

HOW TO LIVE THREE DAYS AT ONCE: AI FOR SMALL TEAMS WHO DO EVERYTHING THEMSELVES

BALTIC E-COMMERCE FORUM 2026
CAULDRON HALL DIGITAL MARKETING & AI STAGE
17.03.2026



PIRET ILVER
FULL-STACK MARKETER

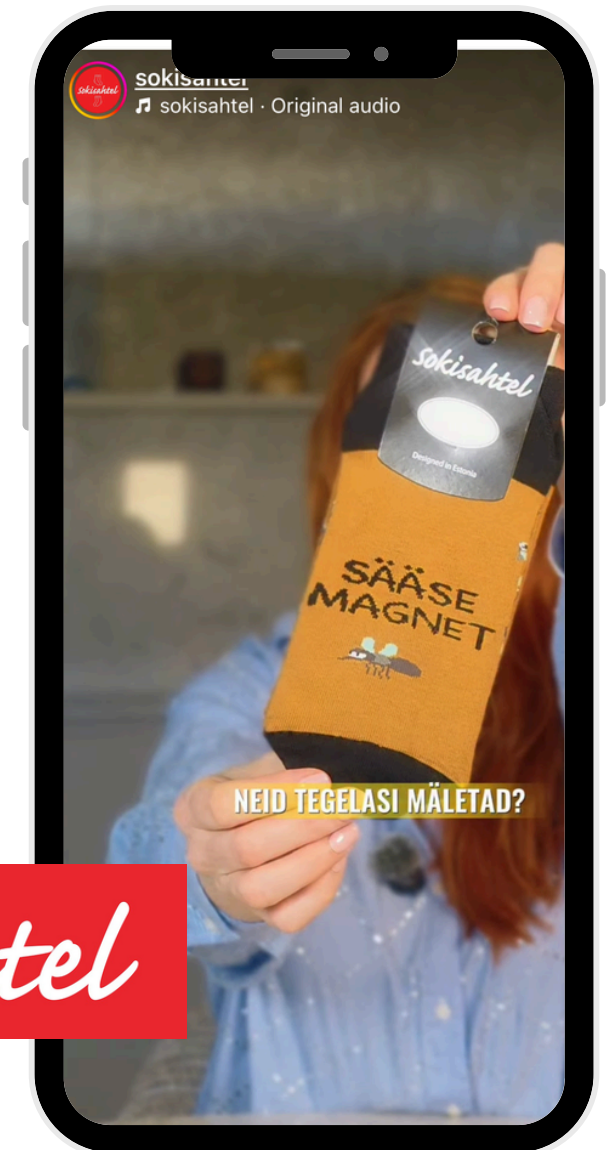
HI, I'M **PIRET**

I sell socks and salt. Probably the simplest and most boring products imaginable.

I run two e-commerce brands, I consult micro and small businesses.

I'm what you'd call a full-stack marketer, which really just means I do everything myself.

