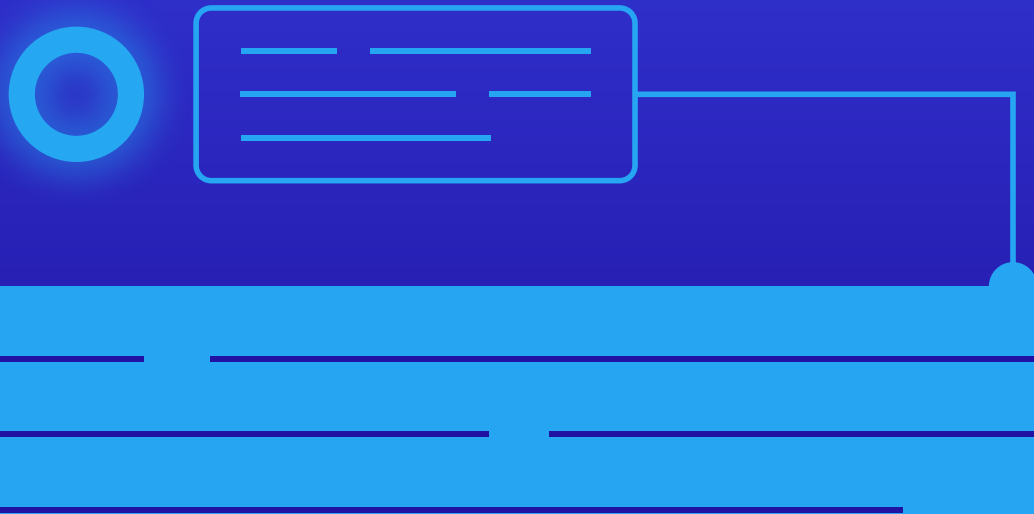




# The B2B Marketing GPT-4 Experiment

From brief to full campaign



ChatGPT, the large multimodal model from OpenAI, is smart enough to pass the bar exam and the U.S. medical licensing exam with flying colors. But can it create a high-quality B2B demand generation campaign from brief to finished work?

To find out, we purchased a subscription to ChatGPT Plus, which uses GPT-4 technology, and asked it to act like a B2B marketer.

The following are prompts and output between B2B agency PMG and ChatGPT. For the purpose of this experiment, we created a fake project management platform called StandUp. All output from ChatGPT is unedited.

## Our methodology:

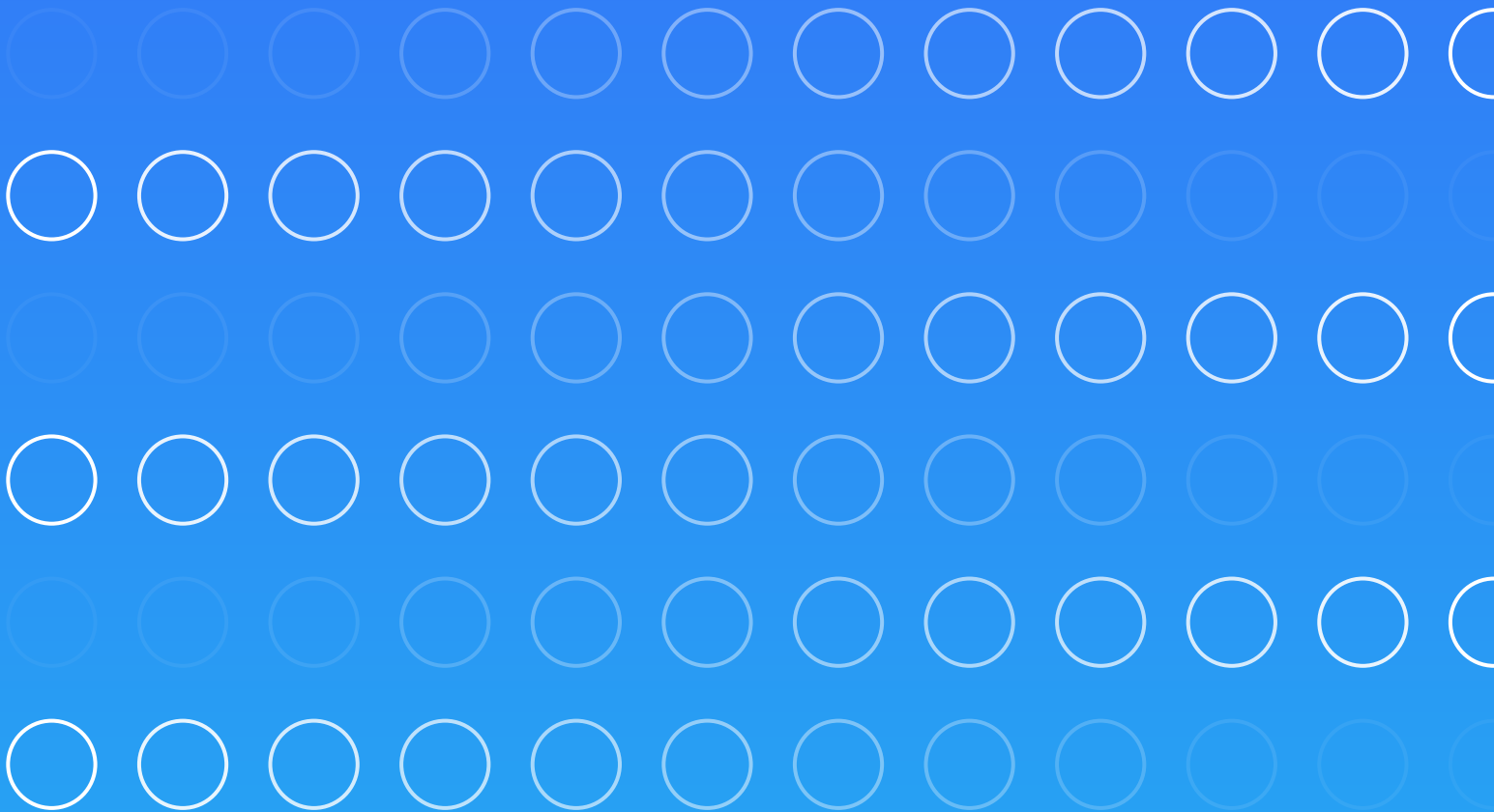
- 1 Ask ChatGPT to generate a demand generation brief for a fake SaaS product
- 2 Ask ChatGPT to generate assets based on the brief it provided
- 3 Evaluate its work from a B2B agency (and human) perspective



