



Accelerating Marketing Tasks with ChatGPT

A Crew Resource Management Guide for Working With NonHuman Intelligent Marketing Assistants

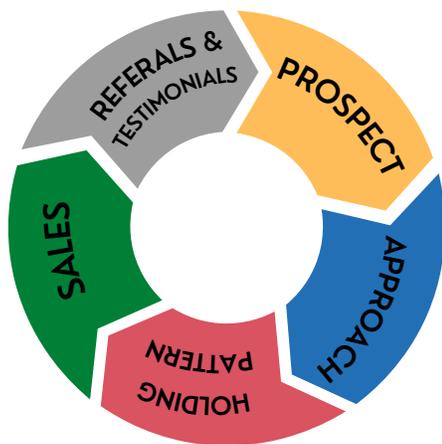
This course and guide is designed for [ABCI's Sales and Marketing Lab](#) members, but it will be helpful for any sales or marketing professional in the aviation industry.

This course is NOT about philosophy, politics, academic or economic implications of Artificial Intelligence tools. We'll leave those discussions to others . . .

This course is ONLY about using AI assistance as a tool to save time completing marketing tasks you're already doing.

This course assumes you have:

- A company that sells a reputable product or service in the aviation industry.
- A well-defined Sales and Marketing Plan and Strategy that you've already implemented and are executing. (Including a website, social media, an email system, and ongoing activities for all aspects of the sales process.)
- Knowledge of the basic principles of sales and marketing in the aviation industry.
- Access to the free tool, ChatGPT Accessed through <https://openai.com/blog/chatgpt/>
- We also mention [Canva](#), a simple design tool.



Think of AI as having a very intelligent baby alien in the cockpit. **It is NOT (yet!) a competent copilot.**

You can't (or shouldn't!) simply delegate tasks to it.

It should **NOT** be allowed to touch the controls!

At the same time, it can be a great research assistant and can make the journey a whole lot more fun!



ChatGPT is a Powerful Tool.

There are two ways any powerful tool can be used.

1. To free up your time for higher-level thinking and doing.
2. To enable you to be sloppy and lazy in your work.



If you have a solid marketing strategy, and a good plan and infrastructure, intelligent use of ChatGPT can be used to accelerate your success.

If you're just doing "**random acts of marketing**," ChatGPT (like any tool) can accelerate your failure.

Customers of aviation products in particular, are INCREDIBLY adept at detecting BS.

They expect good information, they expect it fast, and they enjoy working with intelligent people. They do NOT like it when someone "pulls one over on them" or tries to get away with providing substandard or low-quality information. The aviation industry also has a more limited pool of possible prospects, and everybody knows everybody. So the risk is higher and the tolerance lower for mistakes or poor-quality work.



AI is Not a Substitute for HI (Human Intelligence!)

Just as power tools work better in the hands of trained professionals, using ChatGPT for marketing depends on the skills of the user. There are several reasons the best solution is to employ a skilled human copywriter PLUS ChatGPT for your marketing materials:

1. **Creativity and originality:** A skilled copywriter brings a unique perspective and creative ideas to your marketing materials that machine-generated content may not possess. They can tailor the message to your target audience, brand, and the medium in which the message will be communicated.
2. **Brand consistency:** A copywriter with experience in your industry will be able to understand your brand's voice and tone, and can ensure consistency across all of your marketing materials.
3. **Quality control and editing:** A copywriter can and should review and edit the content generated by ChatGPT to ensure that it is accurate, relevant, and appropriate for your intended audience. They can also proofread and edit the content to ensure that it is error-free and polished.
4. **Legal and compliance:** A professional copywriter is trained to comply with legal and regulatory requirements, such as advertising laws, data protection regulations, and trademark laws.
5. **Human touch:** A copywriter brings a human touch that ChatGPT may lack. They understand the audience, the industry trends, the tone, and the context of the message.
6. **SEO:** A copywriter with SEO knowledge can help you to optimize your content for search engines, ensuring that your marketing materials are visible to your target audience.

Engaging a skilled copywriter in conjunction with ChatGPT helps you to create more effective, authentic, and polished marketing materials that resonate with your target audience.

