

 **Connecting
the dots**

- **AI-Powered Campaigns: How to
Use ChatGPT, Midjourney &
More to Scale Your Marketing**





by
MARYAM GOLABGIR

Maryam Golabgir, our CEO, will be leading the team. She's a digital marketer, programmer, and website guru. Maryam believes creating a sustainable digital marketing strategy will require a sharp vision and many metrics to accompany digital plans. Maryam's digital expertise includes social media marketing strategies, website development, search engine marketing and optimization, online advertising, and video / mobile marketing. Digital Marketing Experts was nominated as one of the top advertising agencies in the York Region last year.

For more information about our business, you can visit www.digitalmarketingexperts.ca or my LinkedIn profile <https://www.linkedin.com/in/maryamgolabgir>

How to Practically Use Generative AI Tools Like **ChatGPT** and **Midjourney** to Scale Your Marketing Campaigns



- **Consumers demand faster, more personalized content than ever before**
- **AI tools dramatically speed up content production across formats**
- **From solopreneurs to enterprise teams — AI levels the playing field**



What You'll Learn Today

- How to use ChatGPT for ad copy, email funnels, and social content
- How to create scroll-stopping visuals with Midjourney
- Tools to generate video scripts and voiceovers
- Workflow tips to scale without losing brand voice
- Real-world examples & demos

Meet the Generative AI Toolbox



ChatGPT



runway

**Eleven
Labs**



Midjourney



Creating compelling ad copy isn't just about writing short text—it's about **matching message with audience, intent, and platform**. ChatGPT can quickly generate and iterate ad lines that hit the sweet spot for various campaigns.

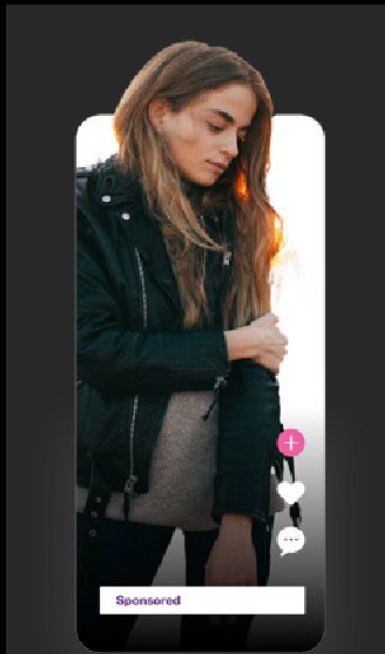
What It Can Help You Do:

- Create **headlines, descriptions, and CTA variants** based on your product and audience
- Tailor messaging to **different buyer personas**
- A/B test multiple variations quickly
- Align copy with **emotional triggers** (urgency, FOMO, trust, etc.)

“ Use ChatGPT for Ad Copy,
Email Funnels, and Social
Content ”



ChatGPT for Social Media Content



Plan weekly or monthly content calendars by theme, campaign, or awareness stage

Write platform-specific posts (LinkedIn, Instagram, Twitter, TikTok, etc.)

Create hooks, poll questions, carousel text, quote graphics, and more

Generate hashtag suggestions, CTAs, and emoji use recommendations



- . Generate entire email sequences: welcome, nurture, reactivation
- . Add personalization with merge tags or dynamic prompts
- . Use tone settings (fun, formal, helpful) to match your audience
- . Live example: 5-email welcome series created in under 3 minutes

Lead Magnet Funnel

Abandoned Cart Funnel

B2B SaaS Nurture Series

Cold Outreach Campaign

Midjourney for Ad Visuals



- Prompts that transform product descriptions into images
- How to create multiple brand styles with consistency
- Turn “boring” into “bold” with surreal or lifestyle shots
- Before vs. after: traditional stock vs. Midjourney visuals



AI Tools for Video Scripts & Voiceovers

- Use ChatGPT to write 30-second product pitch scripts
- Turn scripts into voiceovers with ElevenLabs
- Use RunwayML or Pika to pair visuals and voice

These tools won't replace your creative team—but they'll let you do more, faster. You still need strategy, storytelling, and human oversight. But now, you've got a team of tireless AI assistants helping with everything from ideation to execution.



Bringing It All Together: Full Campaign Workflow

1

STEP 1: CAMPAIGN STRATEGY & PLANNING (ChatGPT)

Start by defining the core message, audience, and funnel journey.

Campaign brief + content calendar (input into Notion, Trello, or Google Sheets)

2

STEP 2: CREATIVE CONCEPT & SCRIPTING (ChatGPT + Jasper.ai)

Next, develop creative assets and message variants for each platform.

Ready-to-go ad scripts, email copy, and social captions

3

STEP 3: VISUAL ASSET CREATION (Midjourney + Canva)

Generate all static visuals and branded backgrounds for use in:

Ad-ready static creatives, formatted for each channel

4

STEP 4: VOICEOVER PRODUCTION (ElevenLabs + Murf.ai)

Feed your ChatGPT-written scripts into AI voice generators.

Natural-sounding voiceover files in MP3/WAV format

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STEP 5: VIDEO PRODUCTION (Pictory, CapCut, Runway ML)

Now bring everything together into polished video content:

High-quality vertical and horizontal videos, ready to schedule

6

STEP 6: EMAIL & LANDING PAGE ASSETS (ChatGPT + Mailchimp + Unbounce)

- Use ChatGPT to create
- Welcome email sequences
- Product launch countdown emails
- Abandoned cart flows
- Landing page headlines and CTAs

Email copy + designed HTML layouts + LP wireframe or published page

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STEP 7: CAMPAIGN LAUNCH & DISTRIBUTION (Meta Ads, Google Ads, TikTok Ads)

Upload all creatives, copy, and videos into your ad platforms.