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# Step 1: The Brief





## Prompt

Act like a B2B marketer. Write me a brief for a demand generation campaign to drive high-quality, high-value MQLs for StandUp, a project management SaaS product. The target audience for the campaign is marketing leaders at Fortune 500 companies. We also have a 7-day free trial.



## ChatGPT Output

### Objective:

To drive high-quality, high-value Marketing Qualified Leads (MQLs) for StandUp's project management SaaS product, specifically targeting marketing leaders at Fortune 500 companies, and encourage them to sign up for a 7-day free trial.

### Target Audience:

Marketing leaders (CMOs, VPs of Marketing, Marketing Directors) at Fortune 500 companies who are responsible for the strategic direction of their organization's marketing efforts and have the authority to make purchasing decisions.

### Key Messages:

1. **Streamline Marketing Project Management:** StandUp simplifies complex marketing workflows, ensuring seamless collaboration and increased efficiency within teams.
2. **Gain Competitive Advantage:** Stay ahead in the market with real-time insights, robust analytics, and customizable reporting to make data-driven decisions.
3. **Risk-Free Trial:** Experience the full power of StandUp with a 7-day free trial - no credit card required.

### Campaign Strategy:

#### 1. Content Marketing

- a. Develop a series of thought leadership articles and whitepapers on marketing project management best practices, trends, and strategies, positioning StandUp as a leading solution for Fortune 500 marketing leaders.
- b. Host webinars and podcasts featuring industry experts to discuss marketing challenges and how StandUp can address them.

#### 2. Account-Based Marketing (ABM)

- a. Create a list of target Fortune 500 companies and identify key marketing decision-makers.
- b. Develop personalized marketing collateral (e.g. case studies, tailored demos) and reach out to each target via a multi-channel approach (email, LinkedIn, etc.).

#### 3. Paid Advertising

- a. Leverage LinkedIn's advanced targeting capabilities to reach marketing leaders at Fortune 500 companies with sponsored content and InMail campaigns.
- b. Utilize Google Ads for targeted search and display campaigns, focusing on high-intent keywords and competitor targeting.

#### 4. Social Media Marketing

- a. Engage with the target audience on LinkedIn and Twitter by sharing relevant content, joining industry-specific groups, and participating in discussions.
- b. Promote webinars, whitepapers, and other gated content to drive MQLs and free trial sign-ups.

#### 5. Email Marketing

- a. Nurture leads with a dedicated email campaign focused on showcasing StandUp's features, benefits, and success stories of other Fortune 500 marketing teams.
- b. Send personalized invitations to the 7-day free trial, emphasizing the no-credit-card-required aspect.

#### 6. Strategic Partnerships

- a. Collaborate with industry associations and publications to co-host events, webinars, and share content.
- b. Explore co-marketing opportunities with complementary SaaS vendors catering to Fortune 500 marketing leaders.

### Success Metrics:

1. Number of high-quality MQLs generated.
2. Conversion rate from MQLs to free trial sign-ups.
3. Engagement rates for content marketing, social media, and email campaigns.
4. Return on ad spend (ROAS) for paid advertising campaigns.
5. Sales pipeline generated from the campaign.

### Timeline:

This demand generation campaign will run for three months, with regular monitoring, optimization, and adjustments based on performance insights.

### Budget:

A detailed budget allocation for each campaign component will be provided separately, focusing on maximizing the ROI and achieving the desired results.



## PMG POV

This is an OK starting point for a brief. We like that ChatGPT incorporated the free-trial offer without direction. But it's missing a critical component: a core audience challenge or insight to drive the key messaging. We asked it to rewrite the brief with the insight that most project management software is too complex for first-time users. We've highlighted where ChatGPT made changes to the output.



### Prompt

Rewrite the brief you provided earlier. This time, keep in mind that a core audience challenge is that most project management tools are too complex for first-time users.



### ChatGPT Output

#### Objective:

To drive high-quality, high-value Marketing Qualified Leads (MQLs) for StandUp's **user-friendly** project management SaaS product, specifically targeting marketing leaders at Fortune 500 companies **who face challenges with complex project management tools**. Encourage them to sign up for a 7-day free trial **to experience StandUp's simplicity and ease of use firsthand**.

#### Target Audience:

Marketing leaders (CMOs, VPs of Marketing, Marketing Directors) at Fortune 500 companies who are responsible for the strategic direction of their organization's marketing efforts and have the authority to make purchasing decisions. **The core audience challenge is the complexity of most project management tools for first-time users.**

## Key Messages:

1. **Simplify Project Management:** StandUp offers a straightforward and easy-to-use interface, designed to overcome complexity and make project management accessible for first-time users and experienced professionals alike.
2. **Seamless Onboarding:** StandUp provides guided onboarding, extensive resources, and responsive support to ensure a smooth transition for new users.
3. **Risk-Free Trial:** Experience the simplicity of StandUp with a 7-day free trial - no credit card required.

