



KEAN

Center for Cybersecurity



U.S. Small Business
Administration



A Beginner's Guide to Artificial Intelligence (AI) and Generative AI (Gen AI) for Small Businesses



What Is Artificial Intelligence (AI)?

Artificial Intelligence (AI) refers to the simulation of human intelligence in machines designed to think, learn and make decisions. AI can process data, identify patterns, and make predictions or decisions without needing constant human input. For small businesses, AI can streamline operations, enhance customer experiences and optimize decision-making.

What Is Generative AI?

Generative AI, a subset of AI, refers to tools and systems that create new content, such as text, images, music or video, based on input data. Unlike traditional AI, which analyzes data to identify trends or make decisions, Gen AI can generate entirely new outputs. This technology can be incredibly useful for small businesses looking to enhance their content creation, marketing strategies and customer engagement efforts.



Benefits of Gen AI for Small Businesses

How Can Gen AI Benefit Small Businesses?

1. **Speed:** Gen AI can automate time-consuming tasks, allowing businesses to focus on what matters most. Whether it's creating content, answering customer inquiries or analyzing data, Gen AI works quickly and efficiently.
2. **Creativity:** With Gen AI, businesses can generate creative content that resonates with customers. Whether designing visuals or writing marketing materials, AI can inspire and accelerate the creative process.
3. **Cost-Effective:** Gen AI tools often reduce the need for specialized employees, lowering overhead costs and making high-quality services available to small businesses.
4. **Data Insights:** Gen AI can help businesses analyze customer data, market trends and potential threats, allowing for more informed decisions.

What Free Gen AI Tools Are Available?

There are several free tools that small businesses can use to leverage Gen AI. Some popular examples include:

1. **ChatGPT (OpenAI):** A conversational AI tool that can assist with customer service, content generation, and more.



ChatGPT

2. **Perplexity AI:** A free search and answer platform that leverages advanced AI models to provide quick and relevant answers to specific questions. It's useful for businesses looking to gain insights and get detailed answers to industry-specific queries.



perplexity

3. **Gemini (by Google):** A powerful AI chatbot that offers features for generating text-based content, answering questions and supporting customer interactions. It's known for its ability to help businesses engage with customers more effectively and generate high-quality written content.



Benefits of Gen AI and AI Impact for Small Businesses

Gen AI helps small businesses by:

1. **Improving Marketing Campaigns:** AI can automate the creation of personalized email campaigns, social media content and advertisements, helping businesses reach the right audience.
2. **Enhancing Customer Experience:** With AI-driven chatbots or virtual assistants, small businesses can offer 24/7 support and improve customer satisfaction.
3. **Data-Driven Decisions:** Gen AI can analyze customer behavior, market trends and competitor actions to help businesses make more informed decisions.

Full Example Prompt:

"Hi ChatGPT! I need help creating a marketing campaign for a new fitness app that tracks workouts and provides personalized meal plans. It's integrated with wearables and features a community for users to share progress. Our target audience is health-conscious adults aged 25-40, both men and women, living in urban areas. They are tech-savvy and motivated by convenience and personalization. The campaign goal is to increase app downloads by 25% over the next 3 months and engage users to complete at least one workout in the first week.

The tone should be energetic, inspiring, and motivational. We plan to use Instagram and TikTok for influencer marketing and organic posts, Google Ads for paid campaigns, and email marketing to keep users engaged. The messaging should emphasize the community aspect of the app and its seamless integration with wearables. I'd also like to incorporate user-generated content and success stories in the campaign. Can you suggest some strategies and ad copy ideas?"

How Can Small Businesses Use Gen AI for Marketing?

- **Content Generation:** Create blog posts, emails and newsletters. AI tools can write high-quality copy for social media posts and email campaigns, saving time and improving consistency.
- **Visual Design:** Use tools like Canva to design marketing materials like posters, flyers and banners in minutes.
- **Audience Targeting:** AI can assist in targeting the right audience for your campaigns by analyzing customer data and predicting their interests.

How to Use Gen AI to Generate Content Quickly

Emails & Campaign Materials: Using tools like Copy.ai, small businesses can generate email templates, newsletters and ad copy within minutes. The benefit is speed—what used to take hours can now be done in minutes. AI can also personalize these messages to increase engagement.

