

THE PLAYBOOK MEMBERSHIP

SOCIAL MEDIA | MODULE TEN

Using AI in Marketing

PROS & CONS OF AI IN MARKETING

BEST TOOL FOR COPY

BEST TOOL FOR IMAGES / MOCKUPS

BEST TOOL FOR VIDEOS

PROS & CONS OF AI

It's not all rainbows and fairys

**PROS**

- Speeds up processes
- Allows automation
- Quicker research

**CONS**

- Obvious copy style
- No human touch
- Everyone has access to it

YOU have to have the idea. Then use AI to execute it.

If you're asking AI to come up with all your ideas, it will be what's already out there so it's not original.

This is where you still need to use your creative brain.

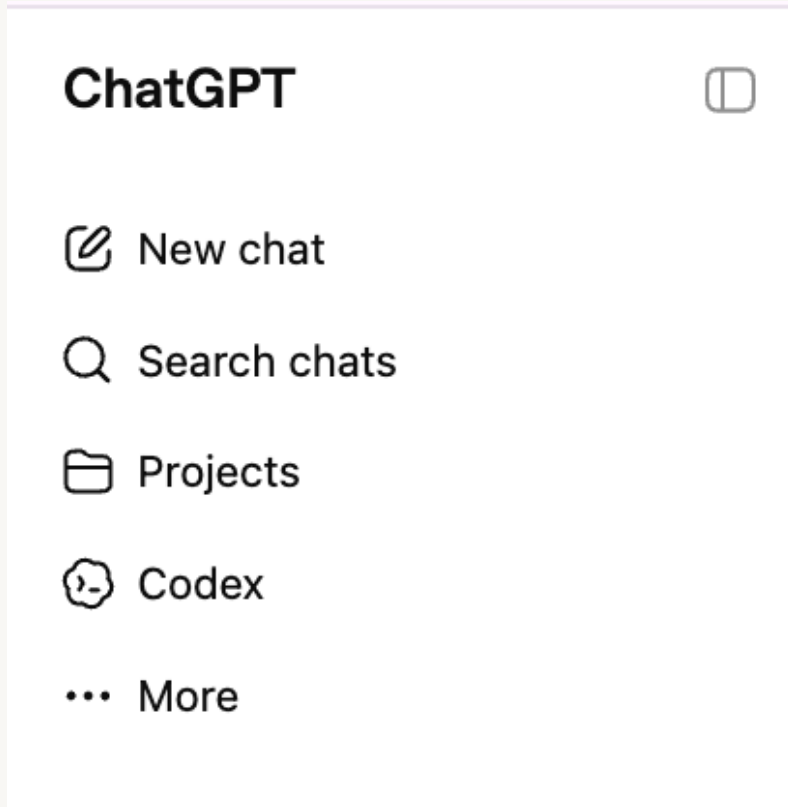
If you stop using this, eventually it will stop working well all together.



I use it for: Copy tweaking, research, Images & Mockups

BEST TOOL FOR COPY

Keeping it simple...



Quick, and easy to use but can sound robotic and obvious its CHATGPT.



Use for:
 Researching competitors
 SEO
 Captions (but you must tweak)
 Content copy

The plans:


Upgrade your plan

Plus	Business ChatGPT & Codex	Pro	Business Codex
£20 <small>(£20 / month (includes £3.50 of VAT))</small>	£15 <small>(£15 / month (exclusive of VAT))</small>	£89 <small>(£89 / month (includes £14.82 of VAT))</small>	
Unlock the full experience	Get more work done with AI for teams	Maximize your productivity	Usage pricing
Your current plan	Add Business workspace	Upgrade to Pro	Add Business workspace
<ul style="list-style-type: none"> Advanced models Even more messages and uploads Advanced image creation with Thinking Expanded memory across chats Codex coding agent Expanded deep research Projects and custom GPTs 	<ul style="list-style-type: none"> Advanced models for work Unlimited core chat and uploads More images, videos, and data analysis Integrations and company knowledge Codex coding agent Tools for teams like projects & custom GPTs Advanced security with SSO, MFA, & more Privacy built in; data never used for training 	<ul style="list-style-type: none"> Everything in Plus and: 5x more usage than Plus Frontier Pro model Maximum access to Codex Maximum deep research Unlimited core chat Unlimited and faster image creation Maximum memory and context Early access to experimental features 	<ul style="list-style-type: none"> AI-powered software engineering Automated code and security reviews Automate tasks on your computer Take action across your documents, tools, and codebases Built-in workspaces and cloud environments for multi-agent workflows No training on your data; SAML security Easy member, role, & billing management No fixed seat fee; pay as you go based on usage


ChatGPT



 New chat

 Search chats

 Projects

 Codex

... More



HOW IT USE:

You come up with the idea, then ask it to execute.

When using it for **copy**, I like paste old emails / captions into the tool to show it my brand tone so it stays consistent. I will then tell it to execute an email / caption / copy following my brand tone.

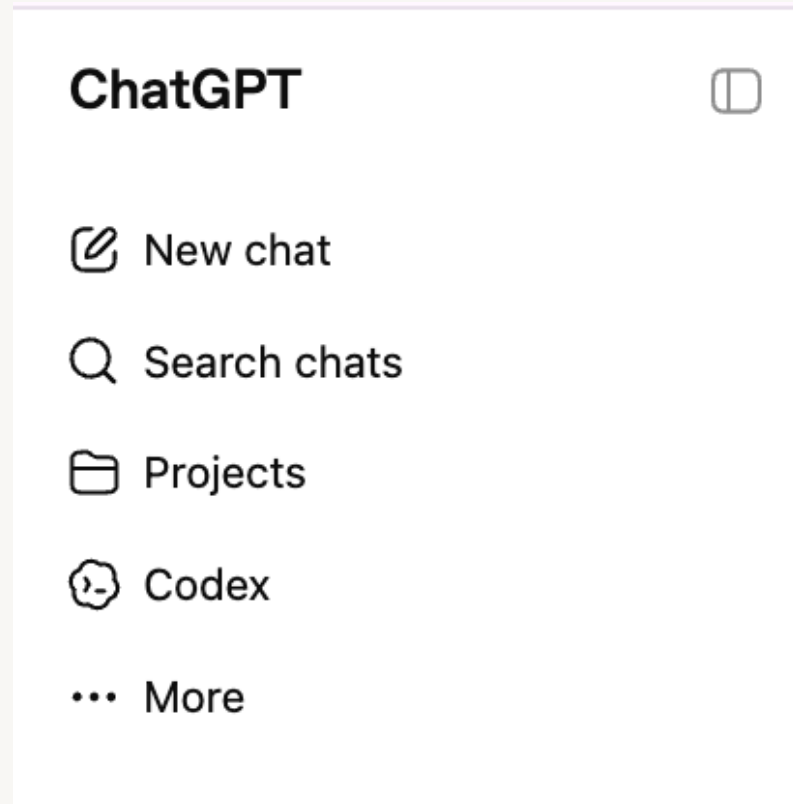
When carrying out **competitor research**, I drop their website & social media into the tool to ask it to analyse. Links help!

