

# 6 Essential Questions to Answer Before Using AI to Market Your Business

## Introduction

Artificial intelligence (AI) tools can effectively assist you in marketing your business. Gemini, Claude, and ChatGPT are just a few of the AI tools available. These tools are user-friendly and require no coding or technical setup—simply engage in a conversation, much like chatting with a virtual assistant. The key to success lies in understanding what to communicate to these AI tools about your business, so that their outputs can help you craft a core marketing message, create content for your landing page or website, design social media advertisements, and more.

One approach is to ask an AI tool the following question before seeking its help to market your business:

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***“If I wanted your help marketing my business, what questions would you need me to answer so you can do this task effectively?”***

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This article presents the standard answers from Gemini, Claude, and ChatGPT to a common marketing question. Each AI was posed this question, and ChatGPT compiled all their responses, identifying the common inquiries across all three AI tools. Responding to the following questions will enhance any AI tool’s ability to assist you in marketing your business. Provide your preferred AI tool with the answers to these questions before seeking help with your marketing efforts.



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## The Questions to Be Answered Before Using AI Tools

Gemini, Claude, and ChatGPT were used to generate answers to the marketing question mentioned above. Merging all three responses yielded the following common key questions. Remember, when prompting any AI, you may want to specify a desired reading level. All three AI tools recommend communicating results at a 7th- to 9th-grade reading level.

### Your Business Overview

- What's the name of your business?
- What industry are you in?
- What do you do?

**Example:** "We are a platform that helps e-commerce stores optimize their checkout process to reduce cart abandonment."

- What products or services do you offer?

**Example:** "Clean your swimming pool and spa without the hassle. We offer weekly and monthly subscriptions to keep your pool and spa beautiful and ready for enjoyment."

- Who are your customers?

**Example:** "Our primary customers are small- to mid-sized e-commerce businesses looking to increase conversion rates."

### Your Value Proposition

What makes your business unique and valuable?

- What problem do you solve?

**Example:** "We help e-commerce businesses recover lost sales by simplifying and personalizing the checkout experience."

- How do you solve it?

**Example:** "Our AI analyzes customer behavior and automatically tests various checkout flows to identify the best-performing option."

- What benefits do customers get?

**Example:** "Our customers typically see a 15 to 20 percent increase in checkout completion rates within three months."

### Customer Profile and Insights

Help AI understand who your ideal customers are. Who is your ideal customer?

- Demographics: Age, gender, location, industry, etc.

**Example:** "E-commerce store owners aged 25 to 45, primarily in the U.S. and Europe."



**Pain Points:** Challenges customers face that your business addresses.

**Example:** “High cart abandonment rates and difficulty identifying why customers leave before checkout.”

- Goals and Desires: What they hope to achieve.

**Example:** “Maximizing sales, improving the customer experience, and increasing checkout efficiency.”

## Your Brand Voice and Tone

Define the style and tone of your messaging.

- Adjectives that describe your brand voice:

**Example:** “Professional, friendly, and data-driven.”

- Examples of your existing messaging:

Include a tagline, a few sentences from your website, or social media posts.

- What tone should AI avoid?

**Example:** “Avoid being overly casual or using slang.” Also, remember to specify the reading level to ensure your results are easy to understand for your audience. For more technical audiences, ask the AI which reading level is optimal.

## Key Messaging Components

Identify the specific types of messaging you need and inform the AI tool. Below are examples of messages you will need to market your business. Other messaging can be included when asking AI to produce a set of core marketing messages. Some include the following:

1. **One-liner:** A short, impactful statement that explains what you do.

**Example:** “We help e-commerce businesses boost sales by making checkout faster and smarter.”

2. **Elevator Pitch:** A 30-second summary of your business.

**Example:** “Our platform uses AI to optimize e-commerce checkouts, helping stores reduce cart abandonment and increase sales without guesswork.”

3. **Customer Story:** A brief case study or testimonial format.

**Example:** “After adopting our platform, XYZ Store saw an 18 percent increase in conversion rates within two months.”

4. **Value Proposition Statement:** A clear statement of your unique value.

**Examples:** “Bookkeeping, without the hassle,” “Small business marketing made easy,” “Be more productive with less effort.”

## Set Smart Goals for Your Sales Funnel

Outline your sales funnel and objectives for each stage. A sales funnel is the step-by-step path people follow from discovering they have a problem (unaware to problem-aware) to comparing solutions (problem-to-solution-aware) to becoming paying customers (most aware). Outlining this journey helps you create targeted messaging and gives your AI tools the right information to support your marketing.

Think of your funnel in three stages: Awareness, Consideration, and Decision. Use the questions below to describe what’s happening at each stage and set clear goals.

1. **Awareness Stage:** How do people find you?

This is where potential customers first learn about your business. Do they discover you through Google searches, social media, referrals, or local advertisements? Be specific.

**Example:** “Most customers find my tree removal service through Google searches.”

Let your marketing tool know where new leads typically come from so it can optimize messaging for those channels.

2. **Consideration Stage:** How do you educate them?

