

VIRTUAL LUNCH & LEARN

AI in Marketing & Communications

Foundations and Tools for
Using AI in Your School

Trey Boden, founder of Roar



SEPTEMBER 23RD | 12:00PM-12:30PM





Collab AI Lunch and Lead

Join from your phone at
pollr.createwithroar.com/j

Enter code

2SSTG



Scan to vote and ask questions

contact

Trey Boden

trey@createwithroar.com

404.405.6718

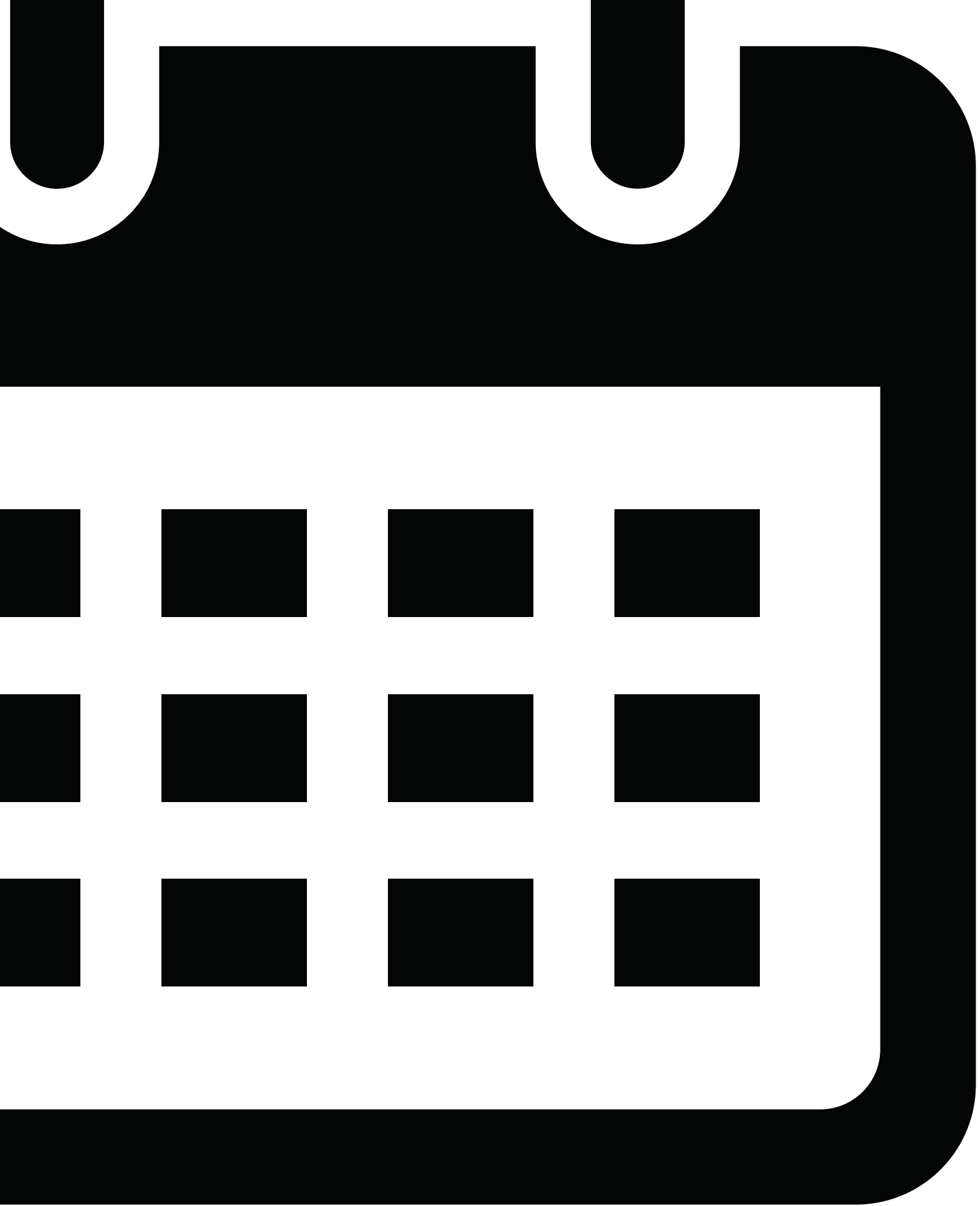
online

createwithroar.com

[linkedin/createwithroar](https://linkedin.com/company/createwithroar)

(RE)BUILDING YOUR MARKETING STACK





8 MONTHS

0% to 72%



Claude

Honest Thoughts →

z2ttrk... tell me
about your family
huma... zkt... friend



 **Daria Cupareanu** 



AI made average content free. Which means average content is now worthless. The bar didn't lower. It disappeared. What's left is either exceptional or invisible.

Jun 18, 2026

substack.com

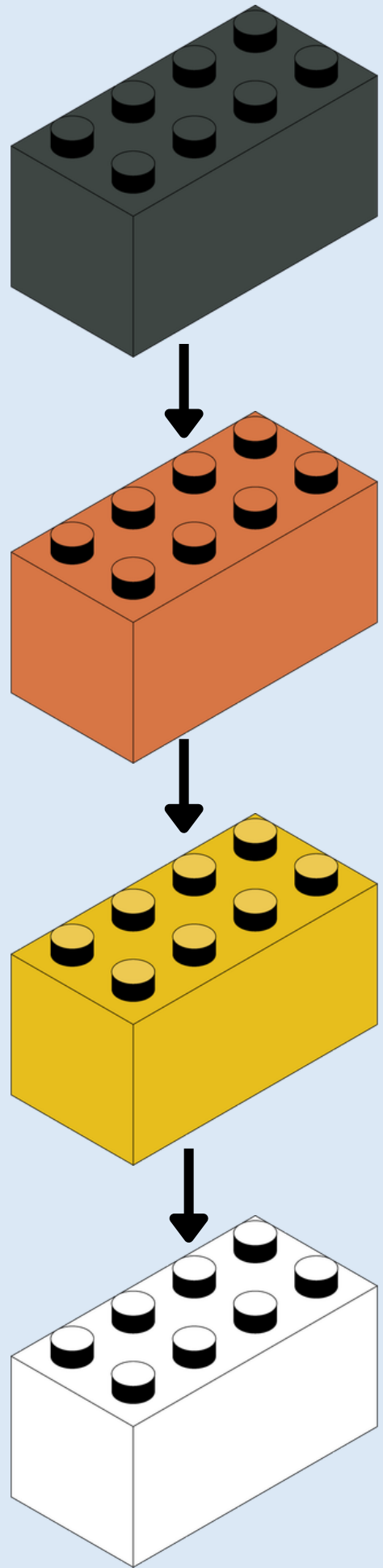
AVERAGE IS OVER

When everyone can make the thing, the only edge left is knowing what's worth making.



