Jasper

EBook

The AI-Forward Marketer's Guide to Jasper

"You should be able to 2X your conversion efforts now that we have AI."

"Just mass-produce with AI and tweak when needed."

"I'm sure you have more free time now that AI does half your job."

If you're a marketer, you've been on the receiving end of these directives from your bosses, colleagues, or managers.

But how do you break it to them that this is painfully far from the truth?

Chances are you can't (unless you're documenting all your work as you go and creating videos to show how much human intervention you need).

That's why we built Jasper—so you can deliver on these statements (with some caveats, of course), instead of proving they're broken.

In this master guide, we explain how to use Jasper for content, demand generation and email marketing, paid ads and social media, and PR and communications.

In each section, we discuss Jasper's features and ready-to-use prompts and explain how you can use your own content repository to create personalized campaigns.

Let's dig in.

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First things first: set up your brand voice

Your brand voice is like your company's fingerprint—unique, identifiable, and (ideally) memorable When you set it up effectively, you drive results on each channel you target. This means boosting organic reach on LinkedIn, driving conversion rates on your product landing pages, and enhancing open rates in your email newsletters.

**Let's look at how you can set it up in Jasper.**

Voice

You can use the Voice feature to train Jasper to sound like different departments in your marketing team.

Here's what that means for different teams:

| Department	Jasper's Voice Feature
Content Marketing	Tailor blog posts and ebooks to match the brand's voice to ensure consistency across all written content.
Social Media	Adapt tone for different platforms (e.g., professional on LinkedIn, casual on Instagram) to increase engagement and authenticity.
Email Marketing	Create emails that serve different intents (informational, transactional, commercial) while sounding cohesive.
PR & Communications	Write press releases and public statements that reflect both your brand's stance and tone of voice.
Executive Leadership	Create thought leadership content and company announcements in a unified voice that resonates with employees and stakeholders.

To configure your tone, navigate to the left panel and choose between text, a file, or a URL to add a new voice to your Jasper account.

Note: Jasper doesn't need any rules or examples, it just needs an existing asset to analyze tone of voice.
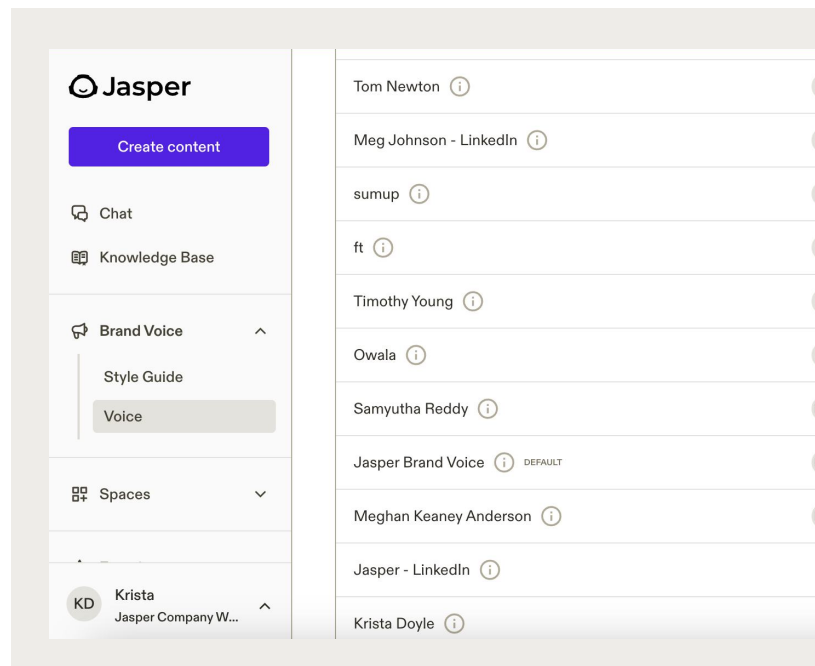
Knowledge Base

Knowledge Base helps Jasper understand your brand, industry, product line, or company so you can reference it while creating content. Add your brand guidelines, industry-specific jargon, and key product features here.
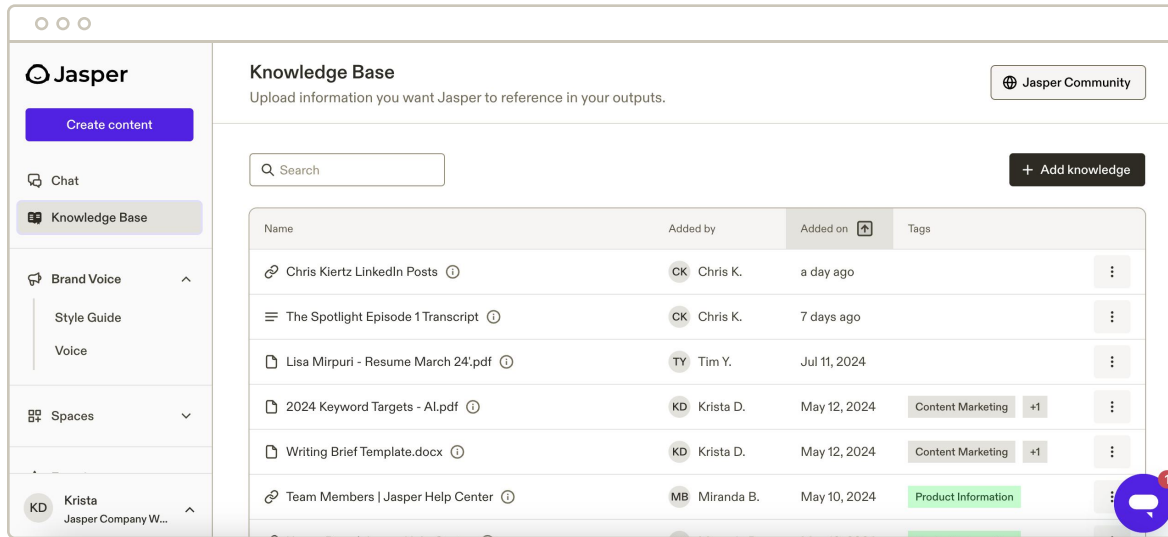
Style Guide

The style guide is where you get granular with your brand voice. You set rules such as "don't use the Oxford comma" or "use contractions in body text." This helps multiple marketing teams stay on the same page and check their content in Jasper, instead of having to memorize rule lists.

Note: Only the account admin can set rules, but everyone using Jasper across the organization can access them.
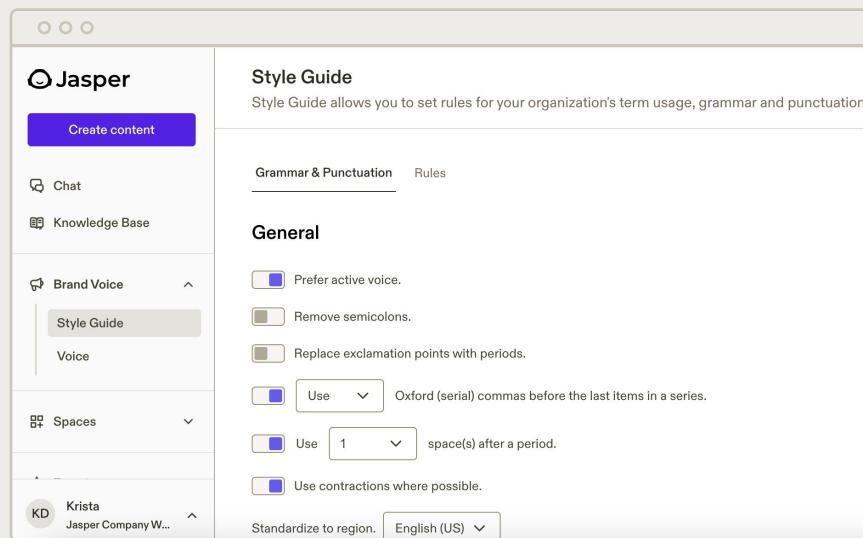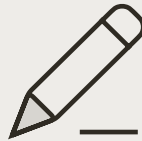
Generative AI for content and SEO marketers

Content marketers are juggling a lot right now—slashed budgets, freelancer and consultant churn, and constantly evolving content operations.

