

Digital Marketing MASTERCLASSES

Data Analytics and Marketing Automation with AI

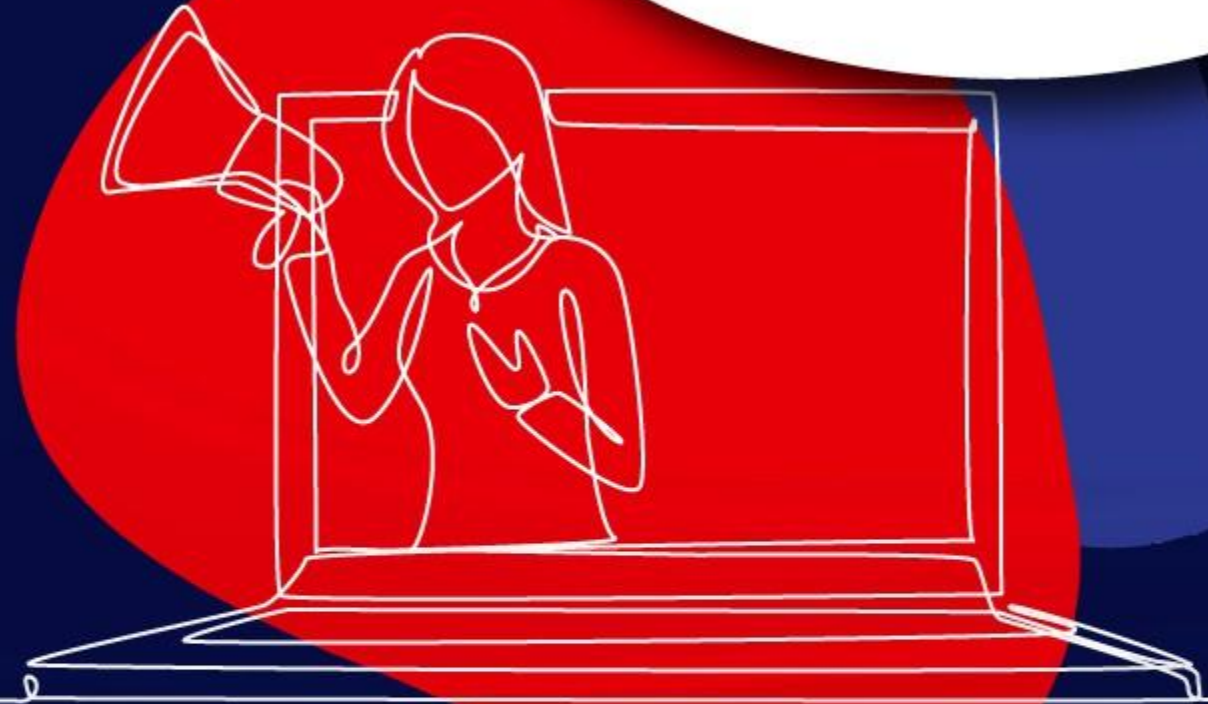
*Making Smarter Decisions
That Lead to Sales*