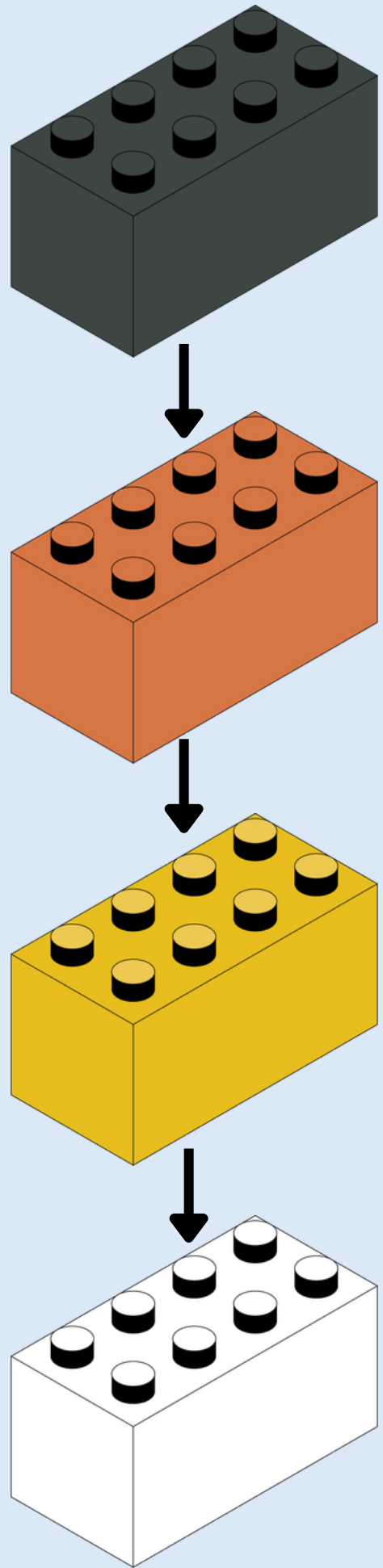
(RE)IMAGINING YOUR MARKETING STACK





4 BRICKS

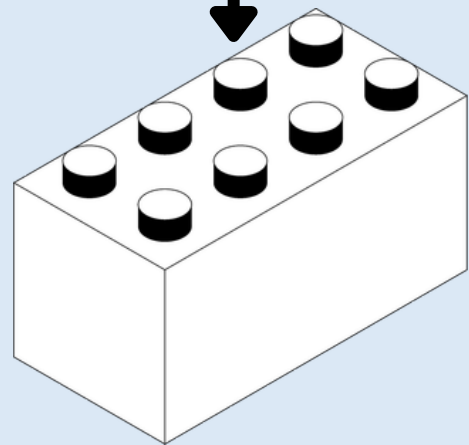
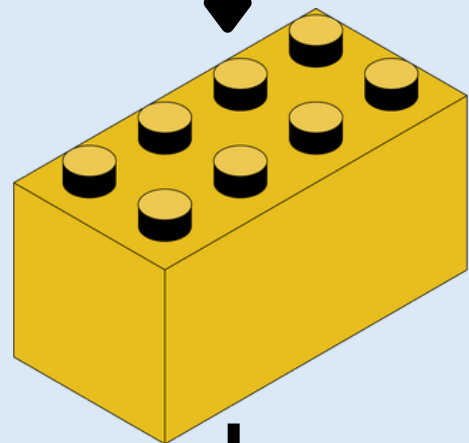
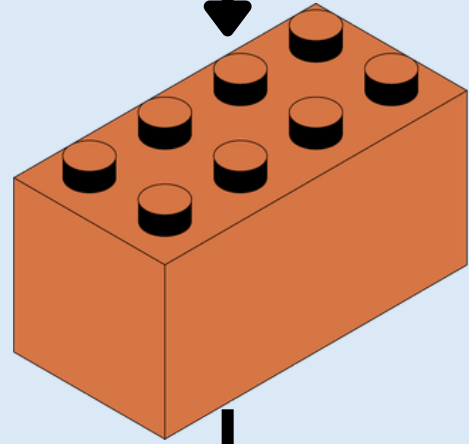
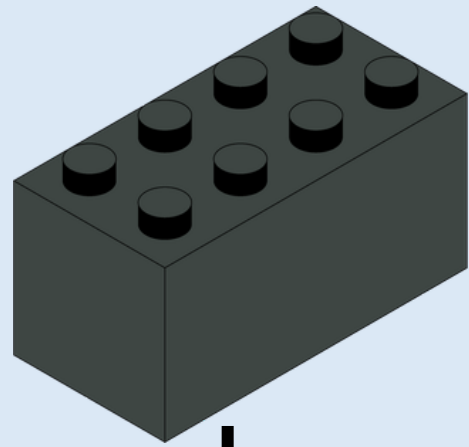
**(RE)IMAGINING YOUR
MARKETING STACK**



4 BRICKS

**(RE)IMAGINING YOUR
MARKETING STACK**

FOUNDATION

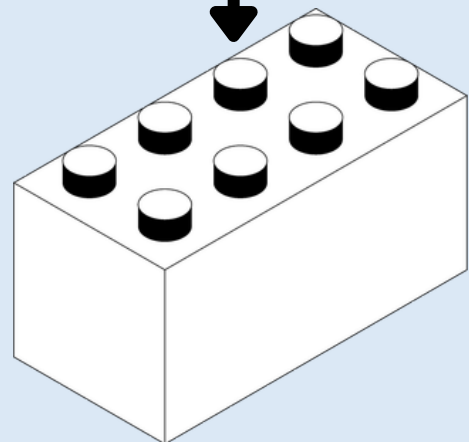
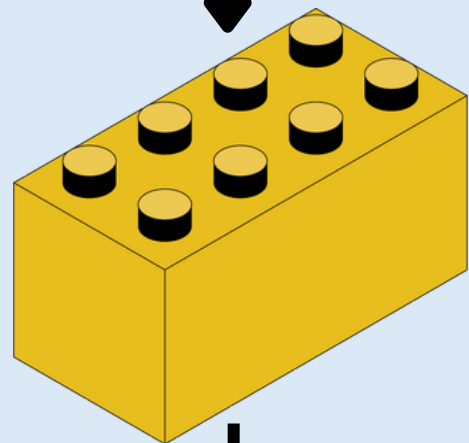
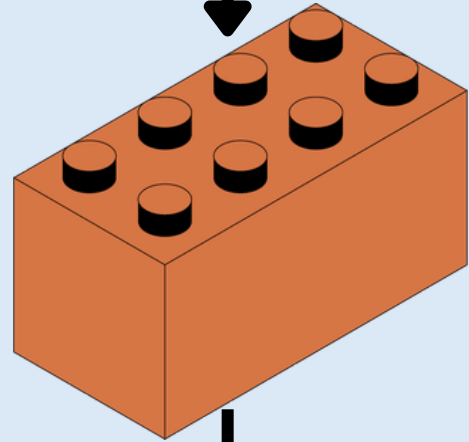
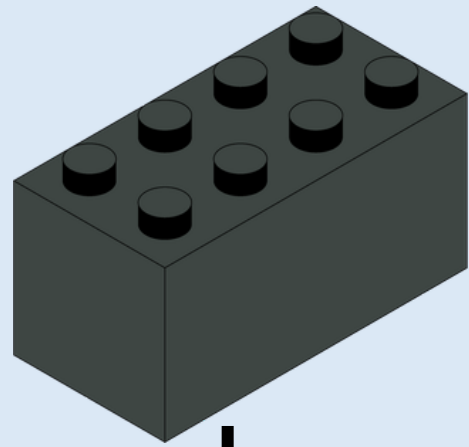


