Harnessing AI for Marketing

Presented by

@CaelanHuntress

WORKSHOP AGENDA

- Introduction
- Marketing in the Age of AI
- Personal Brand vs Business Brand
- Competitive Analysis
- Making a Marketing Plan with AI

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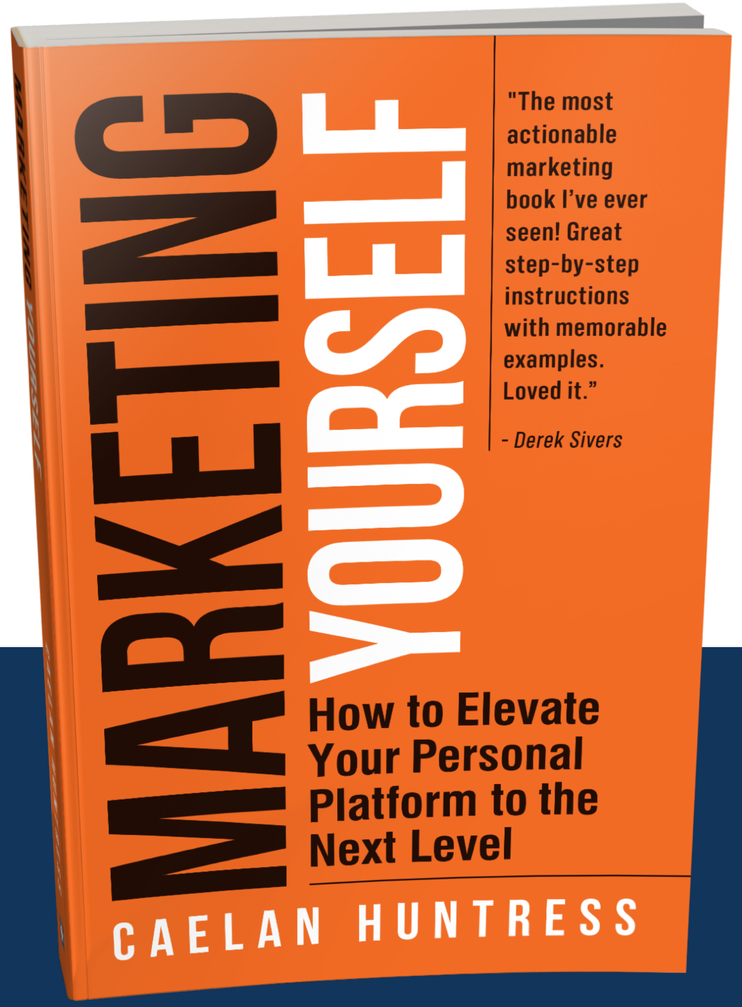
Caelan Huntress

- The Newest Zealander
- From Portland, Oregon

ENTREPRENEURIAL HISTORY

- Ran away and joined the circus
- Digital nomad for 15 years
- International digital marketing agency for experts
- Teach AI workshops



https://marketingyourselfbook.com/

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Artificial Intelligence
Christchurch Meetup Group

PROMPT WARM-UPS

Prompt an LLM with:

- What is the longest movie title in the world?

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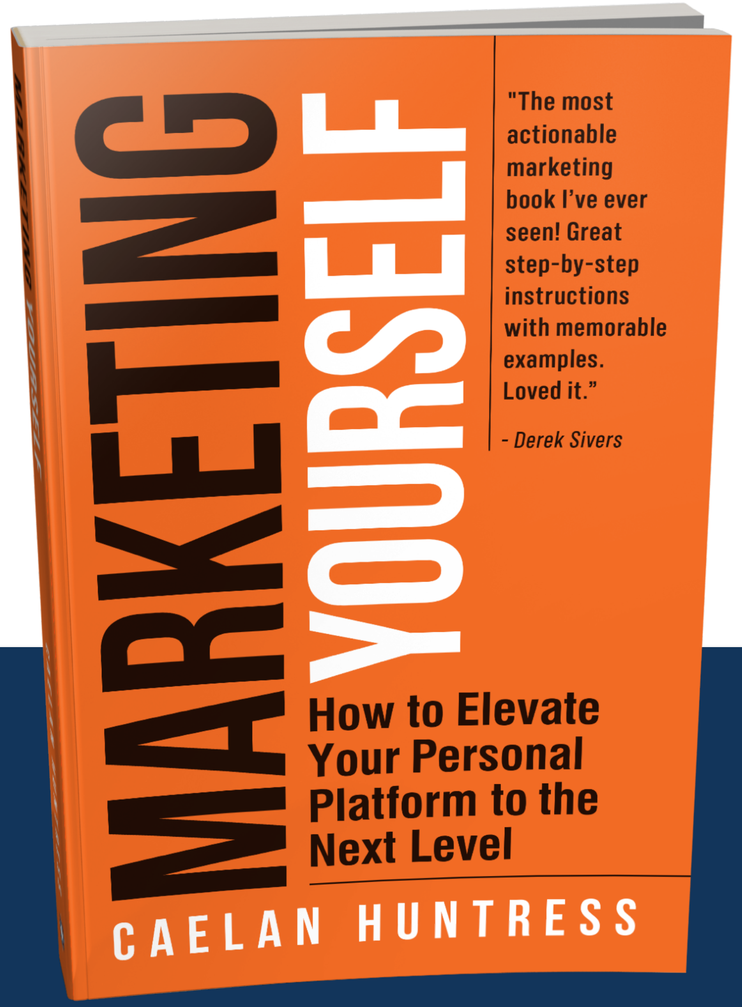


