INTERNET MARKETING AI SERVICES

The AI Marketing Playbook

Use AI tools to plan, write and run your online marketing: content, copy, email, ads and search. Built for small businesses and solo marketers. No tech skills needed.

12 chapters | 38 copy-paste prompts | 30-day plan

InternetMarketingAIServices.com · Edition 1 · Educational content. Results depend on your business and effort. No income claims are made.

START HERE

How to use this playbook

AI drafts. You decide. That's the whole philosophy.

This playbook shows you how to point everyday AI tools at the marketing work that eats your week: content, sales copy, email, ads, search and visuals. Every chapter ends with one "Do this now" step, and the 30-day plan in Chapter 12 puts them in order.

You don't need to be technical, and you don't need expensive software. A free AI chat assistant and a free design tool cover almost everything here.

One honest note: AI makes marketing faster, not automatic. It won't know your customers or your results unless you tell it, and everything it writes needs your judgment before it goes out. Used that way, it's the most useful marketing assistant you've ever had.

Contents

Chapter 1: What AI can (and can't) do for your marketing

Chapter 2: Your AI marketing toolkit

Chapter 3: The prompt formula

Chapter 4: Know your customer with AI

Chapter 5: The content engine

Chapter 6: Copy that sells

Chapter 7: Email on autopilot

Chapter 8: Ads with AI

Chapter 9: Getting found: SEO and AI search

Chapter 10: Images and short video

Chapter 11: Guardrails

Chapter 12: Your 30-day plan

The Prompt Library: 38 copy-paste prompts

CHAPTER 1

What AI can (and can't) do for your marketing

Set the right expectations so you use AI where it actually helps.

The short version

AI tools are very good at producing first drafts, variations, summaries and ideas, fast. They are not good at knowing your customers, your offer or the truth about your results. The winning approach is simple: **AI drafts, you decide.** Every prompt in this playbook is built around that split.

Where AI saves the most time

- **Blank-page problems:** headlines, post ideas, email subject lines, outlines.
- **Variations:** ten versions of an ad so you can test, instead of agonizing over one.
- **Repurposing:** turning one video or article into posts, emails and captions.
- **Research summaries:** condensing reviews, comments and competitor pages into patterns.
- **Editing:** tightening, simplifying and matching a tone.

Where AI gets you in trouble

- **Facts:** AI can state things confidently that are wrong. Check every number, claim and name.
- **Sameness:** unedited AI copy sounds like everyone else's. Your stories and opinions are what make it yours.
- **Promises:** AI happily writes income claims and guarantees. Delete them; they break ad rules and consumer law.
- **Private data:** don't paste customer personal information into tools that might store it.

DO THIS NOW

Write down the three marketing tasks that eat most of your week. Those are where you'll point AI first.

CHAPTER 2

Your AI marketing toolkit

A small, mostly free set of tools that covers 90% of the work.

You need fewer tools than you think

New AI tools launch every week. Ignore almost all of them. One good chat assistant plus a few specialist tools will do nearly everything in this playbook.

The core kit

Job	Type of tool	Examples
Writing, ideas, research	AI chat assistant	ChatGPT, Claude, Gemini
Graphics	Design tool with AI features	Canva
Short video	Editor with auto-captions	CapCut, Descript
Email	Email marketing platform	MailerLite, AWeber, Kit
Local visibility	Business listing	Google Business Profile
Scheduling	Social scheduler	Meta Business Suite, Buffer

Most have a free tier. Start free; pay only when a tool is saving you real time every week.

Set up your assistant once

Most chat assistants let you save standing instructions or a project with files. Save a short description of your business, your customer, your offer and your tone (Chapter 4 helps you write it). From then on, every answer starts from your context instead of from scratch.

DO THIS NOW

Pick one chat assistant and one design tool. Create accounts. That's your whole stack for the next 30 days.

CHAPTER 3

The prompt formula

How to ask so you get usable answers the first time.

Why most prompts disappoint

"Write me a Facebook post about my bakery" gets a generic post because the AI knows nothing about your bakery. Good prompts give the AI what a new employee would need on day one.

