YE - a Platform of AGRI & ALL TRADE CHAMBER
to Promote Export and Excel
ஏற்றுமதி வணிகத்தில் உச்சம் அடைய வழிகாட்டும் தளம்

YOU EXPORT • AGRI & ALL TRADE CHAMBER, MADURAI
Online Class for Budding Exporters



EXPORT SMARTER

AI & DIGITAL MARKETING STRATEGIES

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16 October 2026
4:30 PM to 6:00 PM

TODAY'S SESSION

90 minutes, four parts

AI works like a team of assistants on your phone: researcher, costing clerk, designer, writer and documentation executive.

4:30 – 4:45

AI Basics

Which tool for which job, and how to write a good prompt

4:45 – 5:10

Market and Money

Customers, product details, pricing, competitors, complaints

5:10 – 5:35

Brand and Marketing

Names, logo, images, video, voice, presentation, website

5:35 – 5:50

Daily Export Work

Quotations, email replies, worksheets and checklists

5:50 – 6:00 · Safe use of AI, a 7-day action plan and your questions

01

AI BASICS

What AI is · Which tool for which job · How to write a good prompt

Which tool for which job

ChatGPT

Ideas, emails, names and images

Today: brand names, replies, logo, posts

Claude

Careful writing and Word, Excel, PDF files

Today: quotations, proposals, checklists

Gemini

Images (Nano Banana) and video

Today: social posts, product ad video

NotebookLM

Answers and audio from your own documents

Today: voice product description

AI Studio

Build a website by describing it

Today: export company website

All have free versions. Begin with one tool, become comfortable, then add others.

The prompt formula: R – T – C – F

R

Role

Who should AI act as?

"Act as an export marketing consultant."

T

Task

What exactly do you want?

"List the top 5 countries to export moringa powder."

C

Context

Your business details

"New exporter in Madurai, 2 tons a month, organic certificate."

F

Format

How should the answer look?

"Give a table. Simple English."

Weak prompt and strong prompt

WEAK

"How to export moringa?"

No role, no details, no format. The answer will be general.

STRONG

"Act as an export consultant. I am a first-time exporter from Madurai with 2 tons per month of organic moringa leaf powder. Explain, step by step, how I can get my first order from the UAE. Give a 10-step action plan in a table with the time needed for each step. Use simple English."

02

MARKET AND MONEY

Find customers · Product detailing · Pricing · Multi-currency · Competitors · Complaints

TOPIC 02 · MARKET AND MONEY

Find customers

Tool: any AI with web search

How to do it

1. Ask which countries import your product most
2. Ask what type of buyers exist there
3. Ask where to find them: directories, fairs, portals, LinkedIn
4. Ask for your first email and WhatsApp message

> **Remember:** AI can invent company names and email IDs. Verify every buyer before sending samples.

SAMPLE PROMPT

Act as an export market research expert. I am a new exporter from Madurai, Tamil Nadu, India. My product is **[MORINGA LEAF POWDER]**.

List the top 10 importing countries for this product. For each country give: why demand is high, type of buyers, typical quality or certificate expected, and how difficult it is for a beginner (Easy / Medium / Hard).

Give the answer as a simple table. Mention the source for each fact so I can verify.

TOPIC 03 · MARKET AND MONEY

Product detailing and analysis

Tool: ChatGPT or Claude

How to do it

1. Tell AI all you know about the product, in Tamil or English
2. Ask for a buyer-ready specification sheet
3. Ask for strengths and weaknesses for one country
4. Ask for the questions a buyer will ask

Remember: lab values, certificates and shelf life must come from your real test reports.

SAMPLE PROMPT

Act as an export documentation expert. Create a one-page product specification sheet for a foreign buyer.

Product: **[NAME]**. Origin: **[PLACE]**. Details I know: **[COLOUR, MOISTURE, MESH SIZE, SHELF LIFE, PACKING SIZES, CERTIFICATES, MONTHLY CAPACITY]**.

Use a table with: Product description, Specifications, Packing, Shelf life, Storage, MOQ, Lead time, Certificates. Mark anything I have not given as "To be confirmed". Do not invent values.