PEOPLE

FOUNDATION

4 BRICKS

**(RE)IMAGINING YOUR
MARKETING STACK**



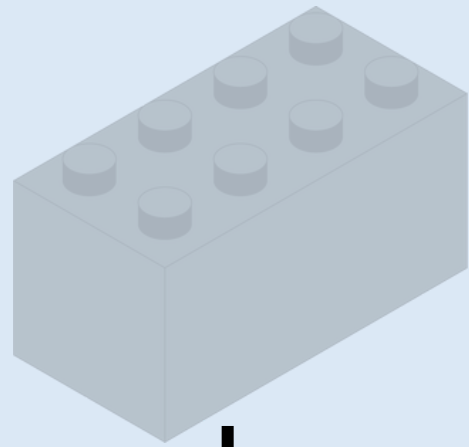
TOOLS

PEOPLE

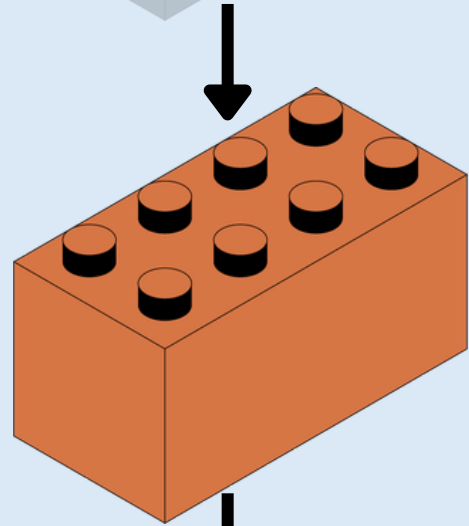
FOUNDATION

4 BRICKS

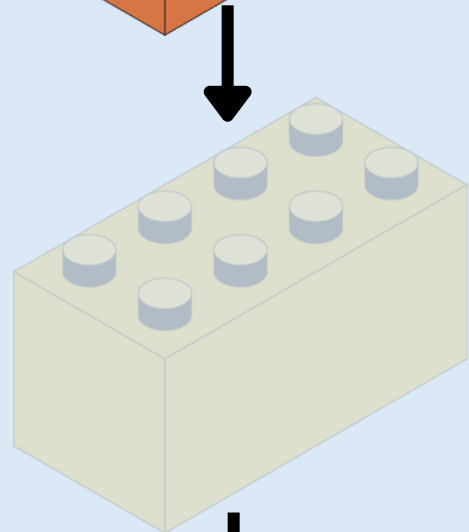
**(RE)IMAGINING YOUR
MARKETING STACK**



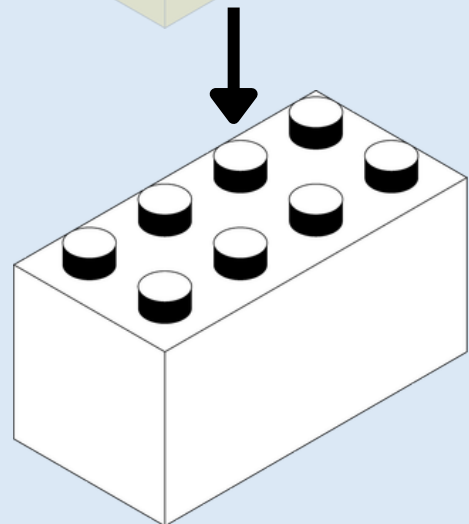
PROCESS



TOOLS



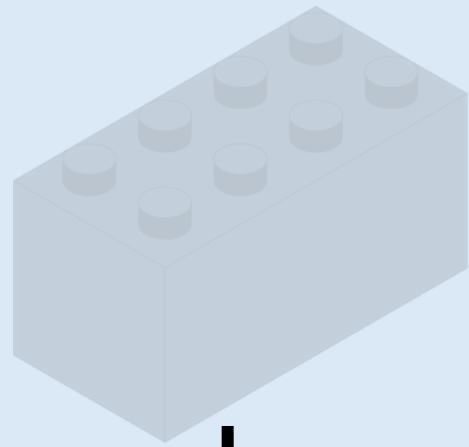
PEOPLE



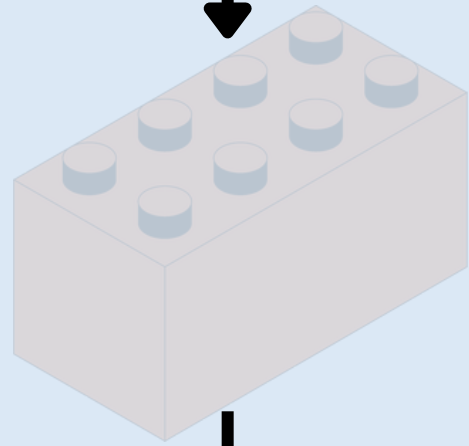
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4 BRICKS

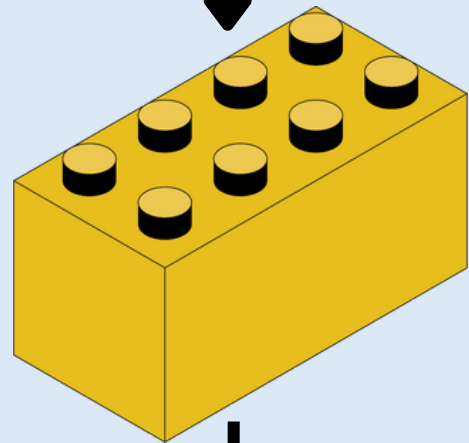
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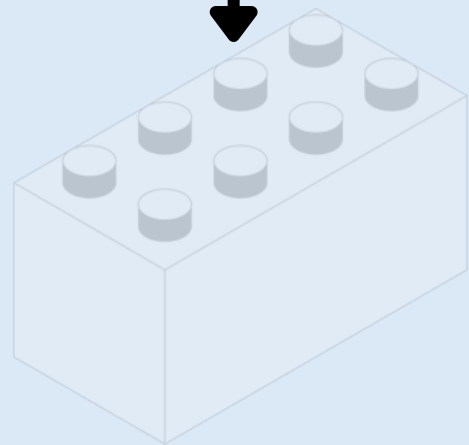
PROCESS



