

The SMM

EXPERT



AI FOR SOCIAL MEDIA MARKETING: A PRACTICAL GUIDE



How to use ChatGPT and Midjourney

to cut your content creation time by 80%.

What Is

AI-Powered Content Creation?

AI-powered content creation refers to using AI as an assistant to create marketing content. It involves using AI, machine learning, and NLP to generate ideas and refine text, images, or videos to consistently put out optimized promotional content with the same theme.

In this PDF, you will get a complete guide on how to use AI tools for content creation for your business.

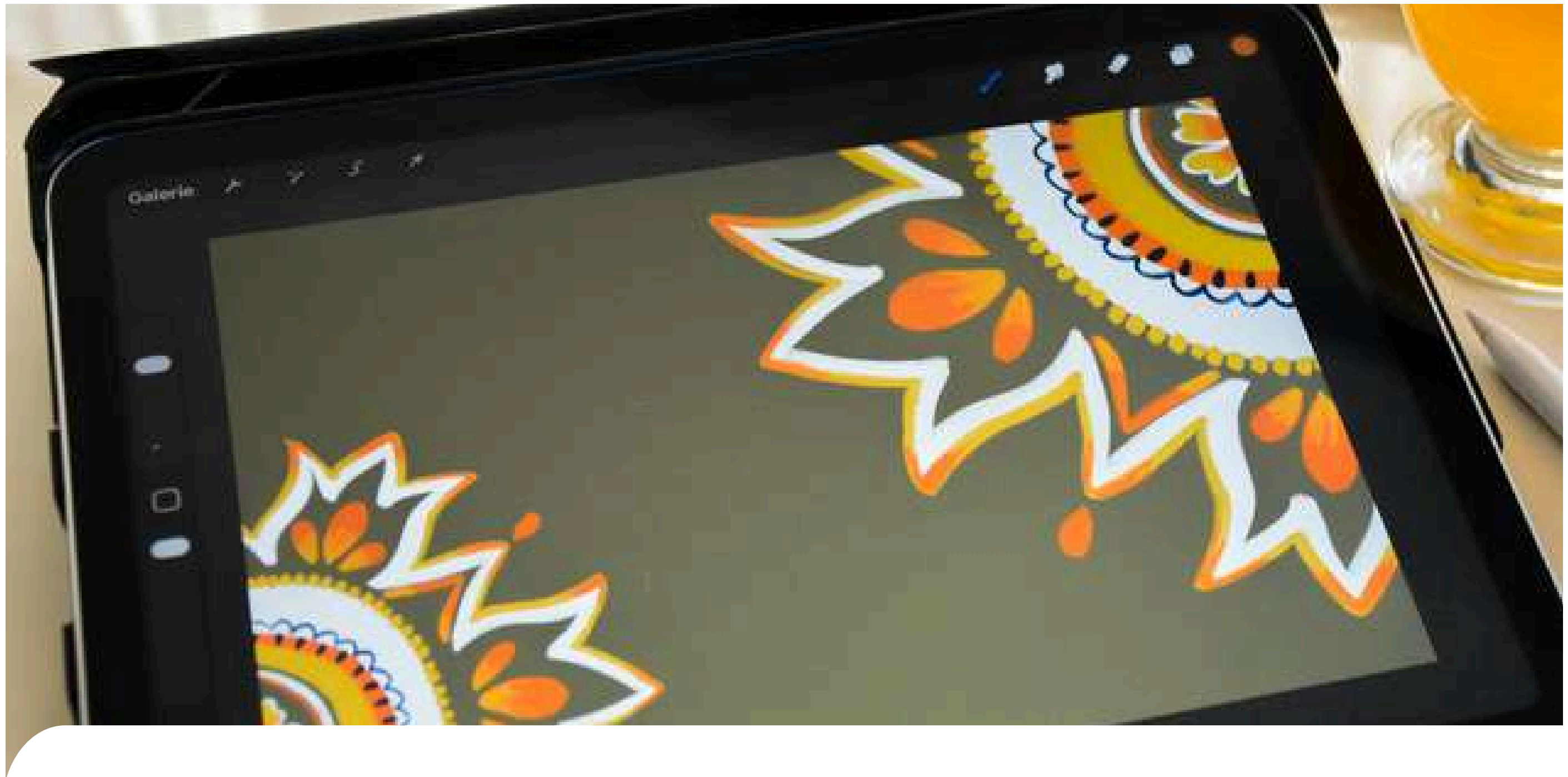
How to Use AI to Speed Up

Social Media Content Production

- ★ **Analyze and engage trends** easily with the help of AI and generate better content ideas and visuals.
- ★ **Create video or blog outlines** instantly from one or multiple topics. Refine and improve finished content with just a few keystrokes.
- ★ **Calculate optimal posting windows** by analyzing customer response while tracking which content types bring the best results.
- ★ **Instantly generate captions** for your content and choose the one you like or improve existing prompts.
- ★ **Generate multiple contents simultaneously** and schedule posts according to your calendar without a break.

