AI for Marketing Content

Use AI for ideas and first drafts grounded in services you actually deliver.

Put it into practice

1. Start with one customer question and accurate service facts.

2. Ask for useful content with one clear next step instead of exaggerated claims.

3. Review the draft against your actual scope, permissions, and brand tone.

Starter example

Prompt: Suggest three short post ideas for [SERVICE] answering [CUSTOMER QUESTION]. Use only these facts: [FACTS]. For each, give a useful takeaway and one enquiry CTA. Do not invent results, testimonials, certifications, urgency, or statistics.

Your next action

Question to answer / facts / chosen idea / review date

Use images you own or are permitted to use. Do not generate fake customer evidence. Correct inaccurate advice before publishing.

Continue with the practical decision guide and worksheet on the next pages.

Ground marketing drafts in actual evidence

Work through the decision

Write down the customer question and the facts you can support. These might be included tasks, how assessment works, your service area, or a preparation tip from your process. Give AI these facts and ask for a few possible explanations rather than a complete campaign full of assumptions.

Check the draft for invented statistics, testimonials, before-and-after results, certifications, urgency, and savings. If you have no evidence for a statement, remove it. A useful post can explain one thing clearly without claiming that your service changes everyone's life.

A situation to learn from

Example: a prompt about a routine cleaning scope produces Save ten hours every week. That is an unsupported quantified benefit. Revise it to explain the actual tasks and the quote process. A customer can then decide whether the service is relevant to them.

How to respond

Use AI to vary format while preserving facts: a short post, a question-and-answer, or a checklist. Check image permissions and customer consent separately. Never present generated imagery or fictional praise as evidence of completed customer work.

Content brief and review

Use this page with your own service and circumstances. Record assumptions separately from confirmed facts, and update the plan using actual work.

Audience / customer question / purpose of post

Verified facts / exclusions / permitted evidence

Draft prompt: Explain [question] using only [facts]. Give one useful takeaway and one relevant CTA.

Review: accuracy / claims / image rights / private details / working link

Review before taking the next step

Follow-up prompt: Identify statements that need evidence. Rewrite the post using only the facts already supplied and do not add new claims.

- [ ] Customer question answered.
- [ ] Unsupported claims removed.
- [ ] Images and examples truthful and permitted.
- [ ] Final copy checked before publishing.

Ready for the connected business system?

Explore the $49 systems for launch guidance, tools, and working templates.

Explore Readyvora Business Systems