On top of it, they're drowning in fresh loads of requests from every department and shiny new KPIs.

If you're in this spot, use Jasper for:

Thorough research

Creating first drafts

Editing AI content

Optimizing content for search

Collaborative and cross-referenced researching

Use Jasper Chat to create a research plan and then fill it with relevant details. Whether you're creating blog outlines or search intent pathways, here's how to use Jasper Chat:
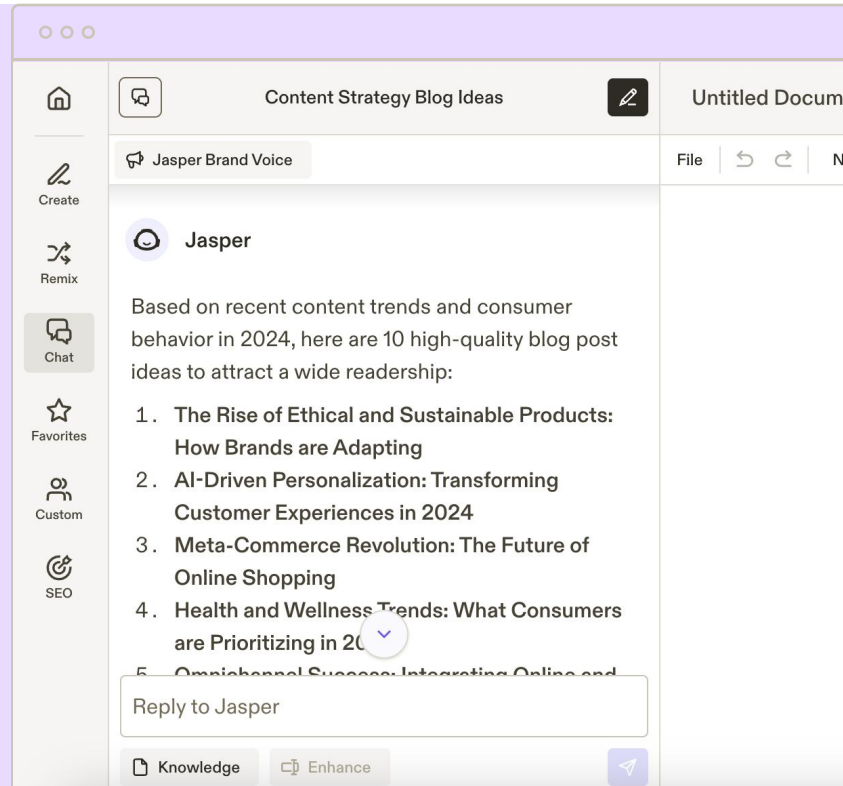
1. Navigate to Jasper Chat from the left-hand panel and ask a question or give it a task.
2. Say you're gathering topic ideas for a recent blog based on a marketing report. You want to determine what would be relevant for your audience.

Here's a prompt you can use to ask Chat to generate ideas:

✦ Prompt

Act as a content strategist. After reviewing the attached report on recent content trends and consumer behavior in the industry, develop a list of 10 high-quality blog post ideas to attract a wide readership.

Jasper will create a list for you to choose from.

Content Strategy Blog Ideas

Untitled Docum

🗣 Jasper Brand Voice

File

Jasper

Based on recent content trends and consumer behavior in 2024, here are 10 high-quality blog post ideas to attract a wide readership:

1. **The Rise of Ethical and Sustainable Products: How Brands are Adapting**
2. **AI-Driven Personalization: Transforming Customer Experiences in 2024**
3. **Meta-Commerce Revolution: The Future of Online Shopping**
4. **Health and Wellness Trends: What Consumers are Prioritizing in 20**
5. **Omnichannel Success: Integrating Online and**

Reply to Jasper

📄 Knowledge   ⎙ Enhance

Say you're running an SEO campaign or optimizing your existing blog to show up in search. Here's how you can use Jasper Chat for researching keywords:

✧ Prompt

Act as an SEO specialist and generate a list of highly relevant keywords and search terms to optimize a blog post about [topic] for search engine optimization.

You can insert these prompts directly into your document. Then, add keywords from SEO tools such as SEOSurfer or Ahrefs to Jasper's outline.
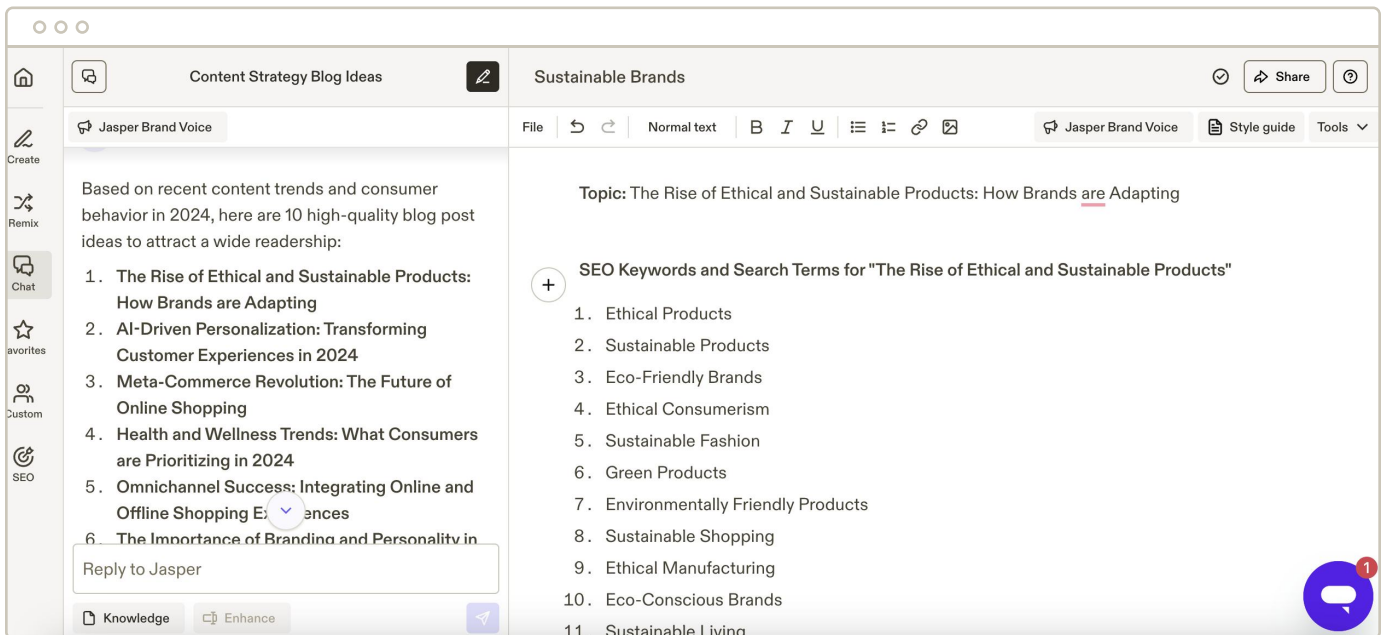
Outlines to drafts: drafting compelling content

Select a marketing asset from the 'Categories' list and let Jasper take the lead.