For **SEO** I research whats being highly searched using Google Trends, then ask ChatGPT come up with Meta Description / Page Titles / ALT text aligning with your industry etc.



I also like to use it to help me reply to awkward situations/messages

ALWAYS read through the information it's given you. It's not always correct.



YOU DON'T WANT IT TO LOOK OBVIOUS SO LOOK OUT FOR OR REMOVE:

- The — em dash.
- The 3 short sentences one after the other:
“Some buy from trust.
Some buy from overwhelm.
Some buy from expertise“
- “It’s not x it’s Y.” pattern.
- Not X. Not y. Just Z.
- Question, then answer. “The Result? Devastating.”
- “But here’s the thing...”
- Buzzwords: Game-changer, move the needle, elevate.
- “Read that again.”


BEST TOOL FOR IMAGES

And Mockups


ChatGPT



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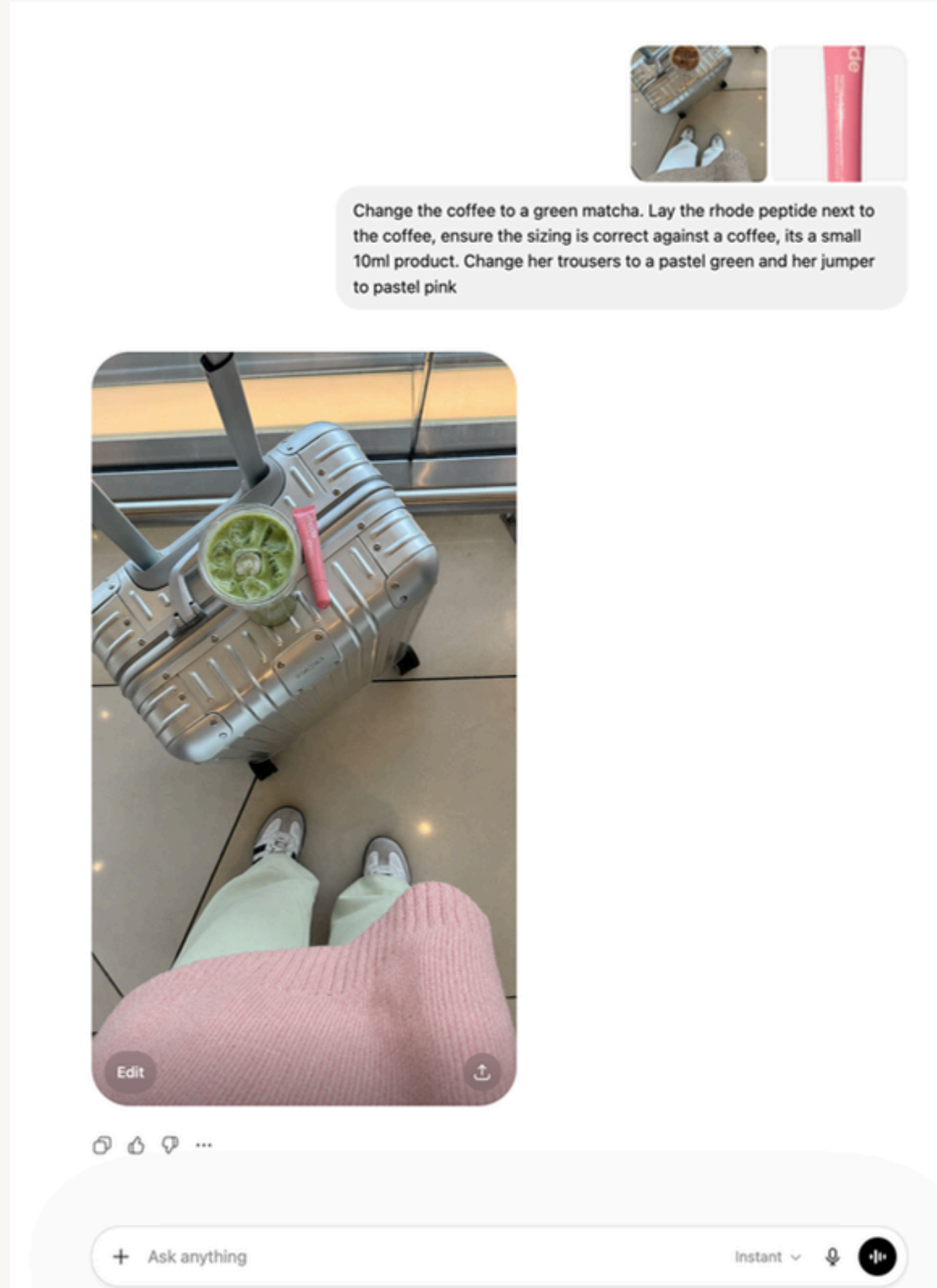


When using it for **Mockups/Images**, I take images from Pinterest and ask it to recreate.

Best for faceless images (without seeing models faces etc).

IT MUST CREATE SOMETHING ORIGINAL.

Image Creation Example:



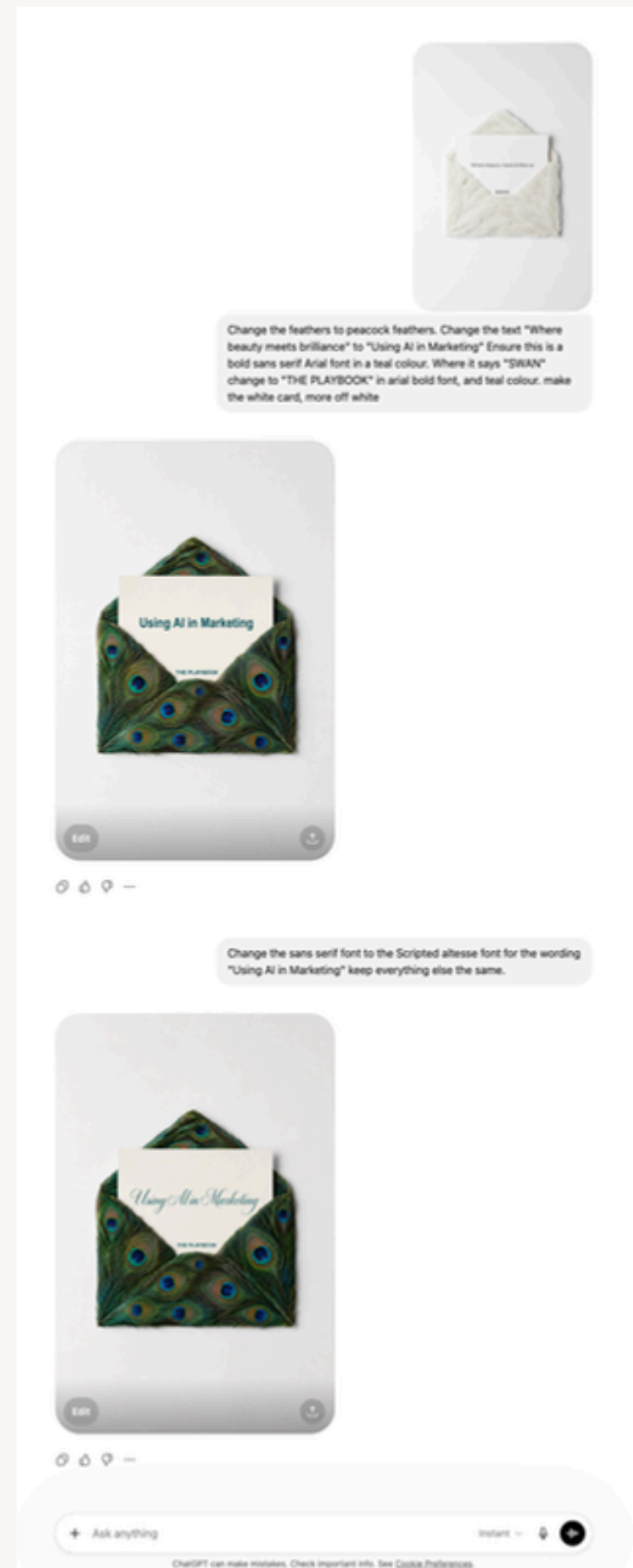
The more you edit back and fourth, the worse the quality gets

Original:



You MUST change the image in some way to make it original.

Mockup Example:



The more you edit back and fourth, the worse the quality gets

Original:



You MUST change the image in some way to make it original.

Examples of images I have created for Branding Projects:



i want to create a brand activation pop up store for a brand i'm desiging, i want to use this as inspop. first, instead of gingham pattern over everyting, i want blue and white stripe in these codes HEX: #ffffc & HEX: #a3c2e5. then instead of the prada logo, i want the rootina logo in the shade #f5e9c3 and then lights behind it so it looks like it comes away from the wall with lighting placed behind. then i want to remove the chaairs completely and make it look more like a bathroom set up. so i want to sinks, with 2 round mirrors above them, a blue hand towell next to each sink, and then in the middle of the sinks, a double shelf of the attached rootina sculptor product. make sure everything is the right size proportion and looks real life with real textures