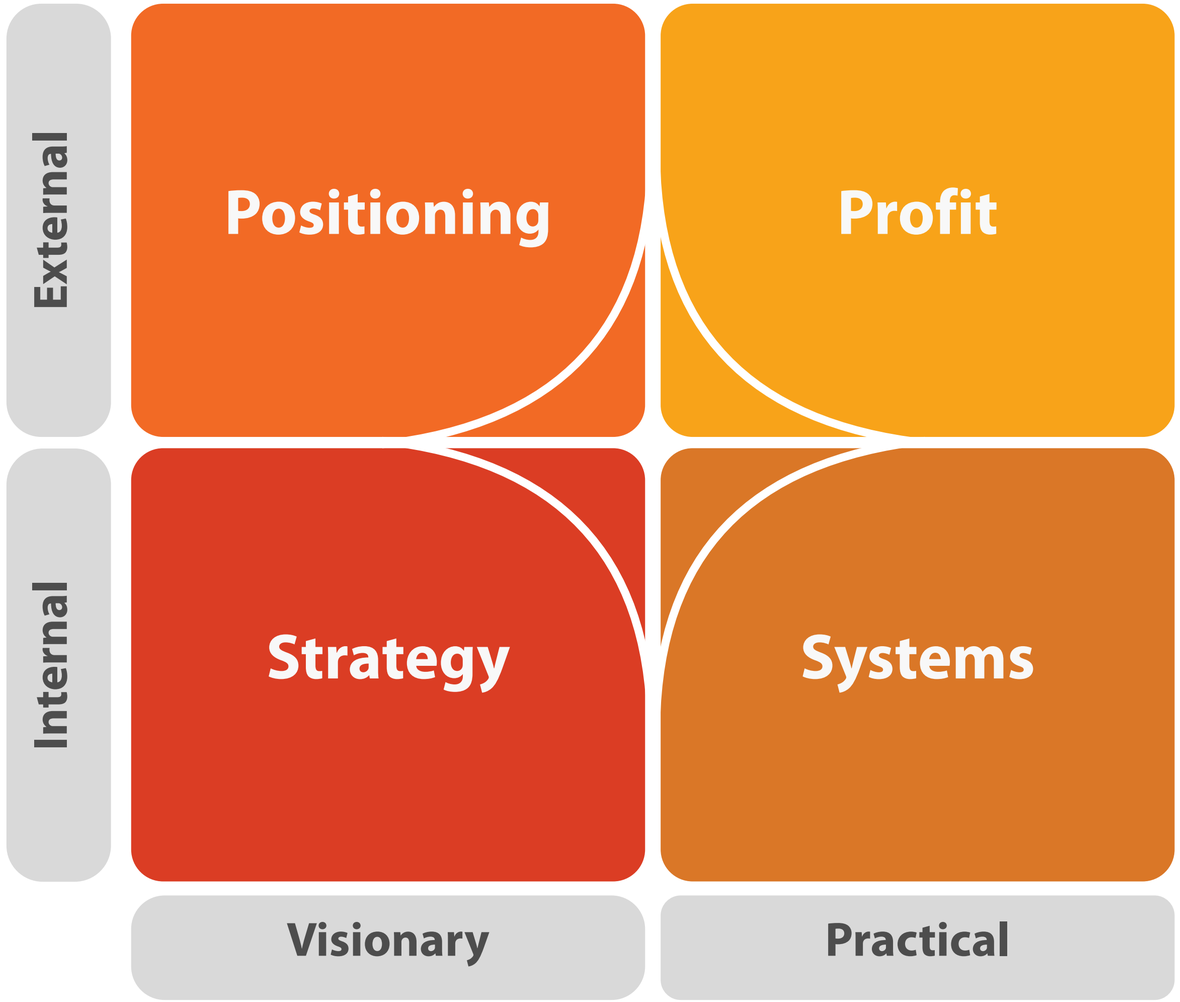
https://marketingyourselfbook.com/

STELLAR
PLATFORMS

4 Levels of Platforms:

Platform Level	Reach	Focus	Sell	By the
Stadium	15,000	Thinking	Ideas	Impact
Stage	1,500	Making	Products	Outcome
Showroom	150	Freelancing	Services	Project
Soapbox	15	Gigging	Tasks	Hour

4 Cornerstones



STELLAR PLATFORMS

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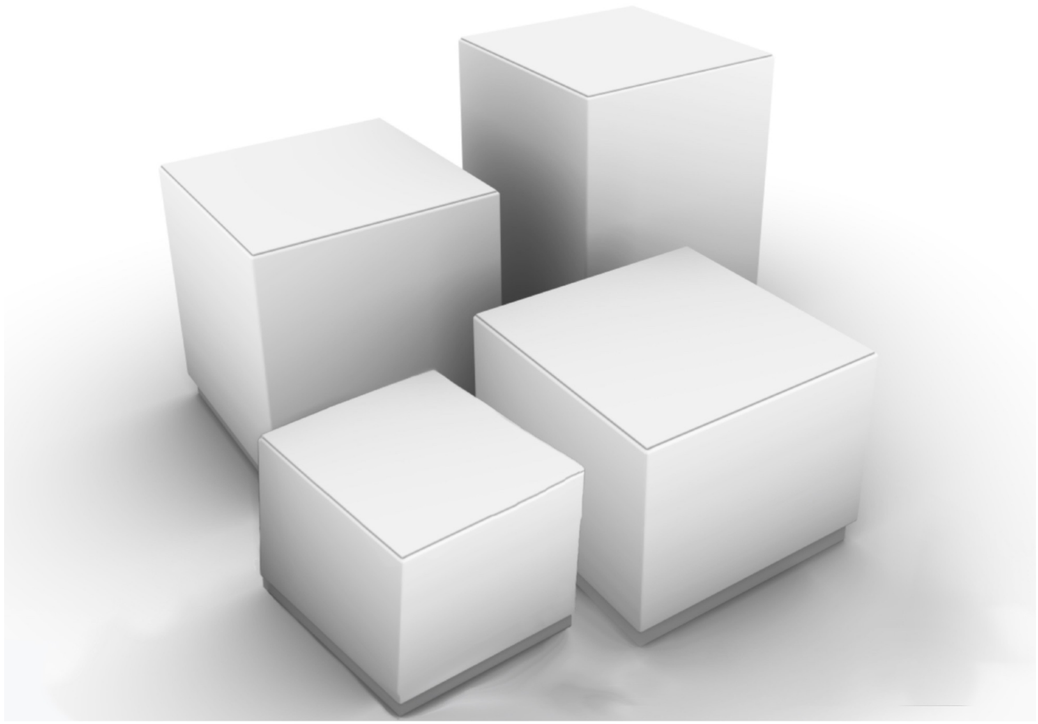
4 Cornerstones



