

WEBINAR • 8 APRIL 2026

AI in Marketing

Beyond Generic Content

How to use AI to create content that sounds like you — not everyone else



Heliocentrix
progress powered by technology

Why does AI content all sound the same?

BLOG POST

"In today's fast-paced digital landscape, leveraging AI-driven solutions to unlock synergies and drive transformative outcomes..."

SOCIAL POST

"Excited to share our latest insights on harnessing the power of AI to drive unprecedented results for your business..."

EMAIL SUBJECT

"Unlock the power of AI to supercharge your marketing and deliver transformative, synergy-driven growth today."

Every brand sounds identical — the problem isn't the tool, it's the input

01



Research

Find better angles
before you write

02



Tone of Voice

Make AI write in
your brand's voice

03



Multiple Voices

Company, MD,
blog & socials

04



Personas

Review content as
your ideal customer

SECTION

Research Before You Write

01

Use AI to find angles, questions, and content gaps — before writing a word.

Go deeper than a Google search

1

Topic Input

Give AI your subject, audience and purpose

2

Question Mining

What questions is your audience asking?

3

Angle Discovery

What gaps are competitors missing?

4

Content Brief

Structured brief ready to write from

PROMPT TIP: *"I'm writing a blog post about [topic] for [audience]. What questions are they most likely asking? What angles are competitors NOT covering?"*

SECTION

Tone of Voice Documents

02

The secret weapon that makes AI write in your voice — not everyone else's.

What goes in a Tone of Voice document?

Personality

Words that describe how your brand sounds: confident, friendly, expert, approachable

Values & Purpose

Why you exist and what you stand for — the beliefs that shape your words

Vocabulary

Words you love, words to avoid, how you use industry jargon

Do's & Don'ts

Specific examples: what to say vs. what to never say

Tone by Channel

How formal or casual you are on different platforms

AI Prompt Block

A summary you paste straight into any AI prompt to set the voice immediately

Let AI analyse your content to define your voice

1

Feed in samples

Paste 3–5 examples of your best existing content — blogs, emails, posts that feel most 'you'



2

Ask AI to analyse

"Analyse the tone, style and language patterns. What makes this content distinctive from generic writing?"



3

Build the document

"Now create a Tone of Voice guide I can use in future prompts to recreate this style consistently."

Tip: You don't need perfect examples — even a few good emails are enough to get started

One brand – three different voices

COMPANY

- Formal, authoritative
- Consistent across all teams
- Website, proposals, case studies
- Strategic and trust-building

"We help organisations align technology with their long-term business objectives."

MD / LEADERSHIP

- Personal and direct
- Thought leadership voice
- LinkedIn, speaking, press
- Opinion-driven and human

"Here's what I've learned from 17 years helping businesses get IT right."

BLOG & SOCIALS

- Conversational and helpful
- Accessible, jargon-free
- Blog posts, social media
- Practical and engaging

"3 signs your AI content is boring — and what to do about it."

SECTION

Personas as Content Reviewers

03

Before you hit publish — ask your AI persona what they think.

Review content through your audience's eyes

A persona gives AI the context to respond as your ideal customer — so you can stress-test content before it goes live.

"Does this headline make you want to read more?"

"What objections would you have to this offer?"

"Is there anything confusing or off-putting here?"

"Does this feel relevant to your situation?"

EXAMPLE PERSONA



Sarah Reynolds

Marketing Manager, B2B SaaS • 32

- Struggles to prove content ROI to leadership
- Overwhelmed by volume demands on her team
- Sceptical of AI hype, but genuinely curious
- Reads LinkedIn daily, ignores marketing emails

Let AI build your personas – then use them to review

WHAT YOU FEED IN

1

Your best customers

Job titles, industries, company sizes

2

Their pain points

What keeps them up at night

3

Their goals

What success looks like for them

4

How they consume content

Where they read, watch and listen



WHAT YOU GET

AI-Generated Persona

- ✓ Name, role and background
- ✓ 3–5 core challenges
- ✓ What success looks like
- ✓ How they make decisions
- ✓ Content habits & preferences
- ✓ Emotional triggers & objections

THEN: "Review this blog post as [Persona Name]. What would make you stop reading — and what would make you share it?"

Your AI Content Workflow

1

Research

AI-powered topic
& angle research

2

Draft

Write with your TOV
document in the prompt

3

Review

Persona feedback
before you publish

4

Publish

Sounds like you,
not everyone else

Same tool. Different results. Because the input is smarter.

Start this week

1

Research first

Before your next blog post, spend 10 minutes asking AI what questions your audience is actually asking — and which angles competitors are missing.

2

Build your TOV document

Paste 3 of your best-performing pieces into AI and ask it to identify your voice. Save the output as a reusable prompt block.

3

Create one persona

Ask AI to build a persona for your ideal customer. Use it to review your next piece of content before you hit publish.

Questions?

Thank you for joining today

John Speed • James Earl • Heliocentrix

Slides & resources available at heliocentrix.co.uk/training