



HOW TO USE AI TO IMPROVE YOUR SOCIAL MEDIA MARKETING

What We Will Cover

1. AI can analyse your insights and recommend ways to improve
2. Create an AI that will become an expert in marketing your business
3. Develop a strategy to increase your sales using each social network
4. Generate content ideas
5. Generate text for your content in your writing style
6. Ask it to analyse your videos and give you tips for improving engagement and sales
7. Attach a product image and ask it to generate text for a social media post

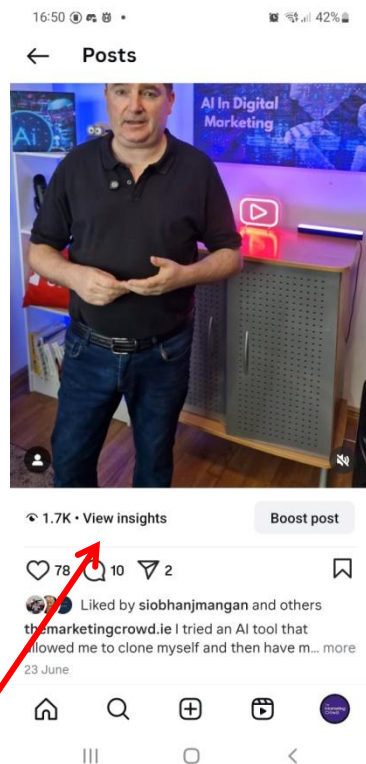
AI can analyse your insights and recommend ways to improve



You can show Gemini your phone screen that shows your Instagram or Facebook Insights and then have a conversation about them.

Ask Gemini questions about key metrics and then follow up questions.

AI can analyse your insights and recommend ways to improve



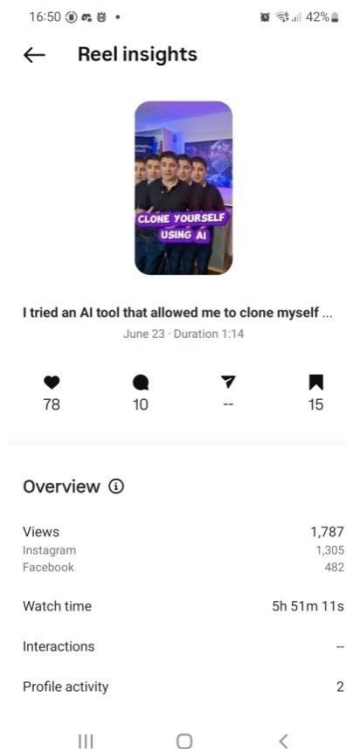
On your phone go to your Instagram Insights or Facebook Insights or Meta Insights or LinkedIn insights
In this instance I am on Instagram
Tap view insights

AI can analyse your insights and recommend ways to improve



To allow Gemini to see what is on your phone screen ...
Go to Google Gemini app
Then tap on enhanced audio icon
Then tap on the arrow

AI can analyse your insights and recommend ways to improve



You can now talk to Gemini and ask questions about what is on your screen
Go back to Instagram (or whatever insights you are looking at)

Ask – what do these stats indicate? Do you have any recommendations for me based on the stats?

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Create an AI that will become an expert in marketing your business



- Get a deep research on your business
- Also, conduct deep research into how your type of business uses that particular social network for marketing / to increase sales.
- Setup a project or a Gem for your social media marketing
- Attach the deep research reports to the Gem
- Setup custom instructions in the Gem asking it to act like a social media marketing expert for your type of business

Then use this Gem whenever you want to develop a strategy or ideas or content for that social network

Create an AI that will become an expert in marketing your business

ChatGPT 5 ▾

What are you researching?