TOOLS



PEOPLE

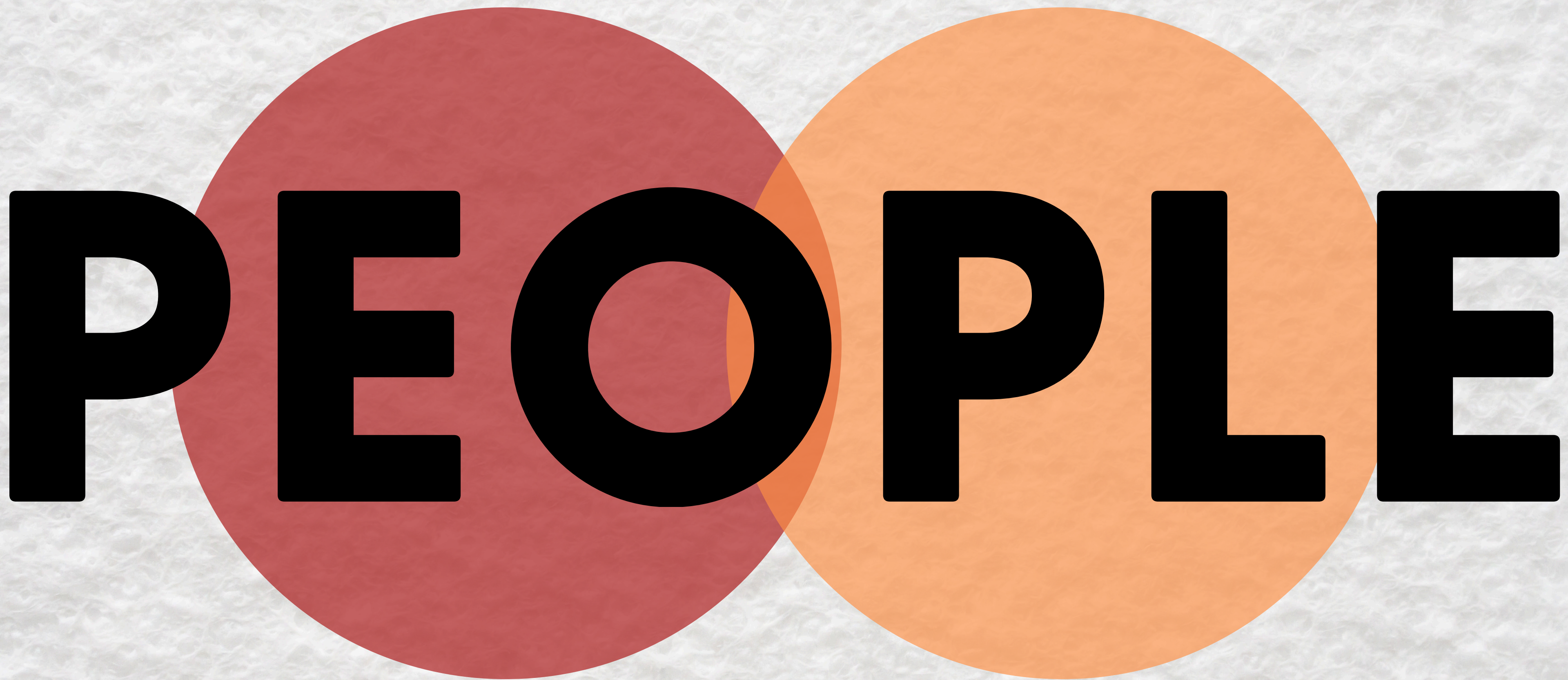


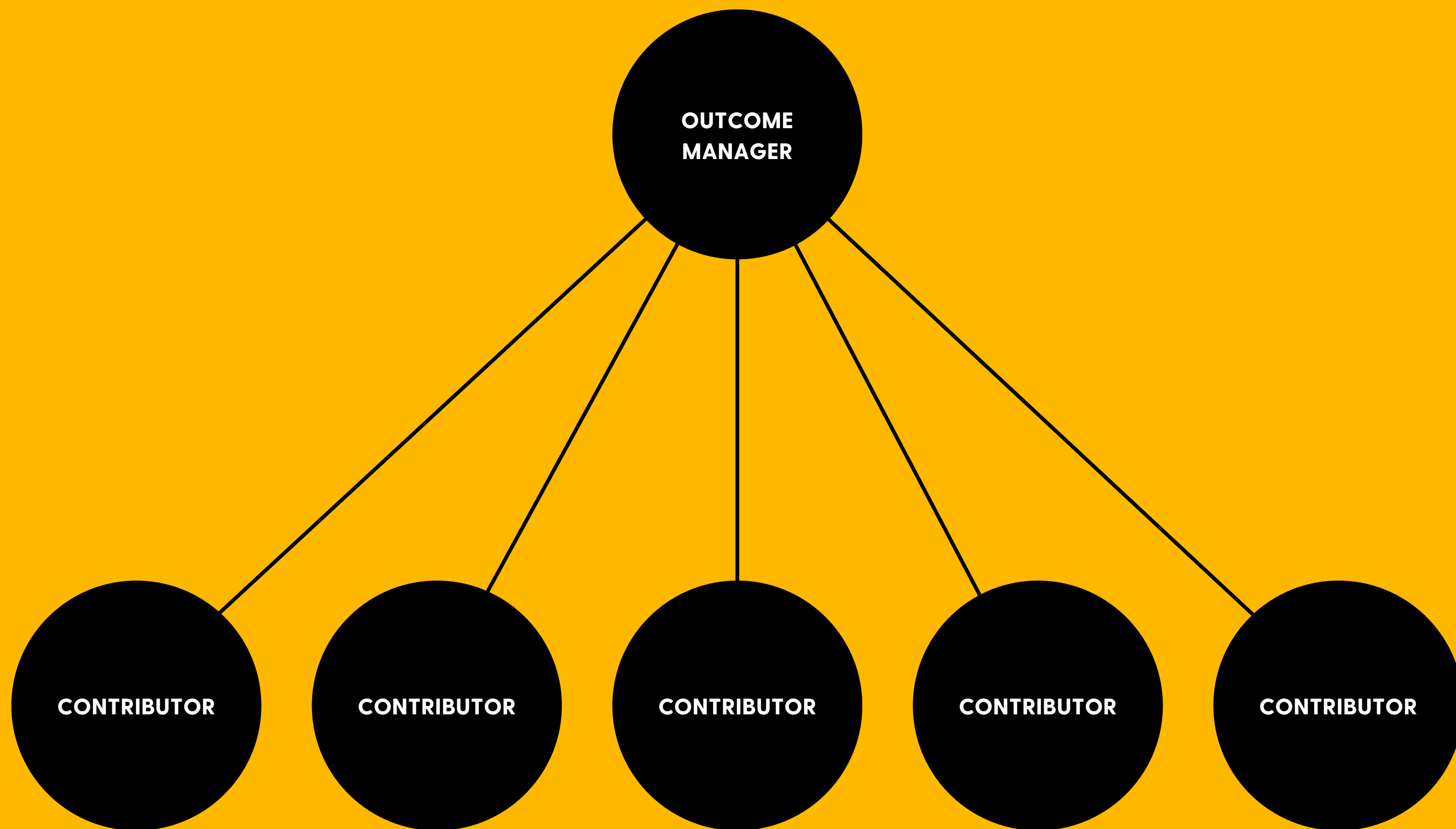
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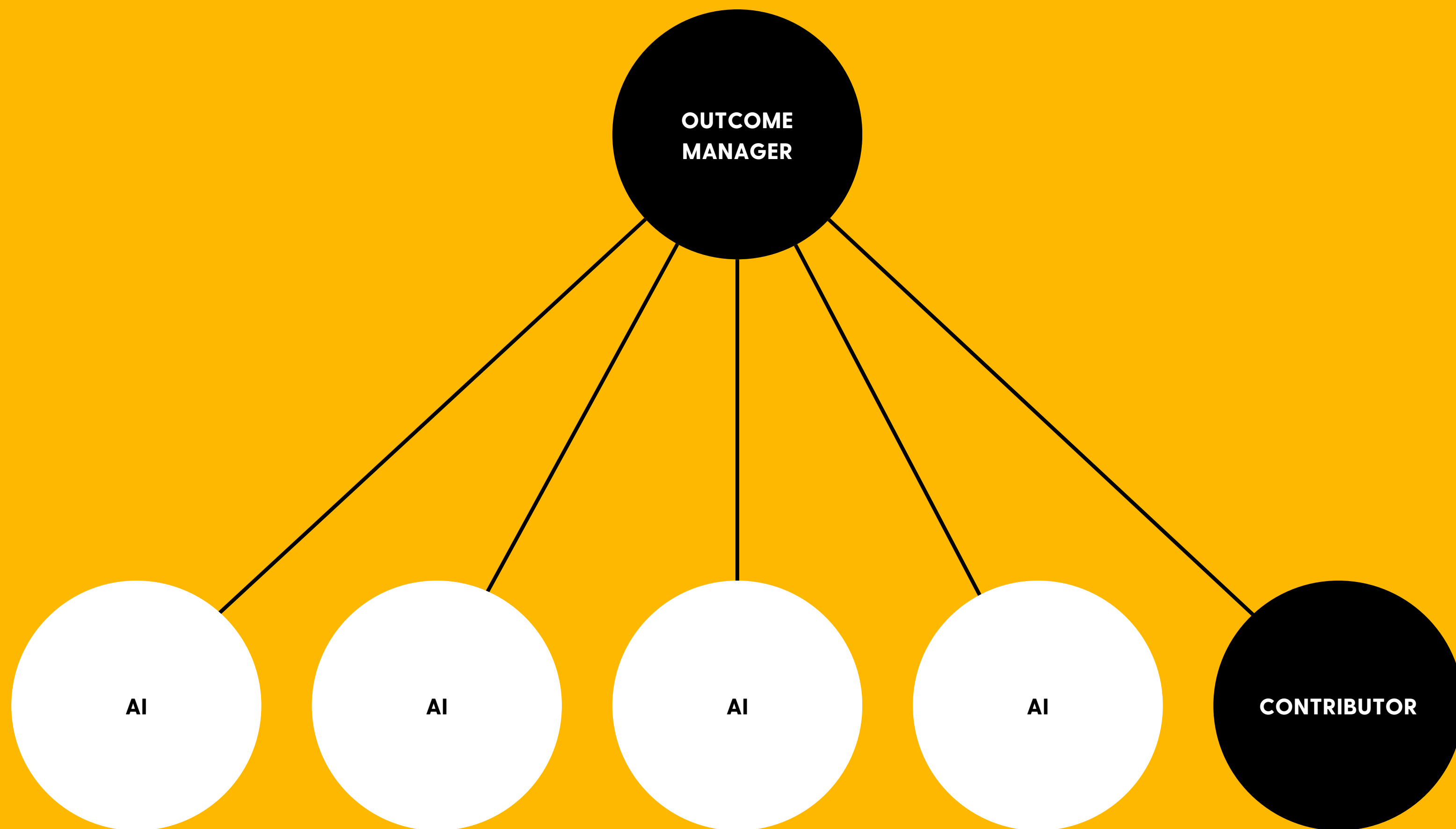
4 BRICKS

**(RE)IMAGINING YOUR
MARKETING STACK**

PEOPLE

The word "PEOPLE" is written in a bold, black, sans-serif font. It is centered horizontally and overlaid on two large, overlapping circles. The circle on the left is a deep red color, and the circle on the right is a warm orange color. The circles overlap in the center, creating a darker, reddish-orange hue. The background is a light gray with a subtle, organic, marbled texture.





