

Industrial Marketing Summit Workshop Exercises March 2026

This is the workbook for the "Create Your AI Marketing Assistant In Less Than An Hour" workshop.

It contains all of the prompts/exercises for the workshop with Dale Bertrand.

The exercises are organized in four sections:

1. **Customer Research**
2. **Content Optimization**
3. **Digital PR**
4. **Extra Credit**

Note: Elements in the prompts below that are highlighted in **[orange]** surrounded by brackets should be replaced with your specific business context.

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Marketing AI Use Cases

- | | |
|---|--|
|  Generate LinkedIn posts |  Write compelling ad copy |
|  Write case study for manufacturing client |  Promote a trade show booth |
|  Draft technical whitepaper |  Create product comparison content |
|  Write nurture email for prospects |  Write a follow-up email sequence |
|  Write a product demo script |  Request testimonials from clients |
|  Generate FAQ for technical product |  Transform case study into blog post |
|  Rewrite announcement in three styles |  Write solution overview page |
|  Write a monthly industry newsletter |  Create content for webinar promotion |
|  Write an engaging subject line |  Write copy for technical documentation |

Customer Research

1. Generate Marketing Questions for Sales Calls

Needs: Product or Service Landing Page URL

You are acting as a marketer researching how customer search behavior is changing. **Your goal is to understand the sources of information that influence customers' purchase decisions**, focusing on their customer journey, search behavior, and how these behaviors have evolved over the past year.

Here is the marketing landing page for the product you are researching:

Landing page URL: **[URL]**

Based on the product information provided in the marketing landing page, you need to **generate 15 open-ended interview questions for customer interviews**. These questions should be designed to uncover:

- Customer search intents and motivations
- Pain points in their search and decision-making process

- How they conducted their research online using traditional search engines like Google
- Their use of AI search platforms and tools
- Online communities, forums, or social platforms they consulted for advice
- How their search behavior has changed over the last year
- The customer journey from initial awareness to purchase decision
- Information sources that were most influential in their decision-making

Your questions should be:

- Open-ended to encourage detailed responses
- Focused on understanding behavior rather than just preferences
- Designed to reveal the customer's thought process and journey
- Specific enough to generate actionable insights about search behavior changes
- Varied to cover different aspects of the research objectives

Structure your questions to flow logically from general search behavior to more specific aspects of their journey with this particular product category. Include questions that explore both traditional and emerging search methods. Each question should be numbered and written as a complete, standalone question that an interviewer could ask directly to a customer.

2. Generate Content Topics by Simulating Query Fanout

Needs: Search query

Analyze the search query **[QUERY]** and generate 20 related questions that users might have at different stages of their journey (awareness, consideration, decision, post-purchase). Include explicit variations, implicit needs, contextual factors, and predictive queries.

3. Create a “Jobs To Be Done” Analysis

Needs: Persona Document to transform into a JTBD analysis

Example Persona Document: [Example Persona - Industrial Growth Marketer](#)

Review the marketing persona and the Jobs To Be Done (JTBD) framework for understanding customer needs and motivations. **Generate a JTBD analysis from the persona provided.**

4. Research Online Communities

Needs: Deep Research enabled

Example Output:

<https://drive.google.com/file/d/1hVIBIAdgOvhYEpv9LAaCiKfLFleIEyo/view?usp=sharing>

Research the most **active online forums**, paid and unpaid, where **[AUDIENCE]** discuss **[TOPIC]**. Look for forums on **Q&A platforms** like Quora, Stack Exchange, Reddit, and Answers.com, and on **community platforms** like Facebook Groups, Discord, LinkedIn, Slack communities, and specialized networks such as Mighty Networks or Circle.

5. Extract Quotes from an Online Community

Needs: A conversation thread from an online community

Example conversation thread: [Example Private Community Thread - VECTOR Workshop](#)

Your task is to extract verbatim quotes from the conversation provided that match any of these criteria:

1. Emotionally charged statements

Quotes that express strong feelings or opinions. Look for:

- Positive: “compelling”, “amazing”, “incredible”, “love”
- Negative: “disgusting”, “terrible”, “sucks”, “hate”

2. Requests for assistance or advice

Quotes seeking help, guidance, or information. Look for phrases like:

- “Does anyone know...”
- “Can someone help me with...”

6. Extra Credit: Identify Search Intents from Google Ads Search Terms Report

Needs: Search Terms Report from Google Ads

You are a search engine marketer analyzing customer purchasing behavior. **Your goal is to identify which search intents are driving actual conversions** versus those that are only generating website traffic without meaningful business outcomes.

