

Getting started with *AI agents* for marketing 🙋



Eveline

Hi,
I'm Eveline
Smet 🙌

Founder & CEO of The Growth Agency

My passion:
Helping
corporates
drive scalable
revenue 💰

Who are our clients?





My AI-journey so far. I'm a digital marketer who:

- ✓ Uses AI A LOT
- ✓ Has a growth mindset
- ✓ Loves to test new tools
- ✓ Is fascinated by technology
- ✓ Is obsessed with data and automation
- ✓ Loves to help others succeed with tools & AI
- ✓ Works with AI-tools for clients & in-agency since 2022



Keeping up with AI can be overwhelming

It can be overwhelming and almost impossible to keep up.

I'm here to help you work with **easy workflows** and **prompts** you can use in your day-to-day life as a marketer

Anyone can use these, whether you have been using ChatGPT or other tools, or not.



I've given AI- masterclasses to over 300 Belgian marketers including from the following corporates:

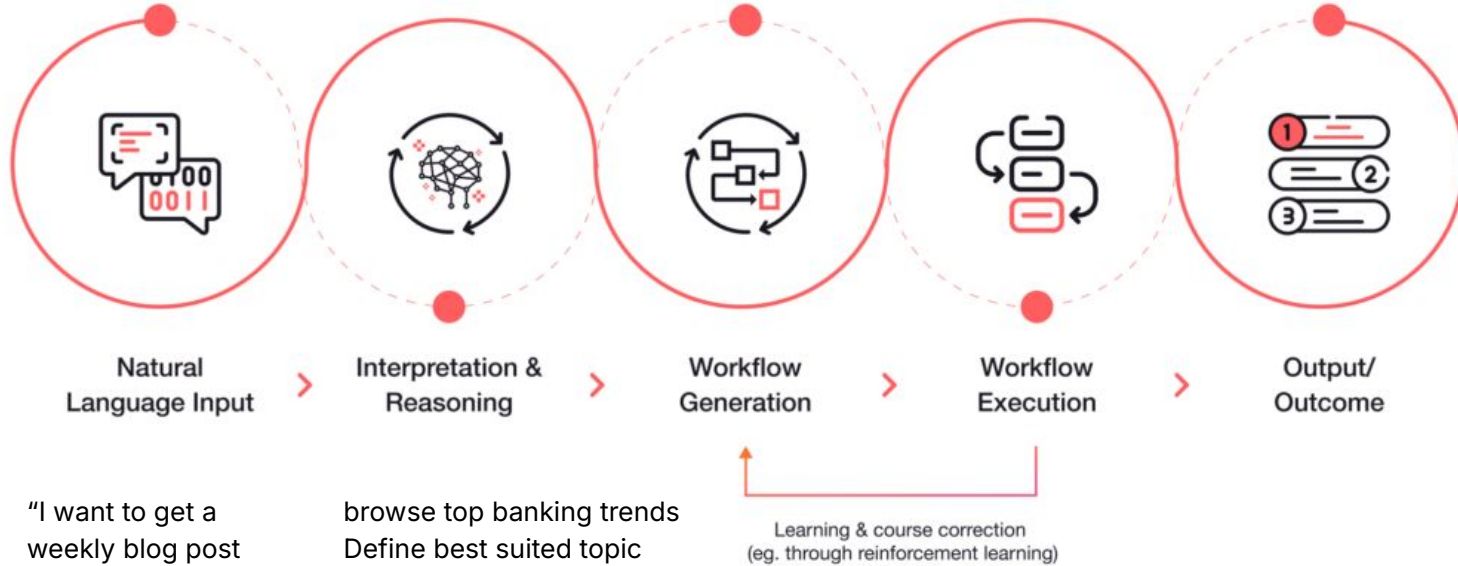


What is an AI agent?

AI-agents explained



What are AI agents?

