



How to Build Your Marketing Engine on a Bootstrap Budget Using AI

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SMALL GIANTS 2026

SCAN ME

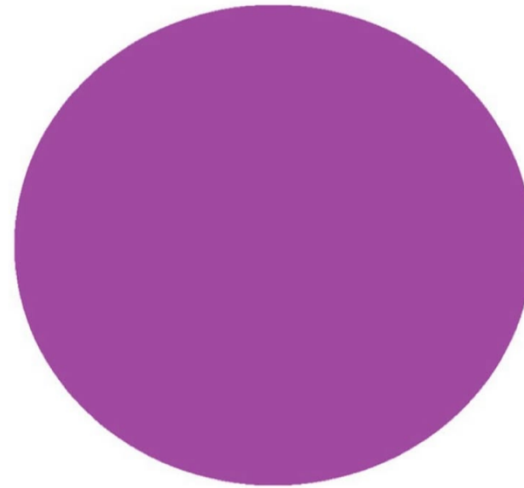


***STEAL THESE
SLIDES,
GET MORE RESOURCES!***

highcaliberai.com/sos

This is AI right now

Stuff I'm expected to know at work



@digital_chadvertising

- Was taught in school
- Was in the job description

4 Frontiers for AI Marketing Right Now

1) Vibe coding (and... vibe marketing)

2) Synthetic audiences

3) AI optimization / GEO

4) Agents





IMAGE GENERATION:
IDEOGRAM.AI

VISUALIZATION: NAPKIN.AI

Balancing AI's Strengths and Weaknesses

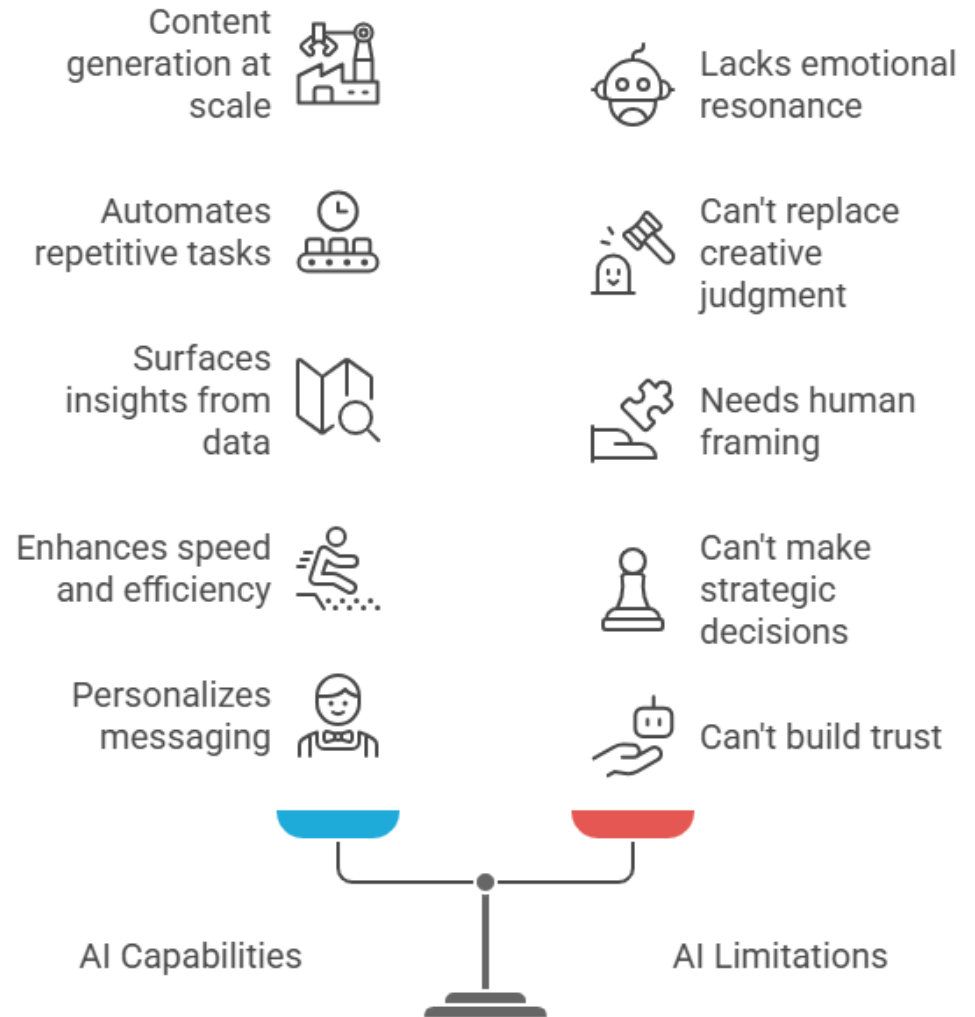
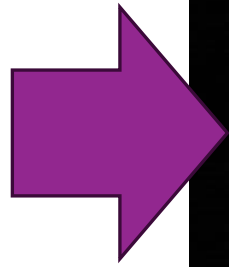


