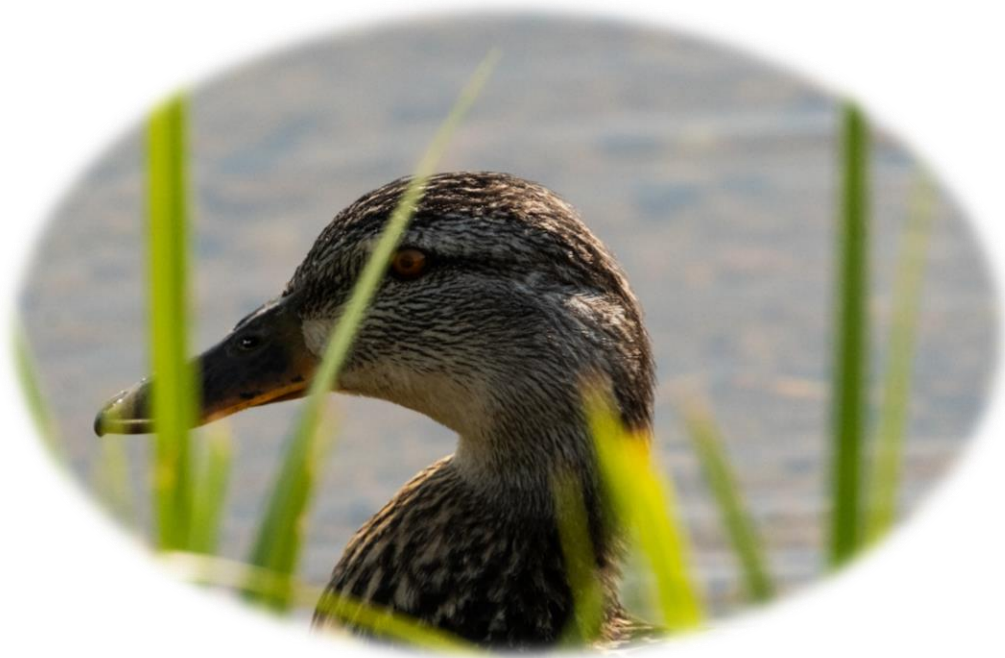




Chukuni

Communities Development Corporation

JUNE 2024 SMALL BUSINESS NEWSLETTER



Did you know? Chukuni Communities Development Corporation

Provides advisory & technical services.



Offers loans for the following:

- Business Start-up
- Business Expansion
- Purchase of Existing Business
- Purchase of Assets
- Working Capital
- Consolidation of Business Debt





So, what is Woodland Economic Region?

The Woodland Economic Region website was developed by Chukuni Communities Development Corporation with support from community stakeholders and sponsors to encourage investment, development, and attraction of new residents to the region.

What does the logo mean?

Woodland Economic Region embodies the natural beauty, rich cultural heritage, and thriving economic potential of this breathtaking region. From its indigenous history to the abundance of outdoor activities, every element of our designs reflects the heart of Woodland. The logo is more than just a visual representation; it's a story woven with purpose and meaning.



The Feather

found on the left side of the icon is a nod to the indigenous history & cultural significance within Woodland.



The Circle

represents unity and connection, encompassing both elements reflecting the inclusive spirit of Woodland's communities and their shared aspirations.



The Tree

found on the right side of the icon symbolizes the natural beauty and adventurous lifestyle Woodland offers.

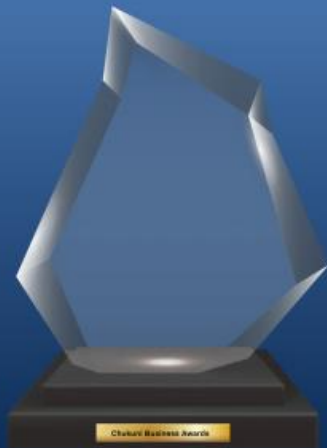
Every element was carefully crafted to honor the essence of Woodland and ignite a sense of pride and belonging.

Want to learn more about Woodland?
go to woodlandeconomicregion.com

SAVE THE DATE

September 21, 2024

Chukuni Business Awards



Live Online Workshop

AI Fundamentals for Business

June 19, 2024
10:00 AM Eastern



Upcoming Webinar

Join Camp Tech online on June 19 to learn in simple language you can understand about machine learning, generative AI, and other AI concepts. Real examples of AI tools used by small businesses to automate tasks, better assist customers, analyze data, and more will be included in this webinar.

