

AI Growth Machine

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What's Inside?

1. Smart Content Creation

Make better content, faster with these AI tools

2. Landing Page & Lead Magnets

Get leads faster by giving the something of value

3. Powerful SEO

Show up higher when customers are searching for you, using AI

4. Paid Ads Optimization

Improve your ads quickly with these AI services

5. Email & SMS Marketing

Show up when it matters most, fuelled by AI

6. Websites & Conversion Rate Optimization (CRO)

Turn visitors into customers, supercharged by AI

NOTE: This document is part of **Influicity's AI Growth Program**. We've built AI growth systems for over 200 clients. Helping them grow with social media, paid ads, email, influencers, and more.

Are you ready to drive more growth? [Schedule a time to speak with us now.](#)

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SECTION 1

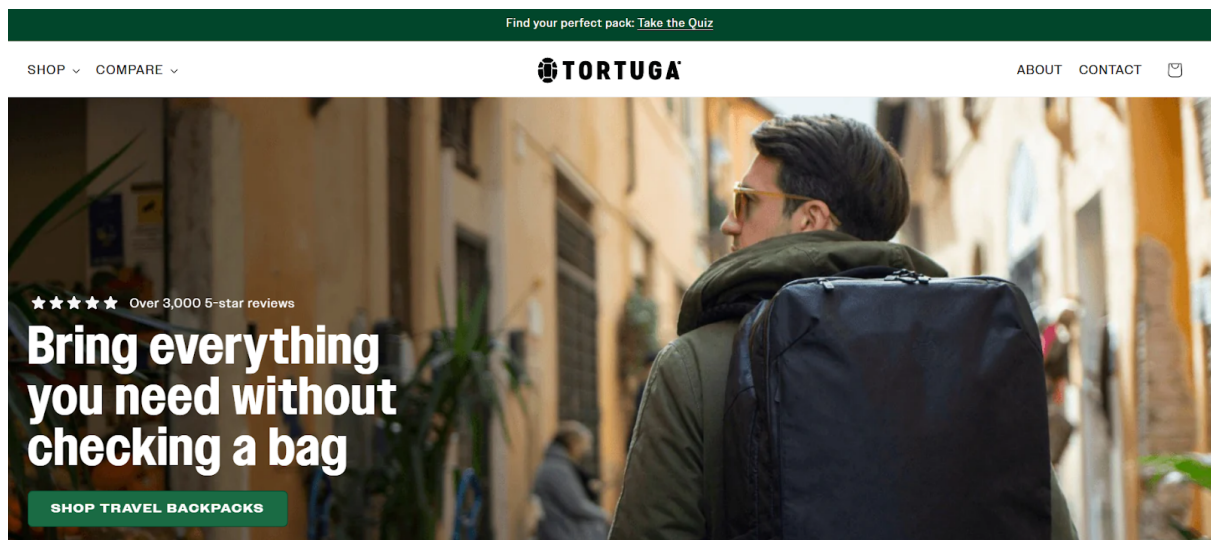
Smart Content Creation

Speed up your content machine without sacrificing quality.

Most businesses know content is key, but few have mastered the balance between *quantity* and *quality*. Without systems, your marketing becomes a bottleneck: blog posts take too long, brand voice gets diluted, and your team burns out.

That's where AI comes in.

Case Study: Tortuga



Goal:

Tortuga, a niche travel gear company, wanted to compete with bigger players in the luggage space but lacked the resources to maintain a steady content engine. With a lean team, they needed a way to scale content production without the expense of hiring full-time writers or agencies, while still keeping quality and SEO integrity intact.

Strategy:

The brand implements an AI-driven content workflow, designed to support their small team in creating articles faster, while maintaining consistency with their editorial voice.

They build a content calendar powered by AI suggestions, prioritize SEO-driven topics like “carry-on travel tips” and “minimalist packing,” and train their team to focus on editing and strategy rather than starting from scratch.

Result:

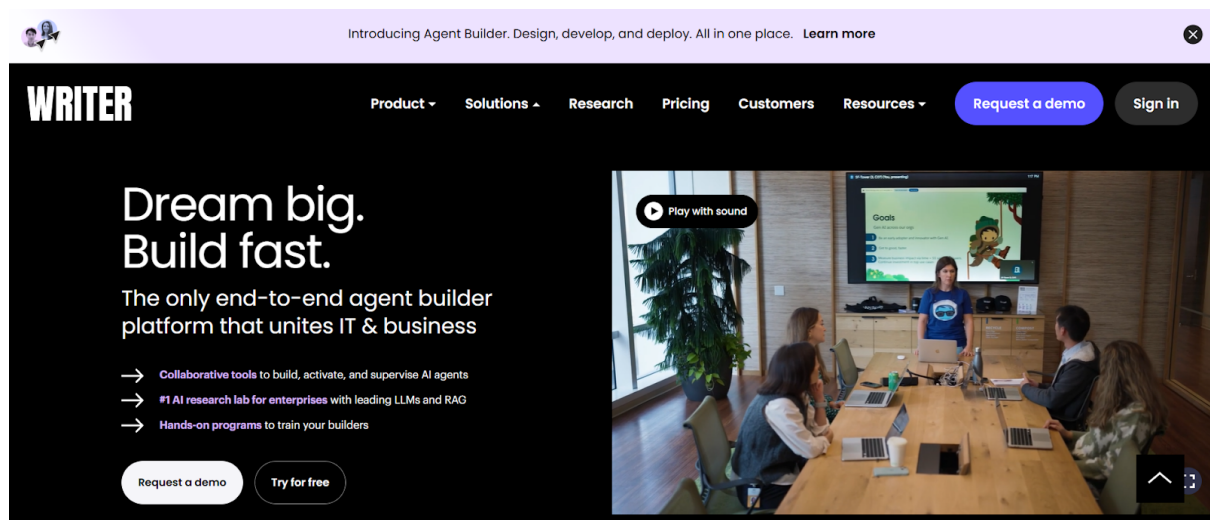
Tortuga tripled its blog output without increasing headcount. Their SEO-driven content began ranking for competitive keywords, steadily driving qualified traffic to product pages.

This uplift directly supported their e-commerce funnel by increasing brand visibility among frequent travelers, ultimately leading to higher organic traffic, stronger domain authority, and consistent sales growth.

The system gave them scale without sacrificing authenticity.

