

Presented by Tara Louisa Allen

USING AI TO DRIVE CUSTOMER CLARITY, STRONGER MESSAGING, AND SMARTER SALES DECISIONS

HARNESSING THE POWER OF PROMPT ENGINEERING

PROMPT ENGINEERING: “IMAGINE”

WHO? WHAT? WHERE? WHEN? WHY?



- F — Frame the Role
- I — Identify the Audience
- E — Explain the Goal
- R — Request the Result
- C — Clarify the Tone
- E — Expand with Context

AI FOR BUSINESS MARKETING

- Customer Personas
- Content Creation
- Email Marketing
- Social Media Strategy
- SEO/GEO/AIO
- Website Messaging
- Competitor Analysis

WHAT'S THE DIFFERENCE?

Concept	Focus	Goal
SEO	Search engines (Google)	Rank in search results
GEO	AI-generated answers	Be included in AI responses
AIO	Entire AI ecosystem	Be understood, usable, and visible across AI

SEO was about ranking
GEO is about being referenced
AIO is about being *understood*

WHY AI MATTERS FOR SALES & MARKETING

- +40% revenue with AI-driven personalization
- +37% conversion rates with AI-supported marketing
- +16% sales increase in real-world use



- Up to 80% faster content creation
- 6+ hours saved per week per employee
- 26–55% productivity gains

78% of organizations are using AI
3.7x average ROI on AI investments
Up to 37% lower customer acquisition cost
88% of marketers use AI daily

AI MARKETING KPI'S

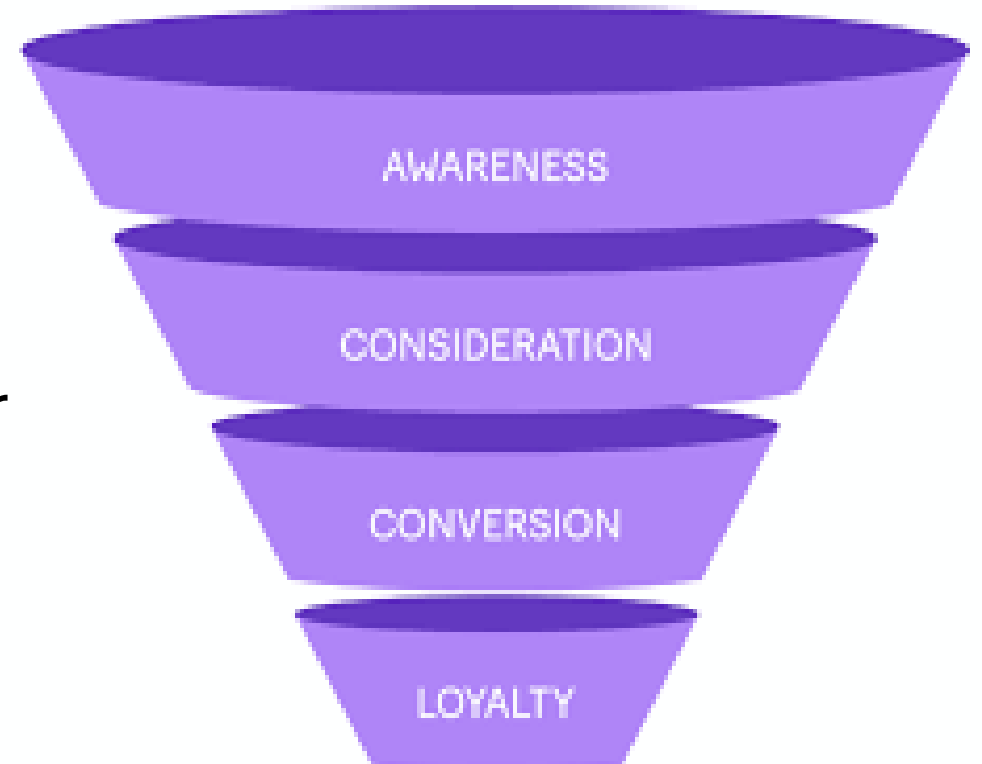
- Content creation, brainstorming, planning = Time Saved
- More output with fewer resources = Increased Productivity
- More offers, faster campaigns, improved consistency = Revenue Lift
- More content faster = Increased Awareness
- Better messaging & targeting = Customer Clarity
- Less time to launch, test, & refine = Campaign Efficiency

“The research is still evolving, but the pattern is very clear – Businesses using AI are seeing increased productivity, time savings, and REVENUE!”

AI CAN BE:

Your Brand & Marketing Strategist
Your Product & Customer Researcher
Your Marketing & Revenue Analyst
Your Creative Writer & Partner
Your SEO/GEO Strategist
You Social Media Manager

Your Marketing Team!!



WHAT A STRATEGIC PROMPT CAN ASK FOR

- Executive summary
- 3 customer personas
- STP analysis
- Marketing Mix (4Ps)
- SWOT analysis
- 3 competitors + SWOT for each
- 30-day content calendar
- 5 immediate recommendations





THINK ABOUT THIS...

If AI became your marketing assistant tomorrow....

What is the FIRST thing you would ask it to do?

YOUR AI PROMPT HANDOUT

Inside your handout you have:

- Ready-to-use prompts
- Customer clarity prompts
- Competitor prompts
- Content prompts
- Revenue prompts
- Brand positioning prompts

WHERE IS YOUR BIGGEST GAP?

- CUSTOMER CLARITY
- MESSAGING
- ALIGNMENT
- CONVERSION

CREATE A PROMPT USING THE FRAMEWORK
SPECIFIC TO YOUR ORGANIZATION

LET'S STAY CONNECTED

LinkedIn: Tara Louisa Allen

Phone: (815) 922-8232

Email: tara.allen@kirkwood.edu



REFERENCES

Adobe Inc. (2025). *Small business AI adoption and ROI report*.

Business.com. (2026). *AI usage in small business workplace study*. Retrieved from <https://www.business.com>

Conversion System. (2026). *AI marketing statistics report*. Retrieved from <https://conversionsystem.com>

Fang, L., Kim, J., & others. (2025). *Generative AI and firm productivity. Evidence from field experiments*. arXiv. <https://arxiv.org>

SalesGroup.ai. (2026). *AI marketing and sales performance statistics*. Retrieved from <https://salesgroup.ai>

Statista. (2025). *Artificial intelligence (AI) use in marketing in the United States*. Retrieved from <https://www.statista.com>

Digital Applied. (2026). *AI marketing adoption and time savings report*. Retrieved from <https://www.digitalapplied.com>

SHNO. (2026). *AI marketing statistics and adoption trends*. Retrieved from <https://www.shno.co>