## Campaign Strategy:

### 1. Content Marketing

- a. Develop a series of thought leadership articles, case studies, and whitepapers showcasing the simplicity and ease of use of StandUp for marketing teams, emphasizing its ability to overcome the core audience challenge.
- b. Host webinars and podcasts featuring industry experts who discuss the importance of user-friendly project management tools and how StandUp addresses this critical need.

### 2. Account-Based Marketing (ABM)

- a. Create a list of target Fortune 500 companies and identify key marketing decision-makers.
- b. Develop personalized marketing collateral (e.g., tailored demos, success stories) that highlights StandUp's simplicity and ease of use, and reach out to each target via a multi-channel approach (email, LinkedIn, etc.).

### 3. Paid Advertising

- a. Leverage LinkedIn's advanced targeting capabilities to reach marketing leaders at Fortune 500 companies with sponsored content and InMail campaigns that emphasize StandUp's straightforward interface.
- b. Utilize Google Ads for targeted search and display campaigns, focusing on high-intent keywords related to user-friendly project management solutions.

### 4. Social Media Marketing

- a. Engage with the target audience on LinkedIn and Twitter by sharing content that highlights StandUp's simplicity, user testimonials, and success stories.
- b. Promote webinars, whitepapers, and other gated content to drive MQLs and free trial sign-ups.

### 5. Email Marketing

- a. Nurture leads with a dedicated email campaign focused on showcasing StandUp's simplicity, user-friendly features, and responsive customer support.
- b. Send personalized invitations to the 7-day free trial, emphasizing the no-credit-card-required aspect.

### 6. Strategic Partnerships

- a. Collaborate with industry associations and publications to co-host events, webinars, and share content that emphasizes the need for user-friendly project management tools in the marketing landscape.
- b. Explore co-marketing opportunities with complementary SaaS vendors catering to Fortune 500 marketing leaders who prioritize ease of use.



## PMG POV

Now we have a brief that feels tailored to an audience challenge and includes several activation channels. Let's see what happens when we ask ChatGPT to write a blog post for the campaign based on this brief.

# Step 2: Blog





### Prompt

Write me a blog post based on this brief.



### ChatGPT Output

#### Title:

Simplifying Project Management: How StandUp Empowers Fortune 500 Marketing Teams with User-Friendly Solutions

#### Introduction

In the fast-paced world of marketing, Fortune 500 marketing leaders often struggle with complex project management tools that hinder productivity and collaboration. First-time users, in particular, can find it challenging to navigate the intricacies of these tools, ultimately limiting their effectiveness. StandUp's project management SaaS solution tackles this core audience challenge by offering a user-friendly interface designed for simplicity and ease of use. In this blog post, we'll explore how StandUp is revolutionizing project management for Fortune 500 marketing teams and helping them overcome the challenges of complexity.

#### Simplifying Project Management for First-Time Users

StandUp understands that first-time users need a straightforward and intuitive tool to manage their projects effectively. That's why StandUp has been designed with simplicity at its core, allowing users to easily create, assign, and track tasks, set deadlines, and monitor project progress. With a clean, uncluttered interface, StandUp eliminates the learning curve associated with complex project management tools, empowering marketing teams to hit the ground running.

#### Seamless Onboarding and Extensive Support

To ensure a smooth transition for new users, StandUp offers a guided onboarding process that walks users through the platform's

features and capabilities. This step-by-step approach helps users quickly understand and adopt StandUp's project management tools. Moreover, StandUp's extensive library of resources, including video tutorials, articles, and FAQs, provides users with additional support when needed. StandUp's responsive customer support team is also available to assist users, ensuring that any questions or concerns are addressed promptly.

#### Experience StandUp's Simplicity with a Risk-Free Trial

One of the best ways to truly appreciate StandUp's user-friendly project management solution is by experiencing it firsthand. StandUp offers a 7-day risk-free trial, allowing marketing leaders to explore the platform's features and benefits without any financial commitment. This trial period provides users with the opportunity to evaluate StandUp's simplicity and ease of use, ensuring they make an informed decision about whether it's the right fit for their organization.

#### Conclusion

StandUp is revolutionizing project management for Fortune 500 marketing teams by offering a user-friendly and straightforward solution designed to address the challenges associated with complex project management tools. With a focus on simplicity, seamless onboarding, and extensive support, StandUp empowers marketing leaders to manage their teams more effectively and achieve their strategic goals. Experience the simplicity of StandUp for yourself by signing up for a 7-day risk-free trial today and discover how easy project management can be.



### PMG POV

The output reads like Fluff 2.0. There's no payoff of the headline, no clear POV, and it wastes real estate to get to the CTA. The structure is repetitive and the writing feels robotic, impersonal, and like it's written by someone with an elementary understanding of their audience. It's high-level to a fault—the content could be interchanged with anything.

We didn't specify which stage of awareness this blog should address, so let's ask it to provide a handful of alt headlines.







### Prompt

Please provide 6 alternative headlines for different stages of awareness.



### ChatGPT Output

- Stage: Unaware  
Headline: **Streamline Your Marketing Efforts with an Intuitive Project Management Solution**
- Stage: Problem-Aware  
Headline: **Overcome the Challenges of Complex Project Management Tools with StandUp's Simple Approach**
- Stage: Solution-Aware  
Headline: **Why StandUp Is the Go-To Project Management Solution for Fortune 500 Marketing Teams**
- Stage: Product-Aware  
Headline: **Experience the StandUp Advantage: User-Friendly Project Management for Marketing Leaders**
- Stage: Most-Aware  
Headline: **Drive Marketing Success with StandUp's Simple and Powerful Project Management SaaS**
- Stage: Post-Purchase Satisfaction  
Headline: **How StandUp Transformed the Way Fortune 500 Marketing Teams Manage Projects and Drive Results**

