

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.
-

Prepared by: Abel Sandoval

Date: November 16, 2025