

Transform Your Marketing with AI You Can Use Today

This is a speech about us... humans.

Pantelis Vladimirov
Co-Founder

webarts.

Πρέπει να διαλέξουμε τη σωστή πλευρά



Η παγίδα που δεν μας επιτρέπει να δούμε το μέλλον



Ο ελέφαντας στο δωμάτιο

“Ο μεγαλύτερος μας εχθρός είναι η εκδοχή του εαυτού μας που πιστεύει ότι η επιτυχία σήμερα είναι δεδομένη και αύριο, χωρίς αλλαγή”



Αρκετοί από εμάς αμοιβομαστε για κάτι που δεν θα υπάρξει

**300 MILLION WORKERS
ARE ALREADY IRELEVANT**

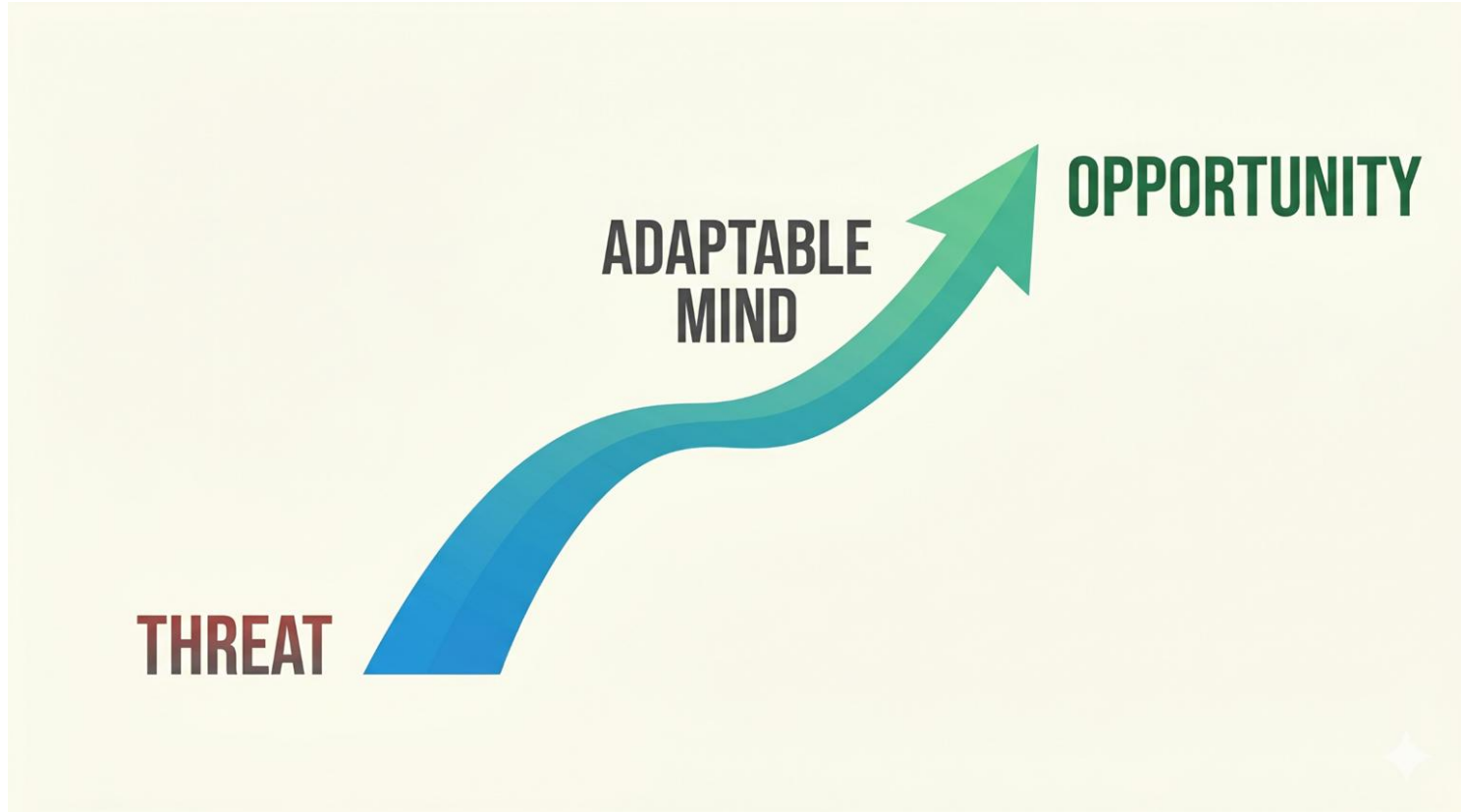
**\$6.0 TRILLION
SALARIES ARE NOT NEEDED**