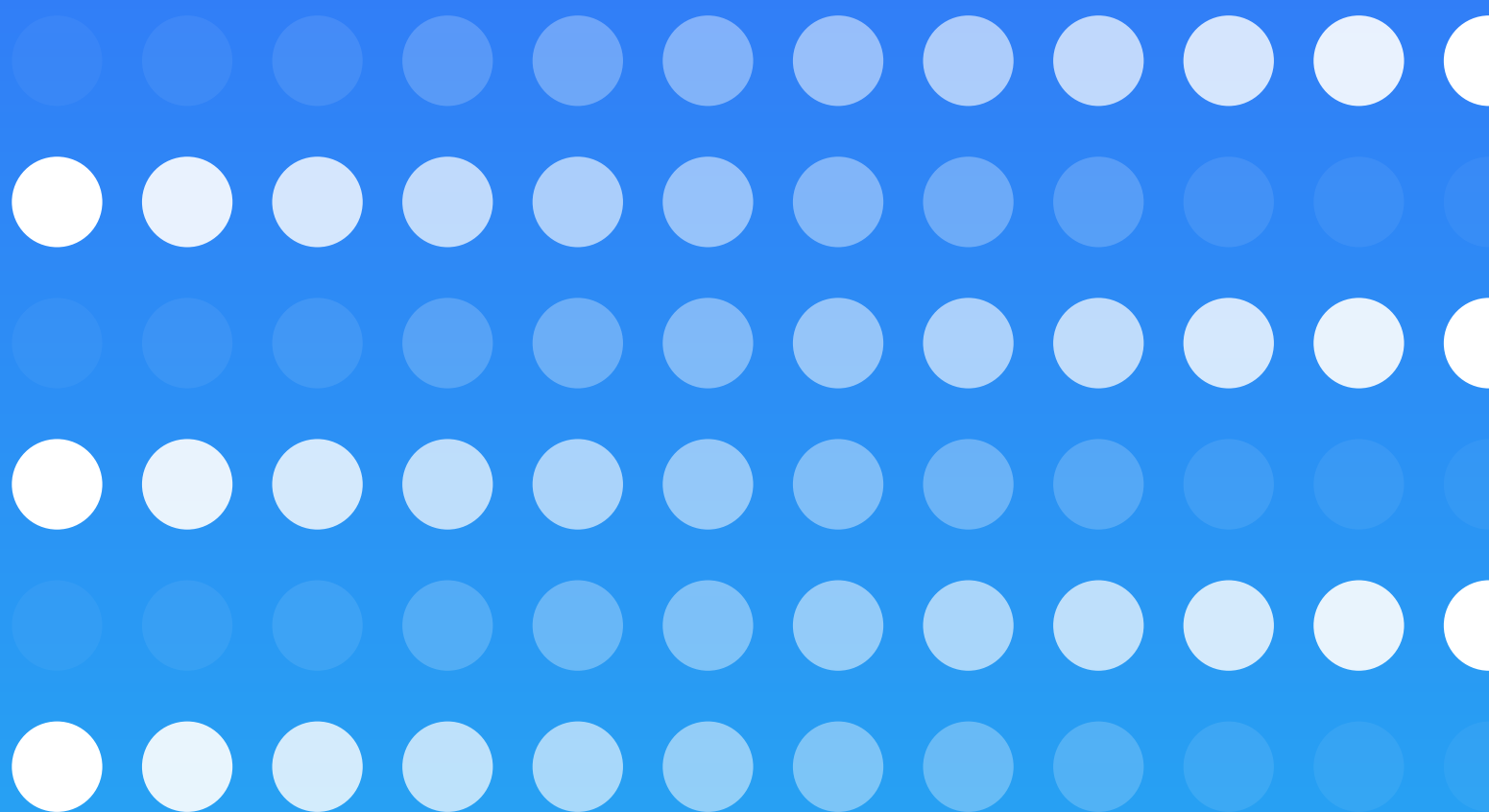


### PMG POV

ChatGPT knows stages of awareness and followed best practices for how product-forward the webinar should be to accommodate prospect awareness. Let's move forward with the blog and ask ChatGPT to come up with some webinar ideas that complement it.



# Step 3: Webinar





## Prompt

Come up with 5 webinar ideas that work with this blog.



## ChatGPT Output

### Webinar Title: Mastering Simplicity in Project Management: StandUp's Innovative Approach for Fortune 500 Marketing Teams

**Description:** Join our panel of industry experts as they discuss the importance of simplicity in project management, how StandUp's user-friendly interface addresses common challenges faced by Fortune 500 marketing teams, and best practices for seamless onboarding and adoption.

### Webinar Title: Boosting Marketing Collaboration and Productivity with StandUp's User-Friendly Solution

**Description:** Discover how StandUp's intuitive project management platform can enhance collaboration and productivity within your marketing team. Learn about StandUp's key features, including task management, progress tracking, and real-time communication, designed specifically for marketing leaders in Fortune 500 companies.

### Webinar Title: The StandUp Advantage: A Case Study Showcase of Successful Fortune 500 Marketing Teams

**Description:** In this webinar, we'll present case studies from leading Fortune 500 marketing teams who have successfully adopted StandUp's user-friendly project management solution. Learn how these teams overcame the challenges of complex project management tools and transformed their marketing operations with StandUp.

### Webinar Title: Agile Marketing with StandUp: Adapting to Change and Driving Results in Fortune 500 Companies

**Description:** Explore how StandUp's user-friendly project management platform enables agile marketing practices for Fortune 500 companies. Our panel of experts will discuss how StandUp's agile features empower marketing teams to adapt quickly to changing market conditions, optimize their strategies, and drive better results.

