



# VMware Partner Guide to Marketing with Generative AI

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“Generative AI is a power tool for the mind.”

Noah Smith, economist<sup>1</sup>

## What is generative AI, and how does it enable doing more with less?

2023 has been a watershed year for generative AI, as millions worldwide have begun using powerful genAI tools to improve their productivity and enhance their creativity. Generative AI (or genAI, for short) is a branch of artificial intelligence that enables machines to learn and create new content or data based on patterns from existing information. Essentially, it's a form of machine learning that focuses on producing new and unique outputs rather than predicting outcomes.

This technology has opened up exciting new possibilities for businesses, especially in marketing. With genAI-assisted marketing, companies (such as technology partners) can now leverage the power of AI to create personalized and highly targeted campaigns that resonate with their audiences. By automating repetitive tasks and using data-driven insights, genAI-assisted marketing helps businesses optimize their work efforts, minimize costs, and increase ROI.

GenAI tools are being adopted widely by people and organizations worldwide for a wide variety of tasks. Marketing teams that incorporate genAI tools into their strategies and workflows are poised to significantly boost efficiency, productivity, and successful outcomes overall.

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*GenAI is capable of driving value only when paired with human expertise. It's important to note that genAI can't generate business value by itself.*

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GenAI can generate vast value for many business functions when deployed intelligently, especially for low-skill tasks. There are already many use cases across marketing roles in which genAI is increasing productivity and reducing manual labor, which means that marketing teams can make more of their budgets and bandwidth by focusing their efforts on higher-value work. In this ever-evolving digital landscape, genAI-assisted marketing is a game-changer that can help businesses stay ahead of the curve and achieve their goals faster.

But why should you invest in genAI-assisted marketing? The answer is simple: because it works. According to a study by Harvard University and the Boston Consulting Group, consultants using the genAI finished 12.2% more tasks on average, completed tasks 25.1% more quickly, and produced 40% higher quality results than those without.<sup>2</sup> These numbers speak for themselves—genAI-assisted marketing is not just a buzzword; it's a strategy that can drive real results.

Furthermore, by automating mundane tasks and freeing up time for human marketers to focus on more strategic initiatives, genAI-assisted marketing enables teams to be more creative and innovative. With the help of genAI, marketers can create content tailored to each of their target audiences, personalized messaging for each customer, and even predict consumer behavior.

In short, genAI-assisted marketing opens up endless possibilities for organizations to connect with their customers and constituents in a more meaningful and impactful way.

Once you've begun using genAI as part of your workflows, you'll likely find other opportunities to leverage it. However, amid all the challenges of identifying use cases and writing fruitful prompts, the most challenging aspect of using genAI may be simply getting started. But with the right mindset and approach, you can seamlessly integrate genAI into your marketing strategies and take your business to new heights.

This guide is an introductory reference for VMware partners and marcom practitioners to use in their workflows. Although this guide will highlight many tools, the following recommendations are tool-agnostic. Do what works for your business, and take full advantage of the potential genAI offers.

As we move towards a more data-driven and digitally-focused world, businesses must adapt and utilize emerging technologies like generative AI. Investing in genAI-assisted marketing gives you a competitive edge and allows you to stay relevant in an ever-changing market.

In the following sections, we will explore the different applications of genAI in marketing and how you can incorporate it into your strategies to drive success and innovation. Get ready to unlock the full potential of generative AI and revolutionize your marketing efforts! Let's dive in.

### Three applications of genAI

Generally speaking, the applications for generative AI can be grouped into three categories: Enhancing creativity, automating tasks, and personalizing customer experiences.

