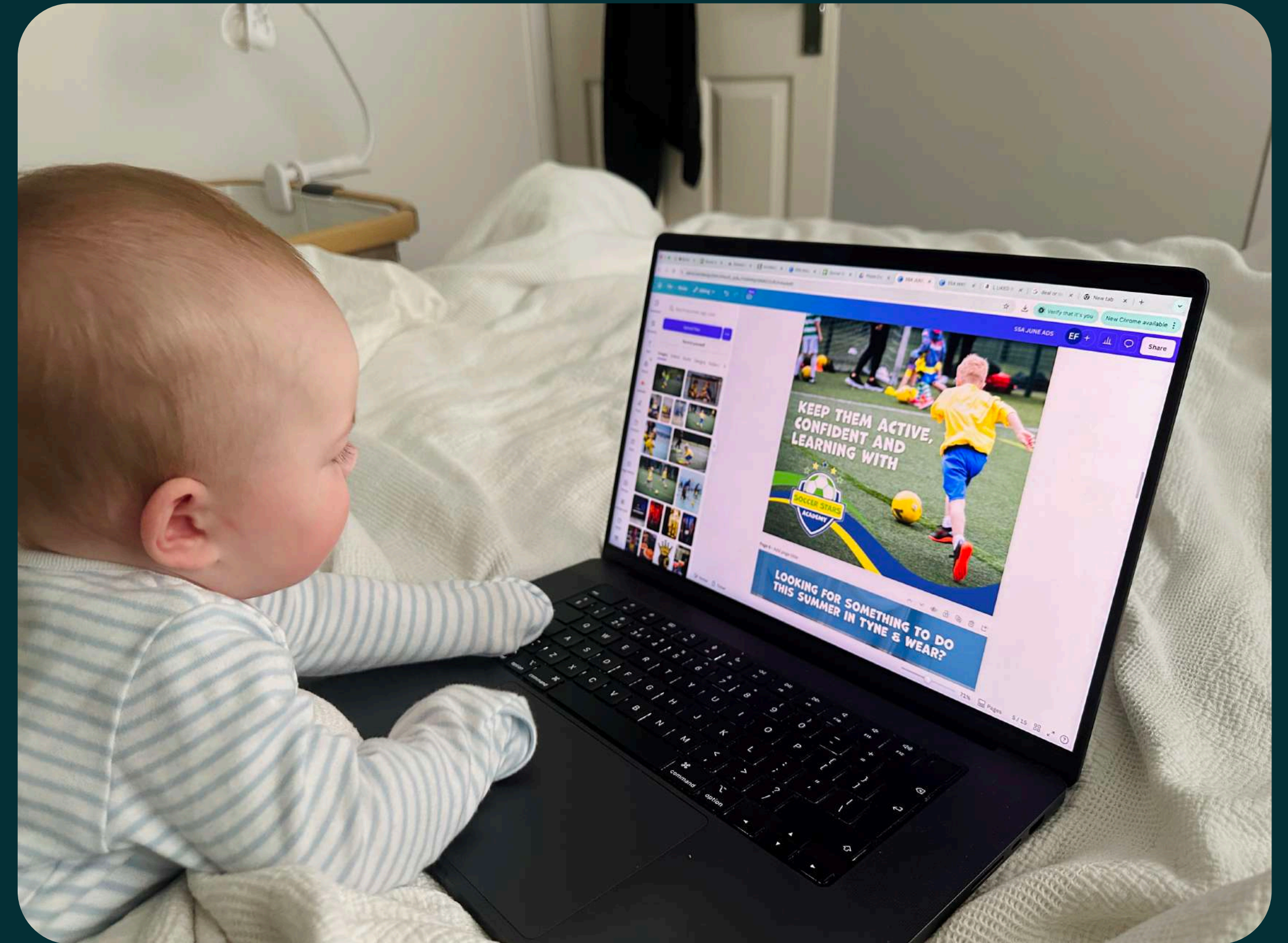


Marketing in the age of AI

How businesses get seen, trusted and chosen before sales begin

Talking Points

- Introduction
- Why Marketing Matters
- The Power of Branding
- What's Changed
- “Just A.I it”
- Food For Thought
- How I Can Help
- Questions



