

12 Common Marketing Mistakes + AI Prompts to Fix Them

Founders: If your marketers make these mistakes, you need to hire a senior marketer.

Marketers: If you make these mistakes, here are the AI prompts to fix them before your boss finds out.



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Junior vs. Senior Mindset

The difference isn't just years of experience. It's how they approach problems.

Juniors focus on **output** (doing things).

Seniors focus on **outcome** (results).

Here are 12 signs your team might lack senior experience.





1

Tactics Without Strategy

WHY

Execution without direction wastes resources and leads to scattered results.

DON'T

Run ads, post content, and send emails without knowing why.

DO

Define your goals, audience, and positioning before any campaign.



Fix it with AI

Use this prompt to build a foundational marketing strategy.

"Act as a CMO. My company [describes your company, e.g., 'sells a project management SaaS for small agencies']. Our primary goal is to [state your goal, e.g., 'increase qualified leads by 30% in the next quarter'].

Our target audience is [describe your ICP].

Based on this, develop a high-level marketing strategy. Include:

1. Core messaging and positioning.
2. Recommended marketing channels.
3. A 3-month roadmap of key initiatives."



A background network diagram consisting of numerous grey circular nodes connected by thin grey lines, forming a complex web. The nodes are distributed across the page, with a higher density on the right side. The overall aesthetic is clean and modern, with a light grey color palette.

2

Trying to Reach Everyone

WHY

When you market to everyone, your message becomes generic and forgettable.

DON'T

Cast a wide net hoping someone will bite.

DO

Segment your ICPs and craft targeted messages for each segment.



Fix it with AI

Use this prompt to define your Ideal Customer Profile (ICP).

"Act as a Market Research Analyst. I need to define the Ideal Customer Profile (ICP) for my product, [your product].

Based on our best current customers who [describe their positive outcomes], create 3-5 distinct ICP segments.

For each segment, detail:

1. Demographics (job title, industry, company size).
2. Psychographics (goals, motivations, challenges).
3. Watering holes (where they get information)."





3

Skipping the User Interviews

WHY

Assumptions are expensive. You'll solve problems nobody has.

DON'T

Guess what your customers want based on intuition alone.

DO

Talk to them, understand their actual pain points, and use their language to market to them.



Fix it with AI

Use this prompt to generate customer interview questions for marketing.

"Act as a Product Marketer. I need to prepare for customer interviews to align our marketing copy with our customers' actual experiences.

Generate 10-15 open-ended interview questions that help me uncover:

1. The specific problems they were trying to solve before finding us.
2. What alternative solutions (or competitors) they tried or considered.
3. The 'Aha!' moment or specific reason they decided to buy from us.
4. How they describe the value we provide in their own words."





4

Talking About Features, Not Benefits

WHY

Customers don't buy products. They buy solutions to their problems.

DON'T

List specifications and technical details in your messaging.

DO

Show how your product makes their life better, easier, or more profitable.



Fix it with AI

Use this prompt to turn features into benefits.

"Act as a Copywriter. Below is a list of our product features. For each feature, translate it into a clear customer benefit and then write a compelling marketing message.

My product is [product name and description]. My target audience is [ICP].

Features:

- [Feature 1: e.g., 'One-click integration with Google Analytics']
- [Feature 2: e.g., 'AI-powered anomaly detection']
- [Feature 3: e.g., 'Customizable PDF reports']"



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5

Obsessing Over Acquisition Only

WHY

Getting leads is just the beginning. A leaky funnel wastes your ad spend.

DON'T

Pour money into new leads while ignoring the rest of the journey.

DO

Optimize for activation, retention, referral, and revenue too.



Fix it with AI

Use this prompt to brainstorm ideas for the entire AARRR funnel.

"Act as a Growth Marketer. My company has focused heavily on Acquisition. I need ideas for the other stages of the AARRR (Pirate Metrics) funnel.

My product is [product name and description]. Our ICP is [ICP description].

Brainstorm 3-5 actionable ideas for each of the following stages:

- Activation: How can we get users to their 'aha!' moment faster?
- Retention: What can we do to keep users coming back?
- Referral: How can we encourage users to invite others?
- Revenue: What are some untapped revenue opportunities?"



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6

Ignoring Your Existing Customers

WHY

Your current customers are your most profitable growth engine. Acquiring a new one costs 5x more.

DON'T

Treat a sale as the "finish line" and only chase new leads.

DO

Focus on retention, upselling, and cross-selling to maximize Lifetime Value (LTV).



Fix it with AI

Use this prompt to build a Customer Expansion & Retention strategy.

"Act as a Customer Growth Expert. I want to maximize the Lifetime Value (LTV) of my customers for [business name and description].

Our customers are [ICP]. Currently, they [describe behavior, e.g., 'buy once and rarely return'].

Develop a strategy that covers:

1. Retention Beyond Discounts: 3 tactics to increase stickiness (e.g., replenishment cycles, milestone celebrations).
2. Upsell & Cross-sell: 2 logical upgrades and 2 complementary 'add-ons' to increase order value.
3. Tiered Advocacy: A 3-tier framework focused on status and access for our most loyal fans.
4. The Pitch: How to offer these so they feel like rewards, not 'sales pitches'?"





7

Focusing Only on Performance Ads

WHY

Paid ads stop working the moment you stop paying.

