

The Cosmic logo features the word "cosmic" in a white, lowercase, sans-serif font. A small registered trademark symbol (®) is located at the bottom right of the word. Above the letter "i" is a stylized icon consisting of two overlapping diamond shapes, one light blue and one teal.

cosmic<sup>®</sup>

3 key trends every  
business needs to  
know about  
[kate@cosmic.org.uk](mailto:kate@cosmic.org.uk)

**Generative Ai is a big deal.**



# What is Generative AI?

Generative artificial intelligence (AI) describes algorithms that can be used to create **new content, including audio, code, images, text, simulations, and videos.**

AI that generates creative output such as images, music, or text

- ChatGPT (generative pretrained transformer)
- GitHub Copilot
- Google Bard
- etc



# The Generative AI Application Landscape



APPLICATION LAYER		MODALITY						
		TEXT	CODE	IMAGE	SPEECH	VIDEO	3D	OTHER
APPLICATION LAYER	Marketing (content)							
	Sales (email)	Code generation	Image generation					Gaming
	Support (chat / email)	Code documentation	Consumer / Social					RPA
	General writing	Text to SQL	Media / Advertising					Music
	Note taking	Web app builders	Design	Voice Synthesis	Video editing / generation	3D models / scenes		Audio
	Other							Biology & chemistry
		TEXT	CODE	IMAGE	SPEECH	VIDEO	3D	OTHER
MODEL LAYER	OpenAI GPT-3	OpenAI GPT-3	OpenAI Dall-E 2	OpenAI	Microsoft X-CLIP	DreamFusion		TBD
	DeepMind Gopher	Tabnine	Stable Diffusion		Meta Make-A-Video	NVIDIA GET3D		
	Facebook OPT	Stability.ai	Craiyon			MDM		
	Hugging Face Bloom							
	Cohere							
	Anthropic							
	AI2							
	Alibaba, Yandex, etc.							



# Heard about Chat GPT?



ChatGPT is the first free chatbot that can generate an answer to almost any question it's asked.

Developed by OpenAI, and released for testing to the general public in November 2022, it's already considered the best AI chatbot ever.

Chat GPT (Generative Pre-trained Transformer) is **a large language model** developed by OpenAI that uses deep learning techniques to generate human-like responses to text-based input.

It is trained on massive amounts of text data from the internet and other sources, allowing it to generate coherent and relevant responses to a wide range of queries (over 175 billion parameters as of 2021)



# ChatGPT



## Examples

"Explain quantum computing in simple terms"

"Got any creative ideas for a 10 year old's birthday?"

"How do I make an HTTP request in Javascript?"



## Capabilities

Remembers what user said earlier in the conversation

Allows user to provide follow-up corrections

Trained to decline inappropriate requests



## Limitations

May occasionally generate incorrect information

May occasionally produce harmful instructions or biased content

Limited knowledge of world and events after 2021





Write a blog post about my crafter gin



Title: Unleashing Artistry in a Bottle: Exploring the World of My Crafted Gin

Introduction:

In recent years, the world of spirits has witnessed a remarkable surge in the popularity of craft gins. These handcrafted concoctions have captivated the palates of gin enthusiasts worldwide, offering a delightful and unique drinking experience. Among the plethora of artisanal gins, one particular gem stands out—My Crafted Gin. In this blog post, we delve into the enchanting realm of My Crafted Gin, exploring its exceptional qualities and the meticulous craftsmanship behind it.

A Tale of Passion and Dedication:

Crafting exceptional gin is an art form that requires passion, dedication, and a deep understanding of botanicals. My Crafted Gin is the brainchild of [Your Name], a visionary distiller with an unwavering commitment to producing the finest spirits. Driven by a desire to create a gin that transcends expectations, [Your Name] embarked on a journey to develop a truly artisanal product.

The Art of Distillation:

