

AI Without the Hype

Practical Tools for

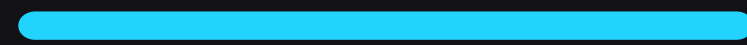
Amusement and Pub Businesses

● Clarity

● Multiplication

● Consistency

● Speed



The Reality

Marketing feels constant

- Posting
- Promoting
- Trying to stay visible

"Most small businesses are doing marketing all the time... but not always seeing the results they want."

THIS SESSION

What This Session Will Show You

How to use AI to understand your customers

How to use AI to improve your messaging

How to use AI to create content faster

How to use AI to get ahead of the competition

The AI Marketing Pillars

A simple framework you can apply straight away.

01

Clarity

Know who you're talking to



02

Multiplication

Do more with one idea



03

Consistency

Sound like the same business



04

Speed

React before your competitors



Before Anything: Who Are You Talking To?

If you talk to everyone
you connect with no one.

Most marketing fails here. It's too broad to connect.

Define Your Ideal Customer

Instead of:

"Everyone who drinks"

Think:

- After-work professionals
- Groups seeking social experiences
- Weekend treat seekers

Create Your Customer Persona

Enter In To ChatGPT

Prompt →

"I run marketing for The Northumbrian Piper, a community pub in the North East. Our mission: To be the heart of the local community serving delicious food and drinks and hosting events year round. Our values: friendly atmosphere, delicious food, entertaining events. Our target audience: people who live locally and enjoy getting out for food and drinks regularly during the week. Using this context, create a detailed buyer persona."

Ready when you are.

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THE PRINCIPLE

Write Everything To That Person

One person →

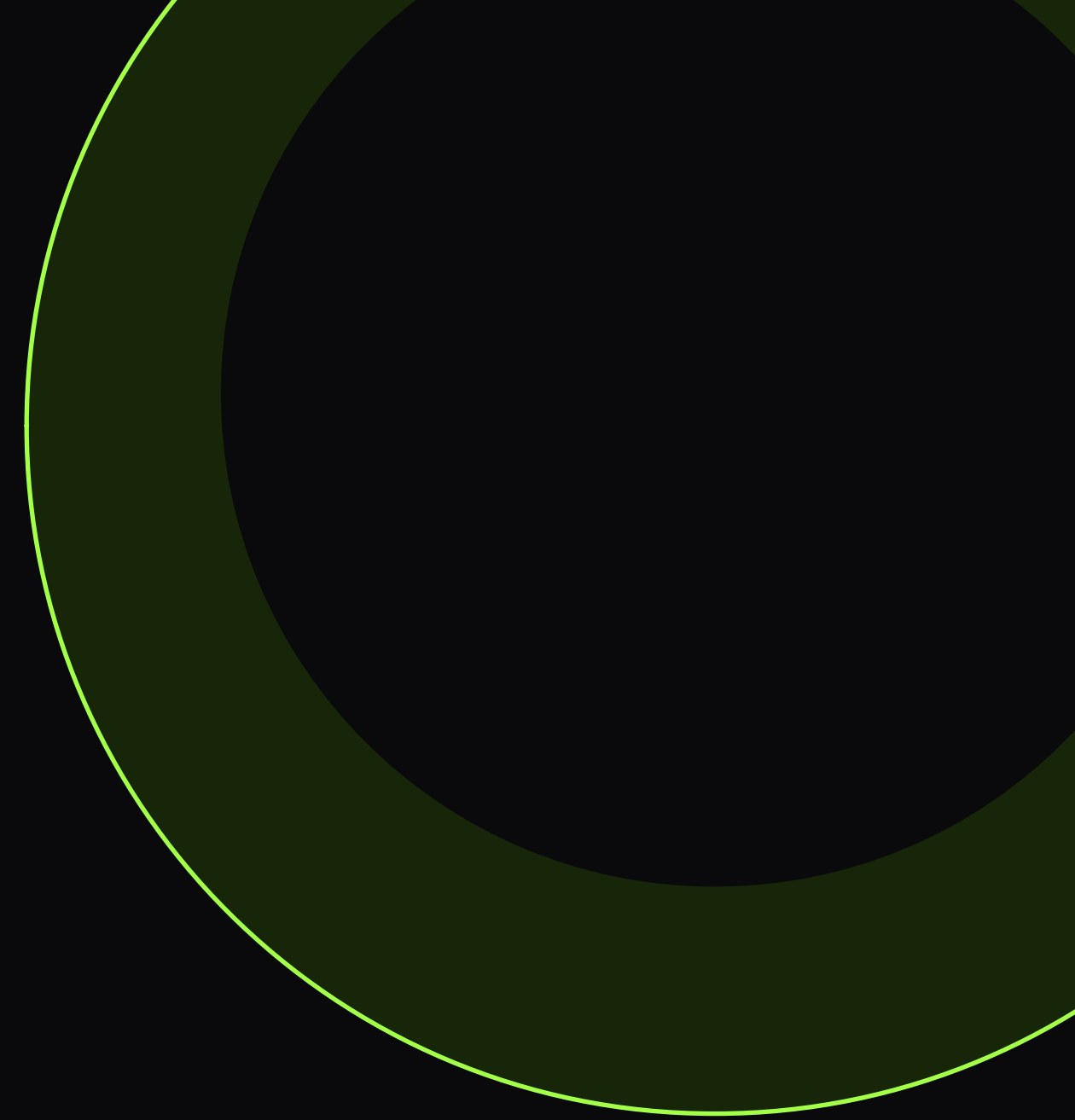
stronger messaging.

