

# AI Powered Marketing: Social Media



# Reality check. Why this matters.

## Most dealers struggle with social media because:

- “I don’t know what to post”
- “I don’t have time”
- “I’m not a marketer”
- “I don’t want to sound salesy”
- “I post... and nothing happens”

## Truth:

Social media isn’t about being viral. It’s about being **visible**, **credible**, and **consistent**.  
AI doesn’t replace YOU - it removes friction.

# What AI does and doesn't do.

## AI helps you:

- Generate post ideas
- Write captions faster
- Rephrase content professionally
- Stay consistent
- Repurpose one idea across platforms

## AI does NOT:

- Replace your story
- Fake authenticity
- Close sales for you
- Build trust without your voice

AI is a power tool -  
not a personality.

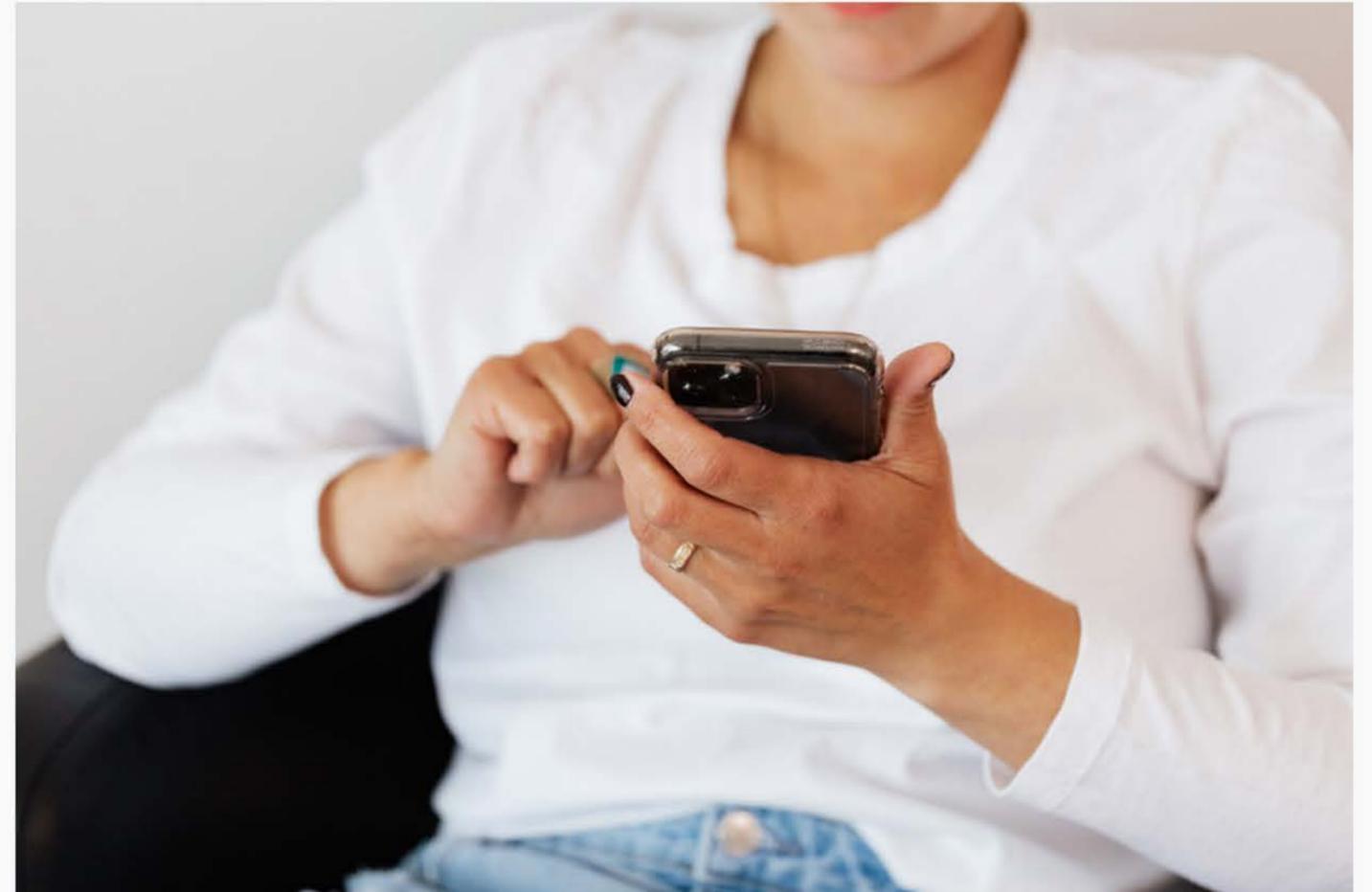
# Your goal: build trust.