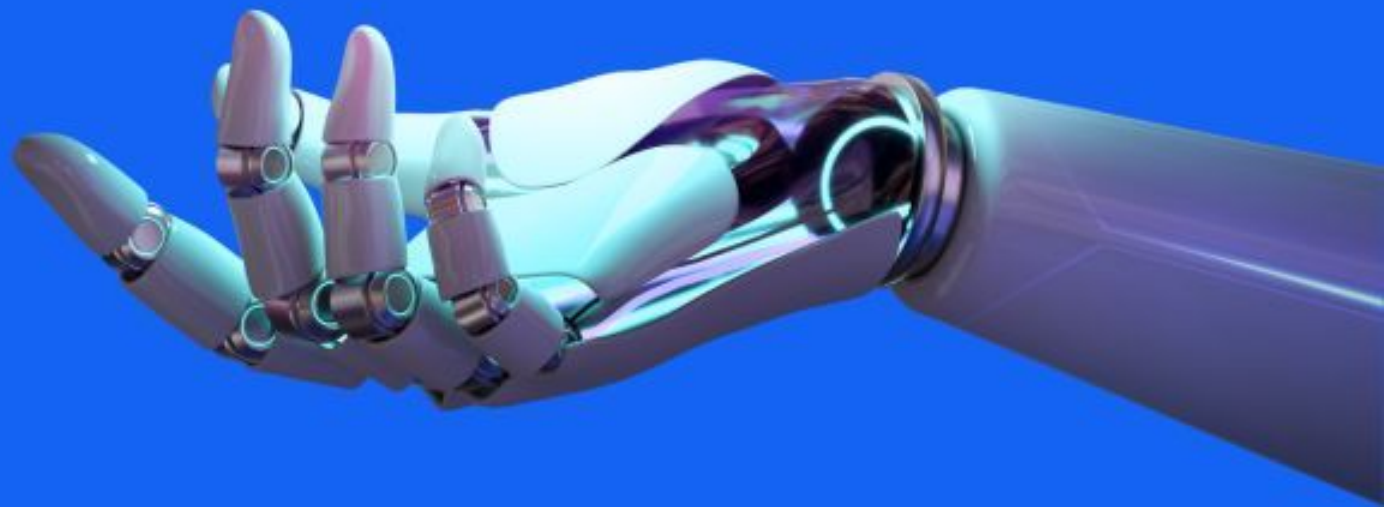


"I want to get a weekly blog post draft for an SEO-optimized blog post about a key trend in banking"

browse top banking trends
Define best suited topic
Create article outline
Look for main keywords
Create seo optimized content
Draft full article
Send to email

Learning & course correction
(eg. through reinforcement learning)

**"AI will not replace you,
but the person using AI will."**



Where to start? 🤔

1. Use LLM's in your daily workflow
2. Set up custom GPT's
3. Work out AI automations
4. Experiment with AI agents

When to use an AI agent vs a custom GPT?

Feature	Custom GPT	AI Agent
Interaction Type	User-driven (responds to queries)	Goal-driven (autonomous actions)
Decision-Making	Predefined instructions	Takes independent decisions
Integration Depth	Can use APIs to retrieve info	Can integrate & act on data
Multi-Step Tasks	No, responds per query	Yes, completes full workflows
Automation Level	Basic (needs user input)	Advanced (runs end-to-end tasks)
Example	GPT that generates ad copy	AI that launches and optimizes ads

When to build & use a custom GPT?

When you need to collaborate (internally/externally)

- If you are working with **different internal or external individuals on the same project**. This could be internal colleagues or an agency/freelancer
- Example: You are creating content for a new website together with 2 internal colleagues and your digital marketing agency. The content needs to follow both internal guidelines and SEO best practices.



When to build & use a custom GPT?