Recommended Tools

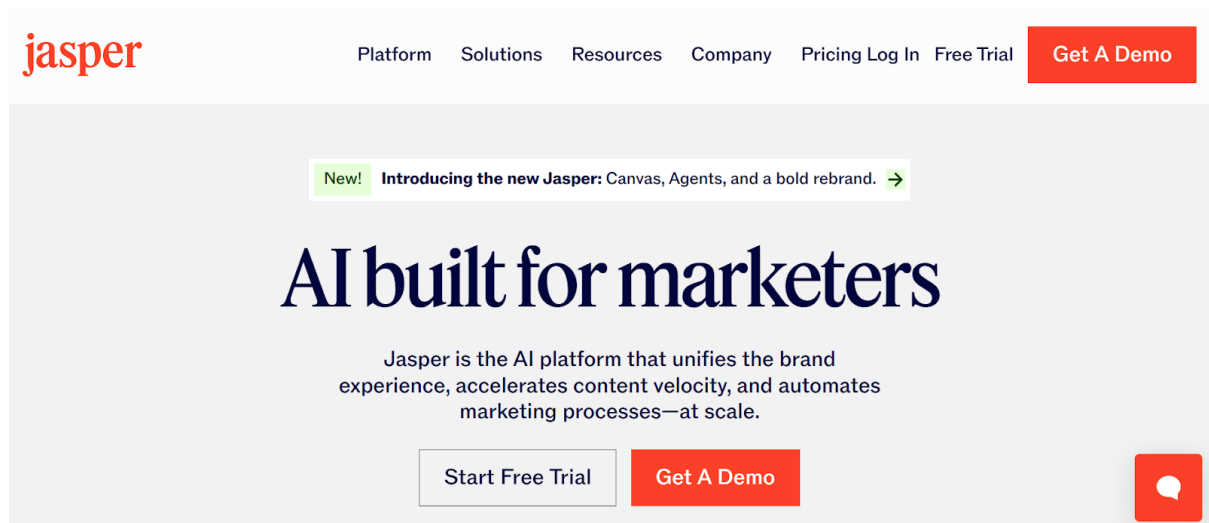
1. Writer.com



Writer.com helps you generate clear, on-brand content with strict governance. You can build a style guide, upload knowledge bases, and set tone/grammar rules, then let Writer do the heavy lifting.

Unlike generic AI tools, it's designed for team collaboration and enterprise-grade accuracy. Ideal for companies that prioritize consistency and compliance across all messaging channels. Whether you're drafting blogs, sales copy, or support docs, Writer keeps everything sharp and aligned.

2. Jasper AI



Jasper is your go-to when speed and persuasion matter most. It excels at creating email sequences, landing pages, and promotional content that reads like it was written by a top-tier copywriter.

With pre-built workflows for eCommerce, SaaS, agencies, and more, Jasper helps you crank out content at scale without sacrificing quality. Built-in templates, brand voice memory, and campaign insights make it a favorite among growth teams.

How to Use Them Best

- Upload brand guidelines to Writer so it adapts to your tone, terminology, and formatting rules
- Use Jasper to create high-converting ad copy, CTAs, and full landing pages in under 15 minutes
- Plug both tools into your content calendar for weekly or monthly topic execution
- Use AI to repurpose long-form blogs into email sequences, carousels, or ad variations
- Train your team to review and edit AI output quickly, turning “rough drafts” into publish-ready assets

Make it Pro

Influicity helps brands with smart content creation across the board. [Schedule your free strategy session](#) and discover how your content can start driving ROI in weeks, not months.

SECTION 2

Landing page & Lead Magnets

Get leads in the door faster with the right value at the right time.

Landing page

A great landing page does one thing: *it gets the visitor to act*. Whether that's downloading a free guide, signing up for a webinar, or joining your email list, the best pages keep it simple, fast, and focused.

AI tools now make that process instant. By understanding your goal and audience, they can write persuasive copy, structure layouts, and generate visuals that match your brand.

You can launch campaigns on the same day an idea strikes, test multiple versions, and continuously refine based on results.

This results in more qualified leads, faster launch cycles, and less dependency on dev teams or agencies.

Lead Magnet

A lead magnet is the “value exchange” that earns trust and contact info. It's the free sample before the sale. Think ebooks, checklists, templates, or reports that deliver real value upfront.

These often take too long to create and don't provide the “quick-hit” dopamine surge necessary.

Again, AI fixes that by doing the heavy creative work in minutes. You describe your audience and offer, and AI produces a ready-to-go lead magnet.

Recommended Tool

LexFlows.com

LexFlows is an AI chatbot that builds both a landing page and a lead magnet with a single prompt. In 60 seconds, you go from idea to live funnel. No tech skills required. If you can chat, you can build.

Here's what makes it powerful:

- Instantly generates a landing page and lead magnet together. Fully written, designed, and formatted.
- Supports guides, ebooks, templates, reports, and checklists. All automatically laid out and ready to share.
- Lets you edit text, images, and layout to match your brand.
- Integrates with thousands of tools via simple Zapier zaps (CRM, Slack, or email providers).
- Host pages on your own domain or through LexFlows' vanity URL system.
- Create multiple pages and offers for different audiences or campaigns.
- Works for any business, from real estate agencies and e-commerce brands to consultants and SaaS companies.

How to Use It Best

- Start by chatting with LexFlows to describe your audience and goal
- Let the AI spin up your first draft, then customize visuals, copy, and call-to-action.
- Sync your page to your CRM or email provider so every new lead flows directly into your list.
- A/B test multiple pages and lead magnets. The data will show which offer your audience wants most.
- Launch fast and iterate. Don't wait weeks for design cycles when AI can do it in minutes.

Make it Pro

Pair AI speed with real strategy. Use LexFlows to build quick MVP funnels, then layer in analytics, retargeting pixels, and automated follow-ups. [Schedule your AI strategy session](#) with Influicity now.

