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Small Business and AI

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Ninety-one percent of small- and medium-sized businesses (SMBs) that use AI are reporting “significant revenue growth” and attribute the growth to that technology, according to research from Salesforce. Among SMBs that are growing, 83% are using AI, compared to just 55% of businesses with revenue declines. Also, upwards of 78% of growing SMBs plan to increase their investments in AI in the coming year.

How are SMBs implementing AI?

- Marketing Campaign Optimization: AI tools refine targeting and messaging for better conversion rates.
- Content Generation: Automated tools streamline the creation of marketing materials and emails.
- Customer Recommendations: AI delivers personalized product or service suggestions.
- Natural Language Search: Tools improve how businesses and customers access information.
- Automated Chatbots: These reduce response times and improve customer service scalability.

Now, maybe not all of the above are possible or even applicable to your operation. I think the key here is automating tasks to provide data, at which point a human can take charge.

Have you implemented any AI into your business yet? **GP**