

THE 8-STEP CHECKLIST FOR AI CONTENT CREATION

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Step One

Ideation + Strategy



Identify your target audience and their needs.

How: Use an AI tool to evaluate your customer reviews, testimonials, and survey results and summarize their interests and pain points.

Sample prompt:

“Create detailed audience personas including age, interests, job roles, and challenges based on the provided market research data.

Market Research Data:

{market_research_data}”

Use AI to research content and topic ideas.

How: Once you've identified your target audience, come up with a list of topics based on your audience's questions, pain points, and interests.

Sample prompt:

“Based on the provided focus area, generate a list of 10 potential blog topics that would be interesting and relevant to the target audience.

Focus Area: `{focus_area}`

Target Audience:
`{target_audience}`”

Analyze competitors and identify content gaps.

How: Analyze competitors' content, looking for topics they haven't covered or haven't covered well.

Sample prompt:

“Given a list of competitor content titles, analyze and suggest 10 unique content topics that would differentiate our brand.

Competitor Content Titles:
`{competitor_content_titles}`

Target Audience:
`{target_audience}`”

Set clear, measurable content marketing goals.

How: Define specific, quantifiable objectives like a certain number of leads, website traffic, or engagement metrics.

Use SMART criteria (Specific, Measurable, Achievable, Relevant, Time-Bound) to set these goals.

Sample prompt:

“Based on the company's overall objectives, define a specific, measurable content marketing goal.

Company's Overall Objectives: {objectives}”



To save time, just let us help you!

Book your FREE strategy call with Two Brothers and we'll meet with you and your team to review, assess, and deliver an audit of your website and a content brief with SEO Keyword-based topic ideas, detailed research for your industry and market, and a competitors analysis to see where you might be missing out on major opportunities.



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STRATEGY CALL
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Step Two:

Content Development

Look for original research ideas and integrate hands-on experience into your content.

How: The internet is full of cookie-cutter content.

Brands with original thought leadership have the most effective content.

For example, you can survey your audience or interview an industry expert.

Then, feed these insights to AI when creating content drafts.



Sample prompt #1:

"Generate research-driven content ideas for our business. Suggest various content formats. We aim to create valuable industry reports, research papers, or content pieces that will position us as thought leaders in our industry.

Subject: {subject}

Key Data Sources:
{data_sources}

Target Audience:
{target_audience}"

Sample prompt #2:

"Generate research-driven content ideas for our upcoming article. Suggest various types of research and key data sources that will help position us as thought leaders in our industry.

Target Content Topic:
{topic}

Target Audience:
{target_audience}"

Find Your Target Keywords

How: Remember that many AI tools like ChatGPT don't provide real-time keyword data. In other words, you do not want to use keywords generated by AI platforms because they will not perform well but you won't find out until 6 months later

To find primary and secondary keywords for your content topics, you can use several free and affordable tools, such as Google's Keyword Planner, UberSuggest, or our personal favorite, SEMrush.

Analyze The Search Intent

Now, you'll need to analyze search intent for each target keyword in your plan. Search intent is the reason why users search for a certain keyword.

Google your target keyword and analyze the top content appearing on page one of the search results. Look at their headlines, structure, and other elements to identify common patterns.



Develop content outlines using AI tools.

Use AI writing assistants to map out content structure-based on your topic and your search intent analysis, ensuring a logical flow of information.



Sample prompt:

“Create a detailed outline for a blog post or article based on the provided title and keywords. Consider the search intent analysis insights to structure the article.

Title: {title}

Keywords: {keywords}

Search Intent Analysis
Insights: {insights}”

Write Your First Drafts With AI

Use AI tools to generate the first drafts of your written content, then modify and enhance the content to add a personal touch and ensure accuracy.

NEVER publish content without reviewing and revising it yourself, first. AI tools are fantastic if you ask them to integrate your target keywords.

Remember that with non-specialized AI tools like ChatGPT, you might need to enter multiple prompts to create a full, comprehensive article.