SECTION 3

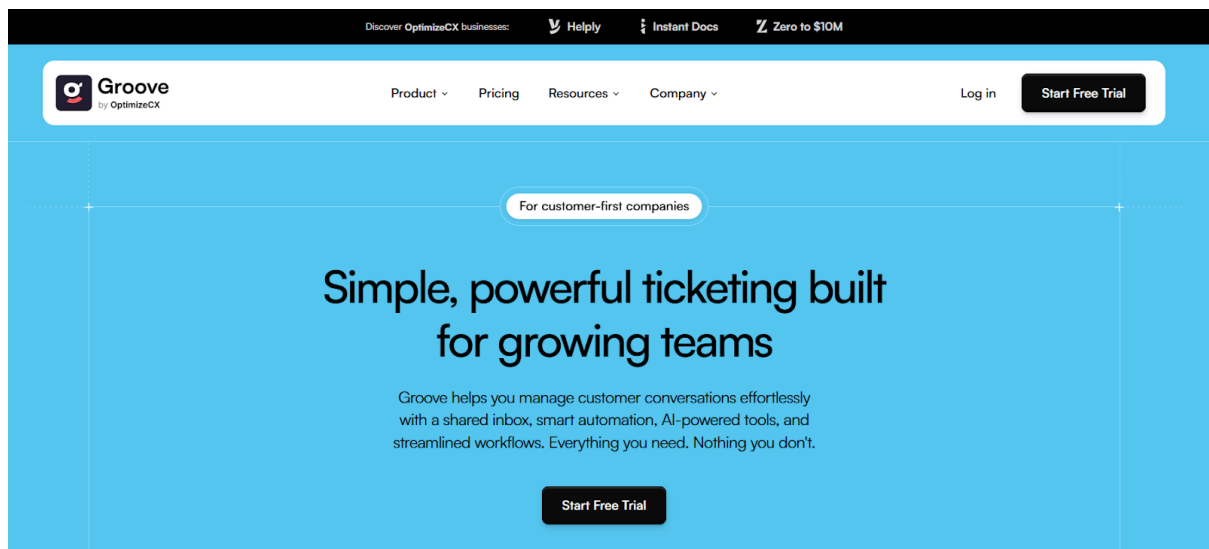
AI-Powered SEO

Rank higher without doing the heavy lifting yourself.

Most brands treat SEO like a mystery. They publish content, cross their fingers, and hope something sticks. But the top-performing brands have stopped guessing.

They're using AI-powered tools to pinpoint what Google wants, and giving it to them on a silver platter.

Case Study: Groove



Goal:

Groove, a growing helpdesk software company, wanted to scale its inbound traffic to attract more SaaS customers. Despite having a solid product and blog, they weren't ranking for competitive keywords in their industry.

Their main challenge was identifying what content to prioritize and how to compete with larger, established players dominating the search results.

Strategy:

Instead of outsourcing SEO, Groove relies on AI-driven content optimization tools. They use MarketMuse to uncover content gaps across their blog and identify topics where they could realistically compete. Each article is then optimized with Surfer

SEO for keyword density, structure, and semantic relevance. This systematic approach allows them to publish with confidence, knowing their posts matched both user intent and search engine requirements.

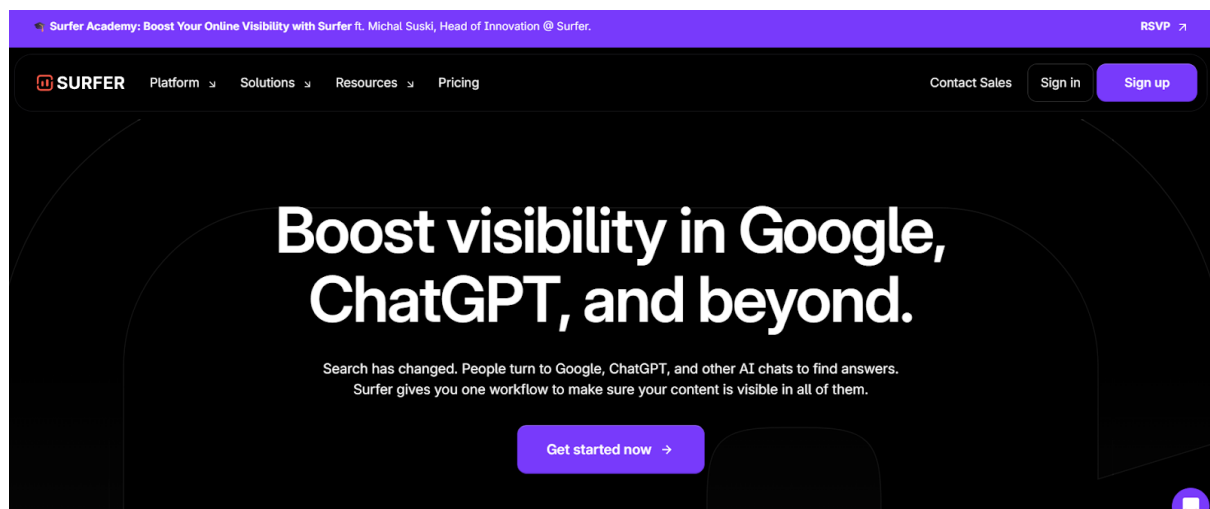
Result:

In just six months, Groove saw dramatic improvements. Their organic traffic doubled, and multiple articles ranked on page one for highly competitive keywords. The new process eliminated guesswork, enabling their small team to compete with much bigger brands.

By leveraging AI-powered tools, Groove transformed its blog into a consistent traffic engine that fed qualified leads directly into its product funnel.

Recommended Tools:

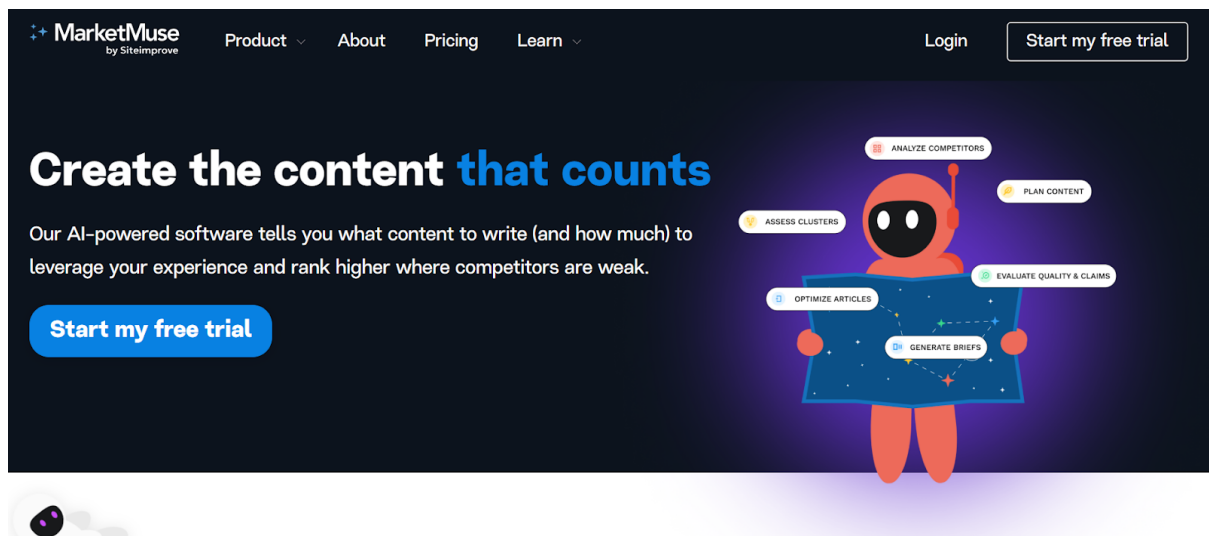
1. Surfer SEO



Write and optimize content based on real-time ranking factors.

