



DIGITAL MARKETING SERIES IN-PERSON WORKSHOP



AI for Small Businesses: PRACTICAL WAYS TO SAVE TIME AND MONEY

WORKSHOP WILL COVER:

- **Use Artificial Intelligence (AI) tools to improve your small business—examples include:**
 - Retail stores can use AI to analyze sales trends and customer preferences to decide which products to stock
 - Service businesses can use AI chatbots to answer customer questions instantly
 - Restaurants can use AI to predict popular menu items on certain days, helping reduce food and waste
- **Save money and increase time to focus on growing your business by allowing AI to do repetitive tasks like data entry, inventory management, or appointment scheduling**

**Tuesday October 22, 2024
8:30 - 11 AM**

The Lookout Lodge | 1702 Scott Lake Road | Waterford

8:30 AM: Coffee, Bagels, and Business Introductions

9:15 – 11:00 AM: Workshop

COST: Free | Advance Registration Required

**REGISTER TODAY AT
AdvantageOakland.Eventbrite.com**

QUESTIONS? CONTACT

George Venettis, *Oakland County*
venettisg@oakgov.com | (248) 858-5618

SPEAKERS



Bobby Dimovski, *Founder/CEO | 4MJ Social | Troy*

Since starting 4MJ Social in 2014, Dimovski has consistently helped small to medium sized businesses boost their digital brand, increase revenue, and create buzz through multiple avenues of online marketing.



Brendan Hunt, *Digital Marketing Manager*

Pitch Black Media | Ferndale

Hunt started his career at Google developing Search Engine Optimization (SEO) and Search Engine Marketing (SEM) strategies for companies, non-profits, and agencies. He learned from some of the best in the industry.

Being a data nerd, he enjoys dissecting analytics for his large variety of clients—from different industries and company sizes—all with different goals. At Pitch Black Media, he conceptualizes, develops, and implements innovative solutions that maximize brand awareness, increase profitability and expand market share for his clients nationwide.



Son Tran, *Owner | Pitch Black Media | Ferndale*

Tran has more than 25 years of experience in Internet design and development, covering various industry sectors. He has extensive expertise in travel and tourism. His clients include the Illinois Bureau of Tourism, Oklahoma Tourism, Puerto Rico, Montana, and the Michigan Economic Development Corporation. For some 15 years, Tran has been advising, developing and executing social and digital strategies across the country.