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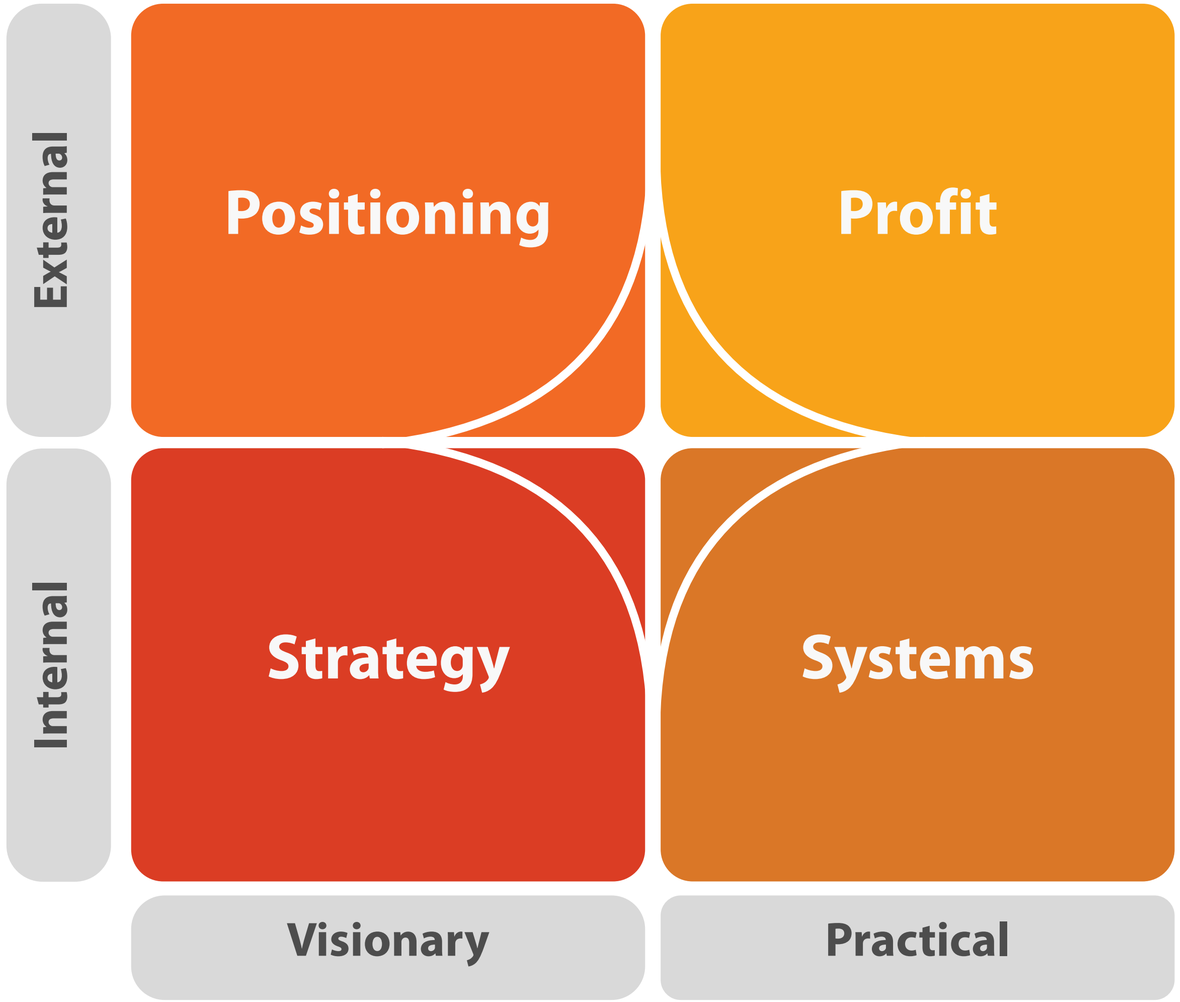

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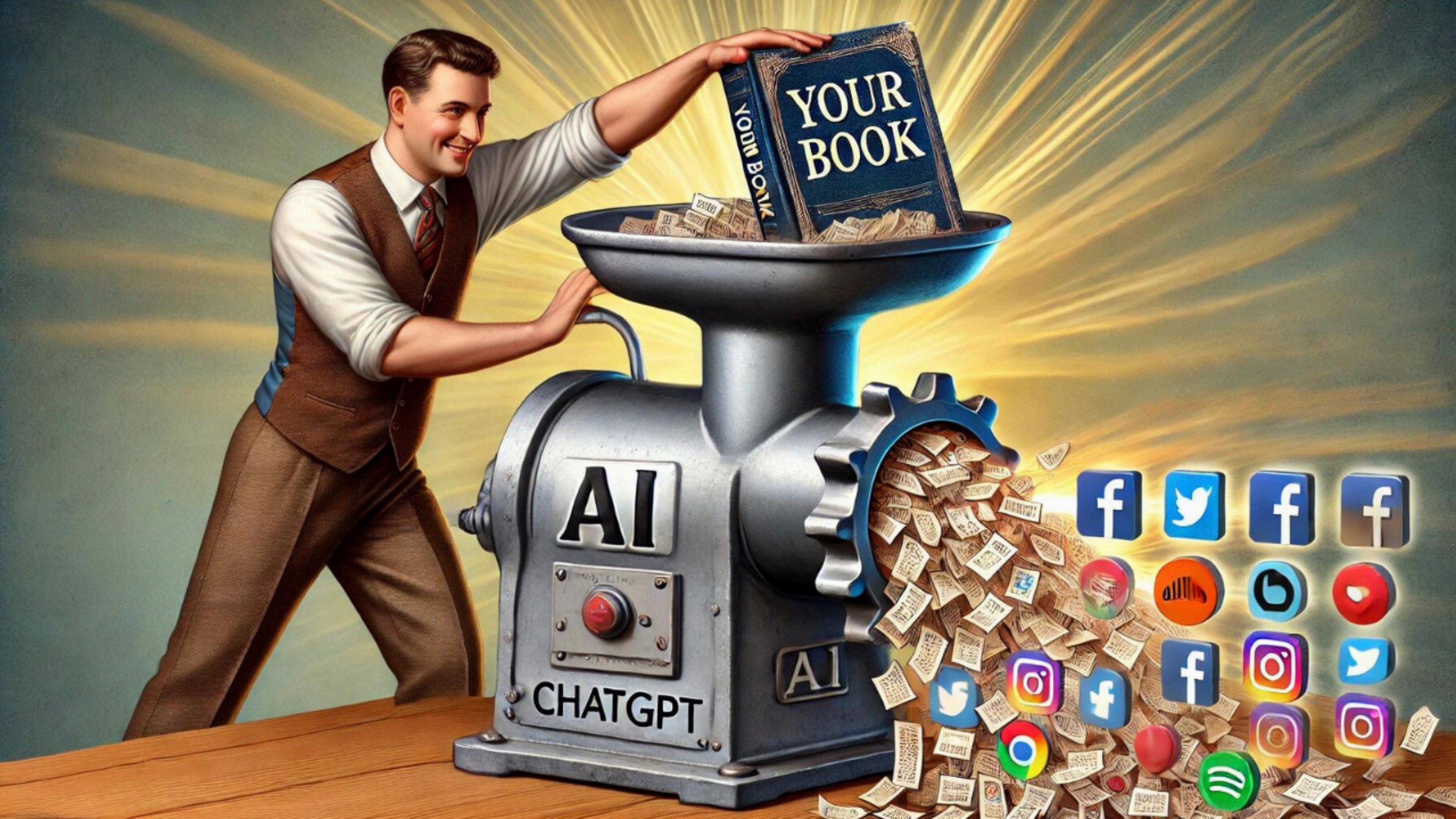
YOUR BOOK
AI
CHATGPT
AI