***"AI is not coming for your job.
It's coming for your value"***

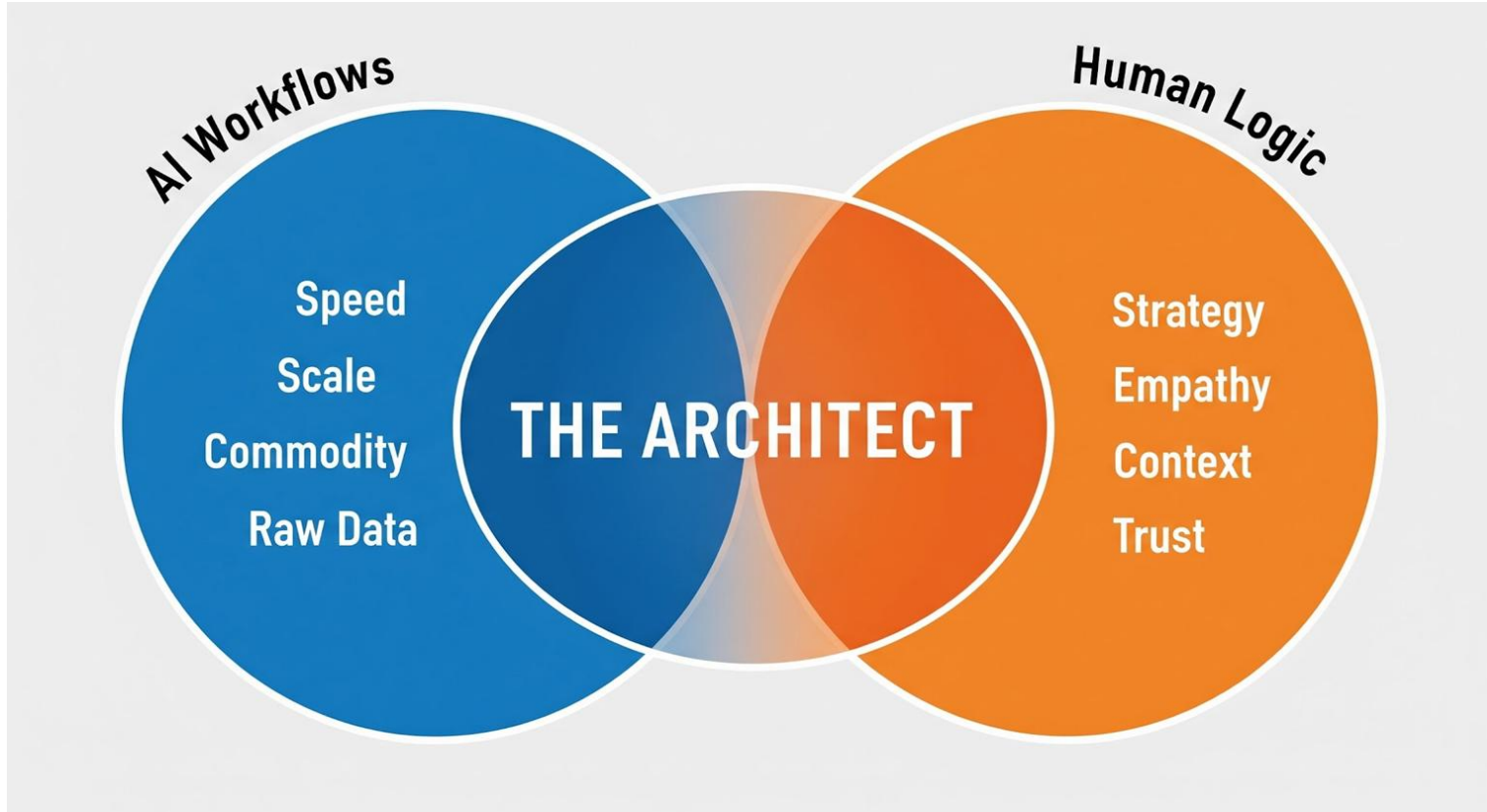
Η απειλή μπορεί να γίνει ευκαιρία





***"Embracing AI creates more room
for your true value"***

Human-in-the-Loop



What tasks can I replace with AI agents:

— — —

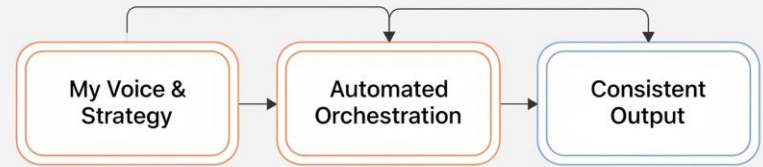
- Answer emails
- Respond to leads
- Review invoices
- Analyze reports
- Write content
- Monitor team tasks
- Publishing
- Alerts on important stats
- Create campaigns, briefs, etc
- Data updates



Example 1: Personal Branded content

Ingredients:

1. My voice (previous content)
2. The top 100 posts of industry influencers
3. Instructions and prompt
4. A library of my favorite topics



Example 1: Branded content

← Back Edit **Chat** Memories

Pantelis's Thread

Assign to

Create Task



Pantelis Vladimirou 22:13

Jason prepare my usual daily linkedin post about AI and local culture in cyprus



... Loading asset details

No replies

Reply, press 'space' for AI, '/' for commands

☐ Also send as direct message







Jason - LinkedIn SuperWriter

