

FRAMEWORK SWIPE FILE

8 Marketing Systems, One Page Each

The strongest frameworks from Promptly Market, condensed to the steps. No fluff, just what to actually do, pulled from the same posts that already rank.

The AI Content Engine

5 stages

- 1 Research** — decide before you generate. Pick one topic, one reader, one action. AI compresses research; judgment stays human.
- 2 Draft** — AI writes, your framework leads. Hand it a skeleton (Hook → Problem → Consequences → Solution → CTA), not a blank page.
- 3 Adapt** — one idea, every channel. Derive LinkedIn, X, newsletter versions from one core piece, rewritten per platform.
- 4 Review** — the human gate. A fixed checklist: on-brand, on-strategy, factually correct, clear next action.
- 5 Publish** — systematize the last mile. Schedule, tag with UTMs, log what shipped, feed learning back to stage 1.

"Tactics expire. Systems compound. You don't need more AI tools, you need one repeatable system wrapped around the tools you already have."

The Brand Voice OS

5 parts

- 1 Rules, not adjectives** — "we use contractions and second person" beats "be human."
- 2 Word bank + banned list** — the words that sound like you, and the cringe phrases you never allow.
- 3 Before → after examples** — 2-3 real sentences, rewritten from generic to on-brand. The delta teaches better than any adjective.
- 4 Point of view** — the beliefs the voice is allowed to hold. A voice with no opinions is just a tone.
- 5 The say-it-out-loud test** — "would we actually say this to a customer's face?" If not, cut it.

"AI makes production cheap. It doesn't make voice cheap. Encode your voice once as a system, and consistency stops depending on who's online today."

The RevOps Loop

5 stages (the 5th is what makes it a loop)

- 1 Attract** — tag every campaign with an identifier that survives the whole customer journey.
- 2 Qualify** — a shared, written definition of "good-fit buyer," agreed by marketing and sales, not a scoring model.
- 3 Convert** — make sure the original campaign tag survives all the way to the closed-won record.
- 4 Retain** — did this customer turn out to be a good fit? Retention answers what conversion can't.
- 5 Feed back to Attract** — retention and churn data becomes the targeting brief for the next campaign, on a fixed cadence.

"A funnel ends at the sale. The Loop treats the sale as the midpoint."

The Entity Consistency System

5 steps

- 1 Write one canonical description** — 40-60 words: what you do, who it's for, what makes you different.
- 2 Repeat it everywhere you own** — homepage, About, social bios, directory listings. Same category, same audience, every time.
- 3 Get it corroborated** — third-party mentions (roundups, reviews, podcasts) count more than your own copy.
- 4 Feed it structured data** — an Organization schema block removes the guessing for machines.
- 5 Test it monthly** — ask ChatGPT and Perplexity what you do, compare against the canonical description.

"Being technically excellent and inconsistently described loses to being average and consistently described, in an AI-mediated search world."

The Objection Library

4 steps

- 1 Log every objection for two weeks** — write down the real hesitation, in the prospect's own words, after every call.
- 2 Group into real patterns** — most businesses land on 5-8 recurring objections, not fifty.
- 3 Write the best answer, once** — the real response you've watched work, not a theoretical rebuttal.
- 4 Route into the right format** — a price objection becomes a pricing FAQ; a complexity objection becomes a how-to hook.

"Your best marketing copy is not something you invent. It is the answer you already gave, out loud, to the exact hesitation your buyer felt right before they almost said no."

The Consumer Insight Loop

4 steps

- 1 Collect** — pull raw, unfiltered feedback: reviews, support tickets, sales call transcripts, cancellation surveys.
- 2 Extract** — have AI surface recurring phrases and direct quotes, not paraphrases.
- 3 Cluster** — group by the job/problem described, not by which feature is mentioned.
- 4 Route** — put the top phrases directly into headlines, ad copy, and sales scripts.

"If a customer said it in their own words, it beats a marketer's paraphrase of the same idea nine times out of ten."

The Demand Signal Radar

4 steps

- 1 Pick three sources to check weekly** — one search-data source, one internal source, one public community.
- 2 Log the raw phrase** — exactly what was asked, in their own words, not your interpretation of it.
- 3 Group by repetition** — three or more people asking a close variant in a month is a real pattern. One is noise.
- 4 Write before it goes stale** — route each confirmed pattern into content within weeks, not a quarter later.

"Keyword research tells you search volume for a phrase you already thought of. A demand signal radar surfaces phrases you would never have thought to search for."

Schema Markup for Brand Entities

The 5 fields that do the work

- 1 **name + alternateName** — handles the gap between your legal name and what people actually call you.
- 2 **description** — must match your homepage exactly. A mismatch is worse than no markup.
- 3 **sameAs** — the highest-value field. States which external profiles are the same entity.
- 4 **@id** — a stable identifier other schema blocks can point at.
- 5 **logo** — used in several result types, trivially easy to get right.

"55% of the 50 companies we checked cannot say what category they're in, in machine-readable form. Our own homepage failed the same test that morning."