If you want to create blog posts, click on the blog template and Jasper will ask you for the topic and target audience. Be thorough with these details so your outputs are more focused.
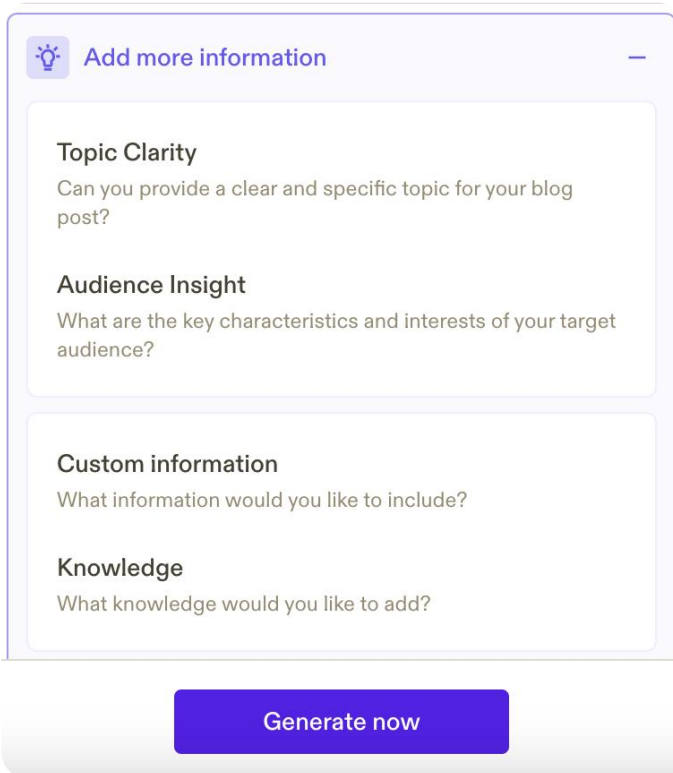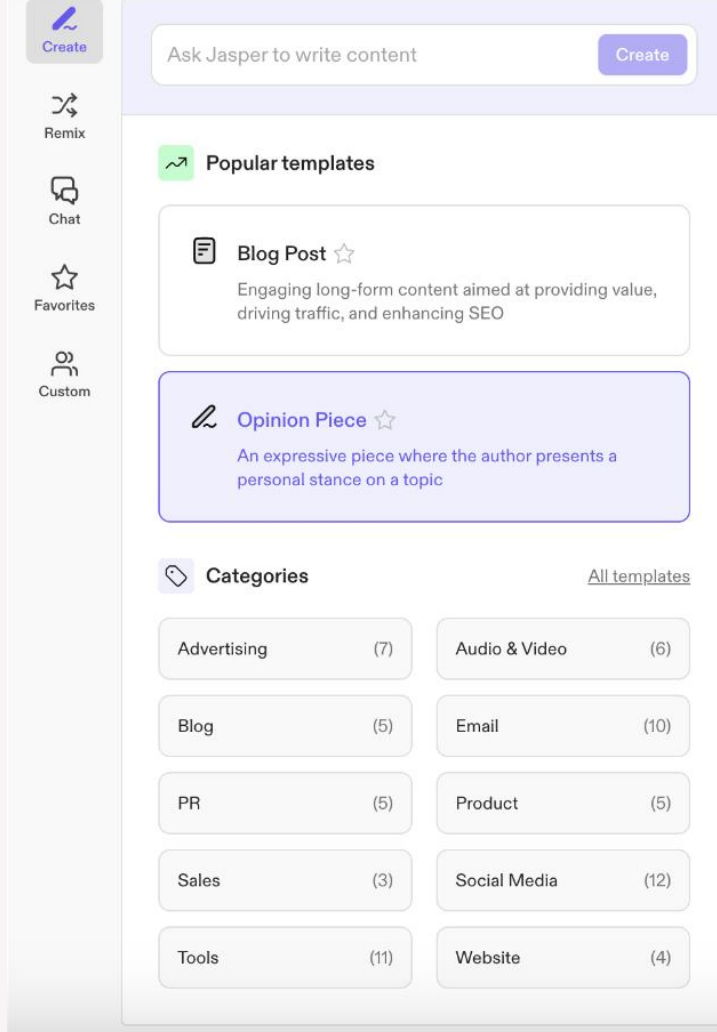
When you're ready, Jasper will ask you to create an outline. If you don't have one, ask Jasper to build one for you. You can also include custom information such as keywords, desired calls to action, or word count.

Refining your AI content

Here's how you can use Jasper for developmental and copy edits:

Highlight any phrase or section in your draft, and Jasper will offer options to improve writing, change tone, repurpose content, or translate it.

You can also give it more nuanced commands such as "Make this succinct without using contractions" or "Make this more formal sounding without using corporate speak."
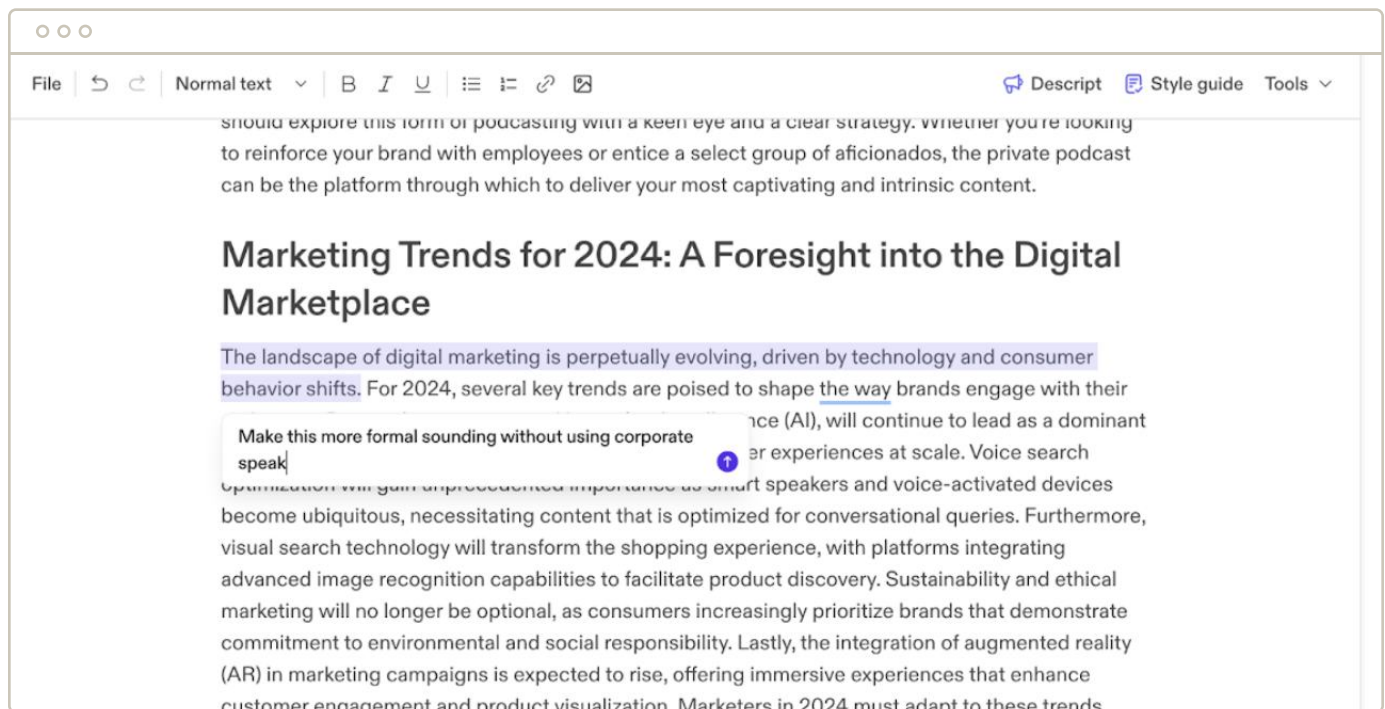
Optimizing content for search

Search engine algorithms are ever-evolving and you need to constantly update your processes to match.

Here's how you can use Jasper to help:

Navigate to the 'Remix' tab from your Jasper Dashboard. Add content under the 'Give Jasper what to do' tab and write instructions. For example, you could prompt it to "find three places to add relevant statistics to the piece."