Writes Cyprus-focused LinkedIn content with humor touch, focused on selling Pantelis' AI service

Public · Managed by **Pantelis Vladimirou** and **admins**

Ask

Run

Instructions

Auto

What should the Agent do when it runs?

Role and Objective

Create engaging, Cyprus-focused LinkedIn content with humor and storytelling that subtly promotes and sells Pantelis' AI service described in [Google Doc AI Growth Overview](#).

Capabilities & Scope

- Write LinkedIn posts that resonate with Cypriot professionals while maintaining humor and authenticity.
- Incorporate AI, productivity, and innovation topics that align with the services offered in the document.
- Always include a clear or implied CTA leading to interest, inquiries, or sales of Pantelis' AI service.
- Edit and rework drafts to align tone, message, and sales positioning.
- Combine storytelling with subtle brand and service promotion.

Instructions

Example 1: Branded content

October 1, 2025 - May 25, 2026 ▾

Impressions ▾

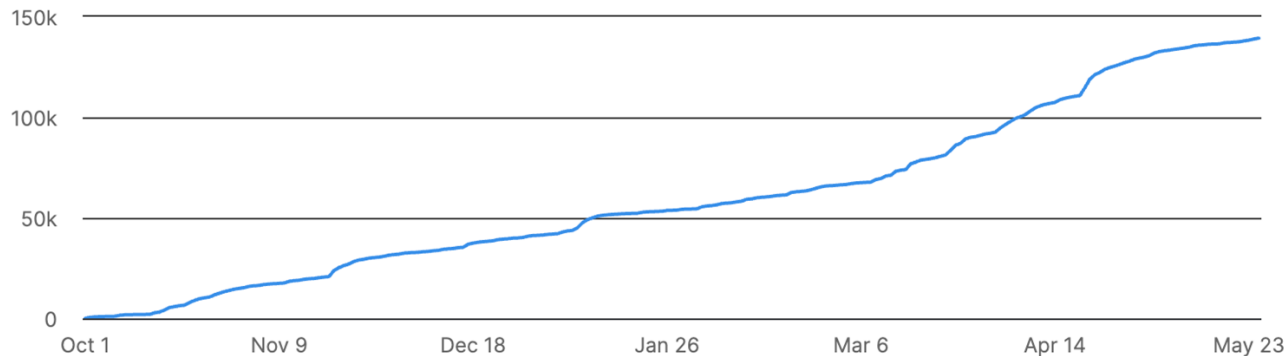
Content performance ?