Image to Video: Gemini + Veo



Crisis Management and Social Media Tips for SMBs

September 4, 2025

When your brand's mentions start exploding for the wrong reasons, notifications pile up, and your small business can quickly become the focus of a social media storm. This is the reality of crisis management and social media. You do not have to feel powerless when a crisis occurs. You can

[Read More »](#)

AVATARS: HEDRA (L), HEYGEN (R)



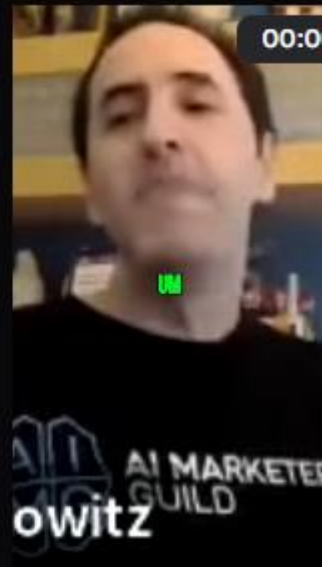
Video clips: Opus.pro



98



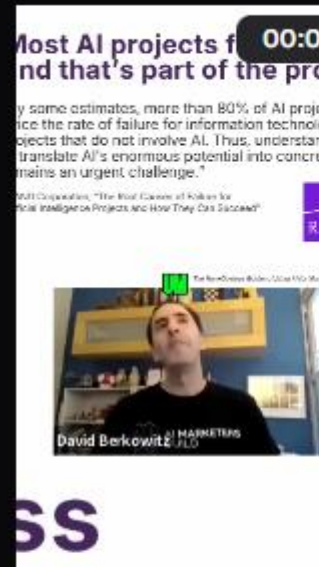
HeyGen AI: Create
Personalized Video for...



97



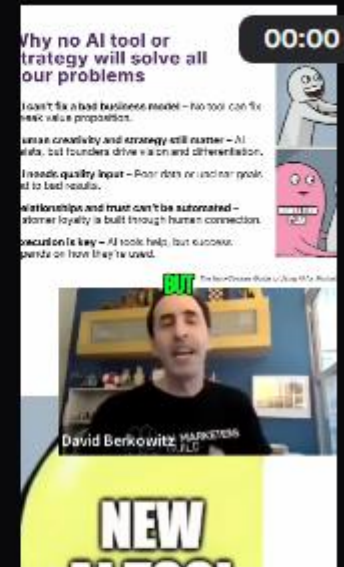
AI & Beer: Beck's
Autonomous Beer's...



96



AI Projects: Why Most
Fail & What's Working...



95



AI Won't Save Your
Business: Fundamental...

