

Content Marketing with AI



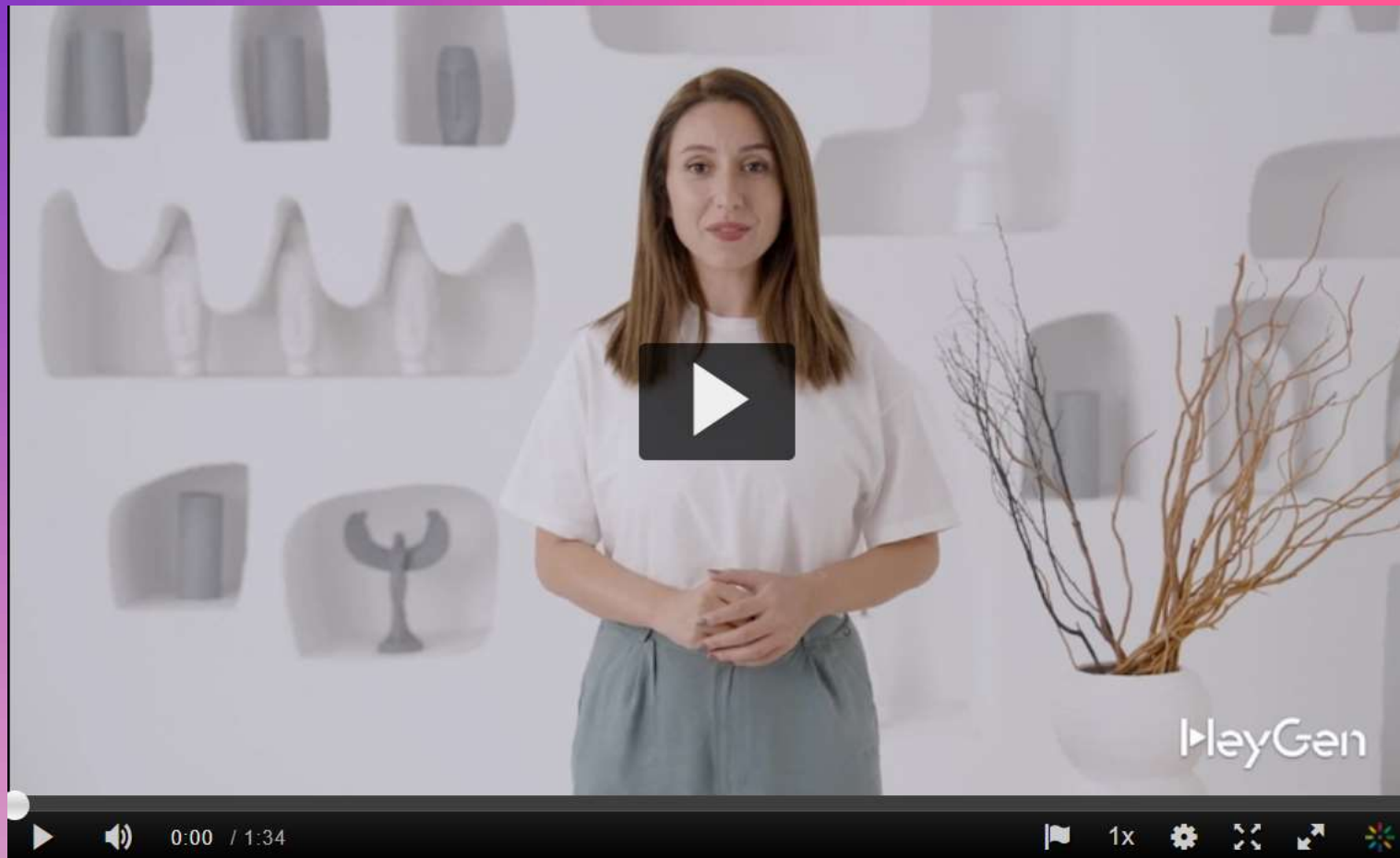


Content Marketing

- Introduction video
 - Video: How I Run A 0-Employee Marketing Agency With AI Tools
 - Podcast: Crafting Your Ideal Customer Persona
 - Prompt exercises
 - Further reading
-
- This study pack takes about 1-2 hours to complete depending on how many prompt exercises you'll try.