Analyze the Google Ads Search Terms report provided.

Your task is to analyze this search terms report and categorize the search intents based on their conversion performance.

Key definitions:

- ****Conversion-driving intents****: Search terms that show strong conversion rates, indicating users are ready to take action (buy, sign up, etc.)

- **Traffic-driving intents**: Search terms that generate clicks and traffic but have low conversion rates, indicating users are in research/browsing mode

Analysis criteria:

- Look at conversion rate, cost per conversion, and conversion volume
- Consider the language and specificity of search terms (specific product names vs. general research terms)
- Evaluate user intent signals (words like "buy," "price," "review," "how to," "what is," etc.)
- Compare performance metrics across different types of search terms

Content Optimization

7. Content Optimization

Needs: Search Intent and article URL

Brainstorm 10 phrases that are related to this search intent: **[SEARCH INTENT]**

Then, suggest edits to 10 sentences in the article provided to add the new phrases.

Article URL: **[URL]**

8. Audit Content for Semantic Density

Needs: Search Intent and Content (URL or paste a passage of text)

Audit this content for semantic density and standalone completeness. Identify areas where information is too vague, where specifics are missing, or where passages depend on external context. Generate a list of 10 specific suggestions, including rewritten copy to improve the semantic density of this content.

Target search Intent: **[SEARCH INTENT]**

Content: **[CONTENT]**

9. Generate Ideas for Social Proof

Needs: Landing page URL

Analyze the content on the landing page provided and **brainstorm social proof strategies** based on the concepts on the page that would appeal to the target marketing persona and exploit the psychological principle that social proof can significantly influence consumer behavior and decision-making.

Landing page: [URL]

10. Generate an FAQ

Needs: General Topic Area (e.g. Buying a Peristaltic Pump) and Content (URL or paste a passage of text)

You are a content writer specializing in creating FAQ content for digital marketing websites. You will be provided with a passage of text, article or web page that you need to analyze and extract relevant information from.

Your task is to **create FAQ content based on the** content provided. Follow these specific guidelines:

Topic area: [TOPIC AREA]

Page URL: [URL]

****Content Selection:****

- Choose topics from the content that are specifically related to topic area.
- Focus on questions that would be uncommon or advanced for a typical marketer to ask about
- Avoid basic or frequently asked questions that most marketers would already know

****Target Audience and Style:****

- Write for a general audience that would visit a digital marketing webpage
- Use a professional, formal tone throughout
- Keep the language clear and concise
- Avoid jargon without explanation, but maintain professional terminology where appropriate

****Content Requirements:****

- Do not use specific names, personal pronouns, or any personalizing elements
- Keep all content generic and neutral
- Each answer should be exactly one to two paragraphs long
- Do not include any bulleted or numbered lists in the answers
- Present information in a well-formatted, professional style

11. Brainstorm Ideas for a Comparison Table

Needs: Your brand's landing page and competing landing page

You will be analyzing two landing pages to **generate ideas for comparison tables**.

Our brand's landing page: **[URL]**

Competitor landing page: **[URL]**

Your task is to **brainstorm 3 different ideas for comparison tables** that would help analyze the differences and similarities between these two landing pages. Each comparison table idea should focus on a different aspect of the landing pages and provide actionable insights.

When developing your comparison table ideas, consider various aspects such as:

- Design and visual elements (layout, colors, imagery, typography)
- Content and messaging (headlines, value propositions, copy tone, calls-to-action)
- User experience elements (navigation, form fields, page structure, mobile responsiveness)
- Marketing and conversion tactics (social proof, pricing display, urgency tactics, trust signals)
- Technical and performance aspects (page load elements, SEO elements, accessibility features)

For each comparison table idea, provide:

1. A clear title for the comparison table
2. A brief description of what this comparison would analyze
3. 4-6 specific categories or criteria that would be compared in the table
4. An explanation of why this comparison would be valuable for improving your brand's landing page

Make sure each of the 3 comparison table ideas focuses on distinctly different aspects so they complement each other and provide comprehensive insights.

Format your response with clear headings for each comparison table idea (Comparison Table Idea 1, Comparison Table Idea 2, Comparison Table Idea 3).

12. Generate “Snackable” Pros and Cons List from Existing Content

Needs: Content (URL or paste a passage of text)

Generate a well-organized pros and cons table from the content provided.

