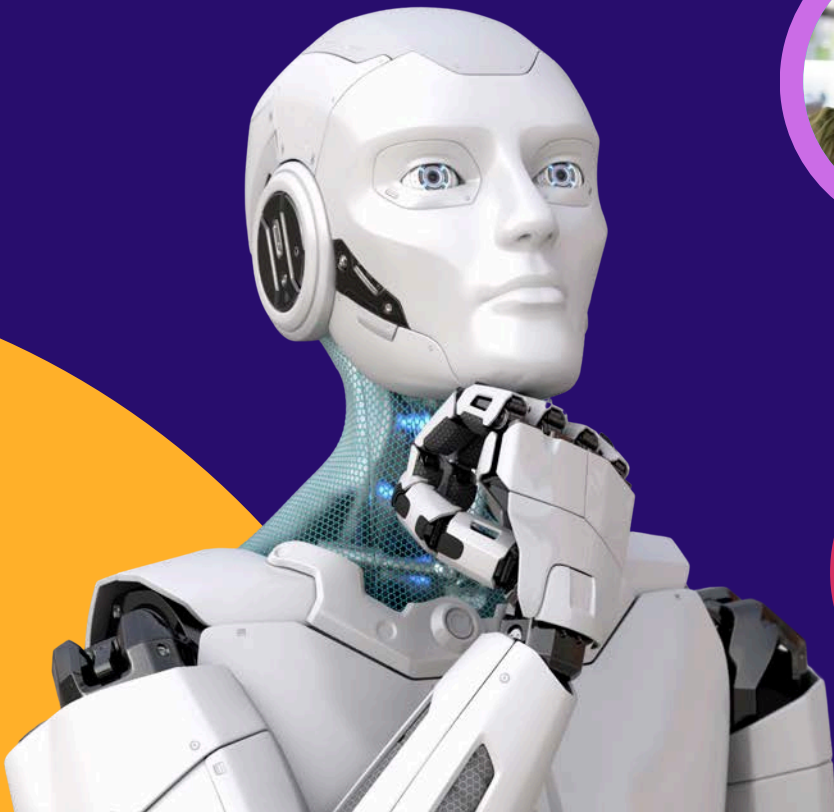


MEGA AI Marketing Guide



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Our favourite marketing tools + chained prompts

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Contributors

Heather Murray



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AI for
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AI-driven
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Bespoke AI
assistants and
custom AI builds

Audrey Chia



Human x AI
Copywriter

Tara Thompson



AI workshop
leader and
speaker

Isabella Bedoya



AI workflow
and AI agent
mastermind



Heather Murray

AI Marketing tool:



Sybill

+



Claude

+



Perplexity

- Perplexity – secondary research
- Sybill – primary research (real client interviews)
- Claude – create killer content using both above sources

Chained Prompt:

Brainstorming and Editing LinkedIn Posts

PROMPT 1

Act as a LinkedIn ghostwriter and content marketing specialist, with extensive experience in the **[your industry]** industry in **[location]**.

You're known for producing excellent tone of voice guides, particularly those for use with Chat-GPT. I'm a **[insert job title]** at a **[company type]**.

You've been tasked with building a LinkedIn tone of voice guide for me, built specifically for using with LLMs such as Claude. It needs to be concise but accurate, and contain everything a tool like this would need to know to produce copy in the same tone of voice as me.

I'm going to provide you with **[the more you can provide, the better]** examples of successful posts, by pasting them below. You're going to:

- (a) Read and absorb each of the post examples
- (b) Pay particular attention to the tone of voice, structure and style of each post
- (c) Find patterns within them to determine the above
- (d) Create a well-structured, accurate and useful tone of voice guide

PROMPT 1 (Cont.)

This tone of voice guide will then be pasted into LLM prompts to help me draft posts much more quickly. The guide should be produced in markdown.

Read and absorb the post examples, and let me know any questions you need to ask to do the best possible job. Ask questions one at a time. When questions are completed and you have the information you need, you'll say "I'm ready, shall I get started?", and I'll approve. This is when you'll produce the guide.

PROMPT 2

I'd now like to explore my audience in more detail. It's important to understand audience pain points to create strong, resonating content.