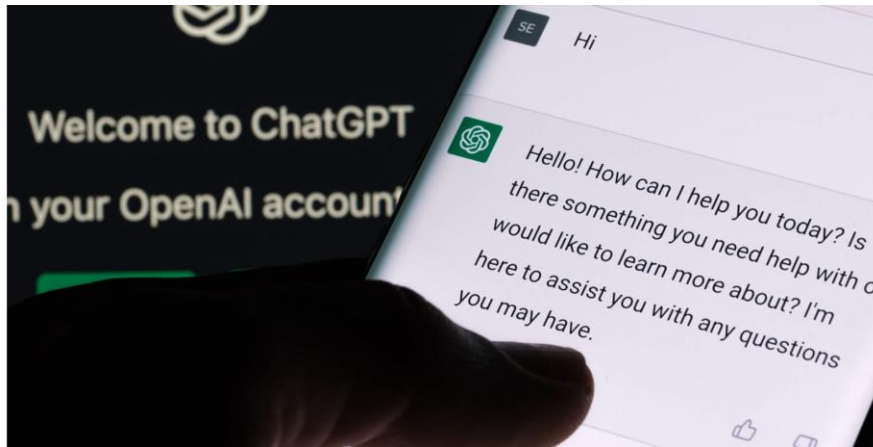
Tickets are **just \$25 each**.

[Click here to book your spot.](#)

5 ways your small business should use AI in 2024

<https://www.1stformations.co.uk/blog/small-business-ai-2024/>

Author: Mathew Aitken



Business Tips & Advice

One of the biggest stories of 2023 – certainly in the business world – was AI. The focus of most Artificial Intelligence discourse so far is how dangerous it could be. However, there are several ways businesses, particularly small businesses, can utilise AI to their advantage. This article explores 5 ways your small business should use AI in 2024. Let's get started.

1. Create content for your website

A standout feature of AI tools such as [ChatGPT](#) and [Google Bard](#) is the ability to provide content upon request. All you need to do is provide a simple prompt, and you'll swiftly be presented with copy on your chosen topic in your chosen style.

This can be remarkably useful to you, as a small business owner, if you don't have the talent or time to create content for your website. General website copy, product and service descriptions, frequently asked questions, blogs – the framework for all of these, and more, can be generated within a matter of minutes.

All you then need to do is review and amend the content accordingly, to ensure it's correct, doesn't read like a bot has written it, and aligns with your business's tone of voice.

Knowing when to delegate work, and being able to manage your time efficiently, are key traits for a successful entrepreneur. When it comes to creating content, AI can help you do this.

2. Assist with your social media activity

Have you ever sat idle in front of the screen, not knowing what to post on your business's [Instagram](#) or [X](#) account? AI can be the perfect source of inspiration whenever you're at a loss for words. Pop a prompt into one of the aforementioned tools and you'll instantly be given a potential post. Don't like what you've been given? Just generate another.

And it doesn't end there. AI has many uses when it comes to social media. You can...

- Create your own unique images to use on social media, using tools such as [Shutterstock](#), [Hotpot](#), and [Deep Dream Generator](#)
- Gain insight into your social media activity with [Hootsuite's Iris](#)
- Repurpose your existing content for specific social media channels with [Buffer's AI Assistant](#)
- Determine how effective a post will be using [Phrasee](#)
- Ascertain the best times for you to post using [Sprout Social](#)

All of these tools use AI functionality to ensure your social media activity never suffers – even during the busiest, most stressful, and inspiration-free periods.

3. Fill gaps

As a business owner, there will be areas in which you excel and struggle. Typically, the fix for problematic jobs would be to hire an expert, but this isn't always feasible in a business with budgetary constraints. However, AI can often provide a solution.

Earlier in the year, when AI first captured our imagination, there was a wave of [articles](#), [forum posts](#), and [videos](#) about how ChatGPT could assist in building a website by creating code. So, site building is one avenue where AI could fill a skills gap in your business – but where else?