When You need consistent brand voice & messaging

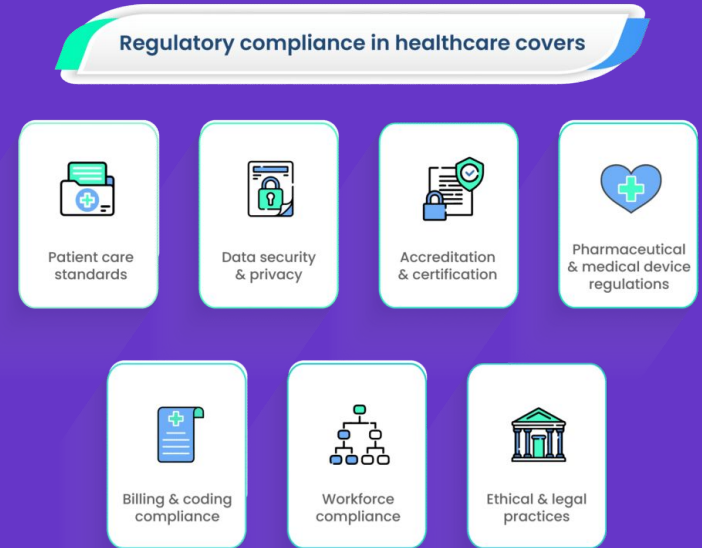
- If you want AI-generated content that consistently follows your company's **brand tone, values, and communication style**.
- Example: A **luxury fashion brand** might need an AI that communicates in a refined, sophisticated manner.
- A communication or marketing team might need to have a unified way of communicating on all marketing channels



When to build & use a custom GPT?

When you require industry-specific compliance & need to follow guidelines

- If your industry has legal, **regulatory**, or **ethical guidelines** (e.g., finance, healthcare, or pharmaceuticals) that ChatGPT does not natively understand.
- Example: A **healthcare company** might build a GPT that follows **GDPR and HIPAA** compliance when handling patient interactions.



**Which marketing tasks to
transform to custom GPT's or
AI-agents?**

How to find out which marketing tasks should be transformed into a custom GPT or AI agent?

- Keep an overview of all the tasks you & your team do during 2 weeks
- See which tasks are repetitive
- Write down how much time each task takes
- Choose to automate the most repetitive & time consuming tasks

Task Name	Team Member	Time Spent (min/day)	Frequency (per week)	Repetitive? (Y/N)	Pain Point? (Y/N)
Writing social media captions	Sarah	60	5	✔ Yes	✔ Yes
Responding to customer FAQs	Alex	45	10	✔ Yes	✔ Yes
Analyzing campaign reports	Mark	90	3	✘ No	✔ Yes
A/B testing ad copy variations	Emma	40	7	✔ Yes	✔ Yes
Writing email marketing copy	John	80	3	✔ Yes	✘ No

Automate these tasks:

Focus on tasks that meet at least two of these criteria:

- ✓ Takes **more than 2 hours per week**
- ✓ Happens **multiple times per month**
- ✓ Requires **standardized responses or formats**
- ✓ Could be **easily structured as prompts for AI**

🔗 **Example tasks that fit these criteria:**

- **Social media Management:** Generating captions, hashtag research, engagement replies.
- **Ad campaign optimization:** A/B testing ad copies, creating ad descriptions.
- **Content creation:** Drafting blog outlines, rewriting content in different tone of voice, SEO optimizing content.
- **Customer support:** Automating FAQ replies, handling incoming inquiries.
- **SEO & research:** Keyword analysis, summarizing competitor content.
- **Employee onboarding:** GPT as chatbot for internal questions, where to find documents, which SOP to use



AI-automation Builders & AI-agent builder platforms

- These platforms allow you to use pre-made (more basic) automations or build your own automations by connecting multiple sources & webhooks
- These platforms are generally easy to use and no-code, meaning that you don't need much technical knowledge to use them



Automation use cases: tool templates on make.com

App automations

- Do basic app automations with tools such as make.com
- This was already possible with webhooks years ago (IFTTT, Zapier), but now you can add AI tools in the mix, to get better automations



