MAXXING.

INSIGHTS. STRATEGY. GROWTH.

FREE GUIDE

The Strategy-First AI Marketing Playbook

A one-page brand brief, 7 prompts that work and a 30-minute weekly routine, so AI makes your marketing sharper instead of cheaper.

01 · THE PROBLEM

Why most AI marketing looks cheap

AI is fast, fluent and confident. That is exactly the problem: give it a vague request and it returns vague content, beautifully written. The result looks like everyone else's, because it is built from everyone else's.

The fix is not a better tool or a longer prompt. It is the step most businesses skip: deciding what the brand stands for before asking anything to write for it.

Marketing isn't a campaign problem. It's usually a strategy problem.

How to use this playbook

1. Fill in the one-page brand brief (page 3). It takes about 30 minutes, once.
2. Paste the brief at the start of every AI conversation.
3. Use the 7 prompts (pages 4 to 6) for the jobs that matter most.
4. Follow the weekly routine (page 8) and check every piece against the list on page 9.

Works with any AI assistant: Claude, ChatGPT, Gemini or others.

02 · THE BRIEF

The one-page brand brief

Fill this in once. Paste it at the top of every AI conversation, before any request. It turns a generic writer into one that knows your brand.

WHO WE SERVE
The one customer we want more of. Age, situation, what they want, what they fear.

THE PROBLEM WE SOLVE
In their words, not ours.

WHAT WE STAND FOR
One sentence. What would be missing if we disappeared?

WHAT MAKES US DIFFERENT
2 or 3 proof points: facts, not adjectives.

WHO IT IS NOT FOR
Saying no is what makes a brand premium.

HOW WE SOUND
3 words for our tone, and 3 words we never want to sound like.

OUR ONE ACCENT
The colour, phrase or detail people should remember.

GOAL FOR THE NEXT 90 DAYS
One measurable goal: bookings, leads, sales, followers.

03 · PROMPTS 1 TO 3

7 prompts that work

Every prompt starts the same way: paste your brand brief, then give AI a role, a job and a format. Replace everything in [brackets].

1. Sharpen your positioning

Use when your message feels like everyone else's.

PROMPT

Act as a senior brand strategist. Using the brief above, write 3 positioning statements for [business], each in one sentence. For each, name the competitor it beats and why. Then tell me which one is strongest and what proof we need to make it believable.

2. Understand your audience

Use before any campaign or new offer.

PROMPT

Act as a consumer researcher. For the audience in the brief, list their top 5 frustrations, 5 desires and the exact phrases they would use to describe them. Then suggest 3 messages that speak to the strongest tension.

3. Build content pillars

Use to stop posting randomly.

PROMPT

Act as a content strategist. Based on the brief, propose 4 content pillars for Instagram. For each: the purpose, 5 post ideas, the best format (Reel, carousel, story) and how it leads to a sale.

4. Write hooks that stop the scroll

The first line decides if anyone reads the rest.

PROMPT

Act as a social media copywriter for a premium brand. Write 10 hooks for a post about [topic] for [audience]. Use these patterns: bold claim, result first, common mistake, curiosity gap, numbered list. No clickbait, no emoji. Mark the 3 strongest.

5. Turn one idea into a carousel

One idea, 7 to 9 slides, one point per slide.

PROMPT

Act as an editorial designer. Turn this idea into an Instagram carousel of 8 slides: slide 1 is the hook, slides 2 to 7 make one point each in under 25 words, slide 8 is the call to action. Then write the caption with the hook repeated in the first line. Idea: [paste idea or article]

6. Write ad copy that converts

Use for paid social and promotions.

PROMPT

Act as a performance copywriter. Write 3 ad variations for [offer] aimed at [audience]: one emotional, one rational, one social proof. Each with a headline under 40 characters, primary text under 125 characters and a clear call to action. Avoid claims we cannot prove.

05 · PROMPT 7

7. Audit your Instagram

Brutal and useful. Run it every quarter.

PROMPT

Act as an Instagram growth analyst who studies why accounts in the same niche grow at different rates. Here are my bio, my last 9 posts (topic, format, likes, saves, comments) and my posting rhythm: [paste]. Tell me what to stop, start and keep, the 3 biggest gaps, and a 2-week plan to fix them.

Make any prompt better

- **Give examples.** Paste 2 or 3 posts you love. AI copies the quality it can see.
- **Ask for options.** Request 3 versions (safe, bold, premium), then choose.
- **Ask it to criticise itself.** "What is weak about this? Fix it."
- **Ask for honesty.** "If you are not sure about a fact, say so. Do not invent numbers."
- **Keep the decision human.** AI drafts; you decide what the brand says.

06 · VISUALS

The premium image prompt formula

Generic image prompts give AI slop. Premium visuals come from the same five decisions a photographer makes.

SUBJECT	Exactly what is shown. For products: "keep the product exactly as in the reference photo".
SCENE	Where it is: travertine plinth, linen tablecloth, marble bar, morning street.
LIGHT	Soft window light from the left, golden hour, hard flash, rim light.
CAMERA	85mm portrait lens, macro detail, top-down flat lay, wide establishing shot.
MOOD	Brand colours, 3 mood words, and space left for text if needed.

EXAMPLE

Keep the product exactly as in the photo. Place it on a travertine plinth, soft morning window light from the left, 85mm lens, shallow depth of field, warm cream palette, premium editorial mood, empty space top right for text.

Always make 3 versions, check that labels and proportions match the real product, and never use real people's faces without their consent.

07 · ROUTINE

The 30-minute weekly routine

Consistency beats creativity. This routine produces three on-brand posts a week in about half an hour.

MONDAY	**10 min** · Pick 3 topics for the week from your content pillars. Use prompt 3.
TUESDAY	**5 min** · Write hooks for all 3 with prompt 4. Choose the strongest.
WEDNESDAY	**5 min** · Turn one topic into a carousel with prompt 5.
THURSDAY	**5 min** · Draft the other two posts. Create visuals with the formula.
FRIDAY	**5 min** · Check everything against the list on page 9. Schedule.

Once a month: run prompt 7 on your account and update your brief if something has changed.

08 · QUALITY CHECK

Before anything goes out

Seven questions. If the answer to any of them is no, fix it before publishing.

1. Does it say one thing, clearly?
2. Would our ideal customer stop scrolling for the first line?
3. Does it sound like us, or like everyone?
4. Is every claim true and provable?
5. Is there one accent, not five?
6. Is the call to action clear and easy?
7. Would we be proud to see it in a year?

AI can produce. Only strategy can decide.

09 · NEXT STEP

Want it done with you, or for you?

This playbook is how we think about marketing: strategy first, then AI to move faster. If you want help applying it to your business, here is how we work with clients.

BRAND	Brand building and positioning: what you stand for and how you show it.
CAMPAIGNS	Creative strategy and campaign development, from idea to activation.
GROWTH	Market entry, research and growth marketing.
AI SYSTEMS	AI-powered content and marketing systems that run every week.

15 years of premium brand management for global companies, now applied to businesses of every size.

WANT ALL THE PROMPTS?

The Strategy-First Prompt Pack

56 ready-to-use prompts in 8 categories, plus the brand brief. €19 · payhip.com/b/hD02R

GET IN TOUCH

nkmaxxing.com

Book a strategy call through the contact form.