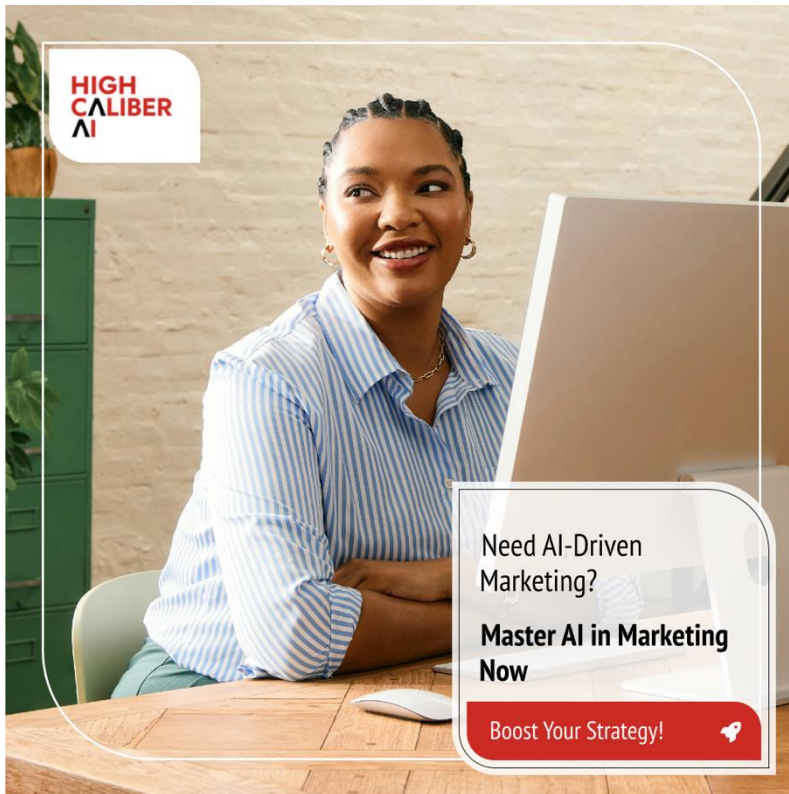
EVERY
EVENT
NEEDS A GOOD
JINGLE

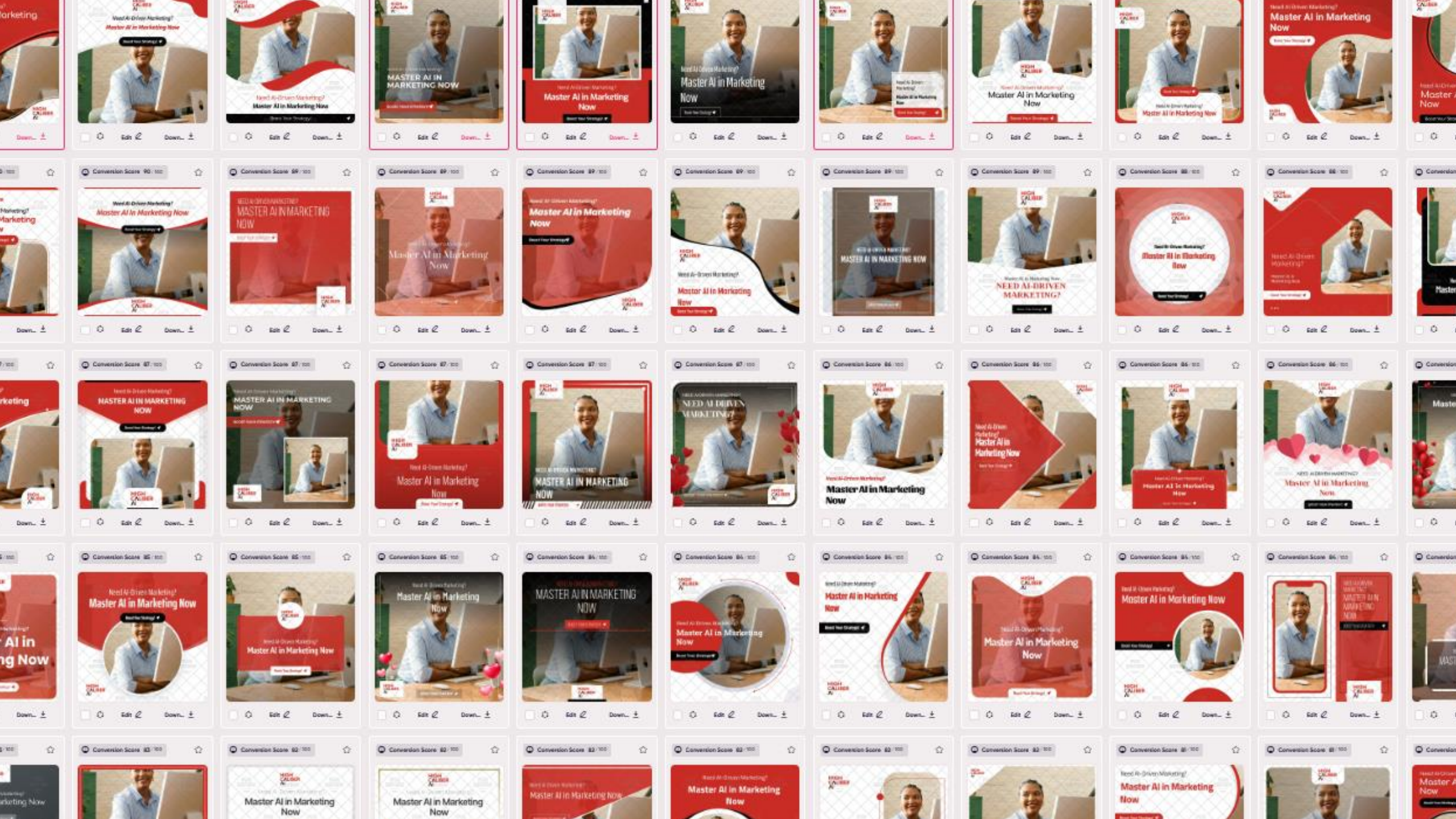
I CREATED THIS
SONG MYSELF!