Show less ^

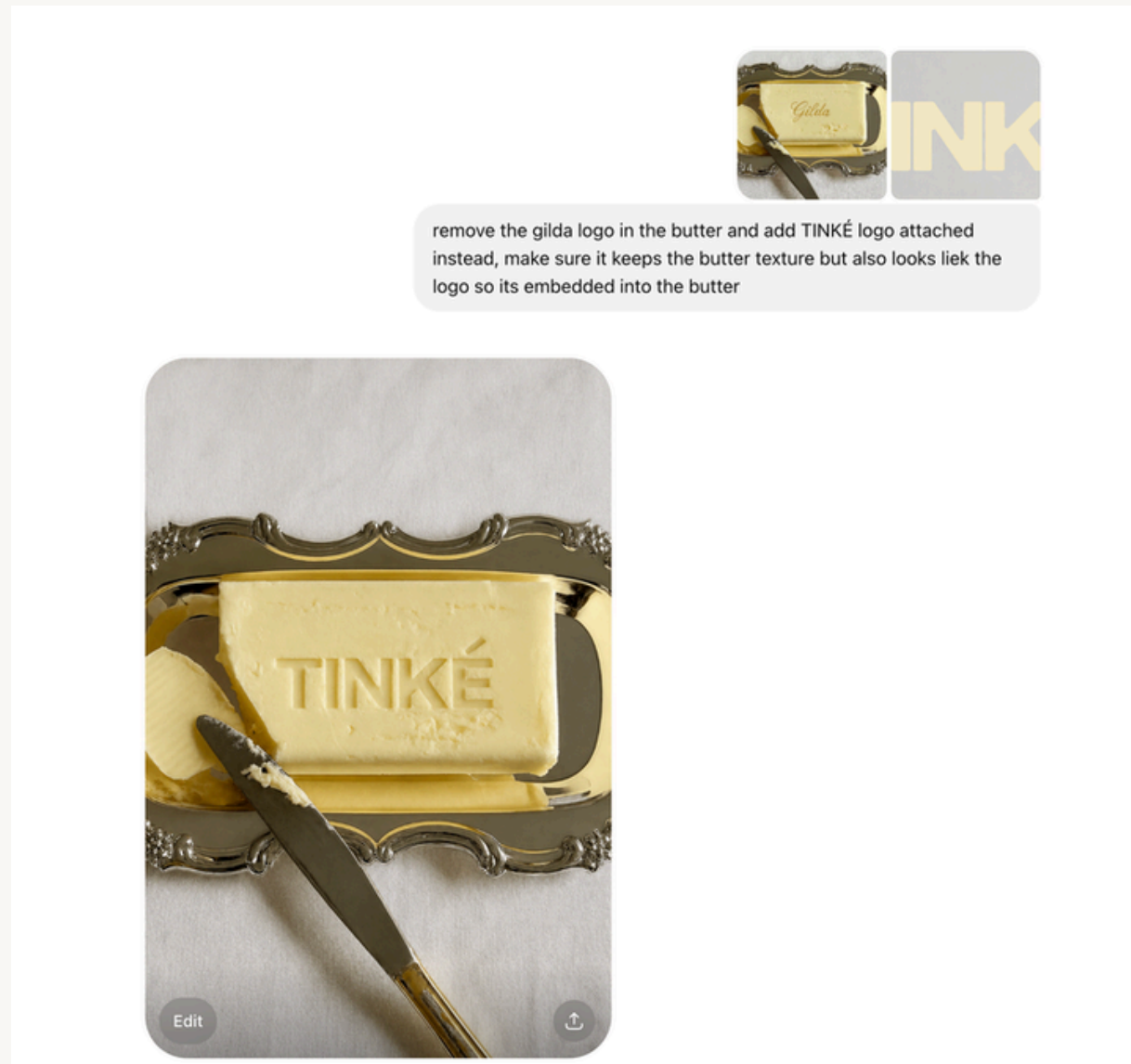


Original



Creation

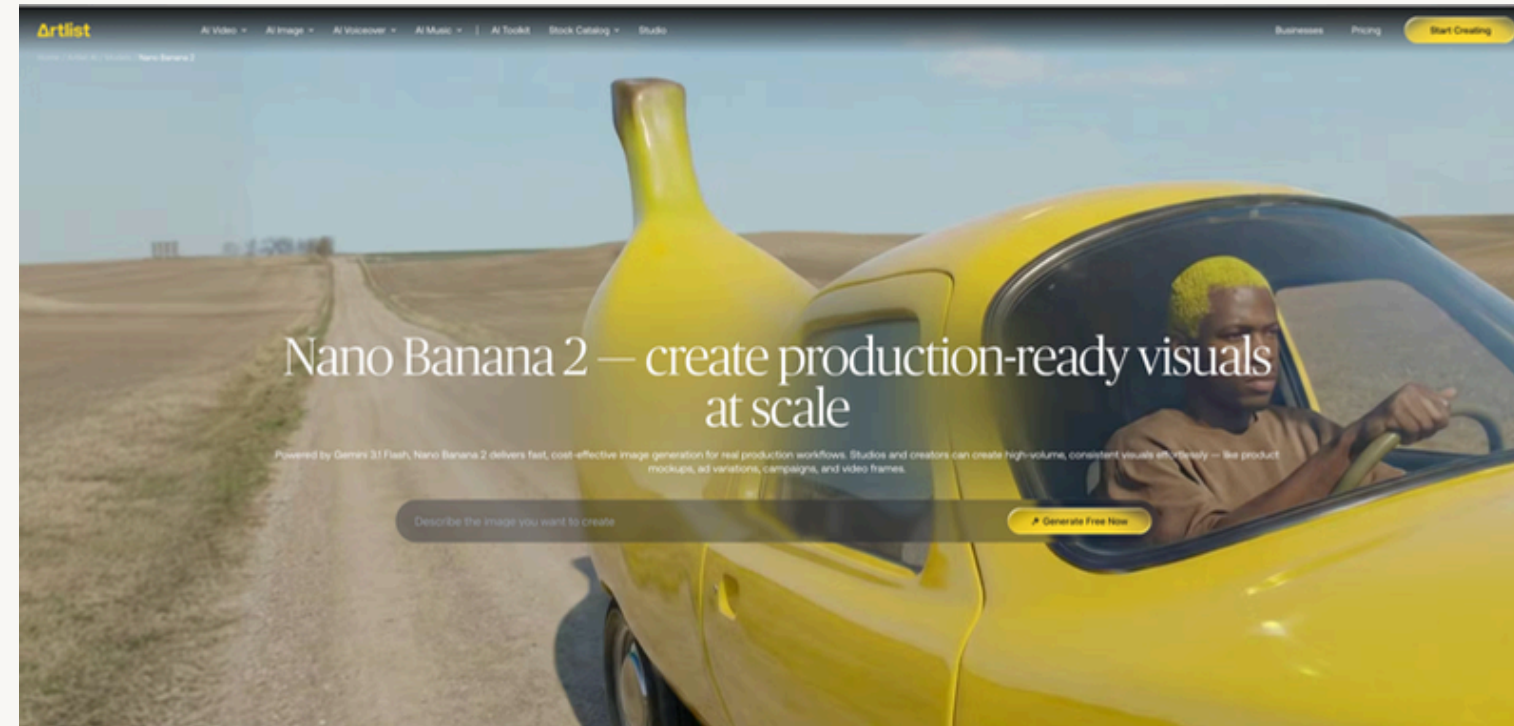
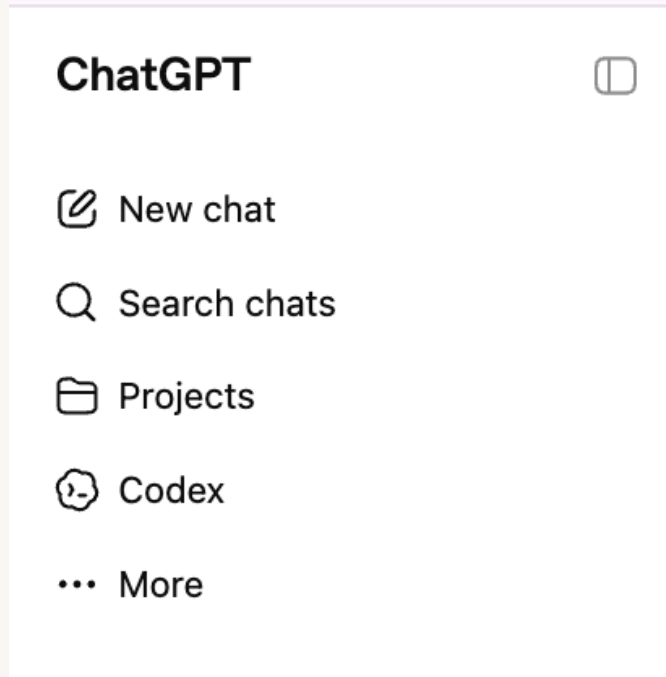
Examples of images I have created for Branding Projects:



Original



Creation

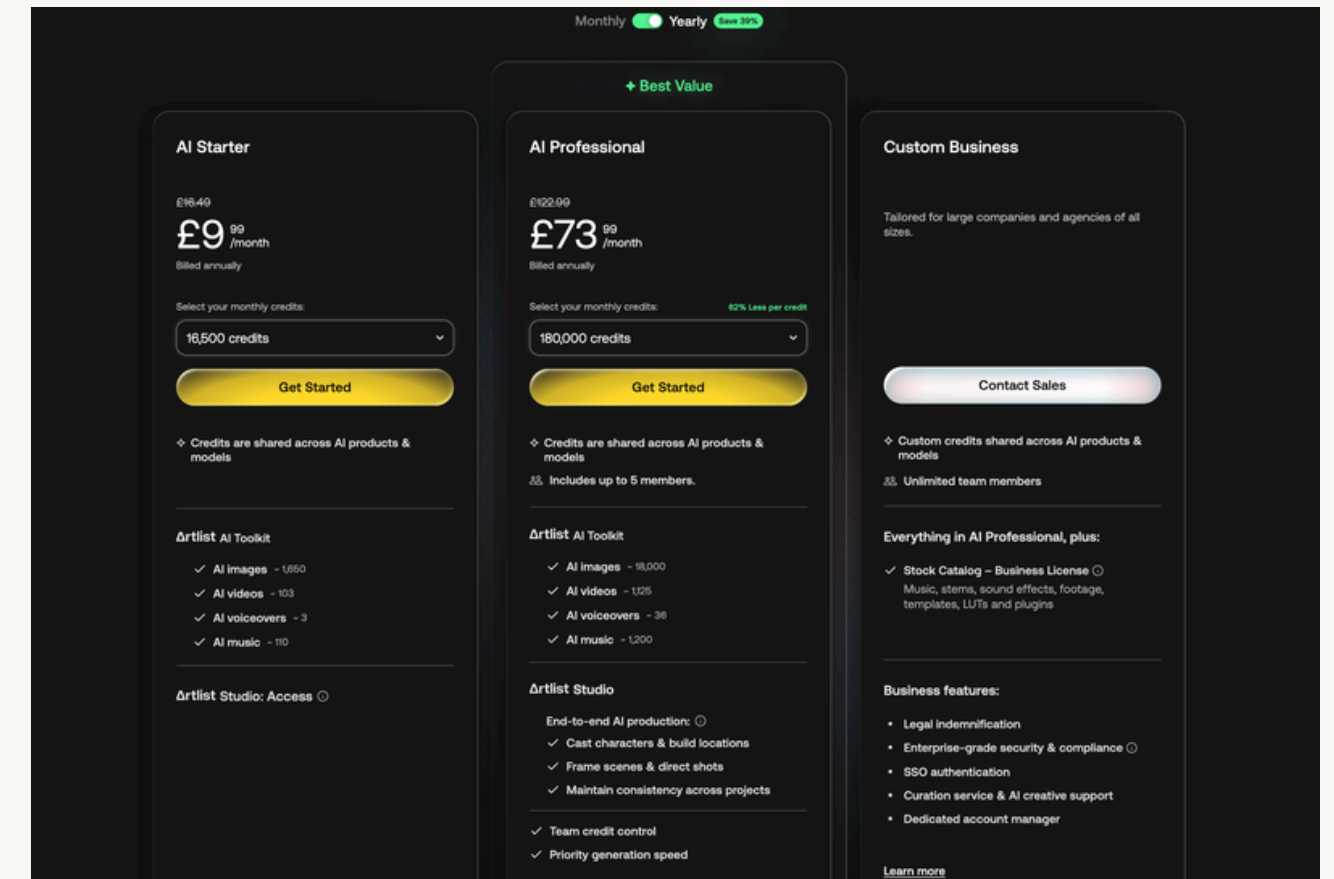


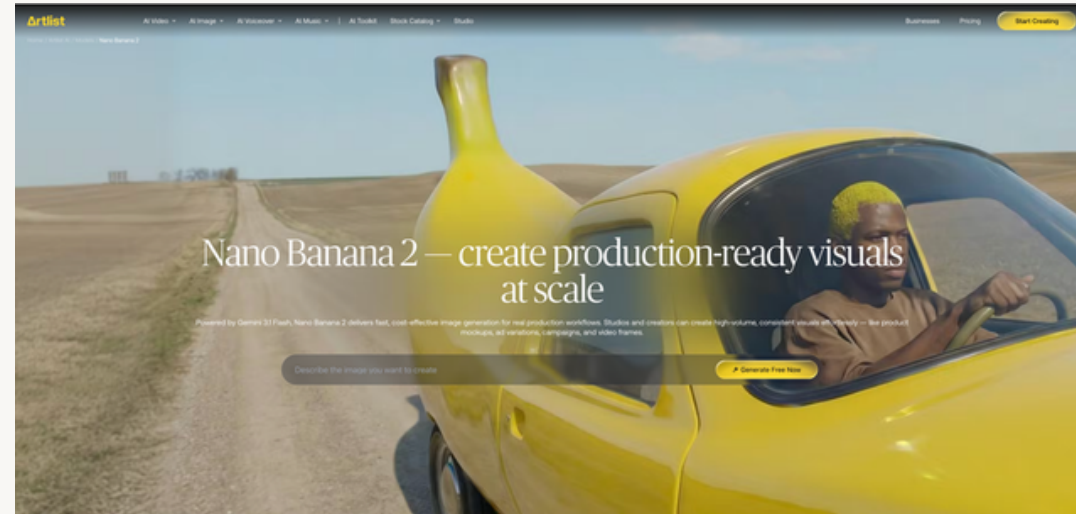
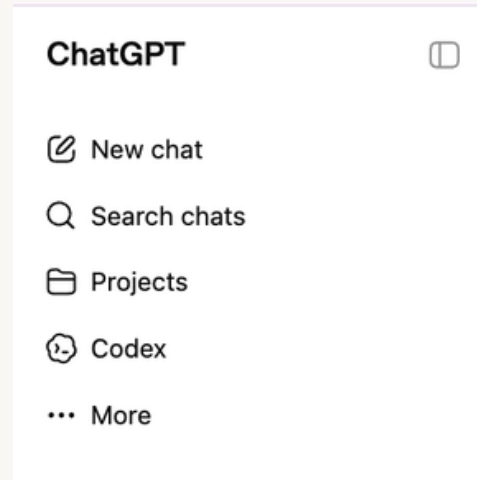
CHATGPT FOR PROMPTS. NANO BANANA FOR IMAGES WITH MODELS.

The plans:



- Use for:**
- Images
 - Videos
 - Music
 - Voiceovers





- Upload the bottle/product photo to nano banana
- Upload this inspiration image to nano banana

Prompt

Ultra-realistic luxury beauty campaign portrait of a young woman with long, smooth dark brown hair, eyes closed, holding a matte black minimalist haircare bottle close to her face with both hands. Soft warm studio lighting with a creamy neutral beige background, intimate editorial composition, shallow depth of field, subtle skin texture, glossy healthy hair with natural waves, calm sensual mood, high-end clean beauty aesthetic, muted earthy tones, cinematic softness, minimalist luxury branding on bottle, photorealistic skincare/haircare ad style, centered close-up framing, soft shadows, premium magazine editorial quality, shot on medium format camera, 85mm lens, f/2.0.

