

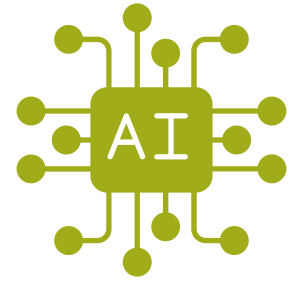
Artificial Intelligence: Your Partner in Pipeline Success

GoodTherapy

February 28, 2024



Today's Agenda



Marketing Material & Generating Customers

- ✓ Digital Marketing: Social Media, Blog Scripting, Video Scripting, etc.
- ✓ ChatGPT uses and runthrough
- ✓ AI Video Generation

Automated Client Journey

- ✓ What happens after a possible client fills out a form?

Automated Email Cadences

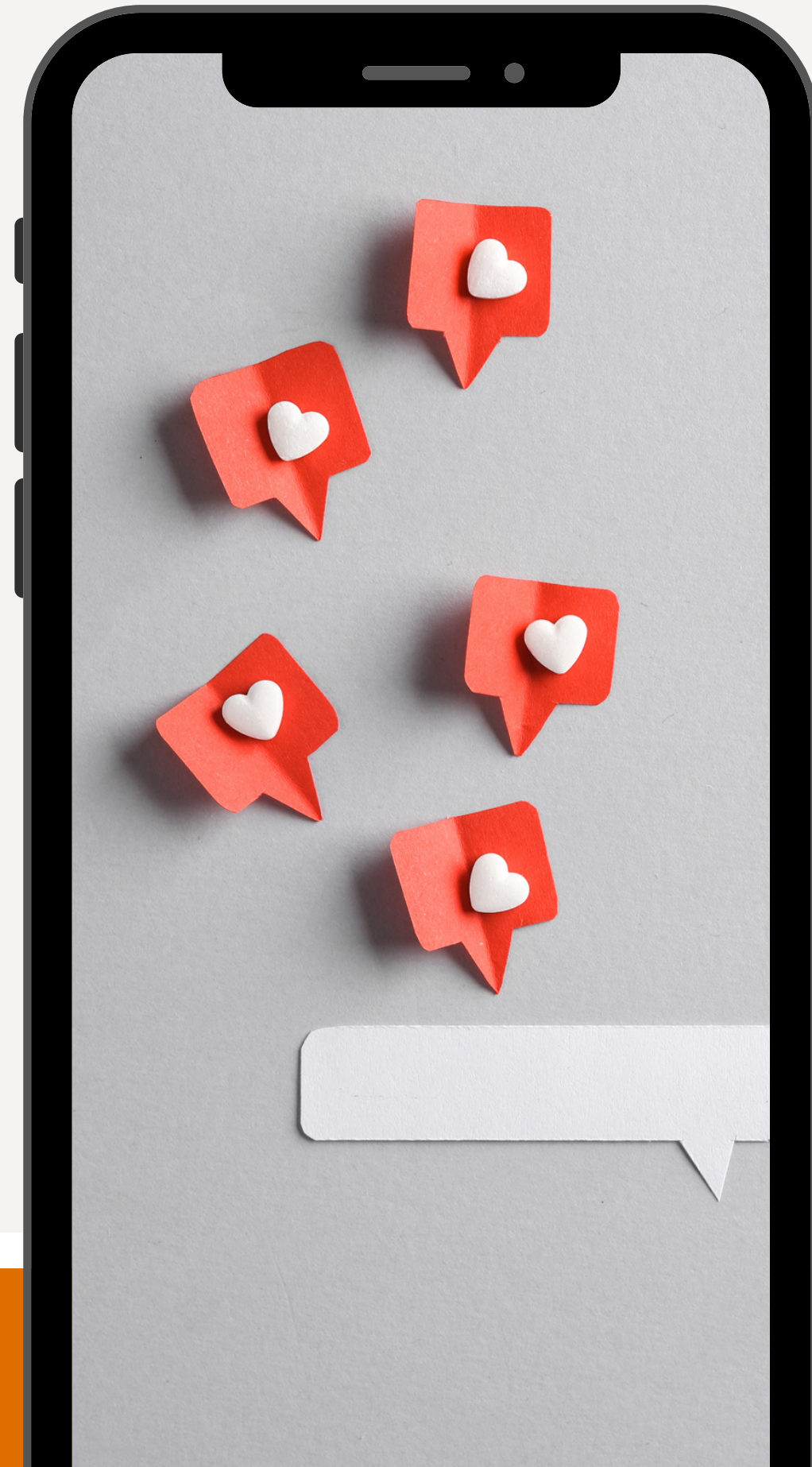
- ✓ How to qualify someone to be in an email audience
- ✓ Mailchimp automated email journeys