Content generated automatically using AI writing tools [is against Google's Webmaster Guidelines](#)

[The Sales Rep You're Talking to on LinkedIn Might Not Be a Real Person — Here's What Real Sales Reps Have to Say](#)

All of which is to say: Most of us are pro-AI when we know it's AI. But what about when AI crosses into territory typically reserved for real, authentic human interactions? And how would you feel if you only discovered after the fact that the profile you'd interacted with wasn't a real person?

Our position - Using AI doesn't make you a better or worse person, or a better or worse marketer. But it can make you faster, which means you'll accelerate your results!

As marketing consultants, we have an ethical obligation to use the best tools to get the best possible results for our clients.



Example Prompts for Prospecting Tasks

Prospecting is a uniquely human activity.

Our step by step prospecting process is outlined in our [Aviation Prospecting Workshop](#).

But some of the activities in this workshop that salespeople have found to be repetitive or tedious are these:

- Finding contact information for their Top Ten Most Wanted List,
- Customizing messages for each initial approach.

Try, customize, and use these example prompts to save a LOT of time!



Building a List - "Please write 10 postal addresses for **<airports in Arizona>** with contact names. Use this format - Contact name, contact title, airport name, airport postal address. Suppress labels"

Pitching a consultation using Email InMail or LinkedIn Direct Message - "I want you to act as a consultation pitch writer. I will provide you with the recipient and any other relevant information, and you will write a professional and effective pitch to request a consultation. The purpose of the consultation is to get to know the recipient better, understand more about his business, and see if there are opportunities to work together. Another benefit they will receive is a custom **<report on x.>** The email should be concise and to the point, and should clearly outline the purpose of the consultation and any benefits or value that the recipient will gain from agreeing to the consultation. Please do not include any personal opinions or unnecessary details and keep the message concise. The pitch should also include a clear call to action for the recipient to schedule the consultation at a mutually convenient time **<using my calendar system link>**. The recipient is **<name>**. This is his LinkedIn about section: **<copy LinkedIn "About" section here>**. The pitch will be delivered via LinkedIn Direct Message or InMail, so please format it accordingly. Please use a professional but empathetic tone."



Example Prompts for Social Media Posts

In our [Focused Social Media Workshop](#), we talk about five different post types that are particularly effective in the aviation industry and discuss how to batch your work and create and publish 12 of each type.

This can potentially create three months of social media content in one afternoon.

But ChatGPT takes that opportunity even further by doing a lot of the topic research and caption writing for you!

Customize the example prompts below to accelerate this process even further.



Brainstorm Topics - "What are the top 10 most-asked questions **<about the career opportunities of airline pilots?>**"

LinkedIn Post - "Please write a 300-word LinkedIn post about **<the outlook for airline pilot careers in 2023>** Use the structure - Hook, three main points, conclusion, call to action. The Call to Action should be to **<request a catalog at website address>** Please suppress labels."

Adapt for other Platforms - "Please write five headline ideas for this post to increase engagement on **<LinkedIn> <Facebook> <Instagram> <Etc>**"

Twitter Post - "Please write 5 Twitter posts about **<the outlook for airline pilot careers in 2023.>**"



Generating Images

Generating images with AI is great if it's done responsibly.

It can be hard to capture realistic scenarios without spending a lot of time and money waiting for the perfect aircraft type, weather, lighting, talent willing to be photographed, etc.

So, our principles - the more specific the prompt, the better the image. Think like a movie producer and include EVERY detail you can think of - scene, mood, lighting, weather, wardrobe, camera type, etc. etc. etc.