Stop generating

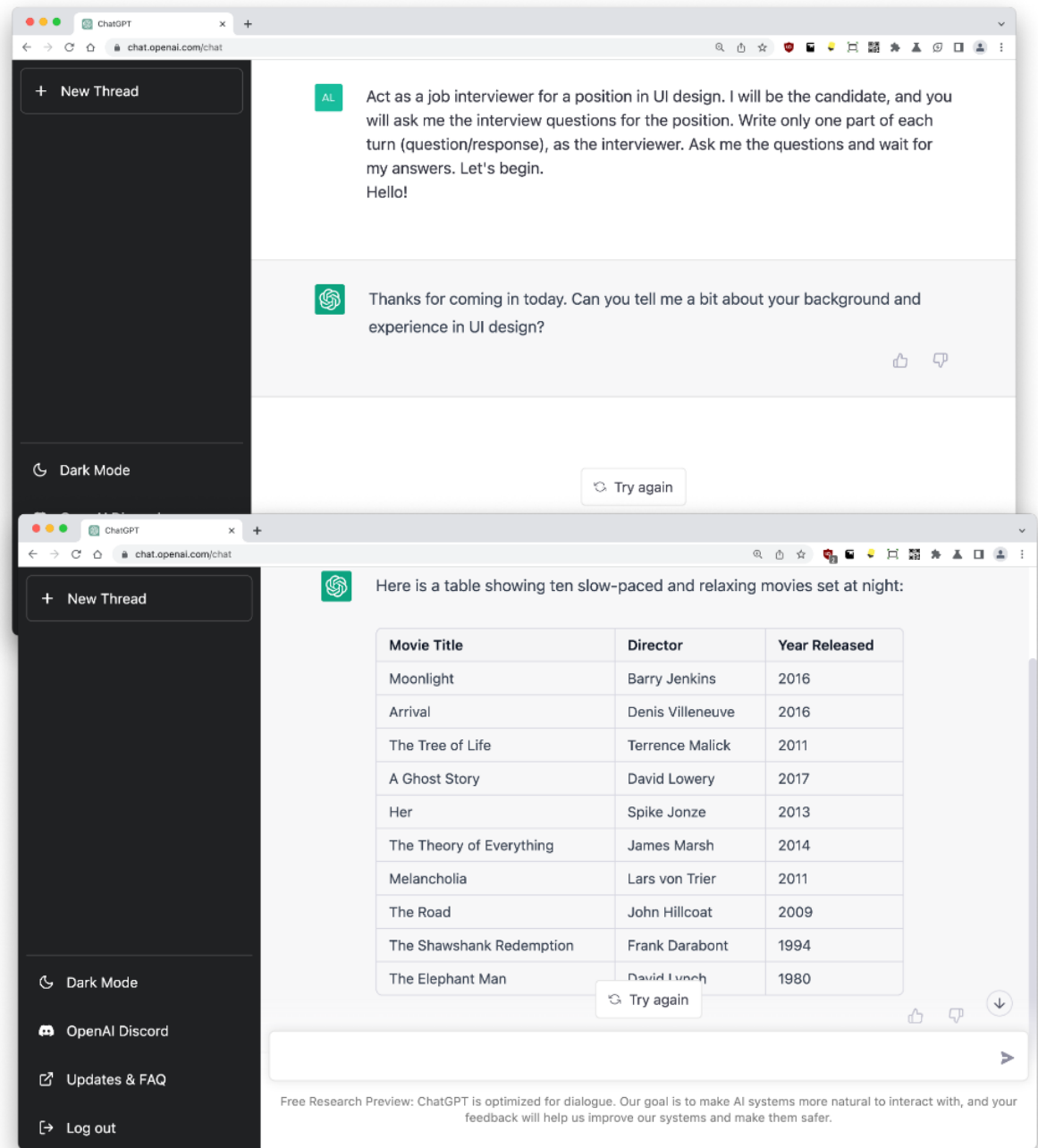
Regenerate response

innovative approaches to tackling crime and anti-social behaviour



## What else can we use it for?

1. Ask a question
2. Learn something new
3. Creating content – tables, reports, etc
4. Language Translation
5. Answering emails
6. Create a Quiz
7. Generate Code
8. Writing blog posts and copy
9. Writing reports
10. Act as a job interviewer





# Chat PDF – summarise PDF docs

The screenshot shows a web browser window with the URL [https://www.chatpdf.com/c/yz\\_Z-hvmp09aD5ZD5YQ-M](https://www.chatpdf.com/c/yz_Z-hvmp09aD5ZD5YQ-M). The page title is "Chat with Unpacking-the-hidden-middle\_final-digital.pdf". On the left, a sidebar contains a "New Chat" button and a list of chat sessions, with "Unpacking-the-hidden-middle..." selected. The main chat area displays a welcome message and example questions. A user question is shown in a blue bubble, and the AI response is in a light blue bubble, listing 10 workplace digital tasks.

Chat with Unpacking-the-hidden-middle\_final-digital.pdf

Welcome to this helpful PDF file on digital skill gaps in the UK workforce! This report provides valuable insights and actions for businesses to take now to address this issue and improve productivity and prosperity.

Example questions:

- What are the top 10 workplace digital tasks that people struggle with?
- How does the report approach the data with a new lens?
- What is the Essential Digital Skills Framework and how can it help businesses?

What are the top 10 workplace digital tasks that people struggle with?

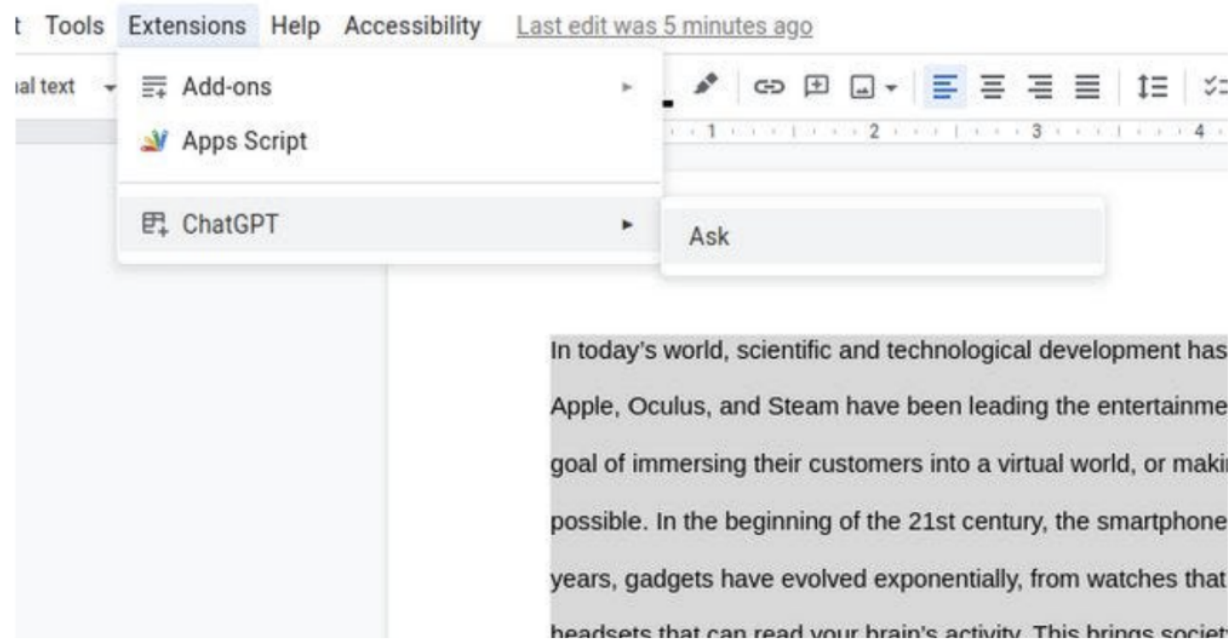
According to the report, the top 10 workplace digital tasks that people struggle with are identified in page 9. These tasks span all five areas of the Essential Digital Skills Framework and include:

1. Finding reliable information online
2. Completing online forms
3. Using collaboration tools (e.g. shared documents)
4. Using digital communication tools (e.g. email)
5. Storing and managing information securely
6. Solving technical problems
7. Creating and editing digital documents
8. Using social media for work purposes
9. Using specialist industry-specific software
10. Understanding and using data to inform decisions

# Chatbots integration with Google Docs and MS365

## #5. Integrating ChatGPT in Google Docs or Microsoft Word

You can integrate ChatGPT in both Google Docs and Microsoft Word to have all its power in your preferred text editor using the following [GitHub](#).



# What is it not so good at?

ChatGPT lacks the ability to truly understand the complexity of human language and conversation.

