

A FIELD GUIDE FOR ALL BUSINESS OWNERS

THE MARKETING STORM

Why your ads quietly stopped working — and the 6 AI Shifts
you're missing out on



ANTHONY HERNANDEZ

HOWDY BUSINESS LEADER,

Are you looking for ways to move the needle, kindle a reliable stream of consults for dream clients, and free yourself to enjoy your favorite parts of your business?

Or how would you like to dominate your industry locally, with a team you trust to keep your business ahead of the curve with constant AI & meta / GA4 changes?

If you're interested in any of those two scenarios then this will be the most important information you'll ever read

Here's why: this new AI age is our “dot com era” and we believe it is our responsibility to capitalize on every advantage we can possibly have over our competitors.

We're in the stage of new technology right after the tech companies got through exciting breakthroughs, and right before the masses have begun integrating it into their businesses.

When you use these strategies, you will never see AI the same, or lose momentum to bigger competitors again

These are proven strategies that are being used in countless industries, that are completely changing the landscape of business and producing billions of dollars in revenue.

These are not short term hacks, feel good fluff, or AI slop creation. This will create goodwill and spark productivity you haven't seen in your business before.

HOW DO I KNOW?

Because these innovative secrets for business growth are being supported by 10s of millions of dollars of research by the largest, most successful companies in our country and around the globe.

You'll read about the discoveries unfolded by companies like: Nike, Coca-Cola, JP Morgan Chase, Nike, Shopify, Klarna

In this report, you'll learn:

- Which AI Engine is the right tool for the right task?
- How to use AI as an employee, not as a chatbot
- The tools inside of your preferred engine
- What huge companies (and hopefully you) are saving on AI-made ads
- How top agencies use AI-subagents to Dominate the market
- Meta's new Andromeda, and Google Analytics Changes and what to do about it

These strategies have worked for us. This is what's working for us and clients just like you. And now, we're here to teach you how to make them work for you.

If you're ready to discover the best kept secrets in the new world - the secrets that will help you shift above your competitors - then keep reading.



1- THE CADDIE METHOD

Precise verbiage is imperative with AI models.

1- it's really annoying having to correct AI when you use it.

2- your top competitors are going to be learning this soon, and if you don't get a handle on this immediately, you're gonna be left behind.

I call this the Caddie Method, because like in Golf- you start to see better results when you swap between and understand your tools better

Let me be your caddie.

When choosing which engine you're gonna use, and there are 5 main AI tools that most people are aware of: Chat GPT, Claude, Gemini, Grok, & Perplexity. The reality is there are currently 300+ AI models, and some of them work amazingly well.

For reference, look at get multi (<https://getmulti.ai/>)

This tool allows you to look between 300+ AI models, and you can select 4 at a time on a panel for the same question so you can get the best response for your needs.

To keep things simple for this article, I'm only going to reference the popular 5 from earlier. As for choosing the right tool for the right task, it largely depends on what you're trying to achieve and what's convenient.

For example, when I do most of my research on character design to improve writing quality on our new video series - I do what I've been doing since I was a kid, which is googling it 🙄!

What's cool about Google is that even if I just look up something super simple, I will get more context or ideas from Gemini without me having to do additional tab-work. I found that Gemini is great for brainstorming, and being a soundboard for creative ideas.

Here's where you need to decipher the right tool for the right task though, because as we know, Google has sponsored ad content. If I decide to do deep research on a topic, like my competitors, Perplexity would be a better resource.

Let's say I'm a small business owner, and I want to see what my competitors are charging, what features they offer and what their customers complain about. Instead of googling top coffee shops near me and simply finding coffee shops who pay the highest bid to be on top of the search, I would type this into Perplexity:

- Find the top 4 boutique coffee roasters in Austin, Texas. Read their websites and reviews, and build me a table comparing their subscription pricing, shipping fees, and the most common customer complaint for each.

