

AI in Communication and Marketing Workbook

Updated 26.9.2023 /Mikael Alatalo

Prompt Framework

Role: [Act as...]

Subject: [Subject]

Task: [Task]

Instructions: The [type of content] should be between [word count range], written in a [tone] and include at least [number] [specific details].

Context & Audience: Imagine you are creating this [type of content] for [company/brand name], targeting [target audience].

Exercise 1: Use ChatGPT or Bard to help you create the best commands:

Please become my Prompt Creator. Your goal is to help me craft the best prompt for my needs. The prompt will be used by you, [ChatGPT/Bard]. You will follow the following process:

- Your first response will be to ask me what the prompt is about and what role I want you to play and in what context. I will provide my answer, but we must improve it through continual iterations by following the following steps.
- Based on my input, you will generate 3 sections. a) Revised prompt (provide your rewritten prompt. It should be clear, concise, and easily understood by you. Start the prompt with the role described to you and end it on the context and audience to whom end results should be presented), b) Suggestions (provide suggestions on what details to include in the prompt to improve it), and c) Questions (ask any relevant questions about what additional information is needed from me to improve the prompt).
- We will continue this iterative process with me providing additional information to you and you updating the prompt in the Revised prompt section until it's complete.

Ideation

- **Exercise 2:** Be a professional copywriter in [ICT B2B company]. Write me 10 blog post ideas about [how generative AI will change the work life]. Include the title and intro paragraph in 4-5 sentences for all ideas.

- **Exercise 3:** You are the best B2B marketer in [ICT business], which works in [Nordic markets]. Create 5 buyer personas for people interested in buying [an enterprise services and software] from a leading [ICT company]. Include a short introduction about personas with relevant information. Also include one goal and one pain point in buying for each persona.
- **Exercise 4:** Content calendar

You are a professional content creator and social media expert in [an ICT company] that works in [Nordic countries] Create a daily content calendar for January, including content ideas for blog posts, Twitter posts, LinkedIn posts, Facebook posts, Instagram posts and newsletters. Notice also national holidays and other common celebrations in Nordic countries in ideation. Generate outcome in table format.
- Jatko: Create the same kind of content calendar for February.

Background searches, coaching & learning

Exercise 5: Competitor monitoring

List 5 [leading Nordic ICT companies]. Take your best guess and list each brand's unique selling proposition. Guess and list what their main segments are. List the known brand value and known market share of each brand. List their website, Instagram, Twitter, TikTok and Facebook accounts and URLs. Generate outcome in table format.

Exercise 6: Light market research

I want you to be an expert-level market research analyst with a data-driven perspective. I want you to make claims and draw conclusions based on cited statistics.

What I want you to do:

- I need a market research report.
- I want you to cover the following topics, which are part of the introductory portion of our market research report.
- This report should cover the [Finnish ICT] market only.
- I want you to cite all sources and quotes from the website page.
- I want you to create headings for each section of the market research report, use title caps, and increase the size by 4 pixels so I can easily distinguish the headers from the rest of the content.

Below are the headings of the market research report that I'd like you to start with:

I. Market Overview

2. Market Trends and Developments
3. Competitive Landscape
4. Consumer Behaviour and Preferences
5. Market Forecast
6. Recommendations and Strategic Insights

Exercise 7: *Ask the AI to pretend to be an expert in a field*

Be the best crisis communications professional and teach me the basics of crisis communication management. Outline the first main topics with short summaries. We will continue learning after that topic by topic.

- Step 2, ask the AI to describe each subset in more detail and give concrete tips on what to do or be prepared for.

Exercise 8: *Evaluating business decisions.*

1. Blue Ocean Strategy

Act as my personal world-class business coach. Apply the Blue Ocean Strategy to evaluate [my business decision]. Focus on creating uncontested market space rather than competing in existing industries.

2. Scenario Planning

Act as my personal world-class business coach. Apply Scenario Planning to assess [my business decision]. Create different future scenarios and analyse how the decision performs in each to identify potential risks and opportunities.

3. The OODA Loop (Observe, Orient, Decide, Act)

Act as my personal world-class business coach. Use the OODA Loop to evaluate [my business decision]. Cycle through observing the situation, orienting yourself, deciding, and acting, then repeating as necessary.

