

A background image of a business meeting with a teal overlay. It shows a man in a grey blazer pointing at a whiteboard, a man in a checkered shirt gesturing while talking, and a woman with long dark hair. In the foreground, there are laptops on a desk displaying charts and graphs.

Lunch and Learn

2023 Business Trends and Quick Wins

Alexei Kouleshov

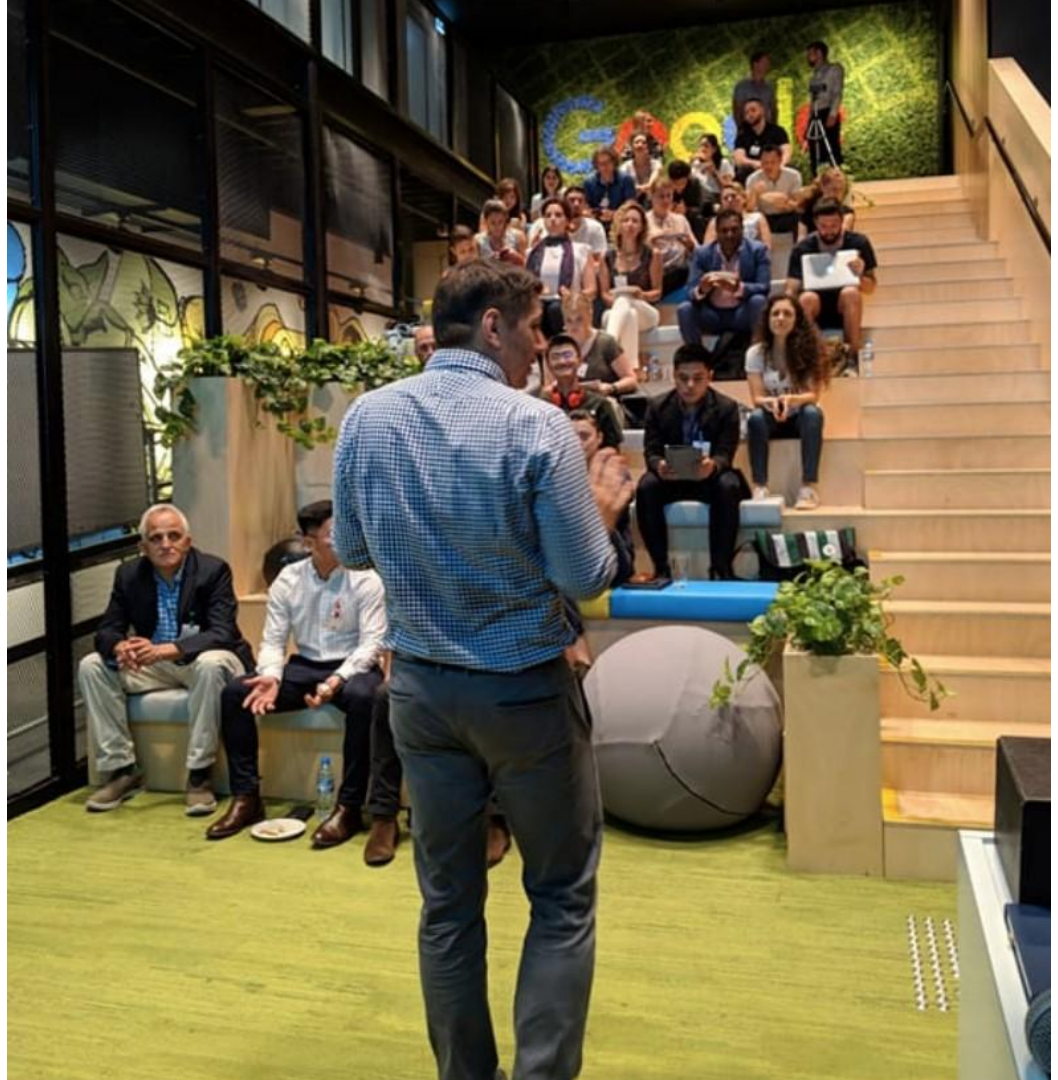
About Alexei Kouleshov

- Entrepreneur
- Run multiple businesses
- Digital agency owner
- Offices in Brisbane, Gold Coast and Melbourne
- Author
- Podcaster



Today's Agenda

- Market Trends
- AI Tools
- Quick Wins for Small Businesses
- Questions and Answers



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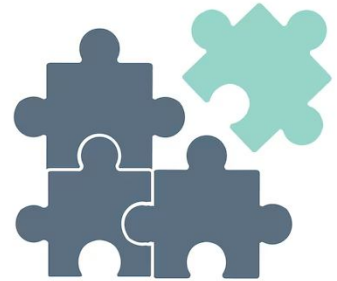
Marketing agency in Woolloongabba, Queensland

Service options: Online appointments · On-site services

Address: 1/604 Stanley St Ground floor, Unit 1/604 Stanley St, Woolloongabba QLD 4102

Why this event?

