



How to use AI in your
Marketing for
Maximum Impact!





WHAT WE'LL BE COVERING TODAY:

- ✓ what AI is not!
- ✓ 10 ways to use AI
- ✓ my AI tool recommendations
- ✓ how to prompt AI properly
- ✓ a freebie for you!
- ✓ Q&A time





HI, I'M SARAH ORCHARD



 **FOREST
OF DEAN &
WYE VALLEY** 




**GET FULLY
BOOKED**




THE HUDNALLS
HIDEOUT



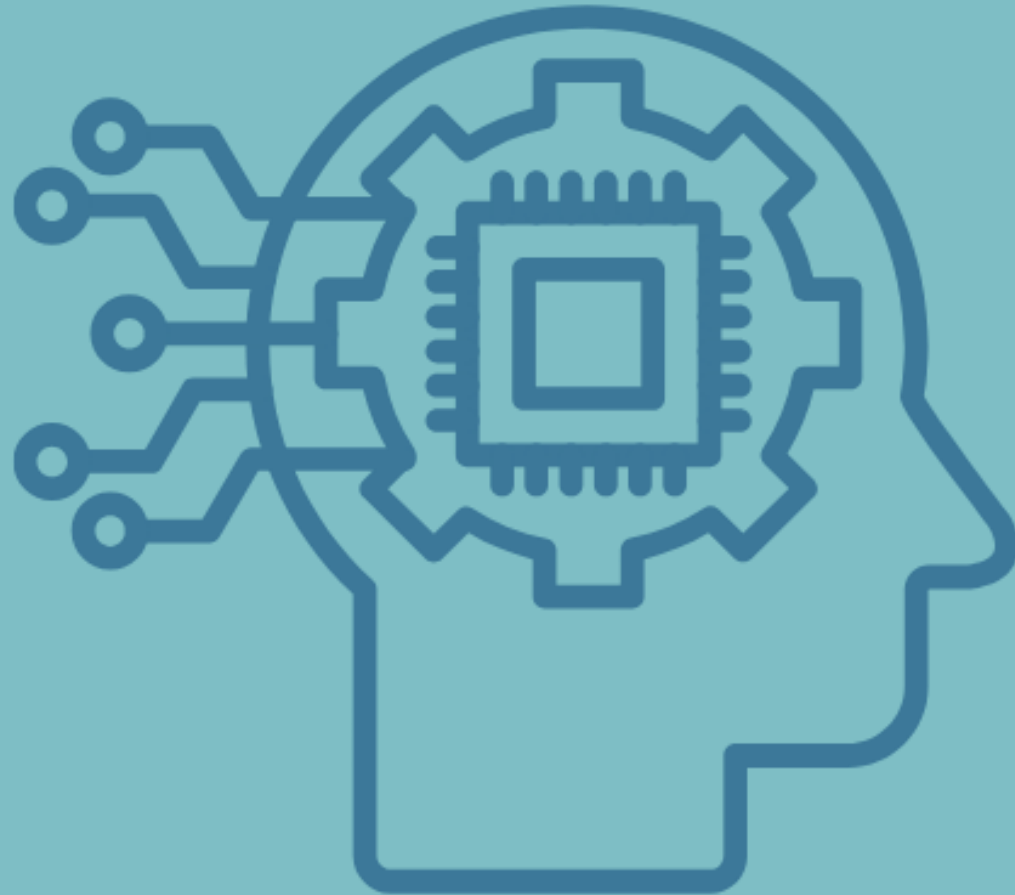
OK. LET'S GO!
WHO HERE USES AI?



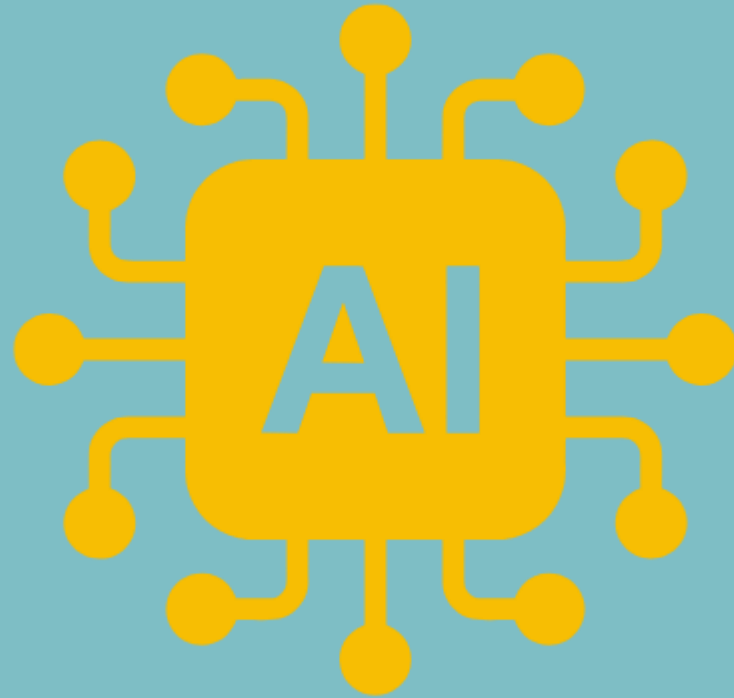
WHAT IS NOT!
★
WHAT AI IS NOT!