Watch for new blog posts



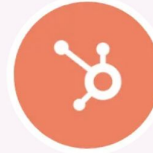
Create an AI summary



Post the AI summary



Fetch new leads



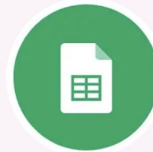
Add new leads to CRM



Start nurture campaign



Count hours worked



Add to spreadsheet



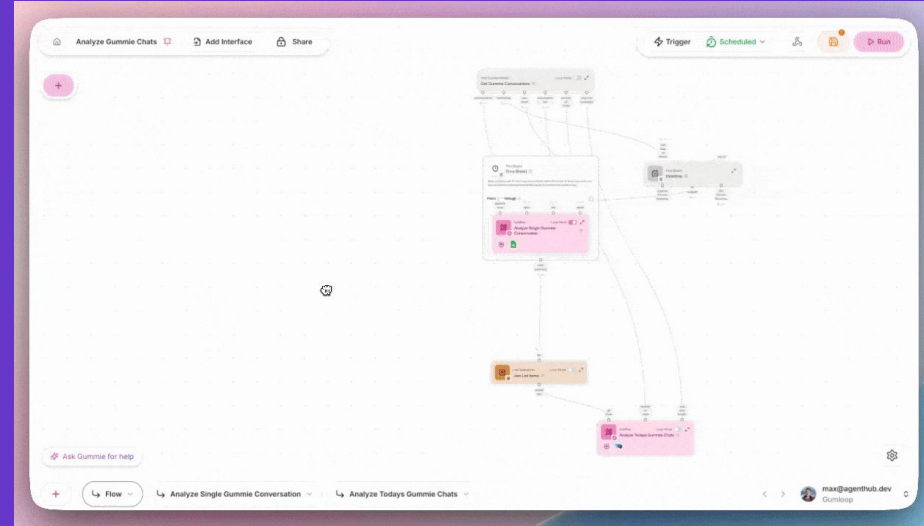
Create an invoice

AI-agent use case



Customer service daily digest

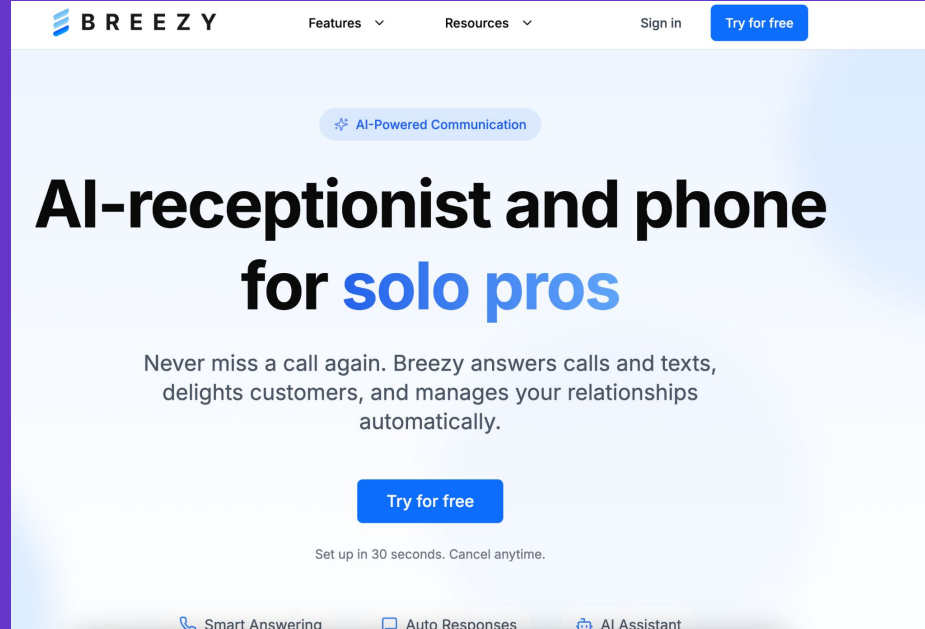
- Grabs all support questions (mailboxes, social media)
- Reads & analyzes user complaints & requests
- Sends a daily (or weekly) digest mail to management about patterns and gives recommendations.
- Takes maximum 1 day to implement, saves countless amount of hours, increases internal knowledge



AI-agent use case (turned SaaS)

