

# A No-Bullsh\*t Guide to AI and B2B Content

Real talk about making AI handle  
your marketing grunt work



Take a  
deep  
breath.  
Close  
that tab.

## It's happening again. Inbox anxiety – you have a racing heart and a tummy ache just looking at the message previews.

Your CEO is back on caffeine and has four new think piece “rough sketches” they want drafted for the blog and posted on LinkedIn. Immediately. Then there's 30 pages of technical jargon written by developers that need to be condensed into release notes, followed by a last-minute request to proof a new sales deck “just for tone, style, messaging and grammar.” Oh, and it's your birthday.

### Exhale.

We know your world revolves around results. But in between launching and tracking campaigns, approving content, swatting away at a million small requests and trying to keep the big ones on track – when do you get to do what you're really good at? The stuff that moves the needle? The efforts that actually realize an ROI? At the very least, it would be nice to walk your dog without thinking about SEO keyword updates.

Some help would be nice, but you've been in B2B marketing long enough to know “do more with less” is a mantra. You've also been around the block enough times to spot a passing industry fad. The Metaverse. Blockchain. Segway Scooters. But if you've already put AI into the “flash in the pan” category, listen up...

AI might just be the tool you've been looking for your whole career. One that can scale your efforts and augment your brain. Create better workflows. Accomplish the time-consuming, last-minute, headache-inducing tasks that delay launches and cancel birthday plans.

### Hear us out.

Look, we're not AI evangelists or tech prophets. We're B2B marketers figuring out solutions in real time just like you. But we've stopped treating AI like a T-9000 hellbent on destroying our creativity. We embraced it – and after some trial, error, occasional swearing and shedding preconceived notions, we know what actually works. AI isn't a terminator. Instead, it's been a common denominator allowing everyone to do better work, faster.

### AI workflows that really work.

In this guide, we're cutting through the noise and getting down to business. You'll discover practical ways to make AI your productivity sidekick – helping you scale campaigns, execute faster and do more with less. No fluff, no jargon – just actionable tips to help you lead your organization to smarter, stronger outcomes.

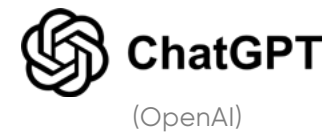
Because in the end, AI isn't stealing your job or the skills that got you hired in the first place. If you're using it right, it's going to improve both.

Let's turn the hype into help and put AI to work.



# Chat Roulette: What AI Model to Use?

While there are dozens of AI models out there, here's what you need to know about the ones marketers are actually using:



- Well rounded – good at writing, brainstorming and strategy
- Excels at creative tasks and explaining complex topics simply
- Strong at coding, data analysis, logic and technical tasks – great for marketers who sometimes double as IT
- Free version available, but can be slow during peak times



- The analytical powerhouse – exceptional at complex analysis and research
- A long memory – Understands and works with long documents, making them dynamic and searchable
- More nuanced responses than many other AIs
- Customizable styles are adept at matching brand tone and voice
- Free trial available, then subscription-based



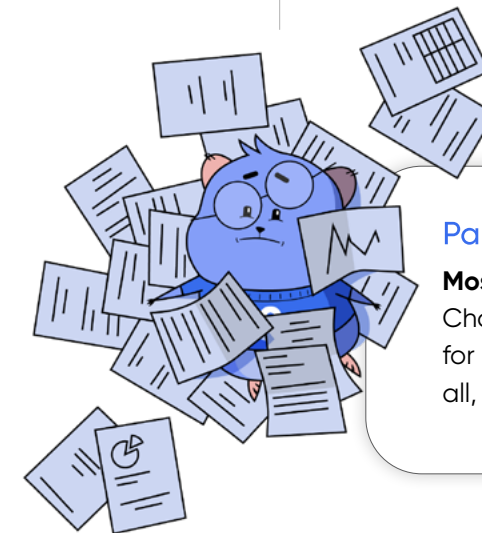
- Strong at real-time information and data analysis
- Excellent at math and coding tasks
- Good integration with Google workspace
- Free version available



- Built into (and best used inside) Microsoft Office suite
- Excellent for document formatting and PowerPoint creation
- Strong integration with Excel for data analysis
- Requires Microsoft 365 subscription



- Free Chinese LLM making waves in technical fields
- Particularly strong at coding and technical documentation
- Highly-functional free version available
- Less polished for general business use, and data privacy issues persist



## Parker's Pro Tip | Choosing a Tool

**Most of us stick to one main general tool** (usually ChatGPT or Claude) and occasionally bring in others for specific tasks. Don't feel pressure to master them all, but experiment as much as you can!



