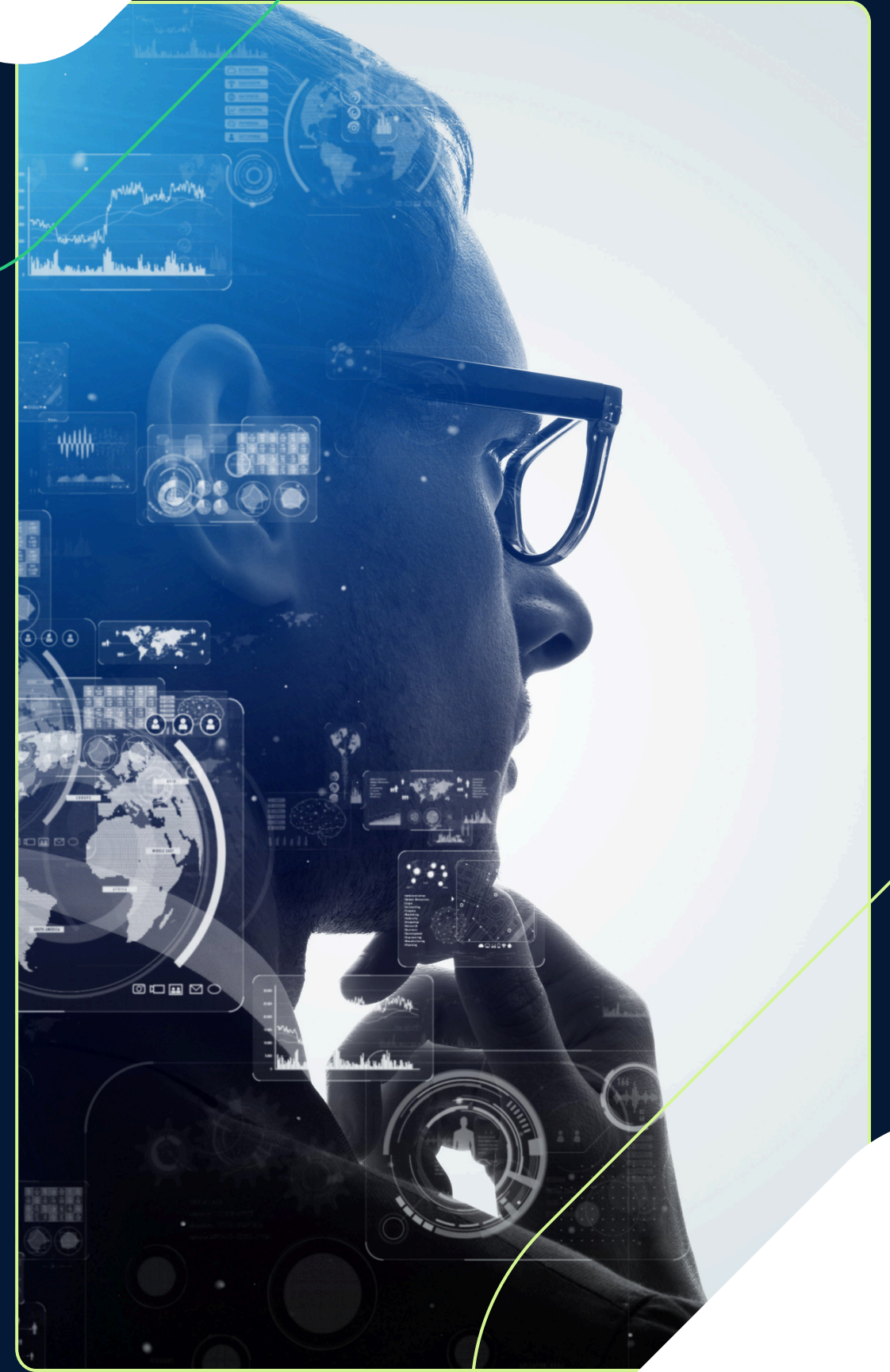


# Marketing + AI Tools For BIA'S + Small Business

Presented by Matt Anthony





# About Me: Matt Anthony

## Co-Founder of the Automation Institute

We provide ai educational services for business owners, helping them navigate the world of ai and automations. We also do custom ai and automation builds for business owners. (1 year 11 months)

## Founder of Invittco Inc

Founder of the creative marketing agency that focuses on social media growth, website management, influencer endorsements and project management services for small & large scale events. (9 years today!)