Q&A

Marketing Material & Generating Customers

How can you use AI to generate marketing materials?

- ✓ Social Media Creation
- ✓ Social Media Planning/Calendar
- ✓ Video Scripting
- ✓ Blog Scripting



Popular Social Media Channels

Social Channels Described



Instagram

- ✓ Primarily 1 image or a series of images
- ✓ Video engagement is constantly growing
- ✓ Skimmable, easy to read content.
- ✓ Intent to share, like, comment.
- ✓ Ask questions, provide insight, etc.
- ✓ Millennial + audience



Facebook

- ✓ Share blogs and events.
- ✓ Sharable and easy to comment on. Video is growing.
- ✓ Promote conversation, engage in though provoking content.
- ✓ Boomers and Gen X



LinkedIn

- ✓ Network of professionals
- ✓ Informative and helpful content. ie, papers, guides.
- ✓ Video is growing.
- ✓ Intent to show expertise, results, webinars, etc.
- ✓ Millennial + audience.



Twitter

- ✓ Short form content.
- ✓ Images, but mostly text posts.
- ✓ Good for engaging on trending topics and or news.
- ✓ Millennial + audience.

Popular Social Media Post Sizes for Facebook and Instagram

**INSTAGRAM OR
FACEBOOK VIDEO**

1080X1920

**INSTAGRAM OR
FACEBOOK