OUTCOME
MANAGER

I THINK THIS IS REAL
FOR SCHOOLS

AI

AI

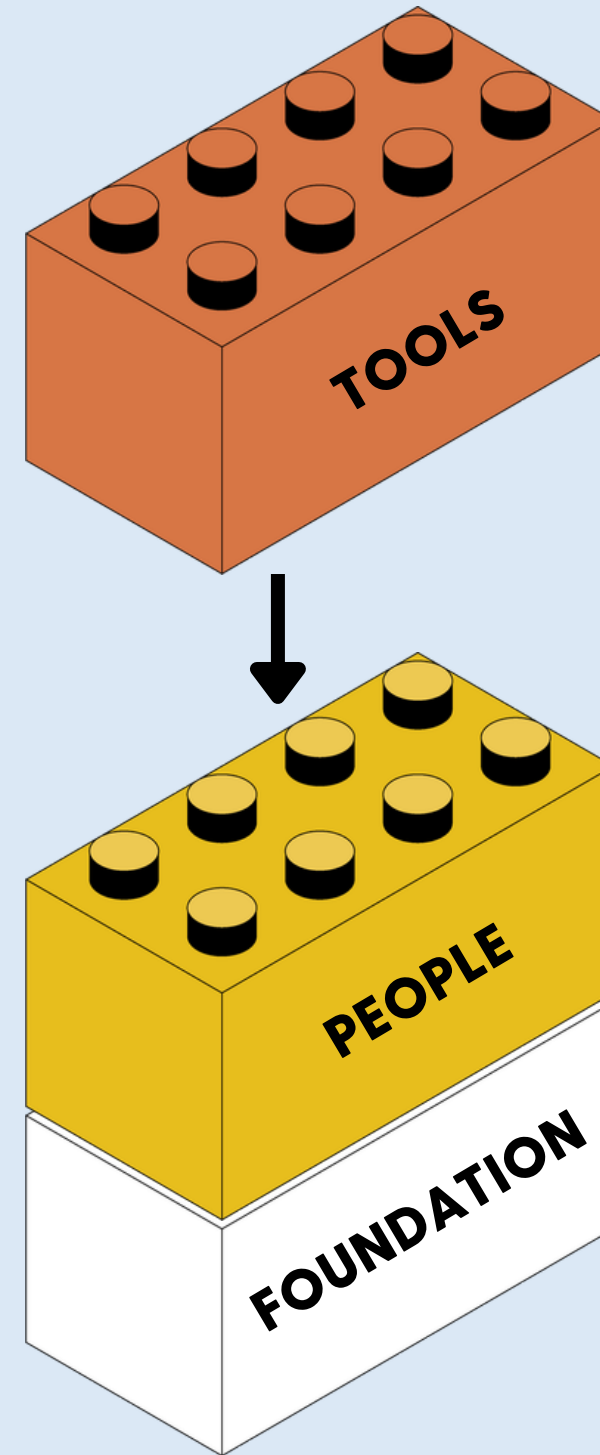
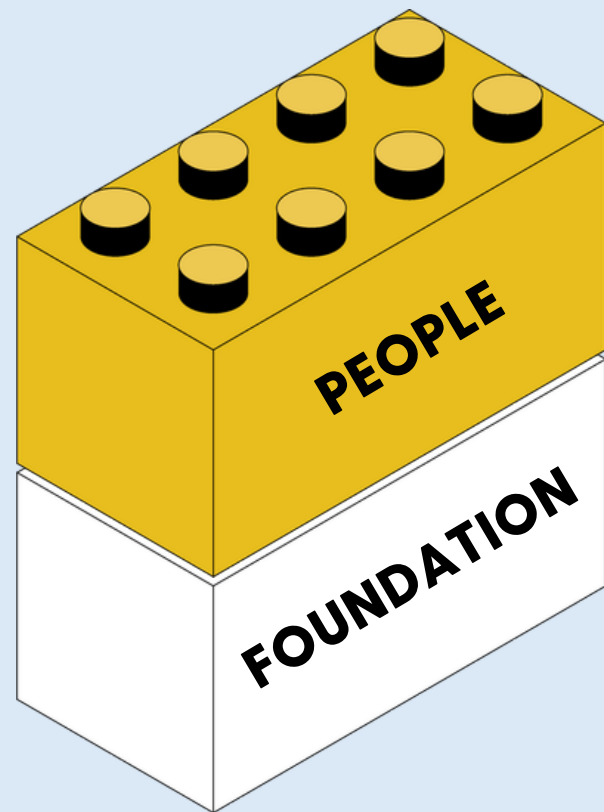
AI

AI

CONTRIBUTOR

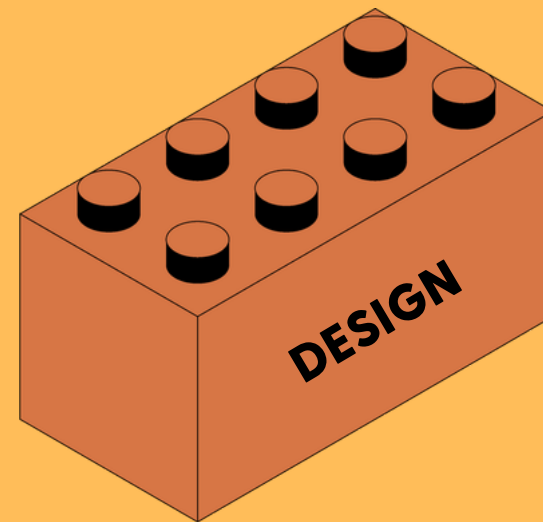
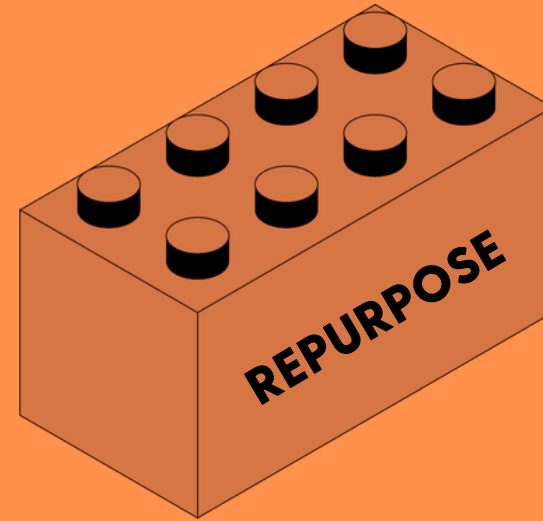
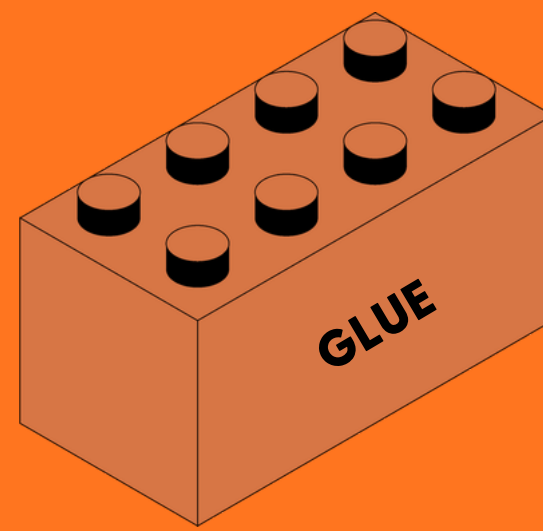
TOOLS

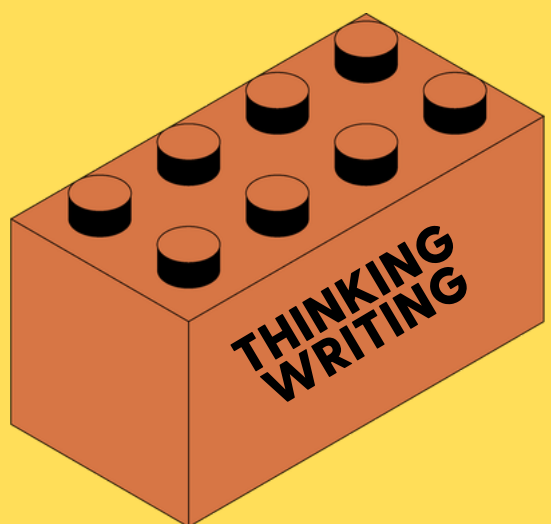
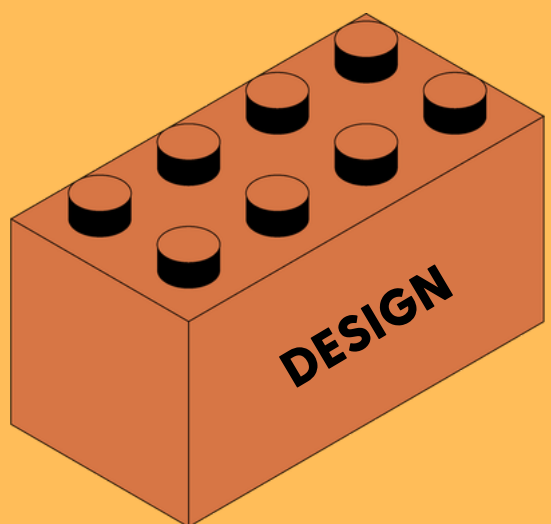
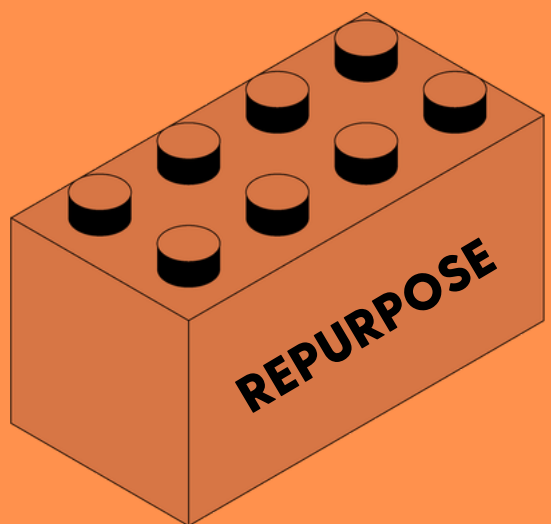
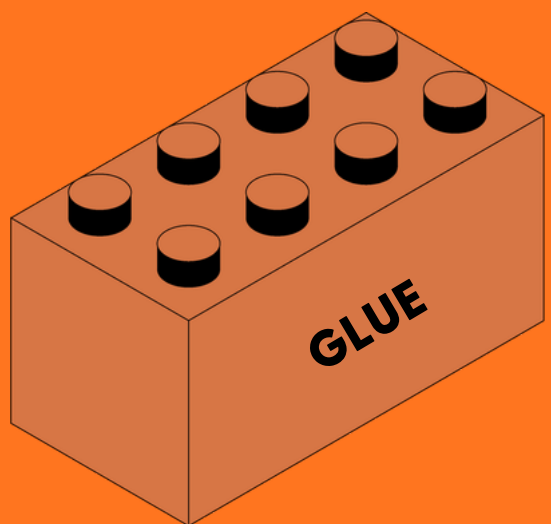
3



