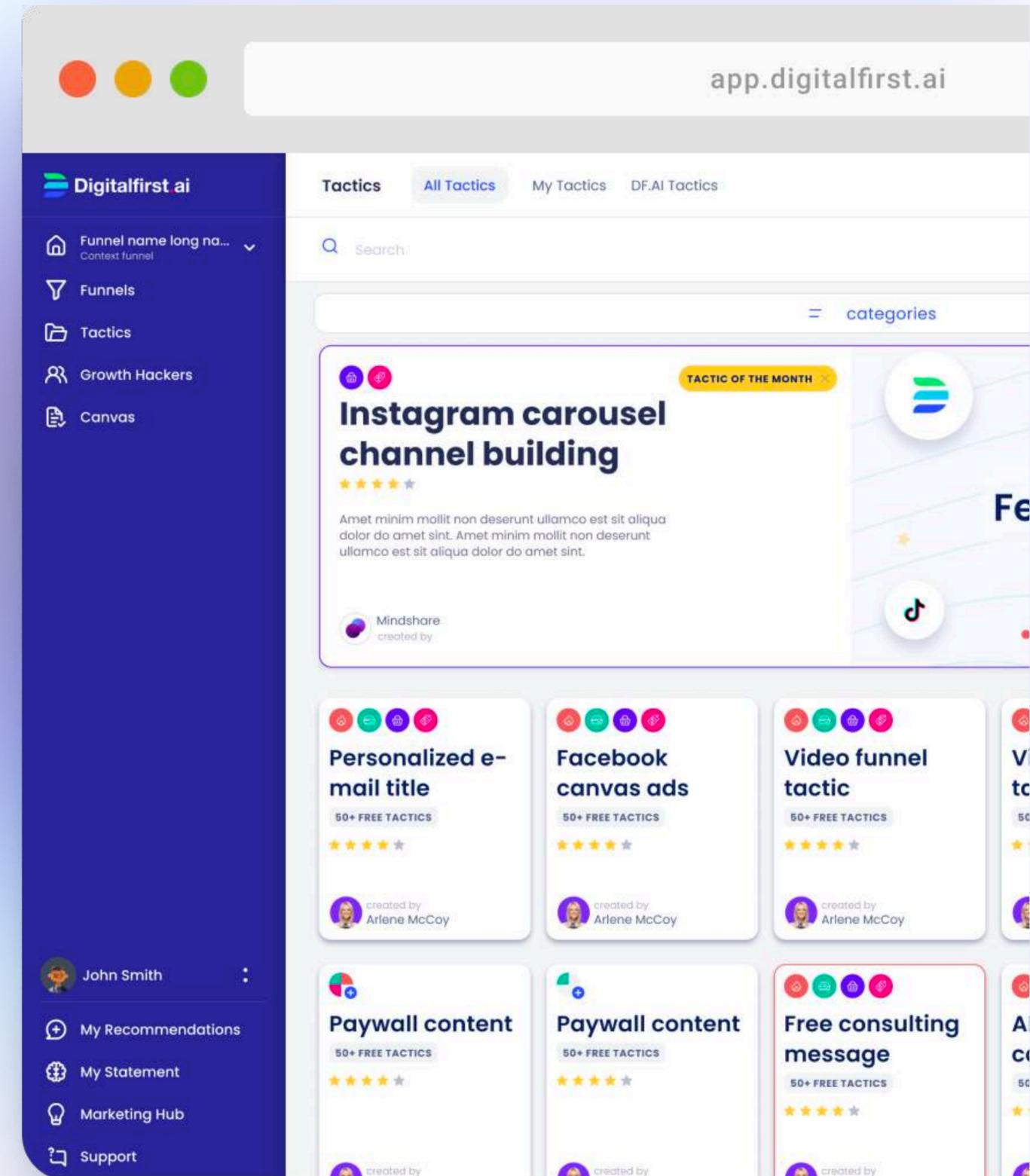


# How to build a winning marketing plan and execute it in minutes with AI



x



# In this presentation, you are going to learn how to...

1

Create a marketing plan  
in minutes with AI

3

Execute the plan with AI

2

Get access to limitless  
source of marketing ideas

4

Bonus resources & exclusive  
offer for attendees

# Who's this guy?



**Rafał Tromczyński**  
CEO of Digital First AI

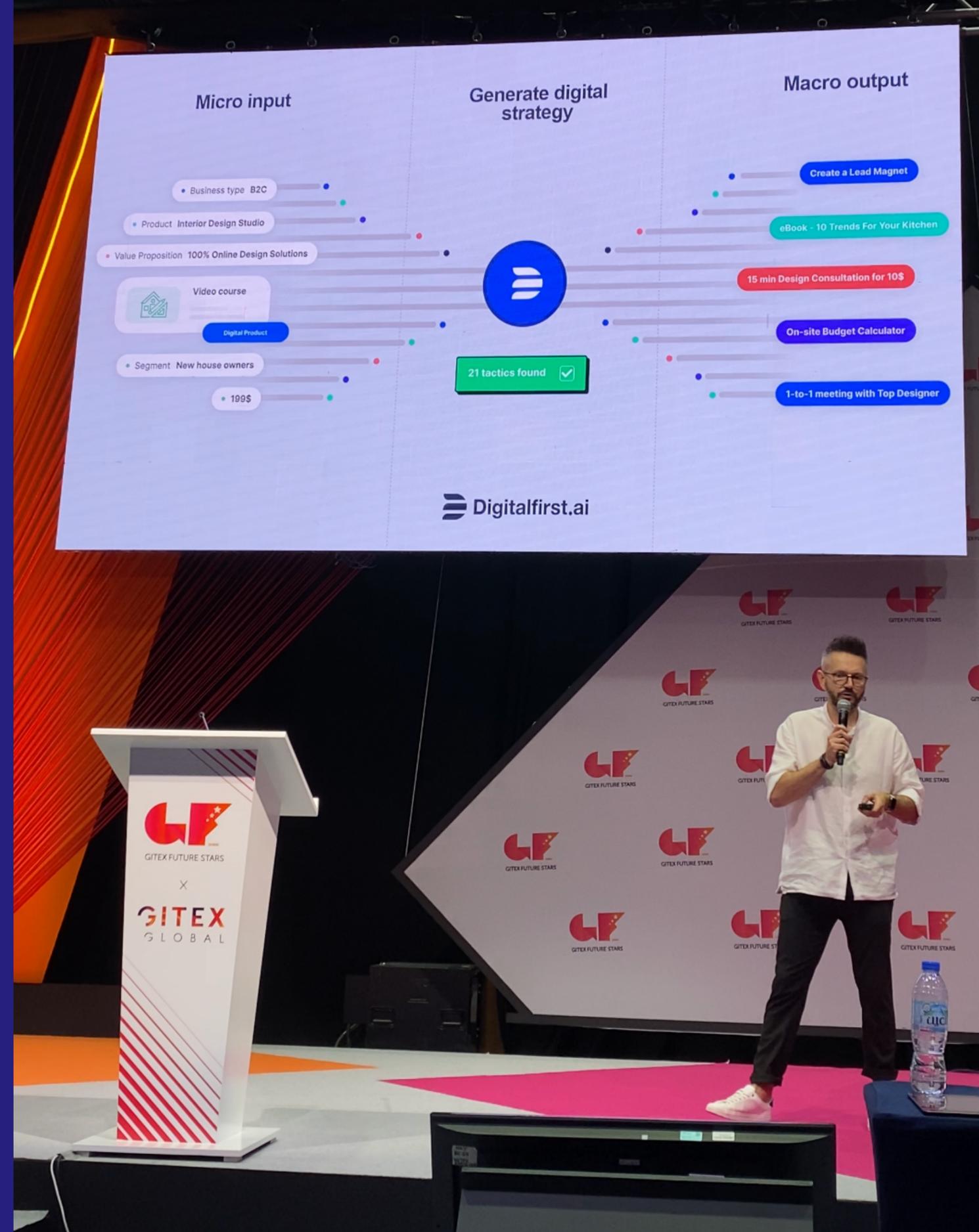
[rafal@digitalfirst.ai](mailto:rafal@digitalfirst.ai)