First, I'm going to tell you about the **[product/service]** I provide. This will give you some context for the rest of the prompt.

[Insert details of your product or service: features, benefits, results]

Next, I'm going to give you some details about my audience, and you're going to draft me a list of pain points and challenges this audience has. Include statistics or facts to cement your assertions, but always make sure they're from a reputable source and provide the source link.

Split the pain points list by job title and industry as needed. If there are groups with similar pain points, make this clear in your results. Where the pains have relevance to my solution, make the link between pain and solution clear.

Job titles: **[insert job titles]**

Industries: **[insert industries]**

Other relevant information: **[Insert anything else you know about your audience]**

Now please give me a list of pains.

We now have a tone of voice guide, details of our product/service and our audience, plus their pains. Now let's flesh out some ideas for posts based on all of the above. You already know my job title and company, plus details of the product/service I provide.

A post idea is a topic, followed by 4 bullets around what the post should contain.

The first bullet should be ideas around the hook.

A hook is a compelling first 1-3 lines of a post, and the only visible part on a feed before a reader decides to click 'see more' to open the rest of the post. Therefore, it has an important job of attracting attention, engaging and provoking this action. A good hook is one or more of the following:

- Open up a curiosity loop
- State something unbelievable or surprising
- Make the reader laugh
- Provides value up front
- Is thought-provoking
- Addresses the reader directly
- Asks a relevant question
- Talks directly about a common or specific client pain

It should sound human, and feature short sentences. Avoid emojis and exclamations.

The second and third bullets should be ideas around the content of the post itself.

Great post content provides real value and insight for the reader. They should be good enough to build a faithful network of followers, all keen to discover your latest posts, so they can learn from and about you.

PROMPT 3 (Cont.)

The post ideas should be spread along the following categories:

Awareness – pure education, value, knowledge sharing and no selling at all: expertise, knowledge, experience.

Consideration – start bringing me and my business into the conversation and why we're a good choice.

Conversion – more sales type content, directly mentioning my **[product/service]** and how it solves problems, specific details.

Where posts require personal input (e.g. specific experiences I've had, my actual expertise and opinion), please indicate accordingly. Where you're missing information, ask questions, do not try and complete with hallucinated information.

There is a 4th category of post ideas, which is Personal. As you don't know me personally, you will be unable to come up with details, so please come up with questions and ideas that will help prompt me to write useful personal posts instead.

The fourth bullet should be the call to action. Create an idea for a call to action that would push this person a little further down the marketing funnel. Remember, call to actions should be relevant to that funnel stage, e.g. 'book a call' would not work at the awareness stage, it would need to be more gentle. You do not know what content I have available, so please make suggestions at this point.

I'd like 5 post ideas per category, so 20 post ideas in total please. Keep checking that the post ideas you're providing are insightful, valuable, and relevant to all of the above information in this chain.

NOTE: This is where the LLM will create post ideas, to be fleshed out into posts by you. Return to prompting to edit the posts for the final prompt.

PROMPT 4

Look at the below pasted LinkedIn posts. As a LinkedIn ghostwriter, how could you improve upon these? Think carefully about:

- The strength and relevance of the hook, given the parameters I gave you
- How relevant the content is to my audience
- Is it engaging, and not dull/boring?
- Does it have a clear call to action at the end?
- Is it free of errors?
- Does it accord with the tone of voice guide you wrote for me?
- Does it factor in the pain points you drafted?

Please now create notes on what you would change about my posts.



Valeriya Pilkevich

AI Marketing tool:



Canva

- Create a presentation with one prompt
- Record 'talking bubbles' and add them to the slides
- Rewrite text in 1 click to match your brand's tone of voice
- Create images, graphics and videos with prompts
- Countless templates for Marketing & Sales

Chained Prompt: ICP definition

PROMPT 1

###Instruction###

You are a world-class Marketing Strategist who specialises in target persona definition. Your task is to facilitate the creation of ICP (Ideal customer persona) for my offering. You are going to approach this step-by-step. First, define the target audience who would be most interested in my offering.