| Fact-Based AI Image Generator Comparison | | | | | | |
|--|--|---|---|--|--|---|
| Tool | Visual Strengths | Cons / Limitations | Collaboration & Team Features | Images per Prompt | Cost / Usage Facts | Best Use Case |
| DALL-E 3 (OpenAI) | High realism, excellent prompt-following, cinematic feel. | Faces/details can look too AI-polished, not as artistic as MidJourney. | Good in ChatGPT Enterprise (shared workspaces, prompt reuse). API for dev workflows. | Typically 1 main image; must re-prompt for more variations. | API: ~\$0.040 per 1024x1024 image. Credit packs also available. | Cinematic B-roll and literal marketing visuals. |
| Ideogram | Cinematic, creative, excellent at text inside images. Multiple variations per run. | Less literal, sometimes "over-creative." Limited sharing unless outputs are public. | Team Plan: pooled credits, admin control, personal/team spaces. Batch generation in Pro/Team. | 4 images per prompt by default. (docs.ideogram.ai) | Free plan: 10 slow credits/week (~40 images). Team: ~\$20/user/mo+. | Creative storytelling, stylized B-roll, campaign visuals. |
| Gemini (Google) | Clean, realistic, safe, professional look. Great for corporate style. | Lacks artistic flair / "wow factor." Limited style variety. | Native in Google Workspace (Docs, Slides, Gmail). Seamless sharing. | Typically 1-2 safe results; limited stylistic range. | Free basic use. Gemini Advanced via Workspace subscription. API: ~\$0.039/image. Premium Ultra Plan ~\$249/mo. | Corporate-safe visuals, embedded in workflows. |
| Canva AI | Professional outputs tied to templates. Excellent for brand kits & social content. | Less cinematic/creative. Style can feel generic or flat. AI use capped per month. | Built for teams: shared templates, brand kits, co-editing. | Generates multiple results per prompt, user selects one. (canva.com) | Free: 3 AI uses/month. Pro/Teams: 25 uses/month. | Branded assets, social posts, fast marketing visuals. |

Prompt used:

A candid cinematic shot inside a private jet cabin. A business professional in their 40s, dressed in a tailored suit, is seated comfortably, reviewing notes in a leather-bound notebook on the tray table. A glass of champagne and a laptop are beside them. Soft golden cabin lighting, shallow depth of field, ultra-realistic photography, lifestyle documentary style.

Generating Images



Ideogram

We have different favorite tools for different styles.

The most important item for success is to choose one tool and get really good at it!