Today is not a lecture

You bring

- Business Knowledge
- Sector Insight
- Current Challenges

I bring

- Marketing Lens
- Current Trends
- Practical Ideas

Marketing is not the colouring in department

Not Just

- Logos
- Brochures
- Social Posts
- Adverts
- Websites

Actually

- Drive Sales
- Positioning
- Proof
- Reputation
- Buyer Trust

What's the Why?



The Practical Growth Stack

Position

What do we want to be known for?

Presence

How often are we visible?

Platform

Where do people check us out?

Progress

How do we improve faster?

“If I asked each of you what your business should be known for in one sentence, would your sales team, website and customers all say the same thing?”

Why marketing matters now?

Because buyers are deciding before they speak to you

They check

- Website
- Google
- LinkedIn
- AI (ChatGPT, CoPilot, Perplexity, Gemini)
- Video
- Reviews

67% of B2B buyers prefer a rep free buying experience, with 45% using AI during a recent purchase.

Gartner Sales Survey



The Power of Branding

People remember what they see repeatedly

Coca-Cola



Red Bull®



ENERGY DRINK

RUNNING FROM MEETING TO MEETING?



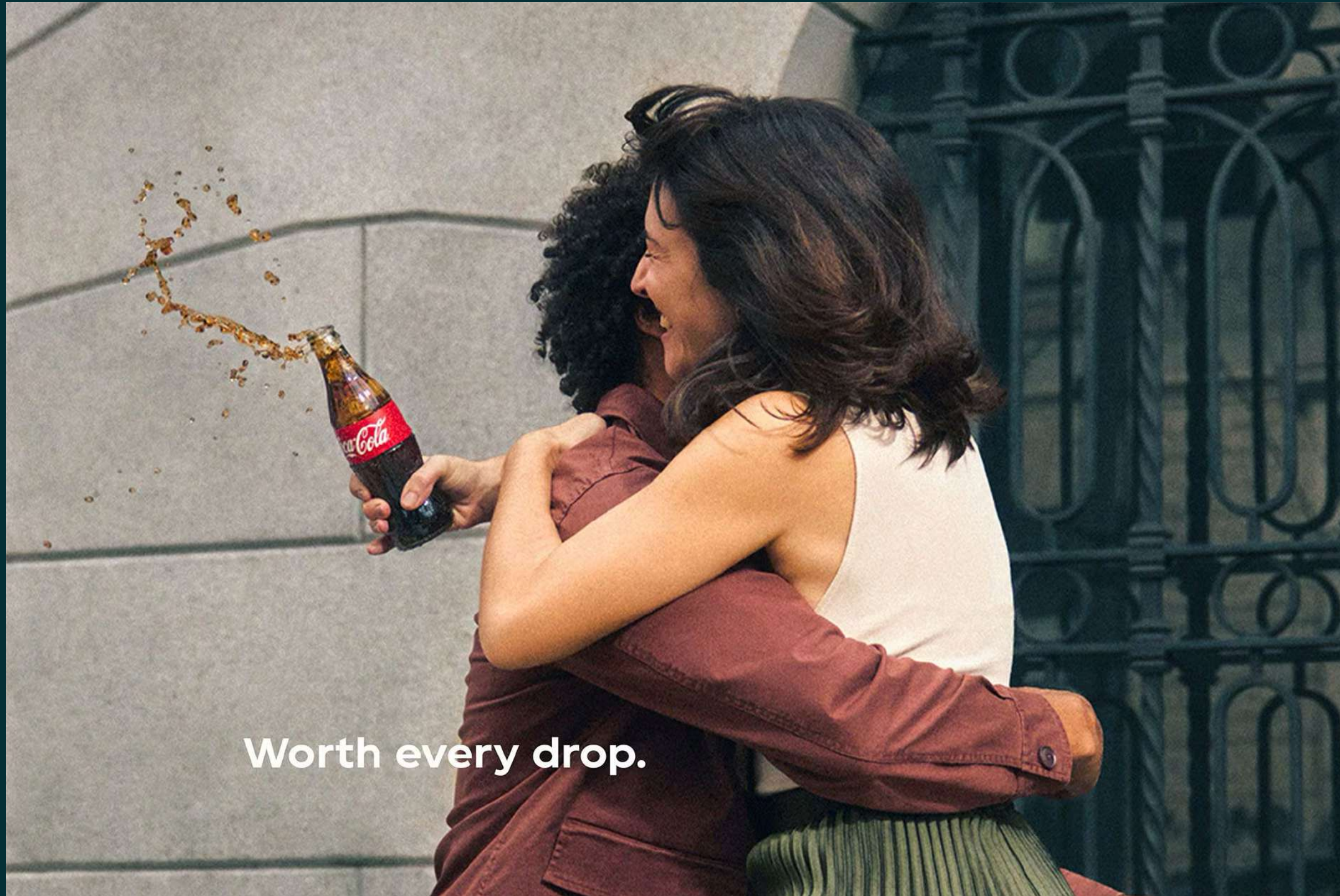
RED BULL GIVES YOU WIINGS. 