### Webinar Title: StandUp's Risk-Free Trial: A Step-By-Step Guide to Evaluating the User-Friendly Project Management Solution

**Description:** Interested in trying StandUp's project management platform for your marketing team? Join us for a live walkthrough of StandUp's 7-day risk-free trial, where we'll demonstrate how to navigate the platform, access key features, and evaluate StandUp's simplicity and ease of use for your organization.



## PMG POV

These webinar ideas are for audiences that know StandUp, which isn't what we're looking for. Let's ask ChatGPT to try these ideas again, but for audiences with low product awareness. For fun, we'll also ask it to recommend a couple of industry influencers that it would invite to speak at the event. As before, we've highlighted where ChatGPT made changes to the output.





### Prompt

Try again. Make sure that the webinar ideas will work for people who don't know StandUp. Give options for a couple of industry influencers that you would invite to speak at each webinar.



### ChatGPT Output

#### Webinar Title: **Embracing Simplicity in Project Management: A Game-Changing Approach for Fortune 500 Marketing Teams**

**Description:** Join our panel of industry experts as they discuss the importance of simplicity in project management, how user-friendly interfaces address common challenges faced by Fortune 500 marketing teams, and best practices for seamless onboarding and adoption.

**Influencer options:** Seth Godin, Sheryl Sandberg

#### Webinar Title: **Unlocking Marketing Collaboration and Productivity with User-Friendly Project Management Solutions**

**Description:** Discover how intuitive project management platforms can enhance collaboration and productivity within your marketing team. Learn about key features, including task management, progress tracking, and real-time communication, designed specifically for marketing leaders in Fortune 500 companies.

**Influencer options:** Ann Handley, Jay Baer

#### Webinar Title: **Transforming Fortune 500 Marketing Teams: A Case Study Showcase of Successful User-Friendly Project Management Adoption**

**Description:** In this webinar, we'll present case studies from leading Fortune 500 marketing teams who have successfully adopted user-friendly project management solutions. Learn how these teams overcame the challenges of complex project management tools and transformed their marketing operations.

**Influencer options:** Joe Pulizzi, Ardath Albee

#### Webinar Title: **Agile Marketing for Fortune 500 Companies: Adapting to Change and Driving Results with User-Friendly Project Management Platforms**

**Description:** Explore how user-friendly project management platforms enable agile marketing practices for Fortune 500 companies. Our panel of experts will discuss how agile features empower marketing teams to adapt quickly to changing market conditions, optimize their strategies, and drive better results.

**Influencer options:** Jim Ewel, Andrea Fryrear

#### Webinar Title: **Navigating the World of Project Management Tools: A Comprehensive Guide for Fortune 500 Marketing Leaders**

**Description:** Interested in finding the right project management platform for your marketing team? Join our industry influencers for a live discussion on how to evaluate different project management tools, understand their features, and determine their simplicity and ease of use for your organization.

**Influencer options:** Jason Fried, Laura Klein



### PMG POV

Many of these speakers, like Sheryl Sandberg, Seth Godin, Ann Handley, and Jason Fried, are probably out of reach for a small startup, but the recommendations are great for inspiration. Let's ask ChatGPT to provide rationale for why it recommended these speakers.

## Prompt

Can you provide rationale for why you selected these influencers?



## ChatGPT Output

Here is the rationale behind selecting these influencers for each webinar idea:

### Seth Godin and Sheryl Sandberg - Embracing Simplicity in Project Management

1. Seth Godin is a renowned marketing expert and thought leader, known for his innovative ideas on marketing strategy and the importance of simplicity. His presence in the webinar will add credibility and authority to the discussion.
2. Sheryl Sandberg, as the COO of Facebook, has extensive experience in managing large teams and projects. She advocates for effective leadership, simplification, and empowering team members, making her a valuable addition to the discussion.

### Ann Handley and Jay Baer - Unlocking Marketing Collaboration and Productivity

1. Ann Handley is a respected content marketing expert, known for her insights on digital marketing, communication, and collaboration. Her expertise will provide valuable insights into improving collaboration in marketing teams.
2. Jay Baer is a digital marketing and customer experience expert. His experience in helping organizations create remarkable customer experiences aligns with the goal of the webinar to enhance collaboration and productivity.

### Joe Pulizzi and Ardath Albee - Transforming Fortune 500 Marketing Teams

1. Joe Pulizzi is a content marketing expert and the founder of the Content Marketing Institute. His experience in working

with top marketing teams makes him an excellent choice to discuss successful project management adoption.

2. Ardath Albee is a B2B marketing strategist, speaker, and author. Her experience in creating and executing effective marketing strategies in large organizations makes her a valuable contributor to the case study showcase.

### Jim Ewel and Andrea Fryrear - Agile Marketing for Fortune 500 Companies

1. Jim Ewel is a recognized Agile Marketing expert and practitioner. His insights will be valuable in exploring the benefits of user-friendly project management platforms in enabling agile marketing practices.
2. Andrea Fryrear is an Agile Marketing consultant and speaker, with experience in implementing agile practices in marketing teams. Her knowledge in this area will provide valuable insights for Fortune 500 companies looking to adopt agile practices.

### Jason Fried and Laura Klein - Navigating the World of Project Management Tools

1. Jason Fried is the co-founder of Basecamp, a popular project management tool. His expertise in creating and managing user-friendly project management platforms makes him an excellent choice for this webinar.
2. Laura Klein is a UX (User Experience) expert and author, focusing on designing and improving digital products. Her experience in evaluating and optimizing user experiences aligns with the webinar's goal to guide marketing leaders in finding the right project management tool.



## PMG POV

ChatGPT provided what each speaker is currently known for and their relevant experience. We also like that in most cases, it paired a marketing expert with a project management or operations expert. However, the rationale is barely deeper than what you get from a simple Google search (and in some cases with incorrect or dated details). Though the speakers are relevant, most are likely unattainable or even competitors.