Brad Watridge
Senior Partner - HM



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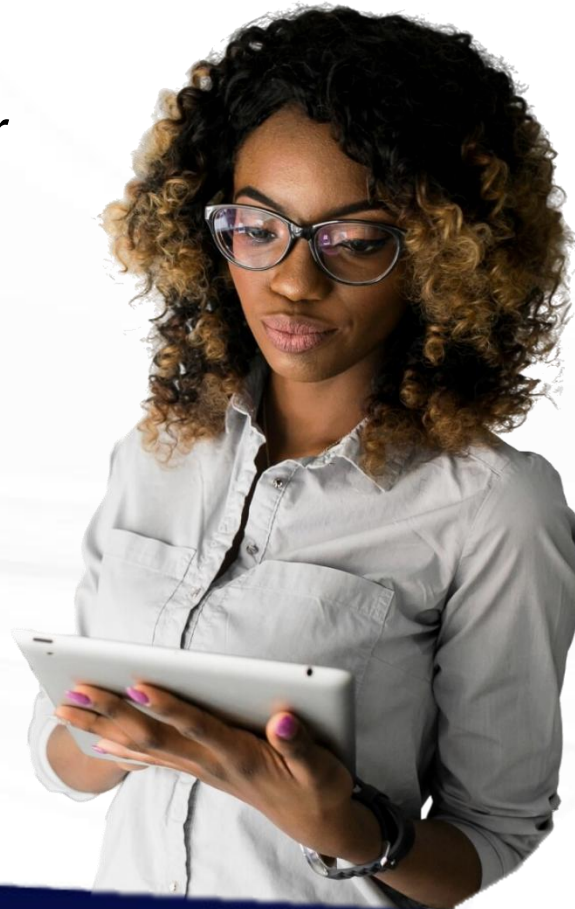
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Practical Business Remedies

WELCOME & INTRODUCTION

- **Who We Are:** www.hotmustard.co.za
- **Overview:** Why this matters to your business



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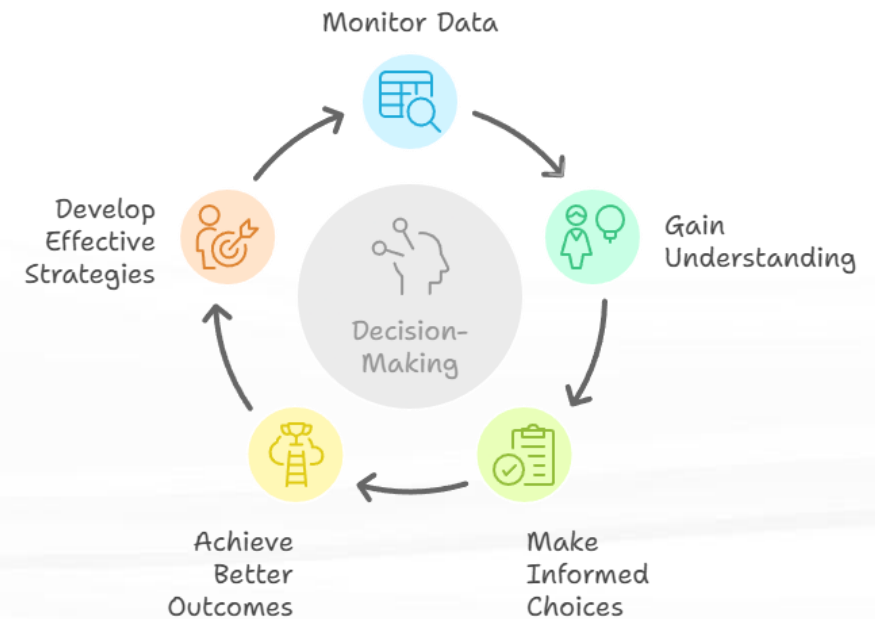


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WHAT IS DATA ANALYTICS? (KEEPING IT HUMAN-GENERATED)

- **Simple definition:** "Insights that help you act smarter"
- **Highlight:** It's not about big systems—it's about useful answers

Cycle of Enhanced Decision-Making



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TYPES OF DATA SMMES ALREADY HAVE



WEBSITE DATA (VIA GOOGLE ANALYTICS)



WHATSAPP ORDERS



SOCIAL MEDIA ENGAGEMENT



SALES RECEIPTS / POS SYSTEMS



EMAIL OPEN RATES



Action Tip

Start simple. Choose one to track consistently.



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WHAT IS MARKETING AUTOMATION?

- **Definition:** Using tools to do repeat tasks for you
- **Examples:**
 - Automatic follow-up emails
 - WhatsApp replies outside of hours
 - Social posts scheduled in advance

"Let tools work while you sleep."



