

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.

That might mean building AI into how a team works, generating new client demand, improving visibility across Google and AI search, or creating 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

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

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

We examine the business, its teams, roles, knowledge and processes to identify where AI can create the greatest measurable value.

We then define the operating system needed to deliver it: the shared business context, role-specific capabilities, processes and safeguards required for AI to support the organisation and improve over time.

This is not a review of individual tools or a generic training programme.

It is a practical plan for building AI into the way the business operates, so each person has the right context and capability built into their working environment from the start.

WHAT THE AUDIT COVERS

- Where AI can create the greatest measurable value.
- How current roles and processes should change.
- The shared knowledge and role-specific capabilities the system needs.
- How useful work, learning and progress will be retained and measured.
- What should be implemented first.
- Where AI should not yet be used.

The audit delivers a prioritised implementation plan that the business can implement itself.

Studio Baggio can also be appointed to design, build and implement the full operating system.

EXAMPLE

Studio Baggio built the AI operating system that now underpins how a London creative agency works.

The system understands the company, its brand, clients, people and roles. It guides the team inside live work, retains useful knowledge, identifies repeated tasks and helps turn successful work into reusable capability across the business.

It was designed for a non-technical team and removes the need for separate AI training. Early use indicates **an estimated 10-15 hours saved 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, then 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

Each Commercial AI Growth Strategy is supported by Studio Baggio's Business Tracker.

It brings together engagement from client resources, diagnostics, email, LinkedIn and other channels, then adds public professional and company context to show who each person is and why they may matter.

Every contact is qualified against the business's agreed commercial priorities, with a clear rationale and recommended next action.

The system can prioritise prospective clients, existing relationships, introducers, journalists or strategic partners depending on the objective of the work.

EXAMPLE

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

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 are already using Google, ChatGPT and other AI platforms to research problems, compare providers and decide who to contact. We identify the highest-value demand the business is missing and define the searches, pages, authority, content and technical changes needed to become the organisation they find, trust and choose.

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**.

Bespoke AI Software and Systems

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

Studio Baggio works closely with industry experts to understand the commercial problem, the real workflow, the available data and the decisions the system needs to 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.

We build practical systems that fit the organisation, deliver measurable value and improve over time.

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

A 30-minute conversation to identify where AI could create the most measurable value in your business and which starting point is right.

Introduction for discussion. Scope, structure and terms agreed per engagement.

FEATURED IN



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