SQUARE**

1080X1080

**INSTAGRAM
OR FACEBOOK
VERTICAL**

1080X1350

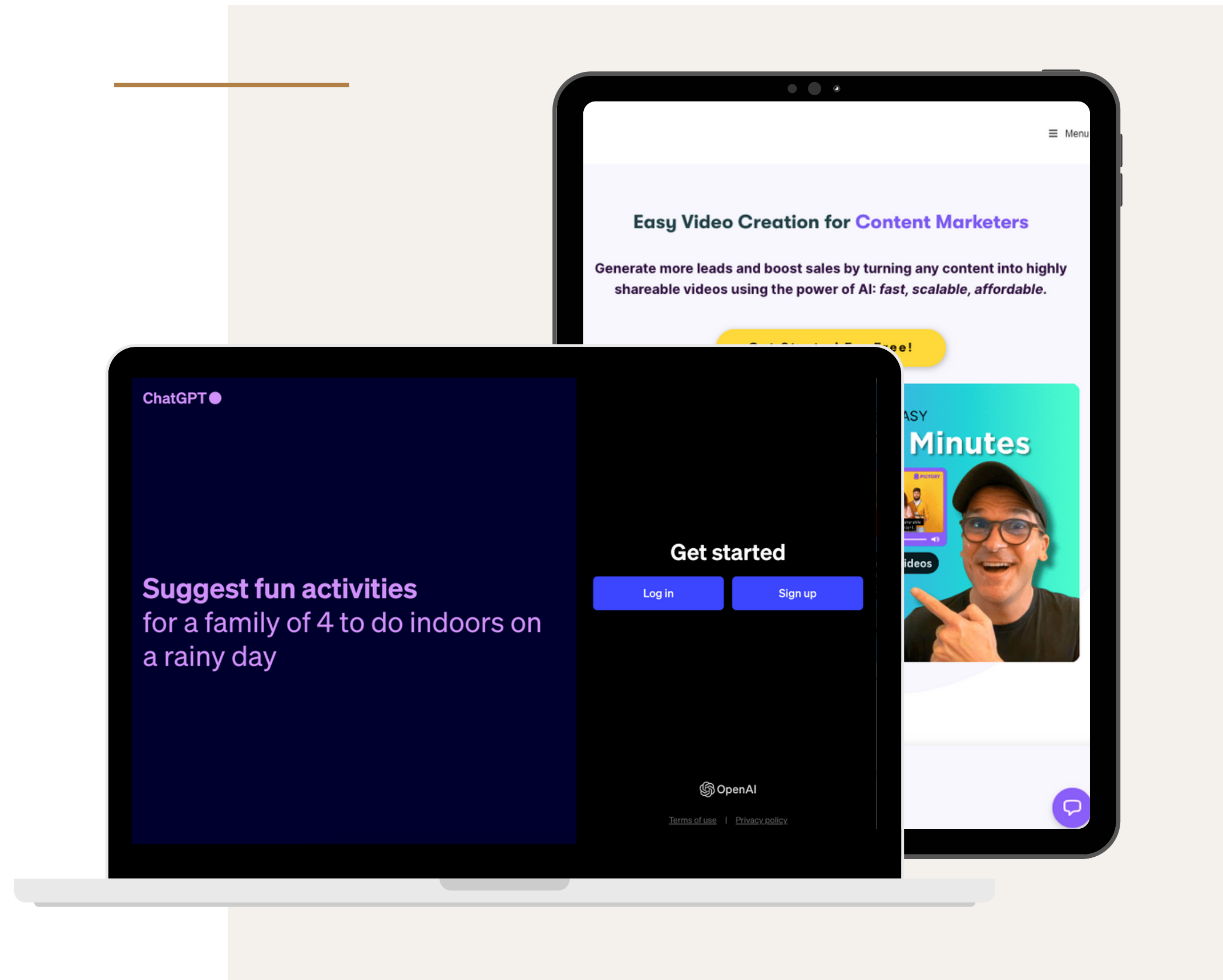
INSTAGRAM STORY

1080X1920



Popular AI Platforms

- ✓ ChatGPT
- ✓ Pictory
- ✓ Google AI
- ✓ Canva AI



AI for Social Media Creation and Automation



ChatGPT

- ✓ Great for blog writing, social copy, idea generation, etc.
- ✓ The more information you give the better.
- ✓ Never post directly what is provided, always edit and change what is necessary.



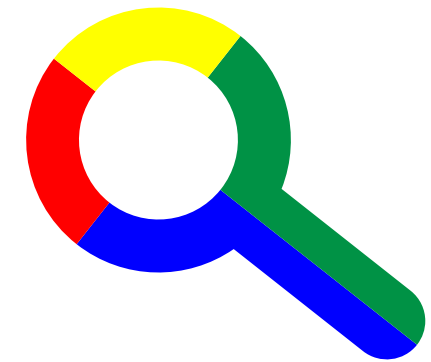
Canva

- ✓ Awesome tool for social posts, copy editing, etc.
- ✓ Has an AI feature to create social posts with ease



Pictory

- ✓ Turn text into a video in just minutes.
- ✓ Uses existing stock to create personalized videos



Google

- ✓ Text-to-image technology
- ✓ Great for blog writing, social copy, idea generation, etc.
- ✓ Never post directly what is provided, always edit and change what is necessary.

AI for Email Automation

FrontDesk by GoodTherapy

- ✓ Simple, all-in-one CMS for sole practitioners.
- ✓ Low-cost.
- ✓ Payment processing, notes, client reminders, etc.
- ✓ Available through GoodTherapy Pro Membership.

