

HubSpot

How to Use AI to Create a Marketing Plan



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Have you ever started to work on a marketing plan and been hit with a serious case of blank page block? Too many ideas, no clue where to start? This should help.

We've broken down the marketing plan into bite-sized chunks. For each section, you'll feed some info to your preferred gen AI tool (ChatGPT, Claude, Gemini, etc.), and use it to help craft insights and initiatives that'll make your CMO's jaw drop.

Instructions:

- 01 For each section, enter the requested information in the "Data input" field.
- 02 Copy the AI prompt and paste it into your preferred AI tool (e.g., ChatGPT).
- 03 Copy the AI's response into the "AI response" field.
- 04 Reflect on the AI's analysis and add your own thoughts in the "User interpretation" field.

Remember: AI language models are powerful tools, but they can make mistakes or provide inaccurate information. Always fact-check and proofread any content generated by AI chatbots before using it. These tools are designed to assist and inspire, not to replace human judgment and expertise. Verify important information from reliable sources and use your own critical thinking skills when reviewing AI-generated content.

Let's begin!



Business Summary

In this section, provide an overview of your business, including key metrics and a brief description.



Data input: [User enters key business metrics and description]

AI prompt: “Based on this business summary, identify the top 3 strengths and potential areas for improvement.”

AI response: [User copies AI response here]

User interpretation: [User adds their thoughts on the AI analysis]

Business and Marketing SWOT Analysis

A SWOT analysis helps you understand your business's Strengths, Weaknesses, Opportunities, and Threats. Let's enhance your analysis with AI insights.



Data input: [User enters known strengths, weaknesses, opportunities, and threats]

AI prompt: “Analyze this SWOT information and suggest 2 additional points for each category based on current market trends.”

AI response: [User copies AI response here]

User interpretation: [User adds their thoughts on the AI analysis]

Business Initiatives

List your current and planned business initiatives. The AI will help you identify additional opportunities aligned with market trends.



Data input: [User enters current and planned business initiatives]

AI prompt: “Review these initiatives and recommend 3 additional initiatives that align with current market opportunities.”

AI response: [User copies AI response here]

User interpretation: [User adds their thoughts on the AI analysis]

Target Market

Define your target market by describing their demographics and psychographics. The AI will help you create detailed customer personas.



Data input: [User enters target market demographics and psychographics]

AI prompt: “Based on this target market information, identify 3 key customer personas and their primary pain points.”

AI response: [User copies AI response here]

User interpretation: [User adds their thoughts on the AI analysis]

Market Strategy

Outline your current market strategy. The AI will suggest tactics to enhance its effectiveness.



Data input: [User enters current market strategy]

AI prompt: “Analyze this strategy and suggest 3 tactics to enhance its effectiveness based on current market trends.”

AI response: [User copies AI response here]

User interpretation: [User adds their thoughts on the AI analysis]

Budget

Enter your current budget allocation across different marketing activities. The AI will help optimize your spending.



Data input: [User enters budget allocation across different marketing activities]

AI prompt: “Review this budget allocation and recommend optimal distribution based on industry benchmarks and ROI potential.”

AI response: [User copies AI response here]

User interpretation: [User adds their thoughts on the AI analysis]

Marketing Channels

List your current marketing channels and their performance. The AI will suggest additional channels to reach your target market effectively.



Data input: [User enters current marketing channels and their performance]

AI prompt: “Analyze these channels and suggest 3 additional channels that could effectively reach the target market.”

AI response: [User copies AI response here]

User interpretation: [User adds their thoughts on the AI analysis]

Marketing Technology

Describe your current marketing technology stack. The AI will recommend tools or integrations to improve your marketing efficiency.



Data input: [User enters current marketing technology stack]

AI prompt: “Review this MarTech stack and recommend 3 additional tools or integrations to improve marketing efficiency and effectiveness.”

AI response: [User copies AI response here]

User interpretation: [User adds their thoughts on the AI analysis]