



# Marketing Passport®

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*Foundations » Strategy » Execution Readiness*



**GNR MEDIA**  
GROWTH AND REVENUE



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# CLIENT INFORMATION

## 1. BUSINESS BASICS

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<b>Website Address:</b>	www.thisainow.com		
<b>Business Stage:</b> (Idea/ Growing/ Established)	Established	<b>Primary Contact:</b>	Kyle Davey
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### Which industry best describes your primary business?

AI Consultancy / Technology Services. This AI Now is a specialist AI consultancy that designs and deploys intelligent automation solutions for small and medium-sized businesses. Core services include AI Voice Agents, AI Chatbot Development, Social Media Management, Google Business Profile automation, Workflow Automations, and AI Digital Human Personal Assistants capable of completing real business tasks.

### How does your business primarily operate?

The business operates fully online and remotely, delivering services on a project and retainer basis. Client engagements begin with a discovery call, followed by tailored implementation. Ongoing support is provided via phone, WhatsApp, email, and an AI chatbot. There is no requirement for clients to visit a physical location.

### Where do you currently serve customers?

This AI Now serves clients internationally. Current and past clients are based across the UK, US, the Middle East, Southeast Asia, and Australia. The business operates without geographic restriction and can onboard clients from any country.

### If you have a physical presence, where is it located?

Registered office address: 124 City Road, London, EC1V 2NX, United Kingdom. This is an administrative address. The team works remotely and there is no client-facing shopfront or walk-in premises.

## **Which location matters most for your growth right now?**

The primary growth focus is the United Kingdom, particularly London and major UK cities, targeting SMEs across sectors such as hospitality, trades, healthcare, and professional services. Secondary expansion focus includes Australia and the Gulf region.

## **2.MISSION, VISION & VALUES**

(WHY YOU EXIST AND WHAT YOU STAND FOR)

### **Mission (what you do and who you help?)**

This AI Now helps small and medium-sized businesses save time, reduce costs, and grow faster by implementing practical AI solutions. We build and manage AI Voice Agents, intelligent chatbots, social media automation, Google Business Profile management, workflow automations, and AI Digital Human employees — making enterprise-level technology accessible to everyday businesses.

### **Vision (what success looks like in the future?)**

To become the go-to AI partner for SMEs worldwide. We envision a future where every small business owner has access to a tireless AI workforce that handles the repetitive, time-consuming tasks — freeing them to focus on growth, relationships, and the work that truly matters.

### **Core values (3-5 guiding principles)**

**Simplicity.** We make AI easy to understand and even easier to use, removing jargon and complexity from every conversation.

**Results First.** We measure our success by the tangible outcomes our clients experience — time saved, revenue increased, stress reduced.

**Integrity.** We are honest about what AI can and cannot do, and we only recommend solutions that genuinely serve our clients.

**Innovation.** We stay at the cutting edge so our clients never fall behind, continuously evolving our product suite as technology advances.

**Partnership.** We treat every client as a long-term partner, not a transaction — their growth is our growth.

### **3.PRODUCTS & SERVICES**

((WHAT YOU ACTUALLY SELL))

#### **List of core products/services .**

This AI Now offers six core services. AI Voice Agents answer calls, qualify leads, handle bookings and customer queries 24/7 using human-sounding voices. AI Chatbots are custom-built conversational agents embedded into websites or messaging platforms to handle support, sales and FAQs. Social Media Manager automates content creation and posting across platforms, keeping businesses consistently visible without manual effort. Google Business Profile management optimises and automates updates, posts and reviews to improve local search visibility. Workflow Automations connect apps and eliminate repetitive admin tasks using tools like Make.com and N8N. AI Digital Human Employees are avatar-based AI personal assistants that can complete real business tasks, attend meetings and represent a brand.

#### **Outcomes: the results your customers get.**

Clients save significant time on admin, customer service and content creation. Response times improve dramatically as AI handles enquiries around the clock. Businesses appear more professional and consistent across digital channels. Revenue increases through better lead handling and faster follow-up. Owners and teams experience reduced stress and reclaim focus for higher-value work.