4. Pre-Mortem Analysis

Act as my personal world-class business coach. Utilize Pre-Mortem Analysis to assess [my business decision]. Imagine a future failure of the decision and work backward to identify potential causes and mitigation strategies.

5. Risk-Reward Analysis

Act as my personal world-class business coach. Analyse [my business decision] through Risk-Reward Analysis. Evaluate the potential risks against the potential rewards to understand the balance and make an informed decision.

6. Cross-Functional Perspective

Act as my personal world-class business coach. Evaluate [my business decision] with a Cross-Functional Perspective. Involve multiple departments or teams to ensure a comprehensive understanding of how the decision affects various aspects of the business.

7. Temporal Discounting

Act as my personal world-class business coach. Use Temporal Discounting to analyse [my business decision]. Consider how the value of outcomes changes over time and how that might influence the decision-making process.

8. Resource-Based View

Act as my personal world-class business coach. Apply the Resource-Based View to evaluate [my business decision]. Focus on leveraging the company's internal strengths and weaknesses in relation to external opportunities and threats.

9. Prospect Theory

Act as my personal world-class business coach. Utilize Prospect Theory to assess [my business decision]. Understand how people perceive gains and losses and how that can influence decision-making.

10. The Eisenhower Matrix

Act as my personal world-class business coach. Use the Eisenhower Matrix to evaluate [my business decision]. Categorize tasks or elements based on urgency and importance to prioritize effectively.

11. The Tipping Point

Act as my personal world-class business coach. Analyse [my business decision] by considering The Tipping Point. Identify if you are near the threshold where a small change can lead to significant effects.

12. Six Thinking Hats

Act as my personal world-class business coach. Evaluate [my business decision] through the Six Thinking Hats method. Analyse the decision from different perspectives such as logical, emotional, cautious, creative, and more.

13. Social Proof

Act as my personal world-class business coach. Assess [my business decision] by considering Social Proof. Understand how the influence of others in the market or industry may affect the success or failure of the decision.

14. The Pygmalion Effect

Act as my personal world-class business coach. Apply the Pygmalion Effect to analyse [my business decision]. Recognize how expectations can influence outcomes, both positively and negatively.

15. Heuristics and Decision Trees

Act as my personal world-class business coach. Evaluate [my business decision] using Heuristics and Decision Trees. Create simplified models to understand complex problems and find optimal paths.

16. Cynefin Framework

Act as my personal world-class business coach. Utilize the Cynefin Framework to assess [my business decision]. Categorize the problem within domains such as simple, complicated, complex, and chaotic to choose the best approach.

17. Long Tail Strategy

Act as my personal world-class business coach. Analyse [my business decision] focusing on the Long Tail Strategy. Consider how niche markets or products may contribute to overall success.

18. The Butterfly Effect

Act as my personal world-class business coach. Evaluate [my business decision] while considering the Butterfly Effect. Recognize how small changes in one area can lead to significant impacts in others.

19. Cost-Benefit Analysis

Act as my personal world-class business coach. Apply Cost-Benefit Analysis to assess [my business decision]. Analyse the expected balance of benefits and costs, including possible risk and uncertainties.

20. Double Loop Learning

Act as my personal world-class business coach. Use Double Loop Learning to evaluate [my business decision]. Reflect not just on solutions, but on underlying assumptions and beliefs, encouraging adaptive learning.

21. Game Theory

Act as my personal world-class business coach. Utilize Game Theory to analyse [my business decision]. Consider the interactions between different players and how they might respond to various strategies.

22. Black Swan Events

Act as my personal world-class business coach. Evaluate [my business decision] considering the possibility of Black Swan Events. Understand how unforeseen and rare events might impact the decision.

23. Network Effects

Act as my personal world-class business coach. Analyse [my business decision] through the understanding of Network Effects. Consider how the value of a product or service increases as more people use it.

24. Disruptive Innovation

Act as my personal world-class business coach. Apply Disruptive Innovation to assess [my business decision]. Consider how groundbreaking changes in technology or methodology might impact your industry or market.

25. Emotional Intelligence

Act as my personal world-class business coach. Evaluate [my business decision] with Emotional Intelligence in mind. Recognize and manage both your own and others' emotions to make more empathetic and effective decisions.

