VtSBDC
VERMONT SMALL BUSINESS DEVELOPMENT CENTER

Upgrade Your Marketing with AI

Save time. Spark ideas. Create stronger content.

AI can be a helpful marketing assistant. It can help you get started faster, develop fresh ideas, improve what you've already written, and turn one idea into several pieces of marketing content.

AI doesn't replace your marketing voice—it helps you get started faster.

What Can AI Help You Do?

- Brainstorm marketing ideas
- Social media topics
- Seasonal promotions
- Blog and newsletter ideas
- Event and campaign concepts

Create First Drafts

- Social media posts
- Marketing emails
- Headlines and taglines
- Website copy
- FAQs and customer information

Repurpose Your Content

Give AI one idea and ask it to turn it into several pieces of content, such as:

- A social media post
- An email subject line
- A short newsletter item
- Three additional content ideas

The Simple Prompt Formula

The more helpful details you give, the better the result.

What you want + **Business details** + **Audience** + **Tone** + **Format**

Too vague:
"Write a Facebook post for my bakery."

Much better:
"Write a friendly Facebook post for my locally owned bakery promoting our new maple cinnamon rolls. Our customers are local families and professionals. Keep it under 100 words and include a simple call to action."

5 Prompts to Try

1. **Generate ideas**
   "Give me 10 marketing ideas for a [type of business] trying to reach [type of customer]."
2. **Create a social media post**
   "Write a friendly social media post promoting [product/service/event]. Keep it under 100 words and include a call to action."
3. **Improve what you already have**
   "Rewrite this marketing message so it is clearer, friendlier, and more engaging: [paste text]."
4. **Create multiple versions**
   "Give me three versions of this message: one friendly, one professional, and one more conversational."
5. **Plan your content**
   "Create a two-week content calendar for a [type of business] with a mix of helpful information, customer-focused posts, behind-the-scenes content, and promotions."

Use AI Wisely

A few important reminders.

Check the facts.
AI can make mistakes.

Protect private information.
Don't share sensitive customer, employee, or business information.

Make it your voice.
Edit the content so it sounds like you and reflects your brand.

Add local details.
Local stories, examples, and photos make your marketing more authentic.

Remember:
AI is a tool. You are the expert on your business and your customers.

Learn. Plan. Grow.
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