Supercharge your digital marketing with AI

5 Steps to Success

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AI is everywhere. And the good news is it can help you to supercharge your digital marketing. It's like having an extra pair of hands and an expert on call 24/7.

Use this guide to unlock AI's potential and:
- Save time
- Make your marketing more effective
- Understand and reach audiences more easily

Hashtags, posts & captions

1

Getting the details 'right' for things like hashtags, posts and captions can make all the difference.

If you're one of the thousands of self employed or micro business owners, or a one-person marketing team with many other hats to wear, finding the time is hard if not impossible.

And by 'right' we mean eye-catching, attention grabbing content that speaks to the topics your audience are interested in.

The good news is AI can do a lot of this for you, with a relatively small amount of time from you.

Think of AI as your assistant helping to create captions, posts and hashtags that you can rely on to reach as many people as possible and speak to your audience in a way that works for them and in a style that is true to you.

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There are a whole host of tools for this online - a simple search will reveal a long list. Most of them simply require you to enter a few bits of information about the subject, your audience, your platform and your style and it generates ideas galore for you.

As with most things, when it comes to AI use the outputs as a starting point to edit and refine so it's just right for you and your audience.

Top tool: Hootsuite

Hootsuite™

Free Instagram caption generator

Instagram Post Generator

Pick a style from the dropdown list, describe your post, and let AI write your caption for you.

Language

Select Language

Style

Select Style

Description   0/200

Type Your Description

Keywords   0/200

Type Your Keywords

Generate post

2 Attention grabbing visuals

Do you feel like you're ready to introduce AI into your content creation but don't know where to look for it? Or perhaps you feel like AI can help you create better images and videos but you haven't got the time to integrate a whole new tool into your workflow?

Often AI is built into the tools you already use, and acts as an assistant or offers 'magic' ideas. So you may even be using AI without even realising it!

Graphic design platforms are leading the way when it comes to using built-in AI features. They often have some sort of star symbol next to them. The top ways AI will be integrated into tools you're already using, or have heard of is:

- Instantly providing you will ideas
- Enhancing the tone or vocabulary of text
- Adding effects to videos and images
- Changing images instantly

Getting familiar with the built-in AI in tools in your software will help you unlock killer visuals and better performing content. But with less of the hassle for you. Our favourite tool for this is Canva where the AI tools are all part of the 'Magic Studio'.

Top tool: Canva

Identify
3 Influencers
Quickly

Influencers are a huge trend in digital marketing right now, and they can be a powerful feather in your digital marketing cap.

You might want to partner with an influencer, but it's more likely that you'll want to 'piggy back' off their popularity. If you know who's relevant to your audience you can include reference to that influencer in your own marketing.

Maybe tell your audience what you think about an influencer or if you've tried something they have endorsed.

The problem? Knowing where to find them, and understanding who has influence over the people you want to reach.

This one is the simplest ways to use AI yet. Find an AI language model such as ChatGPT or Gemini by Google and ask it to tell you about the influencers in your area, location or target demographics.

Once it returns a list, keep on asking it to refine the list based on whatever you tell it until you have found the perfect influencers for you.

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The beauty of using AI for finding influencers is the ability to scan the whole internet in no time at all. So you can discover even the most micro of influencers; local people that have significant influence over the exact people you want to reach and make a connection with.

Top tool: Gemini by Google

O   yoga influencers in the UK

The UK has a thriving yoga community, and many influencers are helping to spread the love of the practice. Here are a few of the most popular yoga influencers in the UK, across different platforms:

Instagram:

- **Yoga Girl (@yoga_girl):** Rachel Brathen is one of the most well-known yoga influencers in the world, and she's based in the UK. She has over 2 million followers on Instagram and is known for her inspiring posts and beautiful photos.

Yoga Girl (@yoga_girl) yoga influencer

- **Grace Ruch (@graceru_x):** Grace is a yoga teacher and body positive advocate who has over 99,000 followers on Instagram. She shares her love of yoga, self-acceptance, and body positivity through her posts.

Enter a prompt here

4 Social Listening

Social listening involves monitoring your brand mentions across social media and search engines to understand public sentiment and improve your content as needed to make it more relevant to your audience.

It can be very influential for your digital marketing, but manually tracking brand mentions is hard work, time consuming, and sometimes inaccurate.

With AI social listening tools you can simply enter in the parameters you care about - key words, locations, timeframes, platforms - and it will quickly and accurately produce data on

- who is searching for what terms, and why
- what they are talking about, and why
- when they are talking about you or a topic you care about about

Use social listening to
- Pinpoint customer challenges
- Select key phrases and subjects for tracking
- Enhance your customer feedback mechanism
- Discover potential clients by monitoring industry-specific recommendation discussions

Top tool: Hootsuite

Top tool: SproutSocial

Start With a Template

Create a Topic from scratch or use a specialized Listening template to help get you started.

Brand Health
Stay on top of public perception of your brand or products.

Industry Insights
Analyze hashtags or discussions within an industry.

Competitive Analysis
Analyze a competing brand or product.

Campaign Analysis
Report on the perceptions of an upcoming campaign.

Event Monitoring
Monitor audience response to a conference or event.

Custom Topic
Start a blank Topic from scratch.

5 Write Your Copy

Is creating copy for your website, newsletter or blog taking ages? Is it taking you away from what you actually love doing? Or is it not getting done at all because you can't find the time to sit down and craft the perfect piece of writing?

Well, generative AI tools are here to change that. Using AI is a creative way to move past that moment where you are staring at a blank sheet of paper or an empty Word Doc.

AI language models, including ChatGPT, are usually free or have an excellent free option.

The key to getting copy that is helpful to you is how you ask or 'prompt' the tool to produce what you are looking for.

We recommend asking the tool to take on the role of a copywriter for your business. Give it some pointers about what you do, how you do it and the goals of your marketing.

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If you ask for three options, you can choose the best one and refine it further.

When you need new copy, return to the previous chats, where you have already 'prompted' the tool and ask for additional copy. This is how you can really save time.

Top tool: Rytr

Top tool: ChatGPT

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