## Growth Partner at RollinDough.ai

We help pizza shops and takeout restaurants capture their customer data and answer all their phone calls all for the price of \$0. (9 months)

## Talent Agent

I broker endorsement deals for professional athletes, creators and more. My roster has a combined following of over 35 million users across all my talent. (7 years)



## Event Marketing + Management

Worked on just over 80 events in the last 8 years. (1 event every 6 weeks)



## Generated over 350K in Facebook Monetization

Brokered multiple deals and set up creator payouts on Facebook based on view volume.



## Pro Boxing Endorsements

Actively working with undefeated boxer, Lucas Bahdi (signed with Jake Paul's: Most Valuable Promotions)



## Niagara Community Impact Awards

2021 Certificate of Recognition



## Niagara Falls Readers' Choice Awards

16x award winner: Public Relations, Marketing Agency, Events + Business Consulting



## GNCC Nominee 2024

Young Professional of the Year Award + Excellence in Business up 25 Employees



**I got called up in front of 5000 people to go on the Price is Right!!!**

I lost an all expenses vacation to Hawaii, overbid the highest price and left with a free t-shirt. lol.



# What You'll Learn today:

**What marketing practices are we utilizing to assist with marketing for BIA's?**

**The importance for 33% rule for content management & posting.**

**What AI tools are we using to assist with marketing, customer/data acquisition?**

**An overview of the 90 day road map that can implement directly following this presentation.**

## **What marketing practices are we utilizing to assist with marketing for BIA's?**

After working with 3 BIAs from a marketing perspective, I've found that there are 3 major challenges when it comes to keeping both local businesses and area visitors consistently engaged.

# What marketing practices are we utilizing to assist with marketing for BIA's?

1. Lack of unified promotion: Many businesses are marketing on their own, but there isn't always a strong, consistent collective message that gives people a reason to pay attention to the area as a whole.

2. Inconsistent consumer engagement: People may visit once for an event, a restaurant, or a promotion, but there's often no system in place to keep them engaged, bring them back regularly, or turn them into repeat visitors.

Lastly: Limited communication and participation from businesses. Not every business owner has the time, energy, or resources to actively participate in campaigns, events, or marketing initiatives, which makes it harder to create momentum across the district.

# The 33% Marketing + Posting Rule

What I've found to be most effective for posting to mitigate these challenges are the following:

1) 33% of posts should be individual posts about the businesses on the street. "A local spotlight" or "Local Feature" post. This showcases the business, what they offer, what they do and how people can reach them. This can also be segmented by industry as a swipe post.

Example: "Restaurant Highlight", then you do a post that showcases all those physical restaurants, what they offer and who they serve.

## The 33% Marketing + Posting Rule

What I've found to be most effective for posting to mitigate these challenges are the following:

2) 33% of posts should be based on events or community initiatives that are taking place within the BIA.

This showcases community engagement and builds up the awareness as to what is actually happening inside the community among the membership.

## The 33% Marketing + Posting Rule

What I've found to be most effective for posting to mitigate these challenges are the following:

3) 33% of posts should be based on specific offerings about individual businesses based on their current marketing efforts.

Example: A professional service based business is offering a FREE Consultation as one of their ways to acquire new business. That should be showcased with some form of CALL TO ACTION to that specific business.

## **The 33% Marketing + Posting Rule**

Our goal from a marketing perspective is to act as an amplifier, retention builder and attention getter for the businesses within the membership as well as the individuals who visit those businesses.

Now here's a marketing method that I think is the most overlooked way BIA's could capture attention while building a database of contacts...

# Influencer + Content Creator Giveaways

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There's three types of influencers/content creators to work with:

There are three main types of influencers to work with:

Nano influencers: 1K–10K followers

Micro influencers: 10K–100K followers

Mega influencers: 100K+ followers

## Influencer + Content Creator Giveaways

Nano Influencers/Creators are phenomenal to work with because they typically have a great local or engaged following. You can broker compensation by gifting them product or services, in exchange for content and they provide.

You gift them the experience of what you want to showcase, then you giveaway something of value (I recommend at least \$100 worth) and then you encourage people to engage through a call to action.

Call to action being: follow the account, sign up for our newsletter with your email, share this post, etc.