AI-receptionist

- Answers all incoming enquiries (call, mail, whatsapp,...)
- Conversation handling & task management (what's urgent, what can wait?)
- Adds customer data into a CRM
- Schedules follow-up for the incoming calls



The screenshot shows the Breezy AI receptionist website. The header includes the Breezy logo, navigation links for 'Features' and 'Resources', a 'Sign in' link, and a 'Try for free' button. The main content area features a blue banner with the text 'AI-Powered Communication'. Below this is the main headline 'AI-receptionist and phone for solo pros', where 'solo pros' is in blue. A sub-headline reads: 'Never miss a call again. Breezy answers calls and texts, delights customers, and manages your relationships automatically.' A prominent blue 'Try for free' button is centered below the text. Underneath the button, it says 'Set up in 30 seconds. Cancel anytime.' At the bottom of the page, there are three icons with labels: 'Smart Answering', 'Auto Responses', and 'AI Assistant'.

☐ Easy as one, two, three.

How it works

Try for free →

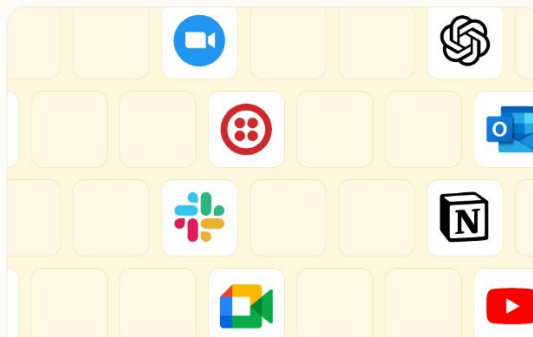
⚡ When this happens...



🛠️ Do this

1 Select a trigger

A trigger is an event kicking off your AI agent – like a new email in your Gmail inbox.



2 Connect your apps

Hundreds of integrations available.

Email body


✨ Write a personalized email to the lead, using the info you found about them

3 Let AI do the work

Give custom instructions to your agent, all in natural language.

Work with pre-loaded templates on Lindy.ai in a chat interface


 Can you help me monitor my company's online presence?

 I'll track your brand mentions and send you regular reports.

 **Set Up Brand Monitoring**
Brand monitoring ready 

I'll search across social media, news sites, and review platforms to track your brand's digital footprint.

You'll receive comprehensive weekly reports with sentiment analysis, key mentions, and actionable insights delivered straight to your inbox.

 Can you track prices for these competitors: Amazon.com/electronics, BestBuy.com/laptops, and Walmart.com/computers?

 I'll help you track those competitor prices right away.

 **View Price Tracking Setup**
Tracking Configuration 

I'm setting up price monitoring for:

- Amazon Electronics
- Best Buy Laptops
- Walmart Computers

Your weekly reports will include pricing trends, competitive analysis, and market insights. Is there anything else I should add?

Canvas

Suggested Zap ✕

Assign sales rep and contact new lead

⚡ Create this Zap

Recommendation

Kristen Cooper 📄

Assign sales rep

Is customer new

Yes → Kristen

No → Adira

Send nurture campaign email sequence

3 steps

New lead

Website sign up

Sign up for a demo

Adira Jones 1hr ago

@kristen Approved! Thanks for the help 🙌

Reply

Basic: [Canvas] [Zapier] [Text]

Apps: [Zapier] [SendGrid] [Canvas] [Zapier]



Agent Marketplace



Ideal Customer Profile (ICP) Builder
By @Shaalin

1 credit per task
10.4K tasks completed
★ 4.42 (1046 reviews)

Go



HubSpot App Marketplace Listing Grader
By @hughdurkin

1 credit per task
9.6K tasks completed
★ 4.37 (991 reviews)

Go



Executive DISC Profile
By @vekambar

1 credit per task
4.9K tasks completed
★ 4.37 (202 reviews)

Go



Video Script Generator
By @jm3

1 credit per task
72.8K tasks completed
★ 4.20 (1200 reviews)

Go



Web Design Grader
By @salilsethi




Website Domain Valuation Expert
By @dharmaesh




Earnings Call Analyzer
By @dharmaesh



Loading Message Writer



 Genspark.ai

Meet Genspark Super Agent

 GitHub ★ 59,977

Secure, AI-native workflow automation

The world's most popular workflow automation
platform for technical teams

[Get started for free](#)[Talk to sales](#)

IT Ops



SecOps



DevOps



Sales

AI automation builders

Gumloop

Use Cases ▾

Resources ▾

Company ▾

Pricing

Get started

Automate any workflow with AI

No coding required.