- Surfer analyzes top-ranking pages for your keyword and gives you a content structure to follow word count, headings, keyword frequency, and more.
- You get a live Content Score as you write, making SEO a live game, not an afterthought.

2. MarketMuse



Analyze topic gaps and build SEO authority over time.

- MarketMuse maps your website's current content, shows where you're weak, and suggests clusters to build topical authority.
- It helps you create a long-term SEO strategy, and not just rank for one keyword, but dominate an entire niche.

How to Use Them Best:

- Use MarketMuse to generate briefs with must-have topics and questions, then use Surfer SEO to optimize the structure and keywords.
- Import underperforming URLs into Surfer, re-optimize with its AI assistant, and watch rankings improve with minimal effort.
- MarketMuse identifies high-impact internal links, reducing bounce rates and boosting time on site.

Make it Pro:

Sync your SEO tools with **Google Search Console** and **Google Analytics** to automatically track keyword movements, search visibility, and ranking changes.

Run quarterly technical SEO audits: use tools like Ahrefs or Screaming Frog to fix site speed, mobile issues, and broken links. Then layer in **schema markup** to enhance visibility with rich results.

At [Influicity](#), we can set up **the whole SEO machine for you**. [Schedule your AI strategy session](#) now.

SECTION 4

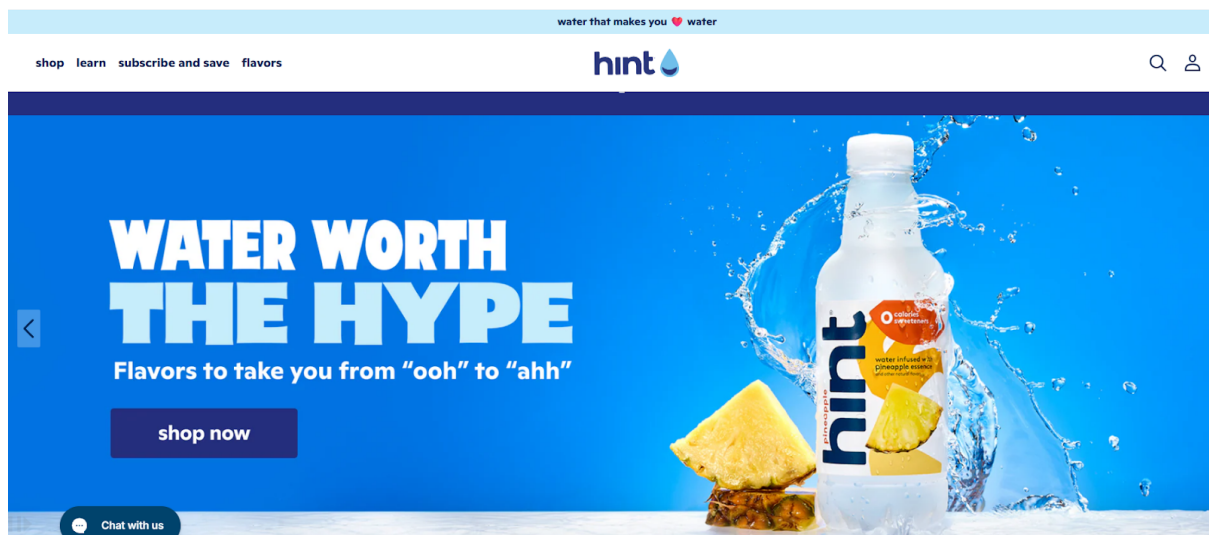
Paid Ads Optimization

Launch smarter campaigns that test and scale themselves

Running paid ads used to be about who could spend the most. Today, it's about who can test the fastest.

AI has changed the game, helping brands launch data-backed creatives that learn and scale automatically. Instead of guesswork and manual A/B testing, you can now train AI to generate winning variations based on what's already worked, and kill poor performers early.

Case Study: Hint Water



Goal:

Hint Water, a flavored water brand, needed to break through stagnant growth that came from relying mostly on organic channels. With competition increasing in the beverage market, the brand wanted to expand its reach, drive more qualified traffic to its online store, and ultimately boost direct-to-consumer sales.

Their main objective was to find a scalable and measurable approach that could increase online revenue efficiently without heavily inflating acquisition costs.

Strategy:

The brand launches a paid advertising campaign on Facebook and Instagram with a focus on health-conscious audiences. They test multiple ad creatives and messaging styles to discover what resonates most with their target market. By closely

monitoring conversion data, they optimize underperforming ads and scaled winners.

In addition, Hint deploys retargeting campaigns to capture previously engaged users and built lookalike audiences to expand reach cost-effectively, ensuring steady, measurable growth.

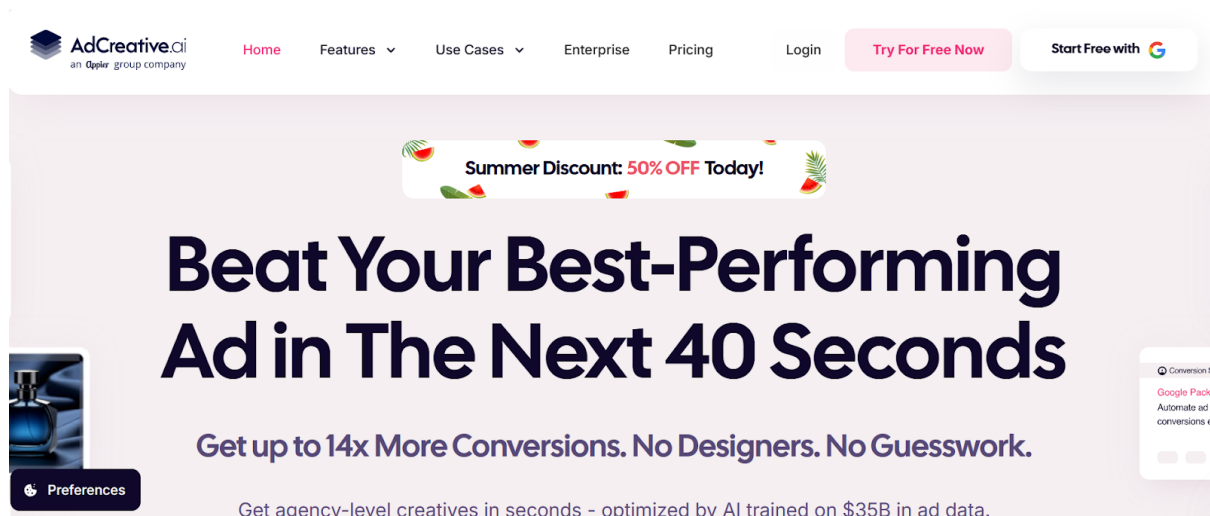
Result:

