

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.

What you can hire us for

SEO & AI Search

Be found and chosen when prospective clients search Google or ask AI who to hire.

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AI Operating Systems

AI set up around your business: your clients, your strategic priorities, your people and what good looks like to you.

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Tools & Client Resources

Focused internal tools and client-facing resources built around a specific problem.

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Commissioned Research

Bring us the question you need answered.

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How an engagement works

01

Start with a brief or with discovery

A clear brief goes straight to scoping. Otherwise, two to three weeks of focused discovery, credited against what follows.

02

Build and implement

Implement internally, with your partners, or with Studio Baggio.

03

Ongoing AI partner

Priority advice and support as the business grows.

FEATURED IN

FT FINANCIAL
TIMES

money
marketing

ProfessionalAdviser

THE LAWYER

SEO & AI Search

Be found and chosen when prospective clients search Google or ask AI who to hire. We find the questions that matter most to your business, where you appear today and who appears instead, then give you a prioritised plan within 14 days that your team, your partners or Studio Baggio can implement.

AI Search Strategy & Implementation Plan

WHAT THE PLAN 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.

WHAT THE PLAN TELLS YOU

- Your highest-value buyer questions.
- Where you appear today.
- Who appears instead.
- Which sources influence AI answers.
- What authority, pages and evidence are missing.
- What to implement first.

Delivered within 14 days. Fee fully credited against implementation of the recommendations and wider consultancy.

EXAMPLE

A chartered financial planner who had relied entirely on referrals won nine new clients in eight months, adding **£5.3 million in assets under management and £103,400 in first-year revenue**. Four of those client journeys began with a ChatGPT recommendation.

EXAMPLE · CALM AUTHORITY

We published three financial-adviser comparison guides and optimised them for AI search. Within 30 days, selected firms featured in the guides recorded **up to 700% more shortlist appearances**.

AI reproduced our ten-firm shortlist and cited our guide as its source.

[Read the case study →](#)

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

Result: **more than 20 additional enquiries through AI search within two weeks.**

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

FEATURED IN



AI Operating Systems

AI set up around your business: your clients, your strategic priorities, your people and what good looks like to you. Each person starts with the context for their role, and their specialist knowledge and templates become skills they use every day. It's built to grow with the business, so your team is set up to win from the outset.

What's included

- The constraints and opportunities where AI can make the biggest measurable difference.
- The shared company, department and role context the system needs.
- How each person turns their specialist knowledge and templates into skills they use in their work.
- How the system retains corrections and improvements, so it gets better as the team uses it.
- Client experience: how advice and client outputs are delivered, and how to make them clearer, more personal and more valuable.
- What to implement first, a sequenced 30 and 90-day plan, and where not to invest yet.

"Jayme spent time with people across the team individually to understand how we work, then came back with a detailed breakdown of where AI would be useful and how it should be set up across the business. She then built and implemented the system for us: our company and client knowledge, business strategy, positioning and templates built in, with each person's setup tailored to their role. People picked it up quickly because it was built around their actual work, and several of the team have since developed their own tools with it, including a live client-facing reporting platform and a deal-tracking tool, which they would never have been able to do previously. I'd be very happy to recommend Jayme to another team considering similar work."

Joe Churchill · Founder & CEO

EXAMPLE

For a London creative agency, a company-wide system gave a non-technical team the tools to use AI effectively from day one, saving an estimated **10 to 15 hours a week**.

Tools & Client Resources

Focused internal tools and client-facing resources built around a specific problem, such as a diagnostic, a client guide or a reporting tool. Typically two to three weeks once the brief is agreed, built into your own systems or hosted for you. Fixed fee, no subscription.

Studio Baggio keeps the IP. Your rights to use the tool, plus any hosting or running costs, are agreed in writing before work starts. Larger systems are scoped separately.

Examples

Expertise Visibility Diagnostic →

Twelve questions that show an advisory firm whether its expertise is building its reputation.

Pension & Inheritance Check →

What the April 2027 pension changes could mean for what a family inherits.

Before You Sell →

A pre-sale playbook for business owners planning to sell within five years.

LinkedIn Playbook for Financial Advisers →

What UK advisers should post, how often, and how to stay compliant.

Your Freedom Number →

What life after the business could cost, and what still depends on it.

AI Likeness Risk Check →

Where a creator's or athlete's face, voice and likeness may be exposed to AI.

Business Tracker

Studio Baggio's own lead-intelligence software, built into any system we deliver. It brings engagement from guides, email and LinkedIn together, qualifies each contact against your priorities and recommends the next action.

EXAMPLE

Studio Baggio built Last30Days, an AI research tool now used by **more than 400 individual and corporate users**.

Calm Authority, a LinkedIn writing system built for UK financial advisers: one adviser reported **52 inbound leads in six months**.

Commissioned Research

Bring us the question you need answered: what prospective clients ask before they choose an adviser, how competitors are positioned, or where demand is going unmet. We agree the scope and method, then deliver the findings with the evidence behind them and what they mean for your business.

Example questions

- What do prospective clients ask before choosing an adviser?
- Which firms appear in AI answers, and what supports their visibility?
- How are competitors positioning a particular service?
- Where is there evidence of unmet client need?

PUBLISHED STUDIES

UK Financial Advice Firms in AI Search 2026, UK Law Firms in AI Search 2026 and UK Sports Law in AI Search 2026, covered by [The Lawyer](#), [FT Adviser](#) and [Professional Adviser](#).

What clients say

"There's a lot of noise around AI, and most of it has nothing to do with how a business like mine actually wins clients. Jayme cut straight through it: she understood how our clients find and choose us, and built around that. It's the first time AI has felt like an advantage rather than a distraction."

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 positioning 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

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. [Enquire now →](#)

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JAYME BAGGIO · FOUNDER, STUDIO BAGGIO