FOR BEATING COMMUTERS, AND KARL, TO WORK.



RED BULL GIVES YOU WIINGS. 

Coca-Cola



A hand is shown in the foreground, with the index finger touching the screen of a smartphone. The phone is lying flat on a surface. The background is dark and out of focus, with a person's legs and feet visible, suggesting a social or public setting. The lighting is a mix of cool blue and warm red/purple tones, creating a modern, digital atmosphere.

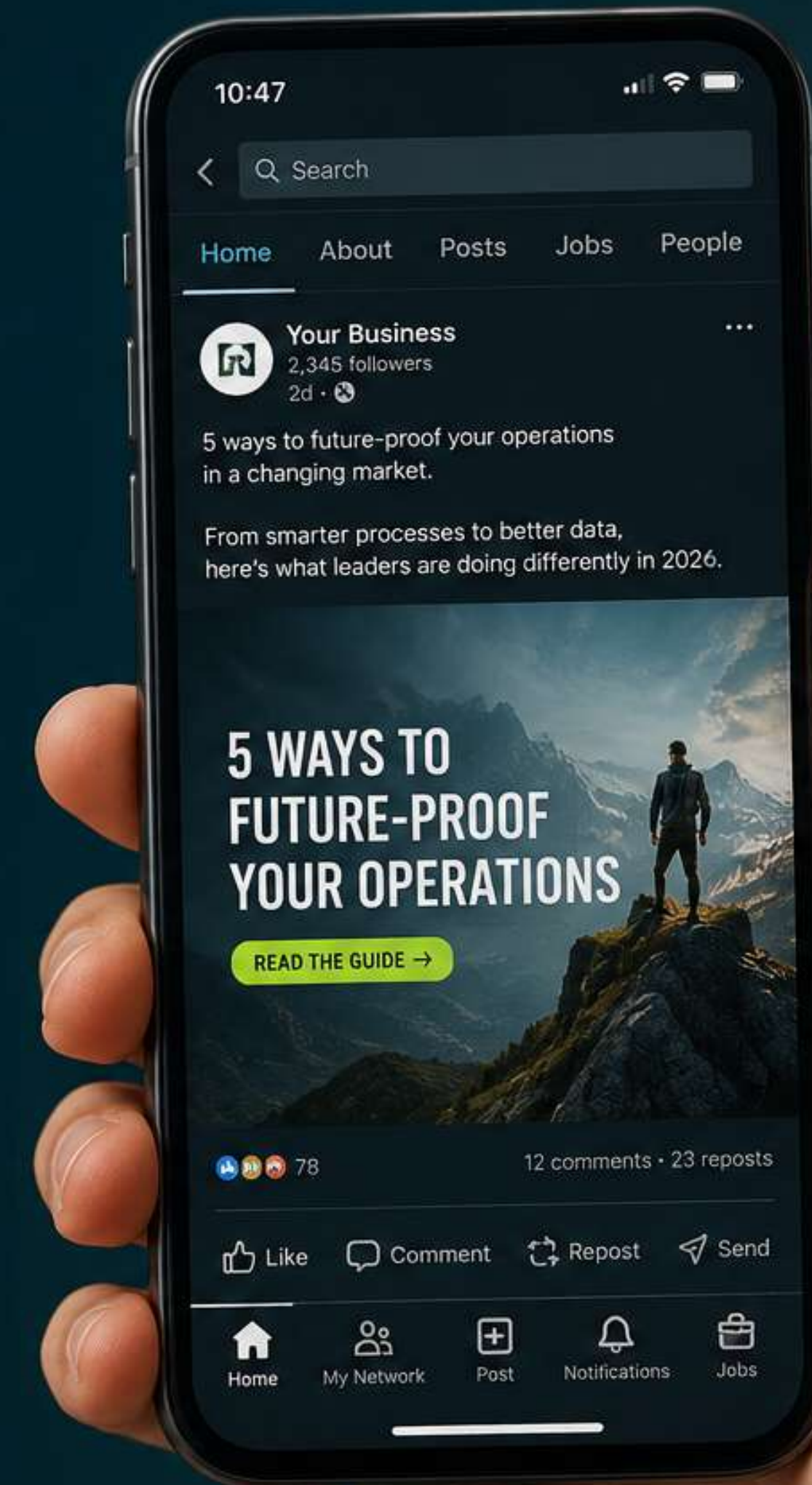
What's changed?