Content:

"""

[CONTENT]

"""

Follow these guidelines:

Format:

- Create a two-column layout with "Pros" as the left column header and "Cons" as the right column header
- Each row should contain related pros and cons when possible (e.g., if a pro mentions revenue, the corresponding con might mention costs)
- If pros and cons don't naturally pair, still maintain a balanced table structure

Content Guidelines:

- Extract or synthesize the key advantages and disadvantages from the text
- Write each point as a clear, concise statement (1-2 lines preferred)
- Maintain parallel structure where possible (similar sentence patterns)
- Aim for 4-6 paired items unless the content clearly warrants more or fewer
- Remove redundancy and combine similar points
- Keep the tone professional and objective

Style:

- Use sentence case (capitalize only the first word)
- No bullet points or numbers - just clean text entries
- Ensure each point is substantive and informative

Present the final result as a clean table with clear visual separation between pros and cons.

13. Identify Competitors' CRO Tactics

Needs: Content (URL or paste a passage of text)

Example Landing Page:

<https://www.rockwellautomation.com/en-us/support/product/product-selection-configuration.html>

You are a conversion rate optimization (CRO) specialist with expertise in analyzing website landing pages to identify tactics that drive conversions. **Your task is to analyze the provided landing page and identify the most impactful CRO tactics** being used.

Landing page URL: [URL]

CRO tactics are specific design, content, or structural elements implemented on a webpage to increase the percentage of visitors who complete a desired action (such as making a purchase, signing up, downloading, etc.). Examples include social proof elements, urgency indicators, clear value propositions, strategic button placement, risk reduction elements, personalization, and persuasive copywriting techniques.

Analyze the landing page systematically by examining:

- Headlines and value propositions
- Call-to-action buttons and their placement
- Social proof elements (testimonials, reviews, logos, numbers)
- Trust signals and risk reduction elements
- Visual hierarchy and layout
- Urgency or scarcity indicators
- Form design and length
- Mobile optimization elements
- Personalization features
- Persuasive copywriting techniques

For each CRO tactic you identify, provide:

1. A clear description of the tactic and where it appears on the page
2. An explanation of why this tactic is effective for conversion optimization
3. An assessment of its potential impact level (High, Medium, or Low)

Focus on identifying the most impactful tactics - those that are likely to have the strongest influence on visitor behavior and conversion rates. Prioritize tactics that directly address common conversion barriers or leverage proven psychological principles.

Limit your analysis to the 8-10 most impactful CRO tactics to keep the list focused and actionable.

14. Suggest Improvements to Content Structure

Needs: Article URL

Audit this content's hierarchical structure and suggest improvements for logical organization, descriptive headings, and semantic relationships that would help AI systems understand and recombine the content.

Article URL: **[URL]**

15. INFER PUBLICATION DATE OF MOST RECENT CONTENT UPDATE

You will be analyzing an article to **infer the article's likely publication date** based solely on the content.

You should not rely on any explicit publication dates, timestamps, or date information that might appear on the page or in metadata - **use only contextual clues from within the article content itself and external information via web search.**

Here is the article content to analyze:

Article URL: **[<https://www.bouygues-construction.com/blog/en/paris-2024-heritage/>]**

Your task is to carefully examine the article content for temporal clues that would indicate when it was likely published. Look for references to:

- Current events, news stories, or political developments mentioned as recent or ongoing
- Technology, products, or services described as new or cutting-edge
- Cultural references, trends, or phenomena discussed in present tense
- Economic conditions, market situations, or business developments described as current
- Seasonal references combined with other temporal indicators
- References to "this year," "last year," "recently," etc. in relation to specific events
- Ages of people mentioned (if you can cross-reference with known birth years)
- References to upcoming events that you know the dates of

Before providing your final answer, analyze the article.

After your analysis, provide your rationale explaining which specific content clues led you to your conclusion and how you used them to infer the publication timeframe. Then provide your best estimate of the publication date.

Provide your best estimate of when the article was published, with appropriate level of specificity - this could be a specific date, month and year, season and year, or just a year, depending on how precise the available clues allow you to be.

Then provide a numbered list of suggestions to add temporal details that would clearly indicate that the article has been recently updated.

Digital PR

16. AI Reputation Audit

You will **conduct an AI reputation audit** to understand how a brand is perceived by AI systems. This involves systematically querying AI chatbots to gather insights about brand reputation, competitive positioning, and market standing.