It is trained to generate words based on a given input, but it does not have the ability to truly comprehend the meaning behind those words.

ChatGPT is just a tech demo at the moment

ChatGPT is Not SEO optimised

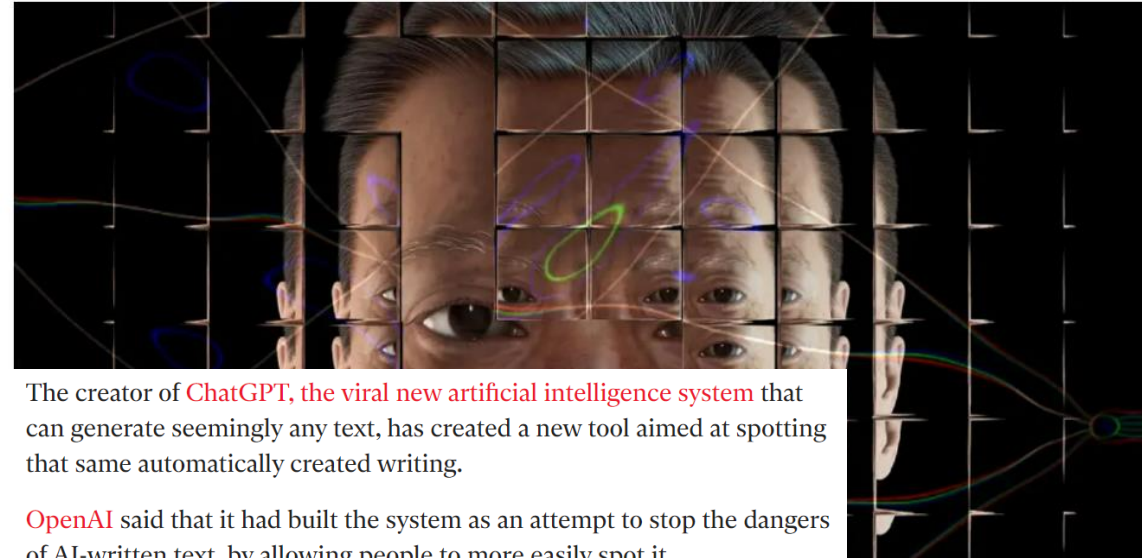
But what could it change in your world of work?

Tech

## ChatGPT creator OpenAI makes new tool for detecting automated text amid fear over future

Artificial intelligence could be used for automated misinformation campaigns, cheating on academic work and pretending to be human, company warns

Andrew Griffin • 22 hours ago •  Comments



The creator of **ChatGPT**, the viral new artificial intelligence system that can generate seemingly any text, has created a new tool aimed at spotting that same automatically created writing.

**OpenAI** said that it had built the system as an attempt to stop the dangers of AI-written text, by allowing people to more easily spot it.

Such threats include automated misinformation campaigns, for instance, or allowing chatbots to pose as humans. It should also help protect against “academic dishonesty”, it suggested, which comes amid an increasing fear that such systems could allow students to cheat on homework and other assignments.

[ChatGPT creator OpenAI makes new tool for detecting automated text amid fear over future | The Independent](#)



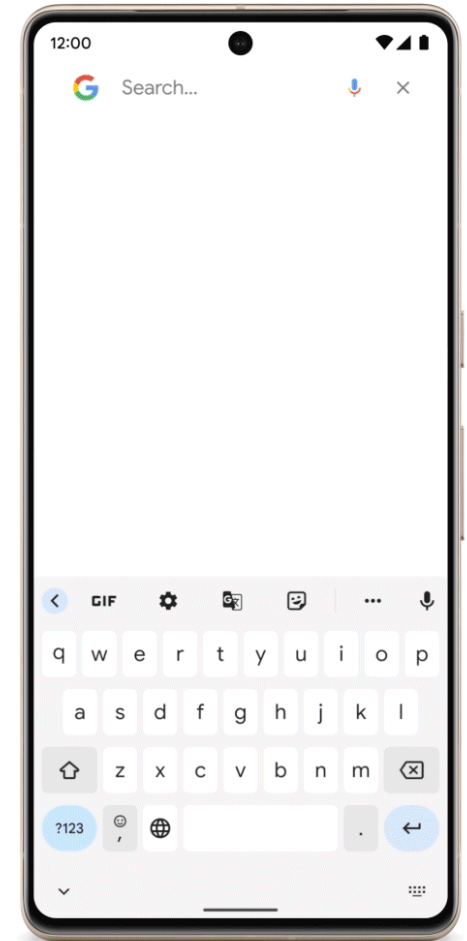
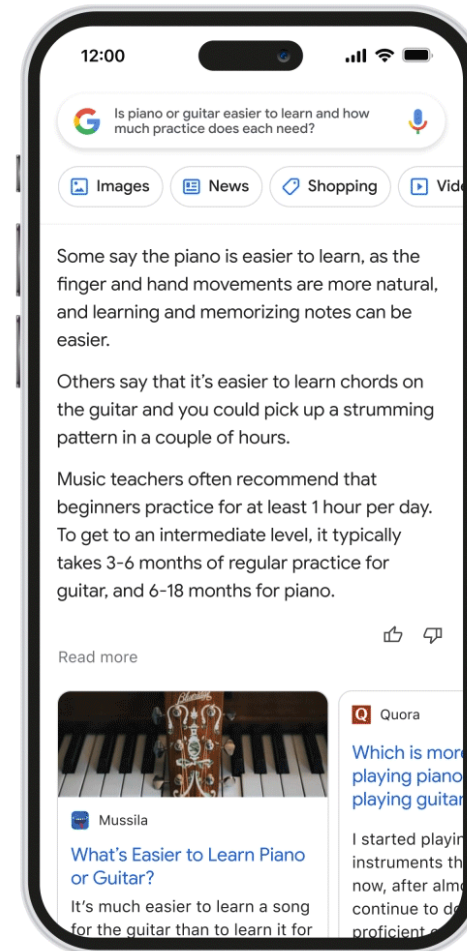
# Bard is a next-gen Google Search

## Deep learning algorithm - Large Language Models

Google has finally snapped and announced a ChatGPT rival called Bard – an "experimental conversational AI service" that'll be released to the public in "the coming weeks".