The Landscape

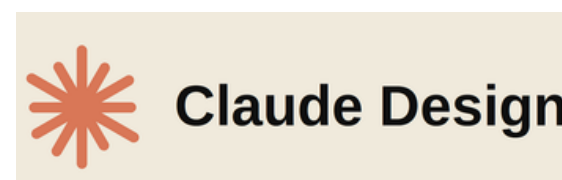
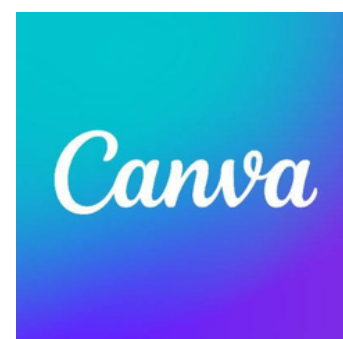
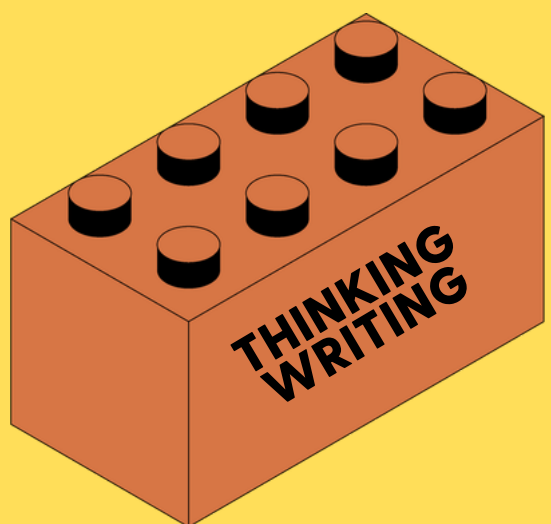
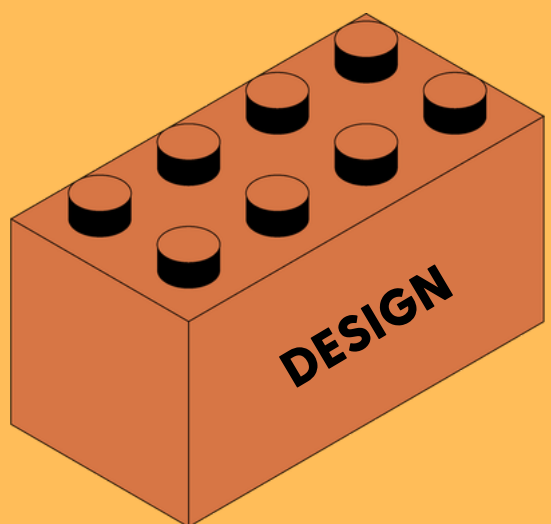
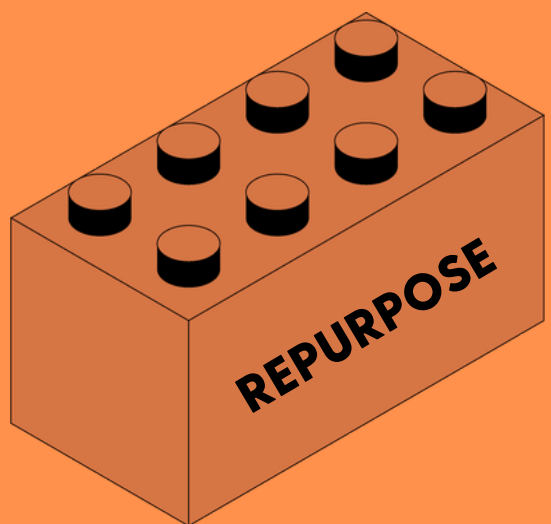
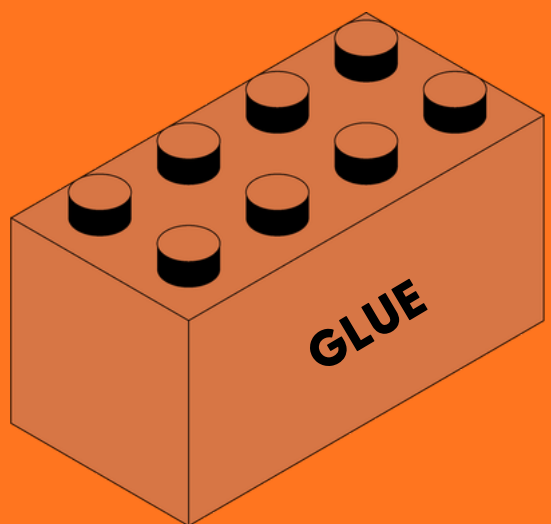
Tools change all the time.
buy tools that fit a brick
you've already laid.

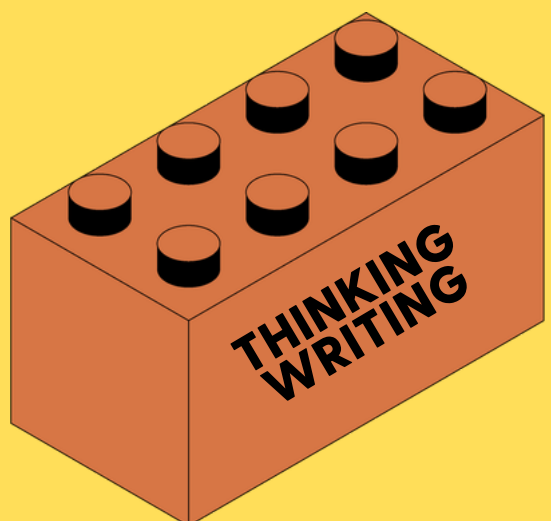
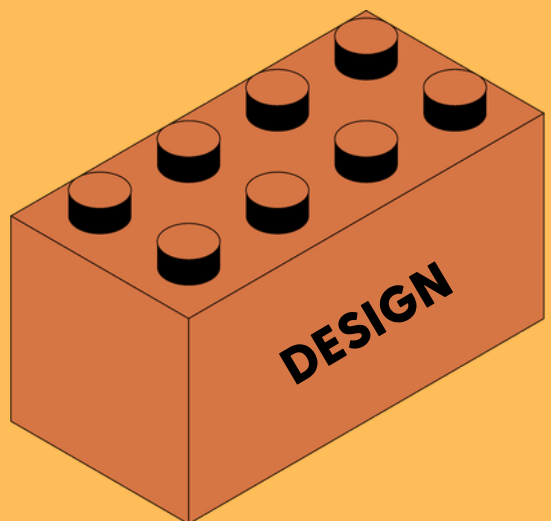
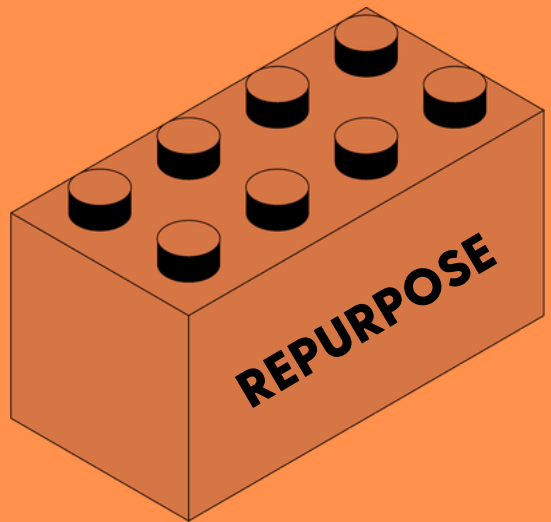
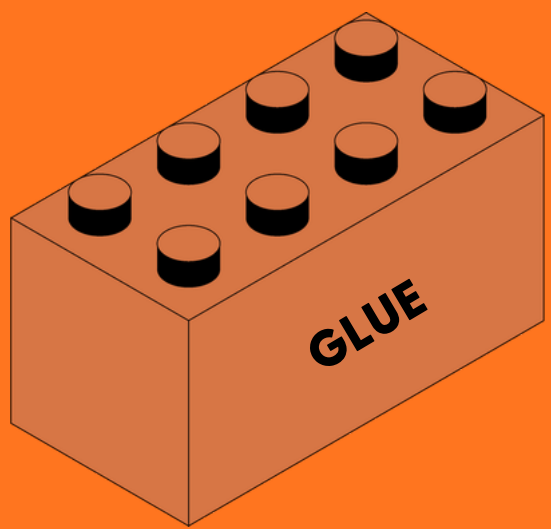


