

Welcome to AI for Business Success

Watch the introduction video!



UPSKILLING ENTREPRENEURS WITH AI

Join our
AI enhanced
entrepreneur
programme
to learn the
business skills
of tomorrow!



START SMART.
BE THE NEXT GEN.



Interreg



Co-funded by
the European Union

Central Baltic Programme



☀️ Training is FREE for participants! ☀️



Start Smart learning programme

Understanding AI basics

- AI fundamentals
- Ecosystems and tools
- Prompting techniques
- Ethics and legal issues
- Pre-assignment

AI for Business Planning

- Market and customer understanding
- Defining the business idea
- Iterating the business plan
- Pre-assignment

Business Prompting Workshop

- AI tools for business
- AI for industry specific information
- AI enabled business coaching
- Pre-assignment

AI for Business Success

- Marketing, sales and customer service
- Cross-border business and networking (Q&A)
- Future-proofing business





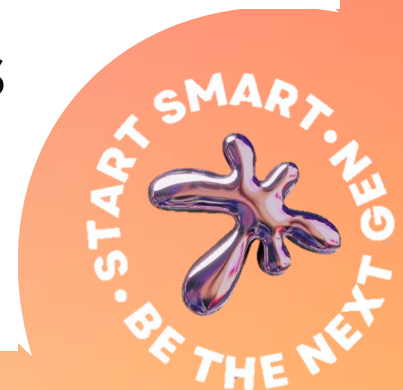
Agenda for module 4

- AI for marketing
- AI for sales
- AI for customer service
- Tips from the trainers
- Future-proofing business



Learning objectives

- ✓ Use AI tools for strategic brand planning, marketing campaigns and marketing content.
- ✓ Use AI-powered tools (e.g., chatbots) for customer service and engagement.
- ✓ Utilize AI for networking and establishing international partnerships.
- ✓ Apply future-thinking techniques using AI to anticipate trends, identify weak signals and develop future business scenarios.



AI for marketing, sales and customer service



AI for marketing your business

Marketing applications

Key AI technologies and solutions

Example use cases

AI-augmented campaign tactics



Sense

- Image and video analysis
- Facial recognition
- Speech analytics
- Text analytics

- Product recommendations based on facial recognition
- Celebrity voice-mimicking campaign
- Redemption of loyalty points based on voice recognition

AI-enabled chatbots and intelligent agents



Act

- Natural language generation
-
- #### Sense, think, and act
- Conversational service solutions
 - Pretrained vertical solutions

- Shortcuts to content (e.g., how-to tutorials)
- Status updates (e.g., points balance)
- Product research (e.g., comparison tools)

AI-powered marketing technologies



Think

- Machine learning platforms
- Deep learning platforms



Sense, think, and act

- AI-enhanced analytics solutions
- Intelligent research solutions
- Intelligent recommendation solutions

- Audience targeting
- Rule and segment discovery
- Personalized product recommendations
- Campaign tailoring and optimization

AI SALES & MARKETING TOOLS THAT WILL HELP YOU WIN IN 2025



Koala

AI-powered chat assistance



Canva

Graphic design



Midjourney

AI art generation



Copy.ai

GTM AI



HeyGen

AI video creation



ElevenLabs

AI voice synthesis



Synthesia

AI video production



Claude

AI conversational agent



Goldcast

Event AI + Video repurposing



Frase

SEO Artificial Intelligence



Jasper

AI content creation service



HeyGen

AI video avatar



Hypefury

Social media scheduling tool



Descript

Audio and video editing



AdCreative.ai

Ad creation at scale w. AI



Distribution.ai

(Coming soon)

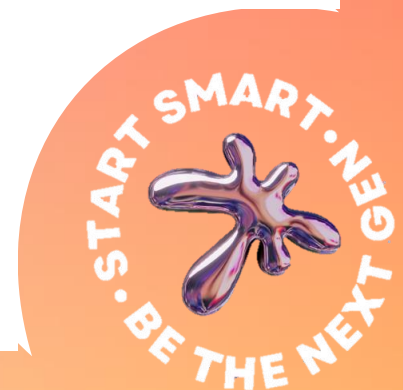
<https://www.forrester.com/blogs/nine-ai-marketing-use-cases-that-have-the-potential-to-deliver-business-value/>

START SMART. NEXT GEN.
BE THE NEXT G

Facts and figures from Gartner

- In 2025, a perceived decay in social media quality will push 50% of consumers to significantly limit interactions with major platforms.
- By 2026, 80% of senior creative roles will be tasked with harnessing GenAI, resulting in increased spending.
- By 2026, 60% of CMOs will adopt specific technologies to protect their brands from GenAI-driven deception.
- By 2027, 20% of brands will position and differentiate themselves as “AI-free” in their business and products.
- By 2028, AI-powered search will reduce brands’ organic site traffic by 50% or more.