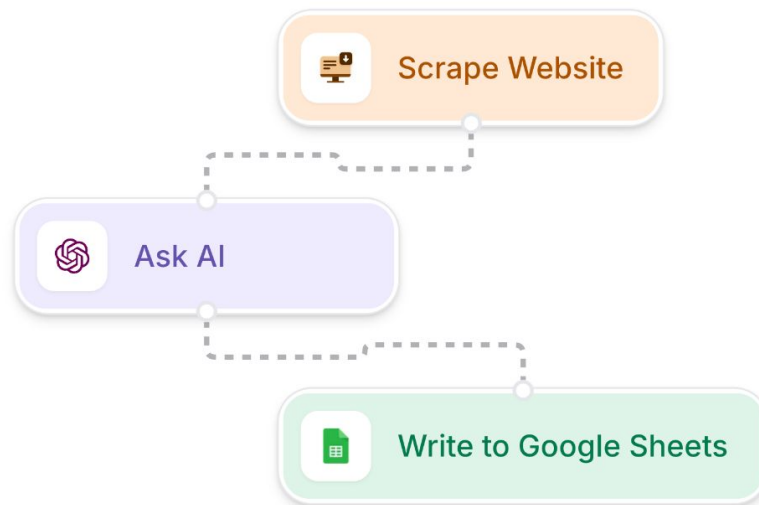
Get started (it's free)

Contact Sales

Trusted by

Webflow samsara siena

*Not just logos, they actually use the platform.



Where to start? 🤔

1. Use LLM's in your daily workflow
2. Set up custom GPT's for specific tasks
3. Work out AI automations (on paper first)
4. Experiment with AI agents

Keeping up with AI can be overwhelming

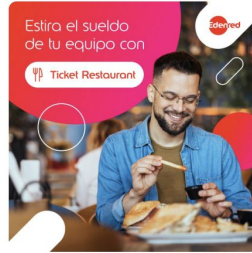
Don't be blinded by the next 'shiny object'.
Try to automate /streamline existing business & marketing tasks.

Start with the basics:

**ChatGPT (or other LLM) ⇒ custom
GPT ⇒ AI agents**

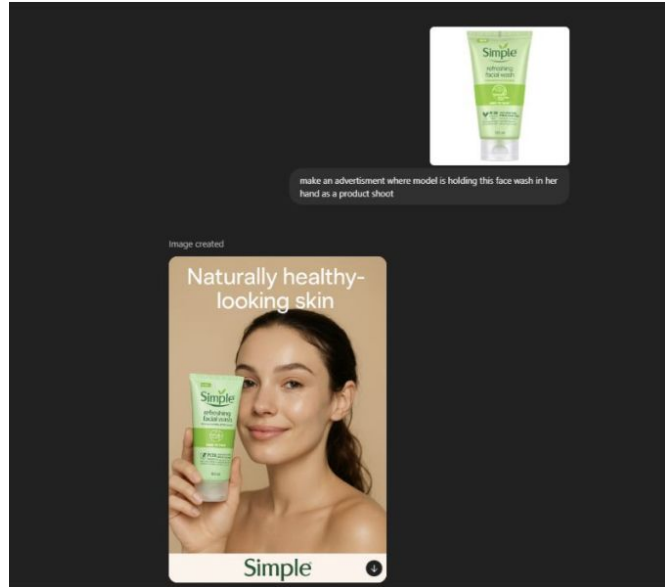
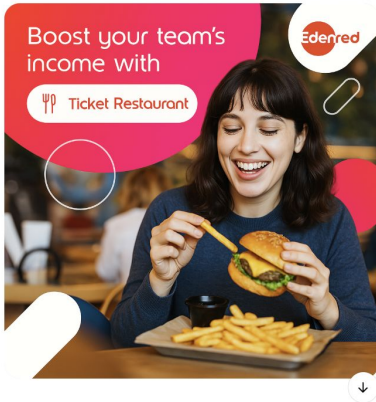