We recommend using AI like Jasper, the best AI platform for marketing, or Magai, which is built off of ChatGPT 4, but has built-in security features that ChatGPT does not.

Sample prompt:

“Write a step-by-step how-to guide on the given subject. Begin with an introduction that explains the importance of the task and then list the steps in a clear, concise manner.

Incorporate the provided keywords into the text in a way that maintains a natural flow and readability.

Use our target tone of voice.

Subject: {subject}

Keywords: {keywords}

Target Audience:

{target_audience}

Target Tone of Voice:

{tone_of_voice}

Keywords: {keywords}”

Expand On Text And Add More Content Ideas Using AI

Use AI to generate additional sections, headings, or topics that complement the main content.

Sample prompt:

“Create subtopics related to the main topic and provide a detailed paragraph for each.

Main Topic: {main_topic} Subtopics to Cover: {subtopics}”



03

Step Three:

Human Touch & Quality Control

Review AI-generated content for tone, style, and brand voice.

AI is the best co-pilot you could ever ask for, but it is not the pilot. You are the pilot and only you can make these final judgment calls because marketing is about connecting emotionally with people.

AI does not have real emotions, so it can't know what people will connect with.

How: Review your article to make sure the AI-generated content uses the right tone of voice and writing style.

You can also try a sample prompt:

“Evaluate the tone and style of a provided content piece and suggest adjustments to better align with the brand's voice.

Content: {content}

Brand Voice: {brand_voice}”

Fact-Check & Verify All AI-Generated Content

Manually cross-reference facts with credible sources. Ensure the information is up-to-date and accurate.

Edit Your Content For Readability And User Experience

Many very helpful tools will help you to improve readability. Break up text with headings, bullet points, and images.



Does Your Content Align With Your Overall Marketing Strategy & Objectives?

Review your content strategy and marketing goals to ensure each piece of content serves a specific purpose in your overall plan.

This is why it is so valuable for you to work through the brand development process before you start creating content.

The last thing you can afford to do is lose or waste time creating content that won't produce results or damage your company's brand.

Sample prompt:

“Review the provided content and assess how well it aligns with our overall marketing objectives, suggesting adjustments if necessary.

Content: {content}

Marketing Objectives: {marketing_objectives}”

Add Visuals To Enhance The User Experience

Integrate images and video content into your article.

How: Utilize original images as frequently as possible, but even a good stock photo is better than no images at all. Visuals are what people will connect with emotionally, which is why you'll need them to get results.



Review, Identify, & Implement Additional On-Page SEO Elements

Add internal links to other relevant content on your website (Internal Links)

Add links to useful sources outside of your website (External Links)

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Step Four:

Distribution & Promotion

There are 3 key components to any successful marketing strategy, campaign, or single post to social media.

- 1) Target Market
- 2) Media
- 3) Message

If you don't know who you are trying to reach, your message won't resonate with your target market.

If your message isn't crafted for your target market, it won't connect with them.

If you know your market and your message is perfect, it will fall flat if you're using a media (platform) that your target market isn't active on.

Take the time to build out your buyer persona (ideal customer profile) first, because this will save you time and money while producing far superior results for your business.

How: Ask AI to help define your Target Audience: {target_audience}

Use AI to analyze where your the audience spends time online Content Types: and tailor your distribution {content_types}" strategy accordingly.

Sample prompt:

Ask AI to identify effective "Outline a plan for content distribution distribution channels that channels.would be most effective in reaching the target audience."

Automate & Systematize How You Post Content To Multiple Platforms

There are systems you can follow that will drastically reduce the time involved in posting your content to multiple platforms.

We recommend posting to social channels natively as often as you possibly can, as this yields better results. The downside is it takes more time.

We can also recommend using tools like SEMrush's Social Media scheduler, or alternatives like Hootsuite and its more affordable cousin, Loomly.

However, third-party platforms like those will never match the results from posting natively to each platform.