Watch the introduction video!



This video is created with HeyGen.



Watch the video on content marketing with AI





Listen to the podcast:
Mastering AI for
Social Media Content

This podcast is created with Notebook LM.

Hands-on prompting exercises 1/2

1. Social-Media Calendar Generator

- **Prompt:** “I’m launching a new feature for my [product or service] next month. Create a 4-week social-media calendar with one post per weekday. For each post, include: date, platform (LinkedIn, Twitter, Instagram), topic, caption, and 3 relevant hashtags.”
- **Goal:** Learn to generate a structured, multi-platform posting schedule that ensures consistent, on-brand content every day.

2. Platform-Tailored Copy

- **Prompt:** “Here’s our blog post on ‘5 Time-Saving AI Tools for Marketers.’ Write :a) A LinkedIn teaser post with a hook and link. b) An Instagram caption with emoji and call-to-action. c) A Twitter thread outline (3 tweets) summarizing the tips.”
- **Goal:** Practice adapting core content to each platform’s style, tone, and length requirements.



Hands-on prompting exercises 2/2

3. Hashtag & Emoji Strategy

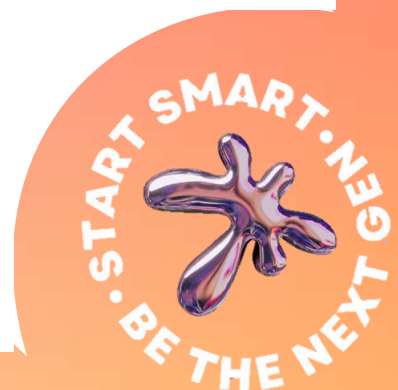
- **Prompt:** “For our upcoming webinar on [topic], suggest 10 trending hashtags and 5 emojis for each platform: Instagram, Twitter, and TikTok. Explain why each set fits our topic.”
- **Goal:** Master using AI to surface the most effective hashtags and emojis that will boost discoverability and engagement.

4. Content Repurposing

- **Prompt:** “Transform this 300-word blog intro into:• A 60-second TikTok script. • A 150-word LinkedIn post with two bullet-points. • Three tweet ideas (one stat, one question, one tip).”
- **Goal:** Learn to efficiently repurpose a single piece of long-form content into diverse social formats, maximizing reach.

5. Performance Analysis & Optimization

- **Prompt:** “Here are last month’s engagement metrics for 8 posts (likes, comments, shares). Identify the top 2 performing posts, explain why they succeeded, and suggest two AI-driven tweaks for low-performers.”
- **Goal:** Develop skills in interpreting social-media analytics and leveraging AI to iterate and improve underperforming content.



Further reading

- **What are the Digital Marketing Trends for 2025?**

<https://digitalmarketinginstitute.com/blog/digital-marketing-trends-2025>

- **40+ Content Marketing Trends Experts Predict Will Matter for Success in 2025**

<https://contentmarketinginstitute.com/strategy-planning/trends-content-marketing>

- **How AI Transforms Business Content Marketing in 2025.**

<https://medium.com/@bernardloki/how-ai-transforms-business-content-marketing-in-2025-35b91a519ac3>

- **15 Game-Changing AI Tools For Social Media And Content Creation**

<https://www.forbes.com/sites/bernardmarr/2025/04/08/15-game-changing-ai-tools-for-social-media-and-content-creation/>

- **The Hidden Costs Of Using AI In Marketing For Small Business**

<https://www.forbes.com/councils/forbesbusinesscouncil/2025/03/06/the-hidden-costs-of-using-ai-in-marketing-for-small-business/>



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**Upskilling Immigrants for
Business Planning and Entrepreneurship
using AI Technologies**