To continue the experiment, let's go with option 4. It hits the results angle harder than the others, and it offers a strategic partnership by inviting Jim Ewel, creator of [AgileMarketing.net](http://AgileMarketing.net) and author of *The Six Disciplines of Agile Marketing*.

Now let's ask ChatGPT to write a four-email sequence promoting the event.

# Step 4: Email Series





## Prompt

Write a 4-email nurture sequence to promote this webinar with Jim Ewel as a guest speaker:

Webinar Title: Agile Marketing for Fortune 500 Companies: Adapting to Change and Driving Results with User-Friendly Project Management Platforms

Description: Explore how user-friendly project management platforms enable agile marketing practices for Fortune 500 companies. Our panel of experts will discuss how agile features empower marketing teams to adapt quickly to changing market conditions, optimize their strategies, and drive better results.



## ChatGPT Output

### Email 1 - Invitation to the Webinar

Subject Line: [Webinar Invite] Unlock Agile Marketing Success for Your Fortune 500 Company

Hi [First Name],


Are you struggling to keep up with the ever-changing landscape of the marketing world? Discover how user-friendly project management platforms can enable agile marketing practices for Fortune 500 companies.

Join us for an exclusive webinar, "Agile Marketing for Fortune 500 Companies: Adapting to Change and Driving Results with User-Friendly Project Management Platforms." Our guest speaker, Jim Ewel, will be sharing his insights on how agile features empower marketing teams to adapt quickly to changing market conditions, optimize their strategies, and drive better results.

Don't miss this opportunity to learn from industry experts:

 Date: [Webinar Date]

 Time: [Webinar Time]

 Register here: [Registration Link]

Save your spot today and unlock the potential of agile marketing for your organization!

Best,

[Your Name]

### Email 2 - Reminder and Key Takeaways

Subject Line: [Webinar Reminder] Agile Marketing Secrets Revealed: Join Us Tomorrow!

Hi [First Name],


Don't forget to join us tomorrow for our exclusive webinar featuring guest speaker Jim Ewel! Learn how to leverage user-friendly project management platforms to enable agile marketing practices for your Fortune 500 company.

Here's a sneak peek at some of the key takeaways from the webinar:

1. The fundamentals of agile marketing and why it's crucial for success in today's competitive environment.
2. The role of user-friendly project management platforms in supporting agile practices.
3. Real-life examples of Fortune 500 companies that have successfully implemented agile marketing strategies.

 Date: [Webinar Date]

 Time: [Webinar Time]

 Register here: [Registration Link]

Secure your spot now and stay ahead of the marketing curve!

Best,

[Your Name]

### Email 3 - Last Chance to Register

Subject Line: [Last Chance] Your Agile Marketing Webinar Starts in 1 Hour!


Hi [First Name],

This is your final reminder! Our webinar, "Agile Marketing for Fortune 500 Companies," featuring guest speaker Jim Ewel, starts in just 1 hour.

Don't miss out on this opportunity to learn how user-friendly project management platforms can transform your marketing strategies:

 Date: [Webinar Date]

 Time: [Webinar Time]

 Register here: [Registration Link]

See you there!

Best,

[Your Name]

### Email 4 - Post-Webinar Follow-Up

Subject Line: [Webinar Recording] Missed Our Agile Marketing Webinar? Catch the Replay!

Hi [First Name],

Thank you for your interest in our recent webinar, "Agile Marketing for Fortune 500 Companies: Adapting to Change and Driving Results with User-Friendly Project Management Platforms." If you couldn't attend or would like to revisit the insights shared by our guest speaker, Jim Ewel, we've got you covered!

Catch the replay here: [Webinar Recording Link]

In this webinar, you'll discover:

1. The essential principles of agile marketing and its impact on Fortune 500 companies.
2. How user-friendly project management platforms support agile marketing practices.
3. Real-life examples of successful agile marketing implementation in Fortune 500 companies.

Feel free to share this recording with your colleagues, and don't hesitate to reach out if you have any questions.

Best,

[Your Name]



## PMG POV

We like that ChatGPT used the last email as a follow-up touchpoint to give a recording without being given that direction. And the emojis for the key details are a fun touch. But there's no mention of the brand or a free trial, and the key takeaways email is lacking specificity. Let's ask it to try again. We've highlighted where ChatGPT made changes to the output.





## Prompt

Rewrite these emails to include the brand name, and include a P.S. for a free trial link in the last email.



## ChatGPT Output

### Email 1 - Invitation to the Webinar

Subject Line: [Webinar Invite] Unlock Agile Marketing Success **with StandUp** for Your Fortune 500 Company

Hi [First Name],

Are you struggling to keep up with the ever-changing landscape of the marketing world? Discover how **StandUp, a user-friendly project management platform**, can enable agile marketing practices for Fortune 500 companies.

Join us for an exclusive webinar, "Agile Marketing for Fortune 500 Companies: Adapting to Change and Driving Results with User-Friendly Project Management Platforms." Our guest speaker, Jim Ewel, will be sharing his insights on how **StandUp's** agile features empower marketing teams to adapt quickly to changing market conditions, optimize their strategies, and drive better results.

Don't miss this opportunity to learn from industry experts:

 Date: [Webinar Date]

 Time: [Webinar Time]

 Register here: [Registration Link]

Save your spot today and unlock the potential of agile marketing **with StandUp** for your organization!

Best,

[Your Name]

### Email 2 - Reminder and Key Takeaways

Subject Line: [Webinar Reminder] Agile Marketing Secrets Revealed **with StandUp**: Join Us Tomorrow!

Hi [First Name],


Don't forget to join us tomorrow for our exclusive webinar featuring guest speaker Jim Ewel! Learn how to leverage **StandUp, a user-friendly project management platform**, to enable agile marketing practices for your Fortune 500 company.

