



AI FOR MARKETING & SOCIAL MEDIA

Whether you're growing a business, building a side hustle, developing a personal brand, or trying to become a creator, social media gives you access to an audience that used to require a marketing department to reach.



STRATEGY.



SOLUTIONS.



GROWTH.



AI HELPS YOU SCALE

AI can help you plan, create, repurpose, schedule, and improve your content so you can spend more time on your business — or on actually being creative.

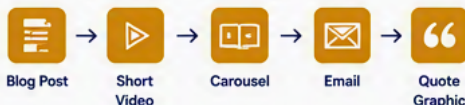
AI doesn't replace your voice — it amplifies it. Automate the repetitive, stay human where it matters, and show up consistently without burning out.



THINK LIKE A CREATOR

- Show up consistently
- Provide value before selling
- Build trust through content
- Repurpose across platforms

ONE IDEA → MULTIPLE PIECES



YOUR AI MARKETING STACK

- ChatGPT / Claude Drafts & ideas
- Metricool / Buffer Scheduling
- Canva AI Design & visuals
- Opus / Descript Video editing



BUILD A BRAND, NOT JUST A FEED

- Consistent visuals, voice & posting rhythm
- Every post reinforces who you are
- Content builds equity over time
- Focus on trust, not just reach



USE AI WITHOUT LOSING YOUR VOICE

- Train AI on your tone, vocabulary & examples
- Always edit AI output — add personality
- Use AI for structure; write the soul yourself
- Review everything before publishing



WHAT IS A CONTENT PILLAR?

A recurring theme or topic you're known for. Pillars keep you focused, consistent, and recognizable — so your audience knows what to expect.



AUTOMATE THE REPETITIVE WORK

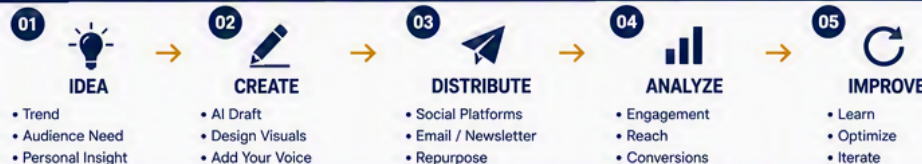
Workflow 1: Idea → Draft → Edit → Schedule → Publish
Workflow 2: One long piece of content → AI turns it into shorter posts → Share across platforms
Example: a blog post, video, or podcast

YOUR CONTENT ENGINE

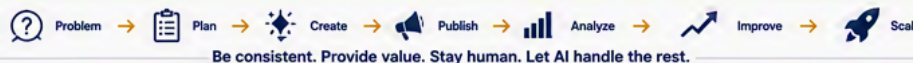


A content engine is a repeatable system that turns ideas into content, then distributes, analyzes, and improves it over time.

AI MARKETING WORKFLOW



AI MINDSET



AI TOOLKIT FOR MARKETING

	ChatGPT	Ideas, drafts, captions, scripts, strategy		Canva	AI design, templates, presentations
	Claude	Long-form content, analysis, strategy		Metricool	Social media analytics & reporting
	Perplexity	Research, trends, competitive insights		Buffer	Scheduling & content management



SPS PRINCIPLES

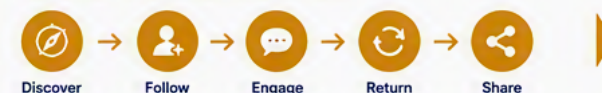
Don't collect AI tools.
Build an AI-enabled way of working.



SPS BA STRUCTURE FRAMEWORK



CREATOR / PERSONAL BRAND PATH



EIGHT QUICK WINS

- Content Ideas**
Use AI to brainstorm endless content ideas based on your pillars & audience.
- Content Creation**
Draft posts, scripts, captions, and outlines in minutes.
- Repurpose Content**
Turn one long-form piece into many short pieces across platforms.
- Visual Design**
Create graphics, carousels, & thumbnails with AI design tools.
- Scheduling**
Plan & schedule posts in advance to stay consistent.
- Analytics**
AI summarizes data so you can see what works — fast.
- Audience Engagement**
Generate replies, DMs, and comments that build real relationships.
- Optimize & Improve**
Use AI insights to refine content and grow faster.

AI + MARKETING QUALITY CHECK

- ☒ Is the message aligned with your brand?
- ☒ Does the content provide real value?
- ☒ Is it optimized for the right platform?
- ☒ Are visuals clear and on-brand?
- ☒ Are you tracking the right metrics?
- ☒ Have you reviewed before publishing?



REMEMBER
AI can accelerate your growth.
You bring the voice, vision, and trust.

Severn Professional Services (SPS)

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