@sokisahtel @saltsupgourmetsalts



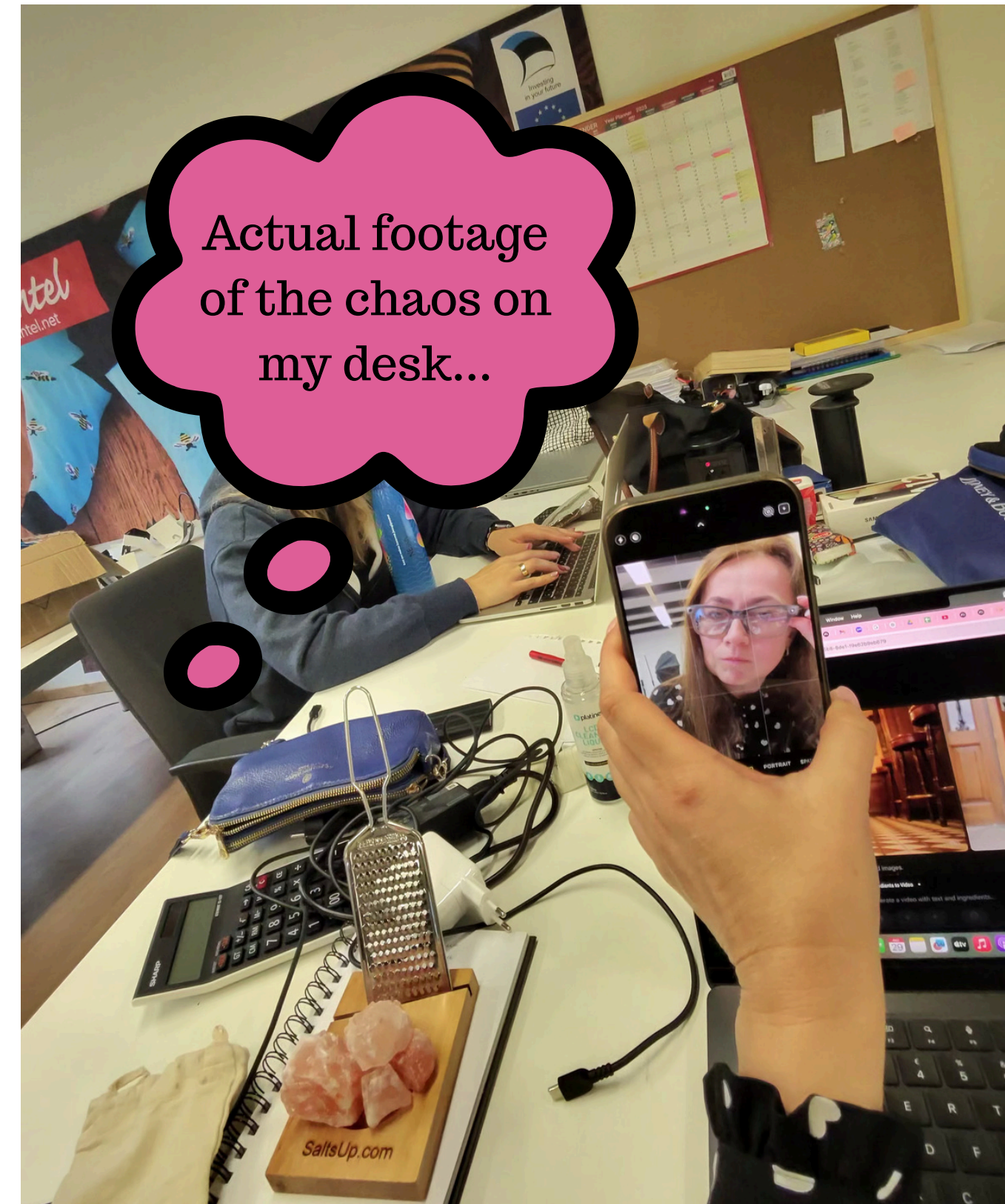
sokisahtel

WHAT CHANGED?

Just a Regular Wednesday Morning...

- 📸 **Spring product photography: Done**
- 📱 **Weekly social media: Reformatted & Queued**
- ⚙️ **Technical SEO issue: Fixed**
- ✍️ **Blog article: Drafted**
- 💻 **Developer: Building new features**

3 DAYS OF WORK → COMPLETED BEFORE LUNCH



NANOBANANA (AI PRODUCT PHOTOGRAPHY)

- **The Problem: Photoshoots are expensive and slow.**
- **The Solution: High-quality, seasonal images on demand.**
- **The Impact: From a major budget decision to a 5-minute daily task.**



SOCIAL MEDIA - THE BALANCE

- **The Core: Authentic content (real people, real stories) still wins.**
- **The Challenge: Staying consistent when you're busy packing orders.**
- **The AI Fix: Repurpose.ai & Claude**
- **The Method: 1 real video → Amplified into 6 platforms instantly.**
- **Key Takeaway: AI doesn't replace authenticity. It amplifies it.**



CLAUDE COWORK



"AUTHENTIC" VS "AI SCALE"

- **Not just a chatbot – an agent that operates your tools.**
- **Connected to: Semrush, Shopify, Search Console, WordPress.**
- **Real Example: Diagnosed a plugin conflict and wrote a PHP fix in 10 minutes.**
- **Result: Humans focus on strategy; AI handles the technical headaches.**

A screenshot of the Claude AI interface. At the top, it says "SALTSUP_SHOPIFY". Below that, a message from the user asks if all necessary SEO work and AI search work is completed or if there's more. Claude's response includes a "Thought process" section where it asks to check what's been done and what's still needed. It then lists "Tehtud:" (Done) tasks: Cloudflare Worker reverse proxy, 301 redirects, WordPress site address change, GSC sitemap updates, GSC URL inspection, and canonical URL fixes. It also lists "Kontrollimata/tegemata asjad" (Unchecked/To-do items) and provides instructions to check robots.txt and sitemaps. The interface includes a "Progress" sidebar on the right with several checked items and a "Working folder" sidebar with file icons.

KESSU" (MY OWN CUSTOM AI AGENT)

- **Runs on OpenClaw (on a local Mac Mini).**
- **Interface: Managed entirely via Telegram.**
- **The Secret: You don't need to know how to code. You need to understand APIs.**
- **The Real Skill: Token optimization (efficiency = saving money).**



NEVER.