Jasper will suggest three sections where statistics would help and also include relevant data points.
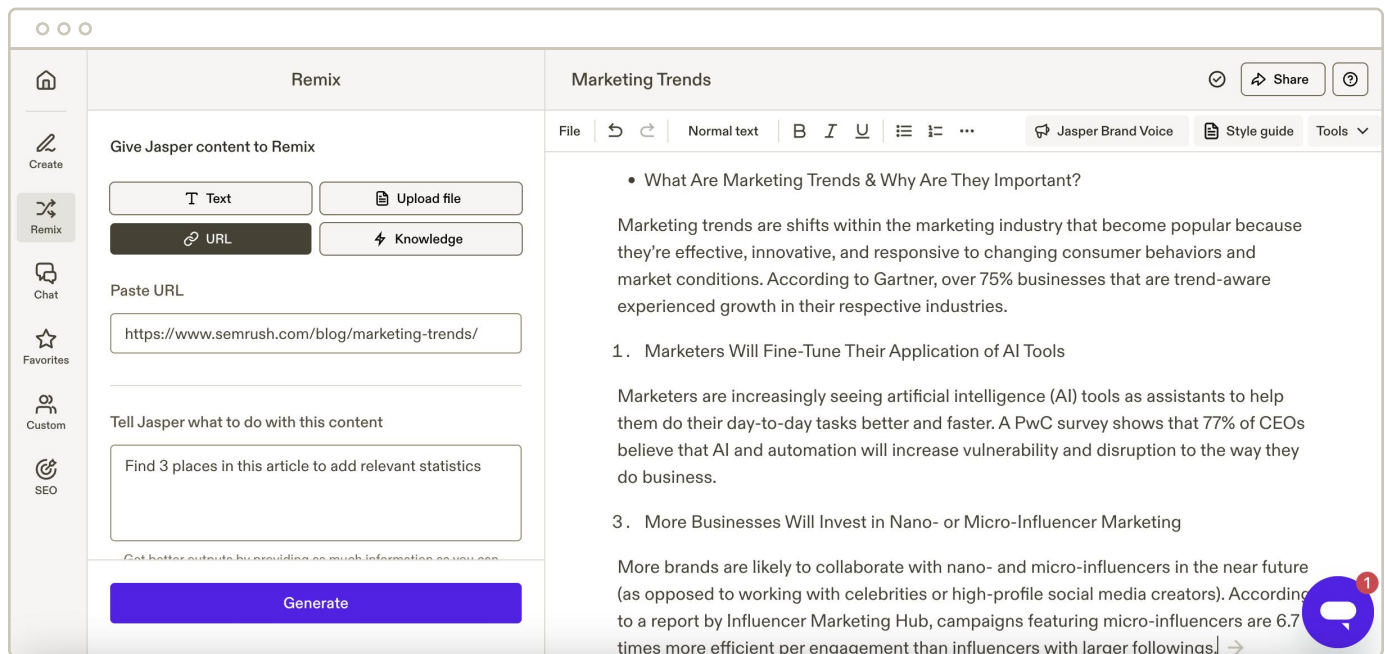
Generative AI for demand generation and email marketing

Demand generation exists in the tiny space between awareness of a problem and the decision to act on it. This space can be as tiny (and fleeting) as an impulse or as drawn-out as a marathon.

That's why demand-gen marketers are stretched thin trying to persuade both extremes on this spectrum.

Here's how Jasper can help:

Create an email strategy brief to create a single source of truth for your emailing efforts

Optimize and iterate on subject lines

Turn slide decks into video scripts

Creating email marketing strategies

To create an email marketing strategy, navigate to Jasper Chat.
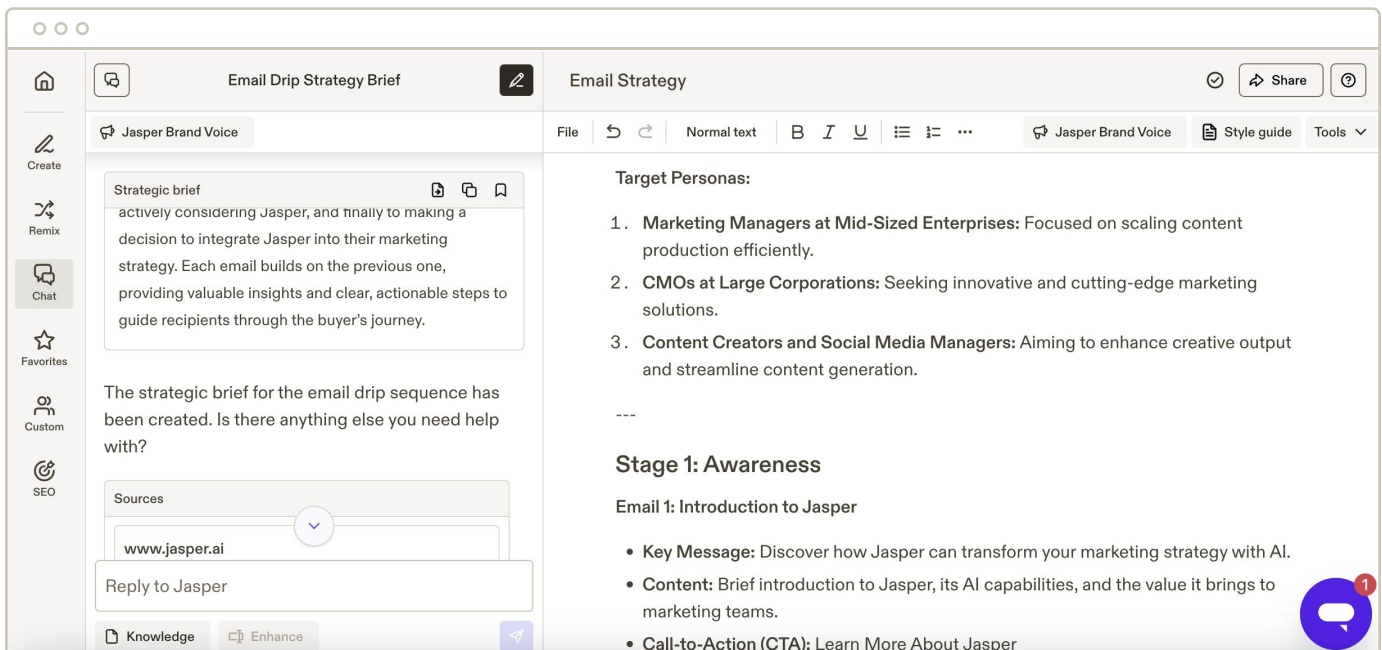
Here's a prompt you can use within Chat:

✧ **Prompt**

Reference our URL, and generate a strategic brief for an email drip sequence to target awareness, consideration, and decision for the personas attached. Clearly state the objective and target personas.

You can use the megaphone icon to add documents such as buyer personas from your Knowledge Base and apply a style guide.

Finally, enhance your prompt with the sparkle icon. You can always cut down the sections you don't need, but an enhanced prompt covers details you might have missed.

Click on the purple button to generate your outline. Then, move from Chat to Create.

In the 'What do you want to create bar,' write "[X] part, email drip sequence."

Click 'Create' and Jasper will prompt you to answer a few key questions.

Question 1

What is the goal of your email campaign?

You can input details from your own KPIs or add the information generated by Jasper Chat.
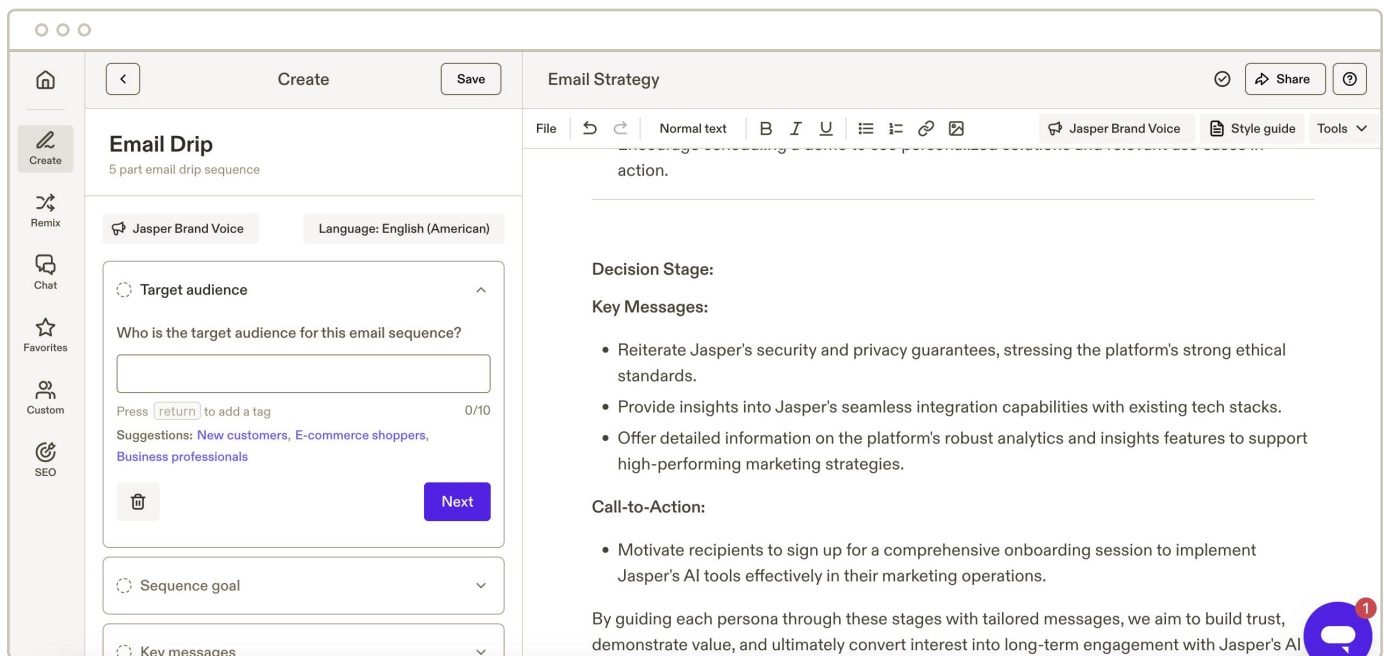
Question 2

Who's the target audience?