#### **Pricing: how you package or charge for your work.**

Services are packaged on a monthly retainer basis starting at \$199 per month for entry-level automation, \$499 per month for AI Voice Agent implementation, and bespoke pricing for full-scale professional deployments. All plans include a 100% money-back guarantee.

#### **Hero Offer: the offer that drives most of your revenue.**

The primary revenue-driving offer is the AI Voice Agent — a done-for-you service that builds and manages a human-sounding AI phone agent tailored to the client's business. It solves the most immediate and painful problem for SMEs: missed calls, slow response times and the cost of hiring reception staff.

## **4. AUDIENCE & CUSTOMERS**

(WHO YOU'RE FOR)

### **Ideal customer profile (plain English) .**

An SME owner or director with 1 to 50 staff who is time-poor, growth-focused and frustrated by the manual effort required to handle enquiries, admin and social media. Not necessarily tech-savvy but open to solutions that save time and money. Typically turning over £100k to £5m and constantly firefighting rather than building.

### **Customer segments (if you serve more than one type of customer).**

SMEs across trades, hospitality, healthcare, professional services and food and beverage. International SMEs in US, UK Australia, the UAE and Southeast Asia seeking English-language AI customer service tools. Larger multi-site operators looking to scale AI solutions across their business.

### **Customer Problems: the challenges they face.**

Missed calls and slow response times cost them leads. Hiring staff for reception and admin is expensive and unreliable. They struggle to stay consistent on social media. Manual processes create errors and owner burnout. They know AI exists but do not know where to start or who to trust.

### **Why do customers choose you?**

Everything is done for them with no technical knowledge required. The service is practical, jargon-free and results-focused. The money-back guarantee removes risk. The team brings real-world commercial experience across sales, telecoms and operations — so recommendations are grounded in business reality, not just technology.

## **5. COMPETITORS & DIFFERENTIATORS**

(WHERE YOU SIT IN THE MARKET)

**Direct Competitors: businesses offering similar products or services.**

Large AI agency groups such as Cognigy, Tidio and Intercom offer overlapping products but target enterprise clients with complex onboarding and high price points. Freelance AI developers and generalist digital agencies increasingly offer chatbot or automation builds as add-on services. UK-based AI consultancies positioning toward SMEs are an emerging but still fragmented competitive set.

**Indirect Competitors: alternatives your customers might choose instead.**

Hiring a receptionist, VA or social media manager is the most common alternative customers consider. Done-it-yourself tools like Zapier, Manychat or ChatGPT direct are indirect alternatives for more technically confident owners. Traditional call answering services such as Money Penny also compete for the same budget.

**Your Edge: what you do differently and why customers choose you.**

This AI Now sits in a specific gap that larger agencies and freelancers both miss. The service is fully done-for-you, commercially focused and built for businesses with no internal tech team. Pricing starts at a fraction of hiring a member of staff. The team brings direct B2B sales and telecoms experience, meaning every solution is framed around revenue and operations — not just technology. The money-back guarantee, fast implementation and genuine client results across 45-plus businesses create trust that generic providers cannot match. Clients get a specialist partner, not a vendor.

## **6. BRAND POSITIONING & MESSAGING**

(HOW YOU EXPLAIN YOURSELF TO THE WORLD)

**Positioning Statement: the core idea you want to own.**

This AI Now is the done-for-you AI partner for small and medium businesses who want to work smarter, respond faster and grow without hiring more staff. We make enterprise-level AI accessible, practical and affordable for the businesses that need it most.

**Short pitch / 7-second explanation.**

We build AI employees for your business — voice agents, chatbots and digital staff that work 24/7, so you do not have to.

**Hooks/Taglines: memorable lines that spark interest.**

Your business, running itself.  
Stop hiring. Start automating.  
The AI team you never had to recruit.  
24/7 staff. Zero salary.  
We handle the repetitive. You handle the growth.  
AI that actually works for your business.