Why Businesses Are Using

AI for Content Creation



→ **Faster content generation**

AI can generate content instantaneously and without a break while also taking care of prior research and post-formatting.

→ **Reduced cost**

AI negates the need for large marketing teams and expenses while requiring up to 40% less time, increasing overall efficiency.

→ **Consistency of content**

AI can maintain the same tone, theme, and color palette across content on all channels, negating the need for further customization and modifications.

→ **Brainstorming tool**

AI can provide instant ideas and drafts to generate content. It can also be used to analyze high-impact content to find out the success factors and replicate the effects on future content.

Benefits of Using ChatGPT and Midjourney for Content Creation

More scope for scaling

AI specializes in completing repetitive tasks, allowing you to generate different and multiple content simultaneously.

24/7 availability

Content creation through AI isn't bound by any time schedules, granting you access to visuals and content anytime.

Greater access to variation

ChatGPT and Midjourney allow you to change and create variations of existing works without needing to start over.

Faster output with lower costs

ChatGPT allows you to instantly generate blog posts without hiring an entire team or being subjected to a waiting period.

More versatility

Combining ChatGPT and Midjourney grants you access to multiple visual content types, increasing options.

Creative Inspiration

The versatility of Midjourney removes the constraints of trying out different ideas, leaving more room for creativity while requiring a fraction of the time and costs.

How To Set Up AI Tools for

Social Media Content Creation



★ Set up ChatGPT

- Choose a version that suits your needs.
- Provide context on what your brand/ business is.

★ Set up Midjourney

- Create a Discord account.
- Buy a plan that allows text-to-image generation.

★ Create a Workflow

- ChatGPT generates/refines the appropriate prompts.
- Midjourney creates visuals to be uploaded/refined.

★ Provide a Brand guide

- Who your target audience and content goals are.
- What your brand colors and your products are.

★ Test and Improve

- Check Midjourney visuals for quality.
- Refine ChatGPT prompts for specific changes.

Quick Checklist:

Are You Ready to Use AI for Social Media?



→ Do you know your target audience?

→ Do you have a clear plan for social media?

→ Have you defined your brand tone?

→ Have you ideated basic content topics?

→ Do you have a content schedule?

→ Do you have a sample or reference of visuals?

→ Have you defined your content goals?

→ Have you made a plan of action?

How To Ensure AI-Generated Content Matches Your Brand Voice



1

Clear Brand Voice

Select what the tone or theme of your brand should be to give a proper reference point to AI.

2

Prepare a Brand Guide

The guide should have all the specifics of your brand. Its target audience, services, goals, etc.

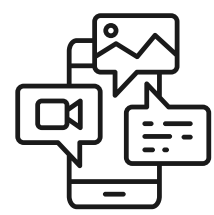
3

Prompt with context

The more context and details you can give AI, the better and more suited the response/content you receive.

