

# The Role of Artificial Intelligence in Digital Marketing

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## 30-Stage Digital Marketing Prompt Framework From Startup Concept to Complete Marketing Execution

### STAGE 1-5: FOUNDATION & BRAND IDENTITY

#### Stage 1 - Business Concept Development

Prompt:

"I'm starting a business in [industry]. My target audience is [description], and I want to solve [problem]. Generate 5 unique business ideas with detailed descriptions, potential revenue models, and competitive advantages for each."

#### Stage 2 - Company Name Generation

#### Prompt:

"Based on my business concept [describe concept], generate 20 company name options. Include: memorable short names, descriptive names, invented words, and names with available .com domains. Explain the meaning and marketing potential of each."

## Stage 3 - Logo Concept & Visual Identity

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#### Prompt:

"For my company [name] in [industry], create 5 distinct logo concepts. For each concept, describe: visual style (minimalist/bold/playful/corporate), color palette with psychology, typography recommendations, and how it appeals to [target audience]."

## Stage 4 - Tagline & Brand Messaging

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#### Prompt:

"Create 15 tagline options for [company name] that [describe what company does]. Include: benefit-focused taglines, emotional taglines, action-oriented taglines, and clever/memorable phrases. Explain the strategic reasoning behind each."

## Stage 5 - Brand Voice & Personality

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**Prompt:**

"Define a complete brand voice guide for [company name]. Include: personality traits (3-5 key characteristics), tone examples for different scenarios, words we use vs. avoid, brand values, and how we want customers to perceive us."

## STAGE 6-10: MARKET RESEARCH & STRATEGY

### Stage 6 - Target Audience Personas

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**Prompt:**

"Create 3 detailed buyer personas for [company/product]. For each persona include: demographics, psychographics, pain points, goals, buying behavior, preferred channels, objections, and a day-in-the-life scenario."

### Stage 7 - Competitive Analysis

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**Prompt:**

"Analyze my top 5 competitors in [industry/niche]. For each, evaluate: their positioning, marketing channels, content strategy, social media presence, strengths, weaknesses, and opportunities for differentiation."

## Stage 8 - Unique Value Proposition

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**Prompt:**

"Based on my target audience [describe] and competitors [list], craft a compelling unique value proposition for [company]. Include: main statement, 3 supporting pillars, proof points, and how to communicate this across all marketing materials."

## Stage 9 - Marketing Goals & KPIs

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**Prompt:**

"Set SMART marketing goals for [company name] for the next 6-12 months. Include: awareness metrics, engagement metrics, conversion metrics, revenue targets, and recommended tools to track each KPI."

## Stage 10 - Marketing Budget Allocation

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**Prompt:**

"Create a marketing budget breakdown for [company] with [\$X amount/percentage of revenue]. Allocate across: paid advertising, content creation, tools/software, SEO, social media, email marketing, and other channels. Justify each allocation."

# STAGE 11-15: WEBSITE & DIGITAL PRESENCE

## Stage 11 - Website Structure & Sitemap

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Prompt:

"Design a complete website sitemap for [company name]. Include: homepage structure, service/product pages, about us, blog, contact, and any specialty pages. Describe the purpose and key elements of each page."

## Stage 12 - Homepage Copywriting

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Prompt:

"Write complete homepage copy for [company/website] targeting [audience]. Include: headline, subheadline, hero section copy, benefits section, social proof area, CTA buttons, and an FAQ section. Make it conversion-focused."

## Stage 13 - SEO Foundation Strategy

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Prompt:

"Develop an SEO strategy for [company/website]. Include: 30 primary keywords, on-page optimization checklist, technical SEO requirements, local SEO

tactics (if applicable), and a 3-month implementation roadmap."

## Stage 14 - Landing Page Strategy

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Prompt:

"Create 3 high-converting landing page concepts for [product/service/offer]. For each, outline: target audience, headline formula, pain points to address, benefits to highlight, social proof elements, and CTA strategy."

## Stage 15 - Lead Magnet Ideas

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Prompt:

"Generate 10 lead magnet ideas for [company/industry] to build our email list. Include: ebooks, checklists, templates, webinars, calculators, etc. For each, describe the topic, value proposition, and target audience segment."

# STAGE 16-20: CONTENT MARKETING

## Stage 16 - Content Pillars & Topics

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Prompt:

"Establish 5 content pillars for [company] and generate 10 blog post topics for each pillar. Ensure topics address different stages of the buyer journey and include keyword opportunities for SEO."

## Stage 17 - Blog Post Outline

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Prompt:

"Create a detailed outline for a blog post titled '[title]' targeting [audience/keyword]. Include: attention-grabbing intro, H2/H3 structure, key points for each section, internal linking opportunities, and a conversion-focused conclusion with CTA."

## Stage 18 - Video Content Strategy

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Prompt:

"Develop a video marketing strategy for [company]. Include: 20 video topic ideas, optimal video lengths, platforms to prioritize (YouTube, Instagram, TikTok, LinkedIn), publishing schedule, and repurposing strategy."