# Task Mastering: Assigning the Right Work to AI

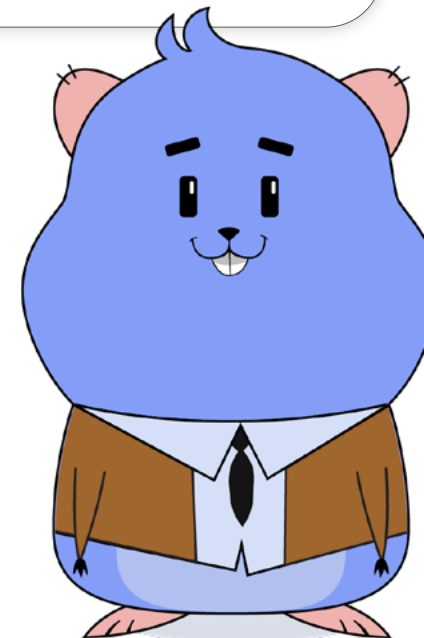
## Task Mastering: Assigning the Right Work to AI

If Reddit Singularity discussions and cringy LinkedIn takes have made AI a trigger word, try thinking of it as the Calculator app. The following processes are the modern editorial equivalent of long-division.

### Hold Up

#### Let's discuss a Golden Rule before going any further:

AI's first draft is never the final draft. Whether it's a social media post, a press release or anything else that sees the light of day, you or another breathing human being will always need to review, edit and ensure it's on brand.



The following tasks are things that AI is pretty darn good at, but by no means perfect.

- **Proper nouns are still tricky**  
Not just names, but product names, company departments and industry terms. AI might decide your "Azure Stack Implementation" is better as "azure stack implementation."
- **Context is everything**  
AI might miss industry-specific usage. Example: "Solutions" might be your banned word, except in that one product name where it's required.
- **Technical accuracy**  
Double-check anything involving numbers, specs or technical details. AI is great at finding them, terrible at verifying them.
- **Global/regional differences**  
Beyond just UK vs US English – terminology that's acceptable in one market might be problematic in another.

# Getting Started: Intro to Prompts

## Getting Started: Intro to Prompts

The beauty of AI is that, while it's powered by complex algorithms and binary code, it can understand and respond to plain, everyday language. But here's the catch: How you phrase your instructions (or "prompts") can dramatically affect the quality of what AI delivers. Think of it as giving directions – being clear and specific ensures you get where you want to go.

To get the best results, treat your prompts like a recipe:

- Start with clear, simple instructions.
- Specify exactly what you need and what to avoid.
- Add details about the tone, format or context you're aiming for.

AI is incredibly versatile, but it's not perfect – it thrives on structure and logic. As you get started, don't be afraid of a little trial and error. Adjust your prompts, see how the AI responds and refine as needed. Over time, you'll learn what works best for different tasks, whether it's summarizing reports, generating captions or reformatting data.

A basic, effective prompt formula:

- 1 Set the scene:  
Here's a [type of content] about [subject]
- 2 Name your pain:  
I need to [specific task]
- 3 Set boundaries:  
Don't touch [important elements]
- 4 Specify output:  
Show me results as [format]



### Parker's Pro Tip | Beware of Bias

AI learns from data, and sometimes that data is flawed. Always check for unintended bias, especially in sensitive language or global content.

**Better safe than sorry, right?**



# AI for Editorial Grunt Work: **Automate the Tedious, Focus on the Terrific**

In this section, we'll walk through practical ways to offload the grunt work to AI – from batch editing and document cleanup to style compliance and SEO tweaks. If most of the time you've spent thinking about AI is under a blanket at night in a cold sweat, this section is for you.