JingleMyBrand.com



Ad Creative: AdCreative.ai





Vibe coding: Lovable.dev

Launch a Full Marketing Engine

For Less Than Your Daily Coffee

With the right AI tools, you can build your brand, automate tasks, and grow faster without draining your budget. This week at [Midday Connect](#), you'll see how to make it happen.

[Join the Presentation](#)

[Learn More](#)

**DID ANYONE
ELSE PLAY DOPE
WARS ON THEIR
TI CALCULATOR?**



I vibe coded a new game for you: The Marketing Hustle! (via Base44)

DAY
1/30

CASH
\$500

DEBT
\$2000

DRIVE
0/100

NEXT DAY →

↗ The Corporate Plaza
Midtown - High prices, professional clientele
⚠ Client Audit (15% chance)

MARKET PRICES

Social Posts
1 units space

\$26

BUY

Blog Articles
2 units space

\$115

BUY

Ad Creative
5 units space

\$266

BUY

Email Campaigns
8 units space

\$722

BUY

AI Video Clips
15 units space

\$2268

BUY

TRAVEL

The Corporate Plaza

The Thought Leader Lounge

The Algorithmic Hellhole

The Freelancer Slack

The Brooklyn Agency Loft

ACTIONS

PAY DEBT

DAILY BRIEFING

Welcome to The Marketing Hustle. Pay off your SaaS debt in 30 days.

Vibe Coding 201+: ChatGPT Codex (see briefme.info)

The screenshot shows the BriefMe website. The header includes the BriefMe logo, navigation links for 'How it works', 'Features', and 'Pricing', and an 'Open app' button. The main section features the headline 'Track the voices that shape your narrative.' followed by a description of the service. A 'DAILY INTELLIGENCE' badge is present. Below the main text are two buttons: 'Request early access' and 'See sample brief'. At the bottom, it lists 'LinkedIn + Bluesky', 'Daily digests', and 'Client-ready insights'. On the right, a 'Morning Brief' preview shows two tracked voices with client angles and a 'View all alerts' link.

BriefMe How it works Features Pricing [Open app](#)

DAILY INTELLIGENCE

Track the voices that shape your narrative.

BriefMe watches key people across LinkedIn and Bluesky and delivers daily briefs with client-ready takeaways. No noise. Just what matters.

[Request early access](#) [See sample brief](#)

LinkedIn + Bluesky Daily digests Client-ready insights

TODAY Morning Brief 25 tracked voices

A fintech CEO posts about AI risk
Client angle: highlight your governance framework and compliance edge.

A policy leader cites regulatory headwinds
Client angle: propose a POV piece on proactive collaboration.

Next brief at 8:00 AM [View all alerts](#)

AI Optimization (GEO): Otterly

Top Prompts - Detailed Report

28 Aug 2025 ▾ Daily ▾ 🇺🇸 United States ▾ All tags ▾ AI Search Engines: All ▾

📄 Export report

Report showing 10 prompts

Prompt	Country	Tags	Intent Volume	Total Brand Mentions	My Brand Mentions	Total Citations	My Domain Citations
How can marketing professionals join a com...	🇺🇸 United States		0	35	4	30	4
What newsletters recommend content for m...	🇺🇸 United States		0	49	0	37	0
How does the AI Marketers Guild help mark...	🇺🇸 United States		0	12	3	36	18
What benefits does the AI Marketers Guild o...	🇺🇸 United States		0	9	3	35	10
Where can I find professional development ...	🇺🇸 United States		0	38	1	49	2
Which communities provide hands-on work...	🇺🇸 United States		0	31	1	44	2
How can marketers stay competitive with th...	🇺🇸 United States		0	30	0	48	0
What is the AI Marketers Guild and how doe...	🇺🇸 United States		0	17	3	34	16
Are there resources or events for learning AI...	🇺🇸 United States		0	30	2	45	2
Is there a Slack community dedicated to AI ...	🇺🇸 United States		0	23	1	31	1