###Output###

Your output must be a comprehensive report in bullet point format highlighting:

- Key demographics (age, income, gender, marital status, race, sexual orientation, ability, industry, etc.)
- Psychographic profiling (worldview, values, beliefs, character traits, lifestyle, hobbies, interests, etc)

I'm looking for a detailed response. Take a deep breath and work on this task step-by-step.

###Context###

My offering description: <provide a detailed description of your product or service offering including price>

Relevant information about my business: <provide a detailed description of your product or service offering>

###Instruction###

Now, from the target group you previously defined, think of just one ideal customer for my offering. This must be someone who is both willing and able to pay for what I offer. Your task is to describe this person so well that I could easily step in their shoes. I want to know this person intimately.

###Output###

Your output must be a table highlighting following details about this person:

- Name, Age, Gender identity, Ethnicity, Marital status
- Where they live, Annual income
- Core life beliefs (including values and limiting beliefs)
- Occupation, Personality traits
- Favourite books, music, TV shows or podcasts
- Social media accounts they follow
- What do they do in their free time
- Guilty pleasures
- Who do they idolise
- What writers, speakers, authors, teachers or experts do they follow
- What brands do they love

##Instruction###

Now your goal is to step in this person's shoes. You are <name from the previous step> Your task is to answer the following questions about your fears and pain points.

###Output###

Answer the following questions about your greatest fears as comprehensively as possible. Your tone of voice and choice of words should be exactly as of my ideal customer persona. Bear in mind the questions revolve around my offering.

What keeps you up at night?

What stresses you out on a regular basis?

What do you not look at or face in your life because it triggers too much fear?

What's the worst case scenario related to your life situation – the one fear that keeps you up at night?

How do you fear others (close friends, family, etc) would react if they found out about your situation?

If money were no object, what brand or kind of product/service would you buy to solve this problem

What do you wish companies/brands/providers in this industry understood about you?

###Instruction###

Now your goal is to step in this person's shoes. You are <name from the previous step> Your task is to answer the following questions about your desires as comprehensively as possible.

###Output###

Your tone of voice and choice of words should be exactly as of my ideal customer persona. Bear in mind the questions revolve around my offering.

What do you secretly wish was true about your life situation — either as it relates to the product/service you're about to buy OR in your life in general?

What's the OMG, I can't believe that there exists "dream solution" that you'd pay almost anything for?

If this dream solution — product or service — could appear and unfold perfectly, how would that story go?

How will others respond to you if you get this situation fixed in an ideal way?

What will you be able to do, get, or achieve if your dream scenario comes true?

Where will you be more powerful and influential in your life if your dream scenario comes true?



Audrey Chia

AI Marketing tool:



Relevance

- Gives me the ability to create content at scale
- Enables creating AI "chains" - workflows combining language models
- Allows switching between different language model providers easily
- Supports running AI chains across datasets in batch mode

Chained Prompt: Create your value proposition

PROMPT 1: Audience Research

As an experienced audience researcher and brand strategist, I want you to develop a series of deep and detailed interview questions designed to help gain audience insights for my brand.

Brand: **[Your Brand Name]**, a **[Type of Platform/Service/Product]** focused on **[Specific Problem or Need]**.

The questions should be divided into the following sections:

Target Audience:

- **Demographics:** **[Gender, Age Range, Geographic Location, Occupation, etc.]**
- **Psychographics:** **[Lifestyle, Values, Attitudes, Interests, etc.]**
- **Channels:**
- Online Channels for Entertainment: Questions about the audience's preferred online platforms for entertainment and the type of content they consume.
- Online Channels for Information: Questions about where the audience seeks **[Type of Information]** online and how they evaluate the credibility of these sources.

PROMPT 1: Audience Research (Cont.)