Every post, email and promotion — should feel like it's written to them. Upload their persona to your ChatGPT profile.

SECTION 01

Clarity

Stop guessing what customers want



CLARITY

Where The Answers Already Are

Reviews

Customer messages

Comments

Competitor pages

Your customers are already telling you what matters.

Mine Your Reviews

Enter In To ChatGPT

Prompt →

"Search the internet for reviews about The Northumbrian Piper from the last 12 months. Analyse these customer reviews. Summarise what customers value most, what frustrates them, and what makes them return."

If you don't have many reviews, use your competitors reviews.

Where should we begin?

"Search the internet for reviews about The Northumbrian Piper from the last 12 months. Analyse these customer reviews. Summarise what customers value most, what frustrates them, and what makes them return."

+



Send prompt ↗

 Create an image

 Write or edit

 Look something up

Do This Tomorrow

01 Copy 20 recent Google reviews

02 Paste into ChatGPT or Claude

03 Run the Review Mining prompt above

Multiplication

Do more with one idea



The Problem

One idea

→ **one post.**

Most businesses use an idea once... and move on.

The Opportunity

One idea

→ **multiple pieces of content.**

EXAMPLE

Thursday Quiz Night →

Instagram

Email

Facebook

Video

In-venue

Same idea, just used properly.

Multiply Your Content

Enter In To ChatGPT

Prompt →

“Bearing my customer persona in mind. Take this idea: Thursday night Great British Pub Quiz which is a live interactive quiz against pubs across the nation. Starts at 8pm. Turn it into: Instagram caption · Email · Facebook event · Short video script · Poster copy.”

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Email · Facebook event · Short video script · Poster copy.”



