

THE COMPANION GUIDE TO THE VIDEO

THE AI-POWERED DIGITAL MARKETING WORKFLOW

*How to Master ChatGPT & Claude AI
to Scale Your Marketing Results 10x*

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Welcome & The AI Revolution

If you watched the video and you are still deciding between ChatGPT and Claude AI, I want to stop you right there: the question was never “which one.” It was always “which one, for what.”

Most marketers pick one AI tool, learn its quirks, and stop looking. That is a comfortable habit, but it quietly caps how good your output can be. Every AI model has a personality shaped by how it was trained, and that personality shows up in the work. Lean on a single tool for everything and you get work that is good at one thing and merely adequate at everything else: strategy decks that read like poetry, or Reel scripts that sound like a spreadsheet. Neither gets you hired, promoted, or hits the sales target.

The marketers pulling ahead in 2026 are not the ones with the fanciest single prompt. They are the ones running a workflow: one AI for the thinking, a second AI for the voice. It sounds simple because it is simple. The skill is not secret access to a better model. It is knowing exactly where to hand off the work, and having a script for both halves ready before you sit down to create.

Why Two Tools Beat One

ChatGPT and Claude AI were built with different strengths baked in. ChatGPT is exceptional at structured reasoning: it can hold a funnel, a data set, or a competitive matrix in its head and organize it cleanly. Claude AI is exceptional at voice: it writes the way a thoughtful human talks, with rhythm, restraint, and a real narrative arc. Neither weakness is fatal on its own, but stacking both strengths in one workflow is how you produce marketing that is both strategically sound and genuinely enjoyable to read or watch. That combination is what this guide hands you next: the exact division of labor, six ready-to-use prompts, and the handoff process that ties them together.

THE CORE IDEA

One AI builds the skeleton. The other AI gives it a soul. Master that handoff and every piece of content you make gets sharper strategy and a more human voice, at the same time.

ChatGPT vs. Claude AI

This is the exact split covered in the video, broken down into a practical reference you can check before every task. Treat it less like a rulebook and more like a routing decision: ask what the deliverable needs most, structure or voice, and send the task there first.

Use ChatGPT for: Analytical Brainstorming, Funnels, Strategy & Technical SEO Data

ChatGPT is your strategist. It is strongest when a task rewards structured frameworks, data synthesis, and breadth of options generated quickly. Use it to brainstorm angles before you commit to one, to map a funnel from awareness to conversion, to build keyword clusters and content pillars, and to reason through budget splits or campaign structure across ad platforms.

Best for: audience research, funnel architecture, SEO keyword clustering, technical content briefs, ad account structuring, and rapid-fire strategic brainstorming.

Use Claude AI for: High-Converting Copywriting, Storytelling & Human-Like Scripts

Claude AI is your copywriter. It tends to produce language with natural pacing and a believable human voice rather than a checklist dressed up as prose. This makes it the stronger choice the moment your deliverable will be heard or felt: a Reel script that needs to sound spoken rather than read, a caption that needs to feel like a real story, or an email that needs to build trust one paragraph at a time.

Best for: Reel and video scripts, Instagram captions, brand storytelling, email and newsletter copy, and any deliverable where tone consistency decides whether the audience keeps engaging.

Workflow Stage	Tool	What It Delivers
Audience & competitor research	ChatGPT	Structured persona and market data
SEO clustering & content pillars	ChatGPT	Organized keyword-to-content map
Paid ad hooks & angles	ChatGPT	High-volume strategic ideation
Reel / video scripts	Claude AI	Natural spoken rhythm and pacing
Captions & brand storytelling	Claude AI	Human, restrained emotional tone
Email / newsletter copy	Claude AI	Trust-building voice across paragraphs

The Ultimate ChatGPT Prompt Library

Three copy-paste prompts for the strategy and data side of your workflow. Replace anything in [brackets] with your own details.

1. Target Audience Persona & Market Research Spy Prompt

CHATGPT PROMPT

Audience Persona & Market Research Spy

“Act as a senior market research analyst for the digital marketing industry. I am building a campaign for [BRAND/PRODUCT] in the [INDUSTRY/NICHE] space, targeting [TARGET AUDIENCE DESCRIPTION]. Key competitors in this space include [COMPETITOR 1], [COMPETITOR 2], and [COMPETITOR 3].

Build a complete audience and competitor brief covering: (1) a detailed persona with demographics, daily frustrations, and the specific objection that stops them from buying, (2) each competitor's core positioning and the one promise their marketing repeats most, (3) the content formats and tone each competitor relies on, and (4) one clear gap in the market none of them are addressing.

Present the output as a structured brief with clear headers I can hand directly to a copywriter, ending with a short 'biggest opportunity' summary for [BRAND/PRODUCT].”

2. Complete SEO Keyword Clustering & Content Pillar Strategy Prompt

CHATGPT PROMPT

SEO Keyword Clustering & Content Pillars

“Act as a technical SEO strategist. My website/blog covers [TOPIC/NICHE], my primary business goal is [GOAL, e.g. leads, sales, newsletter signups], and my current domain authority is [LOW/MEDIUM/HIGH]. My main seed keyword is [SEED KEYWORD].

Build a full content pillar strategy: group 25–30 related keywords into 5–6 topic clusters, each anchored by one pillar keyword and 4–5 supporting long-tail keywords. For every cluster, specify the search intent (informational, commercial, or transactional), the best content format (blog, landing page, comparison page, or video), and an internal linking plan connecting supporting pages back to the pillar.

