

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
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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
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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%
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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
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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
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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
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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
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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
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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
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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
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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
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WEEK 2: FIRST OPTIMIZATION

- Review Week 1 performance
 - Identify wins/weaknesses
 - Make 1 small adjustment
 - Keep running
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WEEK 3: ADD SECOND TACTIC

- Repeat Week 1 process

- Run both tactics in parallel
 - Measure lift from stacking
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WEEK 4: SCALE & SYSTEMATIZE

- Review both tactics
 - Double down on top performer
 - Automate reporting (weekly metrics email)
 - Plan Month 2 tactics
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By end of Week 4, you'll have:

- 2 AI-powered campaigns running
 - Measurable baseline
 - Confidence to scale
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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: _____
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NEXT STEPS

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