Live campaign with multivariate testing across platforms

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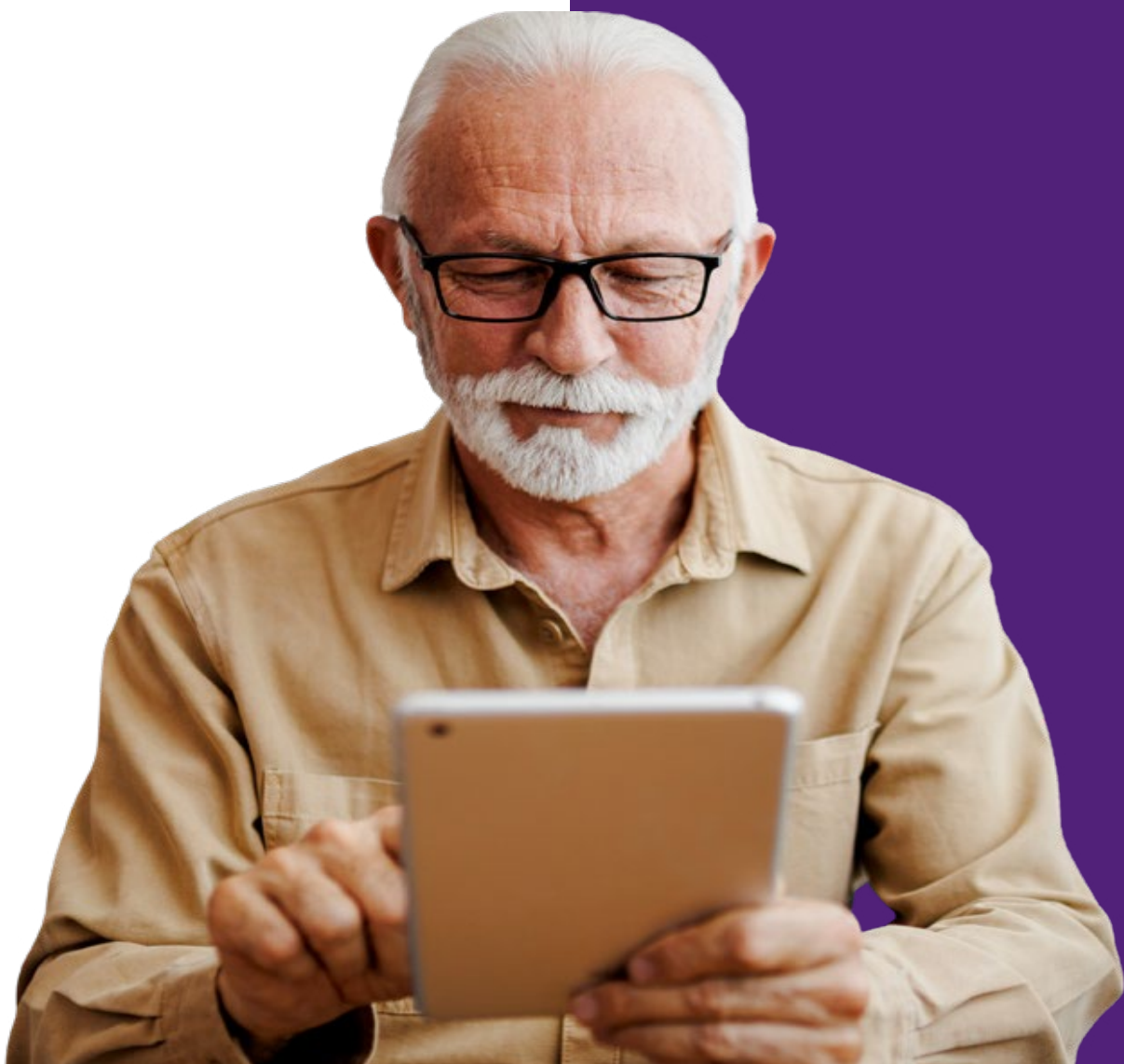
STEP 8: REPORTING & ITERATION (ChatGPT + Google Analytics + Looker Studio)

After 1–2 weeks of running: Export metrics like CTR, CPM, conversion rate, Feed into ChatGPT with prompt

AI-assisted campaign optimization recommendations for Phase 2



Common Mistakes to Watch Out For



- Publishing Without Human Editing
- Using Vague Prompts and Getting Generic Output
- Assuming AI Understands Your Brand
- Ignoring Compliance, Legal, or Platform Policies
- Over-Relying on AI for Design Judgment
- Not Testing Variants Before Committing
- Using AI Without Creative Strategy
- Using Midjourney Images Without Checking Ethics or Realism
- Ignoring Localization & Cultural Sensitivity

Case Study



Product Launch Using Generative AI



An ambitious **e-commerce startup** specializing in clean-label wellness products approached us to support their **launch of a plant-based adaptogenic supplement**—designed to help reduce stress, improve focus, and support hormonal balance.

The Challenge

The brand had a great product and clear vision—but:

- No ad creatives ready
- No email funnel written
- No product visuals beyond the packaging mockup
- No voiceover talent or video script
- Limited time and budget

Metric	Pre-AI Benchmark	Post-AI Launch Results
Time to Launch	~3 weeks	✓ 4 days
Content Output (assets)	~10 assets	✓ 50+ assets
Ad CTR	1.8%	✓ 3.7% (2x increase)
Email Open Rates	~20%	✓ 32% (on welcome series)
Budget for Creative	~\$2,500+	✓ \$0 (no freelancers hired)

**Do you have any
questions?**