DON'T

Rely solely on paid channels for all your growth.

DO

Invest in branding and SEO to build assets that compound over time.



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Fix it with AI

Use this prompt to generate ideas for brand building and SEO.

"Act as a Content Strategist. My current marketing is too reliant on paid ads. I need to build long-term assets through brand building and SEO.

My company is [company name and description], and we target [ICP].

Brainstorm a content strategy that achieves this. Include:

1. 3-4 content pillars relevant to our audience's pain points.
2. 5-7 specific content ideas for each pillar (e.g., blog posts, guides, tools).
3. A distribution plan for getting this content seen."



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8

Chasing Virality Over Sustainability

WHY

Viral spikes (Turbo Boosts) are temporary and unpredictable. Real growth comes from a compounding 'Engine' (sustainable loops).

DON'T

Mistake one-off hits, PR spikes, or viral posts for a scalable growth strategy.

DO

Build your core Growth Engine (Content, Product, or Sales loops) and use virality only as a temporary 'Turbo Boost'.



Fix it with AI

Use this prompt to design your Racecar Growth Engine.

"Act as a Growth Strategist. Use the 'Racecar Growth Framework' to audit the growth strategy for [company name and product].

Identify and define the following components for our business:

1. **The Engine:** What is our primary sustainable, compounding loop (e.g., Content, Product-led, or Sales loop)?
2. **The Fuel:** What consistent inputs (e.g., ad spend, daily content) keep our engine running?
3. **Turbo Boosts:** What one-off events (e.g., viral PR, launches) can we use to accelerate, without relying on them for long-term growth?
4. **Lubricants:** Where can we reduce friction (e.g., CRO, onboarding) to make the engine run faster?"





9

Running Campaigns Without a Hypothesis

WHY

Without a hypothesis, you're just throwing money at the wall. You won't know what worked or why.

DON'T

Launch campaigns based on gut feeling and hope for the best.

DO

Start with a clear hypothesis and set up analytics. Every campaign is a learning.



Fix it with AI

Use this prompt to formulate a marketing campaign hypothesis.

"Act as a Data-Driven Marketer. I am planning a new campaign and need to formulate a clear hypothesis.

Campaign Idea: [Briefly describe the campaign, e.g., 'Run a 10% discount offer on LinkedIn ads for our new course'].

Based on the idea, structure a formal hypothesis using the 'If-Then-Because' framework. Fill this out:

- If we [Action],
- Then we expect [Measurable Outcome],
- Because [Underlying Assumption/Reasoning]."



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10

Copying Competitors

WHY

What works for them may not work for you. You'll blend in instead of stand out. Marketing is about standing out.

DON'T

Mimic competitor campaigns, messaging, or tactics blindly.

DO

Understand your unique value and communicate it authentically.



Fix it with AI

Use this prompt to find your unique value proposition.

"Act as a Brand Strategist. I need to differentiate my brand from competitors.

My product is [product name and description].

My top 3 competitors are [Competitor A, B, C]. My target audience is [ICP].

Analyze this and identify 3-5 potential unique value propositions (UVPs) for my brand. For each UVP, explain the angle (e.g., 'focus on superior customer service', 'the only solution for a specific niche', 'easiest to use')."



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11

Being Inconsistent

WHY

Sporadic activity kills momentum and confuses your audience.

DON'T

Post once a month, change your message constantly, or disappear for weeks.

DO

Show up regularly with a consistent voice and schedule.



Fix it with AI

Use this prompt to create a content calendar.

"Act as a Social Media Manager. I need to create a consistent posting schedule for my brand's LinkedIn page.

Our content pillars are [Pillar 1, Pillar 2, Pillar 3]. Our target audience is [ICP].

Generate a sample one-week content calendar in a table format. Include:

- Day of the week (Monday to Friday).
- Content Pillar/Theme for the day.
- A specific post idea for each day.
- A recommended call-to-action (CTA) for each post."



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12

Giving Up Too Soon

WHY

Marketing is a long game. Most campaigns need time to gain traction.

DON'T

Kill campaigns after a few weeks because results aren't instant.

DO

Commit to a strategy, iterate based on data, and stay patient.



Fix it with AI

Use this prompt to analyze a campaign and decide next steps.

"Act as a Marketing Analyst. I'm reviewing a campaign that seems to be underperforming and I'm not sure if I should kill it or keep going.

- Campaign Hypothesis: [Your original hypothesis].
- Campaign Duration so far: [e.g., '4 weeks'].
- Key Metrics: [e.g., 'CTR is 0.5%, Lead conversion rate is 1%'].
- Qualitative Feedback: [e.g., 'Received some comments asking for more details'].

Based on this, provide an analysis. Should I kill, continue, or iterate on this campaign? If iterating, suggest 2-3 specific changes to test."



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The Senior Difference

A senior marketer doesn't just "do marketing." They build engines for growth.

- > **Strategy first:** Goals before tactics
- > **Customer centric:** Data over assumptions
- > **Full funnel:** Lifetime value over quick leads
- > **Asset builder:** Brand equity over ad spend
- > **Scientific:** Hypotheses and experiments
- > **Resilient:** Patience and consistency



Let's Connect

Which of these red flags have you spotted in your team?

- > Follow for more marketing insights
- > Repost to help others
- > Save this for future reference

#Marketing #Strategy #GrowthMarketing #DigitalMarketing



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