Here's a sneak peek at some of the key takeaways from the webinar:

1. The fundamentals of agile marketing and why it's crucial for success in today's competitive environment.
2. The role of **StandUp's user-friendly project management platform** in supporting agile practices.
3. Real-life examples of Fortune 500 companies that have successfully implemented agile marketing strategies **using StandUp**.

 Date: [Webinar Date]

 Time: [Webinar Time]

 Register here: [Registration Link]

Secure your spot now and stay ahead of the marketing curve **with StandUp!**

Best,

[Your Name]

### Email 3 - Last Chance to Register

Subject Line: [Last Chance] Your **StandUp** Agile Marketing Webinar Starts in 1 Hour!

Hi [First Name],

This is your final reminder! Our webinar, "Agile Marketing for Fortune 500 Companies," featuring guest speaker Jim Ewel **and StandUp**, starts in just 1 hour.

Don't miss out on this opportunity to learn how **StandUp**, a user-friendly project management platform, can transform your marketing strategies:

 Date: [Webinar Date]

 Time: [Webinar Time]

 Register here: [Registration Link]

See you there!

Best,

[Your Name]

### Email 4 - Post-Webinar Follow-Up

Subject Line: [Webinar Recording] Missed Our **StandUp Agile** Marketing Webinar? Catch the Replay!

Hi [First Name],

Thank you for your interest in our recent webinar, "Agile Marketing for Fortune 500 Companies: Adapting to Change and Driving Results with User-Friendly Project Management Platforms," **featuring StandUp**. If you couldn't attend or would like to revisit the insights shared by our guest speaker, Jim Ewel, we've got you covered!

Catch the replay here: [Webinar Recording Link]

In this webinar, you'll discover:

1. The essential principles of agile marketing and its impact on Fortune 500 companies.
2. How **StandUp's user-friendly project management platform** supports agile marketing practices.
3. Real-life examples of successful agile marketing implementation in Fortune 500 companies **using StandUp**.

Feel free to share this recording with your colleagues, and don't hesitate to reach out if you have any questions.

**P.S. Don't**

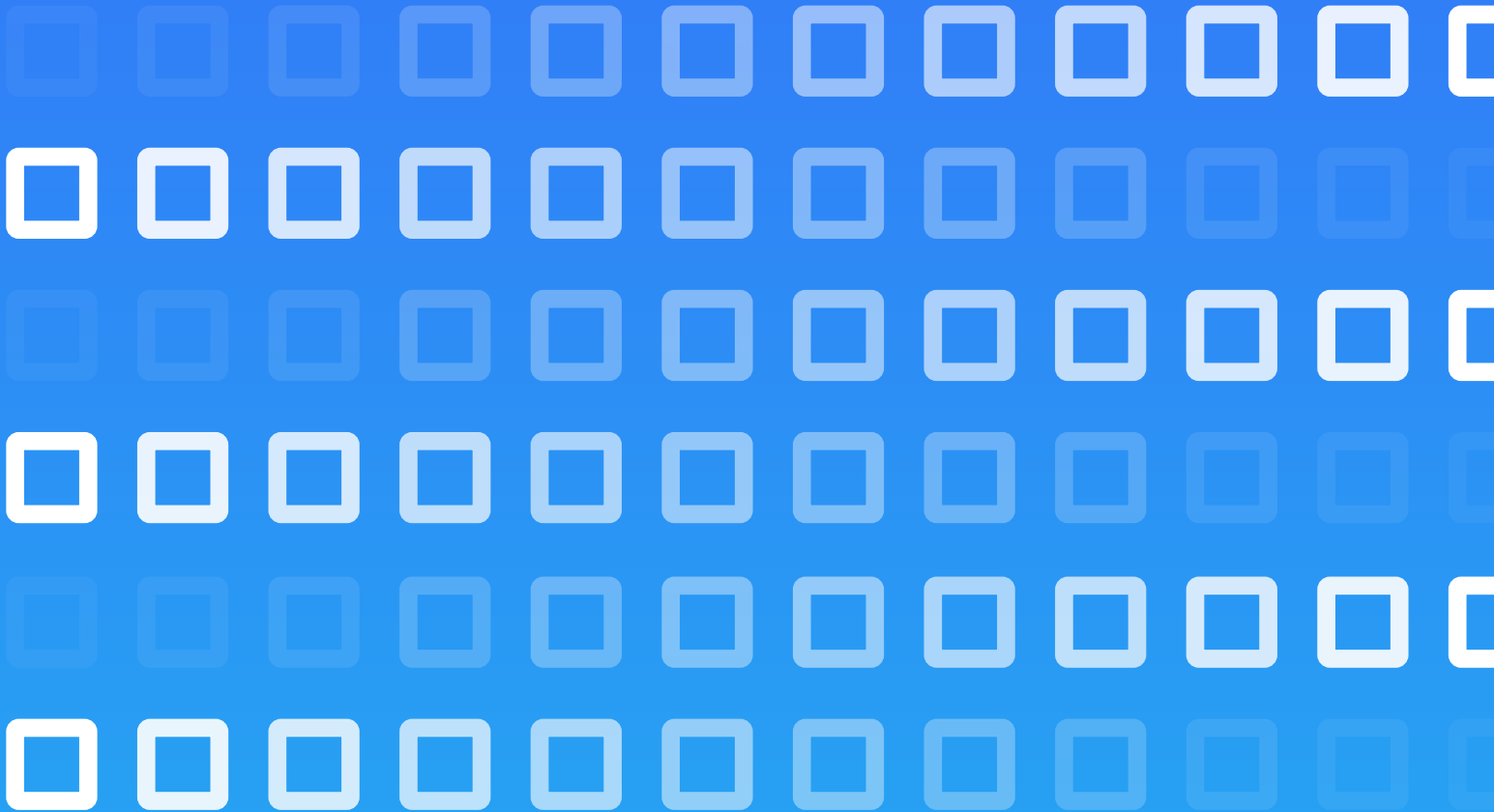


## PMG POV

This time, ChatGPT made the entire webinar about the product—which is the same issue we had when we wrote the first blog post. Email 4 was also delivered incomplete, with the free-trial P.S. cut off for an unknown reason.