Conduct deep research on the business Ivory Lane boutique whose website is here <https://ivorylane.ie/> . The business has boutiques in Galway and Limerick. Provide information on their stock, target audience, marketing . Also include in the research how the ladies boutique marketing in ireland id doing. What are the recent and future trends that this business will need to prepare for. |

+ 🔗 Research x 🌐 Sources ▾



The screenshot shows the Gemini AI interface in a browser window. The URL is gemini.google.com/app/6c83bc01992788da. The interface displays a research plan for Ivory Lane Boutique. The plan includes two main tasks: (1) Thoroughly analyze the Ivory Lane boutique website (ivorylane.ie) to identify their product categories (stock), pricing strategies, and visual branding to infer their target audience and initial marketing approach. (2) Investigate Ivory Lane's presence on social media platforms (e.g., Instagram, Facebook) to understand their active marketing campaigns, customer engagement, and the specific styles or collections they promote. Below the plan, there are options to 'Analyze Results', 'Create Report', and 'Ready in a few mins'. At the bottom, there are buttons for 'Edit plan' and 'Start research', along with a link to 'Try again without Deep Research'.

Use a prompt like this for deep research on your business. Adapt this to your business.

Conduct deep research on the business Ivory Lane Boutique whose website is here <https://ivorylane.ie/> . The business has boutiques in Galway and Limerick. Provide information on their stock, target audience, marketing . Also include in the research how the ladies' boutique market in Ireland is doing. What are the recent and future trends that this business will need to prepare for?

Create an AI that will become an expert in marketing your business

Gemini
2.5 Flash

Hello, The Marketing

Conduct deep research on how ladies boutiques in Ireland are using Facebook, Instagram and Tiktok for marketing. These boutiques can be a mixture of high street shops and online ecommerce. Describe what the social media marketing strategies are for each of those 3 social networks. Include examples of boutiques that are doing social media marketing well and explain why. Also, compare the Irish market with the UK market and identify if there are any social media marketing tactics in the UK that Irish boutique could benefit from knowing about. Finally, list in priority order the main ways boutiques can use these social platforms to increase their sales.

+ | Deep Research x

ChatGPT 5

What are you researching?

Conduct deep research on how ladies boutiques in Ireland are using Facebook, Instagram and Tiktok for marketing. These boutiques can be a mixture of high street shops and online ecommerce. Describe what the social media marketing strategies are for each of those 3 social networks. Include examples of boutiques that are doing social

+ | Research x | Sources

Use a prompt like this for deep research on your industry. Adapt this to your industry

Conduct deep research on how ladies boutiques in Ireland are using Facebook, Instagram and TikTok for marketing. These boutiques can be a mixture of high street shops and online ecommerce. Describe what the social media marketing strategies are for each of those 3 social networks. Include examples of boutiques that are doing social media marketing well and explain why. Also, compare the Irish market with the UK market and identify if there are any social media marketing tactics in the UK that and Irish boutique could benefit from knowing about. Finally, list in priority order the main ways boutiques can use these social platforms to increase their sales.

Create an AI that will become an expert in marketing your business

Gem manager

Pre-made by Google

Show more ↕

Experiment Experiment Experiment Experiment

Storybook
Create a customized picture book, for either children or adults, given a topic, an...

Chess champ
Play chess with a language model. Make your first move using chess coordinates to...

Brainstormer
Find inspiration easily. Fresh ideas for parties, gifts, businesses and more.

Career guide
Unlock your career potential. Get a detailed plan to refine your skills and achieve your...

Your Gems

+ New Gem

Website sales
Im glkmdflkmhg lkfdmhlkmlkfgmh lkgmlhglkj m lkg h jkmgllkj mlkmgllmjlghk mghln mhgllkmlkgh m nlkhgmn...

Driving School Altrincham
I am a female driving instructor. You are an expert in digital marketing for a driving school in the...

Web sales for my boutique
nj gnikdnqkinkifn jkfgnh fngn hfgnh knfg kifgn jbkngfbjknfg kifanbjkn kjbknbn kfanbkfan nbqnfq.nbkf...