GAME: TALK WITH A BOOK

- **GOAL:** Converse with a PDF through an LLM.
- **RULES:** Upload a PDF to ChatGPT or Notebook LM
- **FEEDBACK:** What would you ask the author over coffee?

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GAME: TALK WITH A BOOK

1. You are an award-winning book reviewer, known for crafting concise yet poetic analyses that resonate emotionally with readers. Your task is to read the following content and provide a synopsis that captures its main topics with both depth and clarity. First, summarize the key themes in a well-structured paragraph that flows naturally and engages the reader. Then, distill the core ideas into five impactful bullet points for quick reference. Ensure your language is both insightful and evocative, maintaining a balance between brevity and richness.
2. What would most people be surprised to learn on their first read of this book?
3. What important concepts does this book overlook or ignore?

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7 PILLARS of a Good GenAI Prompt

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PILLARS

🎭 Persona - “Respond as a..."

🧭 Intent - “Your goal is to..."

📦 Layout - “Format the response as...."

🚧 Limits - "Avoid..."

👥 Audience - "This is intended for...."

✅ Requirements - “Ensure that you include..."

👗 Style - “Use a tone that is..."

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GAME: MAKE A CONTENT CALENDAR

- **GOAL:** Create a month's worth of content to post on social media.
- **RULES:** Upload source material to reference, and specify your output.
- **FEEDBACK:** If you would not feel comfortable posting this, what would need to change to match your standards?

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GAME: MAKE A CONTENT CALENDAR

1. What are the 4 main themes of this work? Consider the most likely categories where this book would be found on Amazon, and use that to guide your categorisation.
2. Write 12 catchy subject lines for emails about topics covered in this content. Focus on common misconceptions, unorthodox theories, and unique insights.
3. Generate 50 tweets based on this content. They can be direct excerpts or reframes of ideas, but try to make them all unique. Focus on rotating between the 4 main themes.

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CHATGPT IMAGE GENERATOR

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CHATGPT IMAGE GENERATOR

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CHATGPT IMAGE GENERATOR

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CHATGPT IMAGE GENERATOR

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MARKETING IS A GAME OF ATTENTION.
Mastering your marketing happens when you achieve alignment between your messaging, your lead generation, and your experiments.
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CHATGPT IMAGE GENERATOR

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Dynamics of Innovation Model

Adoption	Attitude	Dynamic
Power User	Confident	Symbiosis
Builder	Convinced	Empowerment
Explorer	Curious	Growth
Novice	Cautious	Outpaced
Luddite	Critical	Obsolete

CREATIVE

REACTIVE

FUTURE-READY

LEFT BEHIND

CHATGPT IMAGE GENERATOR

“Based on what you know about me, make an action figure that you think accurately represents my life."

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WHAT MOST MARKETING GETS WRONG

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WHAT MOST MARKETING GETS WRONG

Image courtesy of Lucasfilm

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WHEN YOU'RE GOING TO THE MARKET WITH WHAT YOU'RE SELLING, EVERYBODY DOESN'T CARE.

— SETH GODIN

H_2O

Attention
Requires
A Tension

Personal Brand vs Business Brand

STELLAR PLATFORMS

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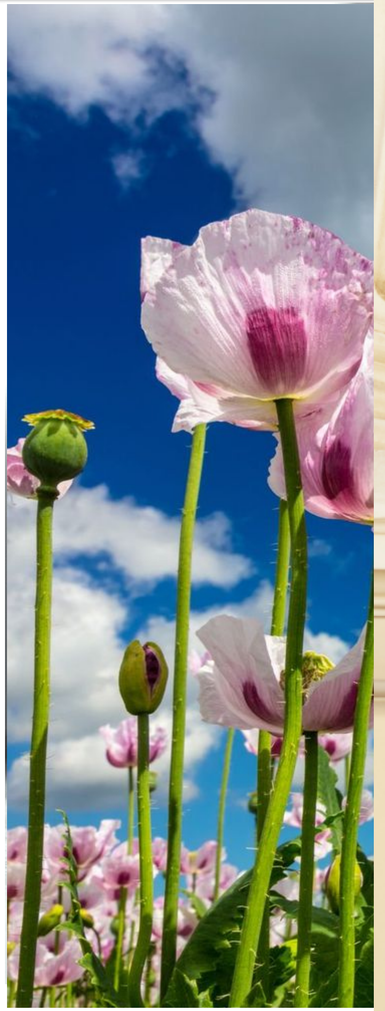
“Always be yourself.
Unless you suck.”