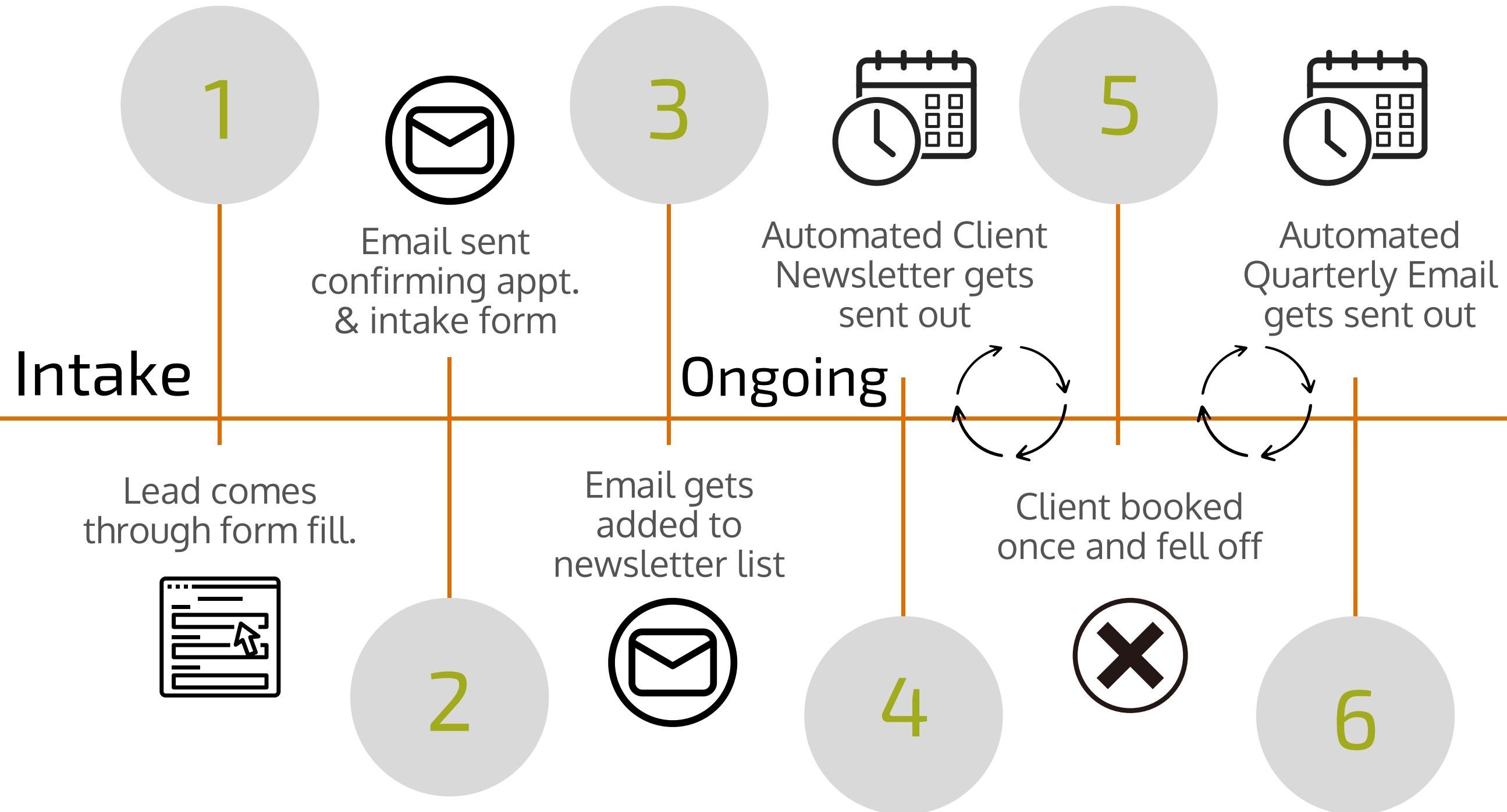


mailchimp

- ✓ Great for creating email automation
- ✓ Can create different email journeys for different types of customers
- ✓ Can schedule out email campaigns

Automated Email Cadences

Email Marketing - Map the Client Journey



Questions and Answers

???

thank  you

Contact

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