- **Offline Channels for Entertainment:** Questions about offline activities the audience engages in for entertainment.
- **Key Opinion Leaders & Influencers:** Questions about the influencers or opinion leaders the audience follows in the **[Industry/Field]** space.
- **Search:**
- **Primary Trigger Points:** Questions about what specifically triggers the audience to start searching for **[Type of Information or Solution]**.
- **Secondary Trigger Points:** Questions about less urgent factors that still prompt the audience to seek **[Type of Information or Solution]**.
- **Action:**
- **Immediate Next Steps:** Questions about the immediate actions the audience takes once they identify a **[Specific Problem or Need]**.
- **Next Steps After a Week:** Questions about what actions are taken if the **[Specific Problem or Need]** persists after a week.
- **Awareness:**
- **Knowledge Level:** Questions about the audience's level of awareness and knowledge about **[Specific Topic]**.
- **Trusted Sources:** Questions about which sources the audience trusts for information on **[Specific Topic]**.
- **Post-Learning Actions:** Questions about what actions the audience takes after learning new information about **[Specific Topic]**.
- **Emotions:**
- **Pain Points:** Deep-dive questions into any past experiences where the audience felt anxious or uncomfortable about **[Specific Problem or Need]**.
- **Fears:** Questions about the audience's biggest fears related to **[Specific Problem or Need]** and how these fears affect their behaviour.
- **Desires:** Questions about what an ideal **[Journey/Experience]** would look like for the audience.
- **Motivations:** Questions about what motivates the audience to take proactive steps in managing **[Specific Problem or Need]**.
- **Emotional Barriers:** Questions about emotional barriers that prevent the audience from seeking help or information.
- **Trust and Reliability:** Questions about the importance of confidentiality and what would make the audience trust a **[Type of Platform/Service/Product]** like **[Your Brand Name]**.
- **Social and Cultural Factors:** Questions about how cultural background influences emotions and attitudes.
- **Future Outlook:** Questions about the audience's optimism and expectations for the future of **[Specific Topic or Problem]**.

Please provide at least 3 questions for each bullet point.



HOT TIP:

If you don't have existing customers to interview, use this prompt:

Now could you put yourself in the shoes of a [target audience] and answer the following questions? It's pretty good.

Once you've recorded your audience interview transcripts using an AI tool like TL;DV or [Otter.ai](#) & uploaded it to GPT4 (advanced data analysis) and use this prompt:

PROMPT 2: Audience persona

You are a brand strategist who's highly skilled in pulling user insights from data & linking it to what my company offers.

My company **[name]** is a **[description]** that **[provides value]**.
I'll be uploading a transcript by **[user]** who is a **[description]**.

Can you analyse the transcript to build an audience persona for my company, this includes the following:

- Demographics
- Psychographics
- Company Size
- Job Title
- Pain Points
- Fears
- Desires
- Motivations
- Marketing Channels

Please also highlight any additional insights that could be useful for my company, **[company name]**.



HOT TIP:

If it's not detailed enough, just use the prompt "Could you provide a more detailed analysis please?"

PROMPT 3: Audience value proposition

As an expert conversion copywriter, I want you to create a key value proposition for my target audience persona.

Here's what you need to know about my company:

Company: **{insert}**

Description: **{insert}**

Unique Selling Points: **{insert 3 points}**

....

This is the target persona you're writing for:

{insert persona from prompt 2 here}

....

Please write a key-value proposition for my company that taps deep into the audience persona and links it to what I have to offer.

Output: **[Company name]** is a **[descriptor]** that **[provides value]** for **[target audience]** to **[achieve outcome]**

Example: **[Close With Copy]** is a **[human x AI copywriting consultancy]** that **[develops AI frameworks]** for **[SMBs]** to **[scale with speed]**

Please keep it simple & clear.

Explain how you came to that one-liner.



Nancy Bain

AI Marketing tool:



ChatGPT

Chained Prompt: Identifying Your Content Pillars

Prompt 1: Define Your Target Audience

Analyze my target audience for **[Your Brand/Business Name]**. Based on my existing customer base and market research:

- Ideal Customer Profile:
- **Demographics:** [e.g., 35-45 year old female, professional, living in urban areas]
- **Interests:** [e.g., healthy eating, fitness, mental well-being, work-life balance]
- **Challenges:** [e.g., lack of time, stress, difficulty finding healthy recipes, staying motivated to exercise]
- **Goals:** [e.g., improve overall health, lose weight, reduce stress, increase energy levels]
- **Content Consumption:**
- **Platforms:** [e.g., Instagram, Facebook, health and wellness blogs]
- **Preferences:** [e.g., short videos, inspirational quotes, practical tips and advice]
- **LLM Output:** (A detailed profile of the target audience)