Bonus for marketers: ChatGPT image generation for ads



Recreate this ad in English and put a woman eating a burger

Image created



make an advertisement where model is holding this face wash in her hand as a product shoot

Image created



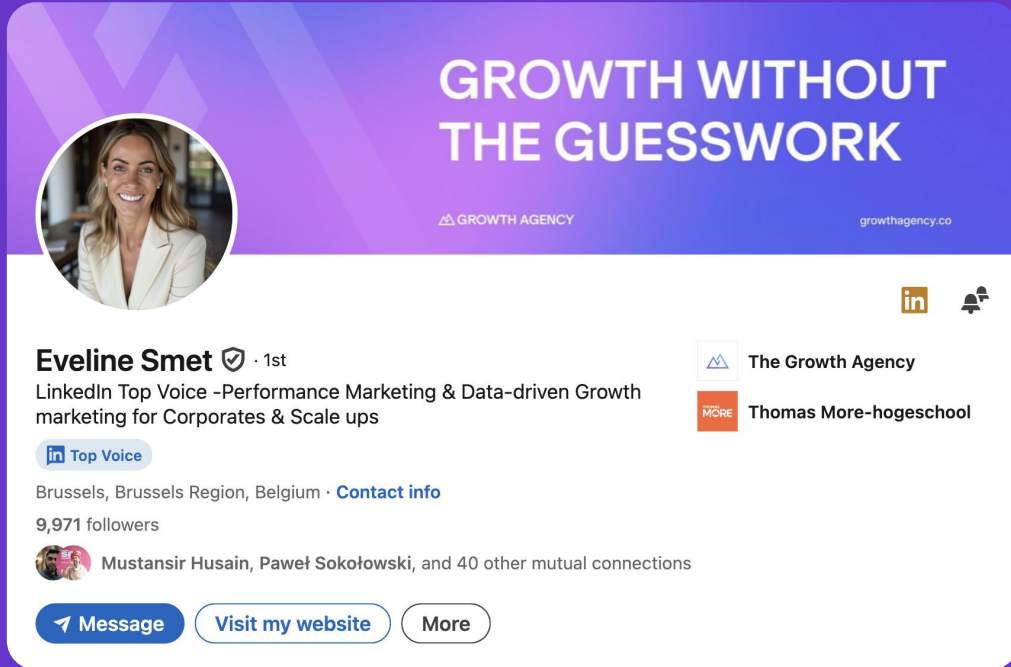
What's next? Always think:





- How can AI help me with this?
- Keep on experimenting, failing and learning.
- Have a growth mindset


This is the worst AI will ever be.. But we are still early!

Lets connect!





GROWTH WITHOUT THE GUESSWORK

 **Eveline Smet**  · 1st
LinkedIn Top Voice -Performance Marketing & Data-driven Growth marketing for Corporates & Scale ups


 **Top Voice**



Brussels, Brussels Region, Belgium · [Contact info](#)


9,971 followers


  Mustansir Husain, Paweł Sokołowski, and 40 other mutual connections

[Message](#) [Visit my website](#) [More](#)

 GROWTH AGENCY growthagency.co


 


 The Growth Agency

 Thomas More-hogeschool




Have a chat with Pierre today!



 GROWTH AGENCY




Helping clients reach their targets
by making data-driven decisions



Pierre Moncamp · 1st
Head of Digital Marketing @ The Growth Agency
Brussels, Brussels Region, Belgium · [Contact info](#)

 **The Growth Agency.**
 **Toulouse Business School**

480 connections

 Mustansir Husain, Farah Maulida Firdaus, and 70 other mutual connections

[Message](#) [More](#)