**Attention moved.
Buyers adapted.**

UK adults now spend around 4.5 hours online every day.

Content that supports sales

Stop posting for the sake of posting



The traditional stuff still wins

Email.
Brochures.
Sales decks.

Not always glamorous...



Still powerful!

Social Media is not just for “likes”

It helps you:

- Stay visible
- Show proof
- Support sales
- Build trust
- Reach buyers
- Launch products



Tiktok -1.9 billion Users

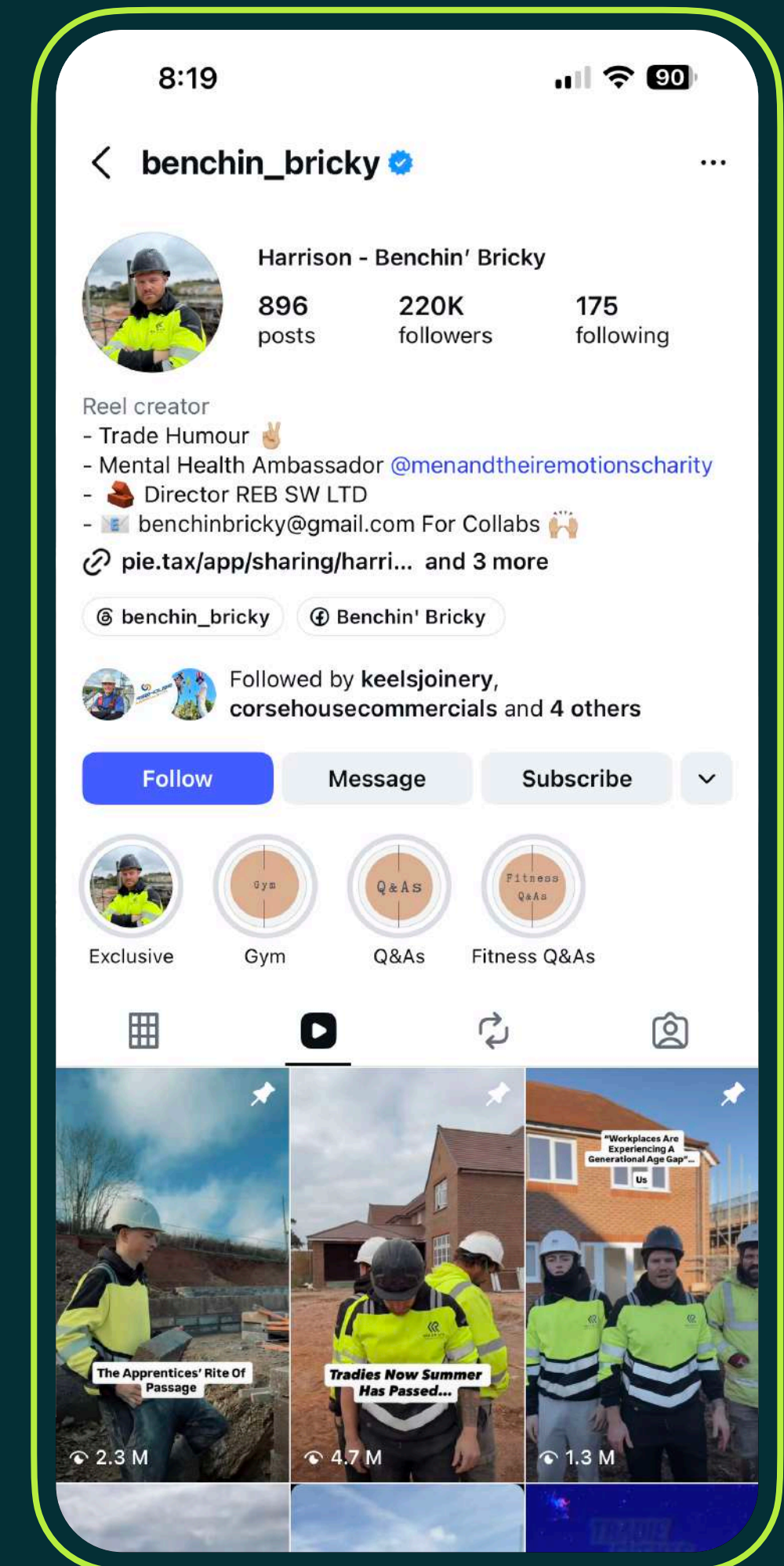
Instagram - 3 Billion Users