TOPIC 04 · MARKET AND MONEY

Pricing analysis

Tool: ChatGPT or Claude

How to do it

1. Give your real costs: product, packing, transport, agent, bank
2. Ask for a costing sheet from ex-works to FOB and CIF
3. Ask what costs you have missed
4. Ask for prices at different quantities

> **Remember:** take freight, exchange and duty rates from your forwarder, bank and official sources on the day you quote.

SAMPLE PROMPT

Act as an export costing consultant. Build a step-by-step export price calculation for **[PRODUCT]**, quantity **[1,000 KG]** in **[25 KG BAGS]**, shipped from **[TUTICORIN PORT]** to **[HAMBURG]**.

My costs: product Rs **[ ]** per kg, packing Rs **[ ]**, local transport Rs **[ ]**, CHA and port charges Rs **[ ]**, freight USD **[ ]**, insurance **[ ]**%, bank charges **[ ]**%, profit margin **[ ]**%.

Show Ex-Works, FOB and CIF price per kg in INR and USD in a table. List any cost I have missed. Show every formula so I can check it.

TOPIC 05 · MARKET AND MONEY

Multi-currency pricing

Tool: ChatGPT, Gemini or Claude

How to do it

1. Fix your base price in INR or USD
2. Give today's exchange rates from your bank
3. Ask for a price list in several currencies with a validity date
4. Ask what happens to profit if the rate changes

> **Remember:** AI does not always know today's rate. Type the rate yourself and check with your bank.

SAMPLE PROMPT

My FOB price is USD **[3.20]** per kg for **[PRODUCT]**. Use these rates: 1 USD = Rs **[ ]**, 1 EUR = Rs **[ ]**, 1 GBP = Rs **[ ]**, 1 AED = Rs **[ ]**, 1 SGD = Rs **[ ]**.

Create a price list table in USD, EUR, GBP, AED and SGD for 3 pack sizes: **[250 G, 1 KG, 25 KG]**. Round prices neatly.

Add the line "Prices valid for 15 days, subject to exchange rate on date of order".

TOPIC 06 · MARKET AND MONEY

Competitor analysis

Tool: any AI with web search

How to do it

1. Collect 3 to 5 competitor website links
2. Ask AI to compare range, packing, certificates and price
3. Ask what gap you can fill
4. Ask for your own positioning line

> **Remember:** paste real links or text from competitor pages. Without them the answer will be general.

SAMPLE PROMPT

Act as a market analyst. Visit these competitor websites: **[LINK 1]**, **[LINK 2]**, **[LINK 3]**. They sell **[PRODUCT]**.

Compare them in a table: products, pack sizes, certificates, countries served, price if shown, main selling message, weak points.

Then tell me 5 gaps I can use as a new exporter from Madurai.

TOPIC 07 · MARKET AND MONEY

Complaints analysis

Tool: ChatGPT or Claude

How to do it

1. Copy complaint emails, messages or reviews into AI
2. Ask it to group them by type and count them
3. Ask for root cause and corrective action
4. Ask for a polite reply to each complaint

> **Remember:** remove customer names, phone numbers and bank details before pasting.

SAMPLE PROMPT

Below are **[20]** customer complaints we received in the last 6 months. Group them into categories such as quality, packing, delay, documents, communication.

Show a table with category, number of complaints, example, likely root cause and corrective action. Finally tell me the top 3 things to fix first.

[PASTE COMPLAINTS]

03

BRAND AND MARKETING

Names · Logo and taglines · Social images · Ad video · Voice · Presentation · Website

Brand and product name ideas

Tool: ChatGPT

How to do it

1. Describe product, customer and the feeling you want
2. Ask for 20 names in different styles
3. Shortlist 5 and check meanings in other languages
4. Check trademark and domain yourself

Remember: AI cannot confirm legal availability. Check the trademark search before printing anything.

SAMPLE PROMPT

Act as a brand naming expert. Suggest 20 brand names for **[ORGANIC MORINGA AND SPICE PRODUCTS]** from Madurai, India, to be sold in **[EUROPE AND MIDDLE EAST]**.

Give 5 names in each style: Tamil or Indian heritage, modern short names, nature based, premium sounding.

Each name must be easy to pronounce for foreigners and within 2 to 3 syllables. Give the meaning in one line.