# What tools are we utilizing to assist with marketing?

For content ideation: CHATGPT PRO

For content optimization for long form content: Opusclip.pro

For content organizing: Canva Pro + Canva AI

For website ideation + design: Loveable.dev or Claude Code

For Content Scheduling: Meta Business Suite or Content Studio.io

For meeting notes and conversation summaries: Fathom (free)

For Instagram Automations: ManyChat

For automated workflows + CRMS: Go High Level

**Now that sounds good...  
but how do we put these  
tools into ACTUAL practice?**



**We need to train our AI so it  
thinks and acts how we want...**

The way we maximize the output with AI  
is by focusing on prompt training.

**Before I dive into prompt training... I want to tell you about Rollin Dough AI.**



**Rollin  
Dough**  
AI FOR RESTAURANTS



**Rollin  
Dough**  
AI FOR RESTAURANTS

**This is a fully autonomous  
ordering and data collection tool  
to make pizza shops and  
restaurants more money and  
save time all for the price of \$0.**



**Instead of a human answering the phone for takeout orders, imagine if that was fully handled by AI. You can call or text your order and our AI will handle the order and connect it directly into the business owners POS system.**

**Every business owner that uses this system gets access to all the customers information simply by them calling in or texting their order.**

**Business owners can then take that data and send out text message blasts (which is direct marketing) to some or all their customers right from their cell phone.**



**If you want to learn more about Rollin Dough feel free to send me an email at:**

**[mattanthonybusiness@gmail.com](mailto:mattanthonybusiness@gmail.com)**

**Or visit our website at [rollindough.ai](https://rollindough.ai)**

Now let's dive into prompt training so we can maximize our output (aka: get the most out of AI)

RAISE (Prompt Framework)

Matt Anthony's Custom ICP Branding +  
Marketing Framework Doc

# RAISE PROMPT FRAMEWORK:

Role

Action

Inputs

Structure

Example

## RAISE PROMPT FRAMEWORK:

“Act as a [role]. I want you to [task/action] for a [type of business] called [business name] that serves [audience/location]. The tone should be [tone], and use a color palette of [colors]. Please structure it as [format or layout instructions], and include things like [any must-haves]. Avoid [undesired traits] and make it [any other preferences].”

The more that AI understands you, the more that you talk to it, the more you tell it HOW you want things done, the better output it will create for you.

## Now let's dive into your 90 Day Marketing Roadmap

This 90-day roadmap helps BIAs turn events, social media, and AI tools into a clear system for building stronger community engagement and measurable economic impact on main streets. It guides them through setting goals, activating campaigns, capturing data, and proving results in a way that supports local businesses and strengthens stakeholder confidence. The overall purpose is to move beyond one-time event buzz and create a repeatable strategy for sustainable main street growth.

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## Weeks 1-4:

The first four weeks focus on building the foundation by defining what success looks like for the BIA and identifying the key economic outcomes they want to influence. This phase includes auditing current marketing assets, social channels, events, and communication systems to understand what is working and what is missing.

From there, the BIA builds a simple growth funnel that connects awareness, engagement, attendance, and business action. The team also begins organizing its content, campaign structure, and measurement strategy so every activity has a purpose. AI tools are introduced here to help streamline content creation, reporting, and day-to-day execution.

## Weeks 4–8:

This phase shifts from planning into action by launching campaigns that build excitement, spotlight local businesses, and strengthen community connection. The BIA uses storytelling, event promotion, influencer collaborations and merchant-focused content to increase visibility and drive participation. During this time, the team also puts systems in place to capture valuable audience data through QR codes, signups, surveys, and offers.

Events are treated not just as one-time activations, but as opportunities to generate ongoing engagement and future visits to the district. The goal is to turn community attention into trackable actions that support local businesses.

Weeks 8+:

The final stretch focuses on follow-up, optimization, and proving impact in a way that stakeholders can understand and support. After events and campaigns, the BIA gathers feedback from both businesses and the public to measure what worked and where improvements can be made.

The team reviews performance across the full funnel, including reach, engagement, attendance, participation, and economic signals tied to local business activity. These insights are then packaged into a simple impact report that demonstrates value to the board, members, sponsors, and municipal partners. The roadmap ends by turning the strongest strategies into a repeatable system the BIA can use again for future growth.

# 90 Day Road Map Document



# Thank You for Attending!

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