

The AI Marketing Systems Starter Kit

5 plug-in frameworks to make AI actually work in your marketing — without sounding like everyone else.

No fluff, no theory — copy the templates, fill the brackets, ship.

Why this kit exists. AI made producing marketing cheap. It didn't make good marketing cheap. The teams pulling ahead aren't the ones with the best prompts — they're the ones who turned AI into repeatable systems. Here are five you can install this week.

1. The Brand Voice OS — so AI sounds like you

Adjectives ("bold, human") can't be executed by a machine. Rules can. Fill this in once, then paste it above every AI prompt.

- We always say: _____ (words/phrases that are us)
- We never say: _____ (the cringe list: "unlock," "game-changer," "in today's fast-paced world")
- Before -> After: "_____" -> "_____" (one real sentence, generic vs on-brand)
- Beliefs our voice holds: _____ (a voice with no opinions is just a tone)
- The test: "Would we say this out loud to a customer?" If no, cut it.

2. The Differentiation Map — so you're not "a brand for everyone"

Answer in one sentence each:

- The one thing a competitor genuinely couldn't say about themselves: _____
- A belief most of our market disagrees with: _____
- Who we deliberately do NOT serve: _____
- Our voice's actual rules (not adjectives): _____

3. The Prompt Library starter — stop rebuilding prompts

Keep this anywhere shared (Notion, a doc). Add a row every time a prompt works. A prompt that worked goes in the library, not the chat history.

- Job to be done: e.g. "Repurpose a blog into a LinkedIn post"
- The prompt (with [brackets]): "Turn [article] into a LinkedIn post using [Brand Voice OS]..."
- What good output looks like: hook in first 2 lines, one idea, clear CTA

4. The AEO Scorecard — see if AI recommends you

Run monthly (~1 afternoon). Ask your top buyer questions in ChatGPT + Perplexity and score:

- Are we named in the answer? (Y/N per question)
- Share of voice vs competitors: _____
- Which sources the AI cites (us / a third party / nobody): _____
- Are our facts quoted accurately: _____
- Third-party mentions trending up: _____
- This month vs last: cited more or less: _____

5. The Growth Loop check — a system, not another campaign

Before you build your next initiative, answer:

- What does a converted customer produce that brings in the next one? (referral, UGC, review, share)
- Which handoff can we automate so it repeats without us?
- Are we measuring the slope (compounding) or just the spike (one campaign)?

Your next step

You've got the frameworks. Pick one and install it this week — the Brand Voice OS is the fastest win. The weekly deep-dives (one practical AI-marketing system at a time) are already on their way to your inbox.

More frameworks and the full write-ups: promptlymarket.com