<https://www.gartner.com/en/articles/how-marketing-can-capitalize-on-ai-disruption>



AI-Powered Future in Marketing



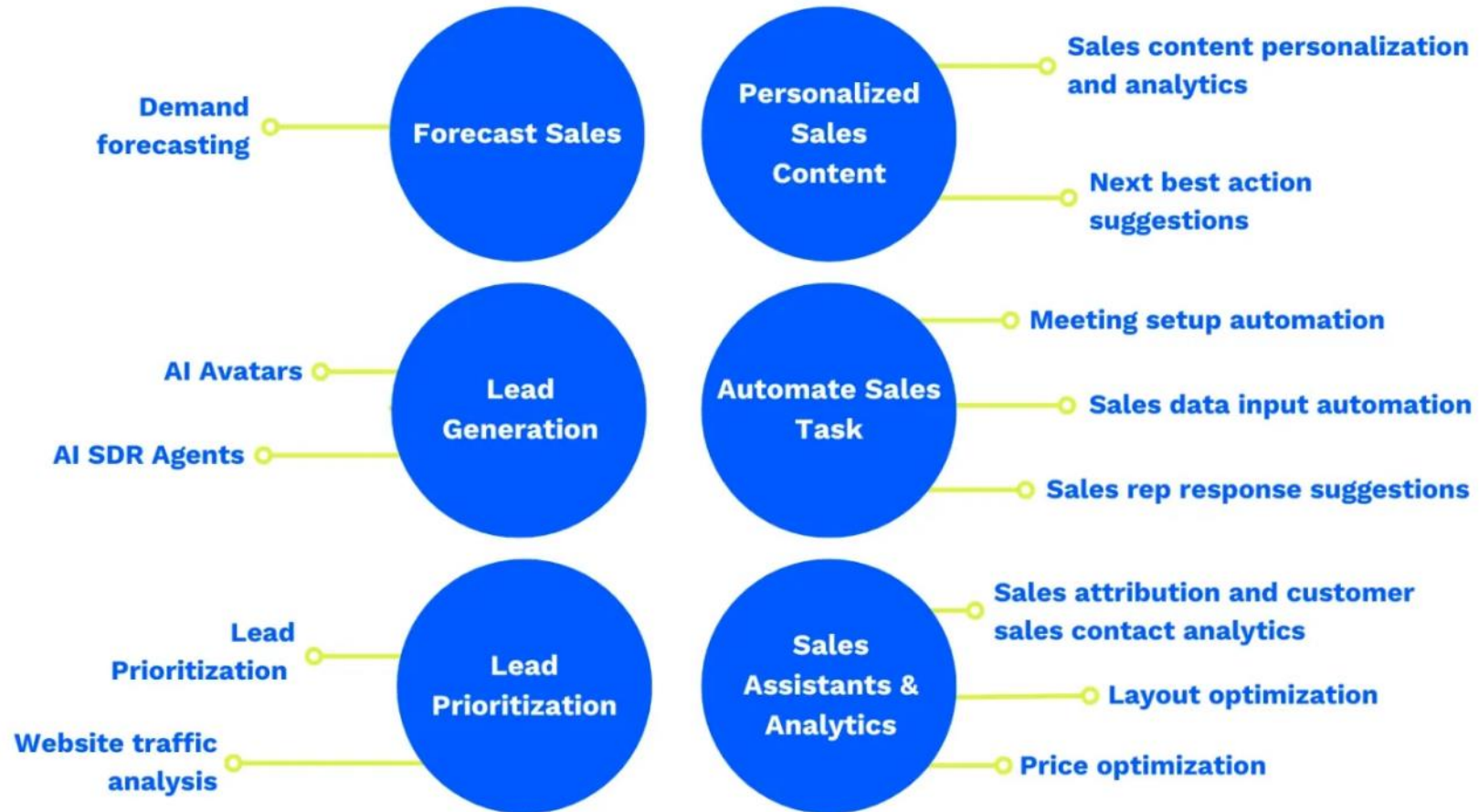
gartner.com