Perplexity will search Google, open all 4 competitor websites, scan Yelp / Google Reviews, extract the specific numbers and complaints, and produces a perfectly formatted table in about 15 seconds. On standard Google, this job would take you 45 minutes of opening tabs and copy-pasting into Excel.

Let's move on to Grok.

A few things to keep in mind. The first is that Grok is like that popular friend who knows someone or is recognized wherever you go. Remember that Grok works within xAI, which inherited its roots from Twitter.

Grok stands in the middle of a chaotic massive crowd, listens to what everyone is shouting about right this instant and gives you gossip before anyone can write an article about it.

At the time of writing this report, Flock is a very popular trend, so I asked Grok to tell me about what's going on. Why? I found out about flock THROUGH social media, and I want to know what PEOPLE have to say about it, not whatever the government or media is putting up about it on the top of my google search.

Second thing to consider is Elon Musk's association with Grok and X. Grok has an anti-woke filter and bias on data, which means that it prioritizes threads from X instead of peer-reviewed journals or established institutional databases...

Treat Grok like your friend who gets all of their information from social media, but is in tune with what's going on. Don't go to that person for ALL of your advice.

ChatGPT is interesting to write about, mainly because I don't like it. It tends to tell you what you want to hear, so it reminds me of people I don't like. Just my opinion here.

The average American jumps to ChatGPT because it's popular- it's the new Google to them.

ChatGPT is the ultimate yes man who is built to please, a toy soldier if you will.

You wind it up, point it in a direction, and it marches forward. It has zero self preservation, zero business logic, and it cannot say no.

If you tell this toy soldier to march straight off a cliff to get your meta ads to work, it won't pause to ask if it's a good idea. It will salute, say “Yes boss” , and march straight off the edge of the cliff with full confidence.

ChatGPT knows exactly what a successful ad campaign looks like - it uses the right words, the right structure, and the right formatting. But it doesn't actually know if those words will convert a single customer or get your ad account banned.

If you think I'm taking this too far, ask it to make white noise effects for you (please go try this right now on voice mode - it's hilarious) instead of it telling you it doesn't have the capability to do that job, it'll just do it! It will proceed to sound like a beluga whale that's being tasered- and that's not a joke.

To be fair to ChatGPT, they've gotten way better at producing visual photos that you can plug into other AI tools.

I left Claude for last because I use it the most, and am going into more detail in the duration below.

My effort was to be neutral through this whole thing, but Claude could probably pay me to talk about what they can do tbh. You want to use claude as a work partner to keep the context of your conversations and produce things like websites, coding and recurring tasks. I have never written code in my life so I get claude to do whatever tasks require coding, and have been able to do some pretty cool stuff I didn't realize could be done through AI.

However, I do not recommend asking it to produce images or giving me creative feedback

With all of this in mind, if you're a one man army business or only have a few employees, the loser mentality here is to view it as something that can save you a few hours and not benefit you like what you may initially think.

If you embrace all of the tools at your disposal... then you should be able to outperform companies that have plenty more employees than you do, and you don't have to have their cost of payroll either. Picture having 15, 25, 50, 100+ employees that all know, Not proficiently, but fluently. How to use AI at a high level.

Yes, even Janice, your receptionist

In the next few years, this is gonna be the standard for business across America. And you have to take advantage. Right now. So begin with knowing how to use which tool for what task.





2- THE JARVIS PROTOCOL

The Jarvis Protocol may be the most important topic for you within this report.

Watch how Jarvis from Iron Man relates to Klarna.

If you're not familiar with Klarna, they're the company that allows for people to split purchases into payments over time.

Back in February 2024, their AI assistant did the equivalent of 700 employees' jobs, handled resolutions 81% faster than human employees, and drove a \$40 million dollar PROFIT for Klarna that year.

<https://www.klarna.com/international/press/klarna-ai-assistant-handles-two-thirds-of-customer-service-chats-in-its-first-month/>

This should be blowing you away! These are absolutely insane numbers and they're possible for your company too.

Let me show you how

I mentioned earlier that I mainly use Claude because I find it easy to operate with, think of it like a bright-eyed, bushy-tailed employee who's very smart and can be independent - but HAS NO CONTEXT.

