

5 P's of Gen-AI Assisted Marketing Cheat Sheet

Generative AI can help you with each of the five P's, accelerating the time it takes you to complete deliverables for each of the use cases noted below. Start with the associated prompts and refine as needed for your specific organization.

Planning USE CASES



Content strategy and campaign planning



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]

Competitive intelligence and market research



Create comprehensive [user or customer] personas for [target demographic].



Design a user research survey for [product or page URL] and write invitations.

Audience identification and insights



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]?

Predictive resource optimization/budgeting



Predict the expected ROI for [marketing tactic or channel] based on historical data and market trends.

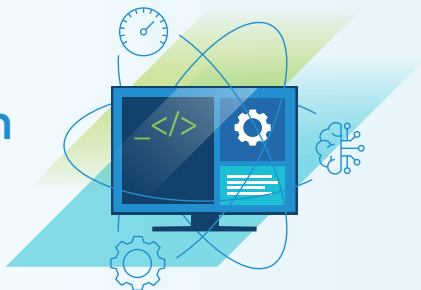


Create a budget plan for [company] to allocate resources for their next marketing campaign.



Identify critical areas for cost-cutting in [company's] marketing strategy.

Production USE CASES



Content generation



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.

Copywriting and branding



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.

Personalization

USE CASES



Dynamic customer experience



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].

Analyze customer feedback and provide actionable recommendations



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 CASES



Reach intent-driven audiences at scale



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

Expand keywords and buyer/user titles for paid media campaigns and SEO/SEM efforts



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 more traffic to the website.

Performance

USE CASES



Predictive analytics for marketing campaigns



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

Multi-touch attribution



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

Customer adoption and success



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.