

AI Marketing Playbook 2025

5-Page Quick-Reference Checklist

PAGE 1: COVER + INTRO



AI Marketing Playbook 2025

10 Proven Tactics for Explosive Growth

Transform Your Marketing in 30 Days

Your complete step-by-step guide to using AI for faster campaigns, better targeting, and measurable results.

What's Inside:

- 10 ready-to-use AI marketing tactics
- Copy-paste templates and prompts
- Implementation checklist
- Quick wins you can deploy today

No fluff. Just results.

PAGE 2: THE 10 TACTICS AT A GLANCE



QUICK REFERENCE CHECKLIST

TACTIC 1: AI-Powered Audience Segmentation

- Log into your analytics tool (GA4, Mixpanel, or HubSpot)
- Identify top 3 customer behaviors (page views, time on site, repeat visits)
- Use AI segmentation feature to auto-create audience groups
- Set up targeted email sequences for each segment
- Track conversion rate by segment weekly

TACTIC 2: Predictive Lead Scoring

- Connect your CRM to your email/form platform
- Enable AI lead scoring (prioritize high-value prospects)
- Set threshold: leads scoring 70+ get sales outreach
- Leads 40–69 get nurture sequence
- Leads under 40 stay in awareness campaigns
- Review scores monthly; adjust threshold if needed

TACTIC 3: Generative Ad Copy & Creative Variations

- Write ONE core ad hook
- Use AI prompt: “*Generate 10 variations of this ad copy emphasizing [benefit]. Each 15 words max.*”
- Use AI image tools to generate 5–10 ad images
- Load variations into your ad platform
- Run A/B test for 3–5 days
- Kill bottom 20%; scale top 20%

TACTIC 4: Smart Retargeting with AI

- Map funnel: Awareness → Consideration → Decision
- Create 1 message per stage
- Generate audience-specific creatives
- Set retargeting windows: 1–3 days, 4–14 days, 15+ days
- Optimize weekly

TACTIC 5: Content Personalization at Scale

- Install personalization tool
- Create 3 variants for top landing page
- AI auto-shows correct variant

- Track conversion rate by variant
- Roll out sitewide after 2 weeks

TACTIC 6: Email Automation + Personalization

- Set up 3 triggered sequences
- Use AI to personalize subject lines
- Use dynamic content blocks
- Test send times with AI
- Monitor weekly metrics

TACTIC 7: Chatbot for Pre-Sale Questions

- List your 15 most common pre-sale questions
- Build chatbot in Intercom/Drift
- Upload FAQs
- Route complex questions to sales
- Improve responses monthly
- Measure leads, time saved, satisfaction

TACTIC 8: Predictive Content Strategy

- Pull your last 20 blog posts
- Have AI analyze patterns & performance
- Prompt: “*What should I write next to match high-performing patterns?*”
- Plan 4 weeks of content
- Measure traffic & lead impact

TACTIC 9: Smart Bid & Budget Optimization

- Set ROAS target (e.g., 4x)
- Enable AI bidding (Target ROAS, Max Conversions)
- Set daily budget
- Monitor daily first week; weekly after
- Scale winners

TACTIC 10: First-Party Data & Cookieless Targeting

- Segment email list
- Use lead magnets
- Create lookalike audiences
- Build first-party retargeting lists

- Reduce reliance on 3rd-party cookies

PAGE 3: 30-DAY STEP-BY-STEP SETUP

WEEK 1: FOUNDATION

- Day 1: Audit current marketing stack
- Day 2: Pick ONE tactic
- Day 3–5: Set it up
- Day 6–7: Collect baseline data

WEEK 2: FIRST OPTIMIZATION

- Review Week 1 performance
- Identify wins/weaknesses
- Make 1 small adjustment
- Keep running

WEEK 3: ADD SECOND TACTIC

- Repeat Week 1 process

- Run both tactics in parallel
- Measure lift from stacking

WEEK 4: SCALE & SYSTEMATIZE

- Review both tactics
- Double down on top performer
- Automate reporting (weekly metrics email)
- Plan Month 2 tactics

By end of Week 4, you'll have:

- 2 AI-powered campaigns running
- Measurable baseline
- Confidence to scale

PAGE 4: COPY-PASTE PROMPTS FOR IMMEDIATE USE

Email Personalization Prompt

You are an expert email marketer. Generate 5 subject lines for a [product] email to [target audience].

Each should reference their [behavior/interest] and use curiosity or benefit hooks.

Keep each under 50 characters.

Ad Copy Generator Prompt

Write 10 Google Ads headlines (30 char max) emphasizing the benefit: [your benefit].

Target audience: [describe them].

Tone: [urgent/playful/professional].

Include a pain point in 3 of the headlines.

Content Ideas Prompt

Analyze this blog post performance data:

[Paste your 5 best-performing post titles and traffic numbers]

What topics/formats are winning?

Generate 5 new blog post ideas that match winning patterns but target new keywords.

Include keyword difficulty and search volume if possible.

Retargeting Audience Prompt

Our customer journey has 3 stages:

1. Awareness: First-time visitors

2. Consideration: People who spent 3+ min on pricing page

3. Decision: People who clicked "Buy Now"

For each stage, write 1 ad copy angle (30 words max) that moves them to next stage.

PAGE 5: 30-DAY SUCCESS TRACKER

METRICS TO MONITOR

Metric	Week 1	Week 2	Week 3	Week 4	Target
Ad Spend (\$)	—	—	—	—	—
Conversions	—	—	—	—	+25%
Cost Per Conversion	—	—	—	—	-15%
Email Open Rate (%)	—	—	—	—	+10%
Email Click Rate (%)	—	—	—	—	+15%
Chatbot Conversations	—	—	—	—	20+/day
Traffic to Blog	—	—	—	—	+30%
Email Subscribers (New)	—	—	—	—	+50

ACTION ITEMS TRACKER

This Month's AI Tactics to Implement:

1. Tactic: _____ → Status: Not Started In Progress Complete
2. Tactic: _____ → Status: Not Started In Progress Complete
3. Tactic: _____ → Status: Not Started In Progress Complete

Tools I'll Set Up:

- _____
- _____
- _____

Weekly Review Dates:

- Week 1 Review: _____
- Week 2 Review: _____
- Week 3 Review: _____
- Week 4 Review: _____

NEXT STEPS

- Pick 1 tactic and set it up this week
- Track metrics using the 30-day tracker
- Share your results