**10 years**  
in marketing experience

**Hundreds**  
of big brand strategies

**20+ people**  
managed creative teams

**Millions**  
spent in media budgets



□  
is this

● you? 🙄🙄

Marketing experts

Growth-Hackers

Small marketing teams

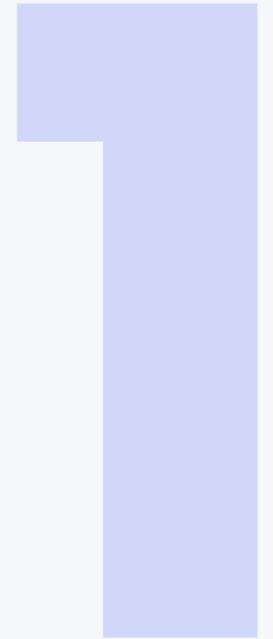
Marketing agency CEOs

Startup CEO/CMO

Marketing strategists



If you'd like to  
build **intelligent**  
**strategies.**



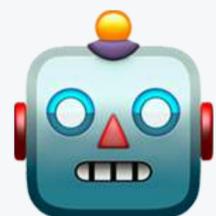
**Generate better  
marketing ideas  
quicker**



2



Use the **best AI**  
**tools** to improve  
**your marketing**  
**expertise**



- Congrats, you're in the right place to become a Marketing Ninja!