Within six months, Hint Water achieved a 41% increase in online revenue and generated a 2.5x return on ad spend (ROAS). The use of retargeting significantly improved conversions, while lookalike audiences allowed them to acquire new customers at a lower cost than before.

By combining creative testing with data-driven optimizations, the brand successfully scaled its paid ad efforts. Their results were highlighted in multiple performance marketing reports as proof of how a structured paid strategy can accelerate e-commerce growth.

Recommended Tools

1. AdCreative.ai



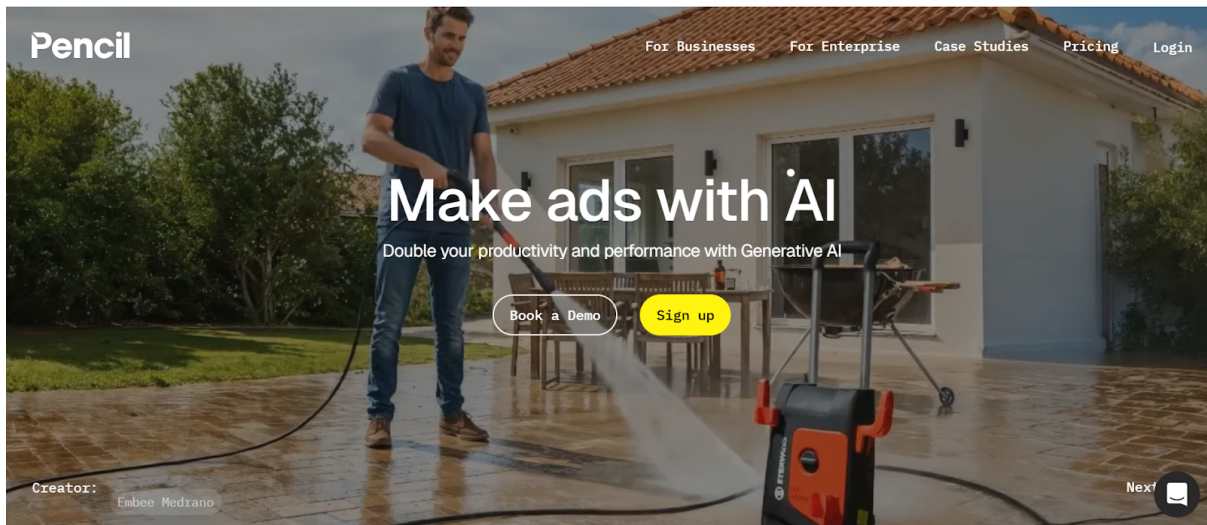
AdCreative.ai is a creative automation tool that uses machine learning to generate high-converting ad visuals and copy in minutes. Simply plug in your campaign objective, brand assets, and value proposition, and the platform creates multiple variations tailored for Meta, Google, LinkedIn, or display.

It also ranks each version based on predictive performance scores, helping you pick winners before spending a dime.

Perfect for teams that need volume, speed, and consistency without hiring a designer or copywriter.

Bonus: it improves over time as you upload new data and results, making your campaigns smarter with every run.

2. Pencil



Pencil is built for AI-powered creative testing at scale. It helps performance marketers generate fresh ad concepts, predict which ones will perform best, and launch them across channels—all in one platform.

You start by uploading your brand assets and past top-performing creatives. Pencil then learns what works and creates new video and image ads that align with your existing winners.

You can test everything in Meta or Google Ads and get detailed insights on what's resonating. Pencil is especially powerful for agencies and growth teams that want to shorten testing cycles and scale winning ads faster than competitors.

How to Use Them Best

- Upload your top-performing ads from the last 6-12 months to train the AI on what already works
- Generate 10-15 variations per product or campaign and test them across Meta (Facebook/Instagram) and Google (Search/Display)
- Use platform-native A/B testing tools to rotate creatives and identify early winners within the first 3-5 days
- Analyze engagement metrics (CTR, watch time, conversion rate) alongside AI prediction scores to decide what to scale

- Set up dynamic creative rotation rules so that underperformers pause automatically while top ads get more budget

Make It Pro

- Build creative libraries by audience segment (e.g., cold, warm, retargeting) and let AI generate custom variations for each stage
- Layer in real-time performance data to auto-adjust headlines, thumbnails, or CTAs using Meta's Dynamic Creative Optimization
- Use insights from top-performing creatives to inform your landing page visuals and messaging

Want this done for you? At [Influicity](#), we build and manage AI-powered ad systems that scale with performance. [Schedule your AI strategy session](#) now.