Input details about the persona you're targeting with the campaign and get as granular as possible.

Question 3

Custom information

This can be A/B tested CTAs, keywords, or expert quotes.

Finally, click on 'Generate Now.'

Jasper will create a strategic drip sequence that serves both your audience and your objectives.

You can further prompt Jasper to verticalize this email sequence specifically for an industry, for example, retail.

Optimizing your email subject lines

Subject lines are the topic of a lot of conversations—and rightfully so. They're the first things your prospects look at and the key decision factor in whether they open your carefully crafted emails.

With your drip sequence ready, you can start mulling over the best subject lines.

Here are three ways Jasper helps:

- Ask Jasper to list out five challenges your target readers might be facing and weave those into your subject lines.
- Ask Jasper to tweak subject lines from your swipe file to your brand voice.
- Ask Jasper to generate different versions of your favorite subject line.

✧ Prompt

Based on the email above, generate a list of five more email subject lines that would convince a persona in the awareness stage to open and engage with the email.

✉ Subject lines

Additional Email Subject Lines for Stage 1: Awareness

1. "Ready to Revolutionize Your Marketing Strategy?"
2. "Meet Jasper: Your AI-Powered Marketing Assistant!"
3. "Transform Your Marketing with Jasper's Cutting-Edge AI"
4. "Discover the Power of AI in Marketing: Jasper Leading the Way"
5. "Unlock Marketing Excellence with Jasper's AI Solutions" →

Turning slide decks into video scripts

You'll often need to convey the same message—feature releases, new offers, and policy changes—to vastly different audiences. Jasper can help you convert core content from one format to another.

Say you want to turn a slide deck for a board meeting into a video script for a webinar. Here's how to do it:

Use this prompt in Jasper Chat:

✧ **Prompt**

Based on the full slide deck attached, create a three-minute educational video script for prospective Jasper customers and demand generation. Include time stamps.

Identify gaps or questions my target audience would have and explain how Jasper is the solution to those questions.

After prompting Jasper, follow these four quick steps:

1. Click on the megaphone to call upon Voices or your Knowledge Base.

2. Select the slide deck in the knowledge base section, and add your demand-gen-specific voice.

3. To enhance your prompt, click on the icon with two sparkles. Jasper populates your prompt with details about your ICP and your desired goals.

4. Click on the purple icon to generate your script, and use the double arrows to paste it into the main editing space.

Generative AI for paid ads and social media

Social media is one of the most misunderstood—and underrated—marketing roles. Paid advertising is right next to it.

The challenge: Stakeholders mistake social media to be the practice of posting update after update on different channels. And with generative AI in the mix, they feel it should be faster than ever.

While prompting generative AI to "create a campaign calendar for June" is going to yield very little usable content, there's a way to do it right.

Use Jasper to help you create a campaign that:

- Features a memorable tone of voice
- Factors in algorithm updates
- Engages your readers through a one-two punch of ads and social media
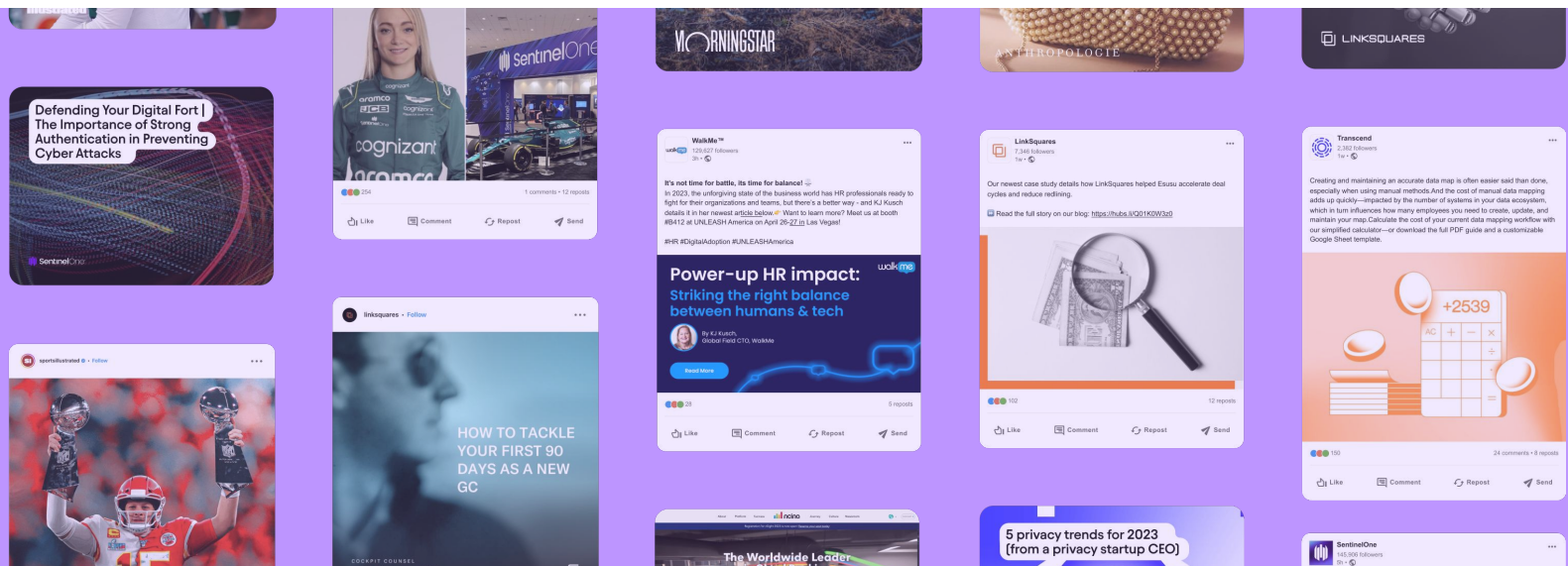
Creating a content calendar

Click on 'Create content' in the top left corner, and open a new document. Navigate to Jasper Chat to brainstorm, spar, or co-create with generative AI.

Let's say you want to create social media content for April based on your existing blog posts. Use the megaphone icon to pull up the list of blogs from your Knowledge Base.

Note: Make sure to call upon the specific knowledge asset you want Jasper to use.

Here's a prompt you can use to ask Jasper to create a calendar.

✦ **Prompt**

Based on the Jasper blog, create a full content calendar for my April social media content.

Pro tip: Use the sparkles icon to enhance your prompt. By doing this Jasper fills out any gaps you might have missed in your original prompt.