R-G-C-F-E: the five parts

- **Role:** who the AI should act as. "You are a direct-response copywriter for small local businesses."
- **Goal:** what the output must achieve. "Get people to pre-order holiday pies by Friday."
- **Context:** the facts. Product, price, audience, deadline, what makes you different.
- **Format:** length, structure, platform. "Three versions, under 80 words, with one emoji max."
- **Examples:** a post you liked, or your own past writing, so it can match the tone.

Then iterate

Treat the first answer as a draft. Follow up: "Make version 2 shorter and more playful." "Remove anything that sounds like a cliché." "Give me five headlines in the style of headline 3." Three rounds of feedback beat one perfect prompt.

DO THIS NOW

Rewrite your next real marketing task as an R-G-C-F-E prompt and compare the result to what you'd normally get.

CHAPTER 4

Know your customer with AI

Use AI to find the words your buyers already use.

Your customer's words sell better than yours

The most persuasive marketing repeats what customers already say about their problem. AI is excellent at finding those patterns in material you already have.

Review mining

Copy 20–50 reviews of your business, or of competitors, from public review sites. Paste them in (remove names) and ask: "Group these reviews by the main problem the customer had before buying, the result they got, and the exact phrases they used. Show the most common themes first." Save the phrases. They become headlines.

Build a one-page customer profile

Prompt: "Using these themes, write a one-page profile of my ideal customer: situation, frustrations, what they've tried, what they want, objections to buying, and words they use." Edit it with what you know from real conversations. Save it to your assistant's standing instructions.

Pressure-test your offer

Prompt: "Act as this customer. Read my offer below and tell me honestly what's unclear, what you'd doubt, and what would make you buy today." It's not a real customer, but it reliably surfaces gaps before you spend on ads.

DO THIS NOW

Run the review-mining prompt and write down the five phrases that show up most. Use one in your next post.

CHAPTER 5

The content engine

Plan and draft a month of posts in one afternoon.

The content pillars

Ask: "Based on my customer profile, suggest five content pillars for my business: topics my customer cares about that connect to what I sell." Typical pillars: common mistakes, how-tos, behind the scenes, customer stories, myths.

The 30-day calendar

Prompt: "Create a 30-day posting calendar using these pillars. For each day give: pillar, post idea, hook (first line), and format (photo, carousel, short video, text)." Paste it into a spreadsheet. You now have a plan instead of daily guesswork.

Batch the drafts

Draft a week at a time: "Write posts for days 1–7. Use my customer's phrases. Keep each under 120 words. End each with one clear next step." Then edit: add a real detail, a photo you took, or an opinion only you would have.

Repurpose everything

One good piece becomes five: "Turn this video transcript into a LinkedIn post, three short captions, an email, and a carousel outline." This is where AI saves the most time.

DO THIS NOW

Generate your five pillars and your 30-day calendar. Schedule the first week.

CHAPTER 6

Copy that sells

Headlines, sales pages and offers, drafted fast and edited by you.

Headlines first

Prompt: "Write 20 headlines for [offer] aimed at [customer]. Use these customer phrases. Mix styles: how-to, question, before/after, number list. No hype, no income promises." Pick three and test them.

A simple sales page outline

Ask AI to draft each section separately, not the whole page at once:

1. Headline and one-line promise
2. The problem, in the customer's words
3. What you offer and how it works
4. What's included
5. Who it's for and who it's not for
6. Proof (real reviews only)
7. Price and guarantee you can actually honor
8. FAQ
9. Call to action

The edit pass

Prompt: "Edit this to be clearer and more specific. Cut filler, clichés and anything that sounds exaggerated. Keep it under [X] words." Then read it out loud yourself. If you wouldn't say it to a customer's face, change it.

Stay compliant

Never publish AI-written testimonials, invented statistics or results you can't back up. Advertising platforms and consumer-protection rules treat those seriously, and customers notice.

DO THIS NOW

Generate 20 headlines for your main offer and pick the three you'd test first.

CHAPTER 7

Email on autopilot

A welcome sequence that sells while you work.

Why email still matters

Social platforms decide who sees your posts. Email goes to people who asked to hear from you. A short automated welcome sequence is one of the highest-leverage marketing assets a small business can build.