Create a Gem in Gemini (Or a project using the Free version of Chat GPT)

1. On the left-hand menu click on explore gems
2. Then click on create Gem

Create an AI that will become an expert in marketing your business

Create a Gem in Gemini (or a project using the Free version of Chat GPT)

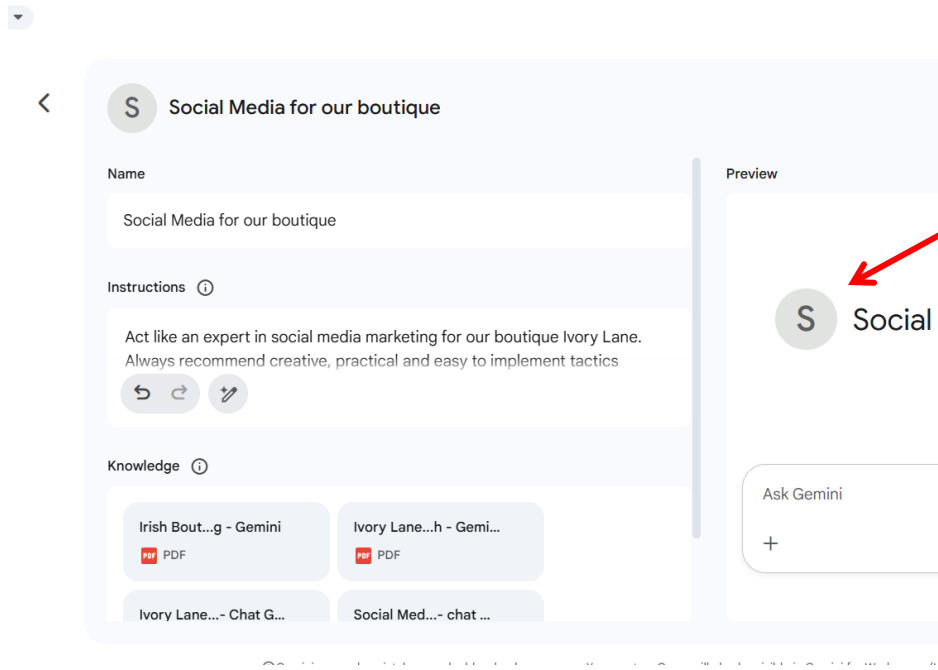
3. Give your Gem a name

4. Write custom instructions for this Gem e.g.

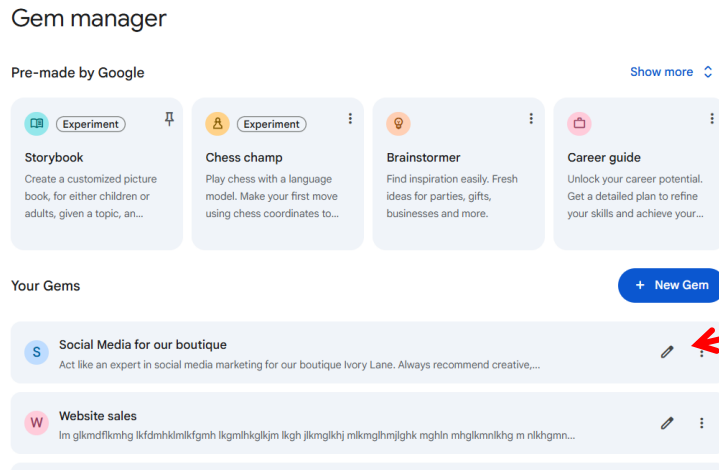
Act as a social media marketing expert for our boutique, Ivory Lane. Always provide creative, practical, and easy-to-implement tactics that fit a small business budget. Tailor every recommendation to increase sales, grow our audience and build engagement

5. Attach the deep research pdfs as files

6. Then click on Save



Create an AI that will become an expert in marketing your business



From now on, when you want to get the AI to help with your social media marketing DO NOT use the normal chat box in Gemini

Instead, always go to the left-hand menu

- Click explore Gems
- Then click on your Gem
- And then have your chat

All your social media related chats will then appear in this Gem

And the AI will always refer to the custom instructions, attached files and previous chats in the Gem before answering