Dall-E 3



Canva AI



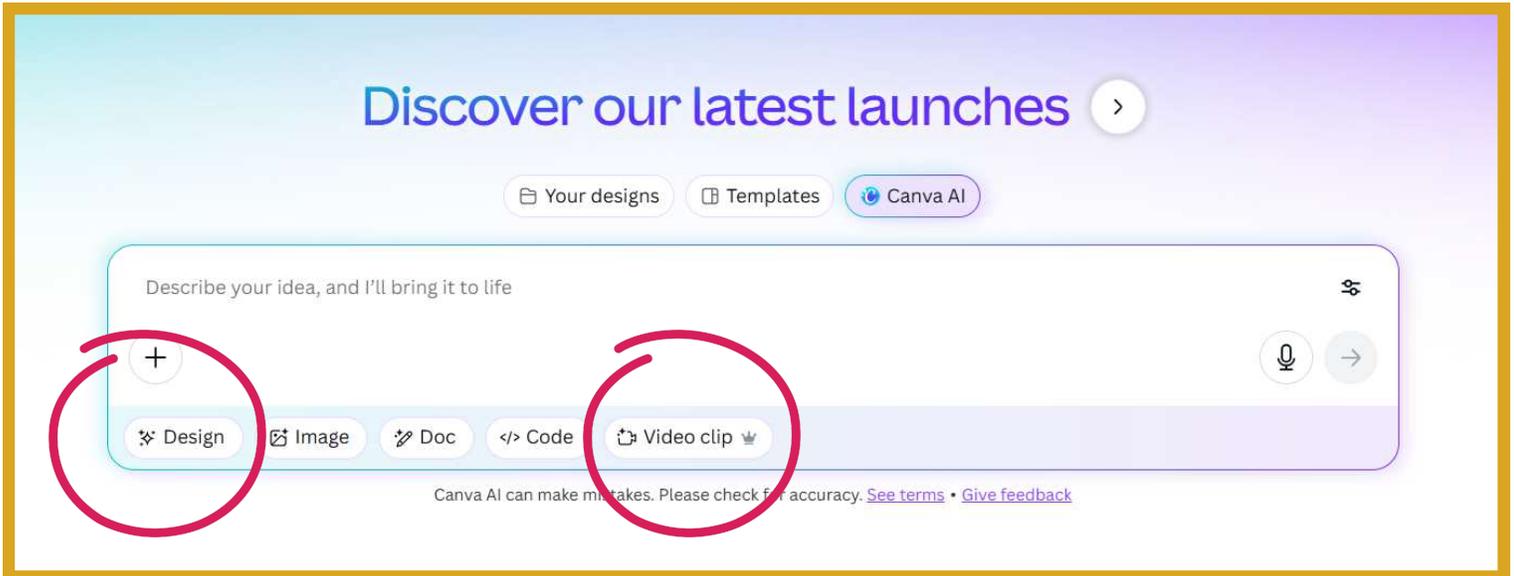
Gemini



Midjourney

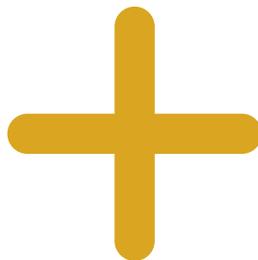
Generating Video

Video is REALLY effective for marketing - capturing attention, illustrating ideas, presenting a compelling argument and building trust can be MUCH easier with video.



1. Video Clip

2. Design



Generating Content

Prompt

I am attaching a single still image of an aircraft. Use this exact aircraft from the image as the subject. Cut it out cleanly (precise edge matte, anti-aliasing, preserve reflections and surface rivet detail).



Goal: Create a photorealistic 6–8 second loopable video of the aircraft cruising smoothly at altitude through clear sky with gentle cloud parallax. The aircraft should look in-motion (subtle vibration and heat shimmer) but the camera movement is smooth and cinematic.



Example Prompts for Email

Marketers choose to use email over other methods because it is an effective and efficient way to reach a large audience. Email is easy to use, cost-effective, and can be highly targeted. Additionally, it allows marketers to track and measure the success of their campaigns, and to personalize the message to the recipient.



The following example prompts use proven copywriting structures for emails marketing. There are MANY prompts to try, some will be more or less appropriate to the topic. As a final step to asking Chat GPT to generate any email, ask Chat GPT to "Create five compelling subject lines for this email." You can pick your two favorites and split test them with your email list!

1. "Write an email marketing campaign using the 'Picture-Promise-Prove-Push' framework to paint a picture that gets the attention and creates a desire for our **<product/service>** in **<ideal customer persona>**. Describe how our product will deliver on its promises, provide testimonials to back up those promises, and give a little push to encourage the reader to take action.
2. "Using the 'Star-Story-Solution' framework, please write an email marketing campaign that introduces the main character of a **<story>** related to our **<product/service>** and keeps the reader hooked. End the story with an explanation of how the star wins in the end with the help of our product.
3. "Write an email marketing campaign using the 'Awareness-Comprehension-Conviction-Action' framework to present the situation or **<problem>** faced by **<ideal customer persona>** and help them understand it. Create the desired conviction in the reader to use our **<product/service>** as the solution and make them take action.
4. "Using the '5 Basic Objections' framework, please write an email marketing campaign that addresses and refutes the common objections of **<ideal customer persona>**: lack of time, lack of money, concerns that the product won't work for them, lack of belief in the product or company, and the belief that they don't need the product. Include talking points such as **<unique selling point>** and **<desired action>**."



Email Continued . . .

5. "Write an email marketing campaign using the 'Four C's' framework to create clear, concise, compelling, and credible copy for **<ideal customer persona>**. Use this checklist to ensure that our message is effectively communicated and persuades the reader to take action. Include talking points such as **<unique selling point>** and **<desired action>**."

6. "Please write an email marketing campaign using the 'Consistent-Contrasting' framework to convert leads into customers. Use a consistent message or theme throughout the copy, but incorporate contrasting language or images to draw the reader's attention and keep them engaged. Include talking points such as **<product/service>**, **<unique selling point>**, and **<desired action>**."

7. "Write an email marketing campaign using the 'Strong-Weak' framework to persuade [ideal customer persona] to take action. Use strong language and images to emphasize the benefits of our **<product/service>**, but also acknowledge any potential weaknesses or limitations in a transparent and honest way. Include talking points such as **<unique selling point>**, **<pain point>**, and **<desired action>**."

