SMART MARKETING WORKFLOWS

A practical AI toolkit for marketers who want to work smarter, not harder

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TODAY'S AGENDA

00 **How LLMs Actually Work**

01 **Phase 1: Ideation — 4 Smart Workflows**

02 **Phase 2: Creation — 3 Power Moves**

03 **Live Demo: Willow Create**

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Retake Control of AI

Why breaking your prompts into phases puts you back in charge — not the AI.

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How an LLM Actually Works

- An LLM works sequentially — it predicts the next most likely word based on everything in the chat window.
- It has no memory between sessions — every conversation starts blank unless you provide context.
- One long prompt = AI takes the wheel. Break it into phases and you stay in control between each step.
- You control the quality of each phase — review, redirect, and refine before moving to the next.
- Think of it as a brilliant intern: give it a structured brief, phase by phase, and you get brilliant output.

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"The moment you hand AI one giant prompt, it takes the wheel. Break your process into phases and you stay in control of every decision that matters."

— The rule of phased prompting

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Retaking Control of Your AI Workflow

❌ Handing AI the wheel

- One giant prompt, hope for the best
- Let AI decide direction and tone
- Accept the first output without reviewing
- No review step between phases
- No reusable assets — start over every time

✅ Staying in the driver's seat

- Break prompts into phases — ideate, brief, create
- Review and redirect between each phase
- Use your prompt library as the foundation
- You control direction — AI executes the step
- Build reusable prompt assets — once, used forever

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The Phased Approach — You Stay in Control

Phase 1: Ideate	Phase 2: Brief & Review	Phase 3: Create

↓ You review & redirect between each step ↓

🎯 On-brand output you actually approved

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Phase 1: Ideation

Where great content starts — before you open a blank document.

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4 Ideation Workflows

1. Saves Folder

- Passive inspiration capture
- Build an ideas library
- Never run dry again

2. TOV Prompt

- Extract your voice from past posts
- Reusable across all tools
- One-time setup

3. Campaign Build

- AI asks YOU the questions
- Full campaign in one session
- Voice memo shortcut

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Workflow 1

The Saves Folder — Your Always-On Ideas Library

The Saves Folder — How It Works

- As a marketer, you're already scrolling social media. Make that time count.
- When you spot a post that sparks something — save it. Doesn't matter what platform.
- Your saves folder becomes a curated, living inspiration library built passively.
- When you're stuck for ideas, scroll your saves and ask: why did this work? What's my version?
- No extra tools needed. Works on LinkedIn, Instagram, TikTok, X — anywhere you scroll.

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What to Save (and Why)

Save this content

- Posts that stopped your scroll
- Formats you've never tried
- Captions that made you feel something
- Hooks that grabbed you instantly
- Comments that sparked an idea

Ask yourself later

- Why did this stop me scrolling?
- Could I do my version of this?
- What made this perform well?
- Does this format suit my brand?
- What would I do differently?

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"Your save folder is a mirror of your creative taste. The more intentionally you save, the better your future content radar becomes."

— Passive curation, active inspiration

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Workflow 2

The Tone of Voice Prompt — Sound Like Yourself, Every Time

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Why You Need a Tone of Voice Prompt

- Without a TOV prompt, every AI output sounds generic — or worse, like everyone else.
- Rewriting AI content to sound like you wastes time and kills the efficiency gain.
- A TOV prompt is a one-time investment that pays forever.
- It captures your rhythm, vocabulary, energy, and how you structure ideas.
- Once built, paste it into any LLM and every output starts sounding like you by default.

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Building Your Tone of Voice Prompt

1 **Collect your 10 best posts**

Go to your LinkedIn profile. Pick the 10 posts you're most proud of or that performed best.

2 **Paste them back-to-back**

Open ChatGPT, Claude, or Gemini. Paste all 10 posts consecutively in one message.

3 **Add one final instruction**

After the last post, write: 'Please extract an in-depth tone of voice prompt from these posts.'

4 **Save the output**

Copy the generated TOV prompt to a doc or note. This is now your reusable asset.

5 **Use it everywhere**

Paste it at the start of any new content session. Watch outputs transform immediately.

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What a Good TOV Prompt Contains

Writing style elements

- Sentence length preferences
- Vocabulary and word choices
- Use of humour or directness
- How you open and close posts
- Punctuation patterns

Voice & personality

- Your point of view on topics
- Level of formality
- Storytelling tendencies
- What you never say
- Your signature phrases

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"Update your TOV prompt every 6 months. Your voice evolves — your prompt should too. Also build a separate one for your brand vs. your personal brand."