# The marketing problem

and the work that needs to be done



## PROBLEM

**98% of startups fail** ✖



**56% of companies fail because of marketing**



**50% of companies don't have a marketing strategy**

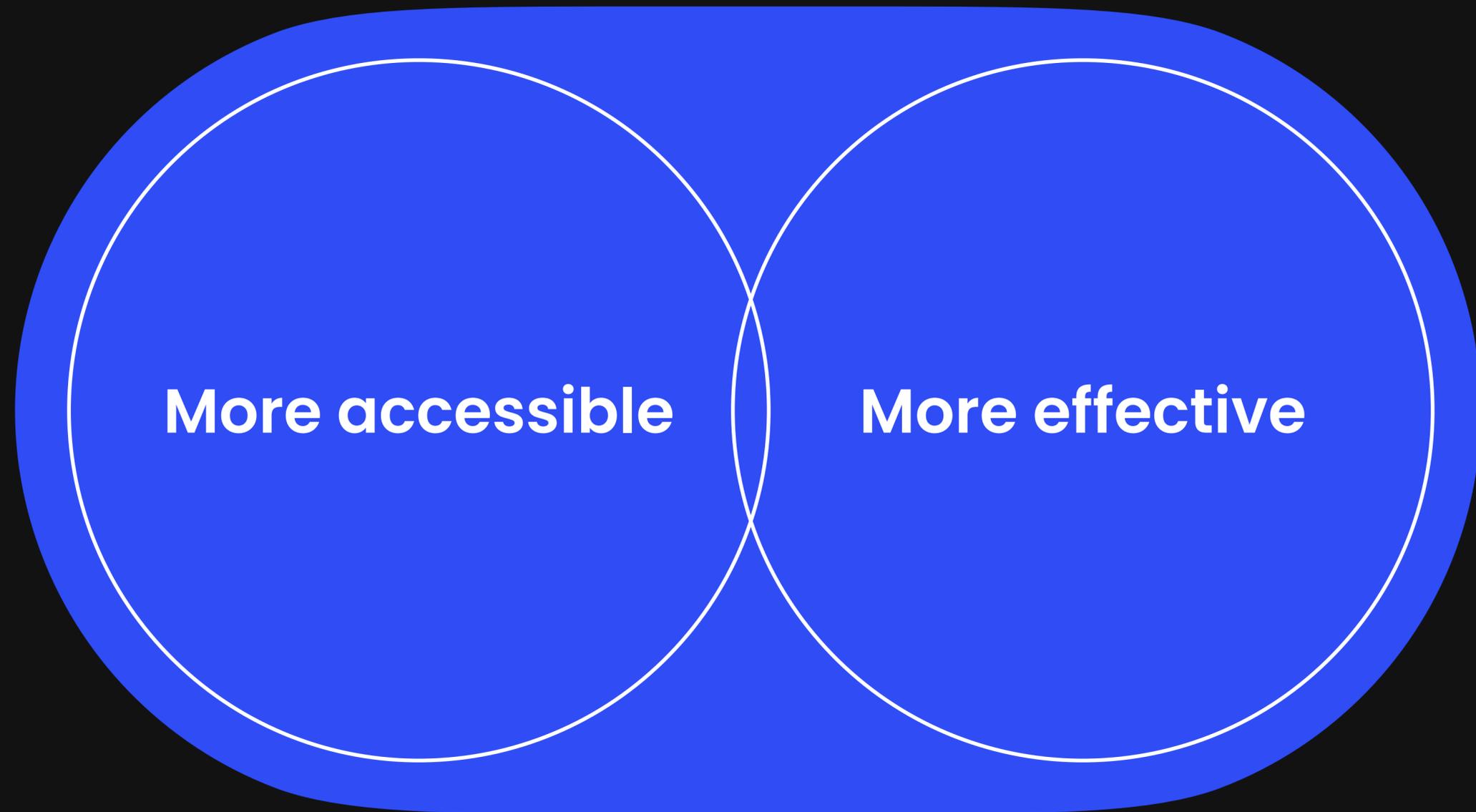


**70% of companies burn their marketing budgets**

**Forbes**



**To change this, we need to be**



B2B SaaS Application for Marketers & Entrepreneurs

# Automated marketing growth machine



Build intelligent strategies with generative AI



Create high-quality content - copywriting, graphics, websites



Save time and optimize marketing budget



Automate marketing workflows & eliminate manual processes

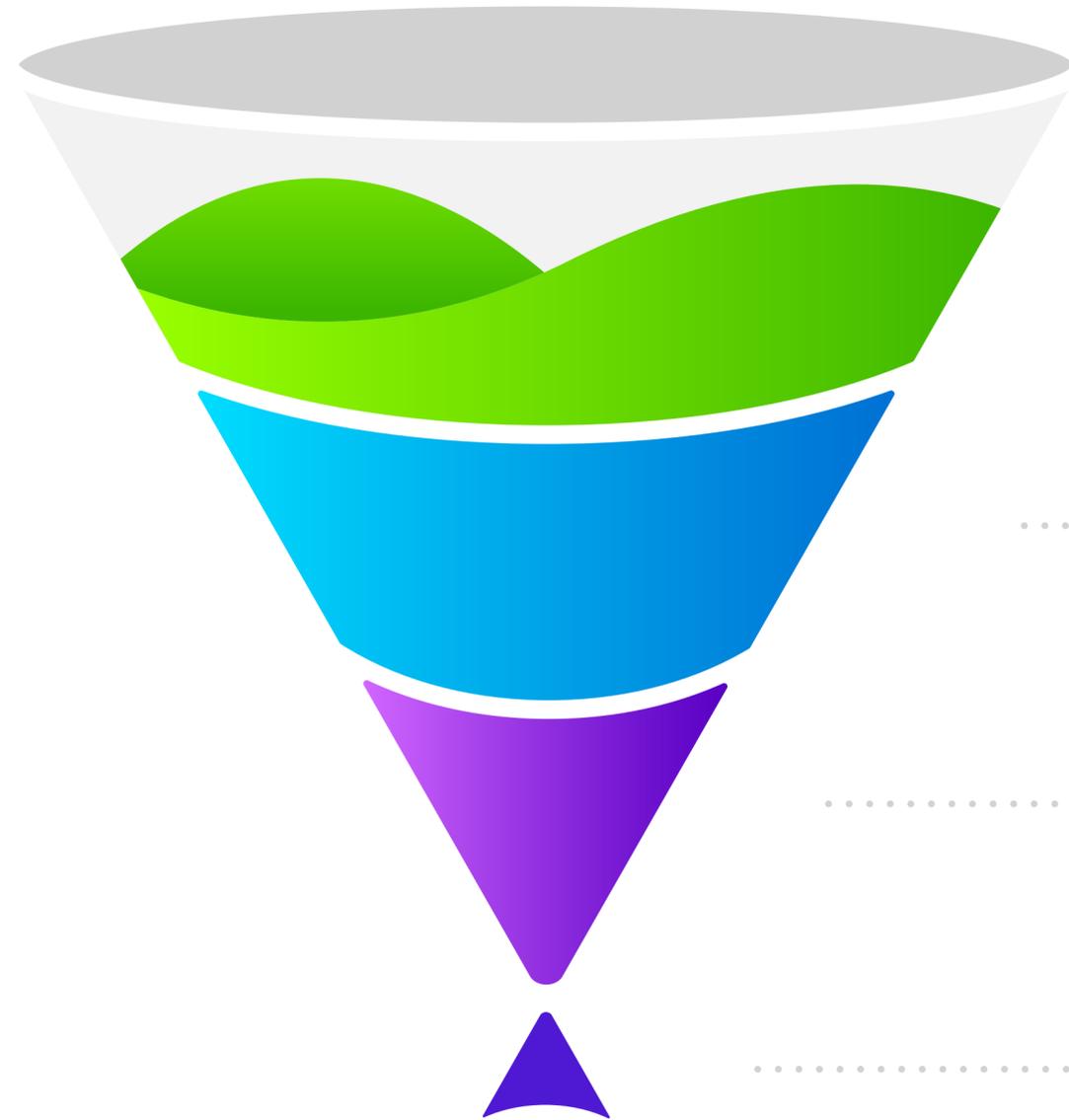


awareness

consideration

action

upsell



**ToFu**  
top of the funnel