1. **Enhancing creativity and decision-making:** Because genAI models typically are trained on enormous volumes of data, they help generate many ideas (such as for copywriting), summarize large amounts of unstructured data, and provide contextual guidance for planning. A common use case for genAI is acting as an advisor, providing either guidance on an optimal course of action or a “second opinion” to validate one’s thinking. It is common to use genAI for idea generation and refinement while relying on human judgment to pick the best option.
2. **Automating repetitive tasks:** GenAI can automate mundane marketing tasks such as generating reports, creating social media posts, or personalizing email campaigns. This not only saves time but also allows marketers to focus on higher-value work. Because marketing is an increasingly data-driven discipline, genAI can provide valuable support for managing data and content assets. When trained on editorial style guidelines for marketing content, genAI can ensure that your messages to customers and the broader market are consistently on-brand. When trained on large volumes of public data, genAI can generate market insights automatically. For example, it could create a report summarizing customer conversations or online reviews, identify product usage and engagement patterns, or aggregate survey data to reveal new consumer preferences.
3. **Personalizing customer experiences (CX) at scale:** GenAI models can analyze complex datasets and extract useful information about customers’ behavior and preferences. GenAI can also customize the digital experience for individual customers, using detailed personas and automated microtargeting. The better you understand your customers and users, the better a genAI can tailor their individual experiences to optimize for conversions and retention. This allows marketers to create hyper-personalized campaigns and content that resonate with their target audiences. By utilizing genAI, businesses can deliver a personalized customer experience at scale, leading to greater engagement and more conversions.

In each of these applications, genAI is a powerful tool to augment human capabilities and enhance marketing efforts. By leveraging the potential of generative AI, businesses can take their marketing strategies to the next level.

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#### *A word of caution about the responsible use of genAI*

*As we continue to unlock the full potential of generative AI in marketing, always remember to approach the use of genAI as a supplement to your own thinking, not as a substitute.*

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When used irresponsibly, genAI can generate ethical and legal headaches, especially when sensitive data is used for training and prompting. The well-known tendency of genAIs to hallucinate or fabricate “facts” underscores the need for a human in the loop. The most effective solutions will involve humans working hand in (metaphorical) hand with genAI, ensuring that all outputs are ethical, accurate, and aligned with business objectives. As such, businesses must prioritize the responsible use of generative AI and implement strict guidelines for its usage.

## The future of genAI-assisted marketing

As technology advances rapidly, we can expect generative AI to become an integral part of the marketing landscape. GenAI will continue to evolve and enhance its capabilities in the future, allowing businesses to achieve even greater success in reaching their target audiences.

Moreover, as more companies incorporate genAI-assisted marketing into their strategies, it will become a standard practice in the industry. Organizations that fail to adapt risk falling behind their more advanced peers and losing their competitive edge.

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*“AI won’t replace marketers, but marketers who use AI will replace those who don’t.”*

*Paul Roetzer, Founder, Marketing AI Institute*

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## Starting your journey to becoming a genAI-assisted marketer

GenAI can serve a seemingly endless variety of tasks in marketing, from ideation, planning and research to execution and measurement. Many marketing applications are particularly well served by genAI, which can help expedite strategic and tactical planning, content creation and optimization, and performance measurement.

In many cases, GenAI provides greater value to less experienced marketers than to their more experienced peers. This is due to genAI’s ability to fill resource or skill gaps, such as in team bandwidth and ideation for subject matter or copywriting tasks. GenAI helps ensure you have covered most, if not all, of the sub-topics associated with a primary topic. It can aid in generating topics, producing logical outlines, and developing drafts for review.

Regardless of your role(s) as a marketer, there are three salient features of tasks that are suitable for applying genAI:



**Data-driven:** Does the task involve summarizing and/or deriving insights from a large dataset? Are quantitative metrics involved that can be modeled? GenAI is particularly well-suited for tasks that require processing large volumes of data.



**Repetitive:** Is the task time-consuming and/or tedious to perform manually? Does the task require mind-numbing amounts of line-item-level attention to detail from a human operator? Does it involve a repeating series of workflows? Tasks involve significant repetitive work—such as report generation, content creation, and social media management—are ideal use cases for genAI.



**Predictive:** Does the task involve a structured estimate of expected measurable performance or outcomes? Does it involve an “educated guess” about human behavior? GenAI can help marketers make more accurate predictions and decisions by analyzing patterns in data and finding unforeseen insights.