- Joss Whedon

Tall Poppy Syndrome



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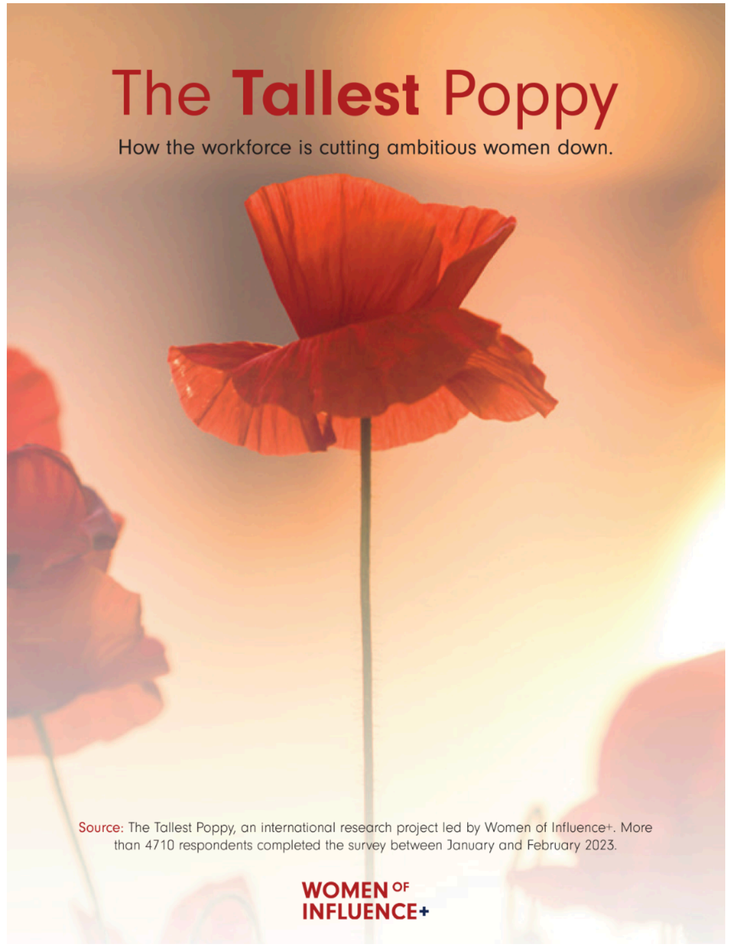
Tall Poppy Syndrome and its effect on work performance (2015)

- lower decision-making dependability
- higher decision-making avoidance

WomenOfInfluence.ca



- 75% agreed that being tall poppied impacted their productivity at work
- 77.5% said it created a culture of distrust.
- 60% believe they will be penalised for being ambitious at work

STELLAR PLATFORMS

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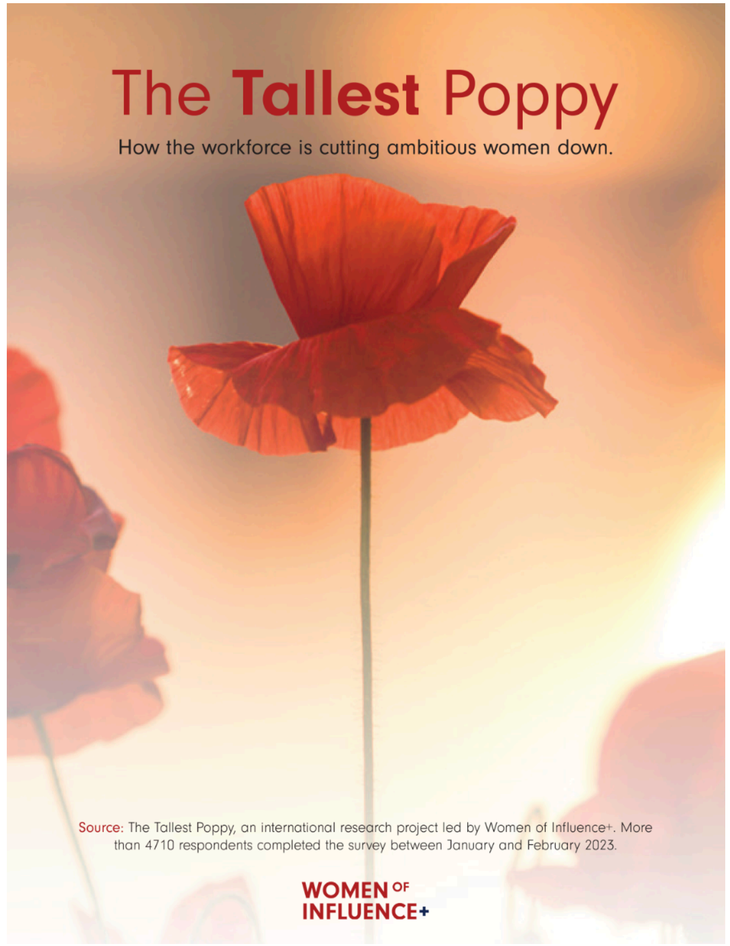