**MoFu**  
middle of the funnel

**BoFu**  
bottom of the funnel

**after purchase**



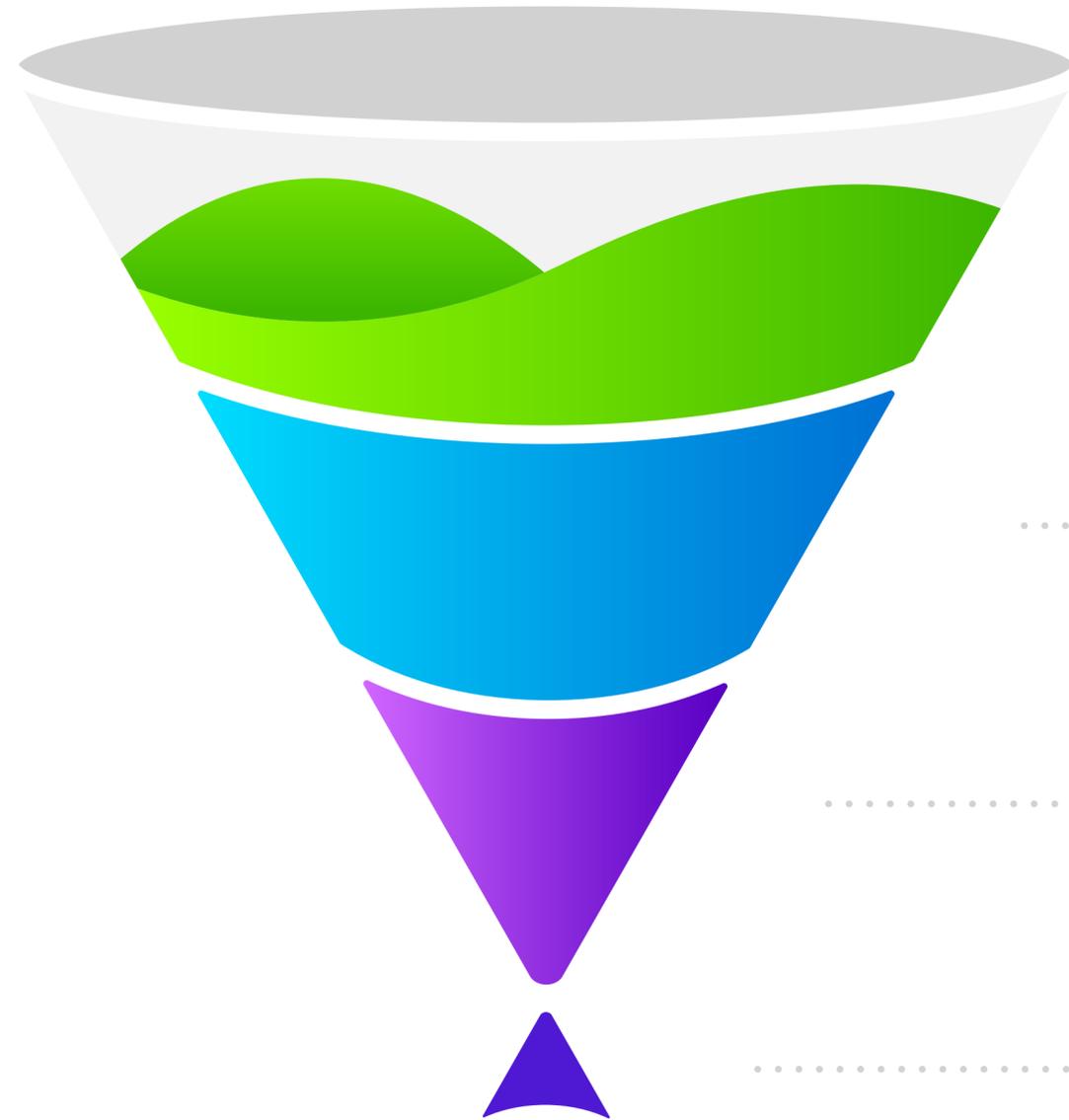


awareness

consideration

action

upsell



**Icebreakers**

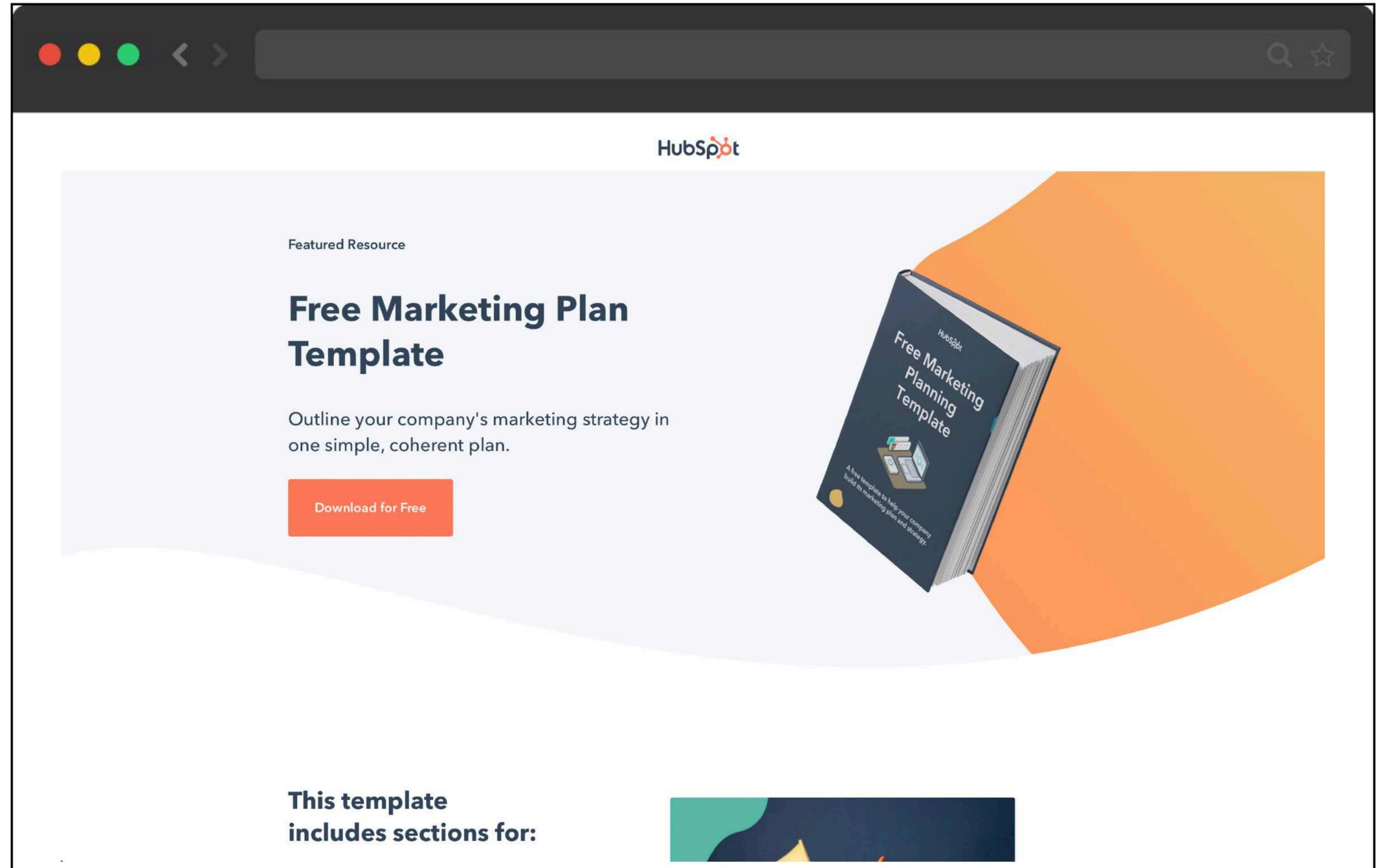
**Cheeseburgers**

**Main Product**

**Upsell**



Free e-book example  
[LINK](#)



Icebreaker

Cheeseburger

Main Product

Upsell



- Free Tools
- Website Grader
- Make My Persona
- Email Signature Generator
- Blog Ideas Generator
- Invoice Template Generator
- Marketing Plan Generator
- Free Business Templates
- Industry Benchmark Data
- Software Comparisons Library
- Website Themes & Templates

← RETURN TO HOMEPAGE

### Step 1/7: Create Your Avatar

Name Your Persona

Sample

Pick your Avatar

Why Is This Step Important?

