FREE GUIDE · DIALA AL OTAIBI

8 pages · 10 min read

new_chat.ai

You, typing: "write me a marketing post..."

Before you prompt.

The marketing basics that make AI actually work for your brand.

For marketers, founders and CEOs who use AI and want results that sound like **them**, not like everyone else.

Strategy | Brand voice | KPIs | 5 prompts



If you've ever opened an AI tool and thought "now what?"

marketers.txt

Marketers

Junior or senior, you want the basics right before you speed things up.

founders.txt

Founders

No team yet, no budget for an agency, doing it all yourself.

ceos.txt

CEOs and leaders

Curious what works now, what to measure, and how to position.

you.txt

Anyone using AI

...whose content is starting to sound like everyone else's.

THE MISTAKE I SEE MOST

Brands jump straight into making content. No strategy, no brand voice, no way to measure success.

AI makes content faster. Which means, without direction, it also makes the same mistake faster.

Don't skip the steps. Shortcuts take longer.

Good marketing takes time. Set these five foundations, in this order, before you create anything. Then AI has something real to work with.

1. **Business goal**
   What does the business need right now? Awareness, leads, sales or loyalty. Pick one to lead.

2. **Audience**
   Who exactly, what they care about, and what stops them from buying.

3. **Brand**
   Positioning, personality and tone of voice. If your brand were a person, how would it talk?

4. **Channels**
   Where your audience already spends time. Two or three, done well.

5. **KPIs**
   How you'll know it's working, before you post the first thing.

03 · SHOW UP WHERE YOUR AUDIENCE ALREADY IS

Two platforms done brilliantly beat seven done badly.

example: B2B brand

LinkedIn | Instagram

LinkedIn for expertise and decision makers. Instagram for personality, behind the scenes and community. Same brand, adapted to each platform.

ask yourself

→ Where does my audience scroll on a normal day?

→ Where do they look for advice before buying?

→ Where can I realistically show up every week?

04 · WHAT SUCCESS LOOKS LIKE

The 3 KPIs I always start with.

There are many more you could track. These are the ones I believe matter most.

Top of mind

Reach, mentions, branded searches, direct visits to your site.

Revenue

Leads, conversion rate, and sales you can trace back to marketing.

Community

Comments, shares, saves, and people who keep coming back.

Less noise. More of what works.

The habits that keep brands busy but don't move the numbers. Tick the ones you're guilty of. (We all have a few.)

- [ ] **Posting just to fill the calendar**
  Every post needs a job. If it has none, skip it.
- [ ] **Jumping on every trend**
  Only the ones that fit your brand and audience.
- [ ] **Counting likes instead of results**
  Vanity metrics feel good. Business outcomes pay the bills.
- [ ] **Copy-pasting across platforms**
  Same message, adapted to each platform's format.
- [ ] **Constant discounts and giveaways**
  They train people to wait for the next deal.
- [ ] **Posts with no clear next step**
  Tell people what to do: read, save, book, buy.
- [ ] **Leaving comments on read**
  Replies are where community actually starts.
- [ ] **Letting AI write without a brief**
  That's how everything ends up sounding beige.

AI is only as good as what you give it.

Fill this in once. Save it. Paste it at the start of every new chat. It's the difference between generic and genuinely you.

my_ai_brief.doc

Business goal
e.g. 20 new leads a month from founders in the Gulf

Audience
who, what they care about, what stops them

Brand personality
3 words, e.g. warm, sharp, a little cheeky

Tone of voice rules
short sentences, no jargon, one emoji max

Words we never use
"elevate", "unlock", "game-changing"...

KPIs
what this content should move

Copy, paste, then make it yours.

1 · Find your voice

BRAND

"Here's my brand brief [paste]. Summarize my tone of voice in 5 rules, with 3 do and 3 don't examples."

Human check: does this actually sound like you or your brand on a good day?

2 · Build your content pillars

STRATEGY

"Based on my strategy and audience, suggest 4 content pillars that support my goal of [goal]. Explain why each one fits."

Human check: do these match what the business needs right now?

3 · Plan the month

CONTENT

"Create a 4-week content calendar using these pillars, for [platforms], in my tone of voice. Include the goal of each post."

Human check: is it realistic for your time and team?

4 · Write, then rank

COPY

"Write 5 caption options for this post. Rank them by how well they serve [KPI] and explain why."

Human check: pick one, then edit until it sounds like you.

5 · Learn from the numbers

ANALYTICS

"Here are last month's results [paste]. What worked, what didn't, and what should I test next month?"

Human check: does the explanation match what you know about your audience?

Bonus tip: start with "Hi", say "please", end with "thank you". It won't change the output. It keeps *you* human. 😉

08 · THE ONE THING TO REMEMBER

AI can help you create. Only you can make it yours.

There are endless AI tools. But without the mindset, the skill and the right direction, your content won't sound like you. Where's your tone of voice? Where's your brand personality? Start there.

• Booking new projects



Hi, I'm Diala.

Marketing, brand and business growth strategist with 12+ years in media, podcasting and gaming across MENA. PMP®, BBA Marketing from AUB, MSc Applied Neuroscience at King's College London. I help brands get clear, and train teams to use AI the right way.

Consulting | Strategy projects | Team workshops

Want help putting this into practice?

Book a free 30-minute call →

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