**This isn't smoke-and-mirrors – these are real, actionable uses that can make your workday more productive and less stressful.**



# The B2B Marketing AI Productivity Playbook

## Your editorial AI play-by-play

These task cards cover the most common (and time-consuming) B2B marketing workflows. Each card includes everything you need to start using AI effectively: rough estimates of time savings, materials you'll need to input, sample prompts and additional ways these techniques can be applied. Think of them as AI recipe cards – grab the one you need, follow the prompt template and customize based on your task.

### 1 Brand compliance check

Shrink the time it takes to proof big docs, decks and deliverables for brand and legal compliance.

#### What you need:

- Brand guidelines
- Product catalogs
- Trademark rules



#### Time saved

Hours of manual searching per document



#### Best for

Product documentation, large-format content (ex: eBooks, reports)



#### Always verify

Product names, trademarks

#### Example prompt:

"Please review the attached document labeled [document name] using the attached style guide and product catalogs:

1. Check all product names against the product catalog labeled: [catalog filename]
2. Flag any non-approved terms from the attached style guide labeled: [styleguide filename]
3. Verify trademark symbols are used correctly
4. Note any style guide violations"

#### More applications:

- Compare competitor messaging against brand pillars and guidelines
- Create a list of acceptable alternatives for off-limits terms
- Draft channel-specific messaging and product information from existing materials



# The B2B Marketing AI Productivity Playbook

## 2 Table creation and organization

Transform scattered data and text into clear, organized tables without the formatting headaches.

### What you need:

- Data to organize (even if it's in paragraph form)
- Clear idea of desired columns
- Any specific formatting requirements



### Time saved

30-45 minutes per document



### Best for

Comparison data, feature lists, pricing info, specifications



### Always verify

Number formatting, column alignment

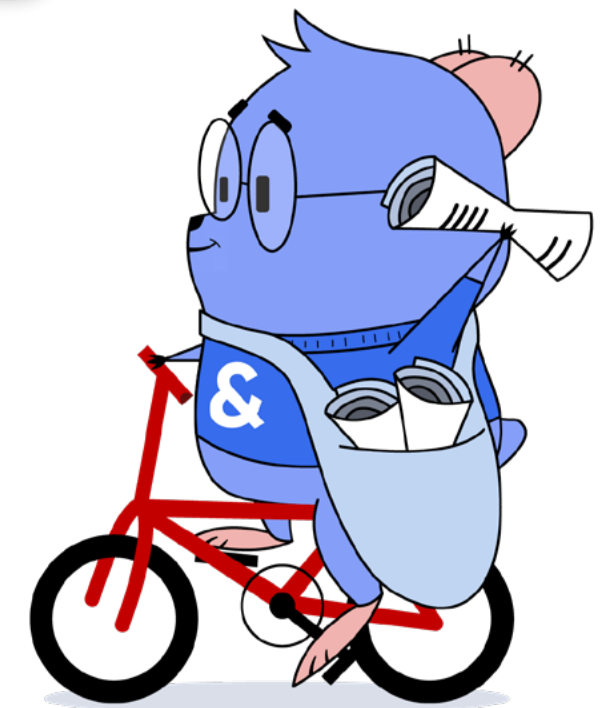
### Example prompt:

"Please convert this information into a properly formatted table:

1. Create columns for: [list your column names]
2. Organize the data from this text: [paste content]
3. Keep numbers formatted exactly as written
4. Maintain any specific product names or terms
5. Use consistent formatting throughout"

### More applications:

- Convert product comparison paragraphs into feature comparison tables
- Transform pricing information into structured pricing tables
- Create organized spec sheets from technical documentation





# The B2B Marketing AI Productivity Playbook

## 3 Smart format cleaning

One command to fix formatting chaos and make documents consistent – way beyond what Find & Replace can do.