- Better Business?
- Local networking
- Changes in the market
- Find like-minded people
- Learn from experts
- Make your business better



Upcoming events

- Sponsors
- Guest speakers
- Affiliations with local groups
- Support charity organisations
- Regular events





Market Trends

Consumer Trends

- Buyers confidence is dropping
- Consumers are actively seeking better price and value influenced by inflation
- Interest rates are up 9 months in a row - affects high ticket purchases (refinance)
- Rent is up by almost 18% on average - affects disposable income
- Consumers are expecting payment flexibility
- Consumer privacy is a big concern and driver



Property Trends

HOUSING CYCLES

Brisbane

In January Brisbane dwelling values declined

-1.4%

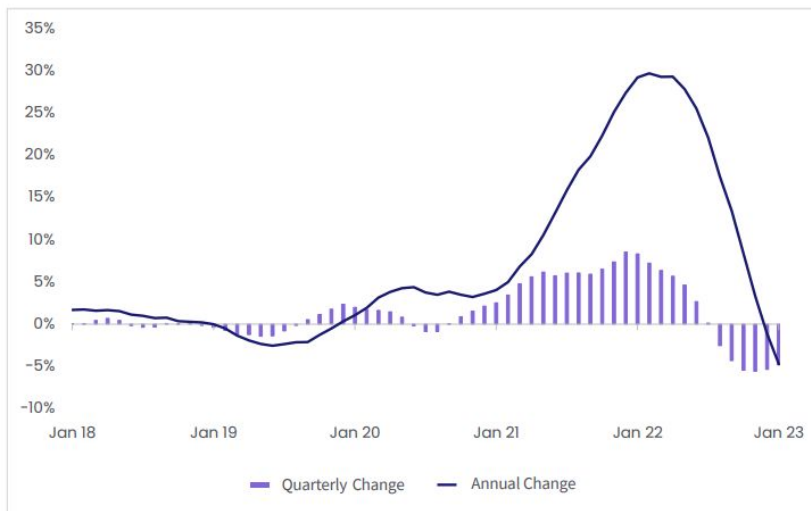
Over the quarter dwelling values decreased by

-4.8%

Over the past year dwelling values decreased by

-4.7%

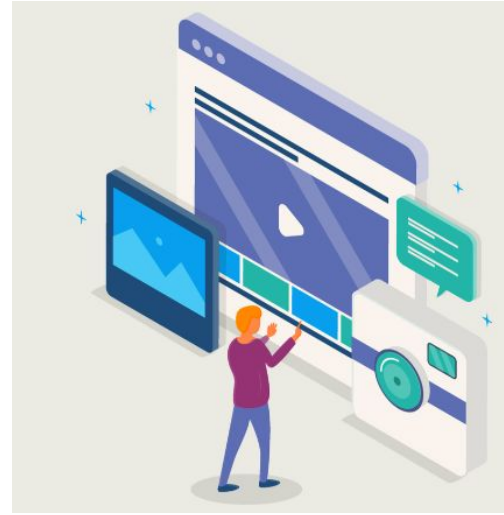
Brisbane dwelling values are now -10.7% below the record high, which was in June 2022.



