How to Use AI for Content Marketing (Step by Step)

AI Business & Marketing · about 20 minutes · 2026-11-11

A fully illustrated 29-step guide to using AI for content marketing: set strategy and voice, find real customer topics, draft and edit in your own voice, then optimise, distribute and measure what actually works.

Phase 1 — Set Strategy and Voice

1. **Write one sentence about the reader**
   Write one sentence about the reader.
2. **Name the business goal for the content**
   Name the business goal for the content.
3. **Choose two or three content pillars**
   Choose two or three content pillars.
4. **Capture your brand voice in samples**
   Capture your brand voice in samples.
5. **List words and claims you never use**
   List words and claims you never use.
6. **State what AI may and may not do**
   State what AI may and may not do.
7. **Set a mandatory human-review gate**
   Set a mandatory human-review gate.

Phase 2 — Find and Plan Real Topics

8. **Mine twenty real customer questions**
   Mine twenty real customer questions.
9. **Label each question by search intent**
   Label each question by search intent.
10. **Use AI to expand, not to invent**
    Use AI to expand, not to invent.
11. **Rank topics by effort and value**
    Rank topics by effort and value.
12. **Write a one-page brief per article**
    Write a one-page brief per article.
13. **Build a four-to-six-week calendar**
    Build a four-to-six-week calendar.
14. **Attach the sources AI must use**
    Attach the sources AI must use.

Phase 3 — Draft and Edit in Your Voice

15. **Generate an outline before any prose**
    Generate an outline before any prose.
16. **Draft one section at a time**
    Draft one section at a time.
17. **Carry the voice samples into every draft**
    Carry the voice samples into every draft.
18. **Demand a concrete example for each claim**
    Demand a concrete example for each claim.
19. **Verify every statistic and quotation**
    Verify every statistic and quotation.
20. **Rewrite the generic passages yourself**
    Rewrite the generic passages yourself.
21. **Cut repetition, filler and stock transitions**
    Cut repetition, filler and stock transitions.

Phase 4 — Optimise, Distribute and Measure

22. **Place keywords where they read naturally**
    Place keywords where they read naturally.
23. **Write a real meta description**
    Write a real meta description.
24. **Add internal and authoritative links**
    Add internal and authoritative links.
25. **Design one clear call to action**
    Design one clear call to action.
26. **Repurpose one article into three formats**
    Repurpose one article into three formats.
27. **Track the metric tied to your goal**
    Track the metric tied to your goal.
28. **A/B test headlines and openings**
    A/B test headlines and openings.
29. **Update winners and retire losers**
    Update winners and retire losers.

Sources

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2. LinkedIn — career and job-search resources
   https://www.linkedin.com/
3. NIST — AI Risk Management Framework
   https://www.nist.gov/
4. Good Housekeeping — home and style
   https://www.goodhousekeeping.com/