The camera is now part of the sales team

Video proves faster than text

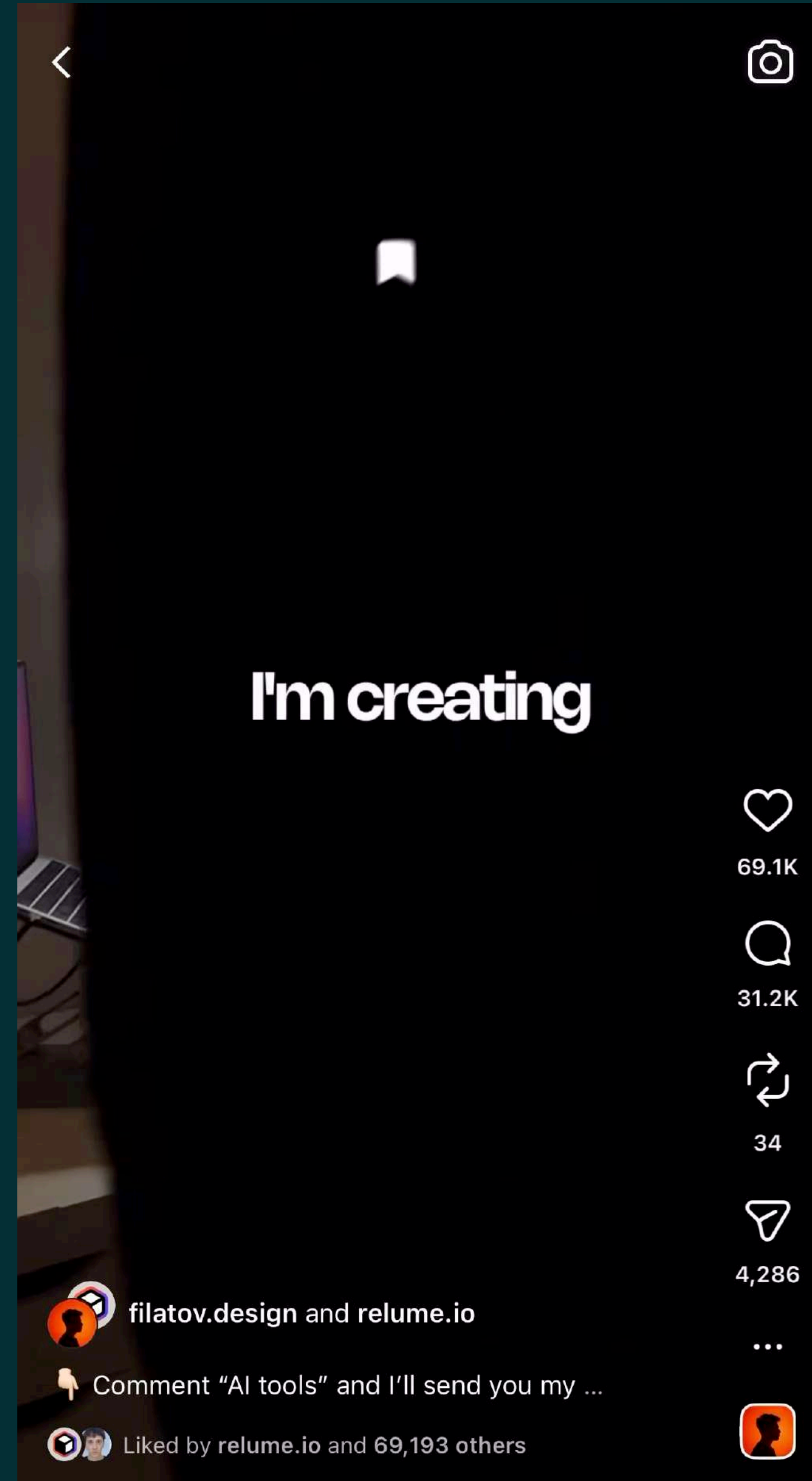
Use Video for:

- Factory Tours
- Product Explainers
- Installation Stories
- Before and Afters
- Staff Expertise
- New Launches
- FAQ Answers
- Recruitment
- Trade Shows
- Client Problems



Breakout

AI



What AI should not replace

Taste. Judgement. Experience.

Do not replace:

- Customer conversations
- Technical expertise
- Brand decisions
- Strategy
- Sales relationships
- Original thinking
- Final copy approval