Here are the key details for this audit:

Brand name: **[Fire&Spark or "Fire and Spark"]**

Your task is to conduct a systematic AI reputation audit by following these steps:

1. **Preparation:** Search for the brand by name to retrieve pages that mention the brand..
2. **AI Platform Selection:** Choose a major AI chatbot platform (such as ChatGPT, Google's Bard/Gemini, Claude, or Bing Chat). Note which platform you're using for your analysis.
3. **Question Execution:** Ask the AI chatbot these three specific questions in separate conversations:
 - o Question 1: "What do customers think of our brand?"
 - o Question 2: "What are the pros and cons of our brand vs. **[COMPETITOR]**?"
 - o Question 3: "Who are the best SEO companies for increasing organic traffic?"
4. **Response Documentation:** For each question, carefully record the AI's complete response. Pay attention to:
 - o Overall tone (positive, negative, neutral)
 - o Specific strengths mentioned
 - o Weaknesses or concerns highlighted
 - o How the brand is positioned relative to competitors
 - o Whether the brand is mentioned at all in response to question 3

5. **Analysis:** After gathering all responses, analyze the findings by identifying:
 - Common themes across responses
 - Potential reputation strengths and vulnerabilities
 - Competitive positioning insights
 - Market recognition level
 - Any surprising or concerning findings.

Write your analysis inside <analysis> tags, covering:

- A summary of how the AI chatbot portrayed your brand overall
- Key strengths and weaknesses identified
- Competitive positioning insights from the comparison question
- Market standing based on whether and how your brand was mentioned in the industry leaders question
- Recommendations for potential reputation management actions based on these AI perceptions Your final response should focus on actionable insights about your brand's AI-perceived reputation rather than just repeating the raw AI responses. Include the specific AI platform used and any notable patterns in how the AI discussed your brand versus competitors.

17. Find and Categorize Brand Mentions

Needs: Deep Research

You will **analyze online content to find mentions of a specific brand and categorize the sentiment** of those mentions. Your goal is to identify whether mentions are positive or negative, and to extract key criticisms or misconceptions about the brand.

Brand name (commented list if multiple brand names): [**Fire&Spark, Fire and Spark**]

Your task is to:

1. Find Brand Mentions: Carefully scan through the online content of all kinds to identify any mentions of the brand name. This includes direct mentions of the brand name, as well as clear references to the brand even if not mentioned by name (such as "this company" or "they" when clearly referring to the brand in context).
2. Categorize Sentiment: For each mention you find, determine whether the sentiment is:
 - Positive: Praise, compliments, recommendations, satisfaction, or favorable opinions
 - Negative: Criticism, complaints, dissatisfaction, warnings, or unfavorable opinions
 - Neutral: Factual statements without clear positive or negative sentiment
3. Identify Core Issues: Look for recurring themes in negative mentions to identify the main criticisms or misconceptions about the brand.

Sentiment Classification Guidelines:

- Focus on the overall tone and intent of the mention
- Consider context - a mention might seem neutral but be part of a larger critical or positive statement
- Look for emotional language, evaluative words, and recommendations (or lack thereof)
- If a mention contains both positive and negative elements, categorize based on the dominant sentiment

Before providing your final analysis, use the scratchpad below to work through your findings:

Work through each mention you find here:

- Quote the relevant text
- Note the sentiment and reasoning
- Identify any specific criticisms or praise

After your analysis, provide your findings in the following format:

BRAND MENTIONS FOUND: [List each mention with the surrounding context and sentiment classification]

SENTIMENT SUMMARY:

- Positive mentions: [number]
- Negative mentions: [number]
- Neutral mentions: [number]

CORE CRITICISMS/MISCONCEPTIONS: [Identify the main themes in negative feedback - what are people consistently criticizing or misunderstanding about the brand?]

KEY POSITIVE THEMES: [If applicable, note what people are consistently praising about the brand]

Your final response should focus only on the brand mentions analysis, sentiment categorization, and identification of core criticisms or misconceptions. Do not include your scratchpad work in the final answer.

Extra Credit

18. EXTRA CREDIT: Suggest Writing Topics Based on LinkedIn Activity (using Phantom Buster)

Needs: LinkedIn Activity CSV (from Phantom Buster)

Example: [Phantom Buster LinkedIn Activity - Digital Health Marketers - November 2025.csv](#)

Given the following **CSV sheet of LinkedIn activities** for LinkedIn users in our target audience, **generate 12 content topic suggestions** that bridge the audience's interests with our expertise. Output a table with columns: Category, Topic, Audience Connection, Area of Expertise, Content Format.

Areas of Expertise:

[Add your areas of expertise below]

1. **[SEO]**
2. **[Analytics]**
3. **[AI tools for marketing]**

19. EXTRA CREDIT: Generate suggestions to optimize a page for the VECTOR Framework

ROLE: You are an expert SEO and Content Strategist specializing in Generative Engine Optimization (GEO). Your analysis is based on the six-stage VECTOR framework.

