

AI Consulting and Training

Master today's most effective productivity tools.

Ensure your route to capitalizing on the immense power of AI is fast and efficient. Our AI consulting and training programs will quickly enable your marketing team to adopt solutions to optimize operations and boost performance.

Here's a bird's eye view of the process:

NEEDS ASSESSMENT: The process begins with interviews of key stakeholders to identify opportunities and determine essential AI-based workflows.

RESEARCH AND TOOLS SELECTION: We'll research and recommend the AI tools best aligned with your objectives, needs, and budget.

TRAINING is customized to deliver:

- Hands-on training for workflows designed to accelerate the execution of marketing tasks
- The creation of a custom library of useful prompts
- Regular updates on new AI developments and tools
- Onboarding for new team members

MONITORING AND OPTIMIZATION: ToTheWeb will identify essential KPIs, review and re-evaluate tools and processes, and facilitate the creation of an internal AI committee to steer the ship effectively.

Let the increased productivity begin

Schedule your discovery call now.



THE ROI IS CRAZY CLEAR

No investment can be more easily justified than ChatGPT training. Clearly, not training your team equates to leaving money on the table.

"ChatGPT helps 'bad writers' get good and helps 'good writers' go faster and possibly get better!"

Josh Bershin (Summarizing a ChatGPT study from MIT PhD candidates) [SOURCE](#)

87% REDUCTION IN TIME REQUIRED TO COMPLETE WRITING TASKS

Reprise Digital used ChatGPT-based AI, Transcribe, with human editors to test against internal and external copywriting teams for content creation. [SOURCE](#)

59% GREATER DOCUMENT PRODUCTION

There's often a conflict between working faster and getting good results. However, this study by MIT Research indicates ChatGPT users were faster at producing their deliverables that were also higher quality. [SOURCE](#)

40% PRODUCTIVITY BOOST

ChatGPT boosts productivity by 40% for professionals' writing tasks and reduces inequality between higher-skilled and lower-skilled workers, according to a study by Harvard and Stanford economists. [SOURCE](#)

40% LESS TIME TO PERFORM PROFESSIONAL WRITING TASKS

Science Magazine reported ChatGPT users are able to increase productivity, improve quality by 18%, and enjoy the tasks more. [SOURCE](#)

35%

The National Bureau of Economic Research measured the number of customer support issues resolved per hour, and found that novice and lower-skilled workers benefited by as much as 35%. [SOURCE](#)