PRACTICAL WORKBOOK / MARKETING

AI FOR MARKETING

From content to demand.

01
CONTENT

02
DESTINATION

03
MEASUREMENT

METHODS / EXERCISES / EDITABLE WORKSHEETS

A complete English edition. Individual professional use.

HOW TO USE THIS WORKBOOK

AI FOR MARKETING — FROM CONTENT TO DEMAND

Posting frequently is easy to measure and hard to justify when nobody knows what should happen next. This workbook connects the audience's problem, your message, the format, the landing page and the purchase. AI helps explore ideas and produce variations; choosing what to promise and checking what you sell remain editorial responsibilities.

Build a four-week organic campaign with explicit content, destinations, owners and measures. The aim is an experiment you can interpret, not guaranteed views or sales.

How to work

Choose one product that is already usable and a clearly defined audience. Use the worksheets to connect each piece of content to a concrete question. Start with one channel you can manage and one verified page. If purchase data is unavailable, state that limitation: do not attribute orders to the latest clicks when you cannot trace the connection.

What is included

Eight chapters, a teaching case with a carousel and storyboard, a four-week plan, six CSV worksheets and editable Markdown. Social accounts, scheduling software, videos produced for your brand and ongoing channel management are not included.

What is not included

Software, accounts, subscriptions, consulting, setup on your systems and guaranteed financial results are not included. All examples are fictional teaching scenarios: people, companies, dates and figures do not describe real customers.

Contents

01 Define one person and one problem

02 Make an offer that matches the files

03 Build an editorial map

04 Adapt one idea for carousel, PDF and video

05 Make the landing page credible

06 Give production clear owners and states

07 Read metrics without confusing outcomes

08 Run a four-week experiment

01 / PROCEDURE

DEFINE ONE PERSON AND ONE PROBLEM

An audience described only as ‘business owners’ is too broad to guide an editorial decision. You need context: what is this person trying to do, where do they get stuck and what alternative do they use today? A concrete difficulty produces examples; a generic category produces slogans.

Collect the audience’s own words from conversations you are entitled to use, support requests and relevant public questions. Record the source and distinguish quotation, summary and interpretation. Do not invent an ideal customer’s problems, income and habits and present them as completed research.

Working steps

1. Describe the task: for example, planning the sales week without losing follow-ups. Specify when the problem occurs and which solution is used now.

2. Collect five real questions and two objections, or practise with a clearly labelled fictional set. Five observations help form hypotheses; they do not automatically represent the market.

3. Write down what the audience already knows and what they need to understand to decide. Avoid repeating introductory concepts to someone seeking a demonstration.

4. Define an exclusion. An individual workbook may not suit someone seeking a configured system for a hundred operators.

Fictional example

Fictional scenario: an independent consultant forgets which proposals need a response. They use a task list but do not record the next agreement. The editorial problem becomes ‘distinguishing reminders from agreed commitments’, rather than ‘working better with AI’. The latter is broader but gives less guidance for the content.

Use AI this way

Provide sanitised observations and request three possible problems, the supporting phrases and contrary signals. Do not ask for fabricated testimonials or opinions attributed to people who do not exist.

Exercise

Complete a brief with the audience, task, obstacle, alternative and main question. A colleague should be able to picture a concrete situation without asking for further explanation.

DONE WHEN — You can write a useful example for the chosen audience and explain who the content is not for.