TASK: I will provide you with a URL and a primary target audience. You will analyze the content at the URL and provide 2-3 specific, actionable optimization suggestions for EACH of the six stages of the VECTOR framework. For each suggestion, briefly explain the 'why' based on the principles outlined for that stage.

URL: <https://www.rockwellautomation.com/en-gb/products/hardware/allen-bradley.html>

Primary Target Audience: **[technical procurement specialists]**

FRAMEWORK & PRINCIPLES:

V - Verify Intents

Core Principle: Content must be optimized for how AI retrieves and assembles information based on a triad of intents, micro-topics, and personas—not just keywords.

Your Evaluation: Based on the content at the URL, provide 2-3 suggestions to better align it with the likely intents, micro-topics, and persona variations of the target audience. Focus on:

- Intent Spectrum: Does the content address the full task/goal (e.g., compare, validate, troubleshoot)?
 - Micro-Topics: Does it cover specific features, integrations, or vernacular the audience uses?
 - Customer Language: Does it reflect authentic language found in forums or social channels, rather than just corporate-speak?
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E - Expand Relevance

Core Principle: Content must activate a rich 'semantic neighborhood' of related concepts to create a robust footprint that resonates with AI's understanding of topics.

Your Evaluation: Analyze the content's semantic breadth. Provide 2-3 suggestions to expand its relevance. Focus on:

- Adjacent Topics: What related subjects, complementary concepts, or contextual information are missing?
 - Semantic Density: Suggest where to add concise examples, analogies, or comparisons to make the content richer.
 - Persona Variation: How could the content be tweaked to address the same topic for a slightly different persona (e.g., a beginner vs. an expert)?
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C - Clarify Answers

Core Principle: Content must be built as modular, standalone passages that can be extracted by AI to answer a specific question without needing surrounding context.

Your Evaluation: Assess the content's structure for passage-level retrieval. Provide 2-3 suggestions to improve its clarity for AI. Focus on:

- Semantic Chunking: Identify paragraphs that cover multiple ideas and suggest how to break them into focused, single-topic passages with clear headings.
 - Data-Forward Language: Find vague phrases (e.g., 'significant benefits') and suggest replacing them with specific numbers, dates, or measurable facts.
 - Answer-First Structure: Suggest how to rewrite a key section to lead with a direct, unambiguous answer, followed by minimal supporting context.
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T - Target Mentions

Core Principle: Visibility is influenced by entity recognition and associations built from AI training data. The goal is to generate strategic brand mentions in authoritative sources.

Your Evaluation: While you cannot see the entire web, evaluate the *potential* for this content to be mentioned. Provide 2-3 suggestions to improve its 'mention-worthiness' and align with digital PR goals. Focus on:

- Corroboration: Does the content contain unique, proprietary data or a key fact that could be cited by others? Suggest how to frame this data to encourage republication.
 - Entity Consistency: Does the content use standardized names for the company, products, or people? Is there an opportunity to link to a canonical bio or 'About Us' page?
 - Co-citation: Suggest 1-2 authoritative sites (e.g., industry publications, Wikipedia, major media) that *should* theoretically reference this content, and frame an angle for outreach.
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O - Optimize Assembly

Core Principle: Content must be structured to facilitate the AI's assembly process, using logical organization, clear hierarchies, and rich semantic signals.

Your Evaluation: Analyze the page's structure and formatting. Provide 2-3 suggestions to optimize it for AI assembly. Focus on:

- Logical Hierarchy: Is the H1/H2/H3 structure clear and logical? Are headings descriptive of the content that follows?
 - Extractable Modules: Suggest where to convert dense paragraphs into lists, tables (especially for comparisons), or labeled data blocks that are easily quotable.
 - Visual Semantics: Recommend adding structural elements like call-out boxes for key takeaways, `<blockquote>` for testimonials, or a 'winner/why' summary for a comparison table.
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R - Refresh Passages

Core Principle: AI prioritizes current information, evaluating freshness at the passage level. Strategic updates on high-value content are essential.

Your Evaluation: Assess the content's timeliness. Provide 2-3 suggestions for a strategic refresh. Focus on:

- Time-Sensitivity: Identify specific data points, dates, or product names that are or will soon be outdated. Suggest what to replace them with.

- Performance Value: Assuming this is a high-value page, what is one significant update (e.g., adding a new section, embedding a recent case study video, including 2025 data) that would signal a major refresh to AI?
- Inferred Date: Suggest changes in tense or phrasing (e.g., from future 'will be' to past 'was announced') that would help an AI infer that the content is current and knowledgeable about recent events.