The 5-email welcome sequence

1. **Day 0:** deliver what they signed up for and say who you are.
2. **Day 1:** your story: why you do this.
3. **Day 3:** one useful lesson or tip.
4. **Day 5:** a customer story or common mistake, then your offer.
5. **Day 7:** answer the main objection, then make the offer again with a clear deadline or reason to act.

The prompt

"Write a 5-email welcome sequence for [business] whose new subscribers want [result]. Use this outline: [paste]. Friendly, plain-English tone, under 200 words each, one link per email, subject lines under 45 characters." Edit, load into your email platform, and set the delays.

DO THIS NOW

Draft your sequence and load email 1 into your email platform today.

CHAPTER 8

Ads with AI

Make more variations, test faster, waste less.

Variations are the whole game

Ads improve through testing, and testing needs variations. AI removes the bottleneck: "Write 10 ad variations for [offer] for [customer]. Five lead with the problem, five with the result. Primary text under 125 characters, headline under 40."

Test small

Start with a small daily budget on one platform. Run three to five variations. After a few days, keep the best one or two and replace the rest with new variations based on what worked. Ask AI: "Here are my ad results [paste]. What patterns do you see, and what should I test next?"

Targeting ideas

Prompt: "Based on my customer profile, list interests, job titles, pages and life events this person likely has." Use the list as a starting point for audience settings, then let results guide you.

Know the rules

Each ad platform has policies on claims, before/after images and sensitive topics. Ask AI to review your ad against the platform's published policy, then read the policy yourself before spending.

DO THIS NOW

Generate 10 variations for one offer. Pick three to launch at a small budget.

CHAPTER 9

Getting found: SEO and AI search

Show up when people search on Google and ask AI assistants.

Search is changing

People now search on Google, on YouTube, on TikTok, and increasingly by asking AI assistants. The fundamentals are the same everywhere: clear pages that directly answer real questions, from a business that looks trustworthy.

Find the questions

Prompt: "List 30 specific questions my customers type into Google before buying [product/service]. Group them by stage: just realized the problem, comparing options, ready to buy." Check them against Google's own autocomplete and 'People also ask'.

Answer pages

Write one page or post per important question. Prompt: "Draft an answer page for '[question]'. Answer directly in the first two sentences, then explain, then give steps. Add an FAQ with three related questions." Add your real experience, photos and specifics.

Trust signals

Keep your Google Business Profile complete, collect real reviews, and use the same business name, address and phone everywhere. AI assistants and search engines both lean on these signals.

DO THIS NOW

Generate your 30 questions and publish an answer page for the most common one.

CHAPTER 10

Images and short video

Create visuals quickly without a design team.

Graphics

Use a design tool's templates and AI features to make post graphics, ad images and thumbnails. Keep a simple brand kit: two colors, one font, your logo. Consistency beats fancy.

AI images: use carefully

AI image generators are useful for backgrounds, concepts and illustrations. Don't use them to fake product photos, results, people or testimonials. Real photos of you, your work and your customers (with permission) build more trust.

Short video, made simple

1. Ask AI for five video hooks on one topic.
2. Record a 30–60 second answer on your phone.
3. Use an editor's auto-captions and trim the pauses.
4. Ask AI for the caption and hashtags.

That's a finished video in under 20 minutes.

DO THIS NOW

Make one short video using the four steps above and post it.

CHAPTER 11

Guardrails

Use AI without risking your reputation.

The five rules

- **Check facts.** Verify every number, claim, date and name.
- **No fake proof.** No invented reviews, testimonials, results or statistics.
- **No income or outcome guarantees.** Especially in ads.
- **Protect privacy.** Don't paste customers' personal data into AI tools.
- **Disclose when it matters.** If an image is AI-generated and someone could be misled, say so.

Copyright common sense

Don't ask AI to copy a competitor's page, a famous brand's style guide or someone's content. Use AI to create original work from your own ideas and experience.

Your final check

Before anything goes out, ask: Is it true? Is it specific? Would I say it to a customer in person? If all three are yes, publish.

CHAPTER 12

Your 30-day plan

Put it all together, one week at a time.

Week 1: Foundation

Pick your tools (Ch. 2). Learn the prompt formula (Ch. 3). Mine reviews and build your customer profile (Ch. 4). Save your business context in your assistant.