At this stage, people are learning more about your services. What content do you provide to help them understand their problem and how do you solve it? This could include blog posts, videos, FAQs, or social media content.

**Example:** “I post weekly videos explaining the benefits of proactive tree trimming.”

Give your AI a clear view of how you’re building trust and informing your audience.

3. **Decision Stage:** What makes them choose you?

What sets you apart from the competition? Is it your pricing, service quality, turnaround time, or reputation? What messages help seal the deal?

**Example:** “We’re one of the only local tree services with 24-hour emergency response.”

Your AI can highlight your unique value when it knows what matters most to your customers.

## Set Specific Goals

Once you've mapped out your funnel, set measurable goals for each stage. Here are a few examples to get you started:

"Increase website sign-ups by 25 percent in the next quarter."

"Increase the number of email addresses I collect by 25 percent in the next quarter."

"Increase sales by 25 percent in the next quarter."

## Sales Funnel Goal Examples

Consider how each stage of awareness applies to the following business examples.

### Online Course (Personal Finance Coaching)

- **Awareness:** A young professional listens to a podcast episode where you are a guest speaker discussing "How to Save for Retirement in Your 30s."
- **Consideration:** They follow you on social media and subscribe to your email list to receive a free budgeting template.
- **Decision:** After getting an email with testimonials from past students and a limited-time discount, they enroll in your "Mastering Personal Finance" online course.

### Business to Business Consulting Services (Marketing Agency)

- **Awareness:** A small business owner watches a YouTube video you produced on "5 Digital Marketing Strategies for 2024."
- **Consideration:** They sign up for a free marketing audit on your website, providing basic information about their business needs.
- **Decision:** After receiving the audit results, they schedule a consultation call, during which your team presents a customized strategy. They then sign a contract for a three-month engagement.

## Final Tips

The more precise your details, the better AI can tailor the messaging and other marketing content you request. Here are a few things to keep in mind when using AI:

- You can share examples by providing existing messaging or competitor samples for context.
- Be sure to refine. Don't hesitate to adjust AI's output to align with your vision, mission, or other specifics. AI can be a powerful tool to simplify your marketing efforts, but you must provide the necessary information for it to perform effectively. Remember to always review the content you receive from AI. Sometimes, AI may not get it right. You'll recognize it when you see it. Keep making adjustments that better fit your business and its vision and mission.
- Remember that AI is merely a tool that can help you save time when creating content to engage with customers. You understand your customers better than AI does, so use your insights to refine its generated content. This will allow you to connect with more of your ideal customers and expand your business.
- Finally, stay connected to keep up with advancements in AI tools. For instance, set up Google Alerts to receive notifications about these developments. Additionally, you can check LinkedIn to find numerous content creators focused on AI tool advancements. Staying connected enables you to continuously learn how to leverage AI to market and grow your business.

## Other Marketing Resources to Help You

The [Master Your Marketing](#) workshop will teach you how to grow your business with a digital marketing plan. In this live marketing workshop, you'll learn the following:

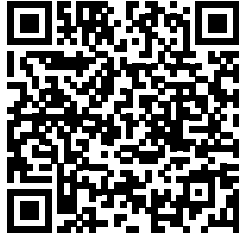
- How to talk about what you offer so that your ideal customers pay attention.
- Why your website isn't working—and how to fix it.
- How to establish yourself as the go-to expert in your industry.
- The secret to turning prospects into paying customers.



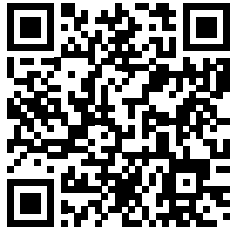
- The self-guided [Website Mini-Masterclass](#) teaches you how to make tangible changes to your website to boost your revenue.
- In the book [Five Social Media Mistakes Your Business Should Avoid](#), you'll learn about these mistakes that most businesses make that destroy engagement and sales. You'll learn actionable steps to give your social media a makeover and increase social engagement and sales.
- Sign up for the newsletter [Traction](#) to get easy-to-implement, actionable marketing tips delivered to your inbox.
- In the [Bricks-to-Clicks Marketing Podcast](#), you'll learn practical marketing tips to bring in more customers and revenue. In 15 minutes or less, episodes cover the top five social media mistakes, five principles for building a thriving community, the blueprint for social media success, and the one thing to do to grow your business, nonprofit, or personal brand.
- Bricks-to-Clicks also offers [One-on-One Coaching](#) to improve your marketing.

Visit [brickstoclicks.extension.msstate.edu](http://brickstoclicks.extension.msstate.edu) to access these resources, or email [james.barnes@msstate.edu](mailto:james.barnes@msstate.edu).

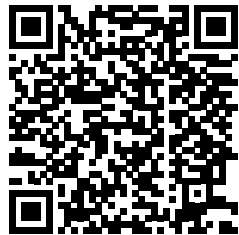
## Scan the QR Codes for Additional Information and Access



Master Your  
Marketing Workshop



Bricks-to-Clicks  
Marketing Program



5 Social Media  
Marketing Mistakes Book



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