If you want it even closer stylistically, you could add:

inspired by Scandinavian luxury beauty campaigns, organic textures, Aesop / Crown Affair / Zara Beauty visual language, understated elegance, tactile matte packaging

And if Nano Banana responds well to structure, this version is tighter:

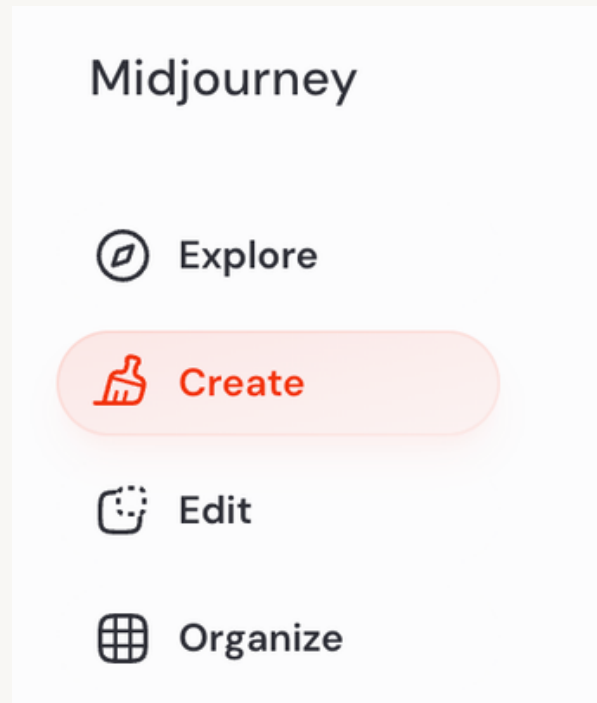
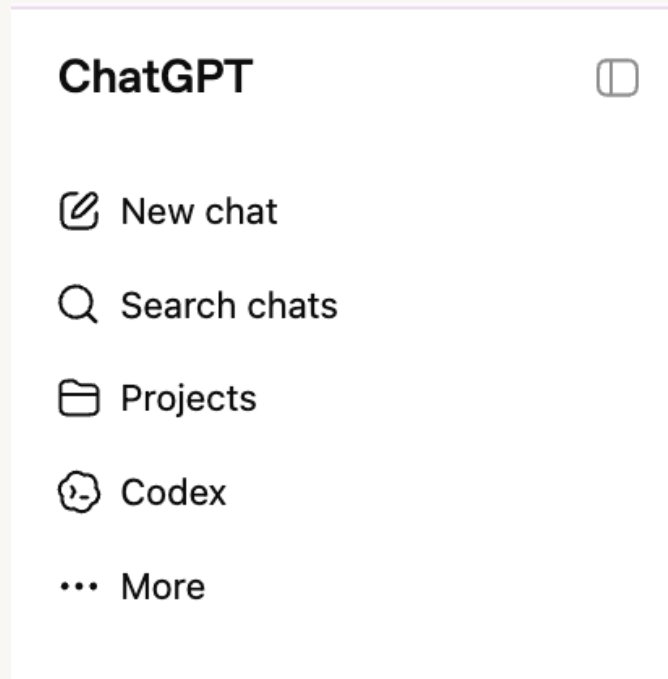
- Subject:** woman with long dark glossy hair
- Pose:** eyes closed, holding bottle gently against cheek
- Product:** matte black cylindrical beauty bottle with minimal typography
- Lighting:** warm diffused studio light, soft shadow falloff
- Mood:** intimate, calm, sensual, luxurious
- Color palette:** warm browns, taupe, charcoal black, cream
- Style:** luxury beauty editorial, photorealistic, cinematic, shallow depth of field
- Camera:** medium format, 85mm, f/2

One sneaky detail that really sells this look:
 "natural skin texture, not over-retouched" + "soft film grain" tends to help avoid the plastic AI beauty-ad look.



BEST TOOL FOR VIDEOS

This one is a little difficult to perfect



TAKE YOUR CHATGPT IMAGE OR PROMPT & UPLOAD TO MIDJOURNEY TO GET IT TO ADD MOVEMENT



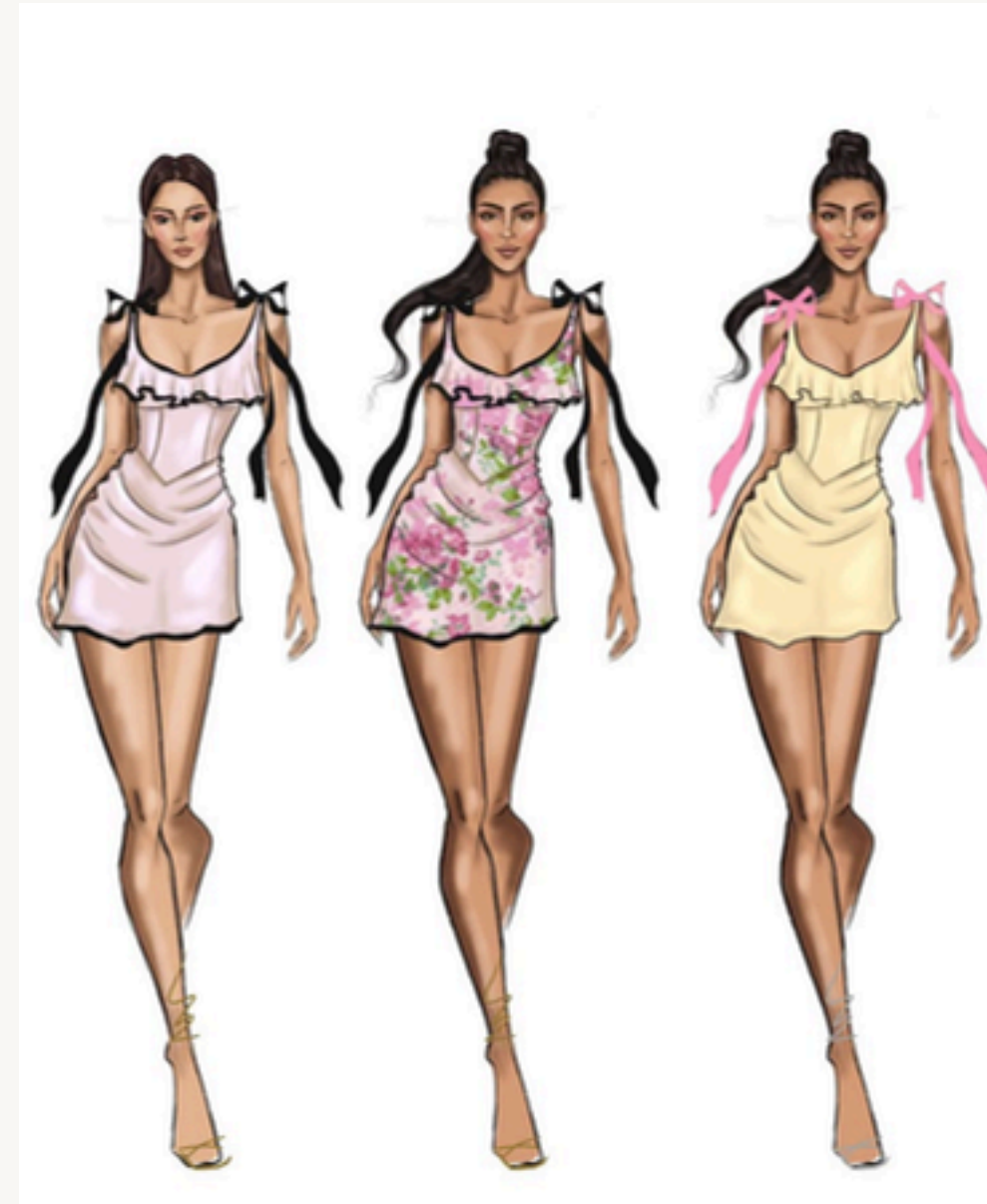
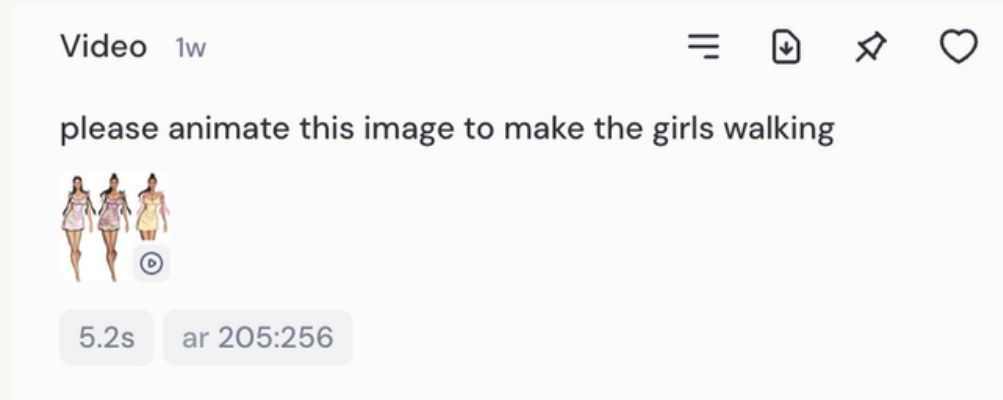
Use for:
Short videos