Source: Gartner
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Gartner



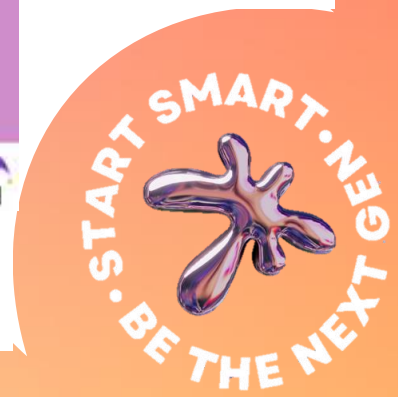
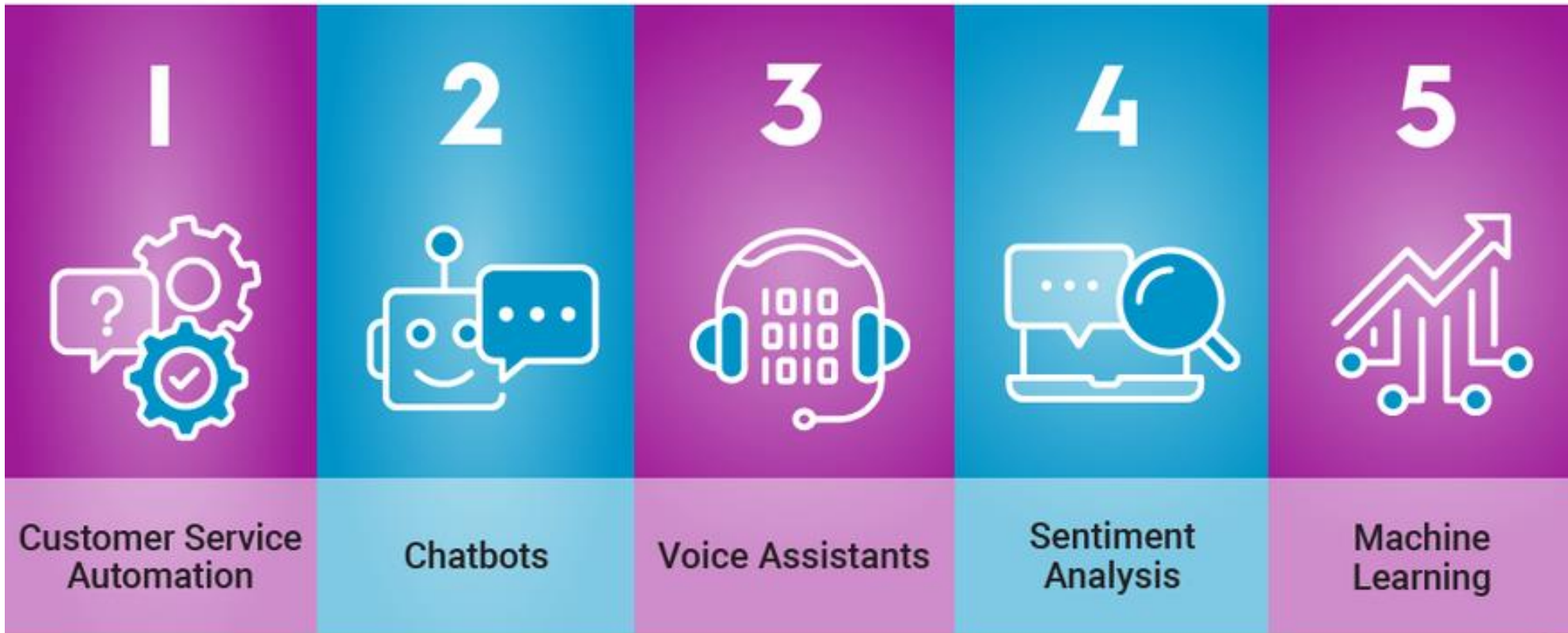
AI IN SALES USE CASES