8. "Using the 'Emotion-Logic' framework, please write an email marketing campaign that connects with **<ideal customer persona>** and creates a desire for our **<product/service>**. Use emotional appeals to connect with the reader, but also use logical arguments to convince them to take action. Include talking points such as **<emotion>**, **<pain point>**, and **<desired action>**."

7. "Craft an email marketing campaign using the 'Personal-Universal' framework to make our **<product/service>** relatable to **<ideal customer persona>**. Use "you" language and address their specific needs and desires, but also connect our product to universal human experiences and values. Include talking points such as **<unique selling point>**, **<pain point>**, and **<desired action>**."

10. "Write an email marketing campaign using the 'Urgency-Patience' framework to encourage **<ideal customer persona>** to take action. Create a sense of urgency to encourage the reader to act now, but also remind them that using our **<product/service>** will bring long-term benefits that are worth waiting for. Include talking points such as **<unique selling point>**, **<pain point>**, and **<desired action>**."



Prompts for Researching Infographics, Speeches, Articles & Longer Pieces

Pick an Infographics template from [Canva](#), change the colors and fonts to match your branding, and fill it with interesting statistics or factoids researched by ChatGPT.

Example Prompt:

"Write ten interesting facts about <the Citation Mustang>."

For longer articles, keynote speeches, sales presentations, or even books, consider ChatGPT your research assistant.

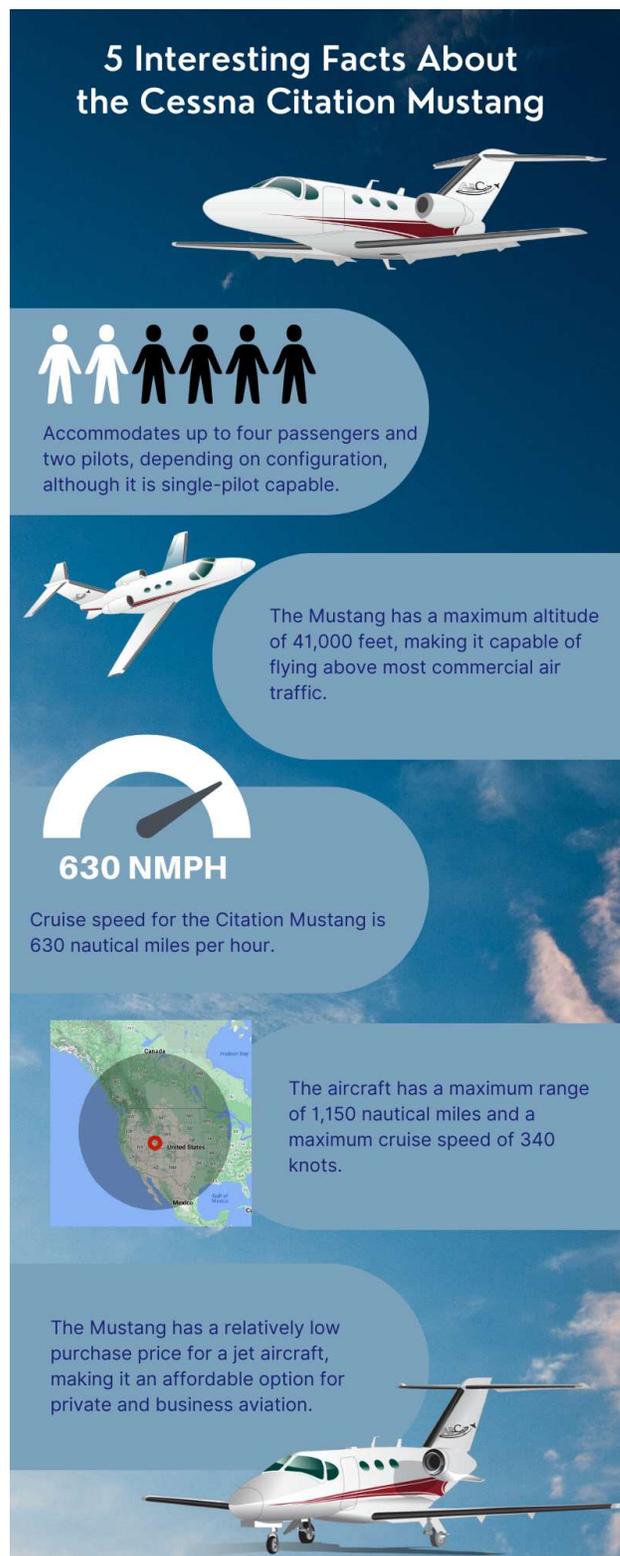
Now you've had lots of practice using prompts, feel free to write your own!