HE IS A BRAND NEW EMPLOYEE ON HIS FIRST DAY ON THE JOB.

HIS NAME IS CLAUDE AND HE IS A GOOD LITTLE BOY

This isn't coming from me. It's from Anthropic, the company that created, owns, and updates Claude regularly.

Don't click this link below if you don't like long boring explanations. I'm covering the same stuff in the report (in less detail), just citing my sources because, Like Claude, I'm being a good little boy so the reader can verify that I'm legit

<https://platform.claude.com/docs/en/build-with-claude/prompt-engineering/claude-prompting-best-practices>

This applies to pretty much all AI models, but especially Claude.

So check this out. I'm gonna hold your hand and walk you through the most helpful tip I've ever gotten when it comes to utilizing AI

Here is what to input into your preferred AI model when starting a task or project. Don't copy paste yet, bear with me

Role

Objective

Context

Instructions

Notes

See what I did there?

Your job as a “training manager” for this new employee is to provide a job title, a purpose for your employee to live for, Context as to what in the heck is going on, SPECIFIC instructions so it can't fudge it up, and notes that will help it

Let's take it a step further, again don't get copy paste trigger happy. Example below

Role: You are a master training manager for new employees. You have helped several businesses improve their retention and all statistics for onboarding. You have access to all online articles that describe what works for them.

Objective: Help Anthony create a training program for his company, The Matador Group www.thematadorgroup.online

Context:

There are 3 employees getting started next week and the company is spread thin right now. We don't have the money or time for a new quality manager this fast. These employees are starting next week Monday. Today is Wednesday so we have 5 days to perfect this.

Instructions:

Instructions 1: You have access to my computer and google drive, whatever you need. Take control of my computer and create a handbook so they know what to expect when starting with us. Don't make it too long or look like AI, I want to be professional but easy for them to read

Instructions 2: They need a timeline and what to do / learn each day, It doesn't have to be specific like what they're gonna be doing every minute or hour, but each day, and let's say each morning and afternoon, there should be something that they learn.

Instructions 3: As I mentioned, there are three employees. Two of them are going to be helping with retail. Their names are Jessica and Andrew and the other is going to help with customer service his name is Coco like the abuela from the movie

Notes:

Notes 1: Their training should only last five days, Monday to Friday. We're short-staffed and need to get them ready to work fast

Notes 2: Ask me questions. that would be helpful for them to know that are easy to forget.

Notes 3: I want them to know who to ask for what and to feel confident in their job so they're not just thrown to the wolves.

If you skimmed through that, great. You should understand that I manually type that and put real effort into that fake scenario.

So you're welcome.

Before proceeding to the next step because the final step for this is below- you should find 3-5 particular things that I did, that you may not be doing already.

Look at how specific that got. Look at how I included the website because I want Claude to use my logos. Look at how I included their names. You don't have to be obsessed with being perfect in your directions to Claude, it will learn your quirks and natural conversational tone, even if you make jokes here and there.

And no do not put like the abuela from coco in your prompts

It's not going to come out perfect on the first try and that's okay, Claude tends to do well with corrections - but this is a way better starting point than if I just told it to make me a new training program.

Last step, AI models cannot differentiate a large headline or emphasized word in your prompts, even if you capitalized the word because you're letting it know you mean business

Here are some cheats

= Headling

= Sub-heading

** Before and after a word = Bold

Claude will read “ I like **turtles** ”

Claude will then proceed with understanding that you're **REALLY** excited about those turtles, almost as much as your 55 year old uncle who really likes trains and is weirdly good at math

Role.

Objective.

Context.

Instructions.

Instructions 1:

Instructions 2:

Instructions 3:

Notes:

* Note 1 -

* Note 2 -

* Note 3 -

You could see why I didn't start off with this big elaborate prompt. We all need context to understand what's going on, just like our friend Claude.

CTRL + C & + V away my friends.

