8 Generative AI Prompt
BEST PRACTICES

Generative AI has the potential to revolutionize the marketing landscape as we know it. From changing the way we approach relationship marketing to providing more accurate, personalized, cost effective and efficient ways to engage and connect with customers.

But, it's important to understand how to maximize the potential of Generative AI when leveraging it for your marketing strategy. So, we're sharing 8 Generative AI prompt best practices to ensure you get the most out of this new and exciting technology.

1 Establish your goal or objective

Before jumping in head first with Generative AI prompts, it's important to define the objective or goal that you wish to achieve. Is your content's goal to drive more sign-ups? Create new leads? Invite attendees to an event? Or perhaps request more donations? Having a clear goal and defined audience before you engage with Generative AI will ensure your prompts are clear, and therefore guarantee a more accurate output.

2 Be clear

Your prompt should be easy to understand and provide specific instructions for the AI to follow. Avoid using overly complex language or unnecessary jargon that may confuse it. The construction of a well-designed prompt is one of the key ingredients to successfully using Generative AI.

3 Be prescriptive and helpful

The more descriptive your prompt is, the more accurate the Generative AI output will be, for example — *"The following is an article from our organization blog. Summarize the content into the most helpful bullet points for a person interested in purchasing a book."* Being as prescriptive as possible ensures the Generative AI content creation process is more efficient, as you'll reduce the amount of manual edits and/or prompt attempts required.

4 Specify output

When prompting Generative AI, it's recommended that you dictate the length and your desired tone of voice. It's important to note that different prompts will be needed depending on your campaign purpose, objective and intended audience (as outlined above).

For example, if you want to create an important CEO announcement blog post, your prompt should outline that you require a formal tone, with detailed, longer form paragraphs. Whereas an end-of-season flash sale email campaign prompt might specify a more casual tone of voice, that creates a sense of urgency, in one or short, catchy sentences.

JUST REMEMBER — Generative AI is there to help, but you need to review and ensure that any and all content you share is accurate and aligns with your tone of voice and brand.

5 Specify formats

If you have a specific structure in mind, be sure to include this information in your prompt, such as generating a bulleted list or a numbered sequence. Once again, this will reduce the time and effort needed for manual edits.

6 Provide examples

You can prompt Generative AI to "remember" an example of content and create a response based on that example. AI is capable of analyzing text and learning it to generate content.

7 Find a balance

Overly restrictive prompts can limit the model's ability to generate creative or nuanced outputs, while overly open-ended prompts may lead to ambiguous or off-topic results. Experiment with different guidance levels to find the sweet spot that best aligns with your objectives.
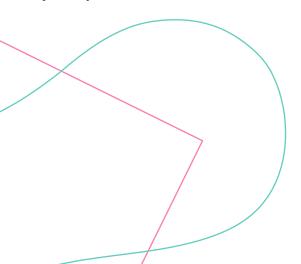
8 Review and refine

Regularly examine the effectiveness of your prompts by reviewing the AI-generated outputs and comparing them against your desired outcomes, then use this feedback to refine and improve your prompts.

If the AI produces unexpected or undesirable outputs, try rephrasing your prompt or adjusting its parameters.

Remember, you should always read and approve any content that Generative AI produces. If needed, you may need to make necessary edits or changes, to ensure it's valid, accurate and aligns to your brand and tone of voice. Ultimately, you're responsible for any content you share with your subscribers or audience.

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