AIMultiple

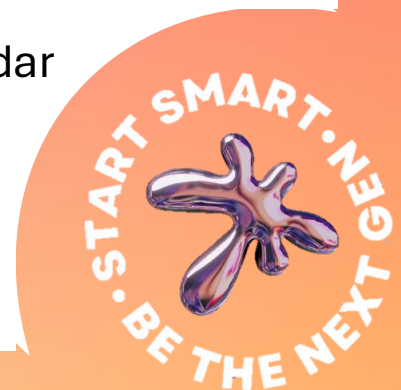


EXAMPLES OF AI IN CUSTOMER SERVICE



Marketing campaign with AI: prompts

- "Act as a copywriter. Craft a core marketing message that emotionally connects with [target audience] and clearly communicates the value and benefits of [product/service]."
- "Act as a digital marketing expert. Recommend the top 3 most effective marketing channels to reach [target audience], with pros and cons for each and a content strategy tailored to them."
- "Analyze my competitors and help me write a unique selling proposition (USP) that clearly differentiates my brand and appeals to my audience's needs."
- "Generate 10 creative digital content ideas for a campaign targeting [target audience] with the goal of [e.g., raising awareness or increasing conversions]."
- "Suggest SMART marketing KPIs (Specific, Measurable, Achievable, Relevant, Time-bound) to track the success of a [goal, e.g., lead generation] campaign for my business."
- "Identify relevant seasonal events, trending topics, or cultural moments within the next 3 months that I can align my marketing campaign with, based on my niche [industry/niche]."
- "Write 3 strong, actionable calls to action for [describe offer or goal] that encourage immediate engagement and are optimized for conversion."
- "Create a social media content calendar for [product/service, industry] in [channels] to increase [goal]."



Sales and leads with AI: prompts

- "Act as a B2B sales strategist. Based on my product [brief description], identify the top 3 ideal customer profiles, including job titles, industries, and company sizes most likely to convert."
- "Act as an eCommerce conversion expert using AI tools. Analyze a typical webstore that sells [insert product type] and suggest 5 specific optimizations to increase lead generation — such as pop-ups, chatbots, product page changes, or exit-intent strategies. Prioritize actions with the highest ROI and explain how AI can help automate or test them."
- "Act as a potential client from [industry] interested in [my product/service]. Simulate a realistic sales meeting, including objections, questions, and buying signals. Help me practice handling tough objections, demonstrating value, and closing the deal confidently. After the roleplay, give me feedback on how to improve."
- "Create a lead scoring model using AI for my CRM. Use variables like website behavior, email engagement, company size, and job role. Prioritize leads that show high buying intent."
- "Write a cold email sequence of 3 messages for [product/service] targeting [target group]. Emphasize value, personalization, and urgency. Include AI-personalized subject lines."
- "Suggest 5 LinkedIn post ideas that position me as a thought leader in [industry], attract my target customers, and encourage them to comment or DM for more info."
- "Create a chatbot conversation flow for my website that qualifies leads, offers a lead magnet, and books a discovery call. Keep the tone friendly and professional."



Customer experience with AI: prompts

- “List common objections or doubts that potential customers might have about [product/service] and provide persuasive, trust-building responses I can use in my campaign.”
- "Act as a customer support automation expert. Design a chatbot flow that can handle FAQs, complaints, and refunds for [product/service], while keeping tone empathetic and responses clear.“
- "Analyze customer reviews, support tickets, and survey data using AI to find recurring pain points and unmet needs. Group findings by theme and suggest actionable improvements.“
- "Use AI to generate 5 personalized upsell or follow-up messages for customers who bought [product]. Base messages on past behavior, preferences, and timing."
- "Create an outline for a smart self-service help center for [industry/product]. Suggest content structure, interactive tools (like AI assistants), and personalization features.“
- "Evaluate how AI can reduce response time in customer service. Suggest tools, strategies, and workflow changes that balance speed with quality in handling support queries.“
- "Create a concept for a customer experience dashboard using AI. What metrics, alerts, and predictive insights should be included to help a service team improve CX daily?"



Let's try!

Choose one prompt from marketing, sales and customer service and try it with your choice of Ai tool. Reflect on the results and discoveries.

