



# **HOW TO CREATE A SOCIAL MEDIA CAMPAIGN IN 15 MINUTES**

**THIS GUIDE WILL WALK YOU THROUGH A STREAMLINED PROCESS TO CREATE A SOCIAL MEDIA CAMPAIGN, INCLUDING COPY CREATION, IMAGE GENERATION, AND AD DESIGN.**

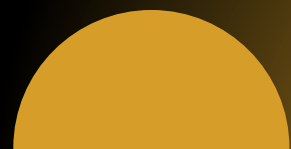
**WHILE NOT A COMPLETE SOLUTION, THIS WORKFLOW AIMS TO ENHANCE YOUR CURRENT PROCESS AND SPARK CREATIVITY.**

**CONTINUE READING TO LEARN HOW YOU CAN USE AI TO GENERATE A SOCIAL MEDIA CAMPAIGN...**

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**STOP #1:**

**COPY.AI**



## **STOP #1: COPY.AI**

- **ENTER THE PROMPT (FOUND ON THE NEXT PAGE) IN COPY.AI TO GENERATE CAMPAIGN COPY, INCLUDING CHARACTER LIMITS FOR SOCIAL MEDIA PLATFORMS.**
- **CHOOSE YOUR PREFERRED HEADLINE AND PUNCHLINE FROM THE GENERATED OPTIONS.**
- **SELECT THE MOST SUITABLE BODY COPY**
- **SAVE YOUR CHOSEN COPY IN A NOTES APP OR DOCUMENT FOR LATER USE.**



**I want you to create a headline, punchline, and body copy for a Meta ad for my brand. My brand is X and we offer [specify products] for [specify market]. This should be a [specify campaign e.g. Halloween/Christmas] campaign focused on our point of difference against other brands [specify offer]. The body copy should be an X-character paragraph. The strapline should be x characters and the punchline should be X characters. Give me 10 options for all three.**



**STOP #2:**

**CHATGPT**

## **STOP #2: CHATGPT**

- **OPEN CHATGPT AND REQUEST AN IMAGE PROMPT RELATED TO YOUR CAMPAIGN. ALTERNATIVELY, INPUT YOUR BODY COPY AND ASK CHATGPT TO CREATE AN IMAGE-GENERATION PROMPT BASED ON IT.**

### **USE THIS PROMPT:**



**I'm creating a social media campaign for [Halloween/Christmas/etc.] Write a Dall-E 3 prompt for an Instagram image of an X brand offering X product. The image should feature [specify elements of your ideal campaign image.]**



**STOP #3:**

**DALL-E 3**



## **STOP #3: DALL-E 3**

- **ACCESS DALL-E 3 AND ENTER THE PROMPT BELOW. MODIFY AS NEEDED.**
- **DOWNLOAD AND SAVE THE BEST-SUITED IMAGE FOR YOUR CAMPAIGN**

**SEE OTHER WAYS YOU CAN ACCESS DALL-E 3.**

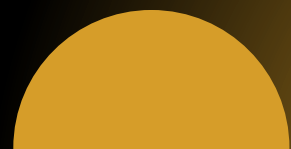


**I'm creating a social media campaign for [Halloween/Christmas/etc.] Write a Dall-E 3 prompt for an Instagram image of an X brand offering X product. The image should feature [specify elements of your ideal campaign image.]**



**STOP #4:**

**ADCREATIVE.AI**



## **STOP #3: ADCREATIVE.AI**

- **SIGN UP FOR A FREE TRIAL AND SET UP YOUR BRAND BY ADDING YOUR WEBSITE, BRAND NAME, LOGO, ETC.**
- **GENERATE A SOCIAL MEDIA CREATIVE TO BUILD YOUR CAMPAIGN.**
- **ADD YOUR IMAGE FROM BING IMAGE CREATOR.**
- **ENTER THE COPY GENERATED BY COPY.AI**
- **FINALIZE THE PROJECT BY NAMING IT, SELECTING "CREATE A POST," AND DOWNLOADING YOUR FAVORITE CREATIVES.**

**ONCE YOU'VE COMPLETED  
ALL THESE STEPS, YOU  
CAN START PUBLISHING  
YOUR CAMPAIGN ON YOUR  
PREFERRED ADS MANAGER  
AND GO LIVE.**

**MAKE SURE TO REFINE THE  
CAMPAIGN AND ADD YOUR  
EXPERT TOUCH TO ADD  
VALUE.**

**BUILD ON THIS AI-  
GENERATED CAMPAIGN,  
INSTEAD OF USING IT AS-IS,  
TO GET THE BEST  
POSSIBLE RESULTS.**



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