Start by choosing a name to humanize your buyer persona. Both the name and the avatar you select will help you start thinking about this persona like a real person. Pro tip: Consider naming your buyer persona with their industry in mind to make it easier to remember, like Marketing Mary or Finance Fred

Skip walkthrough mode



Icebreaker

Cheeseburger

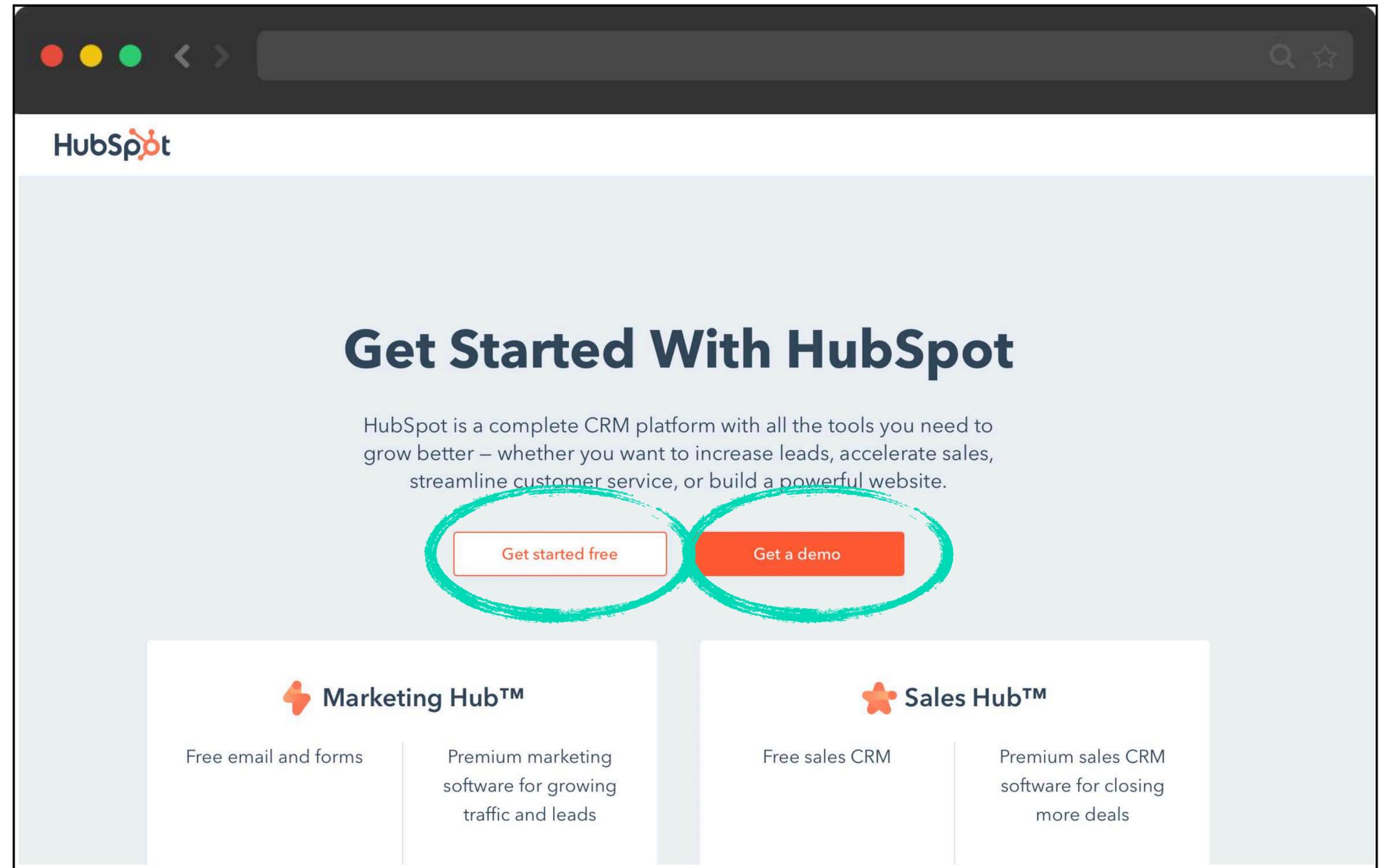
Main Product

Upsell



Freemium account

Product demos



Icebreaker

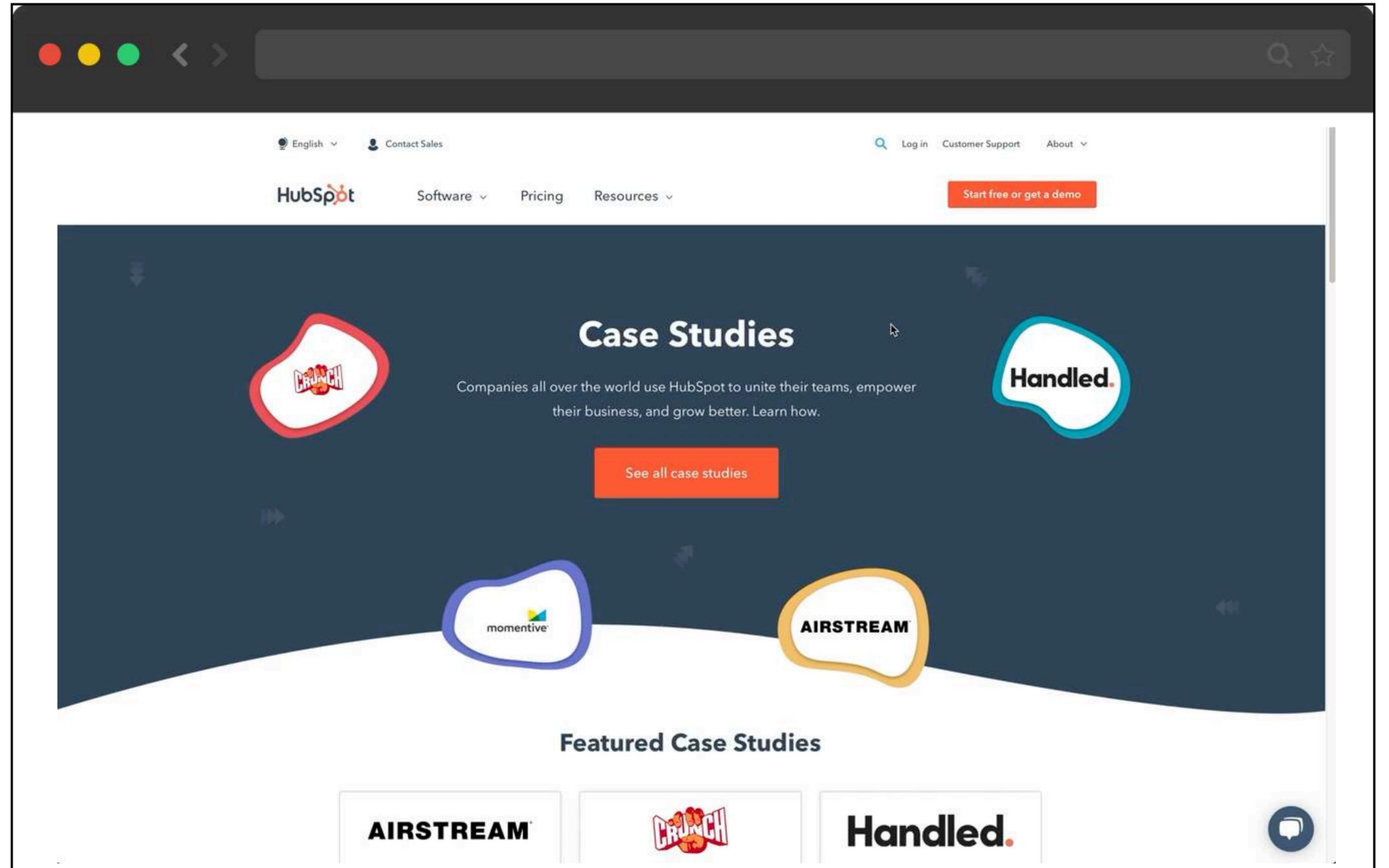
Cheeseburger

Main Product

Upsell



Hundreds  
of Case Studies



Icebreaker

Cheeseburger

Main Product

Upsell

# ToFu

Blog posts

Social Media Posts

Infographics

Reports

Podcasts/Webinars

E-books

# MoFu

Education

Samples/Trials

Downloads

Surveys

Free audit

# BoFu

Product Demos

Webinars/Events

Comparison

Consultations

Case studies

# Loyalty

Community

Referrals

Affiliation

Bundles

Beta testers

**LIVE DEMO**



**Digitalfirst.ai**

[www.digitalfirst.ai](http://www.digitalfirst.ai)

product name helps target group, but  
value proposition, but  
your brand goals & KPI  
initial strategy/tactics

LinkedIn Channel  
Instagram Channel  
Newsletter sent by CEO  
Penetrate other groups  
Facebook  
VIP package  
Chatbot to livechat

Canvases  
Define your Company. Get the best tactics for your business

- Statement
- Business model canvas
- Business model canvas
- Business model canvas

Funnel Goal: 100 sales

Icebreakers Summary: 1423 Total Clicks

Upsell Tactic

Main product tactic

Cheeseburger

30 Sales, 12 Leads

30 Sales, 12 Leads

Main Product