**Tone of Voice: choose the style that fits your brand.**

Straight-talking and confident without being arrogant. Warm enough to build trust with non-technical business owners but sharp enough to command credibility in professional settings. The voice leads with outcomes over features, uses plain English over jargon, and always sounds like a knowledgeable partner rather than a salesperson. Think experienced business consultant who also happens to understand AI — grounded, clear and results-focused.

## **7. BRAND STORY**

(EMOTIONAL CONTEXT)

### **Who is your ideal customer?**

A small business owner who is good at what they do but drowning in the operational side. They started their business for freedom but spend most days answering the same calls, chasing the same admin and trying to keep up with a digital world that moves faster than they can.

### **What are they struggling with?**

Enquiries get missed. The phone rings at the wrong moment. Social media goes quiet for weeks. Staff call in sick. There is never enough time to work on the business because they are always working in it. They know technology could help but every solution they have looked at feels complicated, expensive or built for someone else.

### **How does your brand help?**

This AI Now is the guide that makes it simple. We come in, learn the business, and build an AI workforce that handles the calls, the content, the customer queries and the repetitive tasks. No jargon. No long contracts. No technical knowledge needed. Just results, fast.

### **What does life look like after success?**

The phone gets answered every time. Enquiries convert because no lead is ever left waiting. Content goes out consistently without the owner lifting a finger. Admin shrinks. Stress drops. The owner finally has time to focus on growth, on their team, or on getting their evenings back. Their business did not just get more efficient — it got a second wind.

## **8. BRAND PERSONALITY & VOICE**

(HOW YOU SOUND AND SHOW UP)

### **Brand personality traits.**

Knowledgeable but approachable. This AI Now speaks with authority on AI without making people feel inferior for not knowing it. Straight-talking. No fluff, no filler, no empty promises. Results-driven. Every conversation circles back to real outcomes for real businesses. Quietly confident. The work speaks louder than the hype. Human. Despite being an AI company, the brand leads with warmth, relatability and genuine care for the people it serves.

### **Voice Guidelines: the do's and don'ts that keep your communication consistent.**

Do use plain English and lead with outcomes. Do speak directly to the business owner as an equal. Do back claims with real examples and client results. Do keep sentences short and punchy. Do sound like a trusted advisor who has seen it all before.

Do not use technical jargon without explanation. Do not over-promise or use hype-driven language. Do not sound corporate, cold or transactional. Do not lecture or talk down to the audience. Do not make the brand the hero — the client always is.

### **One-Word Descriptor: the single word that captures your brand's essence.**

Empowering.

## 9. BRAND STYLE GUIDE

(HOW YOU LOOK?)

**Logo [upload].**



The primary logo is the This AI Now wordmark available at [thisainow.com](https://thisainow.com). It should always appear on dark backgrounds where possible to maintain contrast and visual impact. It should never be stretched, recoloured or placed on visually busy backgrounds that reduce legibility.

**Brand colours, e.g: your colour codes: #8c52ff**

Primary: Deep navy or near-black — communicates trust, professionalism and technology. Secondary: White or light grey — used for clean space, readability and contrast. Accent: Electric blue or cyan — used sparingly for highlights, CTAs and digital elements to signal innovation and energy. The overall palette should feel sleek, modern and credible without being cold or corporate.

**Fonts / typography.**

Headings should use a clean, modern sans-serif with confident weight — something geometric and forward-looking. Body copy should prioritise readability above all else, using a neutral sans-serif at comfortable sizing. Avoid decorative, script or serif fonts as they conflict with the brand's straight-talking, technology-forward personality.

**Visual preferences.**

Clean layouts with strong white space. Real business imagery over generic stock photography where possible. Motion graphics and subtle animations work well given the AI context. Visual storytelling should centre on transformation — before and after, complexity simplified, time reclaimed. The overall aesthetic should feel like a premium tech consultancy that is still human and accessible, not a faceless enterprise software brand.