How To Improve AI Content

For Engagement and Reach



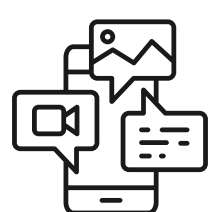
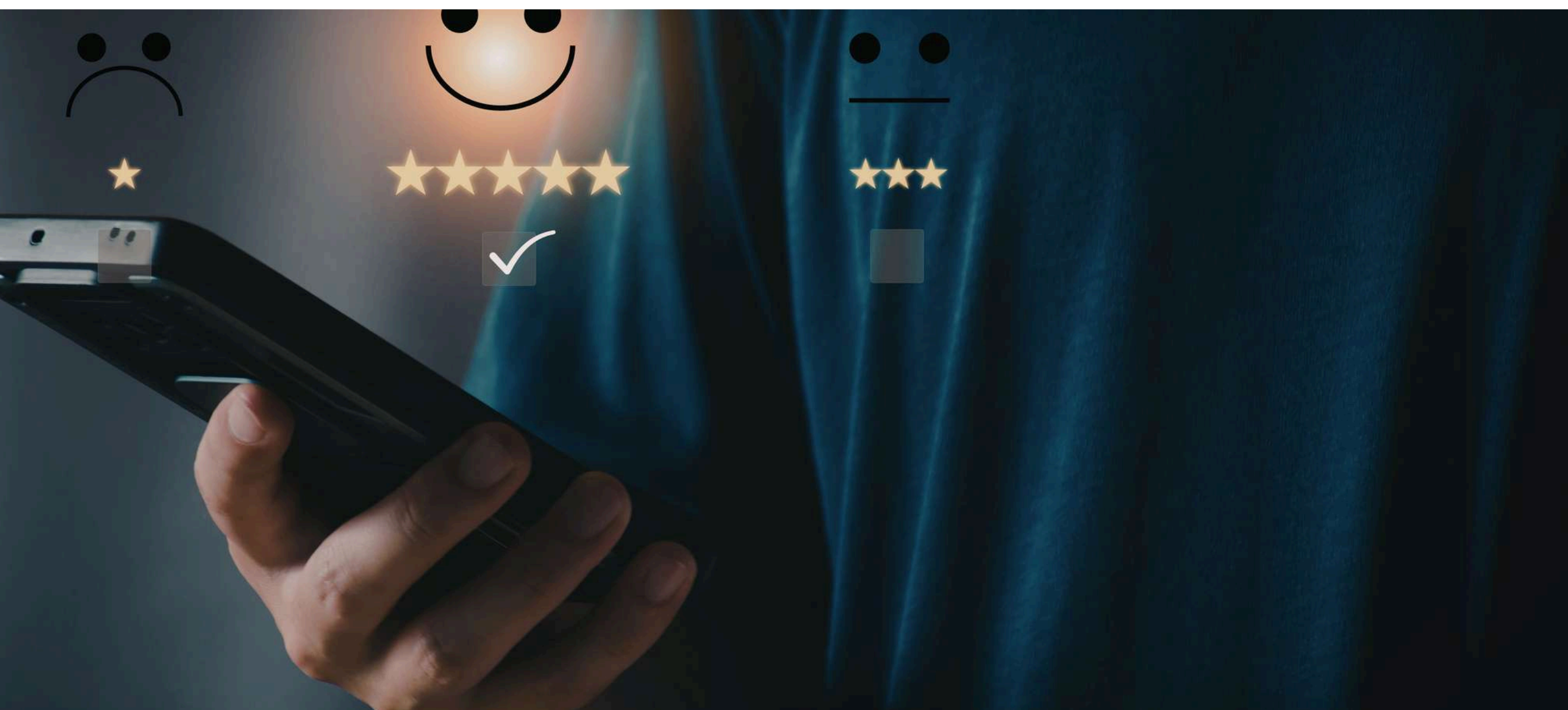
Humanize your content

Add a human touch to your content with human inputs and edits, increasing its human appeal to the customers.



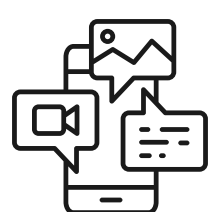
Use detailed prompts

Use highly detailed prompts to generate visuals aligning with your business goals and target customers.



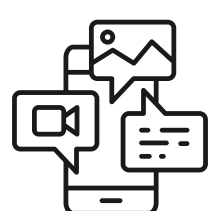
Keep up with concurrent trends

Use AI to analyze popular trends and make relevant content that also subtly showcases your business.



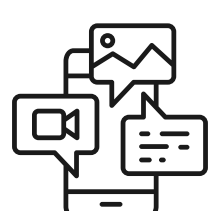
Generate hooks

Use AI to generate compelling and emotional captions or visuals to attract more attention from customers.



Use AI to analyze customer engagement

Analyze which content type generates the most engagement and apply the findings to future contents.



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Get instant views, comments, or likes from the SMM Expert to get early traction and make the content viral.

How To Create Viral-Ready Content

Using AI Tools



Analyze ongoing trends

Use AI to analyze current trends and find out which ones align the most with your business to generate relevant content.

Test variations

Use AI to generate multiple visuals from the same concepts/ideas and select the one that best suits your business.

Research Viral content

Use AI to analyze viral content and apply similar tactics. Automate the process and constantly refine your approach.

Generate emotional content

Use AI to generate content ideas targeting customer emotions. Post the visuals and analyze customer engagement.

How To Convert AI-Generated Content Into Followers and Customers

★ **Provide context to AI**

State your target customers and the pain point you're targeting before content generation to get more customized visuals.



★ **Connect content to product**

Direct AI to generate content that directly or indirectly guides customers to your products, services, and offers.

★ **Clear call to action**

Generate visuals or captions that have definite calls to action or create a sense of urgency in the customer's mind.

★ **Consistency of message**

Generate content with the same tone, theme, and colour palette to solidify your image in the customer's mind.