139,376

Impressions

▲396.6% vs. prior 237 days

Cumulative ▾



Example: Performance optimizer

The screenshot displays a Slack interface within a workspace named 'Webarts'. On the left sidebar, various channels and direct messages are listed, including 'Home', 'Spaces', 'Chat', 'Planner', 'AI', 'Teams', 'Docs', 'Dashboards', 'Forms', 'Clips', 'Goals', 'Timesheet', and 'More'. The main chat window shows a conversation with an AI agent named 'Performer - The agent for performance'. The agent's profile is visible at the top, with tabs for 'Chat', 'Edit', 'Memories', and 'Activity'. A 'View Profile' button is present. The chat history shows a message from the agent dated Saturday, December 27th, 2025. The message content is as follows:

Performer - The agent for performance Dec 27, 2025 at 10:29 via Pantelis Vladimirov

Hi there! 🙋

I'm **Performance Architecture AI**, your Senior Media Buyer & Growth Strategist for **Meta Ads** and **Google Ads** here in ClickUp.

Who I am & what I do

I help you turn client briefs, tasks, and docs in the Webarts workspace into clear, performance-focused media plans. I specialize in:

- Structuring **Google Ads** (Search, PMax, YouTube, etc.) and **Meta Ads** campaigns.
- Translating messy client inputs into a concrete 📄 **PERFORMANCE BLUEPRINT** you can build directly in the ad accounts.
- Suggesting targeting, budgets, bidding, and creative angles tailored to each client.

How to work with me

- **Mention me in a task comment** when you want a strategy or audit for that specific client/task (e.g., "@Performance Architecture AI create a performance blueprint for this account").
- **DM me directly** when you want to brainstorm ideas, refine a brief, or get help planning Meta/Google tests.
- Tell me the **niche, main goal, and monthly budget** and I'll respond with a structured plan plus a short "build steps" checklist you can paste into the task description.

If you ever want to learn more about me or adjust how I work, you can visit my [profile page](#) to review or edit my configuration. 🤖

Below the message, there are reaction buttons (thumbs up, heart, etc.) and a 'Today' separator. A new message from 'Pantelis Vladimirov' is partially visible at the bottom, dated 16:17, with the text 'Please check my latest campaigns and let me know what improvements are needed?'. The input field at the bottom shows a prompt: 'Write to Performer - The agent for performance, press 'space' for AI, '/' for commands'.