Use the double arrow to paste your output into the editing space.
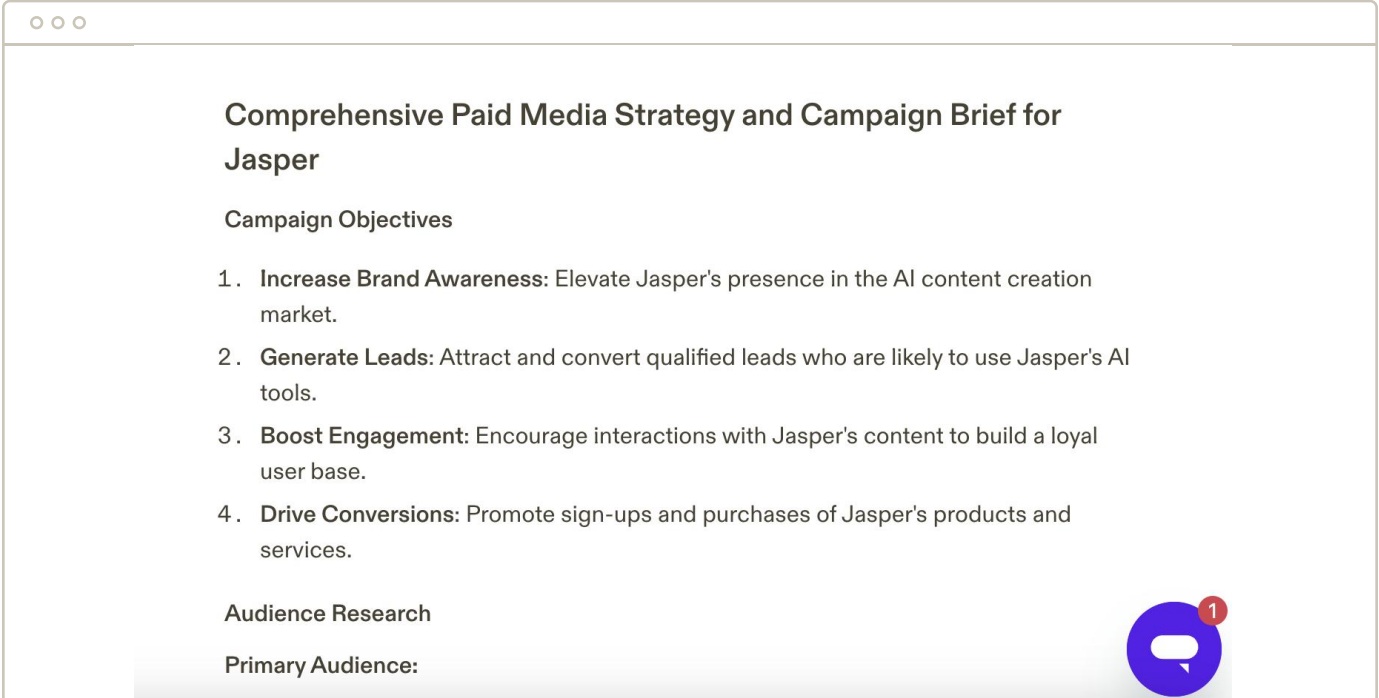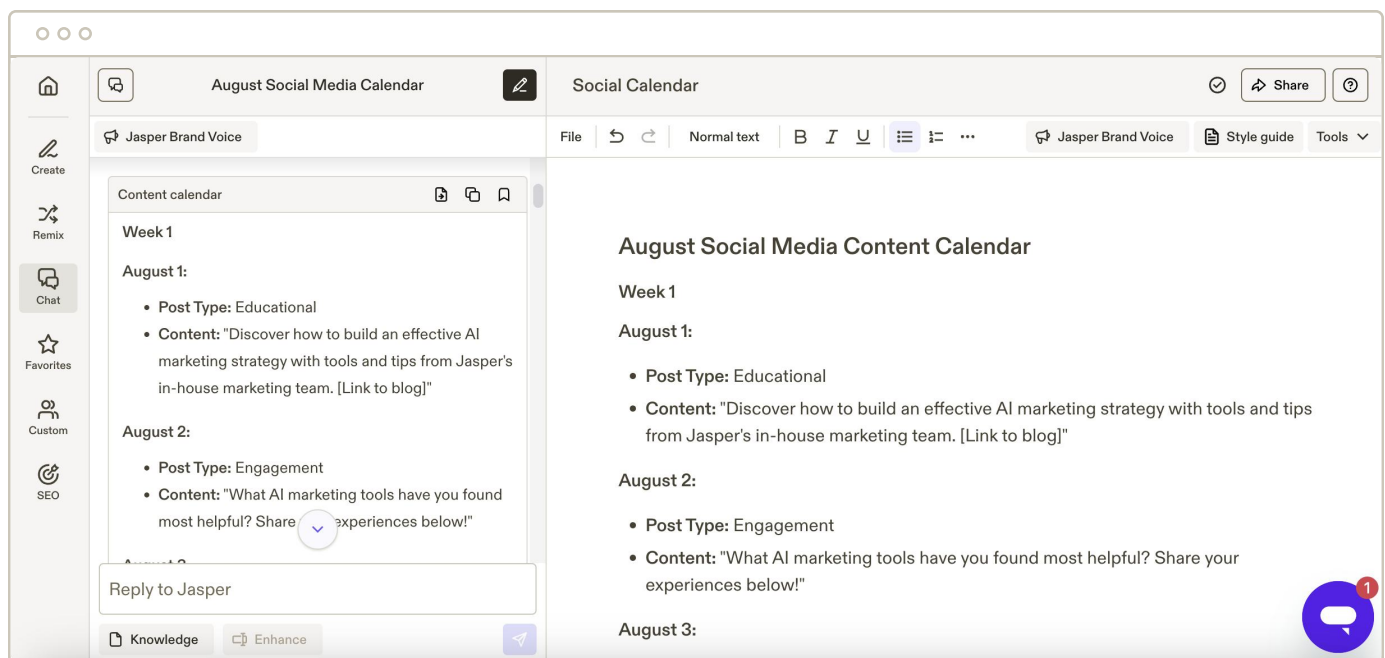
Building a paid media strategy

Here's a prompt you can use to ask Jasper to generate a paid media strategy:

Act as a digital marketing strategist and come up with a comprehensive paid media strategy and campaign brief for [Brand]. Identify the key objectives of the campaign and research my audience's needs and habits. Then, based on that information, tell me where to run these ads, like Google Ads, Facebook Ads, LinkedIn, and create a plan for each platform you suggest.

Jasper will create a strategy document that outlines target audience insights, objectives and even research stats.

As soon as you have your strategy and calendar in place, you can start creating your campaign.

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Comprehensive Paid Media Strategy and Campaign Brief for Jasper

Campaign Objectives

1. **Increase Brand Awareness:** Elevate Jasper's presence in the AI content creation market.
2. **Generate Leads:** Attract and convert qualified leads who are likely to use Jasper's AI tools.
3. **Boost Engagement:** Encourage interactions with Jasper's content to build a loyal user base.
4. **Drive Conversions:** Promote sign-ups and purchases of Jasper's products and services.

Audience Research

Primary Audience:

Using templates for creating content

For some channels, you might want to skip the recommended practices and jump straight to creation. Here's how you can do it with Jasper:

Navigate to the create panel by clicking the 'Create content' button and selecting 'New document.' From the left-side panel, click 'Create,' and navigate to 'Social media' to access multiple templates, including Instagram captions, LinkedIn articles, Reddit posts, and more.