In the world of sophisticated AI adults, this is what's called a Markdown Prompt.

In my world, it's called the Jarvis Protocol.

Klarna's AI agent? That was only 1 AI creation, and you're allowed to have a full team of them.

If you'd like to set up your own personal assistant that speaks back to you and analyzes your business (and personal life if you so choose)

Please let us know





3 - THE AI TIERING MATRIX

Haiku, Sonnet, Opus, and Fable. All terms you can use for the love letter I wrote to my crush, Ashley, who didn't reciprocate my love in the 3rd grade

These are the 4 settings you can select inside of Claude depending on what type of task you want it to get done.

Here's why it's important to you.

JPMorgan Chase runs over 500 different AI use cases, but they don't burn their heaviest, most expensive computing power to summarize a simple phone call.

Because that would be expensive. Really expensive.

That's exactly how you want to use Claude.

And the good news is there's not nearly 500 settings to work through.

Here are your 4 heroes:

Haiku is short sweet, not much effort. I use Haiku when I want Claude to write an email to my kids' soccer coach asking why they're not getting enough playing time. If you're a law firm maybe your junior can take a very long, drawn emotional message in a lead form / email, and strip it down to the important details.

Sonnet is my daily driver. the example with the training packet earlier is a pretty good example

Opus- Oh, Opus you have my heart. You were available for all of my big tasks on the \$20 program when I didn't have access to Fable because I wasn't ready to pay \$100 / month at the time. You've taken control of my computer more times than I've ordered fried pickles in my life. Let's go to war with ChatGPT and make spreadsheets together some time.

Fable- Megatron had a baby with Zeus and has a 6 pack chiseled abs. You don't use Fable often. For one, you'll max out your usage limits even on a paid plan, but it just isn't practical or necessary. I would only recommend using Fable on a weeks long project.

Shameless plug here. We're developing a long animated series on our social media page right now. It's in the early stages as I'm writing this, but it's really thought out. The characters have full back stories, plot twists are being thought out, animation is on point and the locations are world accurate, the whole 9.

I'm using Fable for THAT project. You want to use that for high-level projects that can go on for a long amount of time.

On Claude you have different effort levels: low, medium, high, extra, max.

That's basically setting up a guardrail for how thorough you want it to be along with how much time is appropriate every time you send it a chat instruction.

Low = right away-ish

Medium = Couple of minutes

High = It will literally think like a person working a job

Extra = I've literally completed watching a youtube video while my claude was working on a project on Extra effort.

Max = If you tell Claude to use Max effort, then if you have a project that's gonna take you a while, it might take you until the next day. That's not really a joke either. If the task calls for it and it's that busy, then you're the one who allowed it.

This is kind of the same topic as the last message. consider if your entire team had access to Claude all in the same cloud, all working inside of the same folders with these type of instructions. Imagine how much would get done. compared to if you weren't using it before.

Remember, this is the tip of the iceberg.





4- STUDIO-GRADE ADS (WITHOUT THE PRICE TAG)

AI is a lot further along than you already think.

<https://www.youtube.com/shorts/U0tHOijU83U>

This video came out in January 2024

I was **shocked** when I saw this video

Think back to what you were doing in January 2024, right after Christmas 2023. Was it watching AI-made ads that you didn't realize was AI? Perhaps you bought a product that was fully marketed by AI and didn't even realize.

Do you drink Coke? Then the answer would likely be yes.

For decades, Coca-Cola's flagship “Holidays Are Coming” Christmas commercial was a massive, multi-million dollar undertaking. A traditional production like that took up to a **full year of planning**,

Hiring actors, renting massive fleets of physical trucks, and running months of studio editing. Recently, Coca-Cola flipped their playbook and generated their entire holiday ad campaign using AI video tools.

Instead of a massive Hollywood film crew, they used just **5 AI specialists** who generated and refined over 70,000 video clips in **under 30 days**.

They shrunk their production timeline from **12 months down to 1 month**, entirely bypassing massive traditional agency and location overhead

What do the costs look like on these ads anyways?