4 Sales

Upsell

3 Sales

Full tactic Pack (nazwa bonusu) 4 Canvases Left

24 / 122 Activities done in funnel  
Keep it going!

Tactics

My Tactics DF.AI Tactics

Search

categories

Featured Tactic

Instagram carousel channel building

TACTIC OF THE MONTH

Sales steady flow

Video funnel tactic

E-mail from CEO

Facebook canvas ads

Personalized e-mail title

All Tactics > Tactics name

Tactic steps

1 Channel name

1 Choose a searchable Facebook Name

Description

If you want the highest confidence in reaching your valuable remarketing group, create a separate campaign targeting only this group and broadcast a campaign with a huge bid, at least 3 times higher than recommended. Attention! This tactic will only work if your communication is really very attractive, e.g. you are doing a special promotion for a selected group.

Assets

- Facebook cover photo image
- Video
- Image Carousel

Behenmarks

- Link

All funnels > Funnel 1.0 DF.AI

Search

Flows

Main Flow

- Invite for fb group community
- LinkedIn Channel

ICEBREAKER

Free evergreen webinar

CHEESEBURGER

- Invite for fb group community
- LinkedIn Channel

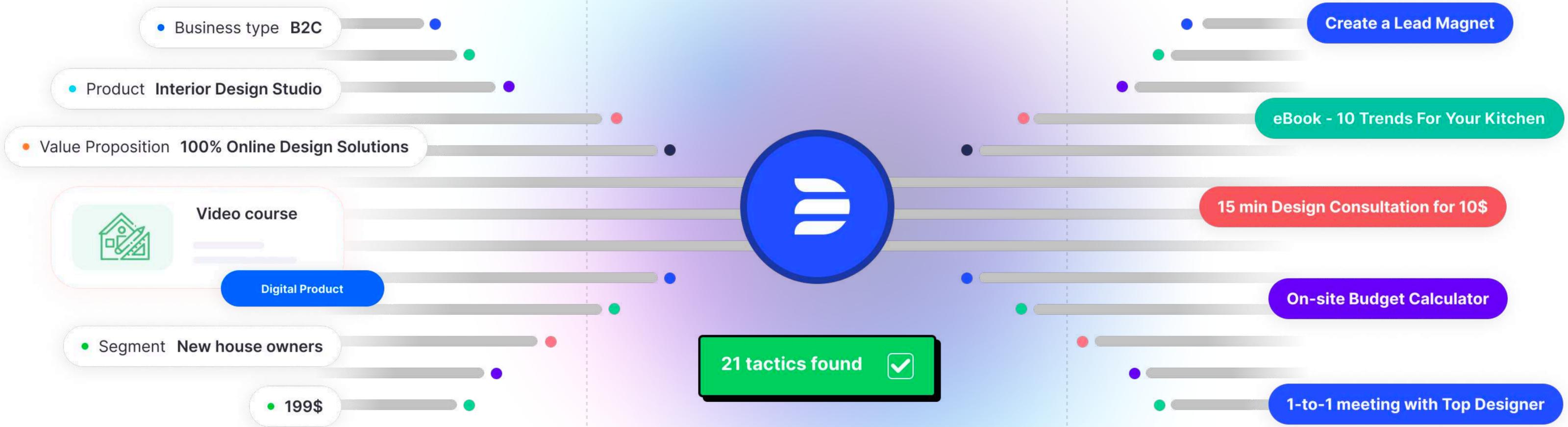
MAIN PRODUCT

- Premium package
- Basic package
- VIP package

UPSELL

- Book
- Affiliation
- Additional features upsell

# Process breakdown



**Tell me something about your business**

**Get digital strategy recommendations within seconds**

**Get step-by-step instructions for executing it**

# Resources & links





# Helpful resources

Articles, links, tutorials

**1**

[Our articles on Growth-hacking and Tactics](#)

