

# Ingles Practico

## Process: Using AI Tools to Generate Marketing Copy

### 1. Define the Marketing Objective

- Clarify the goal (e.g., increase sign-ups, promote an event, boost brand awareness).
- Identify the target audience and key message.

### 2. Gather Input Materials

- Collect relevant product/service details, unique selling points, and any required keywords.
- Gather examples of previous marketing copy or brand guidelines if available.

### 3. Select an AI Tool

- Choose an AI writing tool (e.g., ClickUp AI, ChatGPT, Qwen) based on the needs and access.
- Ensure the tool supports your language and desired content type (ad, email, social post, etc.).

### 4. Draft the Prompt

- Write a clear, specific prompt for the AI tool, including:
  - The marketing objective
  - Audience details
  - Tone/style preferences
  - Any required keywords or phrases
  - Content format (e.g., headline, paragraph, call-to-action)

### 5. Generate and Review Copy

- Run the prompt in the AI tool to generate marketing copy.
- Review the output for accuracy, tone, and alignment with objectives.
- Edit as needed for clarity, compliance, and brand voice.

## 6. Test and Iterate

- If possible, A/B test different versions of the copy.
- Use feedback and performance data to refine prompts and outputs.

## 7. Finalize and Publish

- Approve the final version.
  - Publish or distribute the marketing copy through the chosen channels.
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**Date:** November 16, 2025