The plans:

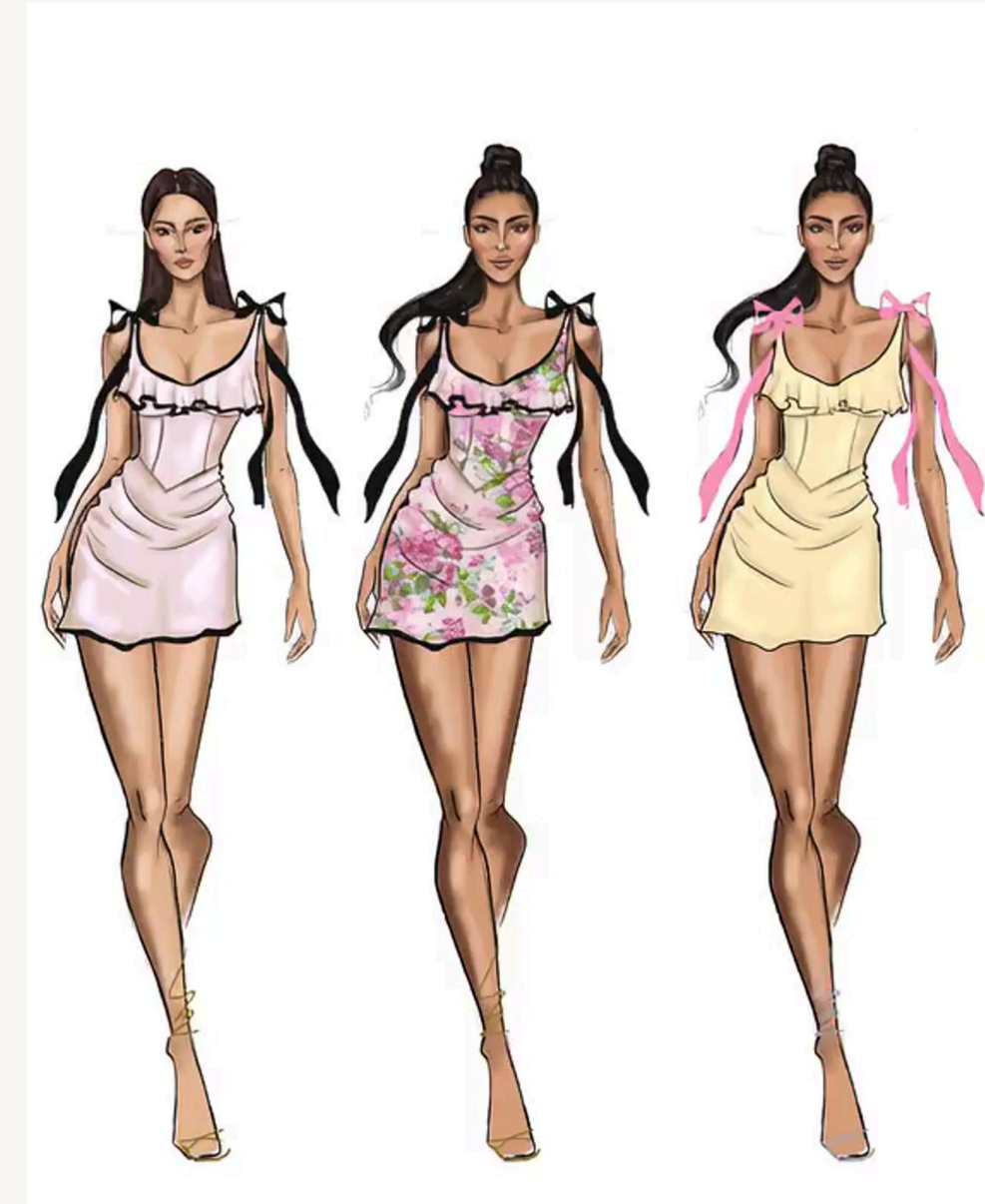
Switch to Yearly to save 20%

Basic Plan	Standard Plan	Pro Plan	Mega Plan
\$10 / month Billed Monthly	\$30 / month Billed Monthly	\$60 / month Billed Monthly	\$120 / month Billed Monthly
Active	Upgrade Plan	Upgrade Plan	Upgrade Plan
Save with Annual Billing (20% Off) ↗	Save with Annual Billing (20% Off) ↗	Save with Annual Billing (20% Off) ↗	Save with Annual Billing (20% Off) ↗
<ul style="list-style-type: none"> ✓ Limited generations (~200 image jobs / month) ✓ SD video generation ✓ General commercial terms ✓ Optional Fast hours top ups ✓ 3 concurrent Fast image jobs ✓ 1 concurrent Fast video job ✓ Use Editor on uploaded images 	<ul style="list-style-type: none"> ✓ 15h Fast generations ✓ SD and HD video generation ✓ General commercial terms ✓ Optional Fast hours top ups ✓ 3 concurrent Fast image jobs ✓ 3 concurrent Fast video jobs ✓ Unlimited Relax image generations ✓ Use Editor on uploaded images 	<ul style="list-style-type: none"> ✓ 30h Fast generations ✓ SD and HD video generation ✓ General commercial terms ✓ Optional Fast hours top ups ✓ 12 concurrent Fast image jobs ✓ 6 concurrent Fast video jobs ✓ Unlimited Relax image and SD video generations ✓ Stealth mode generation ✓ Use Editor on uploaded images 	<ul style="list-style-type: none"> ✓ 60h Fast generations ✓ SD and HD video generation ✓ General commercial terms ✓ Optional Fast hours top ups ✓ 12 concurrent Fast image jobs ✓ 12 concurrent Fast video jobs ✓ Unlimited Relax image and SD video generations ✓ Stealth mode generation ✓ Use Editor on uploaded images

Example prompt:



Original:



Creative:



Having an image for a starting point does help create a better outcome

full Reel Creative:

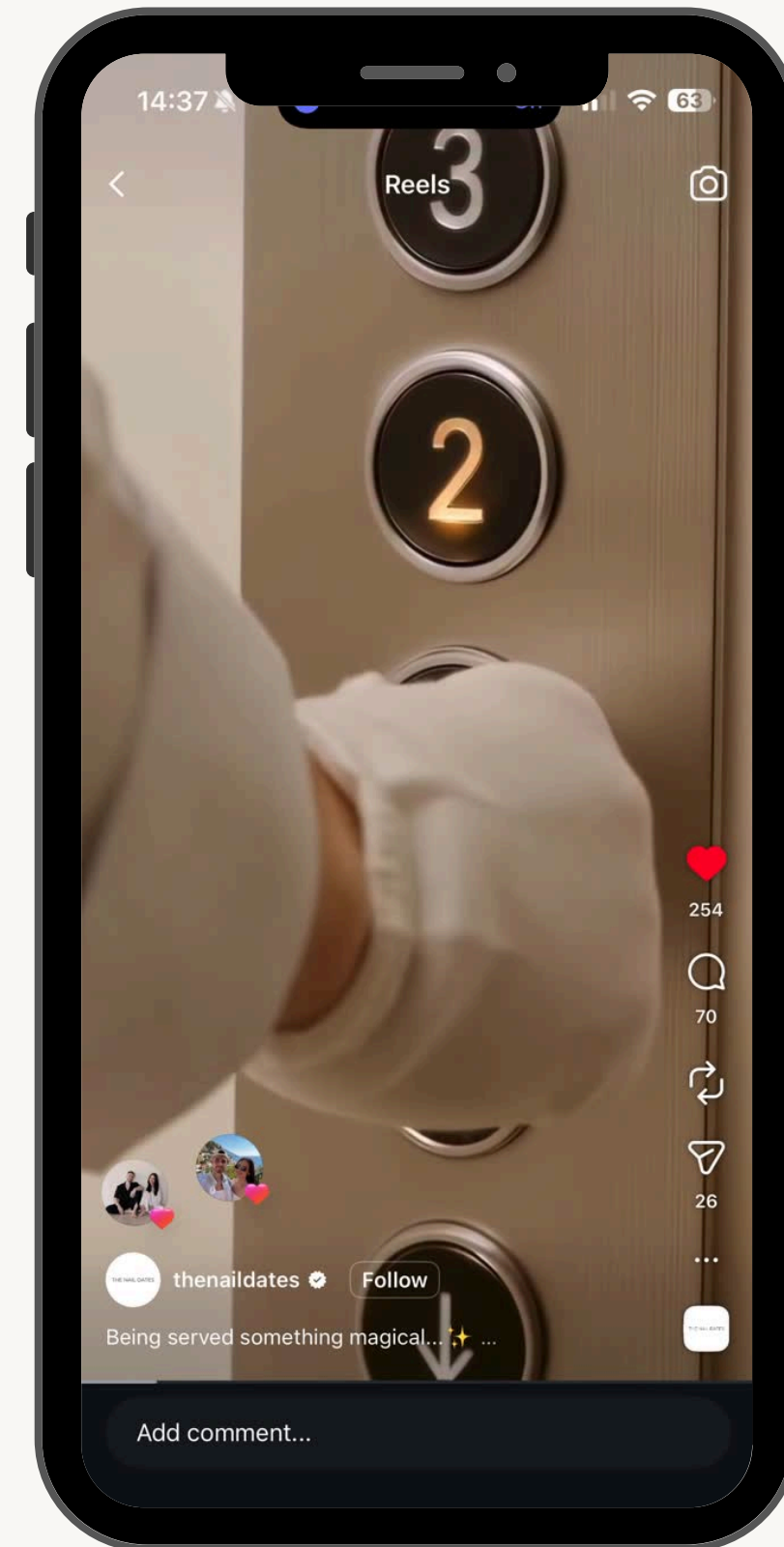
Used Pinterest to gather creative inspo.

Used ChatGPT to re create the images.

Used ChatGPT to create multiple prompts for each short clip.

Created the clips in MidJourney.

Put the clips together in CapCut.



YOUR PLAYBOOK PRACTICE

Action Task

YOUR PLAYBOOK PRACTICE

Take 10–15 minutes to practice:

1. Choose your Platform

I recommend ChatGPT & one other. Either MidJourney or Nano Banana.

2. Practice putting your logos onto visuals

- Use Pinterest as inspiration and begin creating pin boards for mockup styles.

3. Create movement

- Practice turning static images into videos using either MidJourney or Nano Banana.



TURN THE PAIGE

and follow The PlayBook

NEXT UP: UNDERSTANDING THE IMPORTANCE OF SEO