Prompt 2: Articulate Your Brand's Essence

Describe **[Your Brand/Business Name]**'s brand essence:

- **Personality:** [List of 3-5 adjectives: e.g., friendly, supportive, knowledgeable, inspirational, empowering]
- **Core Values:** [List of 3-5 values: e.g., authenticity, integrity, community, sustainability]
- **Mission:** [One sentence summarizing your brand's mission: e.g., To empower individuals to live healthier, happier lives]
- **Unique Selling Proposition (USP):** [Your Brand's USP: e.g., Our unique combination of personalized coaching, science-backed advice, and a supportive community]
- **LLM Output:** (A summary of the brand's personality, values, mission, and USP)

Prompt 3: Uncover Your Expertise and Passion

Based on the target audience profile and brand essence, identify 3-5 areas of expertise that **[Your Brand/Business Name]** should focus on to create relevant and engaging content. These areas should align with the interests, challenges, and goals of the ideal customer while showcasing the brand's unique strengths and values.

- **LLM Output:** (A list of 3-5 areas of expertise)

Prompt 4: Research Industry Trends

Considering the target audience's interests and the brand's areas of expertise, identify 5-7 current trends and hot topics in the **[Your Industry/Niche]** industry that **[Your Brand/Business Name]** can leverage to create timely and relevant content.

- LLM Output: (A list of 5-7 industry trends and hot topics)

Prompt 5: Align with Business Goals

[Your Brand/Business Name]'s primary business goals for the next 6-12 months are: **[List of 3-5 business goals]**. Based on the target audience profile, brand essence, areas of expertise, and industry trends, suggest 3-5 core content pillars that can effectively support these goals and resonate with the ideal customer.

- LLM Output: (A list of 3-5 content pillars)

Optional Prompt 6: Refine and Prioritize

Evaluate the suggested content pillars and prioritize them based on their potential impact, relevance to the target audience, alignment with the brand's values, and ability to support the identified business goals.

- LLM Output: (A prioritized list of content pillars with justifications)



Jo Lambadjieva

AI Marketing tool:



Claude

- Analysing large databases of customer reviews
- Training the AI model on larger-scale company information due to the large context window (150k-200k tokens)
- Getting very human-like tone of voice to your marketing copy

Chained Prompt: Building email funnels

Prior Step: Collect all customer data available (Demographic data, Survey Data, Google Analytics, Amazon or Trustpilot reviews etc) and get Claude 3 to analyse it.

Prompt 1: Build Your Customer Persona

You are a world-class audience analyst who helps companies analyse their audiences based off various type of data. You are especially talented in building customer personas.

Instructions

Based off the customer data I gave you, create a detailed customer persona profiles for 3 distinct persona types of our customers.

Context

Our Target audience is **{add your audience}**. Our company is called **{add company background and products}**.

Prompt 1: Build Your Customer Persona (Cont.)

Criteria

– Provide the following points for each customer persona:

1. Name
2. Age
3. Gender
4. Location (Urban, Suburban, Rural)
5. Education Level
6. Income Bracket
7. Professional Goals and Challenges
8. Psychographics
9. Value and Beliefs
10. Attitudes towards our products or services
11. Media Consumption
12. Goals and Motivations
13. What they try to achieve (personally and professionally)
14. Key factors that drive their purchasing decisions
15. How they like to receive information (email, social media etc)
16. Frequency of communication they are comfortable with

Prompt 2: Creating a Content Calendar For Email Funnels Based on Customer Personas

You are an expert context strategist who helps companies build content calendars and marketing funnels based on customer data and previous campaigns. You are especially talented in building email marketing funnels.

#Context

Our Target audience is {add your audience}. Our company is called {add company background and products}.

Here is more information on our target customer personas:

Paste Outputs from Prompt 1.