SECTION 5

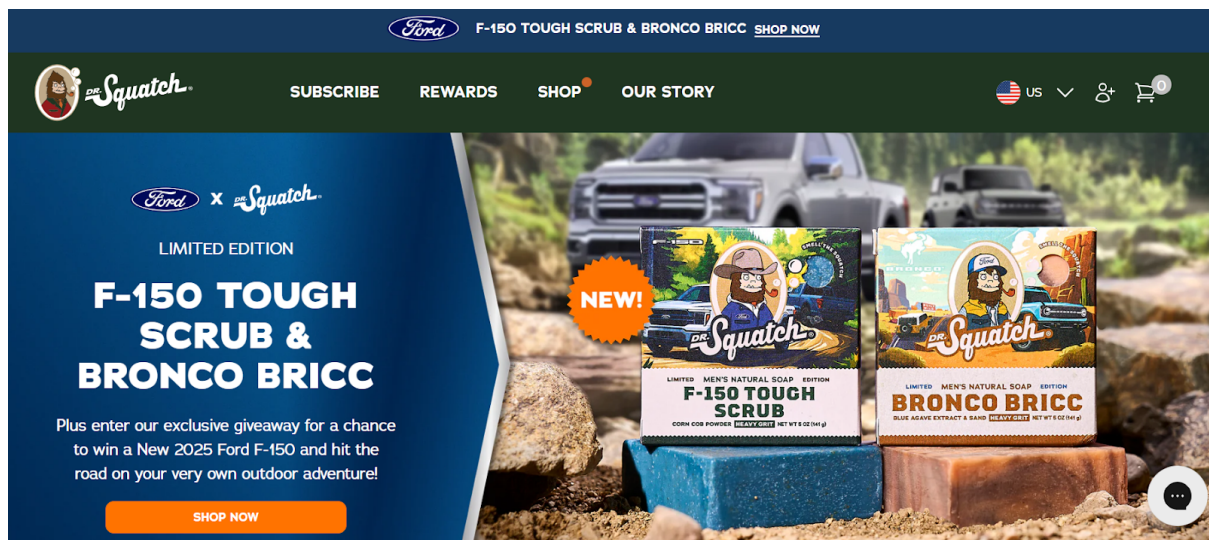
Email & SMS Marketing

Turn conversations into conversions automatically and at scale.

Email and SMS remain the highest ROI channels in digital marketing. However, they're only as good as their timing, targeting, and relevance. That's where AI comes in.

Instead of sending the same generic message to everyone, modern tools can personalize your messages down to the individual level, automate entire funnels, and deliver at the exact moment your subscriber is most likely to engage.

Case Study: Dr. Squatch



Goal:

Dr. Squatch, a fast-growing men's grooming brand, noticed a worrying trend of high cart abandonment and weak repeat purchase rates. While their ads attracted customers, many shoppers never completed checkout or returned for additional products.

Their primary objective was to build stronger customer retention, recover lost sales, and reduce dependency on expensive paid traffic while also driving higher lifetime value from their existing customer base.

Strategy:

To address this challenge, Dr. Squatch adopted an integrated communication strategy using Klaviyo. They rolled out automated cart recovery flows, personalized

product upsell recommendations, and limited-time offers across both SMS and email. SMS was used for quick reminders and instant engagement, while email provided more detailed storytelling and product education.

This two-channel approach allowed them to stay top of mind, nurture customer relationships, and create urgency without overwhelming their audience.

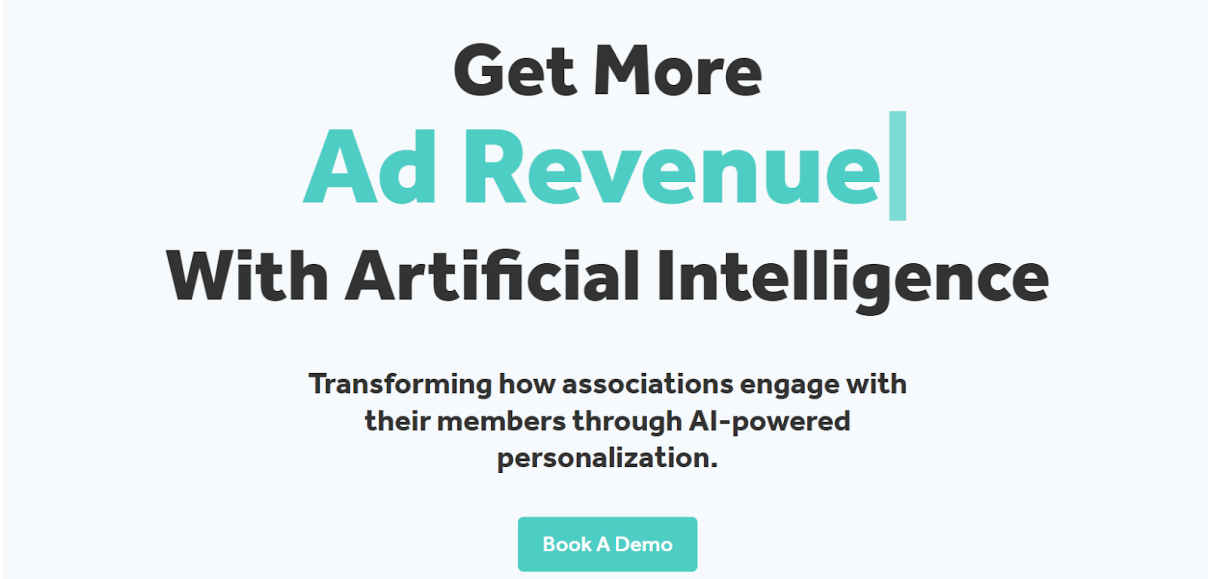
Result:

Within just a few months, Dr. Squatch reported a remarkable 30% lift in overall revenue. Over 40% of previously abandoned carts were successfully recovered, highlighting the power of combining immediacy with in-depth communication. Beyond the initial sales boost, the integrated approach increased customer lifetime value by encouraging repeat purchases and strengthening brand loyalty.

By balancing SMS and email, they reduced reliance on paid traffic and built a sustainable revenue engine fueled by retention.

Recommended Tools:

1. Rasa.io

A promotional graphic for Rasa.io. It features a light blue background with the text "Get More Ad Revenue" in large, bold, black and teal font, followed by "With Artificial Intelligence" in bold black font. Below this, a smaller line of text reads "Transforming how associations engage with their members through AI-powered personalization." At the bottom, there is a teal button with the text "Book A Demo" in white.

**Get More
Ad Revenue**
With Artificial Intelligence

Transforming how associations engage with
their members through AI-powered
personalization.