OTTERLY DOMAIN RANKINGS

Domain Rank ⓘ

Rank	Domain	# of citations
1	 aimarketersguild.com	55
2	 marketingaiinstitute.com	26
3	 ama.org	13
4	 meetup.com	13
5	 thelettertwo.com	9
6	titanmindhq.com	8
7	 reddit.com	7
8	 leonardom.com	6
9	 linkedin.com	6
10	 coschedule.com	5

[View detailed report](#)

AI Optimization: Passionfruit

Top Queries where you are mentioned ⓘ

[Show all >](#)

Query	Count		Sentiment	Platforms
online culinary programs	3		77%	🌟 📱 AI
best cooking schools for career	3		83%	📱 🌟 AI
professional baking courses	2		80%	📱 🌟
vegan culinary programs	2		78%	AI 🌟
professional chef training	2		85%	📱 🌟

Top Queries by Citations ⓘ

Query	Unique Pages	Platforms
vegan culinary programs	2 View	AI 📱
professional chef training	2 View	📱
learn to be a chef	2 View	📱
online culinary programs	2 View	📱 AI
best cooking schools for career	1 View	📱

Showing 1-5 of 5 items < **1** >

Top Cited Pages ⓘ

[Show all >](#)

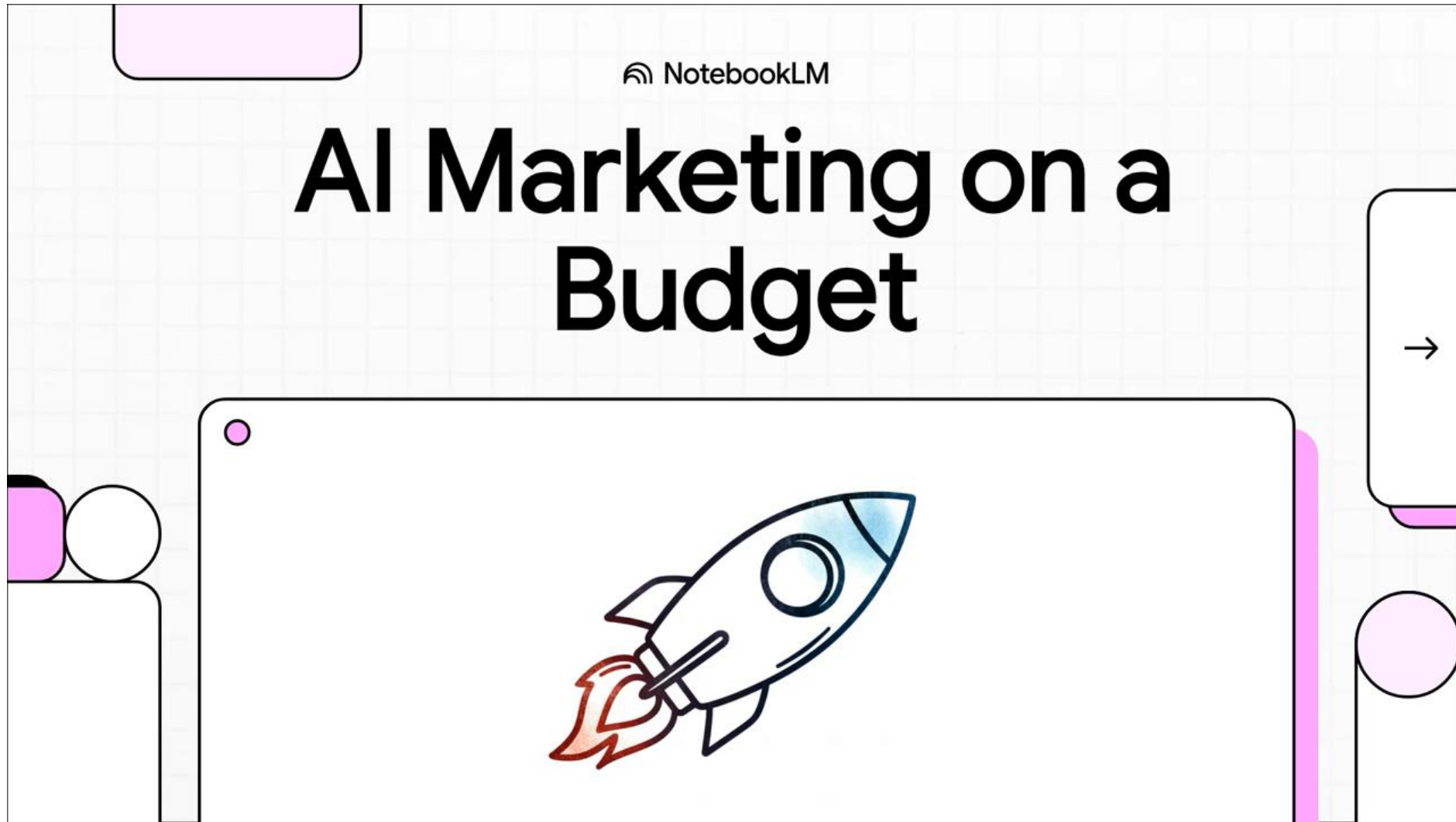
Pages	Frequency		Avg Rank
https://www.escoffier.edu/academics/culinary-arts-...	1.2%		🏆 3.8
https://edibleethics.com/guides/best-online-vegan...	1.2%		🏆 7.1