## Stage 19 - Email Newsletter Template

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Prompt:

"Design a weekly/monthly email newsletter structure for [company]. Include: subject line formulas, header design elements, content sections (company news, tips, featured content), personalization elements, and CTA placement."

## Stage 20 - Content Calendar

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Prompt:

"Create a 90-day content calendar for [company] across all channels (blog, social media, email, video). Include: topics, formats, publishing dates, responsible parties, and how content pieces interconnect for maximum impact."

# STAGE 21-25: SOCIAL MEDIA MARKETING

## Stage 21 - Social Media Platform Strategy

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Prompt:

"Determine which social media platforms [company] should prioritize and why. For each selected platform (Instagram, LinkedIn, Facebook, Twitter/X, TikTok), define: content types, posting frequency, engagement strategy, and success metrics."

## Stage 22 - Instagram Content Plan

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### Prompt:

"Create a 30-day Instagram content strategy for [company]. Include: feed post ideas, Reels concepts, Stories strategy, carousel topics, caption templates, hashtag sets (30 per post), and engagement tactics."

## Stage 23 - LinkedIn B2B Strategy

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### Prompt:

"Develop a LinkedIn marketing strategy for [company]. Include: personal brand vs company page approach, 20 post ideas, article topics, engagement tactics, connection outreach templates, and employee advocacy strategy."

## Stage 24 - Social Media Ad Campaign

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### Prompt:

"Design 3 social media ad campaign concepts for [company/product]. For each campaign include: target audience, platform, ad creative description, ad copy, budget recommendation, and expected ROI/metrics."

## Stage 25 - Community Management Guidelines

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Prompt:

"Create a community management playbook for [company]. Include: response templates for common questions/comments, crisis management protocols, tone guidelines, engagement strategies, and how to handle negative feedback."

## STAGE 26-30: PAID ADVERTISING & OPTIMIZATION

### Stage 26 - Google Ads Campaign Structure

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Prompt:

"Build a complete Google Ads campaign structure for [company/product]. Include: campaign types (Search, Display, Shopping), ad groups, 50 keyword ideas with match types, ad copy variations, and bidding strategy recommendations."

### Stage 27 - Facebook/Meta Ads Strategy

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Prompt:

"Create a Facebook/Instagram ads strategy for [company]. Include: campaign objectives, audience targeting (demographics, interests, behaviors), 5 ad

creative concepts, ad copy with hooks, budget allocation, and retargeting funnel."

## Stage 28 - Conversion Rate Optimization

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Prompt:

"Conduct a CRO audit for [company website/landing page]. Identify: current conversion bottlenecks, A/B test ideas (headlines, CTAs, forms, images), trust elements to add, friction points to remove, and prioritized implementation plan."

## Stage 29 - Email Marketing Automation

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Prompt:

"Design 3 email automation sequences for [company]: welcome series, abandoned cart (if applicable), and nurture sequence. For each email include: timing, subject lines, body copy outline, personalization elements, and conversion goals."

## Stage 30 - Analytics & Reporting Dashboard

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Prompt:

"Create a comprehensive marketing analytics framework for [company]. Define: key metrics to track by channel, recommended tools (Google

Analytics 4, social analytics, email metrics), dashboard structure, reporting frequency, and how to use data to optimize campaigns."

## IMPLEMENTATION GUIDE

### How to Use This AI-Powered Framework:

#### Before Starting:

- Choose an AI tool (ChatGPT, Claude, Gemini, or specialized marketing AI)
- Review all 30 stages and identify priority areas for your business
- Customize brackets [like this] with your specific business information
- Start with 2-3 stages to test the process

#### During Implementation:

- Copy and paste prompts into your AI tool with customized details
- Review AI outputs critically and refine prompts as needed
- Save all outputs in organized folders for future reference
- Iterate on prompts to get better, more specific results

#### AI Best Practices:

- Be specific with details in brackets
- Ask follow-up questions to deepen outputs
- Use AI outputs as foundations, not final products
- Combine AI efficiency with human creativity and strategy

#### Quick Start Recommendation:

**Phase 1 (Month 1):** Stages 1-5 (Foundation & Brand Identity)

**Phase 2 (Month 2):** Stages 6-10 (Market Research & Strategy)

**Phase 3 (Months 3-6):** Stages 11-30 (Execution based on priority)

### **Why AI Transforms Digital Marketing:**

- **Speed:** Complete in hours what used to take weeks
- **Consistency:** Maintain brand voice across all content
- **Scalability:** Generate multiple variations quickly
- **Data-Driven:** AI analyzes patterns humans might miss
- **Cost-Effective:** Reduce agency costs while maintaining quality

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## **ABOUT THE SPEAKER**

**Sundaresh Kamaraj**

Founder, Elysium Groups

Digital Marketing Strategist & AI Implementation Specialist

## **ABOUT ELYSIUM GROUPS**

Elysium Groups specializes in leveraging artificial intelligence to transform traditional marketing approaches into data-driven,

scalable systems that deliver measurable results for businesses in  
Madurai and beyond.

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### **Presentation Materials**

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## **Questions? Let's Connect!**

Thank you for attending this session on AI in Digital Marketing. For  
consultation or implementation support, please reach out to Elysium  
Groups.