Logo and taglines

Tool: ChatGPT Image or Gemini

How to do it

1. Decide the name, colours and feeling
2. Ask for taglines first
3. Ask for 3 or 4 simple logo concepts
4. Pick one and change one thing at a time

Remember: read the spelling inside the image. Get the final logo redrawn professionally for printing.

SAMPLE PROMPT

Create a clean, modern, flat logo for an export brand called "**[BRAND NAME]**". Products: **[MORINGA AND SPICES]**.

Use a simple leaf symbol, colours deep green and gold, white background, bold readable lettering, no small details, suitable for printing on a carton box.

Show the brand name spelled exactly as given.

Branding images for social media

Tool: Nano Banana, ChatGPT Image

How to do it

1. Take a clear daylight photo of your real product
2. Upload it and change only the background
3. Ask for the size: square post or vertical story
4. Ask for the caption and hashtags too

> **Remember:** never show a certificate logo, award or claim you do not really have. Buyers check.

SAMPLE PROMPT

Use the uploaded photo of my product pack. Keep the pack, label and text exactly the same.

Place it on a clean wooden table with fresh moringa leaves around, soft natural light, white background, premium look.

Square format for Instagram.

Product ads video

Tool: Gemini video

How to do it

1. Plan 3 or 4 short scenes: farm, processing, packing, product
2. Write one prompt per scene
3. Upload your product photo for the product scene
4. Join clips, add logo, music and contact

Remember: AI clips are short. Think in scenes, and use real footage of your own unit where you can.

SAMPLE PROMPT

Using the uploaded product photo, create a short product advertisement video.

The pack stands on a wooden table, green moringa powder is poured into a bowl beside it, slow rotating camera, soft studio light, premium feel, no text on screen.

TOPIC 12 · BRAND AND MARKETING

Voice product description

Tool: NotebookLM

How to do it

1. Create a new notebook
2. Upload product sheet, brochure, certificates, website link
3. Choose Audio Overview and say who the listener is
4. Download the audio and share on WhatsApp

> **Remember:** NotebookLM answers from what you upload. Better documents in, better audio out.

SAMPLE PROMPT · CUSTOMISE THE AUDIO

Explain this product to a food importer who has never bought from India.

Focus on product quality, certificates, packing options and how to order. Keep it short, clear and professional.

Do not add any claim that is not in the uploaded documents.

TOPIC 13 · BRAND AND MARKETING

Company and product presentation

Tool: Claude, ChatGPT or Gemini

How to do it

1. Give your facts: year, products, capacity, certificates
2. Ask for a 10 to 12 slide structure
3. Ask for each slide in few words
4. Create the file, then add your real photos

> **Remember:** real photos of your unit, team and product build more trust than any AI image.

SAMPLE PROMPT

Act as a presentation designer. Create a 10-slide company presentation for **[COMPANY NAME]**, an exporter of **[PRODUCTS]** from Madurai, India, for foreign buyers.

Slides: Cover, About us, Products, Quality and certificates, Process, Packing, Capacity and lead time, Markets served, Why choose us, Contact.

Company facts: **[PASTE]**. Maximum 30 words per slide, simple English, suggest one photo for each slide. Do not invent facts; mark missing ones as "To be added".

TOPIC 14 · BRAND AND MARKETING

AI website design

Tool: Google AI Studio (Build)

How to do it

1. Open Google AI Studio and choose Build
2. Describe pages, colours, products and contact
3. See the preview and ask for changes
4. Publish, or give the code to your developer

Remember: check every phone number, email ID, address and certificate name yourself before publishing.

SAMPLE PROMPT

Build a modern, mobile-friendly export company website for **[COMPANY NAME]**, Madurai, India. We export **[PRODUCTS]**.

Pages: Home, About Us, Products (with a card for each product showing specifications and packing), Quality & Certificates, Contact with enquiry form and WhatsApp button.

Style: clean, green and white, large product photos, simple English. Add a "Request a Quote" button on every page.

04

DAILY EXPORT WORK

Quotations and proposals · Email summary and replies · Worksheets and checklists

TOPIC 15 · DAILY EXPORT WORK

Automatic quotation and proposals

Tool: Claude

How to do it

1. Upload your letterhead or an old quotation once
2. Give buyer, product, quantity, price and terms
3. Ask Claude to create the quotation file
4. Next buyer: "same format, new details"

Remember: check every number, HS code and bank detail before sending. You remain responsible.

