



Embrace AI Now

It is for all companies, not just tech giants

by: Keven Ellison, Advanced Imaging Solutions (AIS)

In the first quarter of 2023, the team at Advanced Imaging Solutions (AIS) began exploring the potential of artificial intelligence (AI) tools, starting with ChatGPT. For a business that had once operated without cell phones or the internet, this was a significant leap forward. When I first heard experts say AI would be “bigger than the internet,” I knew we could not afford to ignore it. So, we immersed ourselves in this emerging technology.

It was not an easy start. Our marketing team — the first department to adopt AI — met the idea with resistance. Fear of job displacement was a common concern. But fast-forward to today and the marketing team members cannot imagine working without it. AI has become an indispensable tool for brainstorming, strategizing, writing, designing and more.

At a recent AI marketing conference, I was inspired by a keynote speaker who shared his story of running a four-person agency that leveraged AI to generate \$79 million in annual billings. That is the power of AI — boosting productivity, efficiency and profitability.

For businesses like ours, the message is clear: integrating AI is no longer optional. It is the key to staying competitive and thriving in the future.

The Competitive Edge

Failing to embrace AI is like refusing to adopt email or a website in the early 2000s. Companies that ignore it risk falling behind competitors, losing efficiency and missing out on new opportunities. By incorporating AI, AIS has streamlined workflows, increased output and expanded our service capabilities — all while staying lean and focused on growth.

Applications Across Industries

AI is not limited to tech giants or niche industries. Whether you are in health care, manufacturing, education or professional services, AI tools can optimize processes, enhance customer experiences and drive innovation. From automating mundane tasks to analyzing data at lightning speed, the possibilities are endless.

The AIS Blueprint

Our journey began with immersion. We tested various tools, including LLMs like ChatGPT, Google’s Gemini, Anthropic’s Claude, and AI image tools like Midjourney, Stable Diffusion and more. Learning to write effective prompts became a critical



skill. Great results require clear and specific instructions, so we focused on mastering this art.

By experimenting with image-generation tools like Midjourney and Stable Diffusion, we found creative ways to enhance our marketing campaigns. From brainstorming ideas to generating visuals, AI helped us think outside the box.

Establishing Policies

Transparency was a priority from the start. We created an external AI policy and posted it on our website to ensure customers understood how we use AI responsibly. Internally, we are finalizing a comprehensive policy to guide staff in adopting and leveraging AI effectively.

These policies address ethical considerations, clarify how AI complements — not replaces — human expertise and ensure consistency across all departments.

Leadership & Culture Shift

Change starts at the top. Our president, Gary Harouff, led by example, showing the team members how AI could enhance productivity without replacing their value. This leadership was instrumental in overcoming initial resistance and fostering a culture of curiosity and innovation.

Gary’s active use of ChatGPT in decision-making and operational tasks highlighted its potential, inspiring the team to embrace AI. He emphasized AI’s role as a partner to amplify human efforts, not as a replacement. When a staff member or manager provides him a problem, he responds with: “Did you ask ChatGPT?”

Innovation Initiatives

To encourage widespread adoption, we launched an “AI

First Contest.” Teams across departments were challenged to find innovative ways to use AI in their daily tasks. This initiative sparked creativity and uncovered use cases we had not considered.

One standout idea was using AI to develop a virtual sales avatar capable of scheduling appointments and handling basic inquiries. This project, still in development, represents how AI can augment sales efforts.

In Action for Marketing

Our marketing team uses AI to:

- Brainstorm ideas and develop marketing strategies.
- Create content calendars, write articles and optimize keywords for SEO.
- Generate video ideas, scripts and even finished videos.
- Design images for and produce social media posts.
- Automate tasks through HubSpot’s AI-powered platform.

We have also developed AI-driven video avatars for subject-matter experts, saving time while delivering consistent, on-brand messaging. Looking ahead, we are testing interactive avatars for our website to guide users through the buying process.