Finally, let's have ChatGPT write some LinkedIn ads to promote the webinar, the blog, and general awareness of StandUp.

# Step 5: LinkedIn Ads





## Prompt

Write 6 LinkedIn ads that fit the brief you provided. Make 2 of them about signing up for the webinar, 2 of them about the blog post, and 2 of them about building awareness for StandUp.



## ChatGPT Output

### Ad 1 - Webinar (Sponsored Content)

**Headline:** Master Agile Marketing for Fortune 500 Companies

**Description:** Join our exclusive webinar featuring Jim Ewel to learn how StandUp's user-friendly project management platform enables agile marketing practices. Register now! [Registration Link]

### Ad 2 - Webinar (Sponsored InMail)

**Subject Line:** Unlock the Power of Agile Marketing with StandUp

**Message:** Hi [First Name], don't miss our upcoming webinar with guest speaker Jim Ewel on Agile Marketing for Fortune 500 Companies. Discover how StandUp can transform your marketing strategies. Sign up today! [Registration Link]

### Ad 3 - Blog Post (Sponsored Content)

**Headline:** Overcome Project Management Complexity with StandUp

**Description:** Discover how StandUp simplifies project management for Fortune 500 marketing teams with our latest blog post. Dive into the world of user-friendly project management! [Blog Post Link]

### Ad 4 - Blog Post (Sponsored InMail)

**Subject Line:** Simplify Project Management for Your Marketing Team

**Message:** Hi [First Name], are you tired of complex project management tools? Check out our recent blog post on how StandUp empowers Fortune 500 marketing teams with a user-friendly solution. Read now! [Blog Post Link]

### Ad 5 - Building Awareness (Sponsored Content)

**Headline:** Discover StandUp: The User-Friendly Project Management Platform

**Description:** Streamline your marketing projects with StandUp, a project management tool designed for simplicity and ease of use. Learn how Fortune 500 marketing leaders are benefiting from StandUp! [Website Link]

### Ad 6 - Building Awareness (Sponsored InMail)

**Subject Line:** Transform Your Marketing Projects with StandUp

**Message:** Hi [First Name], meet StandUp, the project management platform revolutionizing Fortune 500 marketing teams with its user-friendly interface. Learn more about StandUp and start simplifying your projects today! [Website Link]



## PMG POV

ChatGPT provided three Sponsored InMail ads and three in-feed ads, which isn't what we asked for, but "ads" could be an open-ended term to the AI. We like that it included a [First Name] field in InMail ads for dynamic personalization and addressed the target audience directly in each. But the copy feels robotic and mechanically enthusiastic.

Let's now ask ChatGPT to provide image options for those ads.



### Prompt

Give me image options for the LinkedIn ads you recommended.



### ChatGPT Output

As an AI language model, I am unable to create or provide images directly. However, I can suggest image options that you could create or source for the LinkedIn ads. When selecting or creating images, ensure they align with LinkedIn's ad specifications and guidelines.

#### Ad 1 & 2 - Webinar:

An image featuring the guest speaker, Jim Ewel, alongside the StandUp logo and the webinar title.

A graphic representing agile marketing (e.g., a series of interconnected gears with marketing icons) combined with the StandUp logo and the webinar title.

#### Ad 3 & 4 - Blog Post:

An image depicting a simplified project management process (e.g., a clean, organized task board or a simplified flowchart) with the StandUp logo and a call-to-action to read the blog post.

A visually engaging illustration or photo of a relaxed and confident marketing professional working on a project, accompanied by the StandUp logo and a call-to-action to read the blog post.

#### Ad 5 & 6 - Building Awareness:

An image featuring the StandUp logo and user interface, showcasing its clean design and simplicity, along with a call-to-action to learn more.

A collage of smiling marketing professionals from Fortune 500 companies, representing the target audience, combined with the StandUp logo and a call-to-action to discover StandUp



### PMG POV

ChatGPT clearly understands the common tropes of B2B visuals. These would likely get approved on the spot for most brands.

# Conclusion

## Strategy:



## Creative:



ChatGPT is good for kickstarting ideas and providing structure for B2B marketers to launch a demand generation campaign. It's also surprisingly good at running with context. For example, when asked to rewrite the brief to address the audience challenge of complex project management software, it integrated phrases like "streamlined onboarding" and "user-friendly" in the assets it developed.

### However, ChatGPT falls short in a number of ways:

1

**Quality of ideas:** Would the CEO of Basecamp be a good expert to approach for a webinar put on by a competing company? Probably not.

2

**Very superficial rewrites:** When we asked ChatGPT to make sure the webinar options worked for people who are unfamiliar with StandUp, it just sprinkled in the brand name.

3

**Bland, buzzwordy, repetitive outputs:** While passable in some cases if a reader is simply skimming, the text reads like all other communications in the market.

Relying on ChatGPT alone will accelerate output, but at the cost of effectiveness. It lacks the human intuition to read the market, propose a breakthrough idea, and highlight nuance that B2B audiences want to see before making a decision.

As generative AI adoption accelerates, an experienced human touch is essential.

From setting strategy to smashing KPIs, PMG partners with tech and SaaS companies to translate complexity into high-impact content and digital marketing programs.

Contact PMG