Close with a prioritized 30-day publishing calendar ordering clusters by ease-of-ranking versus business impact, formatted as a clear table.”

3. High-Converting Paid Ads (Meta/Snapchat/TikTok) Hooks & Angles Generator

Paid Ads Hooks & Angles Generator

"Act as a direct-response paid media copywriter for Meta, Snapchat, and TikTok. I am promoting [PRODUCT/SERVICE] to [TARGET AUDIENCE], leading with the core benefit [MAIN BENEFIT]. The offer is [OFFER, e.g. 20% off, free trial, limited slots].

Generate 15 hooks split into 3 angles of 5 each: (1) Pattern-interrupt hooks opening with a contrarian or surprising statement, (2) Pain-point hooks naming the audience's specific frustration directly, and (3) Curiosity-gap hooks that withhold the payoff until the CTA. Keep every hook under 12 words so it works as an on-screen caption across all three platforms.

For each hook, add one line suggesting the ideal opening visual or video frame, and flag the single strongest hook for a first-round test budget."

The Ultimate Claude AI Prompt Library

Three copy-paste prompts tuned for Claude's natural, human-sounding writing style.

1. Viral 45-Second Instagram Reel Script Prompt

CLAUDE AI PROMPT

Viral Reel Script Generator

“Act as a scriptwriter specializing in short-form video for Instagram Reels. I am creating a 45-second Reel for [BRAND/PERSONAL BRAND] about [TOPIC], targeting [AUDIENCE]. The goal of this Reel is [GOAL, e.g. saves, shares, profile visits, sales].

Write a full script in four labeled sections: HOOK (first 3 seconds, must create curiosity or tension and sound spoken, not written), BODY (the core value delivered in 3 quick, conversational beats with no fluff), VISUAL CUES (a bracketed camera or b-roll direction under every line so I know exactly what to film), and CTA (one clear, low-friction call to action matched to the goal above). Add a note on the ideal on-screen text for the hook to maximize retention in the first 3 seconds.

Keep the spoken word count around 110–130 words total so it fits naturally in 45 seconds, and write it the way a confident person would actually talk.”

2. Story-Driven Conversational Instagram Caption Prompt

CLAUDE AI PROMPT

Story-Driven Caption Generator

“Act as a personal brand copywriter who writes in a warm, conversational, first-person voice. I want a caption for a post about [TOPIC/MOMENT], and the underlying message I want the audience to walk away with is [CORE LESSON OR INSIGHT].

Structure the caption as a mini-story: open with one specific, honest moment (not a generic statement) that pulls the reader in within the first line, build through 2–3 short paragraphs connecting that moment to the lesson, and close with a reflective line plus one question that invites comments.

Write at roughly a 7th-grade reading level, use line breaks generously for mobile readability, avoid corporate language and hashtag stuffing, and suggest 3–5 relevant hashtags separately at the very end.”

3. High-Click-Rate Email Marketing / Newsletter Campaign Copy Prompt

High-Click-Rate Newsletter Copy

“Act as an email marketing copywriter who writes newsletters that feel like a note from a knowledgeable friend, not a sales blast. I am writing to a list of [AUDIENCE DESCRIPTION] about [TOPIC/OFFER], and the single action I want the reader to take is [DESIRED ACTION].

Write a complete email with: a subject line under 45 characters that creates curiosity without sounding like clickbait, a preview text line, an opening paragraph that earns the next sentence (no throat-clearing), a middle section teaching or reframing one useful idea related to the topic, a natural transition into the offer or ask, and a closing P.S. that reinforces the CTA from a different angle.

Keep paragraphs short (2–3 sentences max), write in a warm and direct tone, and avoid generic phrases like 'we hope this finds you well' or 'exciting news.'”

How to Combine Both AIs

This is the exact handoff from the video, distilled into a five-step process. Use it every time you create content and you will never publish work that is only strategically sound or only well-written again — it will be both.

1

Start With ChatGPT to Build the Skeleton

Run your task through ChatGPT first: audience research, keyword clusters, or ad angles. This gives you the strategic bones, the data-backed reasoning that makes the content worth making in the first place.

2

Extract the Core Insight

From ChatGPT's output, pull out the single strongest insight, angle, or data point. Do not feed Claude AI the entire strategy document; feed it the one idea that deserves to become the message.

3

Feed That Insight Into Claude AI

Paste the core insight into one of the Claude AI prompts from the previous page. This is the moment the skeleton gets its soul: your strategic reasoning turns into a script, caption, or email that sounds genuinely human.

4

Cross-Check Voice Against Strategy

Read the Claude AI output back against the original ChatGPT insight. If the copy has drifted from the strategic point, tell Claude AI directly what the insight was and ask it to tighten the copy around that single idea.

5

Publish, Then Feed Results Back Into ChatGPT

Once the content is live, bring the performance data back to ChatGPT for the next round of analysis. This closes the loop: ChatGPT plans, Claude AI writes, results inform the next plan.

REMEMBER THIS

Neither tool alone will out-market a person who knows how to route the work between them. The edge isn't the AI. It's the workflow.

“The best marketers in this new era are not prompt engineers. They are workflow designers — they know exactly which mind to borrow for which part of the job.”

KEEP BUILDING

If this guide helped, the full breakdown is waiting in the video — follow along for more AI workflow teardowns on Instagram at [@bydigi_shamnas](#).

For more guides, resources, and tools, visit www.shamnasarakkal.com.