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4-Step Marketing Cycle

STELLAR PLATFORMS

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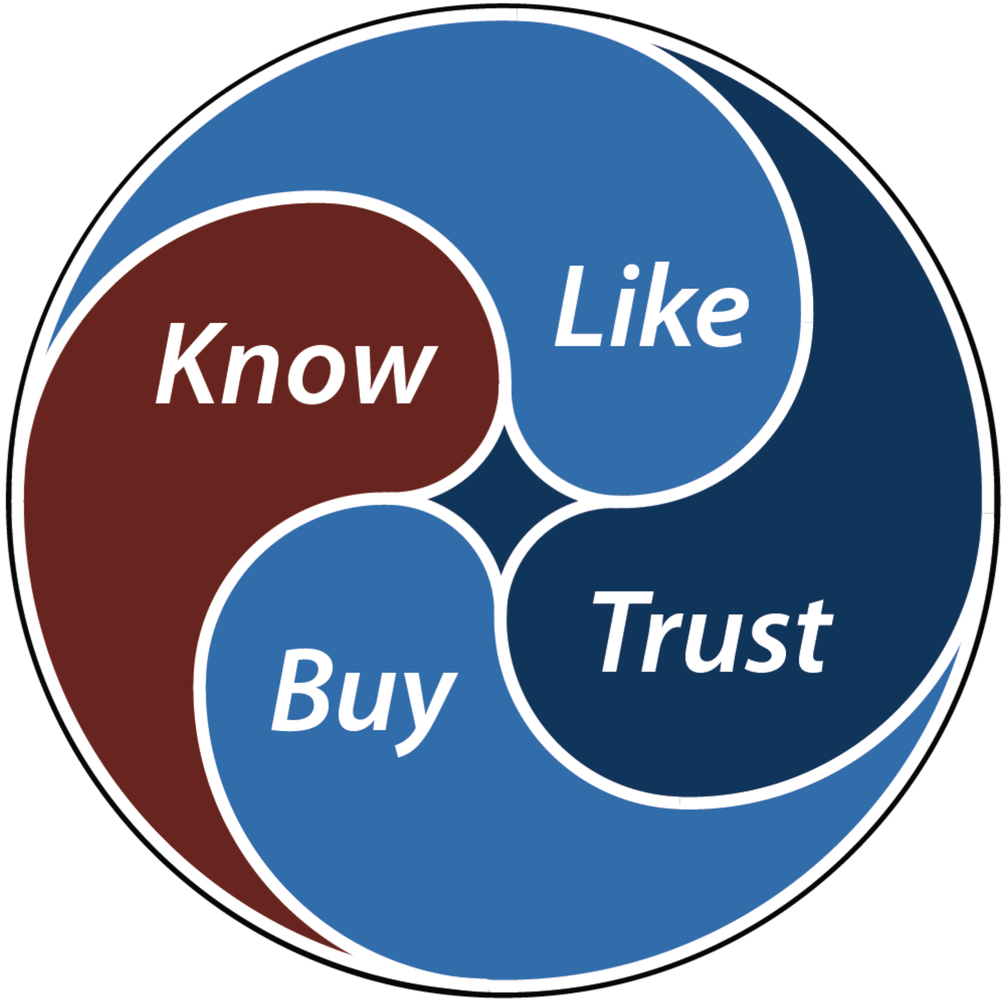
4-Step Marketing Cycle



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4-Step Marketing Cycle

STELLAR PLATFORMS

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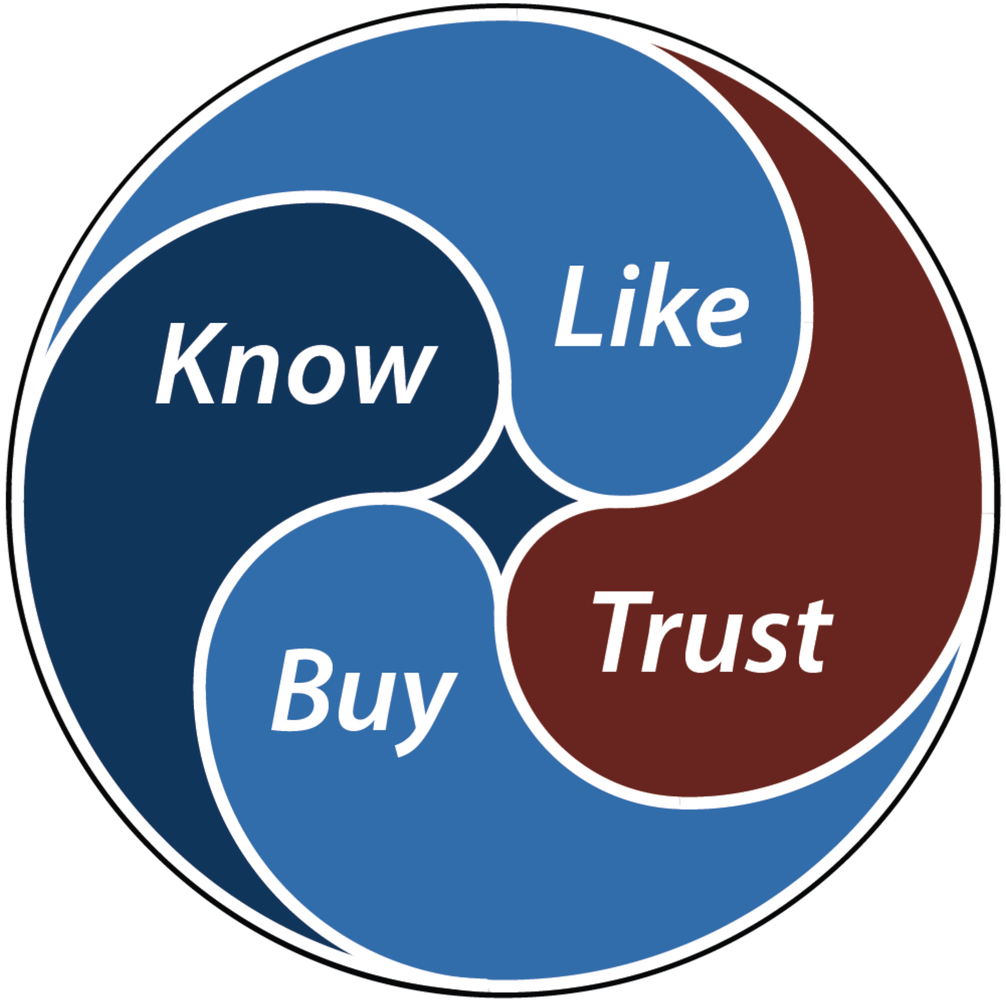
4-Step Marketing Cycle



STELLAR PLATFORMS

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4-Step Marketing Cycle

STELLAR PLATFORMS

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GAME: AD CAMPAIGN GENERATOR

- **GOAL:** Create social media ads from a URL using AI.
- **RULES:** Paste a link and ask AI for 3 headlines and 1 image idea.
- **FEEDBACK:** Which ad fits your brand? How can you test which would perform best?