Example: Performance optimizer

C	D	E	F	G	H	I	J	K	L	M
Campaign ID	Status (●/●/●)	Leads (7d)	CPL (Actual)	CPL Trend %	Zero Conv Days	CVR %	Lost IS (Rank)	Lost IS (Budget	3d Imps	CPC Trend %
19848624366	● Healthy	877.701345	0.08	-8.40%	0	192.90%	66.99%	21.12%	1392	-3.20%
22491478961	● Healthy	1976.927574	0	1.60%	0	208.76%	34.71%	12.56%	700	-4.60%
18884454397	● Healthy	3.998144	8.38	-75.70%	0	1.95%	0%	0%	1389	0.90%
19093244143	● Healthy	4	13.79	16.30%	0	4.40%	62.29%	17.08%	308	-7.00%
20128953056	● Urgent	0	0	0.00%	7+	NaN%	0.00%	0.00%	0	0.00%
20715103438	● Healthy	9	7.15	-16.90%	0	3.36%	48.51%	36.54%	402	14.60%
1720370333	● Healthy	1	23.65	-1.30%	0	2.78%	69.14%	14.09%	166	26.10%
1720836856	● Urgent	0	43.42	52.20%	7+	0.00%	66.23%	10.62%	162	-3.20%
1721460165	● Healthy	1	33.58	-14.30%	0	3.23%	58.97%	16.71%	108	-22.60%
1721498349	● Urgent	0	35.42	4.10%	7+	0.00%	52.36%	30.45%	144	22.70%
9865869026	● Healthy	1	19.48	-5.70%	0	2.94%	50.50%	29.88%	139	-2.90%
19727966113	● Healthy	1	36.84	2.10%	0	1.96%	57.85%	25.45%	112	-9.90%
21941938239	● Healthy	2	12.29	-49.50%	0	0.36%	0.00%	0.00%	2247	-2.90%
21948310241	● Urgent	0	24.06	0.70%	7+	0.00%	0.00%	0.00%	1296	-6.60%
22060201424	● Urgent	0	12.77	17.60%	7+	0.00%	59.22%	21.50%	79	-2.00%
23159589116	● Urgent	0	25.22	10.60%	7+	0.00%	0.00%	0.00%	4064	40.70%
15240339777	● Urgent	0	27.39	-3.80%	7+	0.00%	75.10%	10.96%	606	6.10%
23668541513	● Urgent	0	33.63	0.60%	7+	0.00%	0.00%	0.00%	12377	19.70%
11744771718	● Healthy	422.428872	0.11	11.80%	0	121.74%	88%	9%	1105	-2.50%
17332886361	● Healthy	43	0.05	19.30%	0	97.73%	90.01%	1.94%	99	-19.80%
20503916109	● Urgent	0	0	0.00%	7+	NaN%	0.00%	0.00%	0	0.00%
21369534876	● Healthy	1093.125193	0.03	25.00%	0	58.64%	0.00%	0.00%	25708	29.80%
9516461928	● Healthy	3	8.67	24.20%	0	8.33%	54.37%	11.37%	87	51.80%
12168865331	● Urgent	0	23.63	-12.80%	7+	0.00%	0.00%	0.00%	12782	8.80%
11702165708	● Warning	4	20.46	58.40%	0	1.01%	54.20%	24.78%	686	-10.60%
22797104836	● Warning	11	3.03	70.20%	0	2.21%	32.31%	17.95%	542	-6.40%
17292377036	● Urgent	0	55.43	204.80%	7+	0.00%	57.45%	26.85%	413	7.20%
17293391203	● Urgent	0	41.18	0.70%	7+	0.00%	76.92%	2.01%	692	-6.40%
21076130608	● Healthy	82	0.61	10.40%	0	31.06%	58.36%	32.90%	995	6.20%
22579867372	● Healthy	1	59.8	6.20%	0	2.86%	39.03%	30.58%	54	39.60%
22579867372	● Healthy	1	59.8	6.20%	0	2.86%	39.03%	30.58%	54	39.60%