— Keep it current

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Your Prompt Library — Build Once, Reuse Forever

Voice & Brand Identity

- **Personal TOV prompt** — your voice, from your best posts
- **Company TOV prompt** — brand voice, separate from yours
- **Colleague TOV prompts** — ghostwrite for your whole team
- **Branding prompt** — colours, fonts, layout (key for Claude/Gemini)

Context & Strategy

- **Company background** — who you are, what you do, who you serve
- **Product/service descriptions** — one per product or service line
- **Target audience profiles** — their pain points, language, and context
- **Campaign brief template** — reusable structure for every new campaign

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Workflow 3

Campaign Brainstorming — Let AI Ask You the Questions

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The Problem with How Most People Use AI for Ideas

❌ Typical approach

- "Give me a LinkedIn post idea"
- Get generic result
- Try to add more context
- Iterate 10+ times
- Still sounds off-brand
- Waste 45 minutes

✅ Smart approach

- Ask AI what it needs to know
- Answer all questions at once
- Feed back a rich brief
- Get on-brand output first try
- Save the brief for future use
- Done in 15 minutes

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The Key Insight

1

prompt to rule them all

Instead of telling the AI what you want, ask it what it needs to know.

This single shift turns a back-and-forth loop into a structured brief — and your output quality jumps immediately.

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Running a Campaign Brainstorm with AI

1 **State your goal**

Tell the AI what you're marketing: a product, webinar, campaign, event, or service.

2 **Ask for the question list**

Prompt: 'What questions do you need answered to help me build a full campaign as a top LinkedIn marketeer?'

3 **Review the questions**

You'll get 10–20 questions covering audience, goals, tone, differentiators, CTAs, and more.

4 **Answer via voice memo**

Don't type answers one by one. Use ChatGPT's voice function and talk through all of them.

5 **Paste the transcript**

Send the auto-generated transcript back. The AI now has a complete brief to work from.

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The Voice Memo Shortcut — Why It Works

- Typing detailed answers to 15 questions is slow and often shallow.
- Speaking lets you be naturally expressive — you include examples, emotion, context automatically.
- ChatGPT's voice input generates a transcript automatically in the chat.
- Paste that transcript as your next message — it becomes a rich, natural brief.
- You'll give more information in 3 minutes of talking than 20 minutes of typing.
- This works for any AI input: post briefs, email drafts, strategy sessions.

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I'm marketing a webinar on smart AI workflows for marketers.

Before we start building the campaign, please give me a list of all the questions you need me to answer so that you have every piece of information required to build a full, strategic LinkedIn campaign like a top-tier marketer would.

Don't start writing content yet — just give me the questions.

Copy this. Adapt the first line to your campaign. Done.

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Workflow 4

The AI Sparring Partner — Your Personal Marketing Coach

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Creating a Marketing Coach Persona

- You've built your prompt library. Now go one step further: give AI a **persona**.
- A persona is a named expert role with a point of view — not just an assistant that agrees with you.
- Feed it your **full prompt library** so it knows your company, product, and audience — then tell it to become a domain expert.
- Use it to stress-test ideas, get honest pushback, and sharpen strategy — not just produce content.

You are **Alex**, a senior B2B LinkedIn strategist and content expert with 10+ years helping professional services firms grow through thought leadership.
Here is everything you need to know about my company and context:
[Paste: company background + product descriptions + target audience profiles + TOV prompt]
Using this knowledge and your deep expertise in B2B content strategy, **challenge my ideas, push for bolder angles, and flag anything that sounds generic or off-brand.**
Don't just produce — think with me. Ready?

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AI Assistant vs. AI Sparring Partner

AI as assistant

- Executes what you ask
- Agrees and produces
- Waits for your lead
- Great for execution tasks
- Output-focused

AI as sparring partner

- Challenges your assumptions
- Asks 'but what about…?'
- Brings a point of view
- Great for strategic thinking
- Thinking-focused

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Ideation Phase — Quick Recap

1 **Saves Folder**

Passive inspiration collection. Your saves = your ideas library.

2 **TOV Prompt**

Paste 10 posts → extract your voice → reuse forever.

3 **Campaign Brainstorm**

Ask AI for its questions → voice memo → rich brief → great output.

4 **Sparring Partner**

Create a marketing coach persona to challenge and sharpen strategy.

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Phase 2: Creation

Turning your strategy into polished content — with the right tool for each job.

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3 Creation Workflows

1. Tool Split

- Right tool for right job
- ChatGPT / Claude / Gemini
- Know when to use what

2. Brand Prompt

- Upload your branded deck
- Extract reusable brand style
- Consistent visuals instantly

3. Voice-First Drafting

- Talk, don't type
- Richer briefs automatically
- Better output every time

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Workflow 5

The Tool Split — Right AI for the Right Job

Which AI Tool Does What

ChatGPT

Posts & Copy

Best for drafting LinkedIn posts, captions, email copy, and short-form content. Memory feature remembers your brand across sessions.