Directors & Crew \$100,000 - \$500,000+

Top-tier commercial directors command flat package fees ranging from \$100,000 to over \$500,000 to supervise prep, shooting, and editing

Large shoots require a crew of 50 to 100+ union professionals (cinematographers, gaffers, audio engineers, art directors), driving day rates skyward.

Post-Production & VFX (\$50,000 - \$200,000+)

Advanced visual effects (CGI), 3D animation, and high-end color grading easily scale past \$100,000.

Licensing a hit song or hiring an orchestra can cost \$20,000 to \$50,000+.

I witnessed a video director use 5 AI model subscriptions to create a full 1-minute ad. It looked great for TV and only took one afternoon. Most ads usually take 1-2 weeks to make.

Yes, that includes a fully made (actually very catchy) song about the product, company name, and details. Down to the voice inflections, bass guitar, and beat of the song.

It cost no more than a few hundred dollars, tops.

What does this mean for you if you're a smaller business?

Depends on if your cup of water is half-full or half-empty.

You can look at it as the big guy getting yet another advantage

OR you can see it as leveling the playing field.

It means that you're able to do the same thing they do, even in a bedroom / small office.

Check this video out:

<https://www.youtube.com/watch?v=RFGfkOLGsEM>

What if you were able to create this for your business? Could be powerful, right?

You may be looking at all this and thinking that you have no idea where to start.

Another way to look at this is that you can hire a marketing agency to do this work for you

- which is a pretty fair point

You can work with a primarily AI- focused marketing agency and have them produce you similar results to extremely large marketing companies, without the big price tag

If you decide this is the route you want to take, be sure to look at these 3 things:

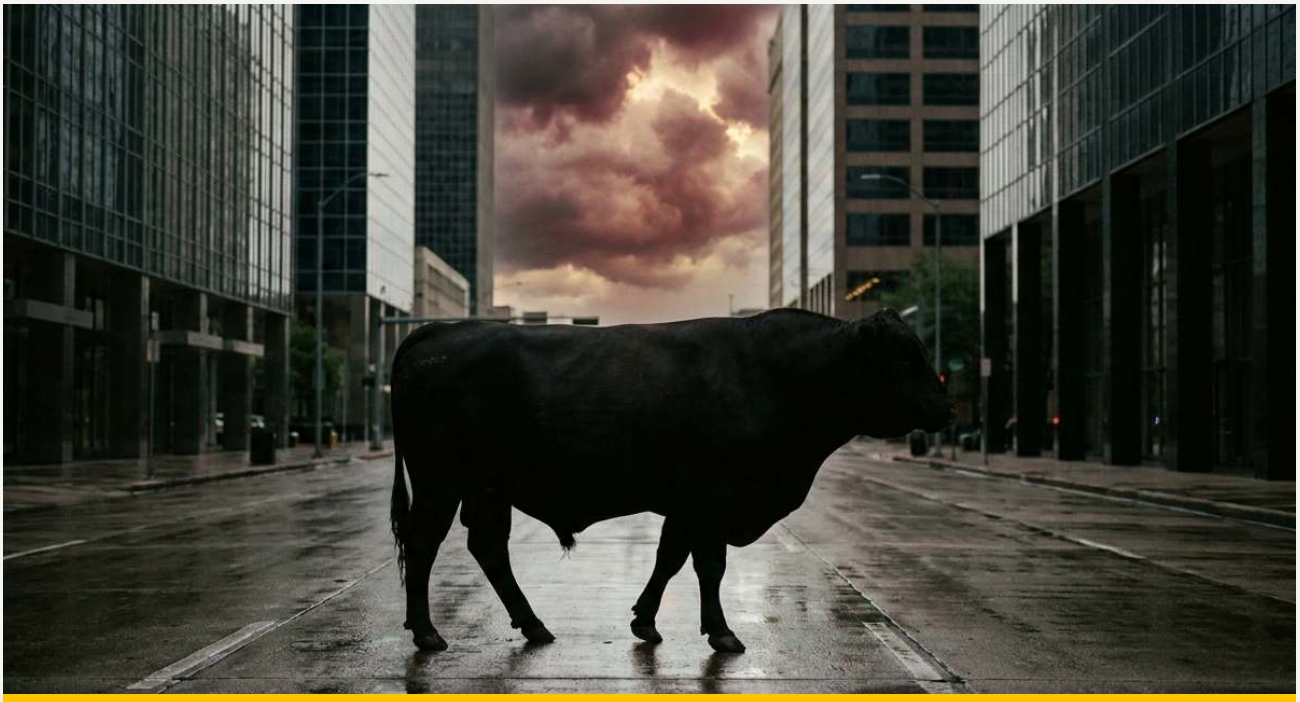
1. What work have they done? Can the untrained eye identify the work as AI?
2. Will you be charged for credits (tokens) used? Is there an additional cost for repeat generations or creatives you don't find appealing / useful?
3. Do you have the flexibility to go back to photoshop or in-person ads?

