

Writing Great Content With Gen AI that Doesn't Sound Fake

GoSkills online course syllabus

Skill level

Beginner

Lessons

9

Pre-requisites

No prior experience needed

Video duration

12m

Estimated study time

13m 1s

Instructor

Nels Henderson

Introduction

1 Creating marketing content with AI

With this course, you will learn the importance of both how to write a prompt with generative AI and what you do after you get results to make sure your content comes across as authentic to your brand and not "fake" sounding.

Crafting Authentic Marketing Content with AI

2 Anatomy of a marketing prompt

A good marketing prompt starts with thoughtful planning.

3 Provide clear prompt direction

Knowing what type of market you are creating content for can be key to creating content with AI that sounds authentic.

4 Translate brand identity into tone guidelines

It can be a challenge for all marketers to make sure that the generated output of AI sounds like your brand.

5 Integrate context for enhanced SEO

Combining context and SEO is a powerful technique for improving search results.

Personalizing Content for Impact

6 Meet audience expectations

While AI aids in content creation, prioritize quality over quantity.

7

Tell a story

Typically when telling a great story, the plot would follow a pattern where there is a connection, a challenge or something surprisingly creative.

8

Add a human touch

Editing and refining prompt outputs is an important step in ensuring that it sounds genuine and not generated.

Conclusion

9

Continue generating authenticity with AI

Now you have a strong foundation for crafting excellent marketing content with AI.

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