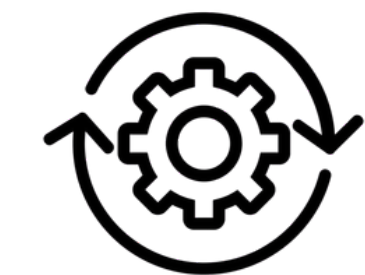
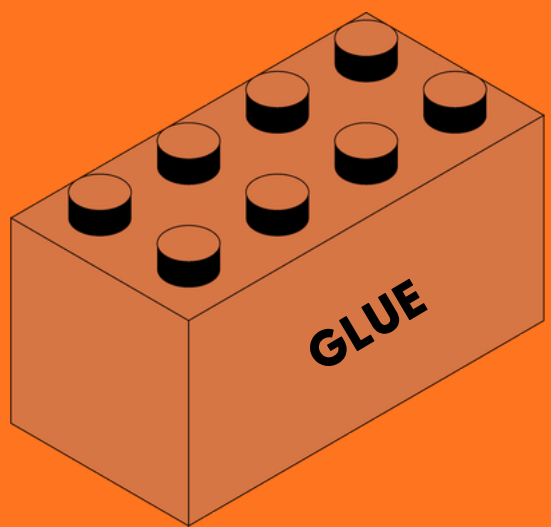


✦ Gemini ✨ Claude









AUTOMATION

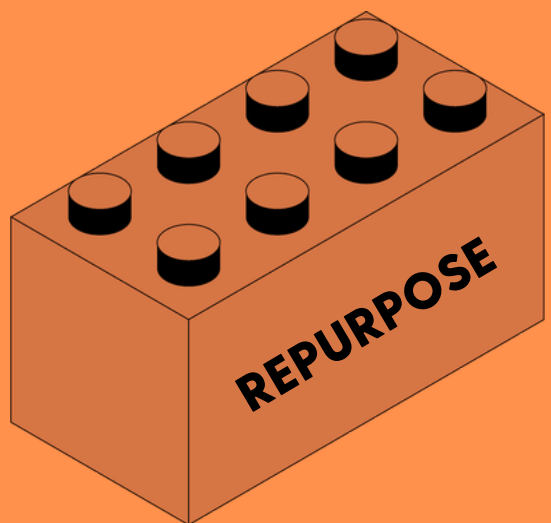


SCHEDULING

✦ Gemini
✧ Claude



ChatGPT



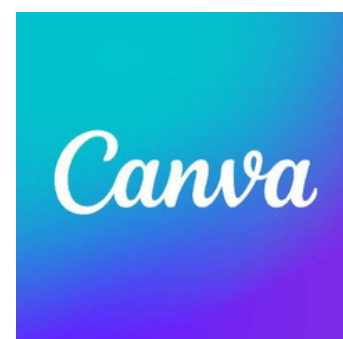
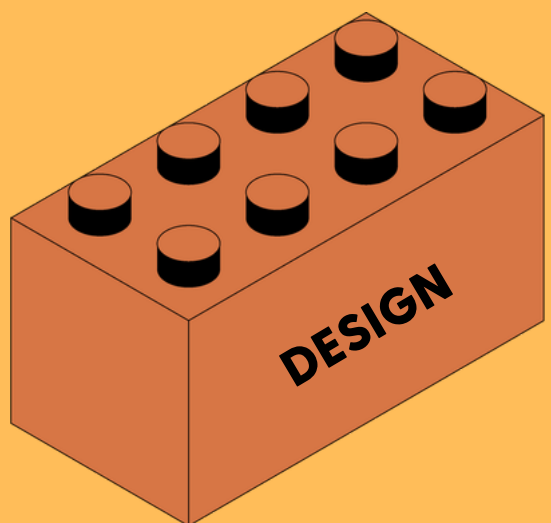
||| Wispr ✦ Gemini
✧ Claude