- Persona 1:
- Persona 2:
- Persona 3:

#Instructions

Based off the customer data I gave you, give me 20 different ideas for email marketing campaigns that would engage these audiences and would make them want to engage with {our brand}

#Criteria

-Provide different angles for marketing funnels

Example: Retention email campaigns, activation, cancellation, upgrade etc

-For each angle provide 10 different ideas for email marketing campaign

-Provide all ideas in a three column table with:

- 1.Column: Angle
- 2.Column: Idea
- 3.Column: Elaboration on the idea

-Each marketing campaign topic should be highly engaging and ensure high email open rates

Choose Ideas you like from Prompt 2 and use in Prompt 3.

Prompt 3: Building Email Funnels With Psychological Principles

You are an email marketing expert who helps companies build compelling email marketing campaigns that attract and convert customers.

Instructions

Write an email funnel with the following sequence:

1. Nurture Email
2. Problem and Solution Email
3. 3 Main Features email with a strong CTA

Context

Our Target audience is **{add your audience}**. Our company is called **{add company background and products}**.

Criteria

-The email funnel will consist of 3 different, connected emails, each building upon the previous' email message.

- The main idea of this funnels is **Paste Selected Ideas from Prompt 2**

-Incorporate each of the following Psychological principles in the copy so that you can make the content more persuasive and compelling:

1. In the first email use the "Coolidge Effect" to highlight the novelty of our product and how it's a fresh and exciting option compared to others in the market. Ensure you emphasise that they always have the option to opt out of our services at any time.

2. In the second email use the "But You Are Free Effect" to emphasize the customer's freedom to choose the way they experience the product

3. In the third email use the "Sleeper Effect" to use testimonials or endorsements from lesser-known sources (such as some of our customers) to add credibility and long-term persuasive power.

-Optimize the copy for optimal CTRs, including strong call to action in the copy



Tara Thompson

AI Marketing tool:



ChatGPT

Prompt: Marketing Strategy Development using GOST methodology

This chained prompt will walk you through the GOST methodology to craft effective marketing strategies:

- **Goal:** Define broad outcomes to steer your marketing.
- **Objectives:** Set specific targets to support your goals.
- **Strategy:** Plan high-level approaches to achieve your objectives.
- **Tactics:** Detail the actions to implement your strategies.

Each step consists of four parts:

1. **Request:** Focuses you on a specific aspect of your strategy.
2. **Background:** Provides context to help you understand the request.
3. **Your input:** You add details about your business and strategic goals.
4. **AI model response:** The AI generates tailored outputs based on your input.

Key Points to Focus On:

- **Engage actively:** Provide detailed and relevant responses.
- **Follow the structure:** Each part builds on the previous for coherence.
- **Reflect and adjust:** Review and tweak based on the AI's feedback to align with your objectives.

Engage with each component to develop a targeted and actionable marketing strategy.

REQUEST

Reflect on the broader outcomes you desire from your marketing efforts. Consider how these goals align with your overarching business objectives and the unique aspects of your product or service.

BACKGROUND

****Goal (broad desired outcome)****

Goals in the GOST methodology are the broad, long-term desired outcomes that provide direction for marketing efforts. They are qualitative statements of what needs to be achieved.

Example: Increase market share for our product line by 20% within 2 years.

YOUR INPUT

[Give as much information about your company, including name, product/service offering and market positioning and most importantly what you would like to achieve over the next 12 months.]

AI MODEL RESPONSE

Provide clear details of the overarching goal:

[Describe the goal, specifying a quantifiable target to track progress effectively.]

REQUEST

Develop specific, measurable, achievable, relevant, and time-bound (SMART) objectives for each goal you've identified. Consider the key performance indicators (KPIs) that will help you measure success.

BACKGROUND

****Objective (specific, measurable target)****

Objectives in the GOST methodology are specific, measurable, achievable, relevant, and time-bound benchmarks that directly support goal attainment. The goals are quantified into metrics to track progress.

Example: Launch 3 new product variants tailored to underserved market segments by Q4 2024.

YOUR INPUT

[Specify challenges or opportunities your business is currently facing that these objectives should address.]

