Sustainable MARKETING



GET BETTER RESULTS **FROM AI**

AI doesn't need a clever prompt as much as it **needs a good brief**.

The better it understands what you are trying to achieve, **who the work is for and what information it should use,** the better starting point.

Good AI is a process.
Don't simply accept the first answer. Work with it, challenge it, add missing information and use your own judgement before relying on or sharing it.

1 BRIEF THE TASK PROPERLY

Tell AI what you need it to do and give it enough context to understand what a good result looks like.

Include

- Role
- Task
- Audience
- Business
- Outcome
- Relevant background

For marketing work, provide relevant foundation documents including your brand positioning, key messages, brand voice, style guide, marketing plan, and supporting evidence.

2 ASK AI WHAT IT STILL NEEDS

Ask AI to identify gaps in your brief before it starts.

> ***Before you start, ask me any questions you need answered to do this properly.***

3 WORK WITH IT

Tell it what's wrong.
Explain what you don't like.
Add examples and correct assumptions.

- Ideate
- Challenge
- Refine
- Add context
- Improve

For complex work, break the task into smaller components.

4 CHECK EVERY FACTUAL CLAIM

AI can sound convincing ***and still be wrong.***

Check facts, figures, calculations, statistics, names, dates, quotations, technical information and sources before relying on them.

Don't just check the ones that look suspicious.

5 APPLY HUMAN JUDGEMENT

Fact-checking is only part of the review.

> **Ask:**
> *Is it actually good?*
> *Is it appropriate for this audience?*
> *Does it reflect the business accurately?*

Nothing goes out without human review.

TALK TO YOUR AI
You don't have to type the perfect prompt. Voice input can help you think aloud, explain nuance and give AI richer context.
Brief it well. Let it ask questions. Work with it. Check everything.

BETTER AI STARTS WITH BETTER **MARKETING FOUNDATIONS**

The better AI gets, the **more important your marketing foundations become**.

Most businesses have valuable marketing knowledge, but it's often in the owner's head, with the sales team or scattered across documents and suppliers.

AI exposes those gaps.

If your customers, positioning, messages, voice, strategy or evidence are unclear, AI has to make assumptions.

THE MARKETING FOUNDATIONS AI NEEDS TO WORK FROM

- **Who are your best customers?** Ideal Client Profile
- **Why should they choose you?** Brand Positioning
- **What do you want to be known for?** Key Messages
- **How should your business communicate?** Brand Voice + Writing Guide
- **What are you trying to achieve and how?** Marketing Plan + SOPs
- **What proves what you say?** Evidence: reviews, testimonials, projects, certifications, awards, quality systems and experience.

AI doesn't fix weak foundations. *It exposes them.*

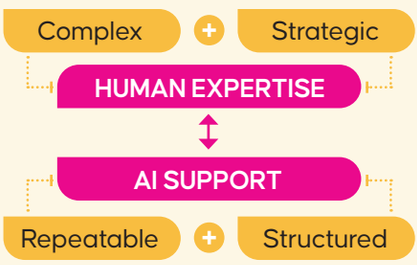
Clear, documented marketing foundations have value well beyond AI. They help you represent your brand consistently, build marketing capability and grow long-term business value.



Choose the right work for AI

Start with work that is repetitive, frequent and structured.

The more complex, strategic or high-stakes the work, the more important professional expertise and human judgement become.



Do I have the expertise to know whether the result is actually good?

AI can amplify expertise. If you can't assess the result, it can be difficult to know whether AI has produced something genuinely good or likely to achieve the outcome you need.

Use AI responsibly

Before giving AI access to information or systems, ***consider privacy, access, security, transparency and ethics.***

Know what you should and shouldn't share, where information may be stored or processed, and what the system can access.

If AI is connected to your files, email or business systems, ***give it only the access it needs.*** Keep sensitive information separate and review permissions as your use changes.

Not sure your marketing foundations are strong enough for AI?

Book a Marketing Foundations Audit to identify the gaps and where to strengthen them.

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Sustainable MARKETING

Making Sustainable Growth Achievable