**3**

[What is a funnel? \(article\)](#)

**2**

[AI Platform tutorials](#)

**4**

[FAQ](#)

 [digitalfirst.ai/blog](https://digitalfirst.ai/blog)

**GROWTH HACKING**  
THE ULTIMATE GUIDE

Learn how can you use it to grow your business in 2022



A Beginner's Guide To The BoFu

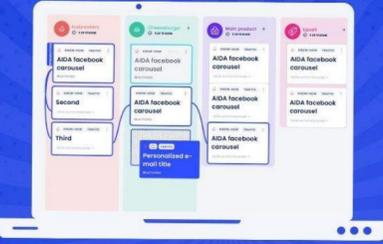
10 Tactics To Explore



WHAT IS A CONVERSION FUNNEL?



**DIGITAL MARKETING FUNNEL**

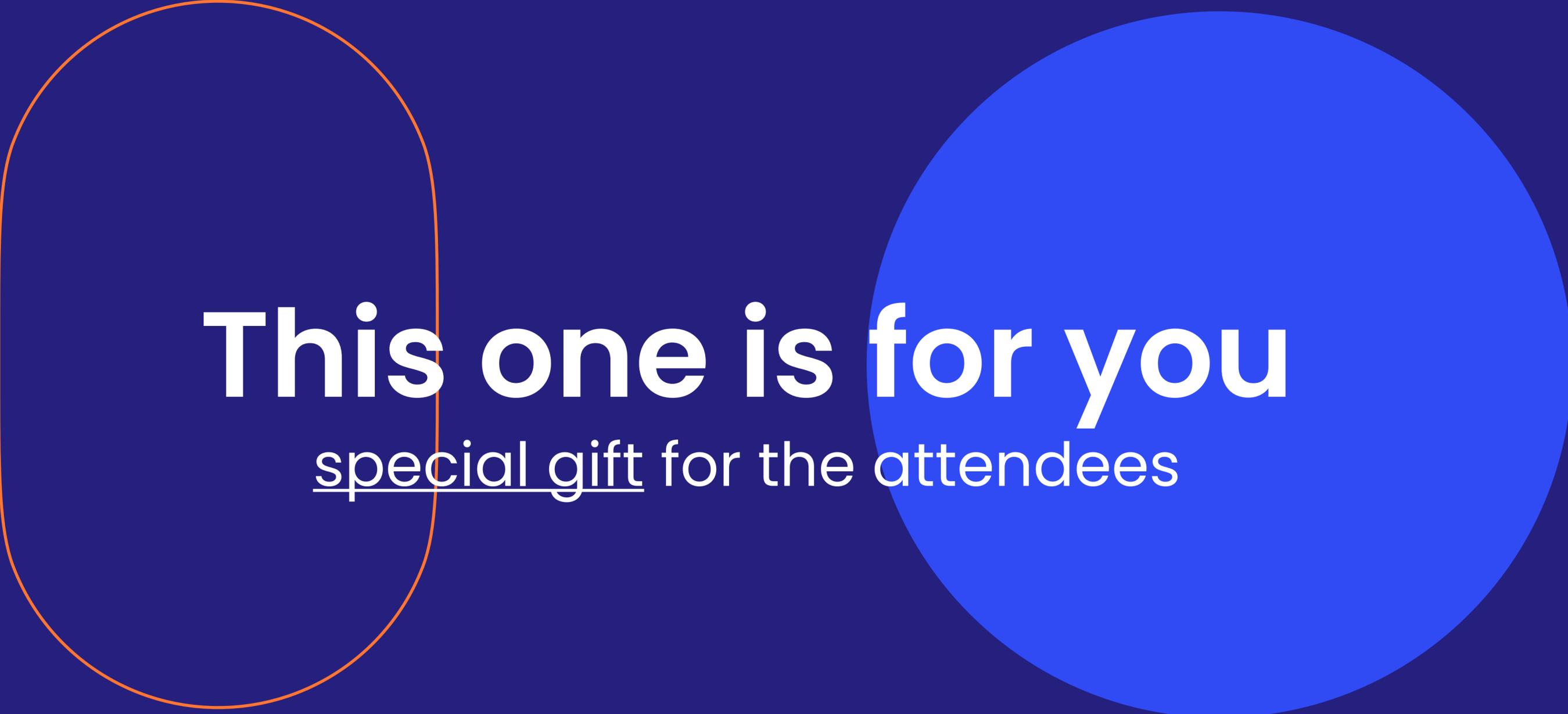


10 BEST LANDING PAGE BUILDERS



20+ Inspiration  
DIGITAL MARKETING STRATEGIES





**This one is for you**

special gift for the attendees



# 20% off promo

For the UNLIMITED offer!

**Save 199\$**

---

[app.digitalfirst.ai](https://app.digitalfirst.ai)