## 10. WEBSITE & INFRASTRUCTURE

### SNAPSHOT

(EXECUTION READINESS – SIMPLIFIED)

What website platform do you use? Tick one. If you select other, please provide the platform name.

Wordpress       Webflow       Shopify       Other Framer

Where is your Domain or DNS hosted?

Cloudflare       GoDaddy       Namecheap       Unsure       Other

Do you have full website access or not?

Yes       No

## 11. MARKETING CHANNELS (CURRENT & PLANNED)

(WHERE YOU SHOW UP)

**Current channels in use.**

LinkedIn is the primary active channel, used for organic content, thought leadership and direct outreach to SME decision makers. The thisainow.com website drives inbound interest supported by an active blog and SEO schema work targeting London and UK audiences. Cold outreach via email and phone is used for proactive lead generation across target verticals. WhatsApp is used for client communication and some direct prospecting, particularly for international contacts.

**Channels you want to use next.**

YouTube and short-form video on Instagram and TikTok are the priority next channels, using AI-generated demo content, voice agent showcases and client result stories to build awareness at scale. Google Ads targeting high-intent SME search terms is the planned entry point for paid acquisition. A structured email newsletter to nurture the existing contact base is also in the pipeline.

**Paid vs organic mix (if any).**

Currently operating primarily organic across all channels. The near-term plan is to introduce paid search via Google Ads to capture bottom-of-funnel intent, and paid social via LinkedIn or Meta to reach SME owners at scale. The target mix within six months is roughly 70 percent organic and content-led, 30 percent paid acquisition — keeping customer acquisition costs low while building long-term brand authority through consistent content output. 12

## 12. MARKETING ASSETS (EXISTING)

(WHAT YOU ALREADY HAVE TO WORK WITH)

- **Logo files**
- **Photos**
- **Videos**
- **Testimonials**
- **Case studies**
- **Written content**

### Logo Files

The primary This AI Now logo and wordmark are available via the website. Files should be exported from Framer in PNG and SVG formats across light and dark variants. A full asset export for agency use should be prepared if not already done.

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### Photos

No dedicated professional brand photography currently exists. The website uses high-quality stock and AI-generated imagery. Original team or lifestyle photography is an identified gap to address before scaling paid campaigns.

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### Videos

AI-generated demo videos and voice agent showcases have been produced for client pitches and social content. Short-form promotional content exists across verticals including hospitality and healthcare. Further video assets are in production using tools including HeyGen and Hedra.

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### Testimonials

Strong written testimonials exist from six-plus named UK businesses including 2D Freight, Premier Tyres, Swifts Recovery, Milkie Bar, Ormskirk Eats and Heskin Hall. These are live on the website and ready to use across campaigns immediately.

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### Case Studies

Outcome-based case studies are an identified gap. The testimonial base provides strong raw material to develop two or three full case studies demonstrating measurable results such as time saved and productivity gains.

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### Written Content

Active blog on thisainow.com. Cold outreach scripts, one-pagers, service brochures and LinkedIn content have been produced across multiple verticals. Voice agent scripts exist for several client sectors. A content library is in place and growing.

## 13. KEYWORDS & SEO FOCUS

(ONLY NOW DOES THIS MAKE SENSE)

### Core topics you want to be known for.

AI solutions for small businesses. AI customer service automation. Voice agent technology for SMEs. Chatbot development and deployment. Social media automation. Google Business Profile optimisation. Workflow automation for business owners. AI digital employees and virtual assistants.

### **Primary keywords/themes (the search terms and themes your ideal customers actually use)**

High intent buying terms: AI agency for small business, AI voice agent UK, chatbot development UK, done for you AI automation, AI customer service solution, hire AI receptionist, AI phone answering service, Google Business Profile management UK.

Problem-aware search terms: how to automate customer service, reduce missed calls small business, automate social media posts, save time on business admin, AI tools for SMEs, replace receptionist with AI.