Like ChatGPT, the chatbot promises be able to answer complex questions and teach you about in-depth topics in a conversational style. But the main difference from ChatGPT, for now, is that Bard will **be connected to the web, allowing** it to give you what Google claims(opens in new tab) are "**fresh, high-quality responses**".

Google's Bard is powered by LaMDA (short for Language Model for Dialogue Applications). Like ChatGPT, it's a type of machine learning called a 'large language model' that's been trained of a vast dataset and is capable of understanding human language as it's written.



# Search and Bard

**“When people think of Google, they often think of turning to us for quick factual answers, like ‘how many keys does a piano have?’**

**But increasingly, people are turning to Google for deeper insights and understanding – like, ‘is the piano or guitar easier to learn, and how much practice does each need?’**

**Learning about a topic like this can take a lot of effort to figure out what you really need to know, and people often want to explore a diverse range of opinions or perspectives.”**



# Bard – integrating with Search and Voice

Bard will also let you do things like "**plan a presentation**", "compare two Oscar-nominated movies" or "get lunch ideas based on what's in your fridge".

**Combine this technology with voice-based helpers like Google Assistant**, and it isn't hard to see that we could soon be on our way to having computers that at least give the appearance of having artificial intelligence.

Alongside LaMDA, Google says it also has other AI models like PaLM, Imagen and MusicLM that could potentially create "entirely new ways to engage with information, from language and images to video and audio".



Bard is a next-gen Google Search that could change the way we use search engines and look for information on the web



# Search isn't going anywhere (for the time being)

Replace zero click - It's funny how people are saying that this is all going to crush Google. Or that people won't need to search anymore.

It's like when Alexa first came out people were worried that it is going to crush SEO and search. Back in 2016 people were talking about how you can get answers to your questions without even clicking on a website.

## **People want quality over quantity**

Now let me ask you a question... when you do a search do you ever go beyond page 1 of Google?

So, if websites use ChatGPT to create a large amount of content, it won't be easy to rank that content.

Sure, you can easily target more keywords, but quality content with backlinks is what ranks.

Pure knowledge content won't be worth



# How AI can support digital marketing

The screenshot displays the 'Templates' section of the Jasper AI interface. At the top, there are navigation tabs for 'All', 'Frameworks', 'Email', 'Website', 'Blog', 'Ads', 'Ecommerce', 'Social Media', 'New', 'Google', 'Video', and 'SEO'. A search bar is located in the top right corner. The templates are arranged in a grid:

- Long-form assistant** (PRO): Let Jarvis help you write long-form blog articles, emails, stories, scripts, and even books.
- AIDA Framework**: Use the oldest marketing framework in the world. Attention, Interest, Desire, Action.
- PAS Framework**: Problem-Agitate-Solution. A valuable framework for creating new marketing copy ideas.
- Content improver**: Take a piece of content and rewrite it to make it more interesting, creative, and engaging.
- Product description**: Create compelling product descriptions to be used on websites, emails and social media.
- Blog Post Topic Ideas**: Brainstorm new blog post topics that will engage readers and rank well on Google.
- Blog Post Outline**: Create lists and outlines for articles. Works best for "Listicle" and "How to" style blog posts or articles.
- Blog Post Intro Paragraph**: Blast through writers block by letting us write your opening paragraph for you.
- Blog Post Conclusion Paragraph** (Beta): Wrap up your blog posts with an engaging conclusion paragraph.
- Creative Story**: Write deliciously creative stories to engage your readers.
- Explain It to a Child**: Rephrase text to make it easier to read and understand.
- Sentence Expander**: Expand a short sentence or a few words into a longer sentence that is creative, interesting, and engaging.
- Facebook ad headline**: Generate scroll-stopping headlines for your Facebook Ads to get prospects to click, and ultimately buy.
- Facebook ad primary text**: Create high converting copy for the "Primary Text" section of your Facebook ads.
- Google ads headline**: Create high converting copy for the "Headlines" section of your Google Ads. Updated 22h ago.





## AI Writer Tools

Looking for something specific? We have additional writer tools to help with that

### Meta Title

Get an SEO friendly meta title for your pages.

START

### Meta Description

Help your content rank better with a relevant meta description for your pages.

START

### Headline Generator

Need some inspiration on what to write about? Get a list of headlines for a specific KW and inspire new content ideas.

START

### Answer a "People Also Ask..." Question

Write content to answer common questions that show up in search results for your keyword.

START

### Product Description Generator

AI Writer will create a description with proposition, listed features, etc.

START

### Listicle Generator

Save time and increase creativity by generating an outline for a listicle style article.

START

### Related Hashtag Generator

Finding relevant hashtags to include in your posts.

START

### Paragraph Re-Writer

Re-write a paragraph and use it wherever you want.

START

>> Swipe

New Feature:

## AI Writer Tools

Our AI-Powered Writer Tools are here to help with Your Website Copy Needs



## What should we focus on?

Pure“knowledge“ **articles will become less important**, because the AI can answer such questions directly. It will become more difficult to drive traffic to a website by writing blog posts like e.g. „What is SEO?“

Providing most value to users **with your products, your services, and your content**. That’s how you win in the long run.

Very specific **(long tail) keywords content**

Content that builds **you Expertise, Authority & Trust**

Promoting **the content you create** ( through socials, enews, press etc)



# DALL-E

AI system that can create realistic images and art from a description in natural language

## TEXT DESCRIPTION

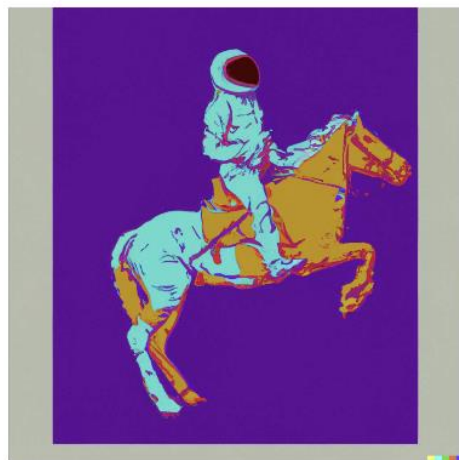
An astronaut riding a horse

Teddy bears playing basketball with cats in space

in a photorealistic style in the style of Andy Warhol as a pencil drawing



## DALL-E 2



# DALL·E 2

DALL·E 2 is a new AI system that can create realistic images from a description in natural language.



