Partner with AI Like a Marketer

Overview: This guide provides options for collaborating with AI to boost your marketing efforts. AI tools like ChatGPT (or your favorite AI Chatbot) can be helpful for brainstorming, inspiration and collaboration.

How to use: In ChatGPT or your favorite AI Chatbot, cut and paste the prompts on the following pages and experience the benefits of teaming up with AI to assist and inspire, while you remain the subject-matter-expert and serve as the human-in-the-loop.

Contents

My story: *I'm Julie Kelleher, living and working at the intersection of education, technology, and parenting. The working mom hustle is real, and my biggest wish is often for more time (and, yes, more sleep—but mostly more time!). My kids, who I like to call "AI Natives," inspire me daily to embrace the future with them, exploring how AI can enrich our lives, spark curiosity, and help us reclaim those precious hours for what matters most. Through resources like this, I share real-life examples of how I've experimented with AI to hack the hustle—whether at work or home—in the hopes that it inspires you to reclaim more time to do what you love.*

AI Insights for Defining Your ICP and ICA

AI can be a helpful collaborator when defining and refining your ideal customer profile (ICP) and the associated ideal customer avatars (ICA). Try out the sample prompts below to help define your ICP and ICA and their challenges and interests. Customize and paste them into ChatGPT (or another AI tool of your choice) for a clearer understanding of your ICP and ICA and to narrow down who you're targeting in your go-to-market efforts.

PROMPTS >> Partner with AI to Define and Refine your ICP and ICA

To get started, replace each bracket with your specific information.

ICP	**AI Prompt:** Help define my Ideal Customer Profile for a [insert what your offering is] that helps [insert your target market and audience].
ICA	**AI Prompt:** What challenges/struggles do [insert one of your ICA roles] face as it relates to [insert what your offering helps people do]?

More on ICP & ICA

Defining your Ideal Customer Profile (ICP) and your Ideal Customer Avatar (ICA) are essential inputs to your Go-To-Market (GTM) strategy. In marketing and sales, ICP & ICA refers to the process of clearly defining who your best-fit customers are to inform your go-to-market strategy. This will help you focus your marketing and sales efforts on the most valuable customers. ICP and ICA are complementary but distinct concepts:

- Ideal Customer Profile (Profile-level ICP): Defines the type of company or organization that would benefit most from your product or service.

- Ideal Customer Avatars (Persona-level ICA): Focuses on the individual decision-makers (or key buyers), implementers and end users within your target companies or organizations and their specific needs, goals, and behaviors.

AI Insights for Understanding Your ICAs

Adopting a market-first, audience-centric approach to go-to-market planning is crucial for resonating with your target audience. By understanding their priorities, the challenges they face in reaching those goals, and their specific pain points, you can effectively align your offering with what matters most to them. Try out the sample prompts below to better understand your target audiences, their challenges and interests.

PROMPTS >> Partner with AI to Understand your ICAs

To get started, replace each bracket with your specific information.

DECISION MAKERS	**AI Prompt:** What are the strategic priorities of [insert one of your ICA decision-maker roles]? What challenges/struggles do [insert who your ICA is] face when [insert what your offering helps people do]?
END USERS	**AI Prompt:** What challenges/struggles do [insert one of your ICA end-user roles] face as it relates to [insert what your offering helps people do]?

AI Insights for Value-Based Positioning

Value-based positioning is about explaining the value your product creates for the people who use it. It shifts the focus from features (what the product does) to outcomes and benefits (how it helps). This approach ensures that your messaging resonates with your audience by answering: What problem does it solve? How does it improve their situation? Why is it better than other options?

Try out the sample prompts below to help craft value-based positioning statements. Customize and paste them into ChatGPT (or another AI tool of your choice).

PROMPTS >> Partner with AI to Develop Value-Based Positioning
To get started, replace each bracket with your specific information.