S Social Media for our boutique



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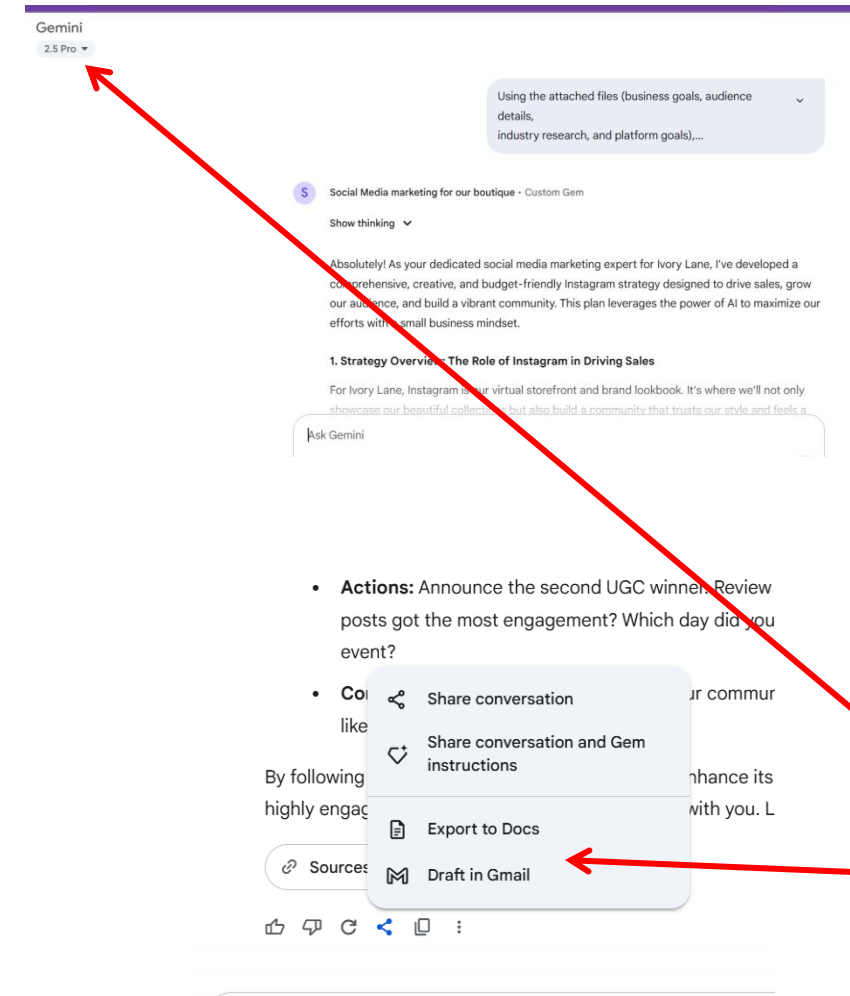
Develop a strategy and plan for each social network



In order to generate a strategy and plan for each platform you can use the Gem that you have already created

Ensure you create a new chat for each platform within the Gem – this will keep your chats more structured

Develop a strategy to increase your sales using each social network



1. Write a prompt asking for a strategy for a Social Network e.g. Instagram

Using the attached files, develop a complete [Instagram] marketing strategy for Ivory Lane.

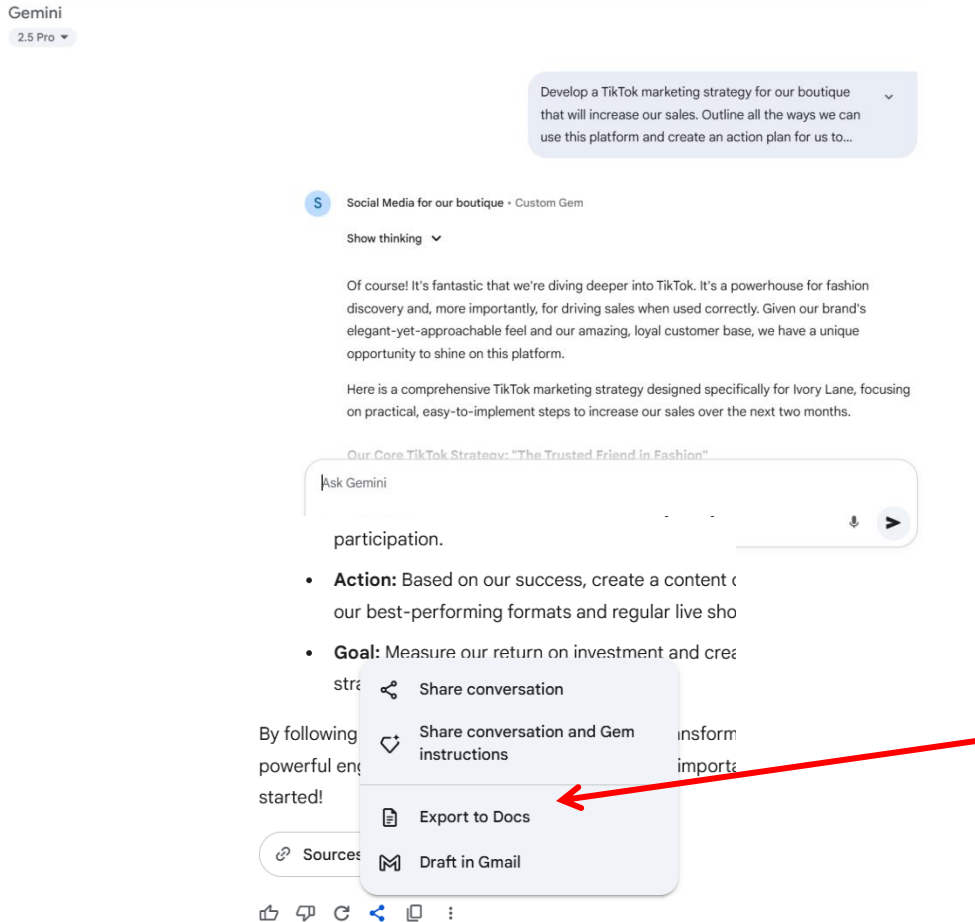
Please include:

1. Strategy Overview: The role of Instagram in driving our sales.
2. Content Plan: Best content formats (Reels, Stories, carousels, etc.) with examples relevant to a boutique.
3. Posting Frequency & Schedule: How often to post and best times.
4. Growth & Engagement: Specific tactics to grow followers and boost engagement (hashtags, collaborations, giveaways, influencer outreach, etc.).
5. Paid Ads: Practical ad campaigns we could run on a limited budget.
6. Action Plan: A step-by-step 2-month plan with weekly priorities.
7. Measurement: 3–5 KPIs 1. we should track and how often to review.

2. Change the model to the thinking model and you will get a much better answer

3. Then click Share and Export to Docs. Once it is a doc you can then download it as a pdf

Develop a strategy to increase your sales using each social network

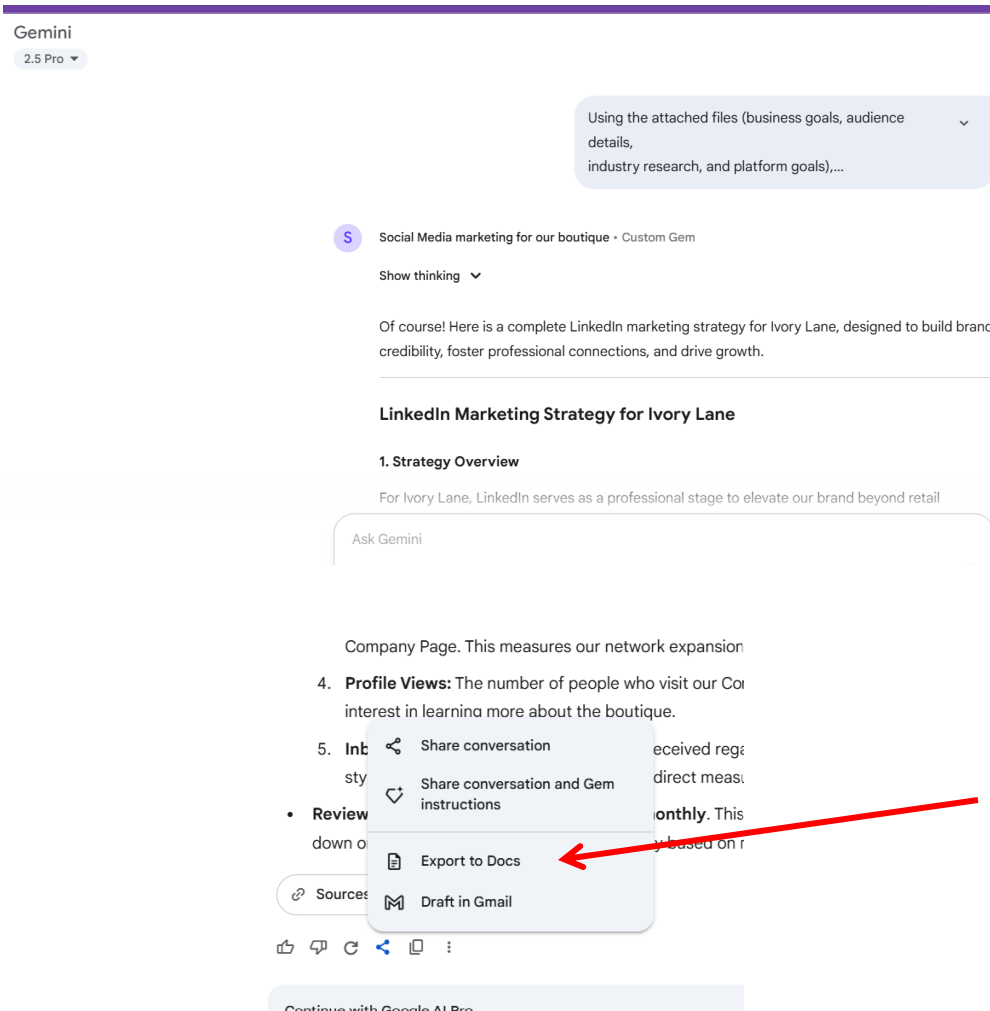


1. Write a prompt asking for a strategy for a different social network e.g. TikTok

NB: Create a different chat within the Gem for this social network. Don't add it to the Instagram chat

2. Change the model to the thinking model and you will get a much better answer
3. Then click Share and Export to Docs. Once it is a doc you can then download it as a pdf

Develop a strategy to increase your sales using each social network



1. Write a prompt asking for a strategy for a different social network e.g. LinkedIn

NB: Create a different chat within the Gem for this social network. Don't add it to the Instagram chat

2. Change the model to the thinking model and you will get a much better answer

3. Then click Share and Export to Docs. Once it is a doc you can then download it as a pdf

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Generate content ideas



In order to generate content ideas for each platform you can use the Gem that you have already created.

Ensure you create a new chat for each Platform within the Gem – this will keep your chats more structured.

Generate content ideas

Using the attached files generate 10 Instagram content ideas...

S Social Media marketing for our boutique • Custom Gem