26. Customer Lifetime Value

Act as my personal world-class business coach. Assess [my business decision] by considering Customer Lifetime Value. Analyse the long-term value of customers to understand how acquisition, retention, and monetization strategies align.

27. The Five Whys Technique

Act as my personal world-class business coach. Utilize the Five Whys Technique to analyse [my business decision]. Ask 'why?' multiple times to get to the root cause of problems or challenges.

28. Value Chain Analysis

Act as my personal world-class business coach. Apply Value Chain Analysis to evaluate [my business decision]. Examine all the activities performed by a company to create value and find opportunities for competitive advantage.

Ask AI to summarise a book, webpage, bill or research publication.

- **Exercise 9:** Summarise the book *What They Don't Teach You At Harvard Business School* by Mark H. McCormack. Give a summary of the whole book and then summarise each chapter separately.
- **Exercise 10:** Summarise the research articles below and make the summary presentable for an audience that needs more background information about the topics.
 - "Experiencing Physical Warmth Promotes Interpersonal Warmth" - Lawrence Williams & John Bargh
<https://www.science.org/doi/abs/10.1126/science.1162548>
 - "Pepsi versus Coke: labels, not tastes, prevail" - Mary Woolfolk, William Castellan, and Charles Brooks
<https://journals.sagepub.com/doi/abs/10.2466/pr0.1983.52.1.185>
 - "Do More Expensive Wines Taste Better? Evidence from a Large Sample of Blind Tastings" - Robin Goldstein, Johan Almenberg, Anna Dreber, John Emerson, Alexis Herschkowitsch, & Jacob Katz
<https://www.cambridge.org/core/journals/journal-of-wine-economics/article/abs/do-more-expensive-wines-taste-better-evidence-from-a-large-sample-of-blind-tastings/D58EA9E4DA934A7ED0F8CEE33F780DDC#>
 - "Audiovisual Speech Perception and the McGurk Effect" - Lawrence Rosenblum <https://par.nsf.gov/servlets/purl/10190134>

Creative writing & text creation

Exercise 11: "Write like me"

Act as world-class digital marketing copywriter. You will be assisting me rewriting text below to meet our company tone of voice and brand guidelines.

Tone of voice instructions:

1. Use Oxford English

We use Oxford English at Tietoevry, a standard that prescribes the use of British spelling in combination with the suffix -ize in words like realize and organization, in contrast to use of -ise endings. This means we say colour instead of color, but organization instead of organisation.

2. Balance inspiration and information

We address a wide range of topics, towards many different stakeholders. Use both inspiration and information to get your messages across and balance according to context.

3. Create value

Unless you are actively creating a sales pitch, leave the selling parts out. Focus on the value we can add to our customers' business, society, and humanity instead.

4. Don't get too technical

We work with digital products that run on technology. However, in the end — don't forget they're made by people, for people. Focus on the value we can add to our customers' business, society, and humanity.

5. Use an active voice

Being a big company, it's important that we remain personal and human. Use an active voice whenever possible and stay clear of stiff corporate lingo.

6. Use special characters wisely

Let the message and the medium decide if you should add some emojis or exclamation marks, and always apply special characters with intent.

7. Guiding Principles

The guiding principles on this page represent the character traits that shape our verbal tone. Use these for guidance when writing and emphasize the principles more or less depending on context and communication goals.

We're purposeful

We strive to reinvent the world for good, using purposeful technology as our tool. This means we have to be visionary and progressive in our communication — always communicating with purpose, without losing focus of the value we bring to our customers' businesses.

We're direct

Taking on ethical dilemmas takes courage and confidence. We leverage this by showing both edge and boldness in our communication — we always say what we mean, and we mean what we say. But we never lose sight of our humble, Nordic roots — and avoid bragging or coming across as big-headed.

We're creative

As a leading technology company, we use broad, vibrant strokes when painting our view of the world — both in written and visual elements. However, we always ensure we are relevant. We never let ourselves get carried away, and avoid creating things without substance.

We're professional

Our experience is both long and vast, meaning we are a trustworthy and knowledgeable partner. This is an important element in our communications — and given the brave journey we're on, we should never come across as boring or corporate sounding.

Write this text to fulfil all the instructions and tone-of-voice described earlier. Write in modern British English dialect and correct all writing and language errors you find.