By considering these features, you can identify potential use cases for genAI within your marketing strategies. Keep these features in mind as you continue to explore the possibilities of genAI in marketing. They will help you identify potential use cases and determine whether genAI is a suitable solution for the task at hand.

But remember, successful integration of genAI into your workflows requires a human touch. By utilizing the power of generative AI while also leveraging human expertise, businesses can unlock endless possibilities for success and innovation in their marketing efforts.

## The “5 P’s” of genAI use cases

Echoing the famed “4 P’s of marketing” (product, place, price, and promotion), the Marketing AI Institute uses a “5 P’s” framework for genAI applications: planning, production, personalization, promotion, and performance.<sup>3</sup>

Along with the 5 P's, you can also include the so-called 3 V's of content: velocity, volume, and variation. GenAI can accelerate content development, create derivative assets, and customize for different audiences and personas. For in-depth examples of the use cases below, you can refer to the prompt library in the appendix of this paper.



### Planning

Because most genAIs have been trained on content that includes best practices across virtually every marketing function, they are powerful tools for building intelligent strategies. For example, genAI can serve as a “sounding board” for refining approaches to reach and engage audiences. GenAI can also provide guidance on topics likely to resonate with your target audience and suggest angles or perspectives you may have overlooked. This is especially true for less experienced marketers, who can use genAI as an expert advisor to narrow the expertise gap with their more seasoned peers.

#### Use case 1: Content strategy and campaign planning

A common application of genAI in planning is crafting content strategies and campaigns. By analyzing a large dataset of consumer behavior, demographics, and interests, genAI can help identify key themes and topics that will resonate with your target audience. This not only saves time but also ensures that your content is relevant and effective in driving engagement.

#### Use case 2: Audience identification and insights

GenAI can also be used to analyze customer data and identify key insights about your target audience. By processing large volumes of data, genAI can provide a more comprehensive understanding of consumer behavior and preferences, allowing marketers to tailor their strategies accordingly.

#### Use case 3: Competitive intelligence and market research

You can use genAI to generate awareness about the competition and market trends by analyzing data from various sources, including social media, customer reviews, and industry reports. This information can then be used to inform marketing strategies and stay ahead of the curve.

#### Use case 4: Predictive resource optimization and budgeting

By analyzing past performance data with information about resource utilization and budgeting, genAI can recommend how to allocate resources for maximum impact. This helps marketers make informed decisions when planning their budgets and helps ensure they make the most of their organizations' marketing spend.



### Production

Perhaps most famously, generative AI is useful for producing rough drafts and summaries for any content purposes and formats. A single core content asset (such as a white paper or video) can be reconfigured into several content formats (such as snippet videos and social media posts). Not only can genAI save time by automating the creation of these derivative assets, but it can also provide valuable content recommendations and insights.

#### Use case 1: Content generation

GenAI is particularly useful for generating text-based content at scale. By analyzing a large sampling of text (such as a collection of blog posts or social media comments), genAI can generate unique sentences that are relevant to the topic at hand. These sentences can then be used as inputs to derivative assets or to inspire new content ideas.

#### Use case 2: Copywriting and branding

Use GenAI to create compelling copy for branding and advertising purposes. By analyzing successful ad campaigns and brand messaging guidelines, genAI can provide recommendations for copywriting that resonates with target

audiences. This can save organizations much of the time and resources associated with messaging development while increasing the likelihood of capturing consumer attention.

Use case 3: Content repurposing and optimization

GenAI can also assist in repurposing content for different formats and platforms. By training on examples of successful content, genAI can provide insights on optimizing existing content for different audiences and channels. Again, this can save time and resources while ensuring the content is relevant and effective for its intended purpose.



## Personalization

Because genAI is driven by predictive pattern recognition across large datasets, it can customize the customer experience in real time for every person—and at a mass scale—regardless of their demographic or psychographic profile. By creating personas with genAI that are mapped to your persona research, you can query the AI endlessly to uncover insights into customer behavior and preferences.