"Hi ChatGPT! I need help with an email campaign for a new fitness app that tracks workouts, provides personalized meal plans, and integrates with wearables. It also has a community for users to share progress. Our target audience is tech-savvy, health-conscious adults (25-40) in urban areas.

The goal is to increase app downloads by 25% over 3 months and get users to complete a workout in their first week. The emails should highlight personalization, wearables integration, and the vibrant community. The tone should be energetic and motivational. We need a sequence with a welcome email, onboarding email, and a follow-up after the first workout, featuring success stories to inspire action.

Can you suggest an email sequence with subject lines, body copy, and calls to action?"

How to Create a New Image or Audio File for Marketing

Speed and Creativity: Tools like DALL-E (for images) and AI-powered music generators allow businesses to create unique, branded visuals or audio files for presentations, social media or marketing materials. AI offers speed in creating these assets and creativity in exploring new styles and formats.

How to Create Marketing Copy Quickly

Flyers & Posters: Use AI tools such as Jasper or Copy.ai to generate compelling text for marketing materials like flyers, posters or product descriptions. With AI, you get speed and creativity, as the tools help you generate catchy headlines, persuasive language and more, tailored to your brand.

How to Use Language More Effectively (Translation, Real-Time Conversations, etc.)

Speed and Creativity: Gen AI tools can translate live discussions or documents, enabling businesses to connect with a global audience. Services like Google Translate or DeepL can translate text or even conversations in real-time, enhancing communication with non-native customers.

How to Use Gen AI for Cyber Threat Analysis

Cybersecurity Analysis: Gen AI can analyze data from various sources (such as industry reports and news) to identify potential cyber threats. By using Gen AI tools, small businesses can stay ahead of cybersecurity risks, which is crucial for protecting sensitive business and customer data.

How to Summarize Multiple Documents Quickly

Speed and Efficiency: Gen AI can quickly summarize lengthy reports, articles or documents into short, easy-to-read overviews. This helps business owners stay informed and make decisions faster without spending hours reading through extensive information.

Conclusion

Why Small Businesses Should Consider Gen AI

Generative AI is not just a tool for large corporations. Small businesses can also take advantage of its capabilities to improve productivity, creativity and customer engagement. By incorporating Gen AI into their operations, small businesses can remain competitive, innovate faster and reduce operational costs.

As the world of AI continues to evolve, businesses that embrace these technologies early will be better equipped for success. The potential applications are vast, and the benefits of Gen AI, from speeding up workflows to creating high-quality content, are clear. It's time for small businesses to explore and harness the power of Gen AI.

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Additional Resources:

How AI can benefit your small business – US SBA

<https://www.sba.gov/business-guide/manage-your-business/ai-small-business#how-ai-can-benefit-your-small-business>

Getting started and writing better GenAI prompts – Harvard University

<https://www.huit.harvard.edu/news/ai-prompts>

Forbes: "How Small Businesses Can Leverage Generative AI"

<https://www.forbes.com/sites/forbestechcouncil/2023/05/26/how-small-businesses-can-leverage-generative-ai/>

Harvard Business Review: "How Generative AI Can Help Small Companies Level the Playing Field"

<https://hbr.org/2023/06/how-generative-ai-can-help-small-companies-level-the-playing-field>

U.S. Small Business Administration: "Artificial Intelligence (AI) for Small Business"

<https://www.sba.gov/business-guide/manage-your-business/artificial-intelligence-ai-small-business>

McKinsey: "The economic potential of generative AI: The next productivity frontier"

<https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/the-economic-potential-of-generative-ai-the-next-productivity-frontier>

IBM: "AI for Small Business"

<https://www.ibm.com/topics/ai-for-small-business>

Emerald Publishing: "Generative AI and Small Business"

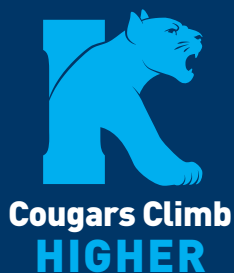
<https://www.emeraldgrouppublishing.com/calls-for-papers/generative-ai-and-small-business>

Google Workspace: "AI for Small Business"

<https://workspace.google.com/resources/ai-for-small-business/>

New Jersey Regional Innovation Cluster (NJRIC)

<https://www.njric.com/>



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