Ask ChatGPT for relevant facts, figures, jokes, statistics, historical stories and other items that will make your writing much more interesting and compelling.

You can also paste short passages (so far, not more than a few paragraphs at a time) of text into ChatGPT and ask it to check your work for tone, specific problems like first-person or third-person agreement or passive voice, or even compliance with a specific set of writing guidelines or copywriting principles.

Experiment with ChatGPT, and if you're in the Marketing Lab, [share your experiments with the group!](#)

Aviation people have a long and noble tradition of sharing new techniques and tools with the industry and learning from each other!



Networking with ChatGPT

ChatGPT is a human/machine interface, so it can actually help those of us that feel a little awkward interacting with other humans using the technology of social media platforms.

In our practice, some very successful aviation professionals have told us things like:

"I'm fine networking in person, but I just don't know what to say online!"



Those of us who didn't grow up interacting online can find it a bit, awkward.

So, get ChatGPT to help!

A couple of valuable online networking skills are:

- **Commenting on the blog posts** of people we'd like to get to know,
- **Writing testimonials** for people we've known for a long time.

In our [Aviation Sales Fundamentals course](#), we recommend writing thoughtful and insightful comments on the posts of our Top Ten Most Wanted Prospects and industry thought leaders in our niche.

It's also a great idea to get into the habit of writing testimonials regularly. Customize and use these example prompts to get you started!

Comments for LinkedIn Posts - Please generate an insightful 50- word comment **<agreeing or disagreeing>** with **<this LinkedIn post.>** Please use an empathetic tone.

Testimonials - Please write a 200 word testimonial for **<Name>** Here are **<3 things about this person, or copy their About Us section here.>** This testimonial will be used in LinkedIn. Please use a **<professional, informal>** tone.



What's Next?

In your next Office Hours or Group Office Hours, let's talk about how to integrate ChatGPT into your marketing routine and habits to accelerate your results! As AI technology matures and your skill grows with regular practice, you'll see many benefits!



- **Brainstorming with ChatGPT** will probably give you more ideas than you have time to execute. Delegate some of those ideas to ABCI and we'll get them accomplished for you or with you.
- **Schedule regular content-writing sessions** with ChatGPT. Generate content in batches for the week or month. Save the outputs of your chats in a notepad.
- **Have a great human editor/rewriter.** Of course you're editing content yourself, but it's best to have at least one other human being check your final content and add the human element. Maybe that's someone in your company. Maybe it's ABCI. Maybe it's both! Editing tools like the Hemingway Editor and Grammarly are good, but don't rely on machines to edit machine writing! (They cover for each other. We're pretty sure it's a conspiracy. 🤖) Ensure there is a great human writer and editor in your process.
- **Use other AI tools.** As you get better at interacting with ChatGPT, you'll start seeing AI interfaces everywhere. Canva has a feature called Magic Write that helps you write documents. There is an image-generating tool called MidJourney that is beyond the scope of this course, but also very interesting. As you get better at interacting with AI, (usually by getting more specific in your instructions) you'll find this entire class of tools much easier to interact with.



What's Next?

Make It Part of Your Process



When you work with ABCI, you're working with a team of humans and robots.

- **See all that time you just saved? Use it purposefully.** Just as accumulated stuff seems to fill every corner of even the most well-ordered hangar, more "busywork" seems to accumulate to fill every corner of available time. **You just saved at LEAST 10 hours a week** that you used to spend doing research and rough drafting. Use that time for higher-order strategizing, dreaming up new product or service ideas, playing with your kids, or . . . flying! But do something more important and fulfilling than the busy work that ChatGPT just took off your plate!



"I fly because it releases my mind from the tyranny of petty things."

— Antoine de Saint-Exupéry