### What you need:

- Document needing cleanup
- Style preferences
- List of terms to preserve exactly

### ⌚ Time saved

1-2 hours per document

### 📄 Best for

Messy copy/paste jobs, merged documents, legacy content

### ⚠️ Always verify

Brand terms, specialized formatting

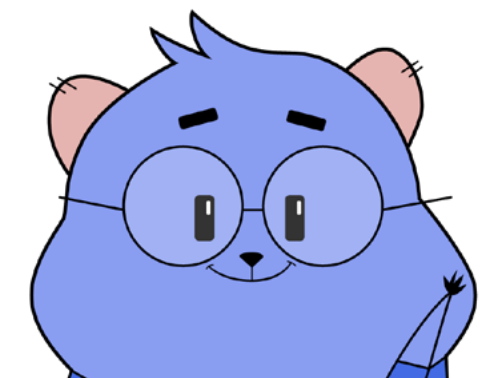
### Example prompt:

“Clean up the formatting in this document using these rules:

1. Standardize all headers to: [style preference]
2. Fix inconsistent spacing and line breaks
3. Preserve these exact terms: [list terms]
4. Maintain emphasis (bold/italic) on key terms
5. Standardize bullet points and numbering
6. Here’s the content: [paste text]”

### More applications:

- Convert multiple writing styles into one consistent voice
- Fix documents that combine content from multiple sources
- Standardize formatting across an entire content library with one prompt



# The B2B Marketing AI Productivity Playbook

4

## Technical review & translation

Bridge the gap between engineer-speak and customer-friendly content while maintaining accuracy.

### What you need:

- Original technical documentation
- Current product specs
- Target audience level (technical vs. general)
- Industry/competitor context



### Time saved

4-6 hours per technical document



### Best for

Release notes, technical whitepapers, product documentation



### Always verify

All technical specifications, version numbers, API references

### Example prompt:

"Review and adapt this technical content for [audience level]:

1. Use the attached current specs as source of truth
2. Keep these technical terms exact: [list terms]
3. Identify instances where technical detail can be simplified
4. Flag any specs that need engineering verification
5. Note where real-world examples could help explain concepts. Here's the content: [paste text]"

### More applications:

- Create multiple versions of technical content for different audience expertise levels
- Extract key technical differentiators for sales materials
- Develop technical FAQs from complex documentation



# The B2B Marketing AI Productivity Playbook

## 5 Global content reviewer

Navigate cultural nuances and regional requirements without the international consultant fees.

### What you need:

- Original content
- Target regions/markets
- Regional compliance requirements
- Local market guidelines
- Language/terminology preferences by region

### ⌚ Time saved

5-8 hours per document, especially if statistics and sources are involved

### 📄 Best for

Global campaigns, regional content adaptations, multi-market materials

### ⚠️ Always verify

Region-specific regulations, cultural references, local holidays/customs

### Example prompt:

“Review this content for global market appropriateness:

1. Check against these regional requirements: [paste requirements]
2. Flag content that may be sensitive in: [list target markets]
3. Identify idioms, cultural references, or examples that need localization
4. Note where regional versions might need different imagery/examples
5. Check date/time formats for each region. Here’s the content: [paste content]”

### More applications:

- Create market-specific versions of global campaign materials
- Build region-aware content templates
- Adapt case studies for different cultural contexts



# The B2B Marketing AI Productivity Playbook


## 6 Competitive intelligence miner

Turn competitor content into strategic insights without endless manual analysis.

### What you need:

- Competitor blog posts/content
- Their product pages
- Their case studies
- Press releases/news