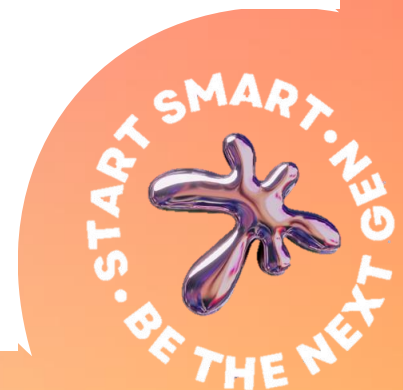


Tips from the trainers!



Read articles about Start Smart!

- Finland: <https://centralbaltic.eu/project-news/unlocking-new-horizons-what-start-smart-coaches-learned-about-ai-and-entrepreneurship/>
- Estonia: <https://centralbaltic.eu/project-news/coaching-with-ai-combining-theory-and-practice-in-upbeat/>
- Article about hackathon winners and winning pitches: [Second Round of AI-Assisted “Start Smart” Courses Empowers young newcomers in Estonia and Finland - Central Baltic](#)
- All other articles: <https://centralbaltic.eu/project/upbeat/>

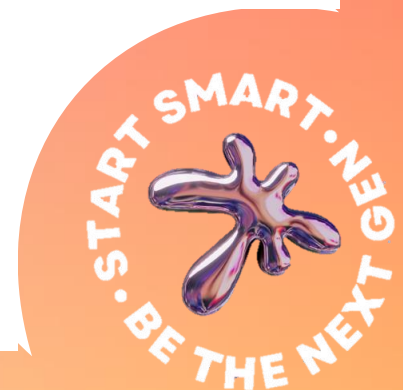


Future proofing your business

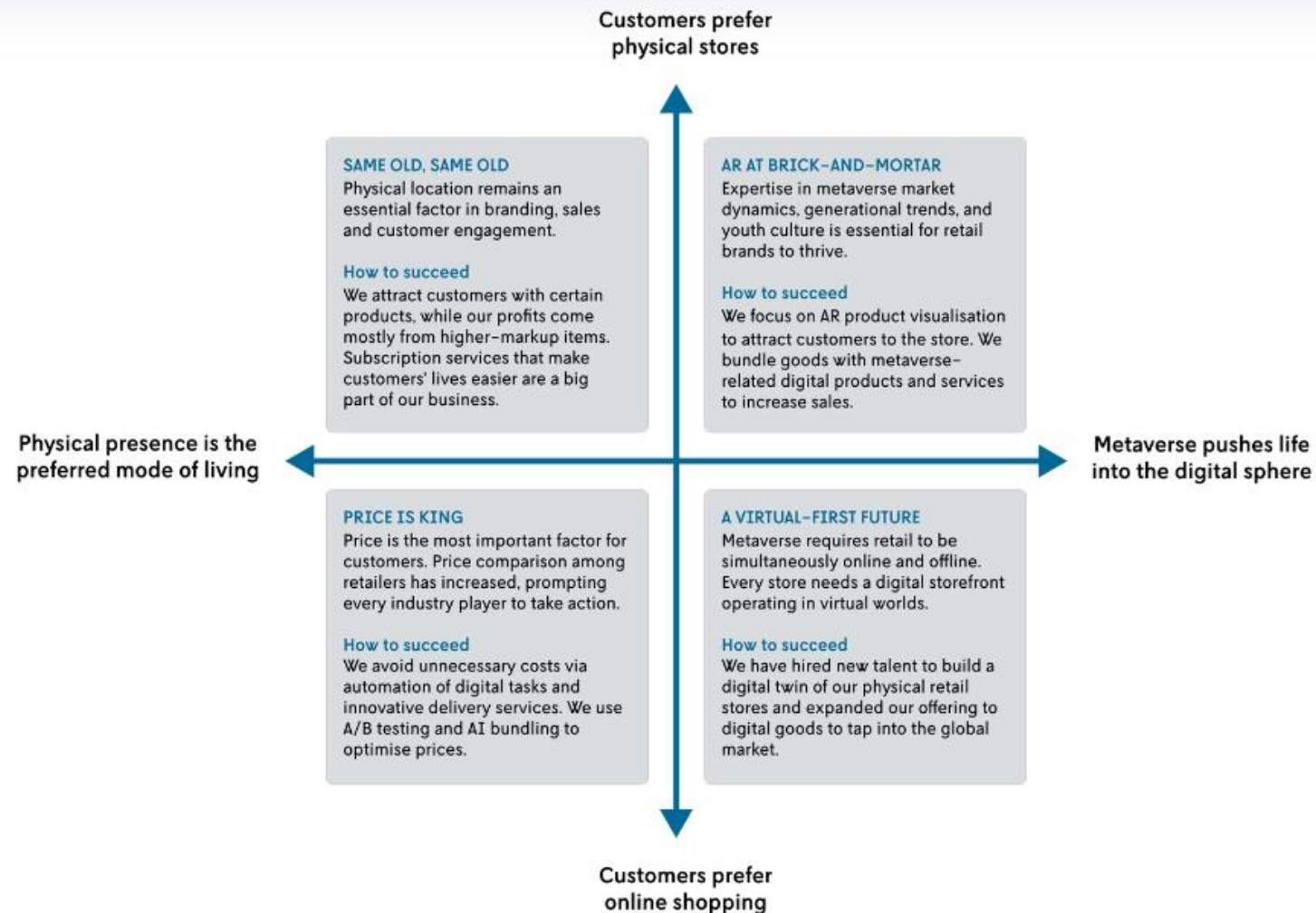


What is future-proofing?

- **Future-proofing** refers to the strategic process of preparing your business to remain competitive, resilient, and relevant in the face of change.
- The change can result from market trends, new technologies, shifting customer behavior or global disruptions.
- It's about being proactive rather than reactive.
- Think of it as “designing your business today to thrive tomorrow.”

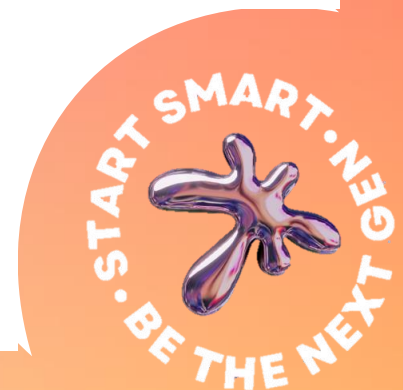


Example: shopping & metaverse



Create a 2x2 scenario matrix

- Prompt: "Act as a strategic foresight expert. I want you to help me create a 2x2 scenario matrix for [insert business/industry here]. First, identify two critical uncertainties that could shape the future of this business over the next 5–10 years. These uncertainties should be high-impact and high-uncertainty. Then, construct a 2x2 matrix using these uncertainties as the axes. Name and describe each of the four resulting scenarios, highlighting the opportunities and risks for the business in each. Present the results in a clear and structured format."