As a social media marketing expert for Ivory Lane, I have analyzed the provided documents to create a comprehensive Instagram content strategy for your boutique. The following ideas are tailored to your brand's strengths, including your curated collection of "forever pieces," personalized customer service, and strong local presence in Galway and Limerick. They are designed to be practical, creative, and effective for a small business budget, driving both sales and community engagement.

1. Reels

Reels are crucial for reaching new audiences and leveraging trending audio. They're perfect for [quick, visually appealing content that showcases your products in motion.](#)

Ask Gemini

+ Tools

1. Write a prompt asking content ideas for Instagram

See the detailed prompt in the accompanying Word document

2. Change the model to the reasoning model 2.5 Pro and you will get a much better answer

Generate content ideas

Write a prompt asking for detailed advice on how to create any of the suggested content

See the detailed prompt in the accompanying Word document

Take idea New arrivals haul from the list you just gave me and expand on it. ...

Take idea [insert idea name] from the list you just gave me and expand on it.

Please explain:

1. The exact steps to create and publish this piece of content.
2. Tools or apps that could help (e.g. Canva, CapCut).
3. Example captions, hooks, or hashtags that would make it effective.
4. How to adapt the idea if we have a very small budget and limited time.
5. How to measure if this content works (what KPI to track).

S Social Media marketing for our boutique - Custom Gem

This is an excellent idea to expand on. The "New Arrivals Haul" Reel is a powerful, sales-focused piece of content that directly drives curiosity and foot traffic, both online and in-store. It perfectly captures the excitement of new stock without a high production cost.

Here is a detailed breakdown of how to create and maximize the effectiveness of this content.

1. Exact Steps to Create and Publish

Creating a high-impact "New Arrivals Haul" Reel is a simple, step-by-step process that can be done with a smartphone.