At the end of the day, it's like any company you decide to business with.

Can you trust them, and do you have confidence that they can produce results that move the needle in your business?

The focus needs to be on the numbers, the relationship, and timeliness.





5. THE INFRASTRUCTURE RESTRUCTURE

Ready for me to take this rollercoaster to a place you won't like?

Your competitors are deploying specialized networks of subagents to mine data and steal market intelligence.

I mentioned the different versions and effort levels inside of Claude earlier.

You should understand that several companies are taking this a lot farther than creating training programs for new hires, and making ads.

Picture this: It's 2PM on wednesday and you overhear your secretary Janice (who we all love very much) yapping about hump day and the new tiktok trend and the new very berry pink strawberry Matcha

And you're in your office banging your head against the wall, (putting on a brave face for your team, family, and in-laws)

- Because you have that one competitor who you keep seeing online and who's name keeps getting brought up in your sales meetings with potential clients, and it's like they came out of nowhere!

Out of thin air, stealing your clients right on up.

It's almost more painful to think about the fact that this person knows and understands your clients better than you do.

Wouldn't it feel worse to know that they're not taking much time out of their day to do this because it's all automated with AI?

It's a more complicated setup than the Markdown prompt I shared with you earlier

But what's happening is that people like me, are hiring human employees to manage the AI market research manager inside of Claude.

The way we developed it is that the AI market research manager has sub-employees.