1. **Subject matter:** you can generate images of anything you want; landscapes, animals, objects, abstract concepts just as long as they follow the content policy which for example bans generating images of famous people to avoid the proliferation of deepfakes.
2. **Medium:** from pencil sketches and oil paintings through to pixel art and digital illustrations, DALL·E 2 can generate images representing any kind of medium.
3. **Environmental settings:** add to the prompt environmental factors such as “sunset” or “fog” to give your images a bit of atmosphere.
4. **Location:** if you need to place your images in a particular location, give the prompt a city or country and you should get landmarks, building styles etc associated with that place.
5. **Artistic style:** DALL·E 2 can generate images in the style of different artists. Just add “in the style of [artist]” to your prompts.
6. **Camera settings:** particularly useful for photographic styles, you can add camera setups to your requests to give photos a variety of different shots and qualities. Examples include “Macro 35mm shot”, “long exposure” or “fisheye lens”.



# Music Generative AI

He compared AI to instruments that have led to musical revolutions in the past. "Probably there would be no rock 'n' roll if there was no electric guitar. There would be no acid house without the Roland TB-303 [bass synthesiser] or the Roland TR-909 drum machine. There would be no hip-hop without the sampler. "I think really AI might define new musical styles. I believe that every new music style comes from a new technology."

## David Guetta says the future of music is in AI

2 hours ago



Music Generative AI

Boomy  
Audoir's SAM  
Melobytes

<https://www.bbc.co.uk/news/entertainment-arts-64624525>

The screenshot shows a tweet from David Guetta (@davidguetta) posted on February 3, 2023, at 8:23 PM. The tweet text reads: "Let me introduce you to... Emin-AI-em". Below the text is a video thumbnail showing a DJ performing at a club, with a play button icon overlaid. The tweet has 6.7K likes and options for Reply and Share. A link to "Read the full conversation on Twitter" is also visible.

# Voice AI

## RESEMBLE FILL

Alexa Skill with GPT-3



### VOICE CLONING

Record or Upload your voice data to create your AI Voice.



### API

Programmatically build content with your synthetic voices.



### INTEGRATIONS

Integrate custom voices into your favorite tools.



### LOCALIZE

Build your synthetic voices in various languages.



### RESEMBLE FILL

Audio Editing made simple with synthetic voices



### GAMES AND UNITY

Learn how you can integrate your voice in your games.



### MOBILE ANDROID & IOS

Neural Custom Voices running natively on Mobile



### BLOG

Case Studies and Development Thoughts from our team.



### CALL CENTERS

Increase call volume, and augment your agents with synthetic voices.



### SMART ASSISTANTS

Brand your smart assistant with a unique voice.



### ADVERTISEMENT

Create dynamic ads with familiar voices.



### ENTERTAINMENT

Learn how our custom voice cloning solution is used in TV and Movies.



### AUDIOBOOKS

Create AI Audiobooks with Resemble AI's Audiobook Narrator Voices



### ETHICS

Our ethical statement and guidelines for usage.



# Video creation

## Synthesia & Unreal Engine

<https://www.synthesia.io/>

<https://www.unrealengine.com/en-US>



A screenshot of the Synthesia website homepage. The top navigation bar includes the Synthesia logo, links for 'Features', 'Use cases', 'Pricing', 'Resources', 'Company', and 'Log in', and a 'Create Account' button. The main headline reads 'We are getting ready to launch Synthesia!'. Below this, a sub-headline says 'The video will be sent to your email and in the meantime, our Keynotes will be available in your folder as well. Product marketing videos will be available in your folder as well. Product marketing videos will be available in your folder as well.' A large video player is featured with the text 'Product walk-through Discover Synthesia in 5 minutes!' and a play button icon. A man in a denim jacket is shown pointing at the video player. A dropdown menu is open, listing 'Training videos' (For learning &amp; development teams), 'How-to videos' (For customer support teams), and 'Product marketing videos' (For product marketing teams).

Want to use Synthesia to quickly create business videos?



**Social is more than social**





# Social as a search engine?

*'Forty percent of 18- to 24-year-olds are now using social media as their primary search engine, according to an internal study by Google. In September 2022, the New York Times even proclaimed that "For Gen Z, TikTok is the New Search Engine."*

## Social search vs SEO search

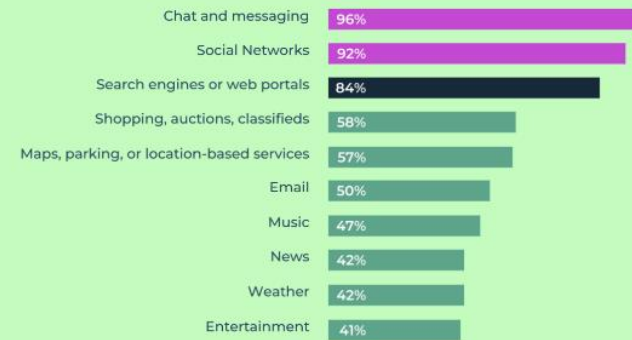
Social networks are visited more than search engines every month now  
What's more, of the time that people spend using the internet is spent on social media.

**Social** for evaluating products, compare prices between competing brands, and make decisions about where to spend their money.

**Search Engines** for discovery

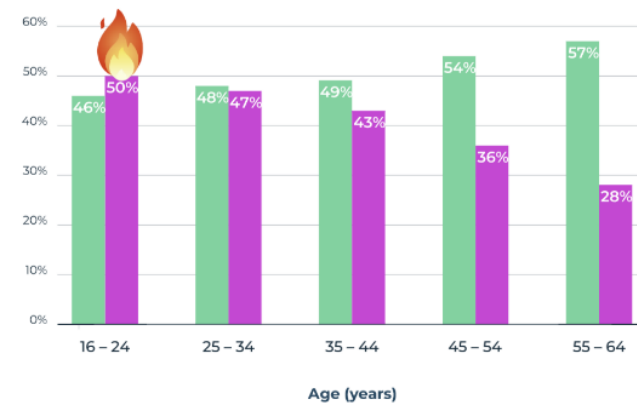
*'treat your social pages like a mini landing page and website'*

Top types of websites visited and apps used  
Percentage of internet users aged 16 to 64 who have visited or used each kind of digital property in the past month



Internet users age 16-24 use social for brand research over search

● Social Networks  
● Search Engines



# Social as customer service

**Social was never meant to be a customer service channel.**

But now it really can't be ignored. Social media has taken an outsized role in customer service—and businesses, are caught dealing with the repercussions.