Use case 1: Dynamic customer experience

Further extend personalization by using genAI to analyze data in real time and make recommendations for targeted messaging, product suggestions and more. GenAI can provide personalized insights and content recommendations that resonate with individual customers by training on a dataset that includes consumer behavior and preferences.

Use case 2: Analyze customer feedback and provide actionable recommendations

GenAI can also assist in analyzing customer feedback, such as reviews and surveys, to uncover critical insights and provide recommendations for improvement. Using a dataset of customer feedback, genAI can identify common themes and pain points, helping businesses make data-driven decisions to enhance the overall customer experience.



## Promotion

You can use genAI to provide near-autonomous support for developing, coordinating, and executing publishing schedules across marketing channels, with real-time readouts available at any time.

Use case 1: Reach intent-driven audiences at scale

Use intent-driven signals to scale marketing for maximum reach. By training on a dataset that includes customer intent and behavior, genAI can provide recommendations for targeting specific audiences through various channels.

Use case 2: Expand keywords and buyer/user titles for paid media campaigns and SEO/SEM efforts

GenAI can also assist in expanding keywords and buyer/user titles for paid media campaigns and SEO/SEM efforts. By analyzing data on successful campaigns and customer behavior, genAI can provide insights on which keywords to target and how to optimize ad copy for maximum impact.



## Performance

GenAI tools can summarize and analyze large datasets, providing structured insights and forecasts for business outcomes and human behavior. This can help organizations make data-driven decisions and optimize their strategies.

Use case 1: Predictive analytics for marketing campaigns

GenAI can assist in predictive analytics for marketing campaigns by analyzing data and providing insights on potential outcomes. By training on a dataset of successful campaigns, genAI can provide recommendations for improving campaign performance and predicting future results.

#### Use case 2: Multi-touch attribution

You can further extend analytical insights by using genAI to review results from multiple touchpoints in the customer journey and attribute conversions to highlight what's most effective. Use these insights to inform future marketing strategies.

#### Use case 3: Customer adoption and success

By analyzing data on successful customer interactions and experiences, genAI can also provide insights around the best ways to engage and retain customers, promoting customer adoption and success.



### **Additional genAI uses to boost productivity**

GenAI is also useful for many tasks related to administrative duties, stakeholder communications, and knowledge management. You can ask a genAI to act as any number of personas or subject-matter experts (such as an IT architect, a financial analyst, a motivational speaker, a C-level executive...).

#### Use case 1: Transcripts, notes, and summaries for meetings and presentations

Harnessing the power of generative AI can revolutionize the way we handle meeting summaries and transcripts. AI's capability to listen, understand, and summarize spoken communication can create accurate and concise meeting transcripts in real time. This allows participants to focus on the discussion rather than note-taking. Moreover, AI can analyze these transcripts to identify key points, decisions, and action items, ensuring all important details are captured and easily accessible after the meeting, enhancing productivity and efficiency.

#### Use case 2: Stakeholder communications and administrative tasks

Generative AI has immense potential for expediting and elevating stakeholder communications and administrative tasks. It can automate routine tasks such as drafting emails, scheduling, and report generation, saving valuable time and resources. GenAI can create personalized and contextually relevant stakeholder communications by analyzing historical communication data and company guidelines. This helps ensure consistent messaging and increases the efficiency of communication processes within the organization. Additionally, AI's real-time insights can facilitate faster decision-making and improved stakeholder engagement.

#### Use case 3: Citations

Some internet-connected genAI tools can source citations (in your preferred format) from live search data. You can request context-specific sources for events, products and trends. To avoid citing fictitious sources, always double-check AI-produced citations.

## **Best practices for deploying AI-assisted marketing**

The abundance of potential use cases and tools can make exploring, adopting and deploying genAI effectively a considerable challenge. Taking a strategic, structured approach to AI adoption—with strong support from leadership—can transform your organization into an AI-enhanced enterprise. An intentional, cross-functional approach can help your company harness AI strategically and ethically. Although individual contributors can explore various genAI tools for themselves, their organizations will benefit from a collaborative approach that homes in on the highest-value use cases that provide the shortest path to value.