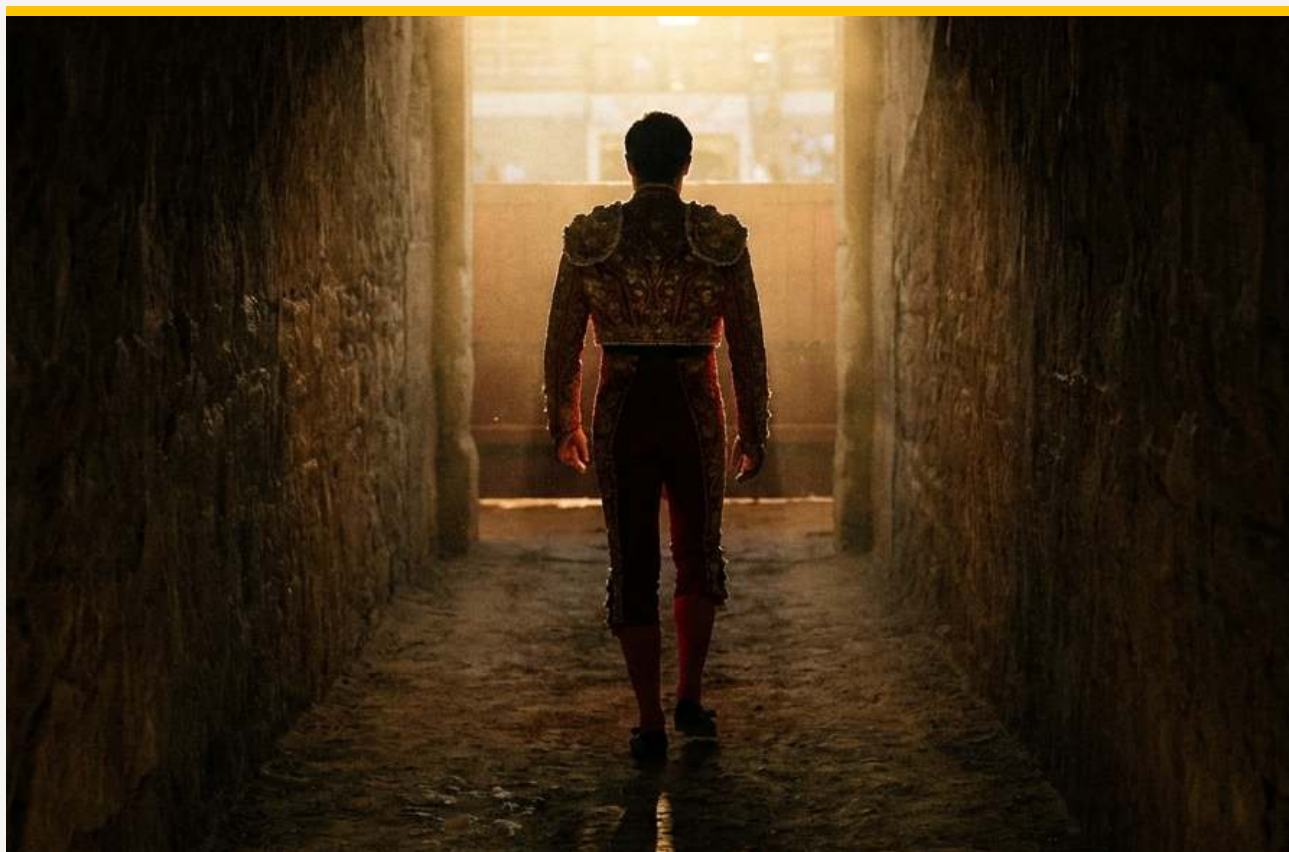
One of them is responsible for reviewing price changes from competitors in the market, the second one researches hiring patterns to predict product roadmaps, and the other one aggregates the findings into a daily report for the manager, who reports to my human employee, who reports to me.

This human employee still talks to me about her matcha Mondays, but she is a hell of a lot more lethal, and she didn't have to do ANY of the work.

What I'm getting at here is that you can decide to be the reason your competitors begin to lose their sales to, or perhaps it might be you that's faced with the rude-awakening.

In times of peace, you must prepare for war.

Word to the wise: building out what I'm describing requires managing complex proxy rotations and bypassing anti-scraping firewalls, which can risk getting a company's corporate IP blacklisted if done incorrectly.





6- ATTENTION MONOPOLY, AND ALGORITHM-PROOF MARKETING

Tell me how many of these you agree with:

I rarely have the same amount of hair when logging out of facebook ads manager that I started the session with

Zuckerberg has been absolutely bending me over and sending nothing but pure, random junk traffic.

facebook must actually pay people to make business owners cry

I like to think I'm relatively competent. Google has made it their mission to dissuade me of that foolish notion.

Trying to navigate their system is a frustrating nightmare.

I'm losing sleep over this. did I just personally piss off the algorithm gods?

I think they are implementing AI and doing a bunch of experiments, and we are paying the price..

when AI has taken over ad delivery, there's no way for human coders to undo the shitshow.

My meta ads account got shut down and I don't know why, I worked so hard on it and now I just want to cry

What's worse is i'd click "No I don't want Swahili"...then get an angry message from my client in a week asking why they're getting Swahili ads. All of their support blames the users instead of taking responsibility for their massive failures

.....

Yes, the digital landscape has changed

Yes, AI is now responsible for deciding who gets to see your ads

Yes, your settings that you choose are no longer guardrails, they're just suggestions

Yes, somebody should've told you this earlier

Yes, you'd think these billion dollar companies have better support agents

Yes, this should be fixed

Yes, your complaints are real and valid.