IT IS NOT A REPLACEMENT FOR YOU!



WHAT AI IS....



USES OF AI IN YOUR TOURISM BUSINESS



#1 - BOOST YOUR LISTINGS



- ✓ Write better, more *bookable* listing descriptions

Instead of bland list of amenities/features:

- ✓ AI helps create a branded listing that is optimised for your ideal customer search



#2 – GUEST COMMS ON STEROIDS!

- ✓ Personalised guest communication (at scale)

AI can create:

- ✓ Pre-arrival emails
- ✓ Upsell messages
- ✓ Local recommendations



#3 – MARKETING CAMPAIGN IDEAS

- ✓ Turn one idea into a full campaign (in minutes)
AI can take a single offer (e.g. “midweek stays or “Kids eat/go free””) and turn it into:
 - ✓ Email campaigns
 - ✓ Instagram post with hooks/captions
 - ✓ Blog posts
 - ✓ Website copy



#4 – THE POLITEST VERSION OF YOU!

- ✓ Instantly respond to reviews (without sounding like a robot!)

AI helps craft thoughtful replies to:

- ✓ Glowing 5-star reviews
- ✓ Awkward complaints



#5 – SUPERCHARGE YOUR SEO!



Improve SEO without being an expert

AI can:

- ✓ Suggest keywords customers are searching for
- ✓ Optimise website pages
- ✓ Write blogs that rank on Google



#6 – SHOW UP ON SOCIALS CONSISTENTLY

Struggling with “what to post?”

AI can generate:

- ✓ Your Content Pillars
- ✓ 30 days of content ideas = social media plan
- ✓ Captions in your tone of voice
- ✓ Hooks that actually stop the scroll



#7 – TURN GUEST QS INTO MARKETING GOLD



Feed your customer FAQs into AI and get:

- ✓ Website FAQ sections
- ✓ Blog content
- ✓ Social posts

👉 If guests are asking it, others are Googling it.



#8 – NO BUDGET FOR A PHOTOSHOOT? NO PROBLEM!

Using tools like Nano Banana or Midjourney:

- ✓ Visualise seasonal scenes (e.g. “cosy winter cabin vibes”)
- ✓ Add sunshine or snow when you haven’t had any!
- ✓ Add ideal customers into your existing images
- ✓ Create ads or social graphics using Canva



#9 – STUCK FOR PROMO OFFERS???

AI can help brainstorm:

- ✓ Seasonal packages
- ✓ Experience-led stays (romantic, foodie, family adventure)
- ✓ Urgency-driven promotions



#10 – HOW'S IT GOING???

Analyse what's working (and what's not)

AI tools can review:

- ✓ Website performance
- ✓ Email open rates
- ✓ Social engagement



TIME FOR A QUICK AI QUIZ...





**Q: WHAT IS THE TERM FOR A "FAKE" ANSWER
GENERATED BY AN AI CHATBOT THAT SEEMS
PLAUSIBLE BUT IS ENTIRELY INCORRECT?**



MY AI TOOL RECOMMENDATIONS



MY AI TOOL RECOMMENDATIONS



WHICH AI TOOLS ARE BEST FOR WHAT?

- ✓ **CREATIVITY / IDEA GEN = CHATGPT / CLAUDE**
- ✓ **SOCIAL MEDIA = BUFFER / CANVA**
- ✓ **WEBSITES = LOVABLE (CAUTION - SEO LIMITATIONS!)**
- ✓ **VIBE CODING = CLAUDE**
- ✓ **MEETING NOTE TAKING = GRANOLA**
- ✓ **RESEARCH = PERPLEXITY**
- ✓ **IMAGERY = NANO BANANA / GEMINI**
- ✓ **REVIEW LONG DOCS / REPORTS = NOTEBOOKLM (GEMINI)
OR GEMINI QUICK AI AUDIO SUMMARIES**



HOW TO PROMPT AI PROPERLY



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THE POWER OF A GREAT AI PROMPT

“THE MORE CONTEXT YOU GIVE, THE BETTER THE OUTPUT.”

THINK OF AI LIKE:

👉 A NEWBIE MARKETING INTERN WHO KNOWS NOTHING (YET!)



USE MY PERFECT **PROMPT** FORMULA...

P – PURPOSE (WHAT IS THE GOAL?)

R – ROLE (WHO IS AI ACTING AS? E.G. SOCIAL MEDIA MANAGER)

O – OFFER (WHAT DO YOU NEED TO SELL/PROMOTE?)

M – MARKET (WHO IS IT FOR? / YOUR IDEAL CUSTOMER)

P – PERSONALITY (YOUR TONE/BRAND VOICE)

T – TECHNICAL DETAILS (LENGTH, FORMAT, WHAT CTA'S)





**DO YOU WANT SOME AI PROMPTS YOU CAN
SIMPLY LIFT AND USE RIGHT AWAY?**



GRAB MY FREE "AI MARKETING CHEATSHEET"



SCAN ME



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FIND MY GET FULLY BOOKED PODCAST ON APPLE + SPOTIFY



**THANK YOU
FOR LISTENING**



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