

# Automate to Scale: Ecommerce Ops & Marketing with AI + Workflows

Streamline ops and marketing for world-class brands.

# CHEETSHEET

## P1

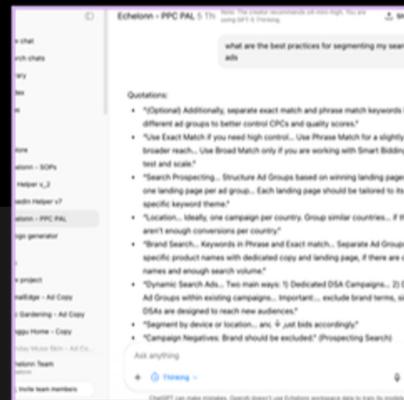


## 3 Core Automation Areas



### 1. Monthly AI Competitor Summaries

- Track what your competitors are doing
- Creatives, offers, landing pages - all in one place



### 2. Custom GPTs

- Your entire SOP library in a ChatGPT bot
- Instant answers to technical questions



### 3. Marketing Automations

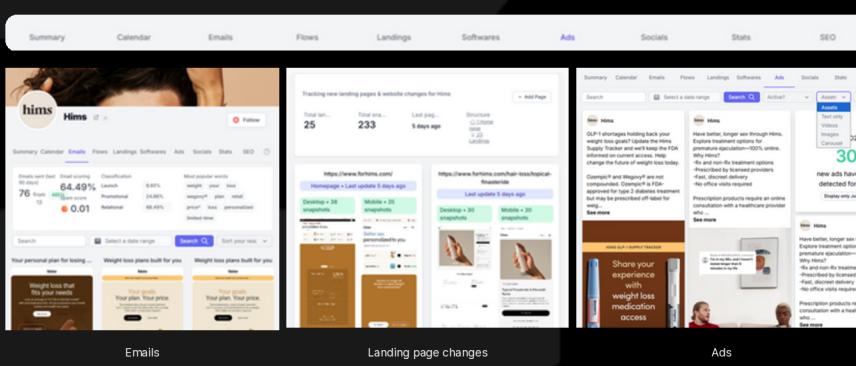
- Auto-alerts when metrics drop
- Proactive promotion reminders
- Action plan visibility for your whole team

Strategy #1:

## Monthly AI Competitor Summaries

**panoramata**  <https://www.panoramata.co/>

Your competitors' entire marketing mix



Get AI to condense into reports where you can pull the high-level angles, offers and moves in the market weekly.

### STEP 1

Choose 5-10 brands in your niche



### STEP 2

Let Panoramata Track



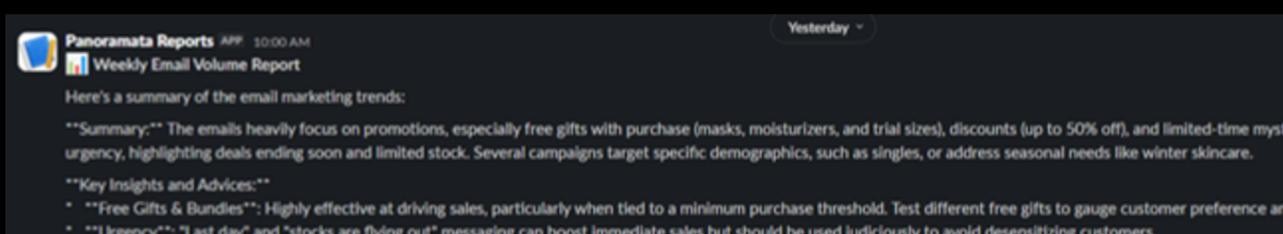
### STEP 3

Get condensed report of key changes



### STEP 4

Adjust based off your competitor data



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## P2



Strategy #2:

## Custom GPTs

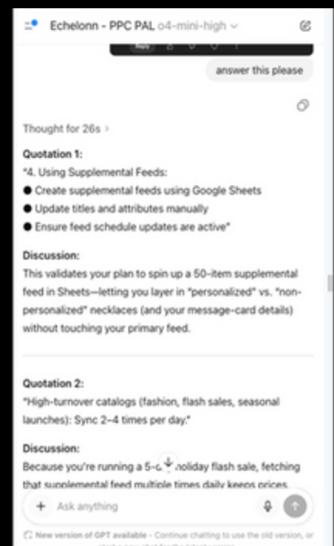
### The SOP Problem

Document Nightmares
50+ page SOPs buried in Google Drive
Team scrolls for 10 minutes to find answers
New hires overwhelmed by information
Knowledge trapped in senior team members' heads

The Fix

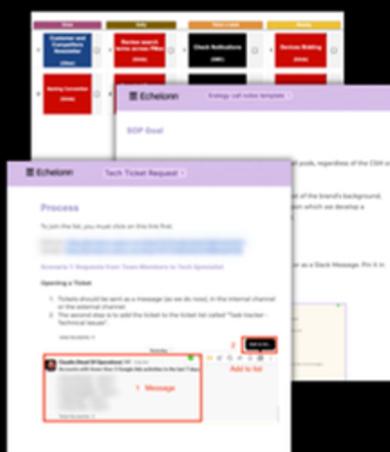
Writing ad copy + more

Helping our marketing team scale



### Building Your Own

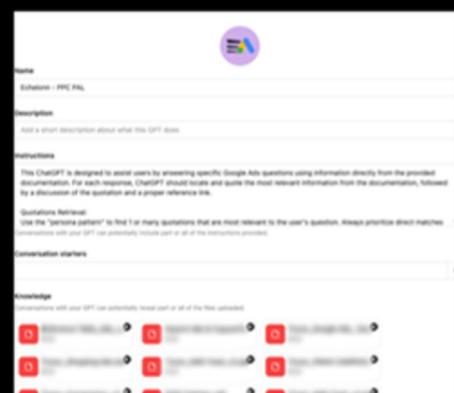
#### 1/ Gather Your SOPs + Checklist



#### 2/ Condense and organize knowledge into AI-ready docs



#### 3/ Upload to your ChatGPT and refine



#### Step 1: Organize your documentation.

Pull together your SOPs, checklists, and guides. Clean them up, remove outdated information, fix formatting issues.