Location and sector specific terms: AI agency London, AI consultancy UK, AI for hospitality businesses, AI for tradespeople, AI for healthcare SMEs, AI automation Melbourne, AI voice agent Australia. Five core pillars should anchor all SEO content output. First, AI education for non-technical business owners. Second, product-specific guides covering voice agents, chatbots and automation. Third, sector-specific content targeting hospitality, trades, healthcare and professional services. Fourth, client results and case study content. Fifth, comparison and buying guide content targeting decision-stage searches such as AI receptionist versus human receptionist.

## **14. GOALS & SUCCESS METRICS**

(WHAT SUCCESS LOOKS LIKE)

### **Primary business goal (your main focus for the next 6–12 months).**

To grow This AI Now to a consistent monthly recurring revenue of £20,000 to £30,000 within 12 months by signing a stable base of retained SME clients across the UK and key international markets. The secondary goal is to establish the brand as a recognisable authority in AI solutions for small businesses through content, case studies and visible client results.

### **Key outcomes you care about (leads, sales, visibility, etc.).**

Ten to fifteen active retained clients within six months. A predictable inbound lead pipeline generating five to ten qualified enquiries per week. At least three published case studies demonstrating measurable client outcomes. A LinkedIn following and content presence that generates consistent organic enquiries without paid spend. A white-label or referral partnership channel contributing at least 20 percent of new revenue by month twelve.

### **Biggest constraints: what's limiting progress (time, budget, clarity, systems).**

The primary constraint is bandwidth. As a small founding team managing both delivery and business development simultaneously, the capacity to execute marketing consistently while onboarding and servicing clients is limited. The secondary constraint is brand awareness — the product and results are strong but the business is not yet widely known outside of existing networks. Solving the awareness problem through systemised content output and strategic partnerships is the critical unlock that will allow paid acquisition to perform efficiently when budget is allocated.

## **15. BUDGET & DECISION-MAKING**

(HOW WORK ACTUALLY GETS APPROVED)

**Marketing Budget Range: an approximate amount you're comfortable investing.**

The current marketing budget is modest and primarily sweat-equity driven, with organic content and outreach forming the majority of activity at no direct cost. A monthly budget of £500 to £1,500 is available for paid tools, software, content production and initial paid advertising tests. As retained client revenue grows, this budget is expected to scale proportionally with a target of allocating 10 to 15 percent of monthly recurring revenue back into marketing within twelve months.

**Decision-Maker: the person who approves spend and final decisions.**

All marketing spend and strategic decisions are approved jointly by the two co-directors of This AI Now Limited. Day-to-day content and outreach decisions can be executed without sign-off. Any new platform, paid campaign, agency engagement or commitment above £500 requires director approval. Turnaround on decisions is fast given the flat structure of the business — there are no committees, no procurement processes and no external stakeholders to consult. Agencies and partners can expect clear and quick responses on proposals, creative direction and budget sign-off.

## **16. COMPLIANCE & PERMISSIONS**

(RISK PROTECTION – KEPT LAST)

**Do you have permission to use testimonials/photos?**

All testimonials currently published on the This AI Now website were provided voluntarily by named business owners and are displayed alongside their company names and registration numbers, indicating clear consent. These testimonials are approved for use across website, social media and paid advertising. Any new testimonials or case study content will be confirmed in writing with clients before use in campaigns. No third-party photography requiring model releases is currently in use — the website relies on stock imagery and AI-generated visuals which carry appropriate commercial licences.

**Industry Rules: any sector-specific regulations you must follow?**

As an AI consultancy operating in the UK, This AI Now must ensure all marketing claims are accurate, substantiated and compliant with ASA and CAP guidelines. Performance claims such as time saved or productivity gains must be grounded in real client outcomes and not presented as guaranteed results for all customers. The money-back guarantee featured in pricing must be honoured as stated and its terms clearly defined to avoid consumer protection issues. Data handling and AI output disclaimers should be considered as the business scales, particularly for any healthcare or financial sector clients where regulated advice boundaries apply. GDPR compliance for email outreach and lead capture is in place and must be maintained as campaigns grow.