.....

However, being a business leader is about controlling what you can control, and still being able to produce results, because this stuff isn't going to change overnight

As a matter of fact, it's gonna start changing every 1-2 weeks by the time you're reading this.

Look at Shopify.

Shopify's merchants were losing **Thousands** of dollars per month trying to micromanage their facebook ads.

They stopped fighting the tech and completely surrendered to the algorithm by going back to the drawing board.

They left the targeting wide open and used their time to upload a diverse mix of raw, unpolished product and service videos.

This led to a 15% decrease in cost per lead and 22% higher ROAS, so they came out of this winning.

So what's the takeaway?

The lesson from Shopify's biggest winners is simple: Stop trying to out-smart the Facebook pixel. You cannot fix junk traffic by tweaking age brackets or toggling manual interest boxes anymore.

Furthermore,

If your ads aren't causing your prospect to stop in their tracks when their doom scrolling, then they're just not good enough!

Your competition is NOT Dinkleberg down the street who sells the same stuff you do. It's everything else that your customer has access to on their phone

Netflix, gossip pages, youtube, half-naked instagram models, Tom Holland and Zendaya's relationship, the girl from obsession! The war on Iran, Elon Musk becoming a trillionaire, YOU NAME IT!

All sorts of dopamine!

Whether it's inside or outside of your business, if you don't have somebody on your team dedicated to keeping up with all of these updates that inevitably change as well as constantly pumping out new, juicy, scroll-stopping ads - then there is simply no solution and you will be beaten by somebody else in this day and age

Consider the fact that google and meta did not always exist. What happened when the landscape changed with newspapers, and billboards, and door to door?

This is your friendly reminder that you have to be more agile than a cheetah hunting a gazelle when it comes to information era social media marketing

It gets tiring keeping up with all of it while you have a dozen other fires in your business, so my recommendation is get to hiring



Look back through the 6 topics that we covered together:

- 1- Your team's utilization of the correct AI engine
- 2- Using AI as an employee vs a chatbot
- 3- Magnified settings inside of your preferred AI engine
- 4- Creating ads through AI
- 5- Multi agent swarming
- 6- Creating scroll-stopping ads and counsel for market changes

How many of these can you confidently check off that your business is doing
RIGHT NOW?

Adjusting your life and/or business to AI is never going to be easy, but with these strategies, you now have a multitude of tools and options to start making it happen.



CLAIM YOUR FREE NEW AGE ROADMAP TO DOUBLE, TRIPLE, OR EVEN QUADRUPLE YOUR BUSINESS (WORTH \$895)

Thinking that this would be easier to hand off to an expert? Get in touch today to find out how we can show you results you never realized were possible.

If you're serious about dominating your industry and maximizing every dollar / minute you and your team spend, you must implement these 6 changes. If you're not, then you're probably spending more money than you need to on marketing and infrastructure.. All while getting less ROI than you should.

For example, when you work with us, we target 3.1 ROI on your marketing spend. That's right. Our goal is to get \$3 into your business for every \$1 you spend on marketing

You have what you need to get started. But if you'd like our help on implementing any of the above (and more,) get in touch today.

For a limited time we're offering you a 30-minute strategy session where we'll discuss your business goals and challenges and draw up a Digital Marketing Roadmap for you for free.

Please note this is NOT a sales call. You will be speaking with me or one of our highly experienced Digital Strategists not a salesman.

Claim your no-obligation free 30-minute strategy session now and get your \$895 custom Digital Marketing Roadmap, FREE!

WARNING

The Strategy session is only for people serious about setting up their business for success. We'll do the brunt of the work, but to truly get your sales figures skyrocketing we need your commitment and dedication. If you're not ready for that please don't waste our time.

But if you are ready to kick your business into overdrive and skyrocket your profile, book your FREE strategy session call now.

Cheers!

Your friend,

Anthony

The Matador Group

**BOOK YOUR FREE
STRATEGY SESSION**

HERE