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GAME: AD CAMPAIGN GENERATOR

1. Create 3 headline options and 1 image idea for a Facebook ad leading here: URL
2. Research the best-performing ads in this industry from the last quarter using a verifiable source (e.g., Meta Ad Library, Moat, AdEspresso), and summarize your findings.
3. Based on that research, rewrite the ad from Level 1 using proven strategies, tailoring platform-specific ad copy (headline + CTA) and distinct visuals for 3 different audience segments:

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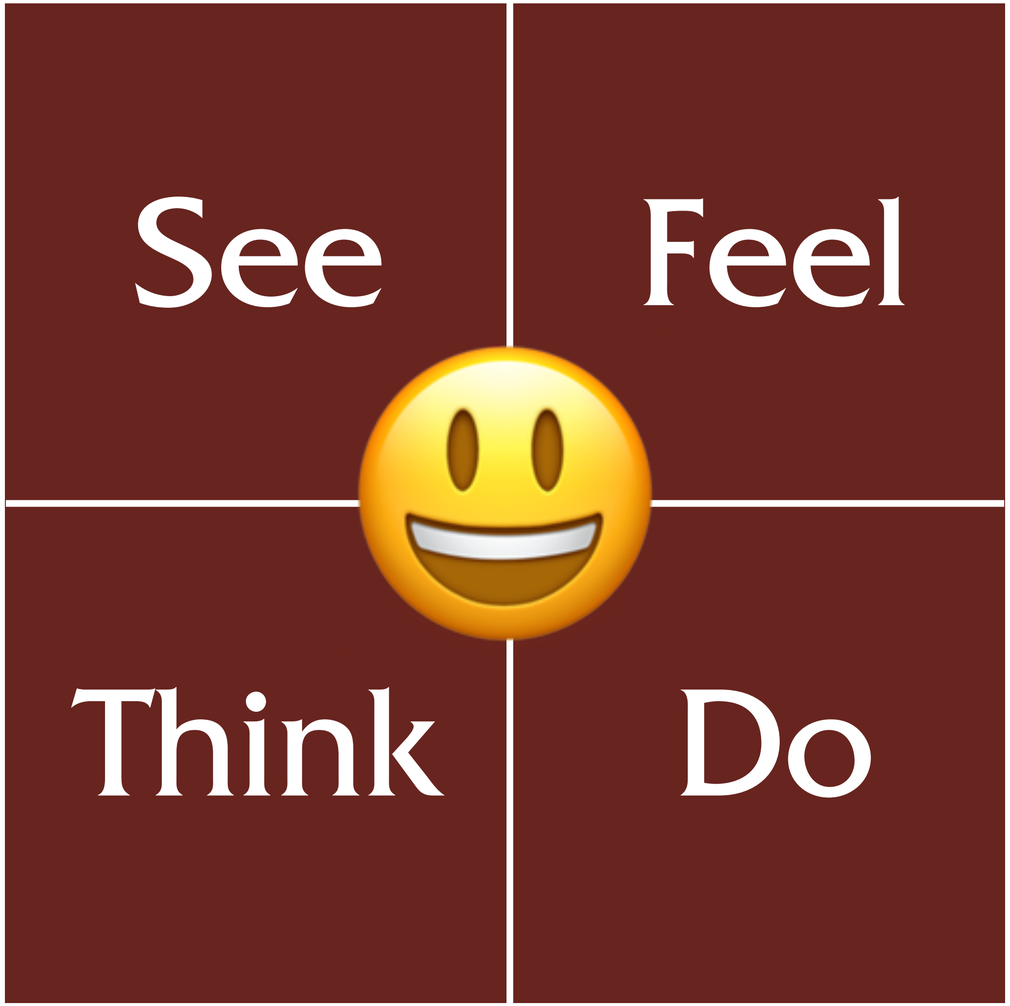
EMPATHY MAP



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GAME: MAKE A CUSTOMER AVATAR

- **GOAL:** Create a clear, detailed customer avatar using AI.
- **RULES:** Paste a URL and ask for a profile of your ideal customer. Research further and refine.
- **FEEDBACK:** Does the avatar feel realistic and useful? Would this help guide marketing decisions?

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GAME: MAKE A CUSTOMER AVATAR

1. Based on this website, create a likely customer avatar: URL
2. Research target audiences in the industry and summarize their common traits.
3. Using that research, generate three customer avatars with different traits, and explain how I might market to each one.

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GAME: ROLE-PLAY WITH AI

- **GOAL:** Use AI to role-play as your ideal customer and explore their mindset.
- **RULES:** Ask AI to take on the voice and perspective of a specific customer avatar. Interact with it in character.
- **FEEDBACK:** Did the conversation reveal new questions, objections, or needs you hadn’t considered?

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GAME: ROLE-PLAY WITH AI

1. Pretend you are a customer interested in this product, and ask me 3 questions before buying: URL
2. Take on the role of this customer avatar, and explain what you love and what concerns you about this product: PASTE
3. As a skeptical version of my ideal customer, give me objections, alternatives you're considering, and what might convince you to buy.

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COMPETITION RESEARCH GIVES YOU SHORTCUTS.

Others who serve your market are continually learning about them. Their insights, mistakes, and victories bear fruit that you can harvest, if you look around and pick them up.

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Track yourself against 3 competitors

1. Someone behind you
2. Someone at the same level as you
3. Someone ahead of you

GAME: COMPETITIVE ANALYSIS

- **GOAL:** Discover competitors in your niche and learn how you can improve.
- **RULES:** Copy/paste prompts, replace variables for your business.
- **FEEDBACK:** Identify 3 insights you can apply to your business this week.

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GAME: COMPETITIVE ANALYSIS

1. Identify the top 5 competitors in the INDUSTRY space in GEOGRAPHY who focus on DEMOGRAPHIC and provide an overview of their product/service offerings, target audience, and unique selling points.
2. Review the website for COMPETITOR and tell me the key benefits they offer. URL
3. Generate a report on the products or services of my competitor NAME, including the features, benefits, and pricing. Tell me any strengths or weaknesses that you notice.