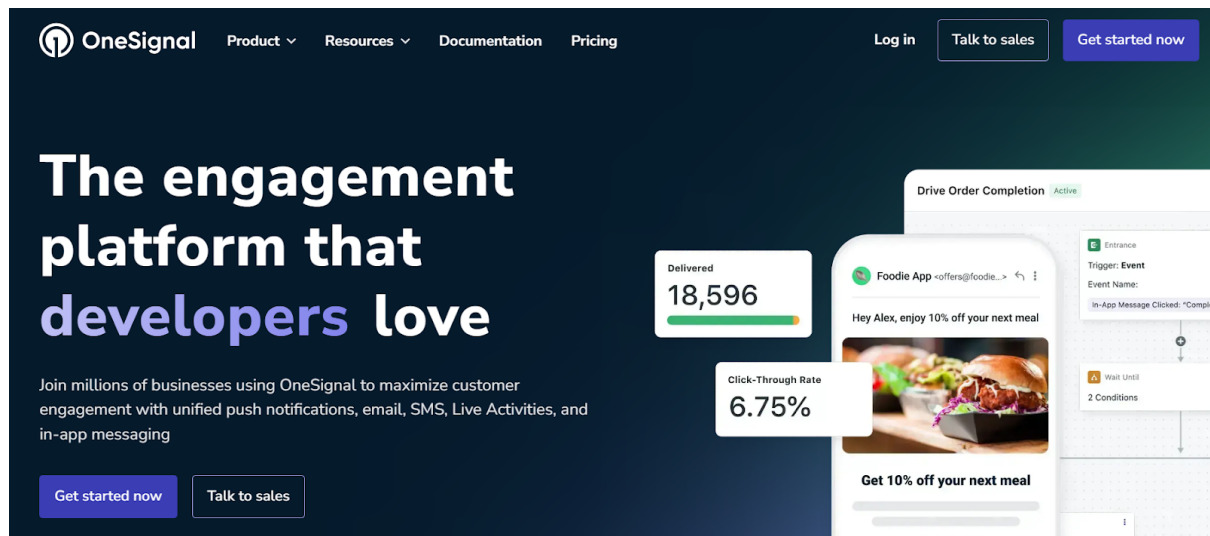
[Book A Demo](#)

Rasa.io is an AI-powered email newsletter platform that personalizes content for each subscriber automatically. Instead of sending the same curated links to your whole list, Rasa.io tailors newsletters based on user interests and click behavior.

The AI pulls in articles, blog posts, and relevant content from your sources or the web, and continuously learns what each user likes.

The result? More engagement, higher open rates, and less manual work. Whether you send weekly recaps, product updates, or industry insights, Rasa ensures every reader sees what matters to them.

2. OneSignal



OneSignal is a smart push notification and SMS platform that uses AI to determine the best time, format, and trigger for your messages. Whether you're reminding a user about an abandoned cart, nudging inactive app users, or promoting a flash sale, OneSignal delivers messages when users are most likely to respond.

Its automation engine supports multichannel delivery (email, SMS, push, in-app), behavioral triggers, and real-time A/B testing.

It's built for personalization at scale, with deep integrations across web and mobile platforms.

How to Use Them Best:

- Set up Rasa.io to automatically pull content from your blog, YouTube, or RSS feed and personalize the mix for each subscriber.
- Use Rasa to deliver weekly "curated digest" emails that feel handpicked but are 100% AI-generated.
- Trigger OneSignal push or SMS messages based on cart abandonment, page visits, or in-app behavior.
- Use AI tools to test subject lines, delivery times, and message variations for every campaign.

- Map out behavior-based journeys (e.g., welcome → browse → cart → post-purchase) and automate follow-ups using audience data.

Make it Pro:

- Connect your email/SMS stack to your website, CRM, and ad platforms for unified tracking and behavior-based triggers.
- Build full-funnel journeys: from lead magnet to onboarding to reactivation, with AI adjusting messages in real time.

With Influcity's rich historical data, we know exactly **what types of emails and timing convert best**. We build and automate high-performing campaigns tailored to your audience, fast. [Speak with an expert today.](#)

SECTION 6

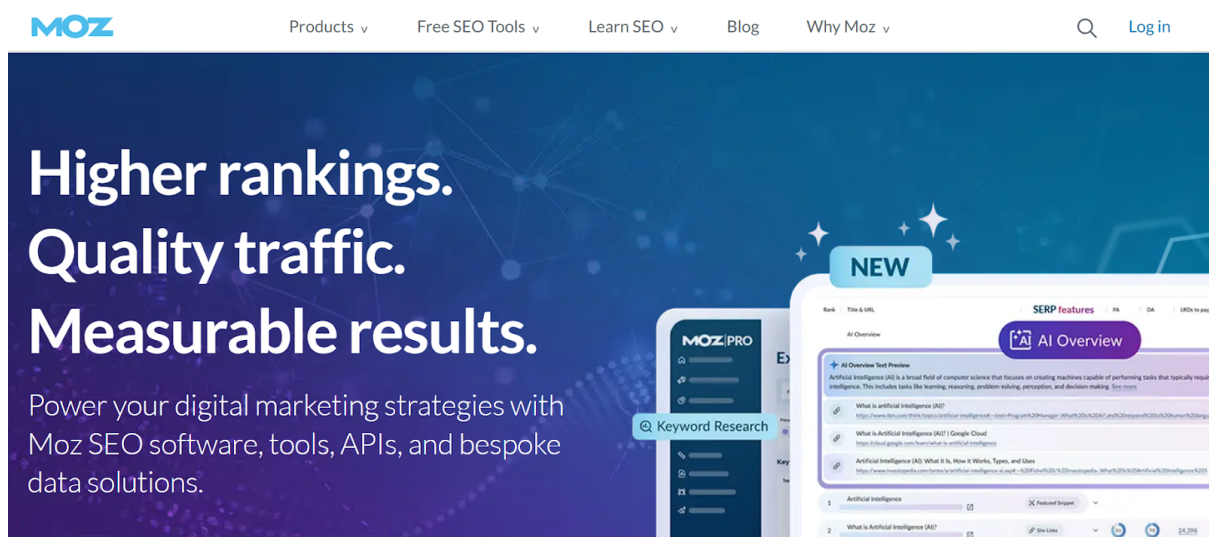
Websites & CRO (Conversion Rate Optimization)

Turn conversations into conversions automatically and at scale

Email and SMS remain the highest ROI channels in digital marketing. But they're only as good as their timing, targeting, and relevance. That's where AI comes in.

Instead of sending the same generic message to everyone, modern tools can personalize your messages down to the individual level, automate entire funnels, and deliver at the exact moment your subscriber is most likely to engage.

Case study: Moz



Goal:

Moz, a leading SEO software provider, faced a major challenge with low conversion rates on its pricing page. Despite attracting consistent traffic, too many visitors were abandoning the signup process without taking action. Their primary goal was to optimize the pricing page experience, reduce drop-offs, and encourage more free trial signups. Moz needed a solution that improved conversions without relying on additional ad spend or traffic growth.