AI MODEL RESPONSE

Create a detailed list for each of the three objectives, specifying:

- **Objective 1:** [Specify the objective, e.g., "Increase monthly web traffic by 20%"]
- **Metric:** [Define how success is measured, e.g., "Number of unique visitors per month"]
- **Timeline:** [Set a deadline for achieving this objective, e.g., "Within the next 6 months"]
- **Objective 2:** [Specify the objective, e.g., "Enhance customer engagement on social media"]
- **Metric:** [Define how success is measured, e.g., "Engagement rate on posts"]
- **Timeline:** [Set a deadline, e.g., "By the end of Q3"]
- **Objective 3:** [Specify the objective, e.g., "Grow the subscriber base for our email newsletter"]
- **Metric:** [Define how success is measured, e.g., "Number of new subscribers"]
- **Timeline:** [Set a deadline, e.g., "Within 12 months"]

REQUEST

Outline the strategies you will employ to reach the objectives you've set. Think about the resources available, your competitive environment, and insights from your customer analysis.

BACKGROUND

****Strategy (high-level plan)****

In the GOST methodology, strategy defines the approach to achieving set objectives, focusing on the optimal use of available resources. It considers both internal capabilities and the competitive landscape to bridge the gap between objectives and tactics effectively.

Example: Conduct market research to identify unmet needs, develop differentiated products, and implement targeted marketing campaigns.

YOUR INPUT

[copy the objectives from Step 2 AND provide insights or data that support the selection of these strategies. Include information about market trends, customer behaviours, and resource availability.]

AI MODEL RESPONSE

List strategies in bullet points for each objective:

- Strategy for Objective 1: [Specify the strategy, e.g., "Use search engine optimisation (SEO) to increase web traffic."]
- Strategy for Objective 2: [Specify the strategy, e.g., "Implement a social media campaign featuring interactive content to boost user engagement."]
- Strategy for Objective 3: [Specify the strategy, e.g., "Launch a referral program to grow the newsletter subscriber base."]

REQUEST

Detail the specific tactics you will use to implement the strategies you've outlined. Consider the operational details, logistical requirements, and the tools needed to execute each strategy effectively.

BACKGROUND

****Tactics (specific actions)****

In the GOST methodology Tactics are the specific, detailed marketing actions and initiatives executed to implement strategies. They represent strategies that take tangible form at the ground level.

Examples: Hire a market research firm, assemble a cross-functional product team, and allocate a £500K marketing budget.

YOUR INPUT

[Insert your strategies here from Step 3]

AI MODEL RESPONSE

Using your strategies as a guide, outline specific tactics for each:

- Tactics for Strategy 1: [List the detailed steps, e.g., "Create a content calendar, assign content creation tasks to team members, and set up a system for tracking engagement metrics."]
- Tactics for Strategy 2: [List the detailed steps, e.g., "Develop campaign content, schedule posts, monitor engagement, and adjust ads based on analytics feedback."]
- Tactics for Strategy 3: [List the detailed steps, e.g., "Design a referral program, create promotional materials, and integrate the program into the existing customer journey."]

Prompt 5: Compile Marketing Strategy Document

REQUEST

Compile all the information gathered and formulated from Steps 1 to 4 into a comprehensive, HubSpot-style marketing strategy document using the GOST methodology. This document will serve as a detailed blueprint for executing the strategies and tactics developed in the previous steps.

BACKGROUND

The final marketing strategy document should be visually engaging, easy to navigate, and provide clear guidelines for execution. It will integrate all the insights, strategies, tactics, and planning details into a cohesive and structured format, with a single overarching goal at its core.

AI MODEL RESPONSE

Create a comprehensive marketing strategy document based on the data and decisions provided in Steps 1 to 4. Ensure the document includes the following components, formatted in a HubSpot style but adapted for the GOST methodology:

TITLE:

****Executive Summary****

Provide a brief overview of the marketing strategy's aims, key strategies, and expected outcomes.

****Goal****

State the single overarching goal that has been defined in Step 1.

****Objectives****

List the SMART objectives developed in Step 2 that support achieving the overarching goal. Provide metrics and timelines for each.

****Strategies****

Detail all strategies formulated in Step 3 that are aimed at achieving the listed objectives. Explain the rationale behind each strategy.

****Tactics****

For each strategy, specify the tactics outlined in Step 4. Include operational details, logistical requirements, and tools needed for effective implementation.