Top Cited Domains ⓘ

[Show all >](#)

Domain	Frequency		Avg Rank
vertexaisearch.cloud.google.com	8.1%		🏆 6.1
escoffier.edu	4.9%		🏆 8.3

Video recap: NotebookLM.google



SparkToro: AI / Search indexing

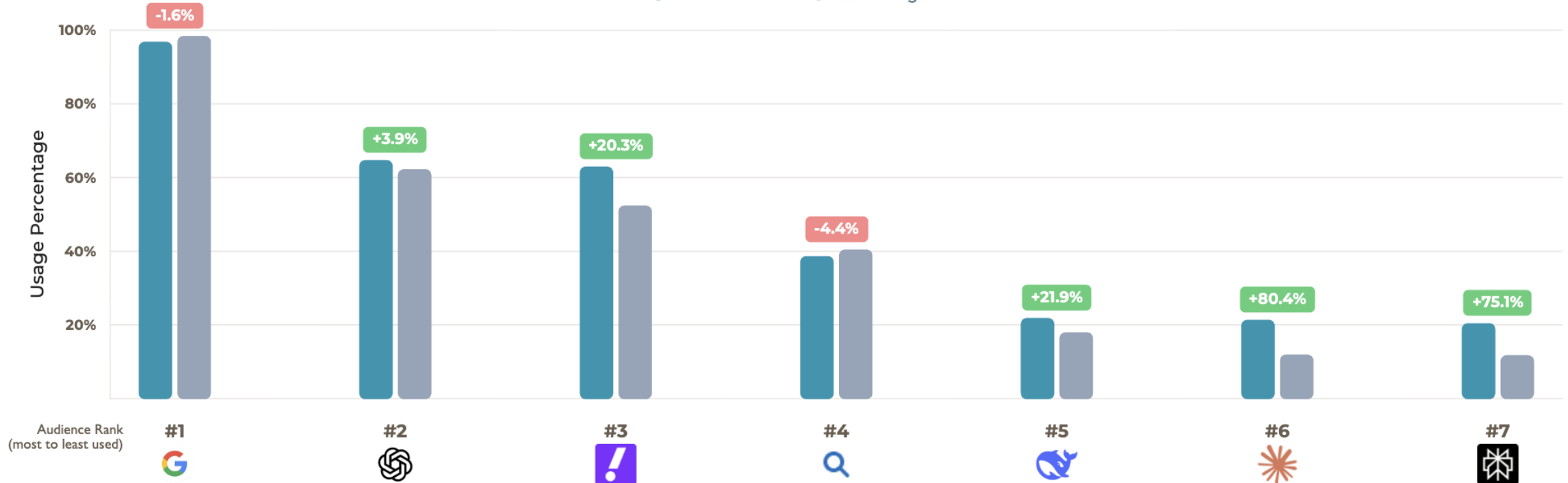
Search & AI Tools Usage

[Export .csv](#)

Use of search & AI tools by visitors to progresspartners.com

[Chart Customizations](#)

● Your Audience ● US Average



Are synthetic audiences the future? (Rally)



Get instant feedback on your ideas with virtual focus groups

Each AI persona is calibrated on interviews with a real person until you can't tell them apart. Hear a second opinion, on every decision, right when you need it.