SAMPLE PROMPT

Act as an export sales executive. Create a professional export quotation as a Word document.

Seller: **[COMPANY, ADDRESS, IEC NUMBER, GST]**. Buyer: **[NAME, COUNTRY]**. Product: **[NAME]**, Quantity: **[ ]**, Price: USD **[ ]** per kg **[FOB TUTICORIN / CIF HAMBURG]**, Payment terms: **[50% ADVANCE, BALANCE AGAINST BL COPY]**, Delivery: **[ ]** days, Validity: 15 days.

Include a quotation number, date, price table with total, terms and conditions, bank details section and signature block.

TOPIC 16 · DAILY EXPORT WORK

Email summary and smart replies

Tool: ChatGPT and Claude

How to do it

1. Copy the email or full mail chain into AI
2. Ask for a summary and action points
3. Say what you want to reply, in simple words or Tamil
4. Get professional English, read it, then send

> **Remember:** never paste passwords, bank account details or confidential contracts into a free AI tool.

SAMPLE PROMPTS

Summarise: Summarise this email chain in 5 bullet points. Then list: what the buyer is asking, deadlines, what I must do next, and any risk or unclear point I should clarify. **[PASTE EMAILS]**

Reply: Write a reply to this buyer. What I want to say: **[WE CAN SUPPLY 2 TONS, DELIVERY IN 20 DAYS, PRICE CANNOT BE REDUCED BUT WE CAN GIVE FREE SAMPLES]**. Tone: polite, confident, short. Under 120 words. Give me two versions: one firm, one friendly.

TOPIC 17 · DAILY EXPORT WORK

Export worksheet and checklist

Tool: Claude

How to do it

1. Give product, country, port and payment terms
2. Ask for the process from enquiry to payment
3. Ask for a document checklist and who issues each
4. Get an Excel or Word file and reuse it

> **Remember:** rules differ by product and country. Confirm the checklist with your CHA and freight forwarder.

SAMPLE PROMPT

Act as an export operations manager. Prepare a step-by-step export process worksheet for shipping **[PRODUCT]** from **[MADURAI]** through **[TUTICORIN PORT]** to **[COUNTRY]** on **[FOB]** terms with **[ADVANCE + BALANCE AGAINST DOCUMENTS]** payment.

Create it as an Excel sheet with columns: Step number, Activity, Responsible person, Document needed, Days required, Status, Remarks.

Cover enquiry, quotation, order confirmation, production, quality check, packing, documents, customs clearance, shipment, bank documents and payment follow-up.

WRAP-UP

Using AI safely

Do

- Verify buyers, HS codes, duty rates and rules with official sources, your CHA and your bank
- Give your real product data, test reports and photos
- Remove private details before pasting emails
- Read every document before sending
- Save your best prompts and reuse them

Do not

- Trust a buyer name, price or regulation only because AI said it
- Let AI invent specifications, certificates or awards
- Share passwords, bank details or confidential contracts
- Copy and send AI output without reading
- Start from zero every time

WRAP-UP

Your 7-day action plan

Day	Task	Tool
Day 1	Create accounts and try R-T-C-F with your product	ChatGPT, Claude, Gemini
Day 2	Product specification sheet and SWOT	ChatGPT or Claude
Day 3	Shortlist 3 target countries and buyer profile	Any tool with web search
Day 4	Export costing sheet and multi-currency price list	Claude
Day 5	Brand name, tagline, logo concept and 5 social posts	ChatGPT, Gemini
Day 6	Company presentation, voice description, simple website	Claude, NotebookLM, AI Studio
Day 7	Quotation format, export checklist, 10 introduction emails	Claude, ChatGPT

WRAP-UP

One master prompt to keep

PASTE THIS AT THE START OF ANY NEW CHAT

You are my export business assistant. My company: **[NAME]**, Madurai, India. Product: **[ ]**. Capacity: **[ ]**. Certificates: **[ ]**. Target markets: **[ ]**. Minimum order: **[ ]**.

Always answer in simple English, use tables where useful, never invent facts about my company, and tell me clearly which points I should verify with official sources.

AI will not replace exporters. Exporters who use AI will move faster than those who do not.

Any QUESTIONS



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