Marketing Trends

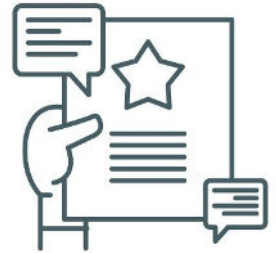
- Shift in spending
 - Buyers want more utility and convenience
 - Companies need to deliver more value as buyers are becoming more selective
- Accelerated physical connectivity - store fronts
- Short video and written content as ways to communicate build trust
- Prioritize retention vs focus on new clients (CRM and relationship management)
- Social shopping rise by 70% - TikTok, Instagram to discover new products

Source [Forbes](#)



Recommendations

- Stay up to date with your industry
- Invest in your brand to build trust
- Work with your customer client base / database
- Enhance your sales process (eg. process, proposals, followup)
- Diversify your marketing channels to where you market spends their time
- Add more value to your current product / service



RECOMMENDATIONS



AI Tools

AI Tools

- Designed to create efficiency
- Simplify creative tasks
- Big data driven
- Reduce costs
- Require training and correction



Chat GPT (Generative Pre-trained Transformer)

- Writes text in different styles
- Creates short analysis and summaries
- Helps create best headlines and marketing messages
- Can be used as a chatbox via integration
- Helps to guide you through processes
- Writes code in any programming language



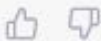
Chat GPT - Writing



write me introduction to lunch and learn business event



Welcome to our Lunch and Learn business event! This is an exciting opportunity for professionals to come together, enjoy a delicious meal, and learn something new about the world of business. Whether you're an entrepreneur, a manager, or simply interested in developing your business skills, this event is designed to provide you with valuable insights and actionable tips that you can apply in your daily work.



Chat GPT - Programming



Here is a simple Python code to convert Celsius to Fahrenheit:



python

Copy code

```
celsius = float(input("Enter temperature in Celsius: "))
fahrenheit = (celsius * 1.8) + 32
print("Temperature in Fahrenheit:", fahrenheit)
```

In this code, we first ask the user to enter the temperature in Celsius using the `input()` function. The `float()` function is used to convert the user input into a floating-point number.

Then, we convert the Celsius temperature to Fahrenheit using the formula $F = (C * 1.8) + 32$, where F is the temperature in Fahrenheit and C is the temperature in Celsius.

Finally, we print the temperature in Fahrenheit using the `print()` function.

Other Tools to Explore

- Dall-E - draws graphics on demand
- Compose AI - writes email follow ups
- Resemble AI - voice audios from text
- Podcast AI - scrapes voice and generates content
- Runway AI - image editing
- Colossyan - creates training video with AI characters
- Fireflies AI - takes meeting notes and analyses them
- Do not pay - blow your socks off

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What can I help you with?

- Fight Parking Tickets
- Customer Service
- Bank Fees
- I'm Owed \$500+
- Wage Protection

Recently visited

- Government Paperwork
- Pet Protection
- Relationship Protection
- I'm Owed \$500+
- Military Protection

9:54

DoNotPay

Parking Ticket

Expected \$198.21 refund

We're working on your parking ticket behind the scenes. Please check back in about 1 hour.

Slide Right to Clear



Quick Wins for Small Businesses

Partnerships

- Define your target partners
- Scrape data
- Run email campaigns
- Qualify them to see they are right for your
- Meet them face to face
- Trial project



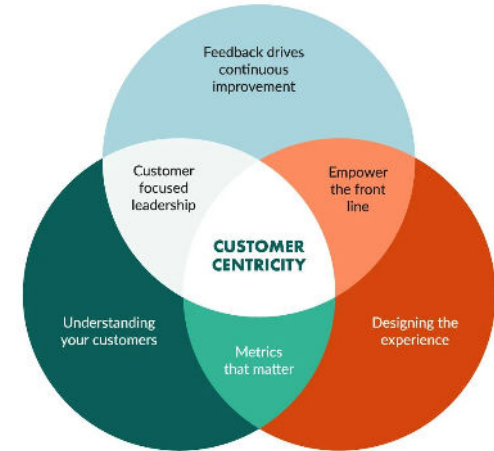
Disruptive Marketing

- Postcard campaigns
- Stand out (lumpy mail)
- Smart message
- Easy call to action
- Followup



Customer Service

- Understand customer problems and offer excellent customer experience
- Add extra value
- Customer experience goes a long way
- Organic way to get referrals
- Bring in consistency to your business





Questions?

Don't be shy

Upcoming Topics

- Accounting updates
- Time management
- HR and Recruitment
- CRMs and Business automation
- Virtual Assistants
- E-Commerce
- Lead generation
- Business networking
- Financial planning and advice
- Investment opportunities

Opportunities

Sponsors? Speakers? etc...



Computers will overtake humans with AI within the next 100 years. When that happens, we need to make sure the computers have goals aligned with ours.

--STEPHEN HAWKING

Contact Me

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