

FREE GUIDE

5 Ways to Effectively Use AI in Your Marketing



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INTRODUCTION

Welcome to the Future of Content Creation!

Hello, fellow busy entrepreneur! Content creation can sometimes feel like an uphill battle, right? Well, get ready for a game-changer: AI.

It's time to talk about AI and how it can give your marketing strategy a major leg-up. Trust me, the future of marketing is here, and it's spelled A-I.



You might be asking, "Is it even possible for a small business owner like me to use AI?"

Absolutely! Let's explore how you can use AI to supercharge your content creation process

Ready? **Let's dive in!**

NUMBER 1

Brainstorming Content Ideas

Blank screens will be a thing of the past!

AI tools like OpenAI's GPT-4 can generate a range of content ideas. Just provide the AI with some keywords or topics related to your business.



AI Prompt Example:

"You are a marketer at an insurance agency. Your boss has asked you to create more consistent content for the website to generate traffic for commercial insurance coverages. Generate 10 blog topic ideas related to risk management and insurance coverages for contractors."

You'll be presented with a list of unique and engaging ideas. But remember, always infuse your personal expertise into the AI-generated ideas.

Note: AI is a fantastic tool for brainstorming, but your human creativity is irreplaceable.

NUMBER 2

Drafting Social Media Posts

AI can be a fantastic assistant for creating social media content.

It can generate captivating captions, hashtag suggestions, and content suited for various platforms.

AI Prompt Example:

"You are an expert social media manager for an HR consulting company. You know the importance of having a great employee handbook. Write a LinkedIn post promoting your company's free guide on how to audit their employee handbook."

AI will create an enticing post, but don't forget to add your brand's unique voice.

Caution: AI is here to aid you. Always review and customize the generated content to ensure authenticity and accuracy.



NUMBER 3

Training AI to Write Like You

That's right! You can train AI to mimic your writing style. The more quality content you feed it, the better it gets.

AI Prompt Example for a Blog Voice:

"The style should be informative and instructional, with a touch of conversational tone. It aims to provide practical advice and suggestions. The voice is friendly, engaging, and approachable, addressing the readers directly and encouraging them to try the suggested technique. The tone is authoritative, emphasizing the importance of the topic while maintaining a helpful and supportive demeanor. The writing style is concise and straightforward, presenting the information in a clear and organized manner. The author acknowledges the role of technology but emphasizes the significance of traditional methods. Overall, the voice exudes a sense of reliability and expertise, encouraging readers to take action and share the knowledge with others."

This way, you can maintain a consistent voice across all your content while saving valuable time.

Note: The quality of AI's output depends on the quality of the input. So, be mindful of the content you use to train the AI. Be sure that you train it for Facebook, LinkedIn and Blog posts separately.

NUMBER 4

Drafting Blogs

Long-form content? No worries! AI can assist you in drafting blog posts, articles, and even white papers.

AI Prompt Example:

"You are a marketer at an HR Consulting Company. Draft a blog post on the importance of employee benefits for employers. The style should be informative and instructional, with a touch of conversational tone. It aims to provide practical advice and suggestions. The voice is friendly, engaging, and approachable, addressing the readers directly and encouraging them to try the suggested technique. The tone is authoritative, emphasizing the importance of the topic while maintaining a helpful and supportive demeanor. The writing style is concise and straightforward, presenting the information in a clear and organized manner. The author acknowledges the role of technology but emphasizes the significance of traditional methods. Overall, the voice exudes a sense of reliability and expertise, encouraging readers to take action and share the knowledge with others. Limit prose. Format this in markdown so it is easy to read."

Remember to review and edit the content. It's essential that the output aligns with your brand voice and values.

Caution: AI is a tool, not a replacement for human review. Always ensure your content meets your standards, is accurate, check any and all references and reflects the views of your organization.

NUMBER 5

Speeding Up the Content Creation Process

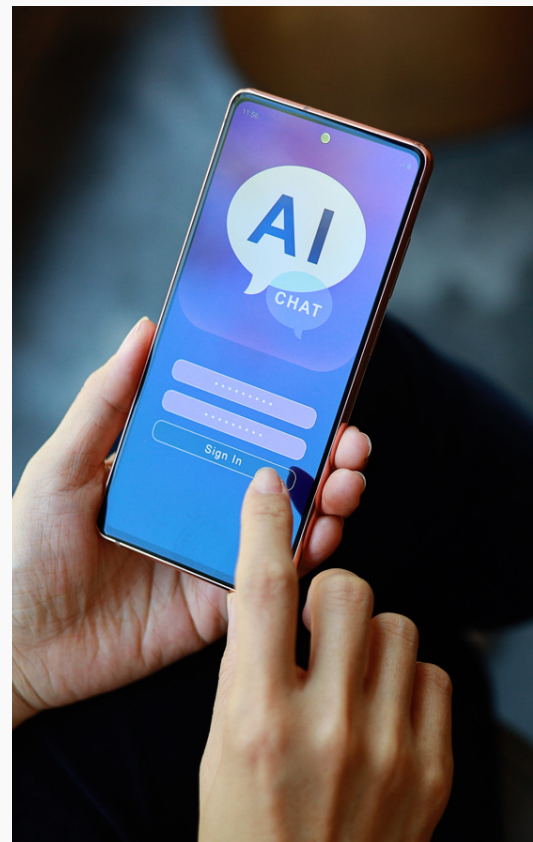
AI can drastically speed up your content creation process. You can generate a range of content in minutes, allowing you more time to focus on business growth.

AI Prompt Example:

"You are a social media manager for an insurance agency. Generate 5 LinkedIn posts about the importance of risk management in insurance."

Don't forget to add your "voice" paragraph.

Remember, speed should never compromise quality. Always review, revise, and polish your AI-generated content.



And there you have it! An insider's guide to leveraging AI in your content creation process. Trust me, once you start integrating AI into your content strategy, you'll wonder how you managed without it. Remember, the key is to merge AI's power with your unique brand voice and creative insights.

Ready to create? **Let's do it!**

CONNECT WITH KENDRA

I am on a mission to help small business owners do more effective and efficient marketing with fewer resources.

Be sure to check out my podcast, Imperfect Marketing to hear about great marketing and lessons learned. It's a great resource where you can learn from others, just like yourself.

Feel free to drop me an email anytime at support@kendracorman.com.

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