Week 2: Content and email

Create your pillars and 30-day calendar (Ch. 5). Schedule week one. Draft and load your 5-email welcome sequence (Ch. 7).

Week 3: Copy and visibility

Write 20 headlines and improve your main sales page (Ch. 6). Generate your 30 customer questions and publish two answer pages (Ch. 9). Make two short videos (Ch. 10).

Week 4: Test and learn

Launch a small ad test with three variations (Ch. 8). Review what got the most engagement, sign-ups and sales. Ask AI to help spot patterns, then plan next month around what worked.

Keep going

AI makes the work faster, not automatic. Twenty to thirty minutes a day, done consistently, will build more than any single big push. Use the prompt library that follows to move quickly.

THE PROMPT LIBRARY

38 copy-paste prompts

Replace the [brackets] with your details. Then iterate: shorter, warmer, more specific.

Research and customer

```
Group these reviews by problem, result and exact phrases customers use: [paste].
```

```
Write a one-page profile of my ideal customer for [business]: situation, frustrations, goals, objections, words they use.
```

```
Act as my ideal customer. Read this offer and tell me what's unclear, what you doubt, and what would make you buy: [paste].
```

```
List the top 10 reasons someone would NOT buy [product], and how to address each honestly.
```

```
Summarize what these three competitor pages promise and what they leave out: [paste].
```

```
List 30 questions my customers ask before buying [product], grouped by buying stage.
```

Content

```
Suggest five content pillars for [business] that connect what my customer cares about to what I sell.
```

```
Create a 30-day posting calendar from these pillars with pillar, idea, hook and format for each day.
```

```
Write 10 scroll-stopping first lines for posts about [topic] for [customer].
```

```
Turn this transcript into a LinkedIn post, three short captions, an email and a carousel outline: [paste].
```

```
Give me 15 behind-the-scenes post ideas for a [type of business].
```

```
Rewrite this post to sound more like me, using these examples of my writing: [paste].
```

Copy and offers

```
Write 20 headlines for [offer] for [customer] using these phrases: [paste]. No hype or income claims.
```

```
Draft the problem section of my sales page in my customer's words: [paste profile].
```

```
Write a clear, honest 'Who this is for / not for' section for [offer].
```

```
Write an FAQ with 8 real questions buyers ask about [offer], with short direct answers.
```

```
Edit this copy: cut filler, clichés and anything exaggerated. Keep it under [X] words: [paste].
```

```
Suggest three ways to make this offer more specific and easier to say yes to: [paste].
```

Email

```
Write a 5-email welcome sequence for [business]: deliver, story, tip, customer story + offer, objection + offer.
```

```
Write 10 subject lines under 45 characters for this email: [paste].
```

```
Write a friendly re-engagement email for subscribers who haven't opened in 60 days.
```

```
Turn this blog post into a short email with one link and a clear next step: [paste].
```

> Write a 3-email sequence announcing [new product], with an honest reason to act this week.

Ads

> Write 10 ad variations for [offer]: five lead with the problem, five with the result. Text under 125 characters, headline under 40.

> List interests, job titles, pages and life events my ideal customer likely has: [paste profile].

> Here are my ad results: [paste]. What patterns do you see and what should I test next?

> Review this ad against [platform]'s advertising policies and flag anything risky: [paste].

> Write 5 retargeting ads for people who visited my page but didn't buy [offer].

SEO and visibility

> Draft an answer page for '[question]': direct answer first, then explanation, steps and a 3-question FAQ.

> Write a Google Business Profile description for [business] using these services and keywords: [list].

> Write a friendly message asking happy customers for a review, with a direct link: [link].

> Suggest 10 blog post titles that answer real questions my customers search for about [topic].

> Write meta titles (under 60 characters) and descriptions (under 155) for these pages: [list].

Video and visuals

```
Give me five 3-second hooks for a short video about [topic].
```

```
Write a 45-second video script answering '[question]' with a hook, three points and a call to action.
```

```
Write a caption and 5 relevant hashtags for this video: [describe].
```

```
Describe three simple graphic concepts for a post about [topic], using my brand colors [colors].
```

```
Turn this long video transcript into five short clip ideas with timestamps: [paste].
```