POSITIONING STATEMENT	**AI Prompt:** Help develop value-based positioning for my [product name] that helps [who do you help/your ICA] in [type of organization you help/your ICP] overcome [challenge/pain point]. [Product name] helps [ICA key benefit/outcome].
REFINEMENT TIPS	**Tip:** Ask for 3-5 more examples with specific shifts based on your preferences. For example, try "give me 3 more examples, 1 geared toward a decision-maker, 1 geared toward an end-user, and 1 that creates a sense of urgency".

AI Insights for Multi-Channel Marketing Ideas

AI can be a helpful collaborator when developing multi-quarter marketing plans and corresponding tactics to activate the plans. Try out the sample prompts below to help generate ideas for how to activate and amplify your brand awareness efforts across multiple marketing channels. Customize and paste them into ChatGPT (or another AI tool of your choice).

PROMPTS >> Partner with AI on Multi-Quarter Marketing Plans

To get started, replace each bracket with your specific information.

PLAN	**AI Prompt:** I need to develop a multi-quarter marketing plan from [start date - end date]. Each quarter has one industry event focused on a key decision maker. Decision makers we are targeting include [decision makers]. Help me generate a multi-channel marketing plan that leverages the quarterly events and streamlines efforts across all channels.

PROMPTS >> Partner with AI on Campaign Plans

To get started, replace each bracket with your specific information.

CAMPAIGN	AI Prompt: Help me build a marketing campaign targeting [target audience / ICA] who [attributes of this group of people]. The campaign timeline should be from [start date - end date] and the goal is to [what action do you want them to take or what benefit should they receive]. Channels we will use include [channel 1, channel 2, channel 3].

AI Insights for Content Outlines

AI can be a helpful inspiration and collaborator when planning and writing content. It's important to not let AI lead the copywriting process. As a best practice, you should ensure that you remain the subject-matter expert and tweak and customize the AI-generated content to add your own voice, perspective and tone.

PROMPTS ›› Partner with AI on Content Outlines & Topics
To get started, replace each bracket with your specific information.

CONTENT OUTLINES	**AI Prompt:** Create a structured outline for a [insert blog, eBook, newsletter, etc.] about [insert topic] tailored to my Ideal Customer Avatar, who is [insert who your ICA is]. Please make sure to reflect a tone in the outline and copy that is [insert your preferred tone, such as 'provocative', 'playful', or 'formal'] and represents the unique perspective of [insert unique perspective regarding this topic such as something only your product can offer or your point of view on your target market].
CONTENT TOPICS	**AI Prompt:** Based on current trends in [insert your target market]and common challenges faced by my ICA who's [insert who your ICA is], suggest a list of [insert number of desired topics] topics I could make a [insert blog, eBook, newsletter, etc.] about. These topics should be relevant, informative, practical, and aimed at helping my audience [insert specific goal or solution your ICA is seeking].

AI Insights for Social Media

Batching social media content is another great area where AI can be an excellent sidekick. Again, AI should not lead the copywriting process and instead should serve as a brainstorming partner and collaborator. Your role is to continue to serve as the human-in-the-loop, reviewing and refining copy to ensure consistent tone, style, and accuracy. Don't forget to continue to provide feedback to whatever tool you use. You can always steer it away from certain topics or themes or request that it continue to emphasize a specific theme or topic that you resonate with.

PROMPTS >> Partner with AI for Social Media

To get started, replace each bracket with your specific information.

REPURPOSE CONTENT	**AI Prompt:** Use this [insert content type such as blog post] that I wrote for [your ICA]. Please make 10 informative social media posts to learn from and take action based on the information from this [insert same content type as in the first sentence such as blog post]. Be sure to use this tone [insert your preferred tone]. Please use this copy from the [insert same content type as in the first sentence such as blog post] [Insert the copy from the content type used above].
PROMOTIONAL	**AI Prompt:** I'm planning my social media calendar and need 10 weeks of engaging post ideas and topics based on the following information: - [Insert your topic and describe your ICA] - [Insert goals such as educating the audience] - [Insert information about what makes your offering unique] - [Describe your preferred tone and style of your content, e.g., creative]

Do you have a favorite way to partner with AI like a Marketer? I'd love to hear from you! Feel free to drop me an [email](#).