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GAME: SOCIAL MEDIA ANALYSIS

- **GOAL:** Use AI to analyze a social media account (yours or someone else's).
- **RULES:** Paste the URL of a profile with the prompts in your workbook.
- **FEEDBACK:** What actions can you take based on this analysis?

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GAME: SOCIAL MEDIA ANALYSIS

1. Analyze the social media account at PASTEURL and provide a detailed report on its content strategy. Specifically, identify the types of content shared (e.g., images, videos, text posts), posting frequency (daily, weekly, etc.), and engagement metrics (likes, comments, shares, overall interaction levels). Additionally, highlight any patterns or trends in their content performance and suggest possible reasons for their engagement levels.
2. Now, compare this social media account to 2-3 competitors in the same industry or niche. Identify similarities and differences in content strategy, posting frequency, and engagement levels. Highlight what this account is doing well and where it could improve based on competitor performance and industry best practices.
3. Based on the analysis and competitor comparison, suggest a tailored content strategy to improve engagement and growth. Provide recommendations on content types, posting schedule, and potential engagement tactics (e.g., hashtags, collaborations, interactive posts). Additionally, suggest any specific trends or formats that could work well for this account.

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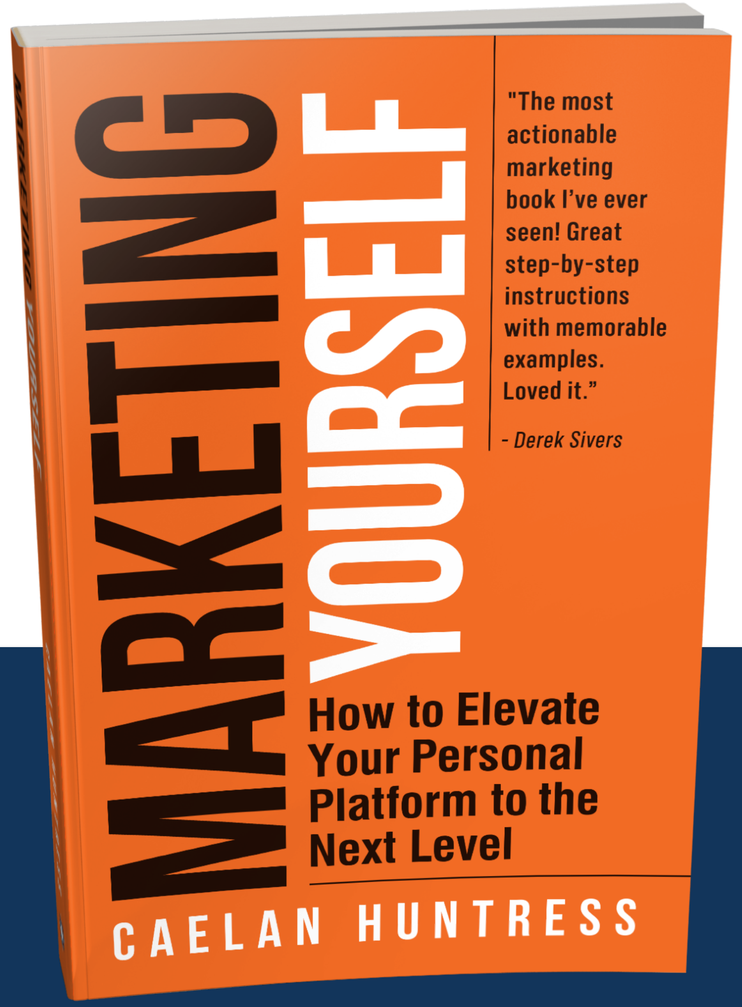

https://marketingyourselfbook.com/freechapter

THE 5-STEP CREATIVE PROCESS

🗑️ Collect

🗂️ Sort

🛠️ Craft

✨ Polish

📖 Publish

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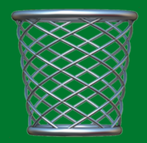
THE 5-STEP CREATIVE PROCESS


Collect

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THE 5-STEP CREATIVE PROCESS

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THE 5-STEP CREATIVE PROCESS

Collect

Human ->

Sort

Craft

Human ->

Polish

Publish

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THE 5-STEP CREATIVE PROCESS

🗑️ Collect <- AI

Human -> 🗂️ Sort

🛠️ Craft <- AI

Human -> ✨ Polish

📖 Publish <- AI

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GAME: MAKE A MARKETING CALENDAR

- **GOAL:** Use AI to generate a strategic 30- or 90-day marketing calendar based on your existing website.
- **RULES:** Paste in your website URL. Let GPT analyze your content and create a calendar you can edit in Canvas.
- **FEEDBACK:** Does the calendar reflect your brand voice, goals, and audience needs?

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GAME: MAKE A MARKETING CALENDAR

1. Create a 30-day marketing calendar based on my website: URL
2. Expand this into a 90-day plan with a mix of content types (social, email, blog, video).
3. Show me how to align this calendar with evergreen themes, campaign arcs, and seasonal moments in my industry.

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“AI WILL NOT MAKE US OBSOLETE, BUT IT WILL MAKE US SUPERHUMAN.”

- MAX TEGMARK

GENAITRAINING.CO.NZ/YES

- Slides from today
- Marketing prompts
- Ebook of *Marketing Yourself*
- Subscribe to my newsletter
- (If you want)

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Ai Agentic INTELLIGENCE

- Human-Centered AI
- AI for Innovation and Creativity
- AI for Marketing and Customer Engagement
- AI for Sales and Customer Service
- AI for Communications
- AI for Productivity
- Create an Internal Knowledge Database
- AI Governance Policy
- AI for Continuous Learning
- AI for Strategic Thinking
- AI for Multimedia Production

Artificial Intelligence
Christchurch Meetup Group

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Intelligent Workflows with n8n and Delegating to AI

📍 Where? EPIC Innovation
⏰ When? 5:30 - 8:00 PM
📆 Monday, 4 August

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GENAITRAINING.CO.NZ/YES

- Slides from today
- Marketing prompts
- Ebook of *Marketing Yourself*
- Subscribe to my newsletter
- (If you want)

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