Executive Use

At the executive level, AI enhances decision-making, communication and innovation. It is used to:

- Craft clear, concise and engaging emails, speeches and presentations.
- Summarize meetings and lengthy documents.
- Improve organizational workflows and explore new technology integrations.
- Review detailed legal language and simplify overly complex communications.

Even complex calculations and trend analyses are more manageable with AI’s help, from Excel equations to multiyear growth projections. Executives have also found AI valuable in event planning and team building by generating creative ideas and detailed frameworks.

Service Department

The service department uses AI to:

- Develop tailored action plans for technicians.
- Troubleshoot issues with error codes, network problems and more.
- Draft and refine detailed policies, procedures and internal communications.

It is also a powerful tool for creating dashboards in Power BI, improving written communications and even developing fun projects like videos for company events. AI has helped streamline troubleshooting by allowing service techs to

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quickly search manuals and service histories for solutions.

App Development Team

AIS’s app development team leverages AI for:

- Brainstorming industry-specific ideas for our apps.
- Writing and debugging code.
- Drafting technical documentation and system workflows.
- Optimizing app performance and suggesting UI/UX improvements.

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AI has proven to be invaluable for troubleshooting and proposing optimizations for app functionalities. It has also supported the development of pricing models and revenue strategies for SaaS applications.

Steps for AI Adoption

(1) Identify Opportunities — Look for areas in your business that could benefit from automation, efficiency or enhanced decision-making.

(2) Experiment with Tools — Start with accessible platforms like ChatGPT, Midjourney or industry-specific applications.

(3) Train Your Team — Invest in training to build confidence and skill in using AI tools effectively.

(4) Create Policies — Establish guidelines for ethical and transparent AI usage.

Supervise & Innovate

One of the most critical steps in adopting AI is ensuring it is supervised by knowledgeable staff members. While AI is powerful, human oversight is essential to ensure accuracy, ethical use and relevance. Encourage your team to think creatively about how AI can be leveraged in new ways. They should continuously evaluate AI’s outputs and look for opportunities to improve its integration into business workflows.

Learn from the Experts

Staying informed about what others are doing with AI can be a game-changer. Many experts openly share their innovative use cases and techniques. For example, at AIS, we learned from others how to use ChatGPT to identify flaws in our prompts and improve them. By reverse-engineering tasks and asking ChatGPT to critique its own outputs, we have gained valuable insights that have enhanced how we interact with the platform. This iterative learning process ensures we are always improving and adapting.

Mastering Prompt Engineering

A great prompt can make or break your AI experience. Follow these four steps:

(1) Define AI's role (e.g., "Act as a marketing strategist").

(2) Provide background information for added context.

(3) Clearly outline your question or task.

(4) Invite clarifying questions to refine the output. Ask ChatGPT: "Please ask me any clarifying questions that will help you provide the best possible response."

Use these simple steps to get the best results from any AI platform.

Embracing AI is not just about keeping up — it is about leading in your industry. Start small, experiment and build a culture of innovation.

The Future is AI-Driven

AIS's journey with AI is a testament to the transformative power of this technology. From initial skepticism to company-wide adoption, we have seen firsthand how AI can enhance productivity, drive innovation and deliver measurable results.

For small and medium businesses, the time to act is now. Embracing AI is not just about keeping up — it is about leading in your industry. Start small, experiment and build a culture of innovation. The future is AI-driven and your business's success depends on how well you adapt today. ■

A seasoned marketing strategist with more than 30 years of experience, Keven Ellison is vice president of marketing at Advanced Imaging Solutions (AIS), North Las Vegas, Nevada. He plays a pivotal role in refining the brand's strategy and enhancing customer engagement. Recognized for his leadership prowess, Ellison was honored with the 2019 Geary Award for Executive of the Year and the ENX Difference Maker award, and he led his team to win the 2019 Inbound Award from iMPACT. A fervent enthusiast of AI, Ellison dedicates his

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His insights into AI's role in transforming marketing landscapes make him an invaluable contributor to discussions on the future of technology and business strategy. Ellison can be reached at kellison@ais-now.com.

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