**A brand isn't just a logo or a promise;** it's a result. It's a customer's gut feeling about a product, service, or company.

Customers expect responses through messenger and WhatsApp and they want them immediately.

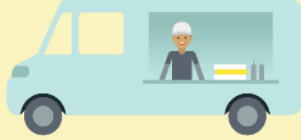
Are you encouraging communication through Messenger and WhatsApp

Have you built auto responses that make sense?

Are you utilising WhatsApp Business App and features?

**Download Hootsuite's free DM templates**

[EssentialDMReplies\\_Template\\_en.pdf \(widen.net\)](#)

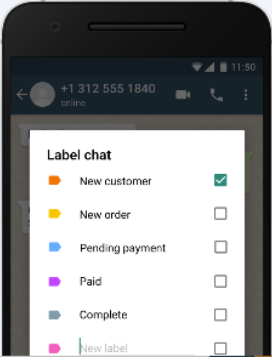


**BE SEEN**  
Business Profile

Create a business profile with helpful information for your customers like your address, business description, email address, and website.


**STAY ORGANIZED**  
Labels

Organize your contacts or chats with labels, so you can easily find them again.




**MESSAGE MORE, WORK LESS**  
Quick Replies

Quick replies let you save and reuse messages you frequently send so you can easily answer common questions in no time.



**RESPOND INSTANTLY**  
Automated Messages

Set an away message when you are unable to answer so your customers know you're still there.



## Negative Feedback and Complaints

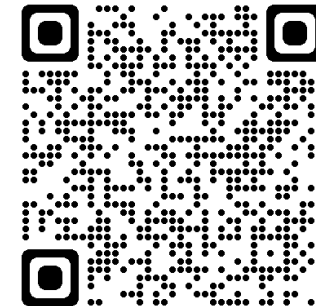
**My order has a problem. Who do I talk to?**

Hello!

Thank you for reaching out. We're sorry to hear you had a negative experience. We're constantly trying to improve our customer service and your feedback is a great way to help us do that.

[Address specific concerns here and provide specific solutions.]

We look forward to working with you to resolve this matter.



# Social as a learning platform

In Feed – stories, posts, reels

So you want to talk about.....? – practical ways to learn – in-feed

[@shityoushouldcareabout](#) [@so.informed](#)

**Long Form content** - in depth learning on LinkedIn, Instagram

[@futureearth](#)

[@livinglondonhistory](#)

[@ichbinsophiescholl](#) -

[@depthsofwikipedia](#)

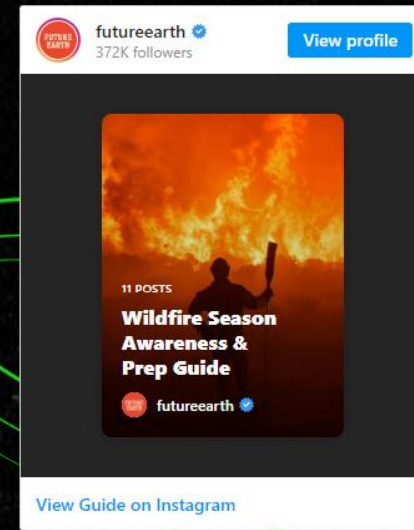
What learning cont

**Social media users globally are more likely to say they've learnt practical life skills from social media 57% than from university 51%.**

(We Are Social, 2021)

## ON PLA

**Long-form formats.** Longer-form formats on Twitter, Instagram and many other platforms have opened up to immersive long-reads and introduced Guides, and it's why Clubs have depth, informative discussions.



Instagram creator @futureearth gives its audience a 101 on wildfire awareness using Guides.

## IN CULTURE

**Political relearning.** The death of George Floyd and subsequent civil rights movement spurred a swell of digitally native, educational content that looked to fill the knowledge gap around colonial histories and racial inequality. Instagram accounts like [@shityoushouldcareabout](#) and [@so.informed](#) set the scene for more practical ways to learn in-feed.



Social justice slideshows have normalised educational content in the feed.

# Instagram Guides



They can be used to curate gift guides, product highlights, content roundups, FAQ guides, travel recommendations, restaurant reviews, and so much more.

They're unlike any other Instagram feature because you can curate feed posts, products, or locations from across Instagram, bringing it all together with your commentary.

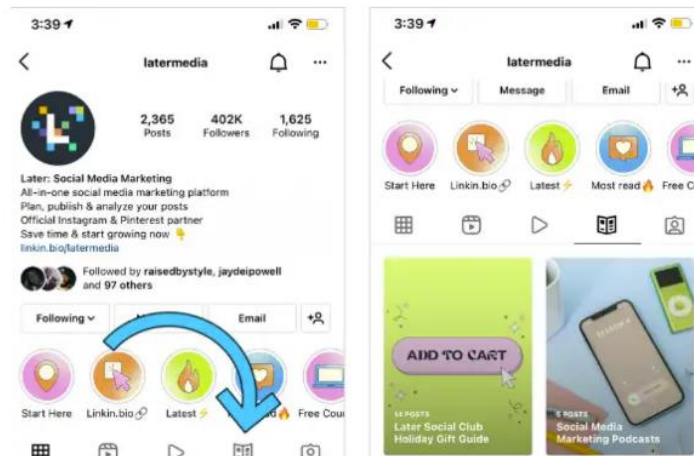
Plus, your Guides all live in one, dedicated place on your profile: the Instagram Guides tab.

Instagram Guides?  
an Instagram Guide  
Types of Instagram  
Instagram Guides  
Instagram Best Practices

Instagram Guides are the perfect tool for sharing curated, scrollable content with your community.

They give users a simple way to consume a collection of Instagram posts, products, or places in an easy-to-digest format.

Despite all this though, Guides are still relatively underused – which makes them a great opportunity to set your brand apart on Instagram.