Claude

Documents & Visuals

Best for presentations, reports, documents, and text-heavy visual materials. Handles structure and formatting beautifully.

Gemini

Image Generation

Currently one of the strongest AI image generators. Use for custom visuals, illustrations, and creative image assets for posts.

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Claude Deep-Dive — When to Reach for It

- Claude excels at handling large amounts of text and turning it into structured, polished output.
- Presentations with complex layouts — Claude can design slide content logically and cleanly.
- Long-form documents: strategy docs, brand guides, reports, white papers.
- Text-heavy visual materials: infographic copy, one-pagers, formatted documents.
- Claude handles uploads well — you can feed it PDFs, decks, and docs as context.
- Great for creating reusable prompt assets like brand guidelines and TOV documents.

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Workflow 6

The Brand Prompt — Make Every Output Look Like Your Brand

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Building a Brand Prompt from Your Slide Deck

1

Find your branded slide deck

Any presentation that has your company colours, fonts, logo, and style applied.

2

Upload it to Claude

Open a new Claude conversation. Upload the PPTX or PDF of your branded deck.

3

Ask for a brand prompt

Prompt: 'Based on this deck, create a full brand prompt I can reuse to ensure all outputs match our visual and verbal identity.'

4

Review and refine

Claude will extract colours, fonts, tone, structure. Fix any small errors. Save the result.

5

Reuse it every session

Paste the brand prompt at the start of any Claude session. Outputs will match your brand from the start.

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What Your Brand Prompt Should Cover

Visual identity

- Primary & secondary colours
- Font choices and sizing
- Logo placement rules
- Layout and spacing preferences
- Image style and mood

Verbal identity

- Brand tone of voice
- Key messages and pillars
- Words to use / avoid
- Target audience language
- CTA style preferences

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"Keep a 'prompt library' doc — TOV prompt, brand prompt, campaign brief template. Open it at the start of every content session and paste what you need. Your AI is only as good as what you give it."

— Build your prompt toolkit once, use it forever

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Workflow 7

Voice-First Drafting — Talk Your Way to Better Content

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Why Talking to AI Works Better Than Typing

- When you type a brief, you write formally — stripped of nuance, examples, and context.
- When you talk, you naturally include the texture that makes briefs useful: stories, caveats, energy.
- ChatGPT's voice mode transcribes as you speak and saves the text automatically in the chat.
- Paste the transcript as your next prompt — suddenly your AI has a rich, human brief to work from.
- Use this for: post ideas, campaign briefings, feedback sessions, strategy exploration.
- Especially powerful for personal branding — your speaking voice is already your brand voice.

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Voice-First Drafting — Step by Step

1 | **Open ChatGPT on mobile or desktop**

The voice function works on both — use headphones for the cleanest transcript.

2 | **Hit the microphone and start talking**

Describe what you want to write about. Explain the idea, the audience, the angle, the goal.

3 | **Don't overthink it**

Ramble if you need to. More context is always better. You can edit later.

4 | **Stop recording — transcript appears**

ChatGPT generates the transcript automatically as the chat message text.

5 | **Add a final instruction line**

Below the transcript, type: 'Using everything above, write me [post / email / hook / strategy]."

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Creation Phase — Quick Recap

5 **Tool Split**

ChatGPT for copy, Claude for documents & structure, Gemini for images.

6 **Brand Prompt**

Upload a branded deck → extract reusable brand style prompt → paste each session.

7 **Voice-First**

Talk your briefs instead of typing. Richer context = dramatically better output.

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Live Demo

See how Willow Create brings all of these workflows together in one place.

Home

Calendar

Create

Ideas

News

Analytics

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1 **Reading website**
Scanning pages for brand voice and content

Successfully read
https://www.willow.co/industries/hr

2 **Creating profile**
Generating AI models and content strategies

Approx. 5:51 remaining

✓ **Reading website**
Scanning pages for brand voice and content

② **Creating profile**
Generating AI models and content strategies

Analyzing content with AI...

Approx. 3:17 remaining

How Willow Create Ties It All Together

- Willow Create is built around the exact workflows we've covered today.
- It handles the TOV prompt, brand prompt, and content briefs in one unified workspace.
- No more copy-pasting between tools or managing a sprawling prompt library.
- Ideation and creation live in the same flow — strategy and output in one place.
- Built specifically for marketers — not a general-purpose AI tool.
- The demo will show how to go from brief to on-brand content in minutes.

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Thanks for joining.

7 smart workflows. Infinite content.

Now go build something great.

Questions? Let's talk.