

Content with AI – Session 2

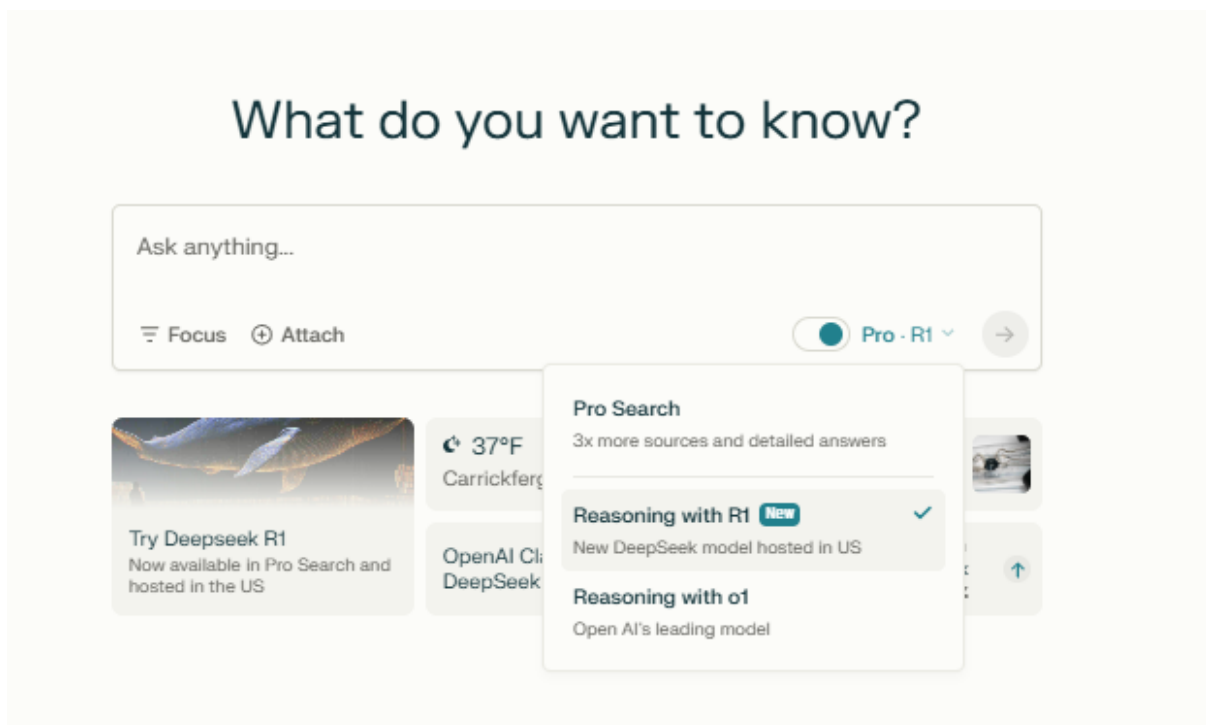
Great AI content tools to try for your business. All have a free and paid option:

<https://chatgpt.com/>

<https://claude.ai/>

<https://www.perplexity.ai/>

Perplexity also includes the option to use Deepseek R1 – which is the latest AI from China, but this option is based in the USA.



The key to getting great results are:

- Add data from your analytics – email data, social media or website data to help the AI understand your business.
- Add information from your website – such as the About Us page, so the AI understands your aims and goals.
- Ask for detailed prompts – no lazy prompts! Otherwise you will get a lazy answer.

An example of detail prompts to try can be found here <https://profiletree.com/ai-prompts-for-business/> or Google “ProfileTree AI Prompts”

You can save Projects in both Chat GPT and Claude where you save the history of conversations so the AI remembers about your business.

Advanced Content Creation Strategies

Some ideas on how you can use your current data and analytics to improve your content marketing:

Data-Driven Personalisation

- Integrate booking history and customer preferences
- Analyse seasonal travel patterns
- Create dynamic pricing content
- Develop personalised email marketing campaigns
- Generate tailored destination guides – so your website becomes an incredible hub of information, and you no longer need to refer to printed material or 3rd party websites.

Multilingual Capabilities

- Create region-specific content
- Translate marketing materials into key languages for your visitors
- Develop culturally appropriate messaging with the help of AI
- Localise promotional content
- Adapt tone for different markets

Practical Implementation Tips

Content Enhancement

- Use AI to expand thin content areas – you can identify this by adding your Google Search Console Data
- Generate fresh perspectives on popular destinations – most articles and pages are never updated!
- Create engaging social media calendars – add additional ideas to what you normally do.
- Develop compelling property descriptions
- Write persuasive tour package content – ask the AI to make your “sales/conversion” points even stronger

Advanced Prompt Engineering

Structural Components Often Missed

- Include specific destination details
- Add historical context
- Incorporate local insights
- Specify target demographics
- Define content objectives

Strategic Integration

Workflow Optimisation

- Create content templates – Chat GPT & Claude allow you to save these
- Develop standard operating procedures for using AI
- Establish review protocols – who checks the AI
- Set up approval workflows
- Monitor content performance – Check back in your Google Search Console monthly to see improvements and tweak

Team Training

- Develop best practice guides
- Create prompt libraries
- Regular skill updates – AI is updating fast

Risk Mitigation Strategies

Content Governance

- Implement fact-checking protocols
- Maintain style guides
- Regular content audits
- Monitor competitor content

Technical Framework

- Ensure GDPR compliance – ideally with paid tools is using any sensitive data
- Monitor AI tool performance

Performance Optimisation

Measurement Metrics

- Track booking conversions
- Monitor engagement rates
- Analyse customer feedback – a great way to identify trends in reviews or surveys
- Measure content ROI
- Review search rankings

Content Enhancement

- A/B test headlines
- Optimise meta descriptions
- Improve readability scores
- Update seasonal content
- Refresh evergreen content

Analytics Integration

- Google Analytics visitor behaviour patterns
- Email marketing performance metrics
- Social media engagement statistics
- Website heat maps and user journey data
- Customer review sentiment analysis
- Booking patterns and seasonal trends

Business Context Integration

- Mission statement and core values
- Unique selling propositions
- Target market demographics
- Historical business performance
- Customer testimonials and feedback
- Staff expertise and local knowledge

Future-Proofing Strategies

Innovation Planning

- Test new content formats
- Explore emerging platforms and platforms you have not had time to work on before
- Monitor industry trends
- Adapt to market changes
- Consider more video – as it drives excellent engagement

Quality Assurance

- Cross-reference AI-generated facts
- Maintain brand voice consistency
- Ensure regulatory compliance
- Review for cultural sensitivity
- Update seasonal content regularly

Content Refinement

- Request multiple variations/rewrites
- Specify tone and style
- Include unique selling points
- Add local expertise after the AI has created your draft
- Incorporate current trends – this adds “freshness”
- Read up on Google’s EEAT guidelines

Content Enhancement Cycle

- Regular Updates
 - Seasonal content refresh
 - Event calendar updates
 - Price and package revisions
 - Local information verification
 - Customer feedback integration