**NEVER IN THE HISTORY OF SMALL BUSINESS
HAVE WE HAD THIS KIND OF CAPABILITY.**

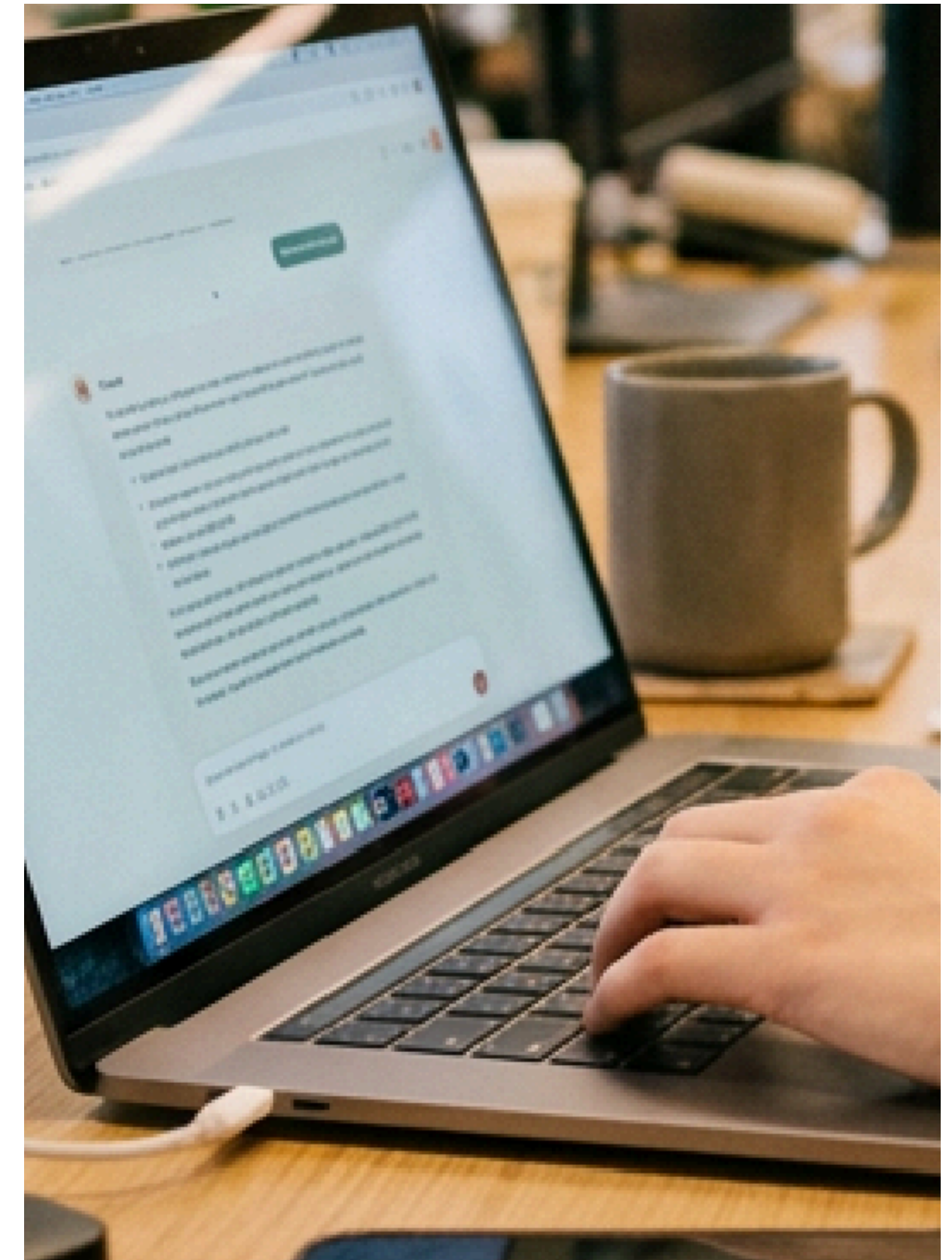
**Strategic AND technical capability.
This scale. This quality. Such a small team.**

This has never existed before.

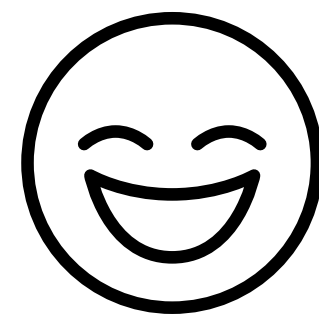
THE WINDOW OF OPPORTUNITY

Every day you use AI agents and your competitor doesn't — the gap gets wider.

NOT NARROWER. WIDER. EVERY SINGLE DAY.



**I sell socks and salt
for a living. If I can
figure this out, you
can too.**



THANK YOU!

- IG @piretilver
- LinkedIn @piretilver
- email: piret.ilver@gmail.com