As with any new technological frontier, ethical considerations should be at the forefront of strategic planning. One productive place to start is with an organizing body to coordinate and drive adoption. We suggest an AI council, with responsibility for outlining the corporate guidelines for the use of genAI, lining up enablement support, and identifying and shepherding the pilot projects.



## Five steps to getting started

- 1. Form an AI council:** To successfully adopt genAI, it is crucial to gauge internal interest and bring together individuals who are enthusiastic about its implementation. Establishing an AI council allows for effective communication, collaboration, and the creation of program support systems such as dedicated communication channels, email lists, and file repositories. It also provides a focal point for adoption across the company.
- 2. Develop a charter:** Creating a comprehensive charter is essential for the AI council. This document outlines the purpose, core values, goals, target use cases, and metrics that will guide the council's activities. A well-defined charter ensures alignment and clarity among council members and throughout the organization.
- 3. Create guidelines for ethical and responsible use:** As with any powerful tool, genAI must be used ethically and responsibly. Given the rapid advancements in the industry, it is crucial to establish guidelines that promote responsible usage, legality, and ethical considerations. These guidelines should be codified in companywide policies to ensure consistent and responsible use of genAI. Codifying these in companywide guidelines should be one of the council's first tasks.
- 4. Prioritize and execute pilot projects:** To gain practical experience and insights, it is important to prioritize and execute pilot projects. Developing guidelines that help focus efforts and clarify the boundaries of genAI usage will ensure that pilot projects are aligned with the council's and company's goals and objectives.
- 5. Promote AI literacy and adoption:** To foster a culture of AI adoption, it is essential to offer educational resources and workshops from genAI vendors. By providing teams with the necessary knowledge and skills, organizations can empower them to embrace and leverage AI technologies effectively. Recognizing and celebrating teams that advance AI adoption can also serve as a motivator for wider adoption within the company.

## Example core value statement:

The VMware Marketing AI Council has rooted our genAI strategy in these core values:

- AI literacy is foundational to the safe, effective, and ethical use of generative AI tools. Organizations have a responsibility to reskill their workers to thrive in the age of genAI.
- The successful deployment and responsible use of genAI depends on widespread training and access to tools. Productivity gains from genAI usage must benefit workers as well as their businesses. Time saved should be redirected toward more strategic, creative, and satisfying work—and more personal time.
- We show others how to leverage genAI for the greater good. Our advocacy and enablement can extend beyond the workplace, to our personal causes and community engagements. We empower marketing to lead the way within VMware, and VMware to position itself externally as a genAI leader.

## Guidelines for pilot projects

Because genAI tools are only now becoming widely available, you may find some use cases that have not been fully explored. Other use cases may carry outsized value for your organization, especially those that reduce or automate manual marketing tasks.

Ideally, introducing genAI for marketing tasks is accompanied by a fresh review of the underlying processes and workflows. Don't assume that the implementation of genAI should be accompanied by reduced staffing levels, especially for skilled contributors. Look instead to optimize your processes so marketing practitioners can focus instead on higher-value work.

Generally speaking, pilot projects should follow a 30-90 schedule, with startup within 30 days and testing over 90 days. After 90 days, a decision should be made whether to discontinue the pilot, formally embed it into existing workflows, or start an ongoing program.

For more tips and best practices about forming and deploying genAI in your organization, please see the Resources and Further Reading section below.

## Putting the “P’s” into practice with genAI

In this era of data-driven marketing, genAI is emerging as a powerful tool to enrich customer experiences, analyze feedback and data, amplify promotional efforts, and boost overall business performance. By utilizing predictive pattern recognition, genAI allows for real-time customization of the customer journey and helps uncover valuable insights into consumer behavior. Moreover, it can analyze customer feedback to identify recurring themes and pain points, fostering data-backed improvements in customer experience. From a promotional standpoint, genAI supports coordinating multi-channel marketing campaigns and SEO/SEM efforts, helping engage audiences on a larger scale and optimize marketing impact.