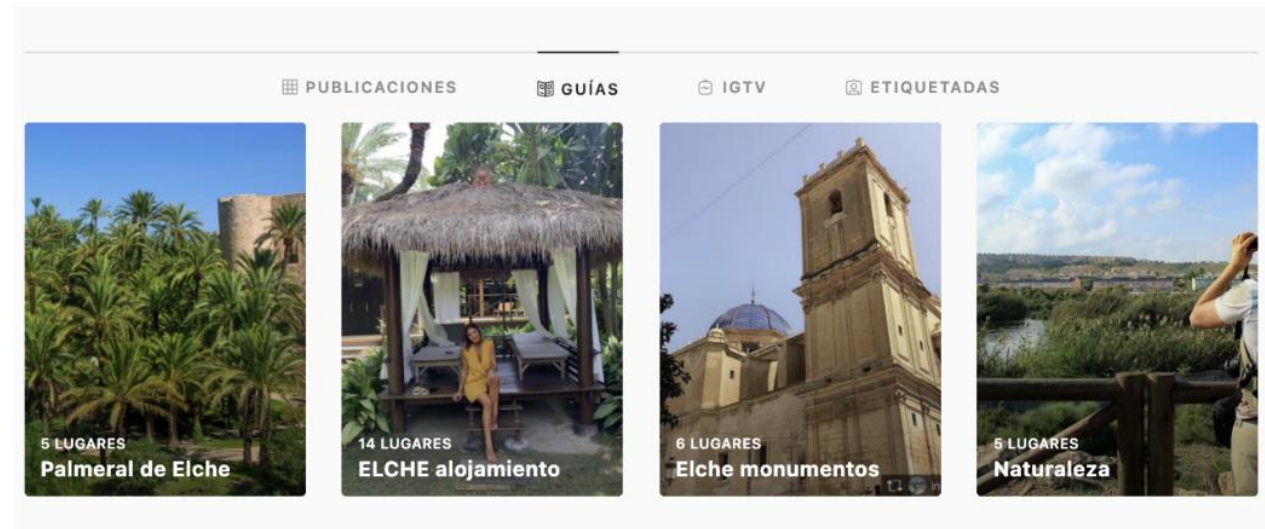
<https://blog.hootsuite.com/instagram-guides/>



# Use Guides for... guides!

The VisitElche profile belongs to the Tourism Department of the city of Elche. To encourage tourism and give potential visitors easy access to sites in the town, they've created a full guide on Instagram.

Monuments, accommodations, nature, and even kid-friendly plans to discover the city. An interesting type of guide for tourism departments, hotels, or tourist apartments.



**Customer experience is the #1  
battleground**



# Customer experience

- Because we are increasingly moving to the digital world, the **customer experience has become an even more important part of business strategy**. Now you can find reviews and opinions about almost everything in a matter of seconds.
- If a company offers a bad customer experience, the word will quickly spread out. Customers will quickly start to avoid their products and look for alternatives.
- There's just no excuse for poor customer service in 2023.
- **Your digital marketing strategy should put focus on giving the customers the best experience.** Your webpage should be easy to use and fast. Do not hide vital information from users. Work on clear site structure. Use chatbots or other solutions to make customer contact easy.
- Improved customer experience will definitely be a **huge digital marketing trend in 2023**.





"Customer experience is the next competitive battleground. It's where business is going to be won or lost."

Tom Knighton





# CRM for the whole customer journey



## Which CRM?



Microsoft  
Dynamics 365



**ORACLE**<sup>®</sup>  
CRM ON DEMAND

*insightly*

**pipedrive**

**HubSpot**

**ZOHOCRM**

**capsule**



# Booking CRMs

booksy BIZ

Solutions for today, and tomorrow.

Get your FREE account

## Free scheduling software.

Organize your business with 24/7 automated online booking, reminders, payments, and more.

Get your FREE account

Calendar sync integrations.

Video meeting integrations.

<https://www.setmore.com/>  
Free for 4 users



# Booking CRM

The screenshot shows the SimplyBook.me website. At the top, there is a navigation bar with the logo, 'Log in', a red 'Sign up' button, and a language selector for 'En'. Below the navigation bar are menu items: 'Enterprise', 'Industries', 'Features', 'Pricing', and 'Resources'. A badge on the left indicates 'ISO 27001 Certified Hosted in EU'. The main heading reads 'Online Booking System for all service based industries'. A sub-headline states: 'Simply define your services and providers, display their availability, and you will have clients both old and new making bookings 24/7.' Below this are two buttons: 'Get a Free Account' and 'Get Inspired'. At the bottom of the main text area are 'App Store' and 'Google Play' badges. On the right, a large image shows a dashboard with various charts and a table of bookings. A play button icon is overlaid on the dashboard image. A white box in the foreground contains the text 'Simply book via Client APP' and 'Multiple channels'.

SimplyBook.me

Log in Sign up En

Enterprise Industries Features Pricing Resources

ISO 27001 Certified Hosted in EU

Online Booking System for all service based industries

Simply define your services and providers, display their availability, and you will have clients both old and new making bookings 24/7.

Get a Free Account Get Inspired

GET IT ON App Store GET IT ON Google Play

Simply book via Client APP

Multiple channels

Date	Booker name	Booker name
08/02/2021	08:00 PM - 08:00 PM	John D. Doe
08/02/2021	10:00 AM - 10:00 AM	John D. Doe
08/02/2021	08:00 PM - 08:00 PM	John D. Doe
08/02/2021	10:00 AM - 10:00 AM	John D. Doe
08/02/2021	08:00 PM - 08:00 PM	John D. Doe



## Booking Made Easy



### Accept Online Bookings 24/7

Keep your booking channels open 24/7 and let your clients book their appointments via **multiple channels** like your booking website, business website, Facebook, Instagram or Google Business Profile.



### Reduce no shows & Double bookings

Send tailored reminders before scheduled appointments. Eliminate last-minute cancellations by charging a deposit upfront. Avoid double booking your time by synchronising your personal calendar with your online booking schedule.



### Facebook, Instagram & Google

Accept appointments via your Facebook page and Instagram profile via a "Book Now" button. Let people easily find your business on Google where they can immediately book your services



### Multiple Locations or video meetings?

Efficiently schedule your employees, services, and opening times across multiple locations or offer video meetings via Teams, Google Meet or other.