- Step 1: The "Before" Shot. Before you even open the boxes, take a quick shot of the new

Ask Gemini

+ Tools



Generate content ideas



Repeat this process for the other networks that you are active on e.g. Facebook, TikTok, LinkedIn

Ensure you create a new chat for each Platform within the Gem – this will keep your chats more structured

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Generate text for your content in your writing style



If you would like an AI to help you write text for your social media in your writing style:-

- Provide it with examples of your writing
- Get it to analyse and remember your writing style
- Ask it to write a draft of the social media caption in your style

However, I don't recommend you just copy and paste. If followers think you are using AI to write Posts why would they engage with it?

- Just use an AI for an initial draft to ensure you are covering things you might not have thought of
- Then you should rewrite it to make sure that it sounds like you (a real person) and has your humour, personality etc.
- You should also check that it passes an AI checker test

Generate text for your content in your writing style

Step 1: Create a document that has an AI description of your writing style

1. Go to Chat GPT or Gemini
2. Tell it you will provide examples of your writing style and then paste them in
3. Ask the AI to analyse and describe your writing style
4. Paste all of this into the Word document
5. Attach the Word document to the Gem

Generate text for your content in your writing style

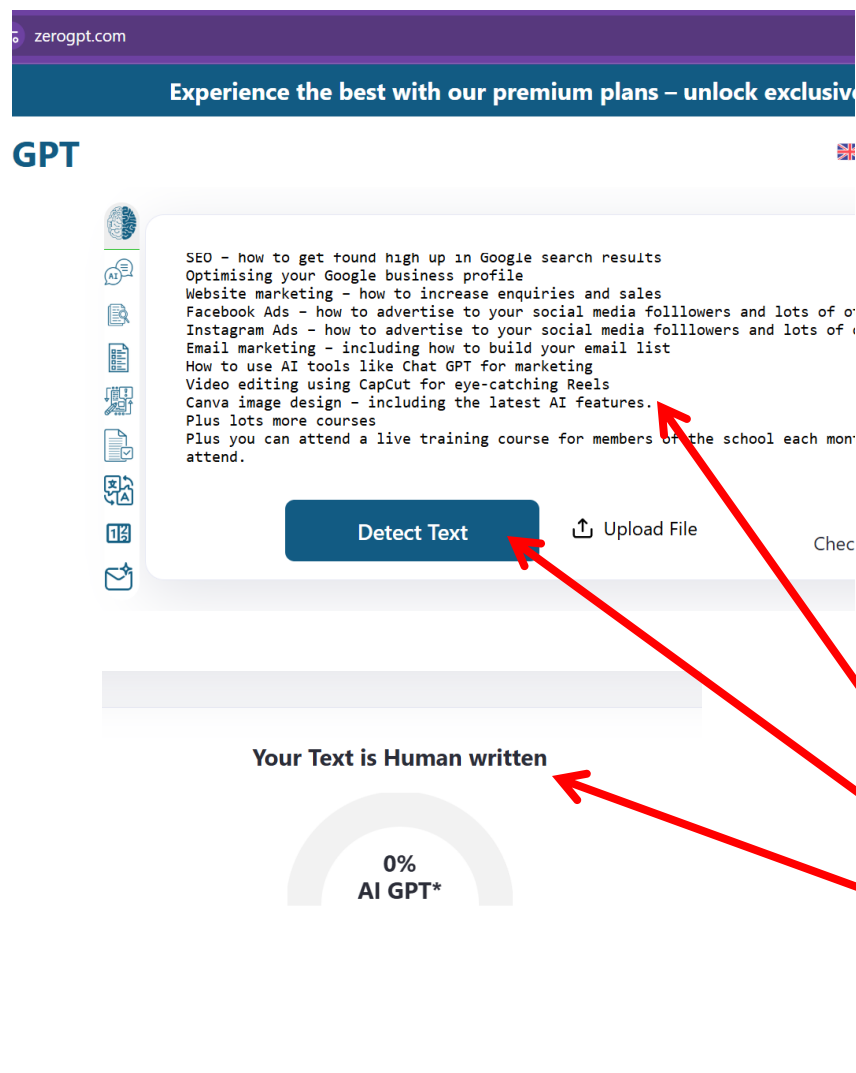
Step 2: Within the Gem ask it to write text in your writing style. Adapt this prompt:

Write the text for a social media post for [platform name].
The post is about [insert topic here].
The format is [choose one: Reel / Carousel / Story / Image Post / TikTok video / LinkedIn article / etc.].