Partners who want to implement genAI in their marketing practices should begin by identifying their specific use cases for the 5 P’s and administrative tasks. Once the use cases are defined, you can work toward training the AI using relevant datasets, including consumer behavior data, customer feedback, or historical campaign data. GenAI can be employed after training to analyze real-time data, generate insights, and automate routine tasks. Remember, the key to a successful implementation lies in iterative testing and refinement: Be sure to test the recommendations from the AI, gather feedback, and fine-tune your queries for better results. With genAI, organizations of all kinds can proactively cater to customer needs and drive growth by delivering personalized, data-driven experiences.

We are at the outset of a generational shift in how all of us can do business, communicate, and innovate. For marketers, genAI presents incredible new opportunities to scale your company’s reach and impact in the market with relative ease. For VMware partners, we hope this guide serves as a catalyst and roadmap for your journey to becoming an AI-enhanced business.



## Appendices

### Tips for crafting effective prompts

The key to improving productivity with genAI lies not in the tools themselves but in the prompts you create to direct the AI. The quality of the AI's outputs is generally correlated with the quality of the prompt—the more detailed and specific the prompt, the more useful the output. Some genAI platforms have features for enhancing prompts automatically.

- Be specific and detailed: Clarity and context are essential for generating outputs that rise above the threshold of generic content. Define your goals and provide context (such as personas, stage of buyer's journey, or marketing framework) to sharpen the AI's outputs.
- Specify your desired output and provide explicit constraints: Instruct the AI to act as a specific persona and describe the outputs you want (e.g., number of bullet points, paragraphs, etc.). One exception: Refrain from stipulating a specific word count, but feel free to suggest a number of paragraphs or sentences.
- Allow the AI to evaluate its outputs: Feeding an AI's outputs back into the tool—along with instructions for assessing or improving those outputs—drives continuous learning by the AI for greater long-term value to your organization.
- Sometimes, simple is best: Short prompts such as “make it better” or “cut the fluff” can be surprisingly effective. Exercising creativity with your prompts can also go an unexpectedly long way.

### Prompt library

Here some example prompts to go with the use cases above.

#### Planning

##### Use case 1: Content strategy and campaign planning

Act as a marketing strategist. Generate a detailed marketing plan that outlines how VMware partners can utilize genAI technology in their campaign planning to engage their target audience effectively. Start by defining the main goals of the campaign and identify targeted [audience segments] and their unique challenges and pain points. Explore the possible ways in which genAI technology can influence the [content development process], [distribution channels], and [lead nurturing tactics]. Then, focus on creating actionable steps, outlining the best strategies for using genAI in [email marketing], [social media], and [landing pages]. Finally, create a comprehensive timeline detailing each stage of the campaign rollout, expected deliverables, and critical metrics for measuring success.

Related prompts:

- Suggest a campaign plan for [company] to approach [target demographic] about [offering].
- Brainstorm topics and suggest questions for an interview with [target persona] on [topics].

##### Use case 2: Audience identification and insights

Analyze the attached dataset of customer interactions with [company], including social media posts, website visits, and email interactions. Identify insights about customer behavior and preferences. Based on these insights, provide recommendations for how [company] can better tailor their marketing strategies to engage with their target audience.

Related prompts:

- Create comprehensive [user or customer] personas for [target demographic].
- Design a user research survey for [product or page URL] and write invitations.
- Identify user needs for [product] among [target demographic].

### Use case 3: Competitive intelligence and market research

Research a set of [company or product] competitors and analyze their online footprint. Summarize your findings, including key insights about the competition's target audience, messaging, and marketing strategies. Based on this information, provide recommendations for how [company] can differentiate themselves and stay ahead in the market.

Related prompts:

- Compare and contrast [product X] versus [product Y] in terms of [desired aspects such as speed, cost, etc.]
- Write five bullet points explaining [desired details about the company, competitor, and/or customers].
- What are three successful examples of [marketing objective, including detail on customers and goals]?