Once you select a template, you won't have to brainstorm prompts or remember key details such as keywords. Jasper will take care of all that for you.
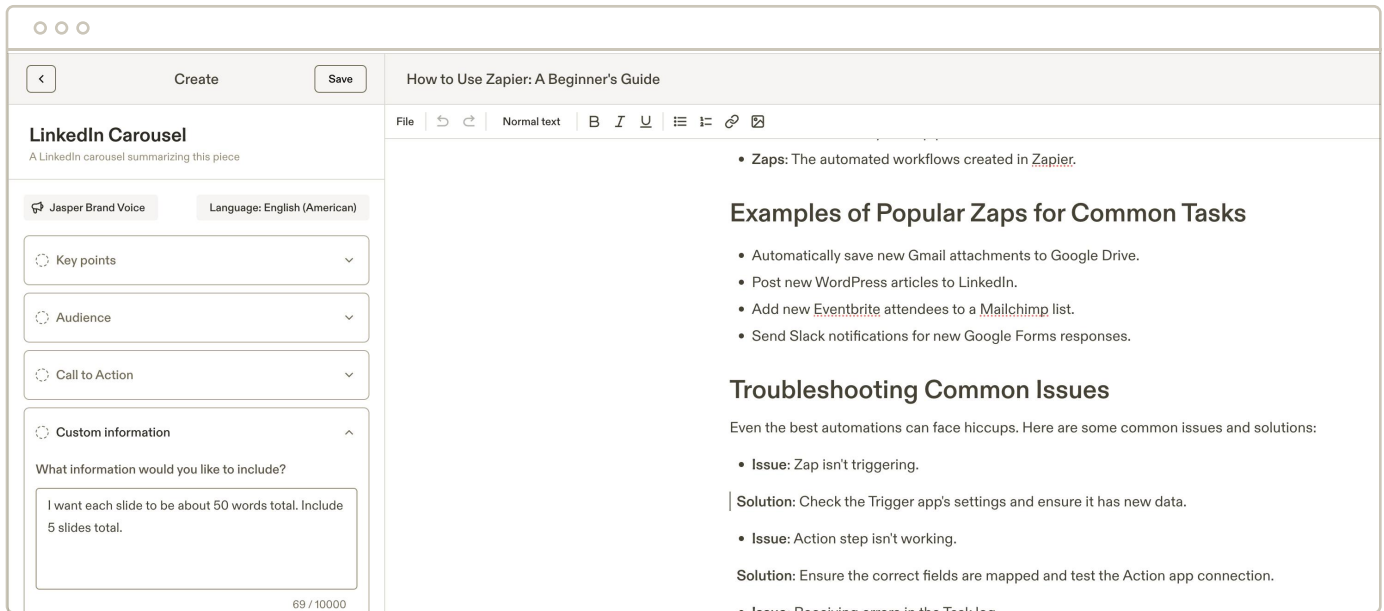
Note: If you don't see a template for the content you want to create, type in a custom command in the "What do you want to create?" bar. For example, a LinkedIn carousel on current trends in generative AI.

Then, click 'Create' and answer Jasper's questions.

Depending on the template you've chosen, questions can include:

- Who is your target audience?
- Do you want to add any keywords?
- What is the goal of your post?

Create | **Save**

How to Use Zapier: A Beginner's Guide

LinkedIn Carousel
A LinkedIn carousel summarizing this piece

Jasper Brand Voice | Language: English (American)

Key points

Audience

Call to Action

Custom information

What information would you like to include?

I want each slide to be about 50 words total. Include 5 slides total.

69 / 10000

File | Normal text | **B** *I* U

- **Zaps:** The automated workflows created in Zapier.

Examples of Popular Zaps for Common Tasks

- Automatically save new Gmail attachments to Google Drive.
- Post new WordPress articles to LinkedIn.
- Add new Eventbrite attendees to a Mailchimp list.
- Send Slack notifications for new Google Forms responses.

Troubleshooting Common Issues

Even the best automations can face hiccups. Here are some common issues and solutions:

- **Issue:** Zap isn't triggering.

Solution: Check the Trigger app's settings and ensure it has new data.

- **Issue:** Action step isn't working.

Solution: Ensure the correct fields are mapped and test the Action app connection.

You can also use the 'Custom information' tab to add more details such as word count, the number of slides, heading options, etc.

Then, click 'Generate now' and Jasper will generate an output. In this case, the complete carousel.

Generative AI for PR and communications

For PR and Communication pros, the time buffer between learning new things and reporting on them is almost non-existent.

A policy change that impacts your industry? You must write a press release stating your stance. A new government ruling that impacts employees? You must communicate your next steps to them.

And on and on the engine goes.

This can leave you scheduling calendar appointments to catch your breath. And no one wants that.

You can turn to Jasper for:

Personalized press releases, pitches, and marketing messages

Communication management

Instant responses and comprehensive communications plans

Creating a PR strategy

Here's how you can use Jasper to create a comprehensive PR strategy that helps you collaborate, iterate, and publish faster.

Click 'Create content' to open up a new document. Navigate to Jasper Chat from the left panel. Here, prompt Jasper Chat to create a strategic brief.
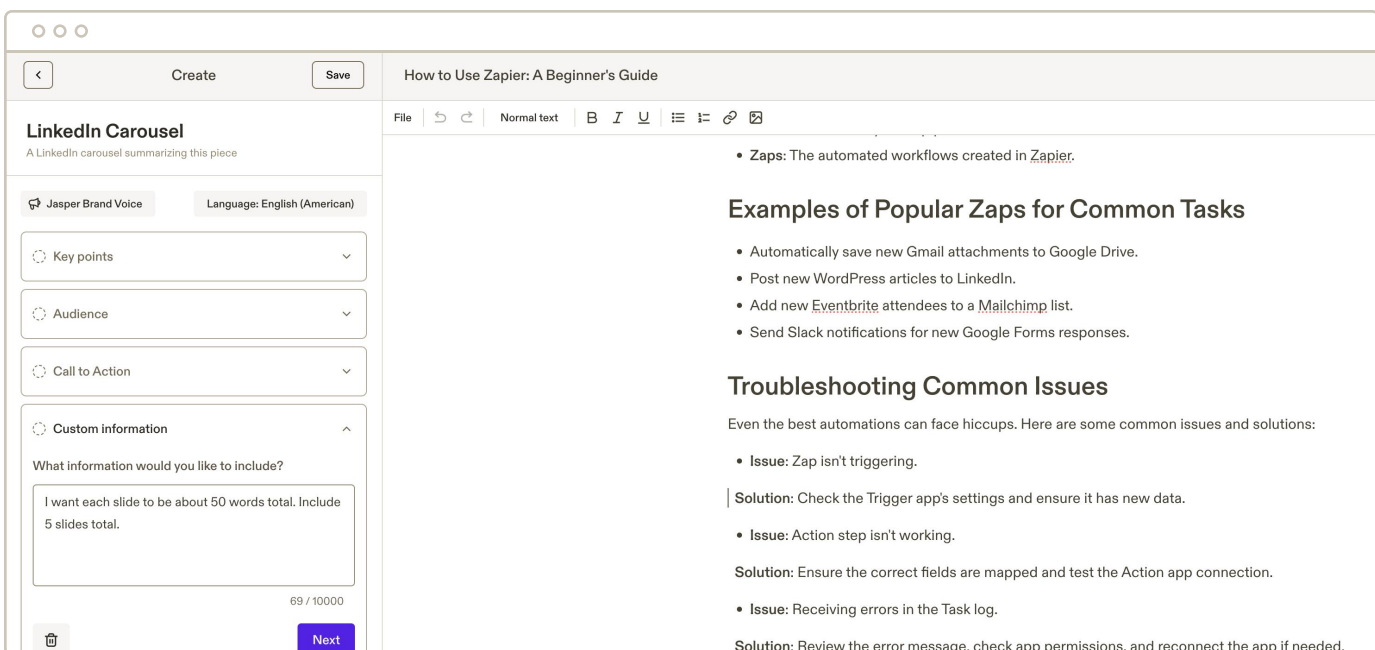

✧ Prompt

Create a strategic approach and brief for a press release announcing our recent partnership attached to three key stakeholders: the media, our existing customer base, and our internal team. Explain what to approach for each different audience and why.

Click the megaphone icon to add assets from your Knowledge Base, such as internal briefing documents.

Once you have your output, click the double arrow in the bottom-right corner to move Jasper's response into the main document.

Your strategy brief is ready, and you can edit it as needed.

Drafting PR assets

You can start creating assets with Jasper once you have finalized your strategic brief.

Switch from Chat to Create, and type what you need into the "What do you want to create?" bar in the upper-left corner.

In the top-right corner, click the voice button to choose a central tone that will underline your assets. You can also create pieces separately so they each have their own voice.