[Insert your text here]

SEO optimisation

Exercise 12: *Identify keywords that are related.*

Act as a world-class SEO professional. Identify 10 SEO keywords to [topic]

Exercise 13: *Identify terms associated with product descriptions.*

Act as a world-class SEO professional. Create a list of 5 SEO keywords related to this product description: [product description]

Exercise 14: *Discover frequently asked questions.*

Act as a world-class SEO professional. Provide a list of 5 frequently asked questions related to [keyword]

Exercise 15: *Discover keyword strategies.*

Act as a world-class SEO professional. Discover the top 5 SEO keyword strategies for [topic]

Exercise 16: *Generate ideas for blog post titles based on keywords.*

Act as a world-class SEO and copywriting professional. Generate attention-grabbing blog post titles related to the following list of SEO keywords:

[keyword 1]

[keyword 2]

...

Exercise 17: *Generate blog post titles tailored to a specific audience and keywords.*

Generate five blog post title ideas specific to the audience and pertain to the keywords [keyword 1] [keyword 2].

Advertising and organic social content

Exercise 18: *Profiling target groups*

Act as a digital marketing specialist. I want to create an audience persona for [product or service] brand. Help generate a detailed description of a hypothetical customer interested in what the brand can offer. I want the persona to include the following information:

- Demographic details such as age, gender, income, education level and geographical location
- Interests, hobbies, and lifestyle preferences
- Values and beliefs that may influence their purchasing decisions
- Pain points, challenges, or problems that the product or service can solve
- Buying behaviours
- Specific brand names they buy from
- Creators/influencers they follow
- Any relevant data or insights that can help me better understand my target audience, such as market research, customer feedback, or social media data/analytics

Please provide me with as many details as possible in bullet points categorised by sections so I can create a targeted marketing strategy that resonates with my target audience. Keep information as accurate as possible.

Exercise 19: *Generating productive advertising campaign ideas*

Please act as an expert in paid social media marketing. You will create a campaign to promote [product/service] for [the audience].

You will choose the most suitable demographic, slogans, media channels, budget and related activities. I will be your connection to the human world.

The goal is to generate ROAS of at least 5x. You have a starting budget of [budget]. What should be the first ads we start running?

Exercise 20: *A concrete example:
Creating an advertising campaign plan for an event*

Please act as an expert in paid social media marketing. You will create a campaign to promote this event: [\[Link\]](#) for B2B ICT decision makers.

You will choose the most suitable demographic, slogans, media channels, budget and related activities. I will be your connection to the human world.

The goal is to generate ROAS of at least 5x. You have a starting budget of [budget]. What should be the first ads we start running?

Exercise 21: *Develop a lead nurturing strategy that converts leads into customers.*

Context:

target audience - [your target audience here]

Key messaging points - [brief description]

Lead nurturing tactics - [your preferred tactics here]

Inspiration:

"[inspiration one]"

"[inspiration two]"

"[inspiration three]"

Formatting guidelines:

"[your formatting guidelines here]"

Exercise 22: *Create a guide on how to develop a successful content marketing funnel.*

Context:

Target audience - [your target audience here]

Critical components of a successful content marketing funnel - [brief description]

Effective content marketing strategies - [your strategies here]

Inspiration:

"[inspiration one]"

"[inspiration two]"

"[inspiration three]"

Formatting guidelines:
"[your formatting guidelines here]"

Exercise 23: *Develop a customer feedback strategy that helps improve the marketing and sales process.*

Context:
target audience - [your target audience here]
Key messaging points - [brief description]
Customer feedback tactics - [your preferred tactics here]

Inspiration:
"[inspiration one]"
"[inspiration two]"
"[inspiration three]"

Formatting guidelines:
"[your formatting guidelines here]"

Exercise 24: *Develop a lead-scoring strategy that prioritises leads for the sales team.*

Context:
target audience - [your target audience here]
Key messaging points - [brief description]
Lead scoring tactics - [your preferred tactics here]

Inspiration:
"[inspiration one]"
"[inspiration two]"
"[inspiration three]"

Formatting guidelines:
"[your formatting guidelines here]"

Exercise 25: *Ideas from blog content for other channels*

<https://coda.io/@fivethreeoh/how-to-use-chatgpt-to-repurpose-blog-content>