The AI-Empowered GTM Playbook: From Assisted to Empowered - Prompts

The examples are framed for a hypothetical B2B SaaS company, "SynthMark," whose product focuses on marketing attribution.

- AI-Assisted (Human-Led): The marketer is the primary creator (80% human effort). They use AI as a strategic partner for brainstorming, structuring, and refining ideas.

- AI-Generated (AI-Led): The AI is the primary creator (80% AI effort). The marketer acts as an editor and verifier, providing detailed context and then reviewing the output.

Step 1: Source of Truth (SoT) Document

Goal: Create the foundational, comprehensive document that will serve as the internal, single source of facts, messaging, and approved viewpoints.

AI-Assisted (Human-Led)

You are the subject matter expert and will write the SoT, but you need help structuring your knowledge.

Prompt: "I am the Head of Product at SynthMark, and I need to create our company's Source of Truth document on 'Multi-Touch Attribution.' I have all the knowledge, but I need help structuring it for this purpose. Please act as an instructional designer and provide me with:

1. Three potential high-level outlines for this internal guide.

2. A list of the top 10 most common questions or pitfalls a CMO faces with attribution that this document must definitively answer.

3. Three simple, approved analogies I can include to explain complex concepts like 'time decay attribution' and 'U-shaped modeling.'"

AI-Generated (AI-Led)

You have the raw, unstructured information and need the AI to synthesize and draft the SoT document.

Prompt: "Act as an expert B2B content strategist. I have attached a 5,000-word transcript of an internal training session our lead data scientist gave on attribution modeling.

Your task is to transform this technical transcript into a comprehensive, 3,000-word Source of Truth (SoT) document titled 'SynthMark's Definitive Guide to Multi-Touch Attribution.' This document will serve as the internal, foundational reference for all future AI-generated content.

Your output must:

- Be written in an authoritative but accessible tone.

- Structure the content logically, with clear headings and subheadings for easy reference.

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- Define all technical terms (e.g., 'U-shaped,' 'W-shaped,' 'time decay') in a glossary section.

- Conclude with a section on 'Our Official Stance on Choosing an Attribution Model.'"

Step 2: Campaign Refinement & ICA Focus

Goal: Adapt the core concepts from the Source of Truth document into distinct angles for different Ideal Client Avatars (ICAs).

AI-Assisted (Human-Led)

You know the topic and the ICAs; you need creative angles to connect the two.

Prompt: "Our Source of Truth document is on 'Multi-Touch Attribution.' I need to create a campaign around this for two different ICAs. Please brainstorm content angles for each.

ICA 1: The CMO of a fast-growing, B2B SaaS scale-up. ICA 2: The Marketing Operations Director at a large, established enterprise company.

For each ICA, give me:

1. Three unique content angles that focus on their specific pain points, based on our SoT.

2. Five potential, attention-grabbing headlines for a blog post or webinar based on those angles."

AI-Generated (AI-Led)

You provide the SoT and ICA profiles; the AI will generate the campaign briefs.

Prompt: "Act as a campaign strategist. I am providing you with our Source of Truth document on attribution and two detailed ICA profiles (attached).

Your task is to generate a complete campaign brief for each ICA. Each brief should be a markdown-formatted document containing:

- Campaign Title:

- Target ICA: (ICA 1 or ICA 2)

- Primary Goal: (e.g., 'Drive demo requests for our enterprise plan')

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- Key Messaging Hooks: Three core messages that directly address the ICA's primary challenges, derived from the Source of Truth document.

- Proposed Content Formats: (e.g., 'Webinar, downloadable checklist, 3-part blog series')."

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Step 3: ICA Content Ideation & Outlining

Goal: Break down a campaign angle into specific content pieces and structure them.

AI-Assisted (Human-Led)

You have the main idea for a piece of content and need help brainstorming its components.

Prompt: "I'm writing a blog post for our 'Scale-Up CMO' ICA. The angle is 'Stop Guessing: How Attribution Helps Scale-Ups Secure Their Next Funding Round.'

Please help me ideate. Provide:

1. A list of 5-7 supporting questions this article must answer, referencing concepts in our SoT.

2. Ideas for a compelling, data-backed introduction.

3. Three 'what's next' ideas for the call-to-action that would guide the reader deeper into our funnel."

AI-Generated (AI-Led)

You provide the campaign angle and SoT; the AI creates the detailed content outlines.

Prompt: "Act as a senior content editor. Using the attached Source of Truth document and the campaign brief for the 'Scale-Up CMO,' create a detailed, multi-level outline for a 1,500-word blog post titled 'Stop Guessing: How Attribution Proves Marketing ROI to Your Board.'

The outline must include:

*   Introduction: A hook that grabs the CMO's attention.

