

A Marketer's Guide to Using ChatGPT

Why Marketers Should Care

AI tools like ChatGPT can save hours, spark creativity, and scale marketing impact. Think of it as your brainstorming partner, writing assistant, and research helper—always on call. Depending on the size of your organization, you may also have access to an in-house or enterprise version of ChatGPT. The product may look a little different, but the prompts and approaches in this guide should still apply

1. Which ChatGPT Should You Use (when you don't have an enterprise version)?

ChatGPT (Free / GPT-3.5)

Best for quick drafting and brainstorming.

- Handles everyday marketing tasks well but may struggle with nuance.
- Fewer advanced reasoning capabilities.

ChatGPT Plus (GPT-4 / GPT-5)

More powerful, accurate, and creative.

- Better at strategy-level prompts, detailed analysis, and tone matching.
- Handles complex requests (e.g., "Rewrite this case study into 3 audience-specific blog posts").
- Access to image generation, file uploads, and advanced features (depending on your plan).

 **Tip:** If you're producing professional, client-facing content, GPT-4 or GPT-5 is worth the upgrade. Use GPT-3.5 for lighter tasks (idea lists, drafts, quick summaries).

2. Getting Started

- **Be specific:** Instead of "Write a blog post", say "Write a 500-word blog post for LinkedIn on AI in law firms, with a professional but approachable tone."
- **Give context:** Share your audience, goals, and brand voice.
- **Iterate:** Refine outputs by saying "shorter," "make it funnier," or "add bullet points."

3. Some Core Marketing Uses

Content Creation

- Blog posts, social copy, newsletters, tip sheets (like this one)
- Catchy headlines, subject lines, hashtags

Research & Insights

- Industry trend summaries
- Competitor positioning comparisons
- Client persona development

Campaign Support

- Brainstorm campaign concepts
- Draft email sequences
- Generate A/B test variations

SEO & Optimization

- Meta descriptions and keywords
- FAQ content for websites
- Alt text for images

4. Prompts That Work

- *“Give me 5 LinkedIn post ideas about AI in marketing, written in a conversational tone.”*
- *“Create a press release for this client alert.”*
- *“Summarize this client alert/report for an online introduction.”*
- *“Turn this long paragraph into 3 punchy social captions.”*
- *“Act as a CMO. How would you pitch our new service to new and existing clients?”*

5. Best Practices

- 👉 Always fact-check—AI can “sound right” but be wrong.
- 👉 Add your human voice—don’t publish AI copy as-is.
- 👉 Use it for first drafts, not final outputs.
- 👉 Protect confidential data—don’t paste sensitive info.

6. Quick Wins for Marketers

- Build audience personas for campaign planning
- Rewrite dense reports into executive summaries
- Turn webinar transcripts into blog posts

⚡ **Pro Tip:** Treat ChatGPT like a smart intern—great for drafts and ideas, but you provide the strategy, brand voice, and polish.