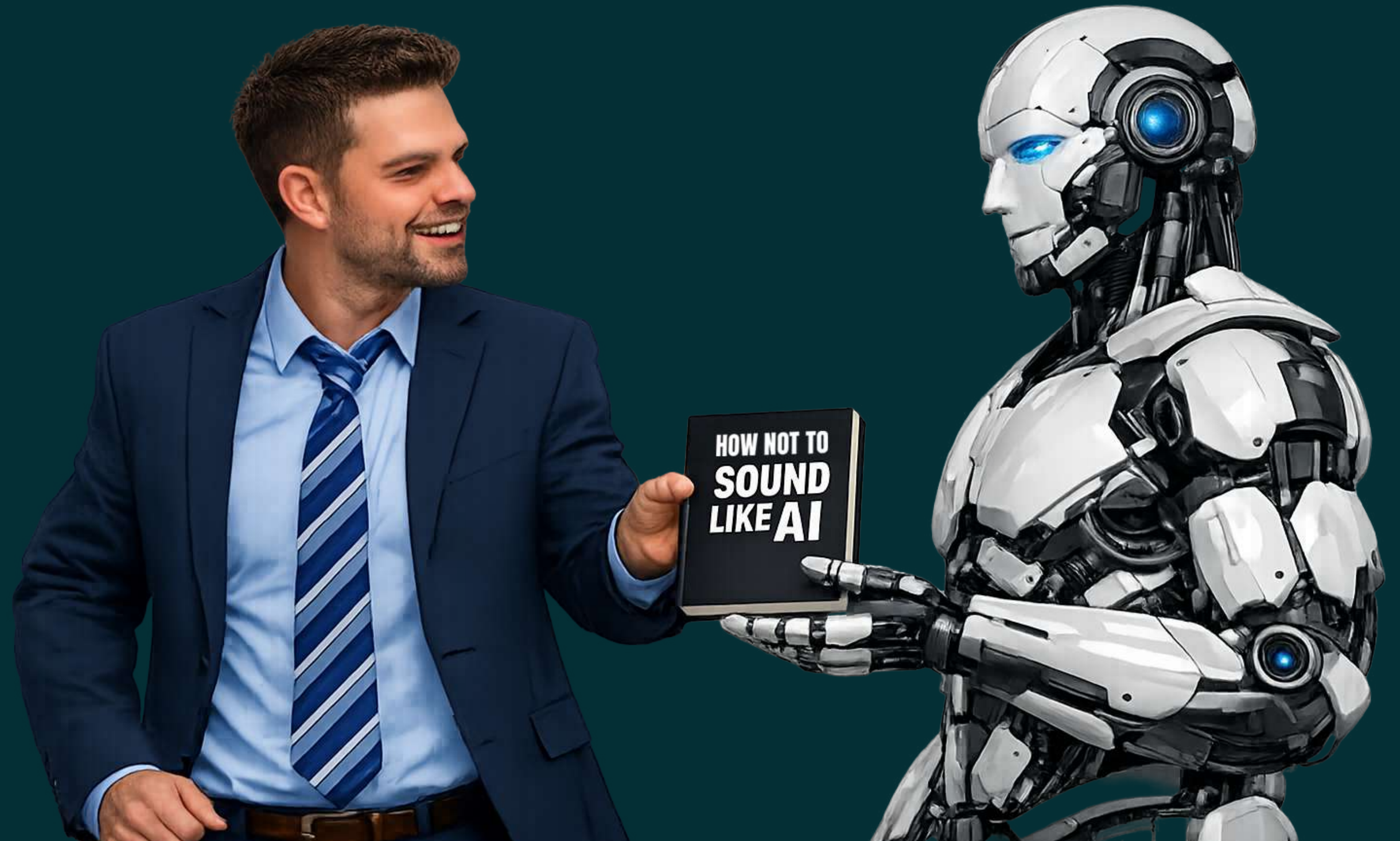


The 2026 opportunity

Most companies are using AI badly

They will create:

- Generic blogs
- Generic posts
- Generic emails
- Generic images
- Generic strategies
- Generic websites



How this applies to GCH

The group has what marketing needs

- Manufacturing capability
- Sector experience
- Real Live projects
- Technical proof
- Customer challenges
- Product depth
- People with expertise
- Businesses with heritage
- Growth ambition



Food for thought

- Is the website doing enough?
- Is LinkedIn active enough?
- Are sales teams supported enough?
- Are brochures sharp enough?
- Are case studies strong enough?
- Are we using video enough?
- Are we visible in new sectors?
- Are we ready for AI within the business?

Where I can help

Quayle Design can connect the dots



- Brand positioning
- Website improvement
- SEO and AI search visibility
- LinkedIn content
- Brochures and catalogues
- Sales decks
- Email campaigns
- Case studies
- Video and drone content
- Sponsored ads
- Product launches
- Sector campaigns
- AI supported research
- Content systems



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