### Membership, Classes, Events, Tickets & Waiting lists

If you sell membership subscriptions to your clients, offer classes and events or want to issue tickets, we have got you covered. Are you fully booked? Let your clients sign up for your waiting list!



### Client information upon booking

Create customised intake forms to gather client information during the booking process. You can request texts & digits, checkboxes, drop-down or date responses, as well as ask clients to upload files or images.



Live Help



## Our Prices

Annually  Monthly  
*You save 17%*

	Free £0 /month	Basic £7.5 /month <small>Billed Annually</small>	<i>Popular</i> Standard £20.8 /month <small>Billed Annually</small>	Premium £45.8 /month <small>Billed Annually</small>	Premium plus £75 /month <small>Billed Annually</small>
Included bookings	50	100	500	2000	5000
Custom Features	1	3	8	unlimited	unlimited
Users/Providers*	1	5	15	30	60
Admin App	✓	✓	✓	✓	✓
Client App	✗	Branded	Branded	Branded	Branded
Booking Website	✓	✓	✓	✓	✓
Booking Widget	✓	✓	✓	✓	✓
Directory Listing	✗	✓	✓	✓	✓
Coupons & Gift Cards	✗	✓	✓	✓	✓
Sales (POS)	✗	✓	✓	✓	✓
Link Removal	✗	✗	✗	✓	✓
HIPAA	✗	✗	✓	✓	✓

\* User is an employee with access to the admin side.  
 Provider is an employee that provides the service.  
 Employee can be both user and provider at the same time.



# How it works

Find out how YouCanBookMe works to simplify scheduling for you and your team.



1

## Connect your calendar

First, connect your Google or Microsoft Outlook.com / Office 365 calendar to YouCanBookMe. We use this calendar to check your availability. We also add new events to this calendar when



# It's how you manage your rental

## Rental management

Track inventory and manage orders and payments.

## Mobile app

Complete your day-to-day tasks in-store and on the go.

## All features

Discover the complete list of Booqable features.

## Rental website builder

Create your own rental website for online bookings.

## Booking integrations

Add products and bookings to your existing rental website.

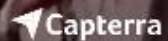
## Integrations

Connect Booqable with your favorite apps.

Manage your day-to-day and create your own rental website with all in one rental software.

[Start free trial](#)[Watch demo](#)

4.8 overall rating  
based on 350+ reviews





## RENTAL WEBSITE BUILDER

Rental Website Builder

Online checkout

Payments

Order management

Inventory management

Mobile app

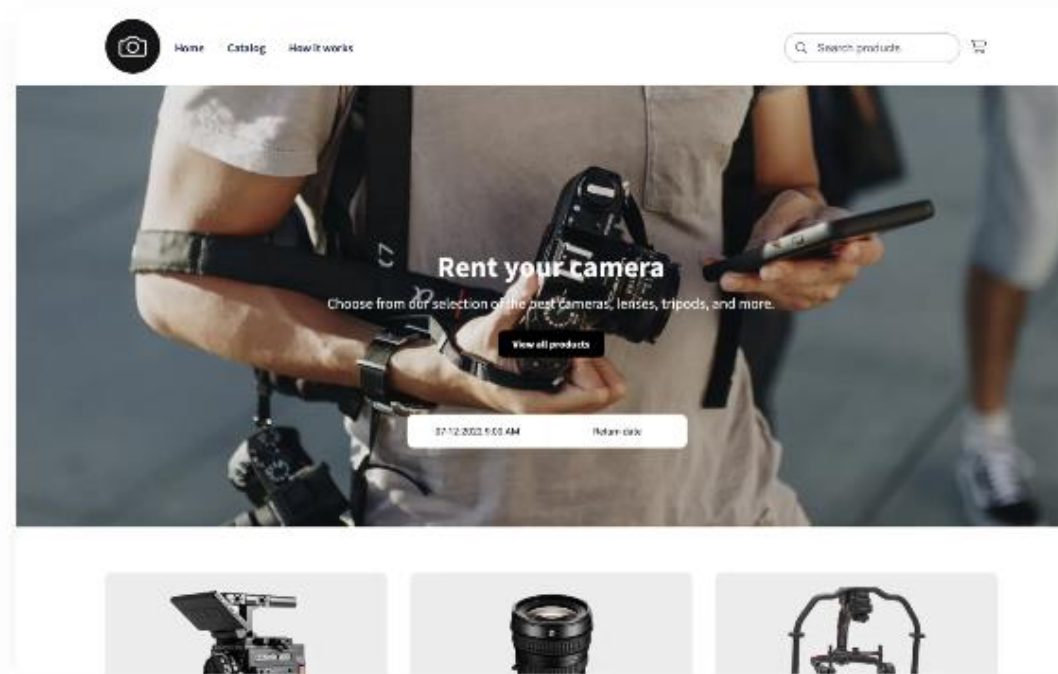
Documents & Emails

Reports

Integrations

Support

Administration



Fully customizable

No code required



# Fully funded - Digital Leadership for SMEs

The time is now for driving digital transformation, embracing the digital age and moving your business forward.

**Driving Digital** is led by Cosmic, in partnership with the Heart of Southwest Local Enterprise Partnership, fully funded from the Local Growth Fund Deal.

A training, mentoring and personal development program available to SME's with 250 or less employees operating in Devon, Plymouth, Somerset or Torbay.



# Driving Digital Business

Aimed at smaller organisations with 10 or less employees. The Business Programme is designed for you

A programme of training, mentoring and practical support

- Digital Vision & Strategy
- Growing Your Business
- Improving Productivity & Processes

Enabling you to plan your organisations digital future confidently, assessing tools and technology to adopt to help you grow.



# Driving Digital Transformation

Are you a manager or senior leader in an organisations with 10 to 250 employees? The Transformation program is designed for you.

A programme of training, mentoring and personal development

- Digital Vision & Strategy
- Technology
- Operations
- People & Skills
- Projects

Equipping you to lead, adapt and transform your people, processes and technology to succeed in the digital age.



## Find out more

- Register your interest at: [planning@cosmic.org.uk](mailto:planning@cosmic.org.uk)
- Arrange a discussion to find out more: contact [scott@cosmic.org.uk](mailto:scott@cosmic.org.uk)



**Thank you :)**





**Thank you.**

**cosmic**<sup>®</sup>