- You can tailor the prompt by adding any of the following:
 - "The business operates in [region or market]."
 - "The business is focused on [product/service]."
 - "I am particularly interested in [e.g. digital transformation, sustainability, regulatory change]."
 - "Present the matrix as a table."



Use the Future Proof Mentor



Future Proof Mentor

By Johanna Mäkeläinen &

Future Proof Mentor helps young entrepreneurs develop and analyze future scenarios to make their businesses resilient in an uncertain world.

Click to start
future-proofing
your business!

We have built a custom GPT to help you future-proof your business.

Let's learn to use it together and then you can continue using it as a mentor.

Access via this link:

<https://chatgpt.com/g/g-67ceea0cbadc8191b56e375cbf64f487-future-proof-mentor>



HAVE YOU FIGURED
OUT HOW AI WILL
IMPACT OUR
BUSINESS?



WORKING
ON IT.



How will AI impact
our business?



There are many ways
that AI can impact

TOM
FISH
BURNE

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Co-funded by
the European Union

Central Baltic Programme

UPBEAT



Upskilling Immigrants for Business Planning and Entrepreneurship using AI Technologies

UPBEAT Project offers **AI-assisted training programs** for young newcomers (ages 15-29) aspiring to start businesses in Finland or Estonia.

Expected Outcomes: The project aims to enhance entrepreneurial skills and improve participants' competitiveness in the labor market.

Partners: Haaga-Helia, Startup Refugees and Estonian Refugee Council

Project duration: August 2024 –January 2026

Funding: co-financed by the European Union through the **Interreg Central Baltic Programme** (Budget: 213.300 €)

centralbaltic.eu/project/upbeat/