### Use case 4: Predictive resource optimization and budgeting

Act as a marketing analyst. Analyze past performance data and market trends to predict the optimal allocation of resources for an upcoming campaign. Based on your findings, provide recommendations for how [company] should budget their resources to achieve maximum impact and ROI.

Related prompts:

- Predict the expected ROI for [marketing tactic or channel] based on historical data and market trends.
- Create a budget plan for [company] to allocate resources for their next marketing campaign.
- Identify critical areas for cost-cutting in [company's] marketing strategy.

## Production

### Use case 1: Content generation

Act as a blogger. Craft a powerful blog post that explores the impact of [specific event] on [specific personas or community]. Ensure the post is engaging and holds the reader's attention, starting with a compelling introduction that sets the stage and establishes the context of the event. Gather different perspectives and insights and include an analysis of this event's potential long-term impact. Conclude your post with actionable insights and takeaways for readers.

Related prompts:

- Design an effective customer-facing web page and email campaign for promoting [product], targeting a specific demographic and location.
- Draft a product description highlighting the benefits and unique features of [product] and a testimonial showcasing a satisfied customer's experience.

### Use case 2: Copywriting and branding

Act as an advertising copywriter. Create a series of ad copies for [product or service] targeting [specific demographic]. Start by identifying key features and benefits of the product that would appeal to your target audience, then craft powerful ad copy to match.

Related prompts:

- Write a headline that highlights the [benefits or unique value proposition] of [offering] for [target personas], along with a persuasive call to action (CTA) aimed at [target personas].
- Proofread the following copy and check for compliance with [company] brand standards.

### Use case 3: Content repurposing and optimization

Act as a content producer. Repurpose these blog posts into a series of social media posts and a presentation, optimizing the content for different platforms and audiences. Start by identifying key themes and takeaways from the original blog post. Then, generate text variations that align with these themes and are suitable for social media posts and slides.

Related prompts:

- Transform the following white paper excerpt into visually engaging infographics suitable for sharing on social media. Emphasize key statistics and insights, and ensure the design aligns with [company] brand standards.

## Personalization

### Use case 1: Dynamic customer experience

Act as a customer experience manager. Personalize the customer experience for [company] by analyzing real-time data and identifying key insights about individual customers. Based on these insights, provide recommendations for how [company] can tailor their messaging, product suggestions, and other touchpoints to meet the needs of each customer better.

Related prompts:

- Act as a marketing specialist. Develop alternative versions of this advertising content for [target personas]. Create multiple drafts of the advertisement, including different taglines, copy text, visual assets, etc.
- Draft an email marketing campaign for [target audience] promoting [product or service]. Carefully craft a personalized email that clearly outlines the benefits of the product or service specifically for the audience.
- Suggest an email automation plan for [specific audience or persona].

### Use case 2: Analyze customer feedback and provide actionable recommendations

Analyze customer reviews for [product or service] and provide actionable recommendations for improving the customer experience. Start by identifying common themes and issues mentioned in the reviews and any standout positive comments. Then, use this information to provide specific recommendations that address these concerns and enhance the overall customer experience.

Related prompts:

- Suggest ways to respond to customer complaints in [comment log].
- Create a customer-facing FAQ based on customer questions in [comment log] and generally asked questions.

## Promotion

### Use case 1: Reach intent-driven audiences at scale

Develop a marketing campaign that targets [specific audience or persona] for [product or service] and includes a mix of channels such as social media, email, and display advertising. Analyze data on customer intent and behavior and provide recommendations for how to effectively reach this audience through each channel.

Related prompts:

- Create a social media strategy targeting [specific audience or persona] for [product or service] that includes a mix of content types, such as videos, images, and blog posts.
- Provide recommendations for content ideas and messaging that will resonate with [this audience]
- Create an email campaign targeting [specific audience or persona] for [product or service], including personalized subject lines and content. Analyze customer data and preferences, and provide insights

### Use case 2: Expand keywords and buyer/user titles for paid media campaigns and SEO/SEM efforts

Expand your keyword list for [product or service] and identify potential buyer/user titles to target in paid media campaigns and SEO/SEM efforts. Analyze data on successful campaigns and customer behavior and provide insights on which keywords to target based on search volume and relevance. Additionally, identify potential user/buyer titles to target through paid media campaigns by analyzing customer demographics and preferences.