#### Step 2: Convert everything to AI ready

Break your docs into clear categories. We have separate files for "Product Title Guidelines," "Bidding Strategy SOPs," "Troubleshooting Common Issues." Don't dump everything into one massive doc.

#### Step 3: Set up on ChatGPT

Test with your most common issues and problems. Program with a system prompt that forces the AI to create citations. Adjust, and update over time.

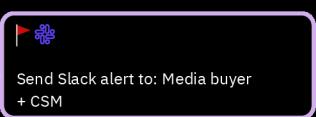
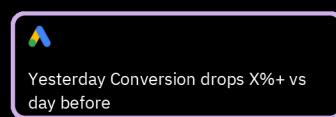
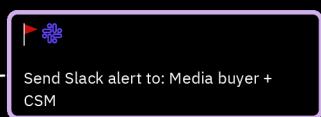
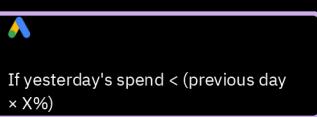
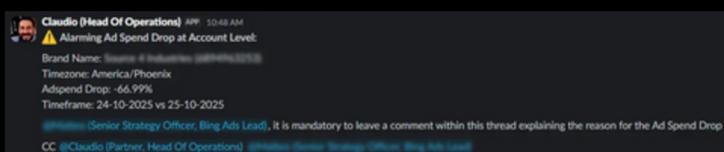
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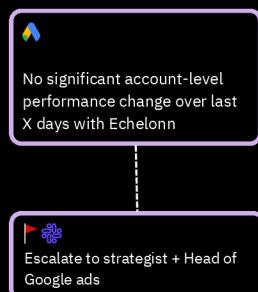
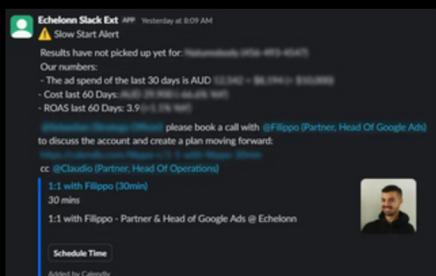
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P3

## Strategy #3: Marketing Automations

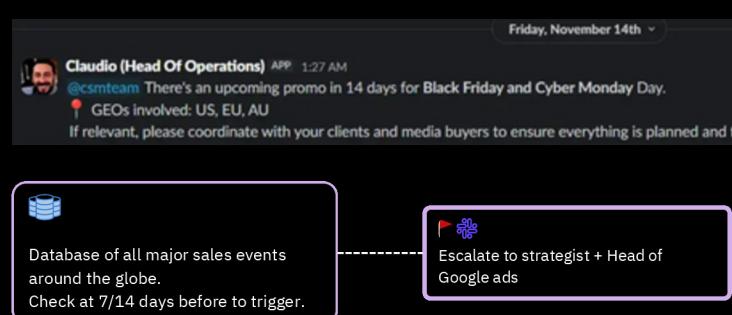
### Ad Spend Drop



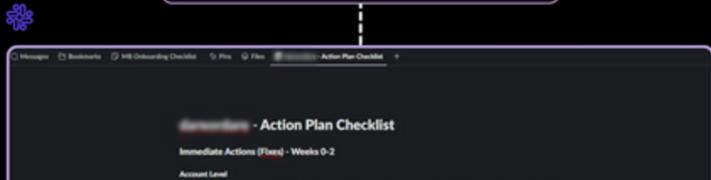
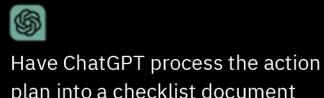
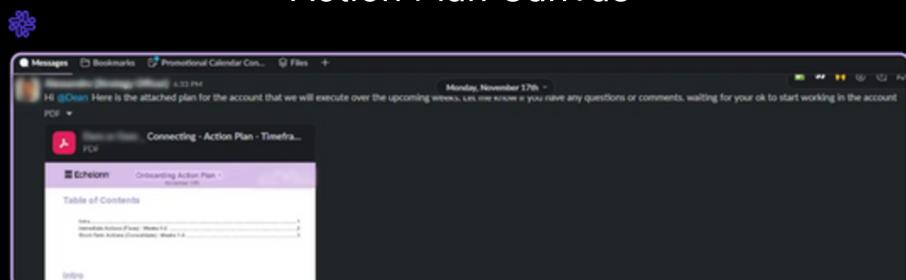
### Slow Start Protocol



### Promotion Calendar



### Action Plan Canvas



Strategic action plans are written manually by humans, then AI instantly converts them into structured checklists (tasks, owners, deadlines), and backend automations auto-post them as Slack Canvases into the brand's channel.