



AI Prompt Generation for Content 101



vi marketing and branding

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1. The quality of your **INPUT** determines the quality of your **OUTPUT**.
2. **Don't reinvent the wheel.** If you're prompting a large language model (LLM) like ChatGPT or Claude to perform a basic task, search "AI prompts for [task]" before spending too much time on your own prompt.
3. **Tell the LLM who it is:** "You are an award-winning copywriter known for your ability to write clear, cohesive and concise copy."
4. **Train it** on **client preferences, campaign objectives, brand voice**, etc. using existing content like **marketing research, strategic plans, blog posts, website copy and social media content** before asking it to perform a task. Paste the content in the chat, upload a PDF/doc or link to a site (if using GPT Plus). **Just be careful not to upload anything proprietary or confidential.**
5. **Describe the task in as much detail as possible:**
 - **Example:** "Generate an outline for a 500-word blog post for VI Marketing and Branding over **10 past Olympics campaigns** from other brands. **Analyze what worked well/what didn't** and **provide actionable tips** for future campaigns. Then, **create a first draft**, ensuring the writing is **conversational** and aligns with **AP Style** and the **VI brand voice**. Use the following blog posts as a reference: [posts]."
6. **Discuss everything related to the task in the same thread.**
 - If using a custom GPT or ChatGPT Plus, provide in-depth feedback so it can update its memory and produce better results in the future!



How and When To Use AI

1.

Brainstorming, Unconventional “Research” and Data Analysis

- Use AI for **“research”** you can’t easily search (NOT standard research).
 - **Example:** “List 10 similarities between banking and Alice in Wonderland.”
- Feed it high-quality research and ask it to **analyze** and **summarize** key points.
 - **Example:** “Analyze the marketing research in the attached PDF and summarize its key points and findings.”
- Use it to **rule out overused ideas** and/or as a **thought-starter for new ideas**.
 - **Example:** “You’re a savvy content strategist known for proposing original, strategic ideas. Review these blog posts. List 30 topics that are relevant to this client and industry, avoiding any that are too similar to past blog posts.”

2.

Outlining and Creating Content

- Use AI to create **outlines** and **first drafts**, but **ALWAYS review and edit** its work to ensure it is factually correct, on brand and sounds like a human wrote it.
 - **Outlining prompt [same thread as brainstorming]:** “Generate an outline for a [word count] blog post on [topic]. Cover these key points: [points].”
- **Train the LLM on existing content** (see the prompt generation tips above).
 - **First draft prompt [same thread]:** “Analyze the tone, writing style and brand voice of the content above. Generate the first draft of a blog post on [topic] using the outline. Write conversationally and adhere to AP Style and [other client/project specifics].”
- **Create a custom GPT** for large campaigns or clients you work with extensively.
 - FYI: You can only do this with a ChatGPT Plus subscription.

3.

Paraphrasing, Summarizing and Repurposing Content

- Ask the AI to convert a blog post you wrote into a social media post.
- Paste/upload/link to others’ **content you’d like to repurpose**. Ask it to **paraphrase/synthesize it into something new**.
 - **Synthesis prompt:** “You’re a seasoned copywriter specializing in public health. Please write a [word count] blog post for [brand] on [topic] featuring recipes from: [links]. Please use the following blog posts as a reference for brand voice and ensure it’s at a [grade] reading level.”

4.

Proofreading, Unbiased Feedback and Compliance Checks

- **Proofreading:** Be incredibly specific about your intended style and brand voice.
- If you don’t specify that you’re writing conversationally, it will formalize it.
- **Feedback:** Describe your intent and ideal tone, feed it your first draft and ask the LLM for honest feedback on your tone, the clarity of your message, etc.
- **Compliance:** Provide the first draft of your proposal/entry and the requirements.
- Have it generate a list of missing info, optimization tips and edits.
- Just don’t feed it highly personal, sensitive or classified info!