## You are not trying to:

- Educate everything
- Argue science
- Convince strangers

## You ARE trying to:

- Show consistency
- Show credibility
- Show that you care about water + health
- Be top-of-mind



# The 4 Content Pillars

Every post should fit into one of these buckets:

## Education

Water quality  
Filtration  
Benefits

## Authority

Experience  
Behind Scenes  
Install Stories  
"What I've  
learned"

## Social Proof

Testimonials  
Before/after  
FAQs

## Connection

Your WHY  
Family//Pets  
Routines  
Real Life!

# So Many Platforms - So Little Time.

## Start off easy:

- Facebook (community + trust)
- Instagram (visual proof + lifestyle)

## Optional Later:

- TikTok
- YouTube Shorts



# The Simple Formula for Posting

## 3 Posts per Week.

- Monday = Education
- Wednesday = Connection
- Friday = Social Proof

**Consistency** > Volume.

**Clarity** > Perfection.



# OK, How Does AI Fit In?

## Traditional Way:

- Stare at a blank screen
- Overthink captions
- Dont post

## AI-powered Way

- ✓ Tell AI what happened
- ✓ AI turns it into a caption
- ✓ You tweak it to sound like you
- ✓ Post

# Example

**Real life moment:** Customer asked why their skin feels dry, even with a softener. Great idea for an Education post on Instagram!

**AI Prompt:** “Write a friendly Instagram caption explaining why chlorine affects skin and how whole-home filtration helps, in a warm, non-salesy tone.”

Write a friendly Instagram caption explaining why chlorine affects skin and how whole-home filtration helps, in a warm, non-salesy tone

Ever notice how your skin feels tight or dry after a shower? 💧

That's often chlorine doing its thing.

Chlorine is added to municipal water to kill bacteria (important!), but it can also strip away your skin's natural oils. Over time, that can mean dryness, irritation, and hair that feels a little less... happy.

Whole-home filtration helps by reducing chlorine *before* the water reaches your shower, sink, or laundry. So the water touching your skin is gentler, cleaner-feeling, and more supportive of your skin's natural balance.

It's not about perfection — just small upgrades that make everyday routines feel better.

Your skin notices. ❤️



Write a friendly Instagram caption explaining why chlorine affects skin and how whole-home filtration helps, in a warm, non-salesy tone



Here are a few options for your Instagram caption, ranging from a "self-care" focus to a "home-life" vibe.

**Option 1: The Self-Care Focus** 🛁

Ever feel like your skin is tight and itchy the second you step out of the shower? It's likely not your soap—it's the chlorine! 🌿

While chlorine is great for keeping our water supply clean, it's a bit of a "moisture thief." It strips away the natural oils our skin needs to stay soft and hydrated, which can leave us feeling dry or even sensitive.

We finally made the switch to **whole-home filtration**, and it's been a total game-changer. It filters out the chlorine before it ever hits the showerhead, so every bath feels like a spa day. No

# What NOT to Do on Social Media

## DON'T:

- Argue in comments
- Overpromise results
- Post without a strategy
- Endless post product pictures or sales
- Disappear for weeks

## DO:

- Educate calmly
- Share experiences
- Invite conversation

# Your CTA (Call-to-Action)

**You want a CTA that feels natural, not pushy or salesy:**

- “If this sounds familiar, feel free to message me.”
- “Happy to answer questions if you’re curious.”
- “This comes up a lot — sharing in case it helps.”

**The goal?** Conversation, not conversion.

# Guardrails

## When using AI:

- Stay factual
- Avoid medical claims
- Don't diagnose conditions
- Speak from experience, not absolutes

## Safe phrasing:

- "Many customers notice..."
- "In our experience..."
- "Often helps support..."

# Your First Assignment

## **This week:**

Pick one social media platform

Post two times (Wednesday and Friday) using AI assistance

Use your own words + experience

Don't overthink engagement

Success = posting, not perfection.

**You don't need to be louder than anyone else.  
You need to be real, consistent, and visible.**

**AI helps you show up without burnout —  
but you are the reason people trust.  
That's the advantage you already have.**