ChatGPT



RIVERSIDE



Adobe



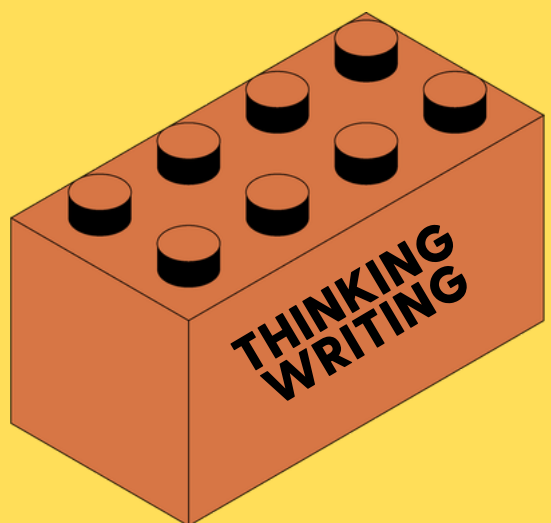
Claude Design



ChatGPT



Gemini



✦ Gemini ✧ Claude

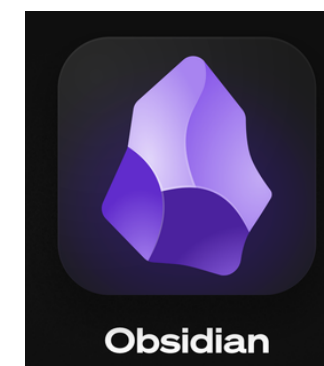


ChatGPT

||| Wispr

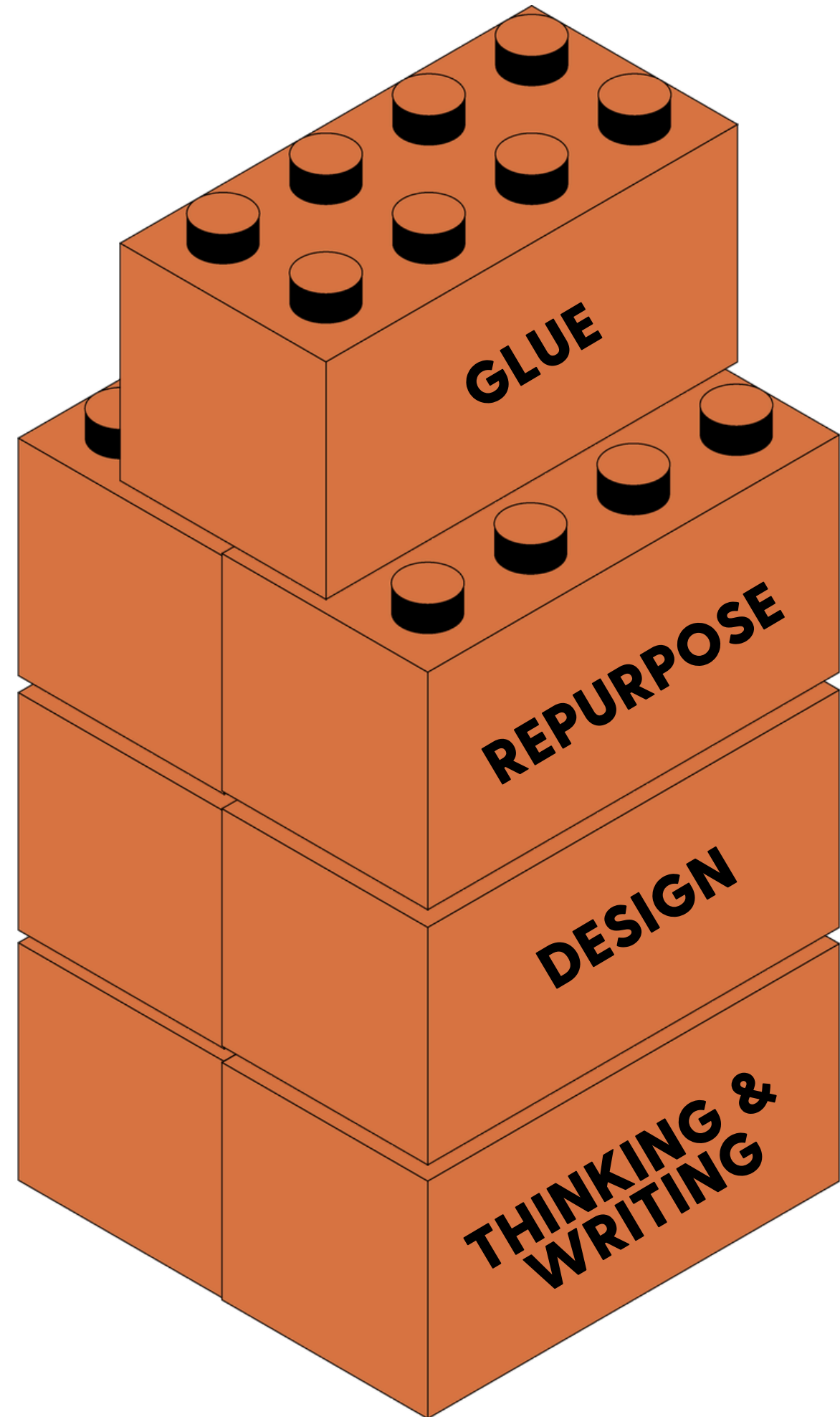


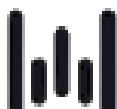
NotebookLM



\$61

per user/month

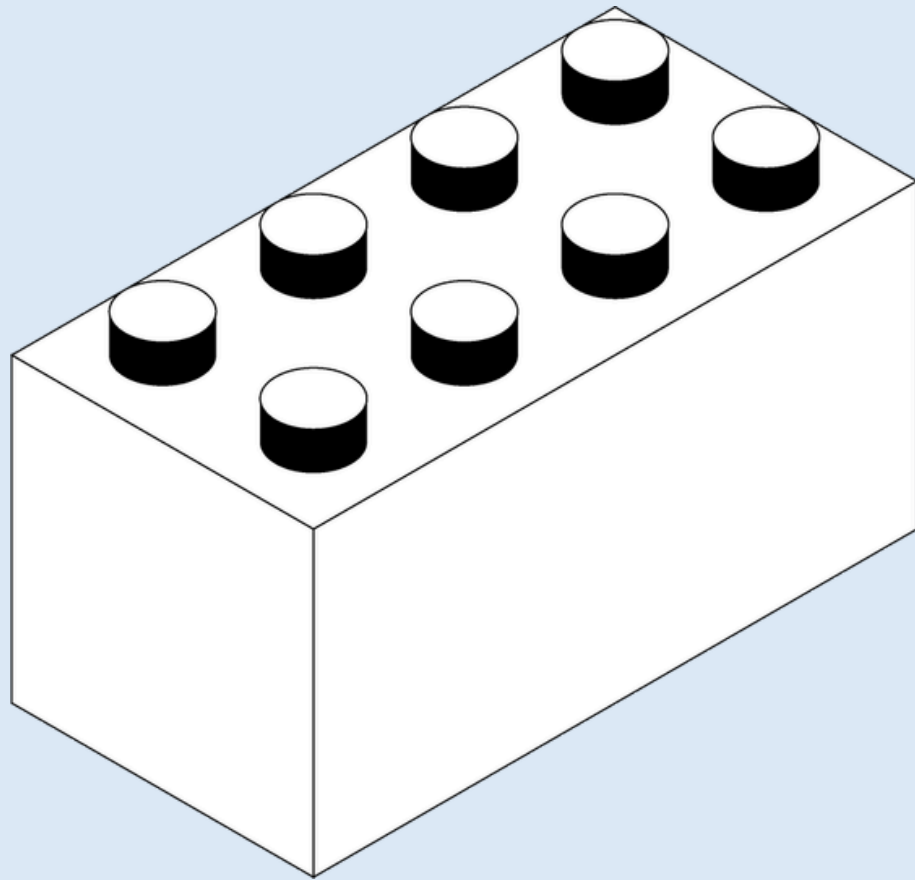


_____	 Claude
_____	 Wispr  Claude
_____	  ChatGPT
	\$15/u/m \$20/u/m
_____	 Claude  Wispr
	\$20/u/m \$6/u/m

1

FOUNDATION

CONTEXT TRAINING



core context

brand standards
positioning
strategic plan
testimonies
unique value propositions
viewbook
few-shot examples

core files

school-profile.md
voice-and-tone.md
hos-voice-tone.md
we-never-say.md

Claude

Context Files



101

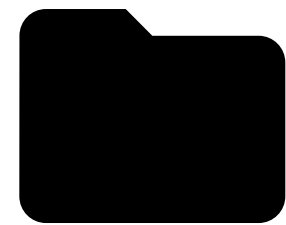
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voice-and-tone.md
we-never-say.md

201

vis-brand-standards.md
storybrand.md
hos-voice.md
few-shot-examples.md
strategic-plan.md



Other Folders



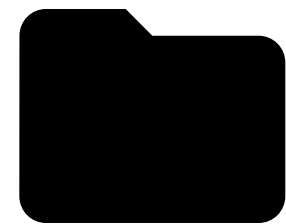
context



output



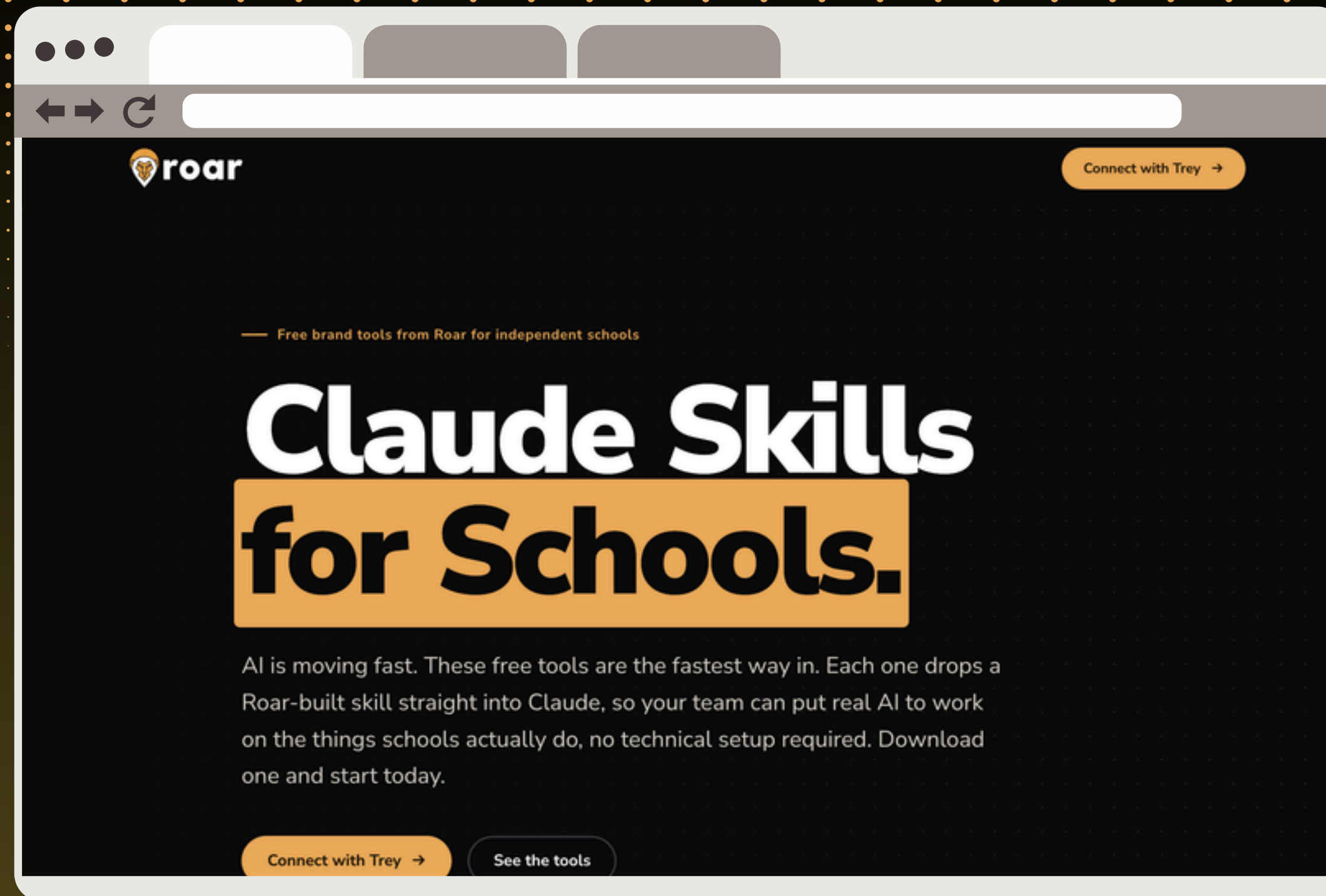
projects



skills



templates



<http://claude.createwithroar.com>

FREE WORKSHOP

AI Foundations for Story-driven Teams

- 45-Minute Session
- 45-Minute Follow-up Call
- AI Optimization Report
- Next Steps and Budget Implementation



<https://roarz.link/aicollab>

thx



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Trey Boden
Roar | Founder & Prinipal