 961-6428
"On a very cold day, tech showed up in about an hour and fixed the furnace."

K and K Heating and Cooling
4.9 ★★★★★ (558) - HVAC contractor
10+ years in business - Parma, OH
Open - Closes 5 PM - (440) 429-5858
"Matt was professional, on time and quick to fix the issue with our AC unit."

Cleveland HVAC Services: Heating & Air Conditioning
5.0 ★★★★★ (3) - HVAC contractor
Cleveland, OH
Open - Closes 8 PM - (330) 765-5980
"Reasonably-priced and quick service by HVAC Cleveland Pros."

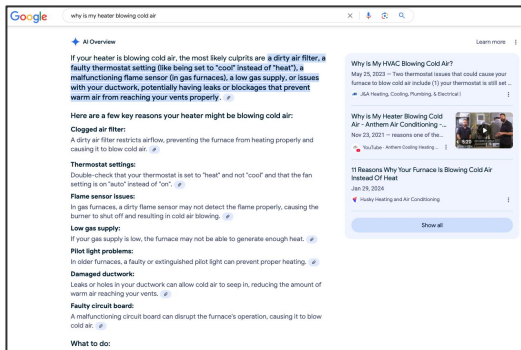
More businesses →

W.F. Hann & Sons
https://wfhann.com
Expert Heating, AC & Plumbing Services in Cleveland, OH
Call 216-831-4200 to request HVAC or plumbing services in Cleveland. Comprehensive Heating Solutions. Ohio's harsh winters mean your ...

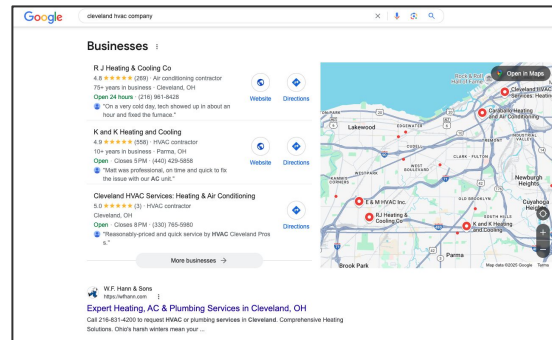
Map showing locations of HVAC businesses in Cleveland, OH, including Lakewood, Edgewater, Cuyahoga Heights, and Parma.

Local Search

Traditional vs Local Search



- “Traditional” based searches are generating more AI results that are taking up a lot of space on Google
- It remains crucial that your business shows up where people are searching
- Understanding ‘how’ your customers are searching has never been more important



- “Local” based searches are less impacted (for now) by AI type results
- This presents a unique opportunity to utilize AI tools to enhance your overall business presence in the local space
- This can include location page copy, Google Business Profile optimization, review automation, etc.

How to Optimize for AI Search Results

1

Understand how customers are searching for your product/service

2

Create high-quality content people want to read and share

3

Prioritize user experience on site

4

Technical SEO is always the foundation

5

Leverage structured data for relevant content

6

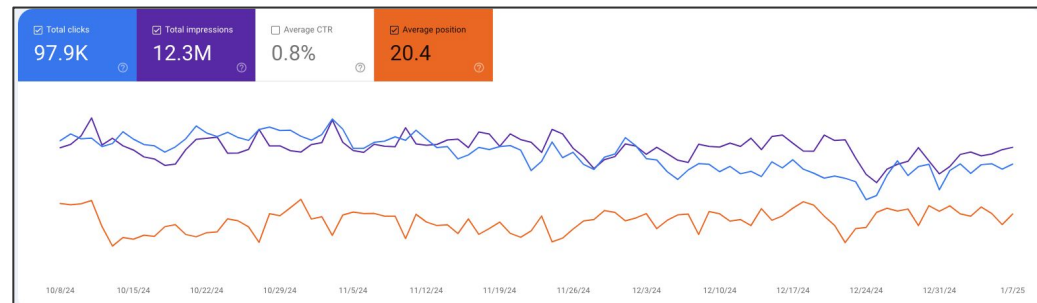
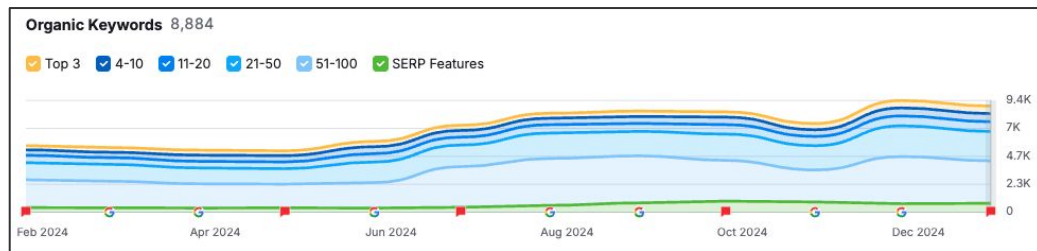
Regularly refresh and update your content

Measure Performance

You can be running engaging marketing campaigns, making site updates, and building your social presence, but if you're not measuring performance you won't know what is working and how to adjust your strategy in the future.

AI can assist your analytics efforts through the following:

- Automating report generation
- Data integration
- Predictive analytics
- Improving accuracy
- Summarization capabilities




Group Exercise

HubSpot's' Agent.ai - SEO

SEO Analysis and Recommendations

ASPECT	BEFORE	AFTER	WHY AND POTENTIAL IMPACT
Title Tag	"Virtual Office"	"Virtual Office Services The Biz Hive"	The current title tag is too generic and doesn't include the brand name or target keywords. Updating it to include "Services" and the company name improves keyword relevance and brand recognition. This can enhance click-through rates from search engine results pages (SERPs) and improve search rankings for targeted keywords.
Meta Description	"With fully furnished private offices, virtual mailboxes, and friendly virtual receptionists to answer your phones, we have the services you need to thrive!"	"The Biz Hive offers fully furnished private offices, virtual mailboxes, and virtual receptionists to help your business thrive. Discover our virtual office solutions today!"	Revising the meta description to include the company name and a call-to-action (CTA) makes it more engaging and informative. This encourages users to click on the link from SERPs. Incorporating targeted keywords like "virtual office solutions" can improve keyword relevance and searchability.
URL Structure	"https://thebiz-hive.com/virtual-office"	"https://thebiz-hive.com/virtual-office-services"	Adding "services" to the URL makes it more descriptive and keyword-rich. A clear and descriptive URL improves user experience and can enhance SEO by making it easier for search engines to understand the page content. It also increases the likelihood of users clicking the link when shared.
Header Tags	N/A	Use H1: "Virtual Office Services at The Biz Hive" Use H2s for subheadings like "Private Offices," "Virtual Mailboxes," "Virtual Receptionists"	Implementing header tags (H1, H2, H3) improves the content structure, making it easier for search engines to crawl and understand the hierarchy of information on the page. It enhances user experience by improving readability. Proper use of keywords in header tags can positively impact SEO rankings.



SEO Content Optimizer

By @AndreiOprisan

1 credit per task
3.3K tasks completed

[Hire](#)

[+ Team](#)

Exercise

- Go to agent.ai
- Sign up, its free
- Search SEO
- Click “Hire” on SEO Content Optimizer
- Input your home page
- This will take a few minutes
- A practical use of AI use to improve your web traffic
- Expand your skills and see your gaps
- Each Result is unique to you
- All items are areas of betterment of your business
- Title Tag Most Important onpage element
- Unique and high quality content on your site

Thanks!

Thank you for attending our TED Talk

Should you have any questions, please feel free to reach out.

leo@recesscreative.com