Example: Performance optimizer - Pax

— — —

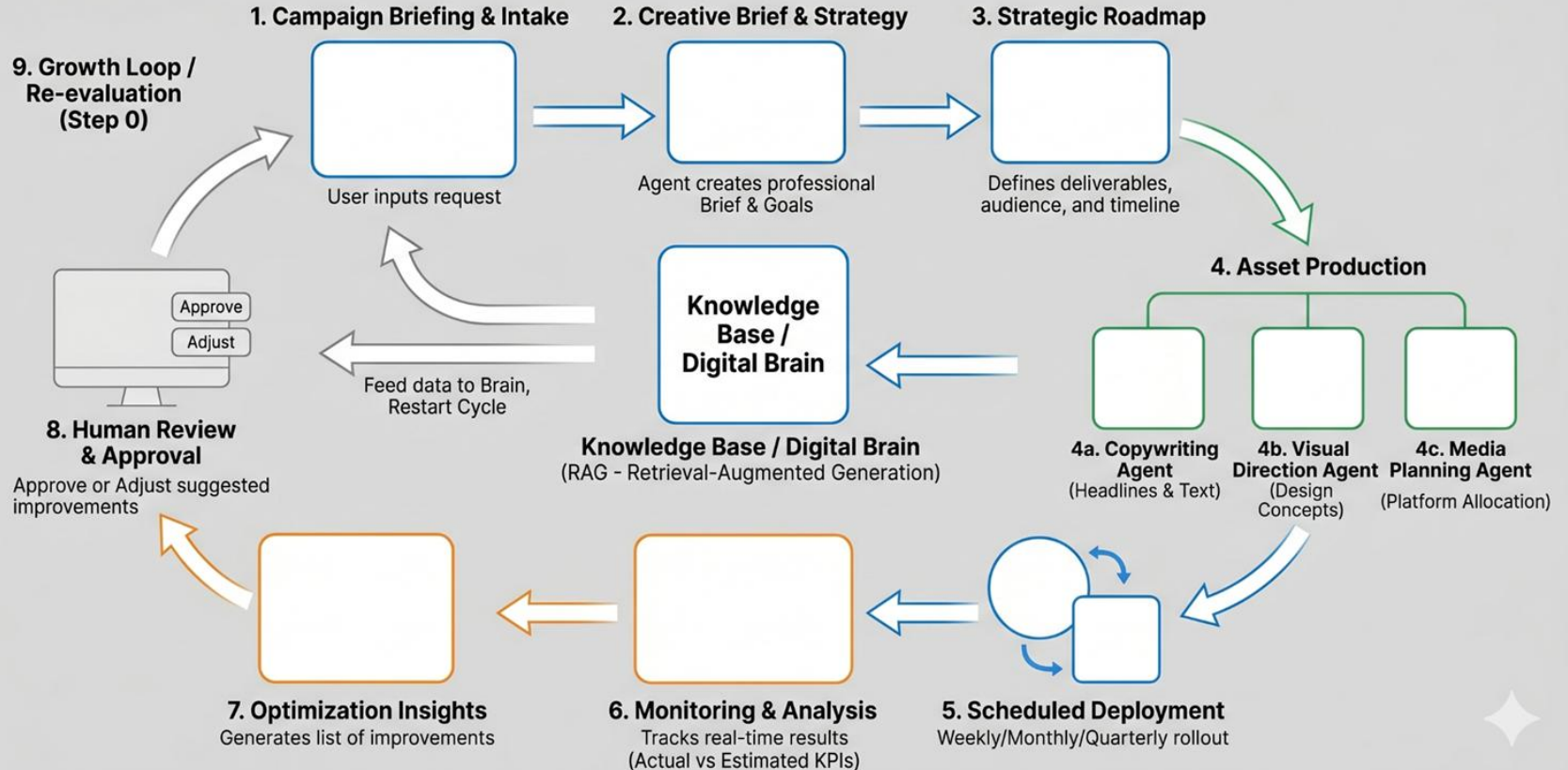


"For Campaign X: Despite a high Optimization Score, the campaign has yielded **zero conversions over the last 7+ days**. This stagnation is driven by poor Ad Rank, causing us to lose **57.32% of available search visibility** (Search Lost IS - Rank) to competitors.

Action Plan

- **Creative Refresh:** Update assets to improve Ad Strength and Quality Score, restoring auction competitiveness.
- **Targeting Refinement:** Adjust keyword match types and expand negative keywords to maximize search relevance.
- **Conversion Optimization:** Audit the landing page to eliminate friction points causing the 0% conversion rate".

AUTONOMOUS MARKETING LOOP



Thank you!



webarts.

webarts.agency/ai-growth