- [Autumn Statement 2023: what does it mean for your business?](#)
- [7 UK businesses with remarkably low failure rates](#)
- [A guide to refunds when selling products online](#)

We've looked at how AI can help with website and social copy, but the content opportunities don't stop there. You can also use AI to provide a steer on all your marketing communications, including welcome emails for new customers, nurture emails for existing customers, and sales emails for potential customers.

If chatbot technology like [ChatGPT](#) and [Google Bard](#) can't provide you with an instant solution, there's a wealth of innovative companies out there developing AI tools that can help you. Here are just a few.

- [Employment Hero](#) is an HR assistant with an AI slant that can help you write job descriptions, draft performance reviews, and tackle all the other tasks associated with HR.
- [Lumen5](#) can repurpose your existing blogs into video content through AI.
- [Lavender](#) is an AI email service that helps you write emails matching the tone of the person you are corresponding with.
- [Otter](#) provides AI meeting help by recording audio, taking notes, and generating summaries.
- Plus, there [are various AI accounting tools available](#) if you haven't got a head for numbers.

Whatever you and your business need help with, there's likely to be an AI solution.

4. Automate skillless tasks

According to [Smartsheet](#), 40% of workers spend a quarter of their time on repetitive jobs. Regardless of the product or service that your business provides, there is likely to be a series of monotonous, manual tasks that take up too much of your day – distracting you from doing more effective work.

AI provides the opportunity to automate a number of these tasks and free up your time. Plus, it removes the potential for human error.

Consider all the non-creative tasks that you perform throughout the day. Data entry, account management, payment processing, analysis, and so on. With the right AI-powered tools in place, you can automate the processes in your company that are eating up your time.

Make a start by identifying the problems in your business that you want to solve or streamline. Then, contact AI developers to explain your needs and get the ball rolling on an AI solution.

5. Improve your customer services

Don't let the thought of AI help for your customers fill you with dread. If implemented correctly, an AI chatbot on your website can improve the user journey for your customers and make life easier for you.

A chatbot will enable you to deal with the most common requests that you receive, instantly. This then frees you up to deal with more complex issues that require a human touch.

What's more, a chatbot's sole purpose shouldn't be to answer frequently asked questions 24/7. An effective chatbot can also:

- Help customers in their native language, by translating conversations.
- Make recommendations to customers based on previous discussions.
- Offer discounts to customers who have previously abandoned their basket.
- Walk customers through potentially trickier pages of your site, such as the checkout.
- Provide insight to you, such as the customer's previous interactions on your site (if human intervention is needed)

[Find out more about what a chatbot can do for your business.](#)

Go to: www.zendesk.co.uk/blog/ai-customer-service/

So, there you have it.

That's 5 ways your small business should use AI in 2024. We hope this article has demonstrated how artificial Intelligence, whilst certainly problematic in some instances, can help business owners such as you.

The pros & cons of using AI in Small Business

PROS

The ability to use predictive analytics - Analyzing historical data allows the small business owner to make informed decisions.

Personalization - Enhanced relationship with customers through AI-driven personalization.

Improved Customer Service - Chatbots can provide - efficient and consistent support - handling questions, scheduling appointments, etc.

Enhanced Data Security - AI can monitor network traffic to monitor and identify potential security issues.

CONS

It is costly to implement - Implementing AI can be a major investment for small businesses with costs including infrastructure setup, training, and maintenance.

There is potential job loss - The automation of tasks may lead to job loss for employees. As well, a new skillset will be required necessitating current employees to retrain.

It lacks emotion and creativity - It is difficult to develop real customer relationships as AI does not understand emotion. Creativity is often essential to solve problems & innovate.

There are ethical dilemmas - AI decision making can be affected by the training data creating the AI algorithms. Privacy concerns arise regarding the collection & analyzing of customer information.

There can be cyberthreats - A small business may lack the level of cybersecurity measures required. AI can be vulnerable to cyberthreats creating a potential compromise of private business information. If data breaches occur there can be legal consequences.

This chart was created with the assistance of AI using Microsoft's Co Pilot.

SMALL BUSINESS

isn't for the faint of heart.

It's for the brave, the patient,
& the persistent.

It's for the overcomer.

-Unknown



SMALL BUSINESS NEWSLETTER

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