

# Green Lotus Launches 'AI or DIE' Webinar Series to Empower Local & eCommerce Businesses to Dominate in the New Era of AI

*Helping local businesses and eCommerce brands understand, adopt, and capitalize on AI before they get left behind.*

TORONTO, CANADA, August 25, 2026 /EINPresswire.com/ -- Green Lotus, Canada's top-rated digital agency, has announced an upcoming educational webinar, "The Marketing Survival Guide for the AI Revolution." Led by two-time Canadian Entrepreneur of the Year and Green Lotus CEO Bassem Ghali, the session is designed to provide local business owners and e-commerce companies with a technical roadmap to navigate the most significant shift in consumer behaviour since the transition from the Yellow Pages to the internet.



AI or Die: Future-Proof Your Business with AI

“

If your business is not the answer provided by AI, you are effectively invisible.”

*Bassem Ghali*

The digital landscape is currently facing a "zero-click" crisis. Recent data from SparkToro and Datas indicates that 58% of Google searches now end without a click, as AI-generated summaries provide immediate answers. Without an advanced strategy, businesses risk losing 77% of their visibility, according to research by Gartner. The

webinar will detail the move toward [Search Everywhere Optimization](#), focusing on how to become the "Source of Truth" that AI judges like ChatGPT, Gemini, and Perplexity cite as a primary recommendation.

"We are at a tipping point where traditional marketing is becoming an extinction-level event," says Bassem Ghali. "If your business is not the answer provided by AI, you are effectively invisible."

The webinar will present high-impact case studies, including T1 Motorsports, which saw a 505% increase in total sales and a 2,560% increase in keyword rankings across Google and ChatGPT within 2.5 years. Participants will learn the core pillars of the "Search Everywhere" framework:

- [Answer Engine Optimization \(AEO\)](#) & GEO: Transitioning from keywords to structured content that directly answers complex consumer questions.

- [Large Language Model Optimization \(LLMO\)](#): Utilizing Schema markup to feed AI modules data in their preferred format, allowing sites to rank 5 to 8 times faster.

- Technical Foundations: Why "Smart Sites" hosted on Amazon CDN servers are mandatory to meet the speed and freshness requirements of modern AI crawlers.

The session also addresses the operational lead attrition costing businesses thousands in lost revenue. Research from Lead Connect shows that 78% of customers choose the first company that responds, yet data from CallRail indicates the average business misses over 50% of its calls. To solve this, Green Lotus will introduce its AI Team—a suite of four specialized agents providing 24/7 coverage for voice calls, SMS, social media, and reputation management.

"If you run any sort of ads and you Miss any lead calls, you are essentially donating your marketing budget to your competitors," Bassem Ghali adds. "A Voice AI Receptionist ensures you never miss an opportunity, qualifying leads and booking appointments on the spot. This isn't just about search; it's about stopping the bleeding in your sales funnel."

The presentation will further explore the "Math of ROI," demonstrating how an AI Agentic team can reduce the cost per sale by up to 75% while maintaining 100x higher lead contact rates by responding within the critical 5-minute window.

Registration for the webinar is now open. As a token of appreciation for attending the first in this series, Green Lotus is waiving the \$700 setup fee for the first 20 participants who sign up during



Green Lotus AI



AI SEO Services USA & Canada

the event. All services are backed by a 30-day money-back guarantee, reflecting a results-based approach to digital transformation.

For more information and to register, visit [greenlotusai.com/webinar](https://greenlotusai.com/webinar).

About Green Lotus: Green Lotus is one of North America's most trusted Digital Marketing agencies. Established in 2012, it is ranked as Canada's number one SEO agency and number nine globally. We offer a complete, future-focused solution to attract leads and sales from AI search engines like ChatGPT, Gemini, and Perplexity, and ensure businesses never miss a sales opportunity.

About Bassem Ghali: CEO of Green Lotus, is an AI & SEO strategist and speaker with over 20 years of experience. A two-time Canadian Entrepreneur of the Year Award Winner, Bassem has managed online marketing strategies for numerous Canadian and international corporations, including major companies such as Canadian Tire, Direct Energy, Egypt Air, Remax, Toronto Star, VistaPrint, and XplorNet.

Bassem Ghali  
Green Lotus Agency  
+1 855-772-8222

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[YouTube](#)

[Facebook](#)

[Instagram](#)

[X](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/918248586>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.