Related prompts:

- Create a Google AdWords campaign targeting [specific audience or persona] for [product or service], including keyword research, ad copy, and budget recommendations. Analyze data on customer demographics and preferences to inform your strategy.
- Optimize the meta descriptions and title tags for [company's] website based on analysis of top-performing SEO keywords and competitor websites. Provide recommendations for improving search engine ranking and driving

## Performance

### Use case 1: Predictive analytics for marketing campaigns

Analyze data from past marketing campaigns and provide predictions for the performance of upcoming campaigns. Generate insights on what strategies have worked in the past, potential outcomes, and recommendations for improving campaign performance.

Related prompts:

- Create a forecast for [company's] sales based on historical data and market trends.

### Use case 2: Multi-touch attribution

Analyze data on previous customer journeys and provide a multi-touch attribution report, highlighting which touchpoints were most effective in driving conversions. Identify patterns and insights that can inform future marketing strategies for maximum impact.

Related prompts:

- Create a customer journey map for [target personas] and identify potential areas for improvement or optimization. Use data analysis to inform your recommendations.

### Use case 3: Customer adoption and success

Analyze data on successful customer interactions and develop a strategy for promoting customer adoption and success. Identify potential areas for improvement or personalized touchpoints that can enhance the overall customer experience and increase retention rates.

Related prompts:

- Analyze the attached user data and create a customer onboarding plan for [product or service]. Provide recommendations for optimizing touchpoints and engaging with customers to drive adoption and success.
- Develop a customer retention plan for [product or service] based on analysis of successful customer interactions and feedback. Generate insights and recommendations for reducing churn and improving overall customer satisfaction.

## Additional genAI uses to boost productivity

### Use case 1: Transcripts, notes, and summaries for meetings and presentations

Deliver an organized and concise summary of the [topic] meeting you attended. After reviewing the meeting notes, pull out the essential details: key takeaways, key decisions, and unresolved issues.

Related prompts:

- Generate a transcript and executive summary from [meeting/presentation recording]. Keep it brief but informative.

### Use case 2: Stakeholder communications and administrative tasks

Act as a project manager. Schedule meetings and send personalized emails to stakeholders, keeping them updated on the project's progress. Analyze stakeholder communication preferences and company guidelines to ensure all communications are consistent and effective.

Related prompts:

- Create a statement of work that includes the customer's pain points and include the following sections: [list fields from SOW template in use]
- Write a job description for a [role] citing [key cultural values, responsibilities, and desired qualifications].

### Use case 3: Citations

Act as a researcher. Source relevant studies and articles to support your argument on [specific topic]. Make sure to double-check the accuracy and credibility of each source before including it in your research.

Related prompts:

- Provide a list of credible sources to support the statement that [specific trend or event] is impacting [industry or target audience].
- Generate a bibliography for [research topic or report]. Ensure all sources are reliable and relevant to the topic.

## Resources and further reading

### External resources

- [Marketing AI Institute](#)
- [There's an AI for That](#)
- [Jasper Academy](#) and [prompt library](#)

### Partner-facing resources

- Partner Demand Center

### Citations

1. Noah Smith. "[Is It Time for the Revenge of the Normies?](#)" Sep 4, 2023.
2. "[Navigating the Jagged Technological Frontier: Field Experimental Evidence of the Effects of AI on Knowledge Worker Productivity and Quality.](#)" Harvard Business School Technology & Operations Mgt. Unit Working Paper No. 24-013, Sep 15, 2023.
3. Marketing AI Institute. "[The 5 Ps of Marketing Artificial Intelligence.](#)" Paul Roetzer. Sep 30, 2017.





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