Strategy:

The team launches a conversion rate optimization (CRO) strategy focused on simplicity and clarity. They streamline the pricing page layout, removing unnecessary elements that distract visitors from the signup decision. They also reduce friction by making the signup process more straightforward, requiring fewer steps to get started.

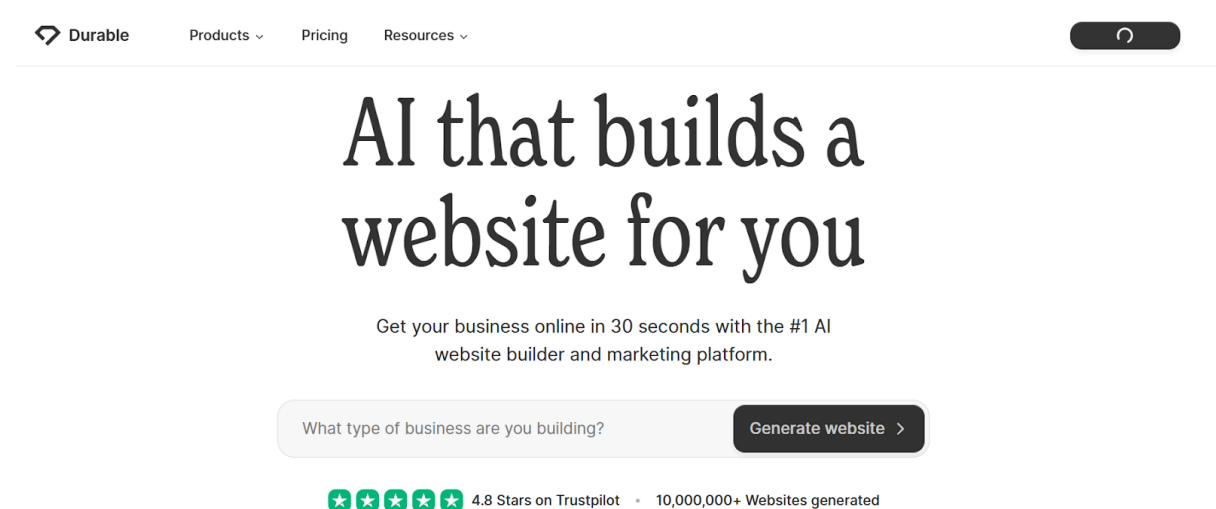
Finally, they emphasize the free trial offer, presenting it in a more prominent, persuasive way to lower perceived risk for potential users.

Result:

This focused CRO experiment delivered impressive results for Moz. By simplifying design, clarifying copy, and showcasing the free trial, they achieved a 52% uplift in conversions. Importantly, this growth came without the need to increase traffic, proving that thoughtful design and messaging tweaks can dramatically boost performance.

Recommended Tools

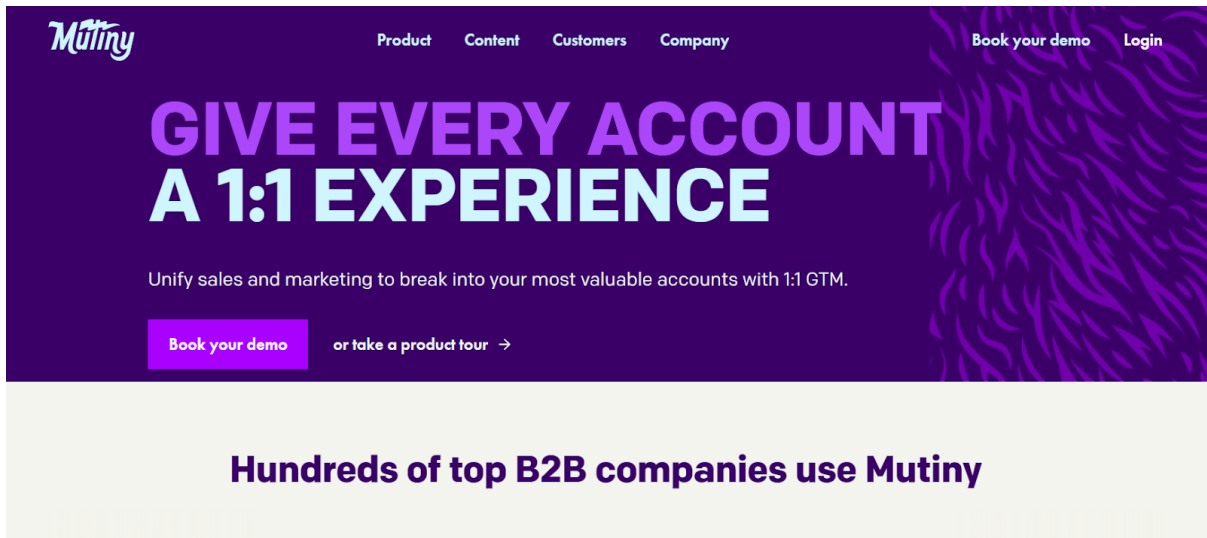
1. Durable



Durable is an AI website builder designed for service-based businesses that need to move fast. It generates a fully functional, professional-looking website in under 60 seconds, complete with relevant content, images, and contact forms.

Perfect for rapid testing, MVPs, and launching campaigns quickly without waiting for dev teams or designers. You can also launch multiple variations of a site to A/B test different value props quickly.

2. Mutiny



Mutiny specializes in website personalization at scale. It integrates with your CRM, analytics, and ad platforms to deliver tailored content to every visitor.

Whether someone is visiting from a specific industry, region, or campaign, you can display custom CTAs, headlines, and sections in real-time, without touching code. Marketers can easily test, iterate, and launch variants to boost conversions on the fly.

How to Use Them Best:

- Use Durable to spin up high-converting landing pages or full websites in minutes, complete with AI-written copy and layout tailored for service-based brands.
- With Mutiny, dynamically adjust calls-to-action, messaging, and page sections based on each visitor's profile, like whether they're a first-timer or a returning lead.
- Quickly experiment with different positioning, benefits, or offers — all without touching a single line of code or waiting on dev resources.

Make it Pro:

- Plug Mutiny into your CRM and advertising platforms to trigger hyper-personalized experiences for each segment.
- Layer in tools like scroll depth tracking, heatmaps, and dynamic content changes to fine-tune performance and lift conversions.

Want your website to sell while you sleep? We turn static pages into smart funnels that convert around the clock. [Contact Influicity today.](#)

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TikTok: [tiktok.com/@realjondavids](https://www.tiktok.com/@realjondavids)

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Marketing ROI Checkup



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