I

Do This Tomorrow

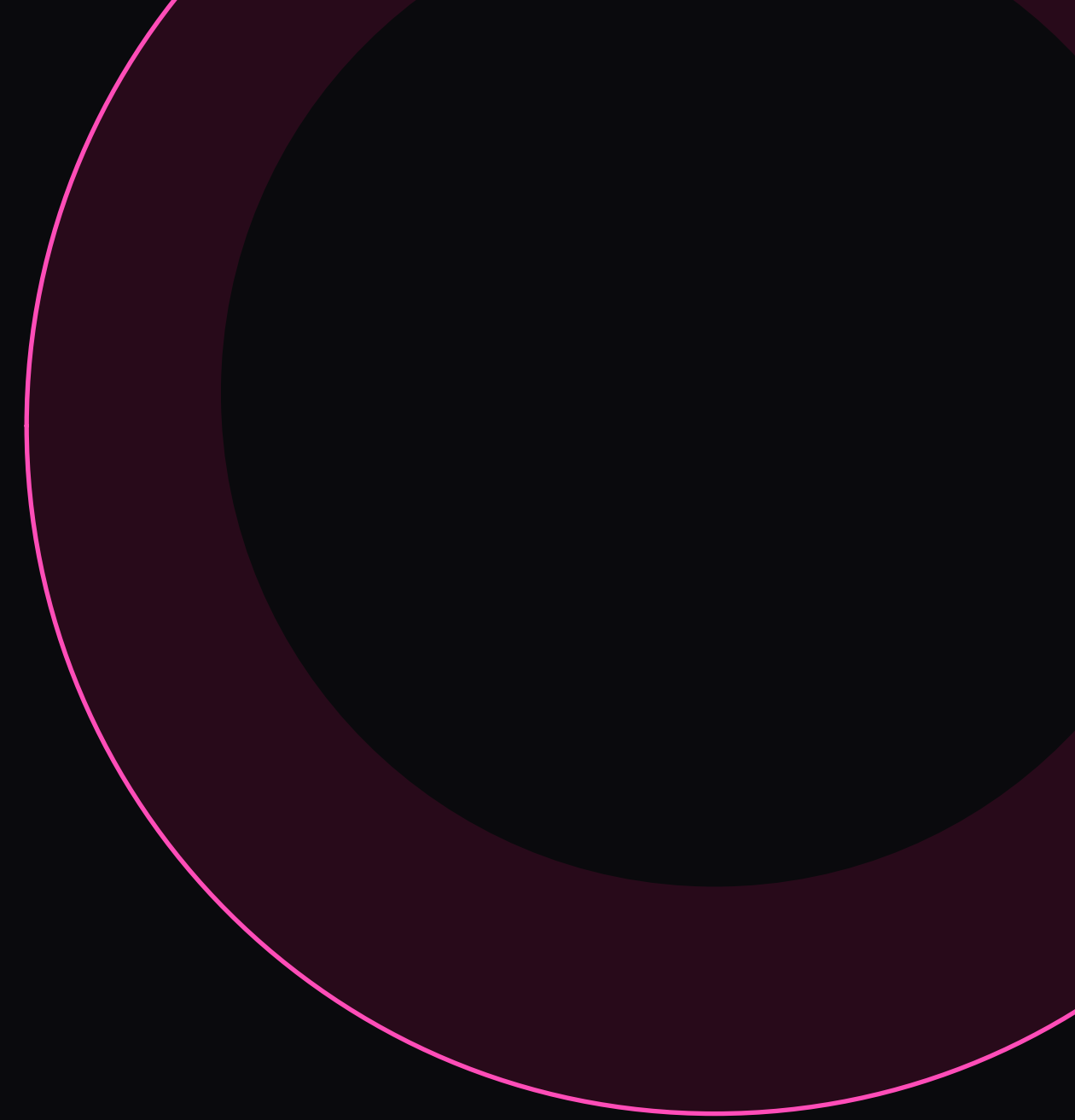
01 Pick your next event or idea

02 Open ChatGPT or Claude

03 Run the Content Multiplication prompt

Consistency

Sound like the same business everywhere



Why Consistency Matters

Consistency
builds trust.

When everything sounds the same, people remember you, people recognise you.

Fix Your Tone

Enter In To ChatGPT

Prompt →

"Rewrite this in a friendly, natural tone that sounds like a real business owner speaking to customers:

A community pub in the outskirts of Newcastle. Known for great Sunday lunches, friendly staff and Thursday quiz nights"

RESPONSE - TONE FIX

Rewrite this in a friendly, natural tone that sounds like a real business owner speaking to customers:

A community pub in the outskirts of Newcastle. Known for great Sunday lunches, friendly staff and Thursday quiz nights"