Instructions:

1. Use the attached writing style document to write in our brand's voice.
2. Suggest 2–3 alternative captions, so I can choose the one I like best.
3. Include a strong hook at the start to grab attention.
4. Add a clear call-to-action at the end that encourages engagement or sales (adapted to the platform).
5. Suggest 5–10 hashtags relevant to this topic and platform.
6. Keep it practical, authentic, and achievable for a small business on a budget.

Generate text for your content in your writing style



Step 3: Rewrite this in your own words to ensure that it has your personality and style

Step 4: Check whether an AI checker tool would see your caption as being written by an AI or a person

You can use this free tool <https://www.zerogpt.com/>

Paste your text into the box
Click detect text

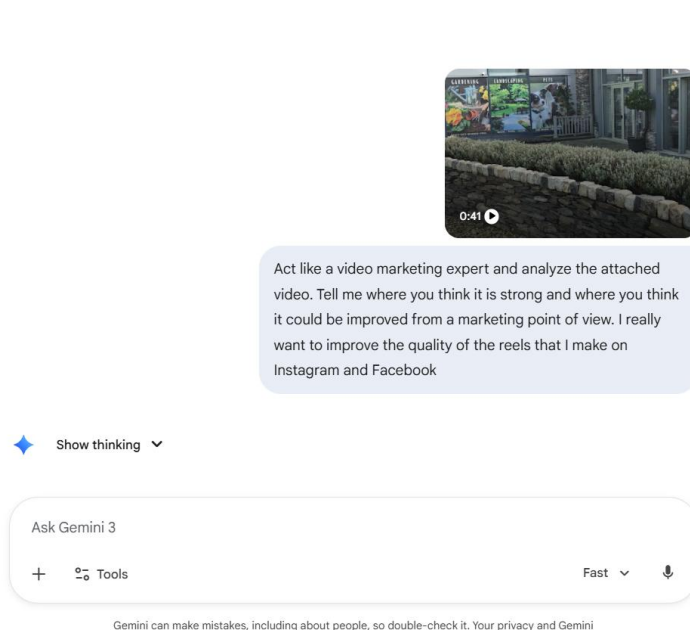
If it says it is mainly written by AI I recommend you rewrite it even more until it says it is mainly written by a human

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Video attachment – ask it to analyse your Reel / marketing video and give you advice on how to improve it

Gemini



The screenshot shows the Gemini AI interface. At the top left, the word "Gemini" is displayed. In the center, a video thumbnail is shown with a play button and a duration of 0:41. Below the video, a text box contains the prompt: "Act like a video marketing expert and analyze the attached video. Tell me where you think it is strong and where you think it could be improved from a marketing point of view. I really want to improve the quality of the reels that I make on Instagram and Facebook". Below the prompt, there is a "Show thinking" dropdown menu. At the bottom, there is a search bar with the text "Ask Gemini 3" and a "Tools" button. A small disclaimer at the bottom reads: "Gemini can make mistakes, including about people, so double-check it. Your privacy and Gemini".

PLL

Click the + icon next to the prompt

Select file

Attach your video

Write your prompt e.g.

Act like a video marketing expert and analyse the attached video. Tell me where you think it is strong and where you think it could be improved from a marketing point of view. I really want to improve the quality of the reels that I make on Instagram and Facebook

Max video length 5 mins
Max video file size – 2 gig

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Image attachment – ask it to write draft text for the web page for your products

Gemini



We are selling the attached dress it has just come into stock act like an Instagram marketing expert and write the caption that we can use in an Instagram post to promote this dress.

Ask Gemini 3

+ Tools

Fast ▾



Gemini can make mistakes, including about people, so double-check it. Your privacy and Gemini



Click the + icon next to the prompt

Select Image

Attach your image

Write your prompt e.g.

“write the text for the web page for this new jacket in stock”