

AI strategy, systems and implementation

Studio Baggio helps businesses identify where AI can create measurable value, then designs, builds and implements the systems needed to deliver it.

This can mean improving how a team works, generating new client demand, increasing visibility across Google and AI platforms, or building specialist software around an industry problem.

We start with the business problem, not a predetermined tool or generic AI programme.

WHAT YOU CAN HIRE US FOR

AI Operating System Audit and Build

Identify where AI can create the greatest value, then define the company-wide system needed to embed it across people, knowledge and processes.

Commercial AI Growth Strategy

Find valuable client demand and build the route from search visibility to qualified enquiries, instructions and revenue. Includes a bespoke Business Tracker that captures engagement, qualifies opportunities and recommends follow-up.

SEO and AI Search Opportunity Audit

Identify the client questions with the greatest commercial value, then position the business to be found first on Google, cited in AI search and recommended as the solution when prospective clients ask them.

Bespoke AI Software and Systems

Design and build specialist software for valuable industry problems that off-the-shelf tools cannot solve.

AI Operating System Audit and Build

For businesses that want a company-wide AI system built around how their people work.

We examine the company's teams, roles, knowledge and ways of working to identify the highest-value opportunities, then define the shared context, role-specific capabilities, processes and safeguards the system needs.

WHAT THE AUDIT COVERS

- Where AI can create the greatest measurable value.
- The shared knowledge and role-specific capabilities the system needs.
- Role-specific recommendations and a sequenced 30 and 90-day plan.
- A structure for valuable workflows to be shared, retained and improved across the team.
- What should be implemented first and where not to invest yet.

The result is a prioritised 30- and 90-day implementation plan, not a review of individual tools or a generic training programme. The business can implement it internally or appoint Studio Baggio to design, build and embed the full system.

EXAMPLE

Studio Baggio designed and implemented a company-wide AI system for a London creative agency. Built around the company's knowledge, clients, brand and ways of working, it understood each person's role and gave a non-technical team the context, guidance, tools and capabilities to use AI effectively from day one, without the need for separate training. The system retains useful learning, turns successful work into shared processes and identifies new ways to support the team, becoming more valuable as the business grows. It is estimated to save **10-15 hours+ each week**.

Commercial AI Growth Strategy

For trust-based businesses that want more new and repeat revenue from their expertise, relationships and existing client base.

We identify the client questions and live concerns with the strongest commercial value, turn the expertise behind them into visible public proof, and build the route from visibility to engagement, qualified follow-up, instructions and fees.

THIS CAN INCLUDE

- Client-demand research.
- Commercial positioning.
- Google and AI-search visibility.
- Client-facing guides, diagnostics and tools.
- Engagement capture.
- Business Tracker implementation.
- Lead qualification.
- Follow-up recommendations.
- Monthly commercial reporting.

BUSINESS TRACKER

Every Commercial AI Growth Strategy includes Studio Baggio's bespoke Business Tracker.

It brings together engagement from guides, diagnostics, email, LinkedIn and other channels, then adds current professional and company information to show who each person is and why they may matter.

Each contact is qualified against the business's commercial priorities, with a clear rationale and recommended next action. Depending on the objective, the system can prioritise prospective clients, existing relationships, introducers, journalists or strategic partners.

EXAMPLE

A chartered financial planner who had previously relied entirely on referrals won nine new clients in eight months, adding **£5.3 million in assets under management and £93,400 in first-year revenue**. Four of those client journeys began with a ChatGPT recommendation.

SEO and AI Search Opportunity Audit

For businesses that are over-reliant on referrals or are not being found when prospective clients search for their expertise.

Prospective clients use Google and AI platforms to research problems, compare providers and decide who to contact. We identify the highest-value demand the business is missing, then define the pages, authority, content and technical changes needed to be found, trusted and chosen.

WHAT THE AUDIT COVERS

- High-value client searches and questions.
- Current Google and AI-search visibility.
- Competitor and citation performance.
- Technical, content and authority gaps.
- Priority pages and site structure.
- Implementation and measurement plan.

The output is a clear action plan the business can implement internally or appoint Studio Baggio to deliver.

EXAMPLE

A software product moved from page four to first on Google, above Microsoft, and began appearing directly in ChatGPT & Perplexity answers. It generated **more than 20 enquiries in the first two weeks**.

"SEO & AI SEO were something we were never able to master. Jayme changed that completely: we went from page four on Google to first, above Microsoft, and we show up in AI search for the key questions our customers ask. The advantage this gives us is invaluable."

Emma Corbett · Product Specialist and Co-founder, Get-Planner

Bespoke AI Software and Systems

For valuable business problems that cannot be solved with an off-the-shelf tool.

We work with industry experts to understand the commercial problem, real workflow, available data and decisions the system must support. We then design, build, test and implement specialist software around how the business actually operates.

THIS CAN INCLUDE

- Problem and opportunity definition.
- Industry and user research.
- Workflow and data design.
- Product strategy and prototyping.
- Live testing and implementation.
- Ongoing refinement.

EXAMPLE

Studio Baggio designed and built Last30Days, an AI research product that analyses recent conversations across social and community platforms and turns them into structured market intelligence. **More than 200 people have used it** to research markets, competitors, customer questions and emerging opportunities.

How Studio Baggio works

Every engagement starts with the business problem and the result the client needs.

Studio Baggio handles the research, strategy, system design, build and implementation. The client provides the subject-matter expertise, strategic steer and approvals.

WAYS TO WORK TOGETHER

Audit

Identify the opportunity, define the system and provide a prioritised implementation plan.

Build and implementation

Design, build and embed the required operating system, processes or specialist software.

Ongoing AI partner

Provide continuity, priority advice and practical support as the business, its systems and its priorities develop.

WHAT CLIENTS SAY

"There's a lot of noise around AI at the moment, but Studio Baggio takes a refreshingly different approach by helping expert-led businesses turn their expertise into real commercial advantage, in a way that still feels authentic and true to them."

Charlotte Evans MBE · Financial Planner

"Jayme has a rare ability to bridge technology, marketing and commercial growth in a way that actually makes sense to advisers. The result was meaningful visibility that translated into conversations, introductions and new clients."

Harry Sims APFS · Chartered Financial Planner, Fairstone Wealth Management Ltd

"Jayme was fantastic. The marketing strategy and business model she put together were first class. It was clear why she is leading the way in this space. Strongly recommend."

Luke · Head of Growth, independent financial advisory firm

NEXT STEP

Book a 30-minute conversation to identify where Studio Baggio AI could create the most value in your business and the right place to start.

[Book a conversation →](#)

FEATURED IN



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