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Step Five: *Publishing*

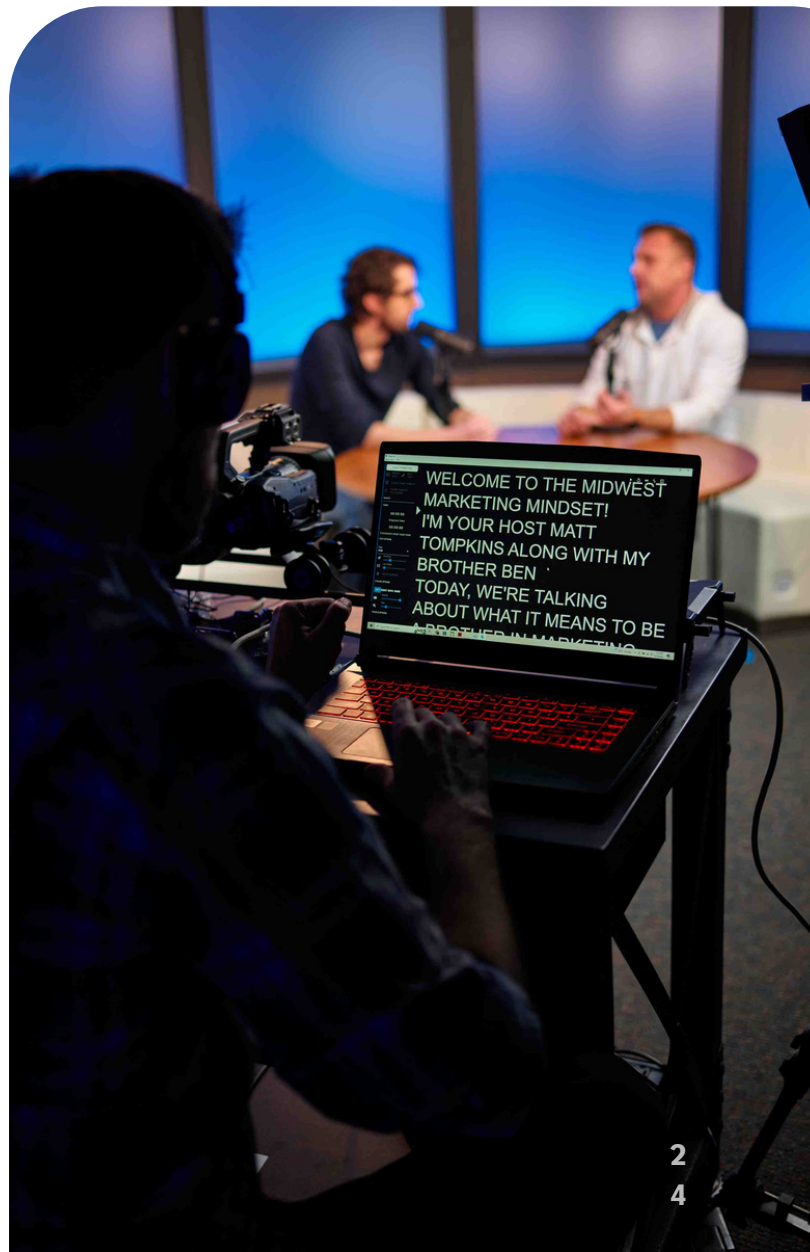
Make sure to add the remaining on-page SEO enhancements.

Here are a few tips on How:

- 1) Add alt tags to each image.
- 2) Create a meta title and a meta description.
- 3) Include a proper Title Tag, H1 Header, H2 Header, and continue with H3, H4, and H5 Header tags that include your keywords throughout your content.
- 4) Book a free strategy call and we'll give you a FREE copy of our SEO Blog Writing Checklist!

Or, simply press the Easy Button below,, and let us do this for you, correctly.

**BOOK YOUR FREE
STRATEGY CALL
RIGHT HERE!**



Sample prompt #1:

“Write a compelling meta description for a webpage that includes the target keywords.