As Jasper learns more about the content assets, it will ask you questions that explain what will be created. For example, it may ask you about the benefits of a partnership and key details. You can add information from your strategy document so Jasper has a better understanding of these details.
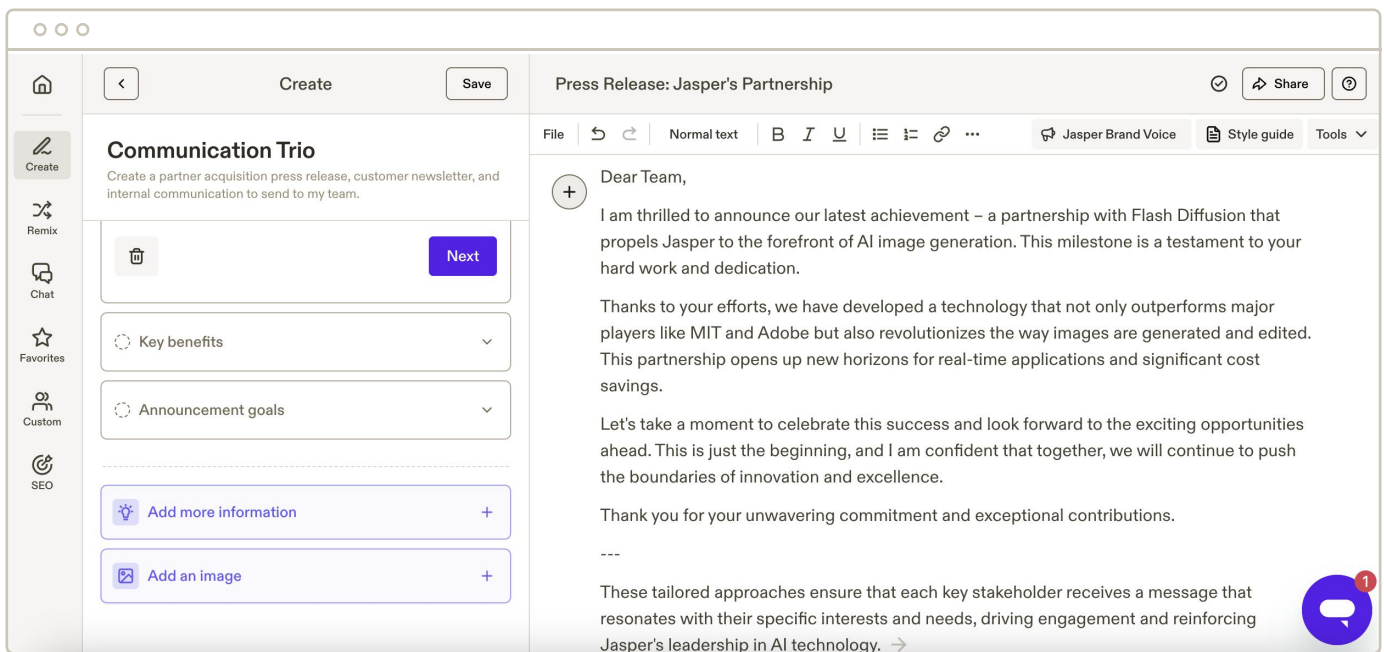
Tip: use the Knowledge Base to add any documents that are critical to your announcements or internal memos, such as stakeholder quotes.

Click 'Generate now' and Jasper will create all three documents in the selected brand voice.
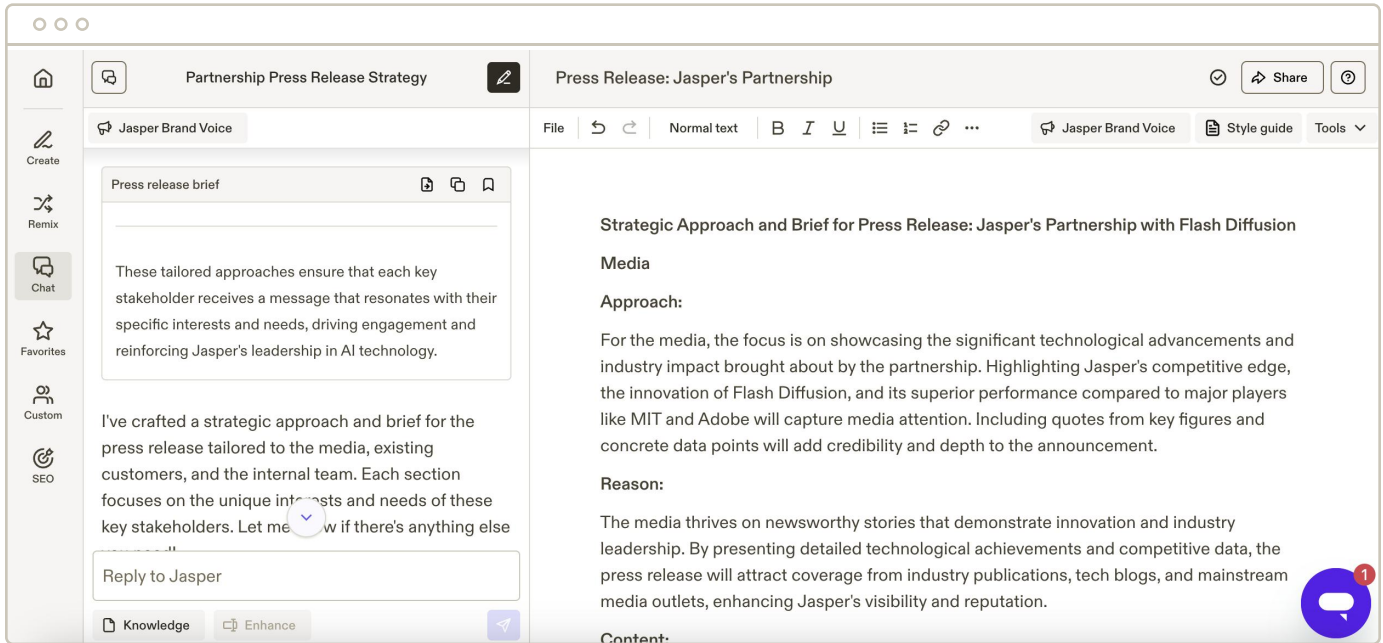
Repurposing existing content

As a PR pro, you'll often need to turn one piece of content into another— quickly and accurately. For example, say you'd like to repurpose a press release into a thought-leadership blog post that clarifies your CEO's stance on an acquisition.

For repurposing your content beyond a platform or use case, use Jasper's in-document prompting.

Click on the floating plus icon inside the left margin, and give Jasper a task.

Streamlining content operations

Content operations can be tiring, repetitive and beyond overwhelming when done inefficiently. [Only 31% of marketers](#) believe that their organization has the right tools and technology. (We used Jasper to find this data point!)

Switching from task to task and tool to tool can lead to burnout and exhaustion.

Which is why we built a content management system inside of Jasper.

From within the app, you can track your project status, assign due dates, and assign reviewers.
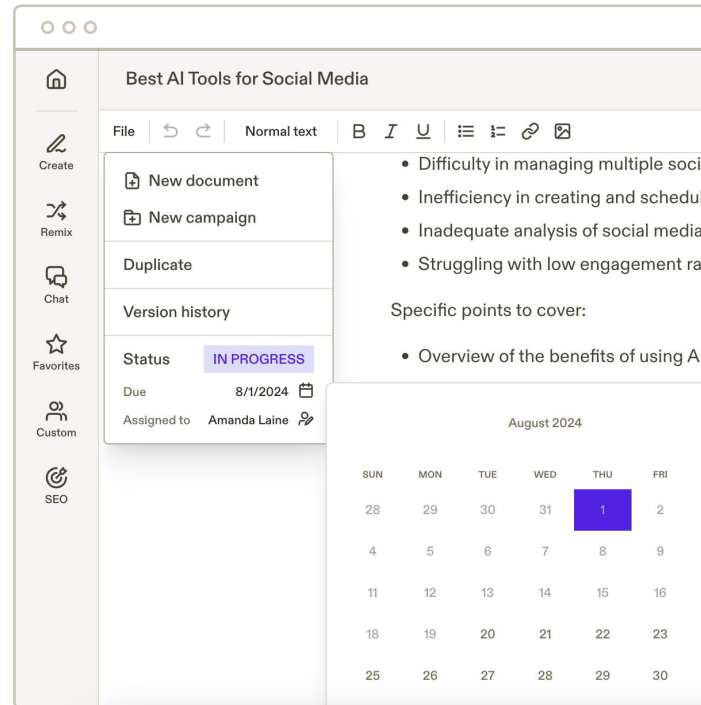
Don't lose momentum

We've designed this guide to be a starting point for teams working in different marketing departments. It can help you get set, unstuck, or to the finish line. But it is by no means exhaustive.

If you'd like to continue learning about features and capabilities, here are a few ways:

Create an email strategy brief to create a single source of truth for your emailing efforts

Optimize and iterate on subject lines

Turn slide decks into video scripts