Do This Tomorrow

01 Copy your last social media post

02 Run the Tone Fix prompt above

03 Reuse that tone in all future content

Speed

Move faster than the your competitors

The Old Way vs The AI Way

Task	Before AI	With AI	Time Saved
Write a week of social posts	2–3 hours	10 minutes	~2.5 hrs
Draft a promotional email	45 minutes	5 minutes	~40 mins
Respond to a Google review	15 minutes	2 minutes	~13 mins
Create an event promotion	1–2 hours	15 minutes	~1.5 hrs
Write new menu descriptions	1 hour	10 minutes	~50 mins
React to a trending local moment	Too slow	Immediately	Priceless

Why You Can Beat Them

Big Agencies & Brands

Approval chains: idea → manager → brand team → legal

Agency retainers: £3,000–£10,000 per month

Lead time: days or weeks per piece of content

Reactive: they schedule weeks ahead, can't pivot fast

Rigid: campaigns locked in before the moment arrives

You + AI

No sign-off needed — idea to live in under an hour

Free tools: ChatGPT, Claude, Canva — £0/month to start

Lead time: 10–20 minutes per piece of content

Reactive: you can respond to anything in real time

Flexible: pivot your message the moment something changes

React Before Anyone Else Does

Enter into ChatGPT or Claude

Prompt →

"It's just been announced that the weather is going to be unusually dry and sunny this Saturday. I run a community pub in Newcastle with a large beer garden. Write me: an Instagram caption, a Facebook post, and a short punchy email to our customer list that we can send today to capitalise on this. Tone: excited, warm, and local. Keep each piece under 100 words."



The business that reacts first wins the engagement.




RESPONSE - REACT

ChatGPT

Ready when you are.

"It's just been announced that the weather is going to be unusually dry and sunny this Saturday. I run a community pub in Newcastle with a large beer garden. Write me: an Instagram caption, a Facebook post, and a short punchy email to our customer list that we can send today to capitalise on this. Tone: excited, warm, and local. Keep each piece under 100 words."

+  

 Create an image  Write or edit  Look something up

0:01

||

Moments to React To Right Now

England win a match

→ Post a themed drinks deal within 20 minutes of full time

Bank holiday announced

→ Promote your bookings page the same day it hits the news

School summer holidays start

→ Family offer live before the parents have got home from the school run

Unexpected sunny Friday forecast

→ Beer garden post and Instagram story up before lunchtime

Local competitor closes or gets bad press

→ Warm, tasteful 'we're here and brilliant' post — same day

Local sports team makes the finals

→ Screening night announcement posted within the hour of the draw

Never Leave an Enquiry Waiting

The Problem

Someone sends a party enquiry on Tuesday. You get round to it Thursday. They booked elsewhere on Wednesday.

The Solution

AI drafts a warm, professional, detailed response in 30 seconds. You review, personalise one line, and send.

Enter into ChatGPT or Claude

Prompt →

"Draft a warm, professional reply to this booking enquiry for The Northumbrian Piper. Include: confirmation we can accommodate them, two or three questions to help us plan (numbers, dietary needs, occasion), our group booking process, and a clear call to action. Tone: friendly and excited to host them. Enquiry: Hi, I really want to book an area or large table for me and 15 of my friends to celebrate my 21st Birthday, please can you let me know the costs and food options available? Cheers, Sammy"

RESPONSE - REACT

ChatGPT

occasion), our group booking process, and a clear call to action.
Tone: friendly and excited to host them. Enquiry: Hi, I really want to book an area or large table for me and 15 of my friends to celebrate my 21st Birthday, please can you let me know the costs and food options available? Cheers, Sammy"

Email

Subject Your 21st Birthday at The Northumbrian Piper

Hi Sammy,

Thanks so much for getting in touch — and happy early 21st

+ Ask anything

Share

0:02

||

FR

The Compounding Effect

01 Better insight

02 Better content

03 Better messaging

04 Better response

Let's Stay Connected

- **Connect on LinkedIn**

Helena Rudd

Find me and let's connect — share your biggest takeaway from today.

- **Continue learning**

Apply the prompts from today.

Start with one pillar.

Measure what changes.

AI WITHOUT THE HYPE

Practical Tools for Pub & Amusement Businesses

PRESENTED BY HELENA RUDD



0:03.23



1:15.00