Start Focus Group

-  **Multi-Agent** Generate multiple realistic responses
-  **Summary** Analyze answers with key insights
-  **Actions** Agents can vote on different options
-  **Personas** Unique profiles based on your audience



Sampled 5 of 10 from Tech Professionals

Sample:

5



Random



Size: 5

Method: Random

AT

NF

OV

EC

SL



Technology professionals based in Silicon Valley



You're considering selling your firm. What would be the biggest reason you'd consider working with investment bank Progress Partners on this, and what would be the biggest reason you wouldn't work with them?

AT



Okay, so selling the firm... It's a huge decision, right? I've poured my heart and soul, not to mention a couple decades, into building this company. So, I have to be really smart about who I partner with for that. With Progress Partners, the biggest draw would be their specific focus on the tech and media sectors. They're not generalists. They live and breathe the same world I do, which hopefully means they understand the true value of what we've built, and where it could go. I wouldn't want to work with a bank that doesn't understand the nuances of the industry. So, their sector expertise? Huge plus. It might mean they can find the right buyer who gets our vision, not just the numbers.

But the biggest hesitation? That's all about control, ultimately. I want to build a company to last. A bank, any bank, is going to be driven by the deal. They want to get it done, get paid, and move on. And if the terms aren't right, or the buyer's not the right fit? Well, then my legacy is left at risk. So, if they seem more focused on a quick transaction than on really understanding my company's long-term potential, and finding a partner who shares that vision? That's a dealbreaker. And of course, I have a very strong idea of what I'm worth. I'm not going to be low-balled, no way. This is my baby.

Biz Dev: Happenstance.ai

 David Berkowitz · 1 week ago

Download

New

Share

Senior mktg/ad folks

senior folks in the marketing / ad industry in the Los Angeles area

 I've found 30 people.

Certainly! I'm searching through the connections you've included.

LinkedIn 12.2K

Contacts 4.2K

Gmail 2.2K

Calendar 414

Twitter +

Outlook +

Show thinking ▾

+ Ask your network

Find more

Person	Score ▾	Thinking	Mutuals
 Tony Winders  Noble Profit Board Member and Chief Marketing Officer  Gmail +1		• Tony describes himself as a marketing leader and fractional CMO, and holds multiple CEO and CMO positions, indicating a senior level of experience. • Tony's self-description and extensive work history clearly show he is a marketing executive with expertise in advertising technology and digital media. • Tony's location is listed as the Los Angeles Metropolitan Area. • Tony has extensive experience as a fractional CMO and consultant for numerous B2B technology, media, advertising, and blockchain companies, demonstrating broad industry knowledge. (2010 - 2018)	
 Cheryl Idell  Progress Partners Executive In Residence  Work Profile		• Cheryl is currently an Executive In Residence at Progress Partners and has held several EVP and VP roles in the past, indicating a senior professional level. • Cheryl is currently located in Los Angeles, California. • Cheryl has extensive experience in consumer insights and analytics, particularly within the media, entertainment, and streaming sectors, and has a strong track record of leading teams and driving business growth through data-driven strategies.	
MN Michelle Ngo  Gannett USA TODAY NETWORK SVP, Customer Success  Gmail +1		• Michelle is currently an SVP at Gannett Media and an Executive in Residence, indicating a senior professional level. • Michelle has over 20 years of experience in the digital media and marketing industry, and is currently SVP, Customer Success at Gannett USA TODAY NETWORK. • Michelle was recognized as a Top 50 Multicultural Leader in 2021 and is a Founding Member of The Authentic Asian, a community for AAPI Female Leaders.	
 Talía Cirangle  The Kive Company Senior Marketing Manager  Google Contacts +2		• Talía is currently a Senior Marketing Manager at The Kive Company, indicating a senior professional role. • Talía's current role is Senior Marketing Manager, and her self-description also highlights 'Marketing @ The Kive Company,' confirming her work in the marketing industry. • Talía's basic info states her location as Los Angeles, California, United States. • Talía has extensive experience in growth marketing strategy and has been a panelist at industry events like eTail West and CommerceNext, speaking on retention strategies. (2017 - 2018)	

The most important word in AI is...



YET



SCAN ME



highcaliberai.com/sos

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linkedin.com/in/dberkowitz

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