The description should be between 150-160 characters long.

Webpage Content: {content}

Target Keywords: {keywords}”

Sample prompt #2:

“Create an SEO-friendly title tag for a webpage that includes the target keywords. The title tag should be concise and should not exceed 60 characters.

Webpage Content: {content}

Target Keywords: {keywords}”



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Step Six *Content Repurposing*

Repurpose Your Content On Multiple Channels

AI is a great tool to help you turn one piece of content into many.

Turn a video into a blog article or a blog into a video, chop up your videos into: 15 vertical video shorts for Reels, TikTok, and YouTube Shorts, rework a blog post to become an email campaign, LinkedIn Article, Facebook Post, and Google Business Profile Post Update.

The options are nearly endless from just one single piece of original content.

Maximize your value and your return by systematizing your process to be able to repurpose the willies out of your content.

Sample prompt:

“Suggest ways to repurpose a single piece of content into multiple formats to maximize its reach and lifespan.

Original Content Piece:

{original_content_piece}

Target Audience:

{target_audience}”

Repurpose Content To Find New Niches

Rewrite the given text to suit a different target audience while maintaining the original message.

Remember that there are riches in the niches! Niche down and your business will succeed beyond compare!

Sample prompt:

“Rewrite the given text to suit a different target audience while maintaining the original message.

Original Audience:

{original_audience}

New Audience: {new_audience}

Text: {text}”



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Step Seven

***Performance
Measurement*****Track Your Content's
Performance Through KPIs**

How: Setting metrics that you can track weekly, monthly, quarterly, and annually, is crucial to be able to know if your marketing is working or not.

Set Key Performance Indicators (KPIs) that are aligned with your company's goals for success.

Leads, Qualified Leads, and Sales (Final Conversions) are the typical 3 metrics we recommend starting with.

Give your campaign data to an AI tool to draw insights from key performance indicators like traffic, bounce rate, and conversion rate.

Prompt:

“Evaluate the provided data on past marketing campaigns and determine the audience's response to different types of campaigns.

Past Campaigns Data:

`{past_campaigns_data}`”

Measure Traffic & Set Up Conversion Tracking To Clearly Identify Your ROI

Set up conversion tracking to measure the direct impact of your content on sales or leads.

Adjust Your Content Strategy & Make Pivots Based On The Data

How: Analyze which types of content perform best and adjust your content plan to focus more on these areas.

Sample prompt:

“Evaluate the provided campaign performance metrics to understand how our audience responds to different types of brand messaging.

Campaign Performance

Metrics: {campaign_
performance_metrics}”

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Step Eight

Continuous Learning & Adaptation



Unfortunately, there is no content marketing that you can simply set it and forget it.

Regularly update AI models with new data and insights.

Test different AI tools for various aspects of content creation and marketing to find what works best for your needs.

Experiment with different AI tools and techniques.

How: Continuously feed new data into your AI tools to keep them learning and improving.

Stay Updated On AI & Marketing Trends

Regularly read industry blogs, attend webinars, and participate in relevant online communities.

Subscribe to the Midwest Mindset Podcast for free, valuable resources, tips, techniques, and practical DIY marketing advice every week with the team at Two Brothers Creative.

Visit our website for more valuable blogs, podcasts, videos, and marketing content that will help you grow your business faster than you thought possible.

www.thecontentbox.com



It's Time We Made Your Marketing Easy!

You hire a plumber when your pipes leak. You would contract an architect to design your dream home. You would want the best doctor available if you needed surgery, no matter the cost.

So why would your marketing be any different? Why aren't you hiring the experts you need when it comes to your marketing?

Marketing is the single most important part of your business and it is also the single greatest pain point for all business owners. So let us help!

Book a FREE Marketing Strategy Call with us and we'll deliver an audit of your website, an SEO topic research content brief, and we'll assess and evaluate your current marketing efforts to help you grow your business, whether you hire us or not.



Book a FREE Strategy Call