 **Digitalfirst.ai**



**What do you  
get?**

**Unlimited ChatGPT**

**Unlimited AI credits**

**Lifetime access**

**Marketplace**

**Create tactics**

**Funnel flows**

**Discord access**

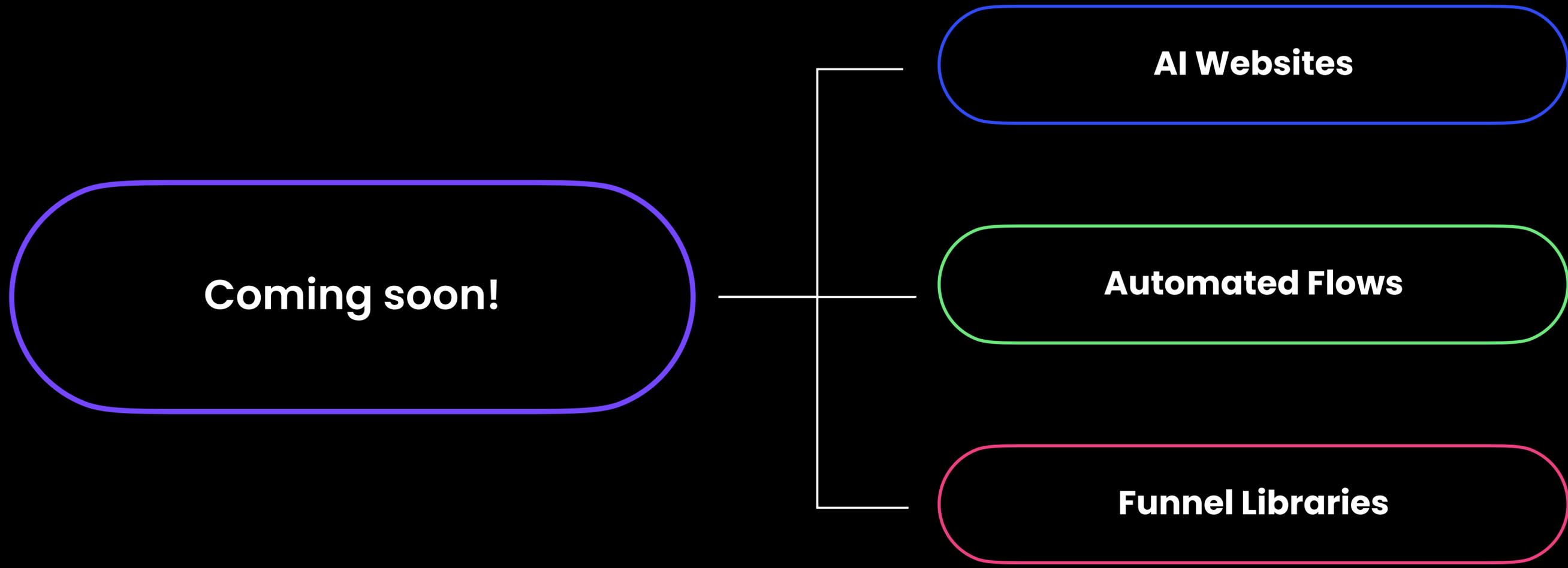
**Tutorials**

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plans**

**Valid for  
7 days**

**[digitalfirst.ai](https://digitalfirst.ai)**

**CODE "AIFUNNELS"**

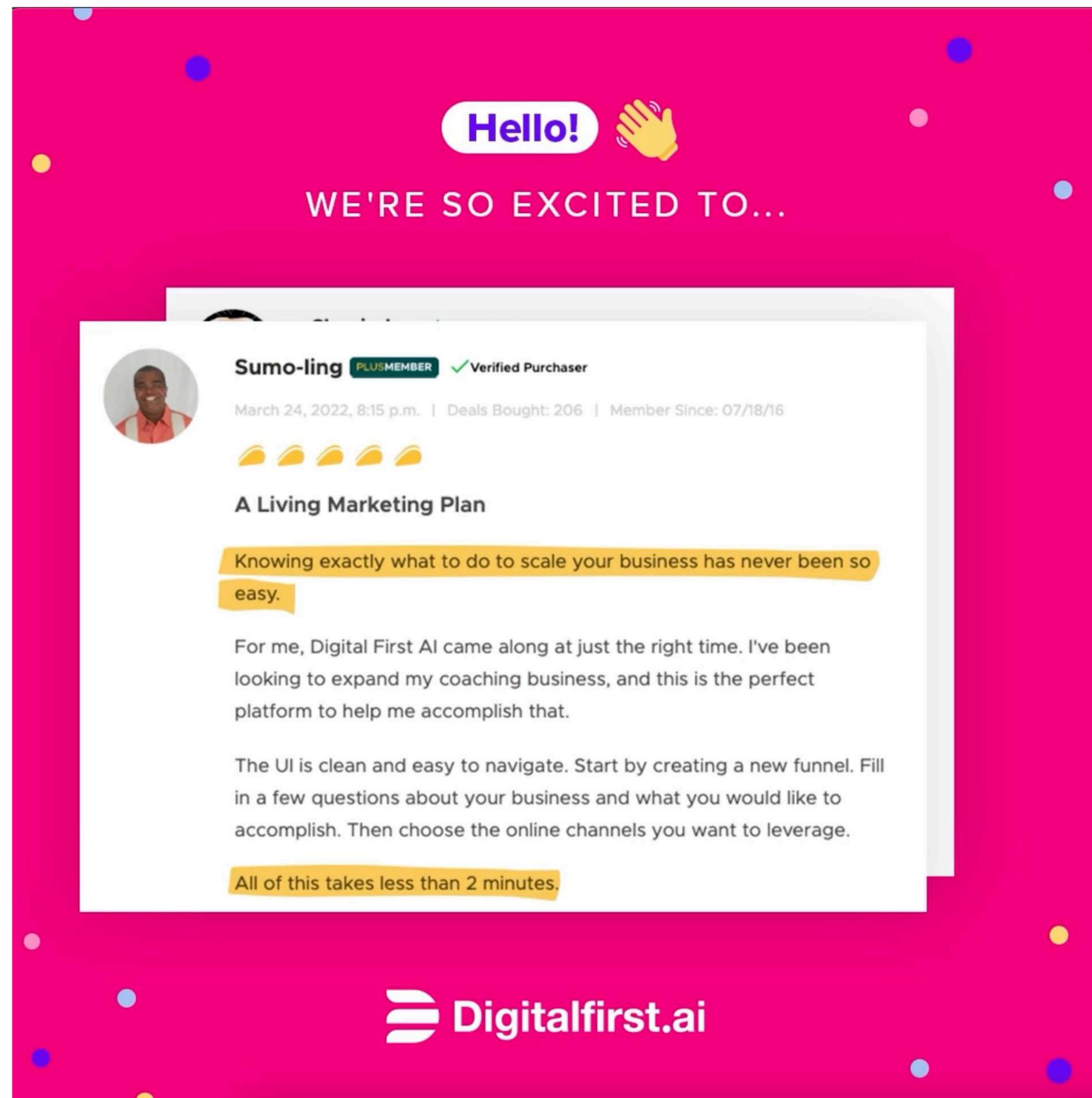




People ❤️ our tool

You're gonna love it too!

+300 positive comments





Any questions?



[rafal@digitalfirst.ai](mailto:rafal@digitalfirst.ai)