Prompt 5: Compile Marketing Strategy Document (Cont.)

****Resource Allocation****

Provide an overview of the resources (budget, personnel, tools) allocated for each strategy and corresponding tactics.

****Metrics and Evaluation****

Describe how the success of each strategy and tactic will be measured and tracked.

****Next Steps****

Write a list of next steps, including a topline timeline over the next 12 months, and place in a table format

****Conclusion****

Write a conclusion.

RESPONSE REQUIREMENTS

The document should be formatted for easy reading and navigation. Ensure each section is clearly defined and interconnected, providing a seamless flow from the overarching goal to the specific tactics planned for execution.



Isabella Bedoya

Objective: Grow your audience on LinkedIn by posting helpful carousels for your audience. Use ChatGPT and Canva to accelerate the process.

Ideally you want to aim to post at least 3–5 carousels weekly on LinkedIn.

IMPORTANT NOTE: ALWAYS EDIT, PROOFREAD & HUMANIZE ANY AI GENERATED CONTENT. IF YOU DON'T IT WILL SOUND ROBOTIC AND GENERIC.

AI Marketing tool:



ChatGPT



Canva



Perplexity

- ChatGPT
- Canva
- YouTube Walkthrough: <https://www.youtube.com/watch?v=fkVewFQdEkw>

AI-Powered LinkedIn Carousels:

PROMPT 1

Act as a social media strategist, we are going to create a social media marketing strategy for **{insert your social media platform of choice}**.

First, we will create an audience persona, including pain points, fears, desires, wants, and buying behaviors. Do not hallucinate, be accurate.

For context, **{insert what you do and who you sell to}**.

OPTIONAL PROMPT 2: Content Pillars

Create my content pillars that will help me grow my audience, resonate to my ideal buyers, and grow my email list.

Prompt 3: Brainstorm Carousel Ideas

Brainstorm 10 LinkedIn carousel ideas from the audience persona's fears, wants, desires, pain points.

The titles should be clickbait style, and you should rank from 1 to 10 which one you think will have the highest virality potential.

Prompt 4: Choose A Carousel Idea & Create It

Write a linkedin carousel about **{choose one of the titles from the prompt above}**

The format of the carousel should be:

Carousel:

Slide 1: **{Title Page - insert a clickbait/polarizing hook}**

Slide 2: **{Recap of what this carousel is about: In this guide i'm going to show you...}**

Slide 3: **{Insight #1}**

Slide 4: **{1-2 sentence supporting blurb to the insight #1.}**

Slide 5: **{1-2 sentences from my personal story or analogies to support the insight}**

Slide 6: **{add an "aha" moment to transition to the next slide}**

Slide 7: **{Insight #2}**

Slide 8: **{1-2 sentence supporting blurb to the insight #2.}**

Slide 9: **{1-2 sentences from my personal story or analogies to support the insight}**

Prompt 4: Choose A Carousel Idea & Create It (Cont.)

- Slide 10: {add an "aha" moment OR provocative question to transition to the next slide}
- Slide 11: {Insight #3}
- Slide 12: {1-2 sentence supporting blurb to the insight #3.}
- Slide 13: {1-2 sentences from my personal story or analogies to support the insight}
- Slide 14: {add a provocative question as the transition slide}
- Slide 15: {Insight #4}
- Slide 16: {1-2 sentence supporting blurb to the insight #4}
- Slide 17: {1-2 sentences from my personal story or analogies to support the insight}
- Slide 18: {add an "aha" moment to transition to the next slide}
- Slide 19: {Insight #5}
- Slide 20: {1-2 sentence supporting blurb to the insight #5.}
- Slide 21: {1-2 sentences from my personal story or analogies to support the insight}
- Slide 22: {add a smooth transition in between insights}
- Slide 23: {recap what we just discussed in all the previous slides in bullet points}
- Slide 24: Follow me for more content around these topics: {subjects I talk about}
- Slide 25: Found this helpful? Share this with other {insert target audience}

Prompt 5: Reformat To CSV Table Prompt

Rewrite it in a table format with the columns: slide number | headline | sub headline.