*   Section 1: Title and 3 bullet points covering the core problem.

*   Section 2: Title and 4 bullet points explaining how attribution is the solution, referencing concepts from the Source of Truth document.

*   Section 3: Title and 3 bullet points on how to present attribution data to a board.

*   Conclusion: A summary and a clear call-to-action."

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Step 4: Discussion Mining (Quora/Reddit)

Goal: Find and engage in relevant online conversations to build authority, using the SoT as a guide.

AI-Assisted (Human-Led)

You want to find the right conversations to join but will write the responses yourself.

Prompt: "I want to increase SynthMark's visibility on Reddit and Quora around the topic of B2B marketing attribution. Please act as a social listening expert and provide me with:

1. A list of 5-10 specific subreddits (like r/marketing, r/SaaS) and Quora topics where these conversations are happening.

2. Ten search queries I can use on these platforms to find relevant, recent questions.

3. The common themes or recurring problems people are discussing that we have a strong POV on in our SoT."

AI-Generated (AI-Led)

You want the AI to not only find a relevant discussion but also draft a value-driven response based on the SoT.

Prompt: "Act as a community marketing expert with a 'value-first' philosophy. I have found this Reddit thread: [insert real or hypothetical URL, e.g., 'https://www.google.com/search?q=reddit.com/r/marketing/comments/xyz/how_is_anyone_actually_tracking_b2b_roi_in_2025'].

Please review the original post and the top comments. Then, using our attached Source of Truth document for factual information, draft a thoughtful, non-promotional response (~200 words) that:

- Acknowledges the user's frustration.

- Provides a genuinely helpful piece of advice based on our approved messaging.

- Avoids any direct sales pitch for SynthMark, but establishes our expertise subtly."

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Step 5: AI Content Generation & Promotion

Goal: Create the draft content and the social media assets to promote it, ensuring consistency with the SoT.

AI-Assisted (Human-Led)

You've written the article and need creative ideas for promoting it across different channels.

Prompt: "I have attached my finalized blog post, 'Stop Guessing: How Attribution Proves Marketing ROI to Your Board.'

Please act as a social media manager and generate 12 distinct social media post concepts to promote this article over the next 6 weeks. The concepts should be consistent with our brand voice as defined in our SoT and include a mix of:

- A direct link with a question hook (for LinkedIn).

- A controversial or bold statement to spark debate (for X/Twitter).

- A key statistic pulled from the article, turned into a graphic concept.

- A short, practical tip derived from the article."

AI-Generated (AI-Led)

You provide the outline and SoT; the AI writes the full article and the promotional posts.

Prompt: "Act as an expert B2B copywriter. Using the attached detailed outline and referencing the Source of Truth document for depth and accuracy, write a 1,500-word draft for the blog post: 'Stop Guessing: How Attribution Proves Marketing ROI to Your Board.'

- Maintain an authoritative yet empathetic tone for a busy CMO.

- Ensure smooth transitions between sections.

- End with a strong call-to-action to 'See how SynthMark makes attribution simple.'

After you have written the article, generate a list of 12 social media posts (for LinkedIn and X/Twitter) to promote it, including relevant hashtags."

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Step 6: Human-in-the-Loop Review & Verification

Goal: Use AI to assist the human verification process, ensuring quality and alignment with the Source of Truth.

AI-Assisted (Human-Led)

You have a draft and want the AI to act as a critical editor to help you refine it against the SoT.

Prompt: "I have attached a draft of an AI-generated article. Please act as a skeptical, detail-oriented editor. Review the text and provide feedback in three categories:

1. Tone & Voice: Does this sound like an expert writing for other experts, or is it too generic? Provide 3-5 specific examples of sentences that could be improved.

2. Argument Strength: Identify the weakest point in the article's argument. How could it be made more persuasive?

3. Fact-Check against Source: I have also attached our Source of Truth document. Please flag any statements in the draft that seem to contradict or misrepresent the information in the SoT."

AI-Generated (AI-Led)

You want the AI to automate parts of the review process by creating a structured checklist based on the SoT.

Prompt: "Act as a Quality Assurance specialist for content. I have attached an AI-generated article ('Stop Guessing...') and our Source of Truth document.

Your task is to generate a verification checklist that I, the human editor, can use to review the article efficiently. The checklist should be in markdown format and include at least 10 specific questions I need to answer.

Examples of checklist items you should create:

- [ ] Does the introduction's hook align with the known pain points of a 'Scale-Up CMO'?

- [ ] Verify the definition of 'U-shaped attribution' in Section 2 against the Source of Truth document's definition.

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- [ ] Does the article's tone reflect SynthMark's brand attribute of 'authoritative and helpful'?

- [ ] Identify all statistical claims and confirm they are present in the Source of Truth document."