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WHERE AI FITS IN

AI in Marketing Enhancement



- **AI helps you:**
 - Spot patterns in your data (what's working)
 - Personalise your marketing (email, ads)
 - Create faster (ads, captions, templates)
- **Examples:**
 - ChatGPT for content
 - Canva AI tools for visuals
 - Mailchimp AI for timing emails
 - Meta's Ad Suggestions



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A SIMPLE AUTOMATION FUNNEL YOU CAN START TOMORROW

Step 1: Create a WhatsApp welcome message

Step 2: Add a booking / lead form
(Google Form / Calendly)

Step 3: Send an email when someone submits (Mailchimp/Zapier)

Step 4: Track everything in Google Sheets

You don't need to pay thousands—just structure your tools right.



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KEY TAKEAWAYS & YOUR ACTION PLAN

- Track one key metric per week (e.g. top post, sales per day)
- Pick one automation tool to test
- Ask: Does this lead to sales? If not, change it.
- Keep it human: Tools don't replace trust—they amplify it



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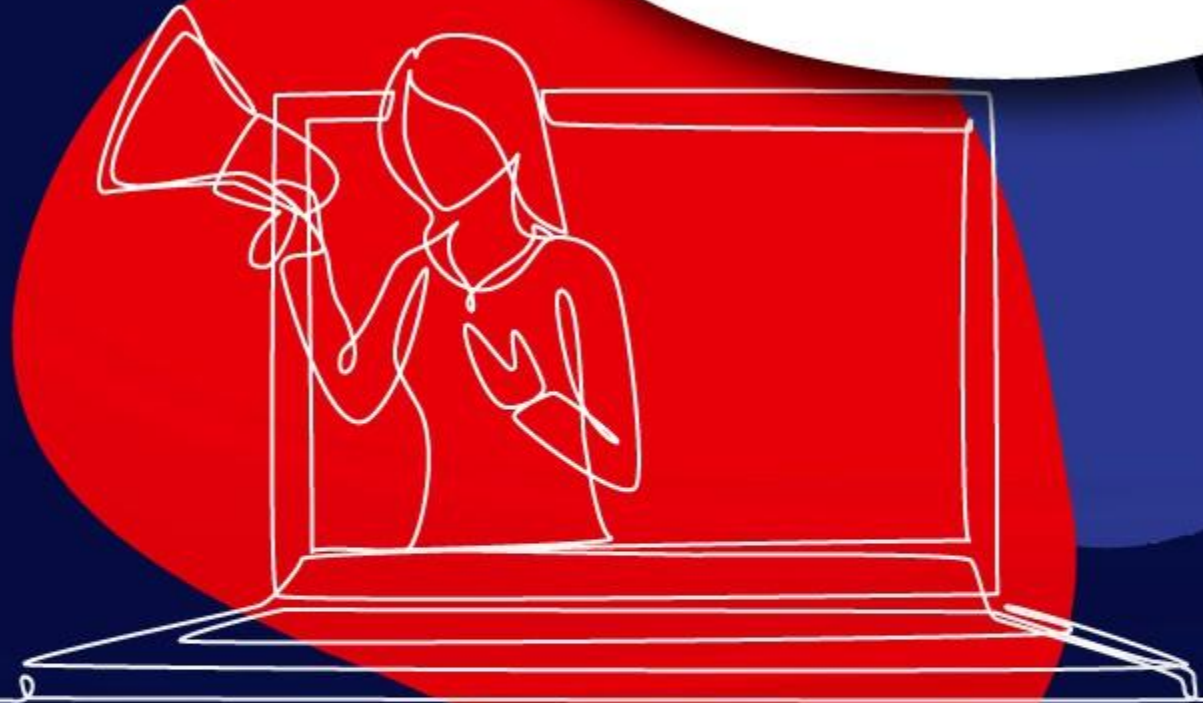


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Q&A

Open the floor for questions and
discussions.



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Thank you!

- Brad Watridge | Hotmustard.co.za | +27 74 793 9338