 **Time saved**  
6-8 hours per competitor analysis

 **Best for**  
Sales battle cards, competitive matrices, market positioning

 **Always verify**  
Date of competitor content, market claims, feature comparisons

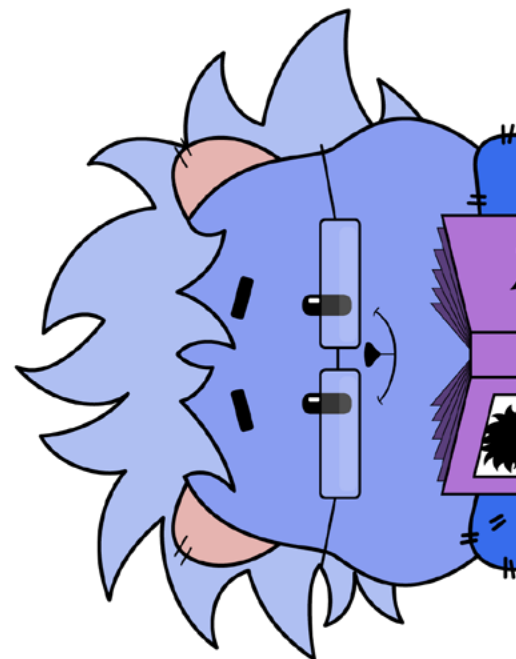
### Example prompt:

"Analyze this collection of competitor materials and:

1. Extract their key message themes and positioning
2. Identify their claimed differentiators
3. Map out their product features and pricing structure
4. Note any market segments they're targeting
5. Track changes in their messaging over time. Here's the content: [paste collected materials]"

### More applications:

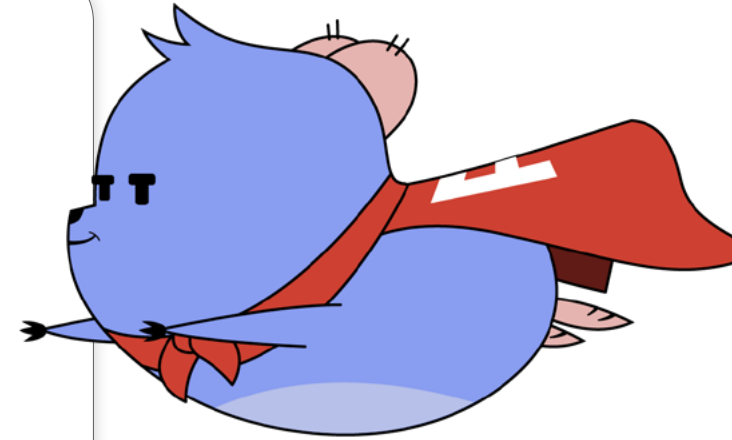
- Create quick competitive briefs from earnings calls
- Track competitor content strategies and topics
- Identify gaps in your own content compared to competitors



# Universal Best Practices

**Accuracy, specificity and better outputs on the first prompt all depend on the data and documents you give your AI up front. Set yourself and your team up for success by:**

- ✦ Having the most recent versions of all materials in a central location
- ✦ Maintaining a library of approved work to serve as examples
- ✦ Building a prompt template library
- ✦ Establishing and adhering to a standard review process



## **Success Metrics to Track:**

- ✦ Error reduction rates
- ✦ Time saved
- ✦ Consistency improvements
- ✦ Review cycle reduction



## **Parker's Pro Tip | Save Time with Templates**

If you're using AI for recurring tasks, save your best prompts as templates! No sense spinning on your hamster wheel when you don't have to.

# Panic Prompts in a Pinch

Here are some sample scenarios on how AI can come up clutch under pressure. Remember: AI's output is going to be as good as your input. Choose your words carefully and take careful note of how different language/prompt commands can affect the output:



## Document cleanup:

"This is a technical white paper about cloud security. Find all instances where we use passive voice in product descriptions. Preserve technical terms and product names exactly as written. Show me each instance with surrounding context and a suggested active voice revision."

## Brand language update:

"Review this content for outdated messaging. Reference these brand terms [list]. Flag any terms that don't match current guidelines. Ignore technical specifications and client names. Create a table showing location, current text and recommended updates."



## Multi-task magic:

"Check this blog post for: banned words from our style guide [attach style guide], sentences over 25 words, undefined acronyms and inconsistent product names. Create separate lists for each issue. Include page numbers and surrounding context."



## Parker's Pro Tip | AI Needs a Hand

AI doesn't understand nuance or context. If your prompt is confusing, it's going to flub the response. Keep it simple, spell things out and give examples when possible.



# Cut the Bullsh\*t: Your AI Next Steps

## Turn AI Tools into Strategy

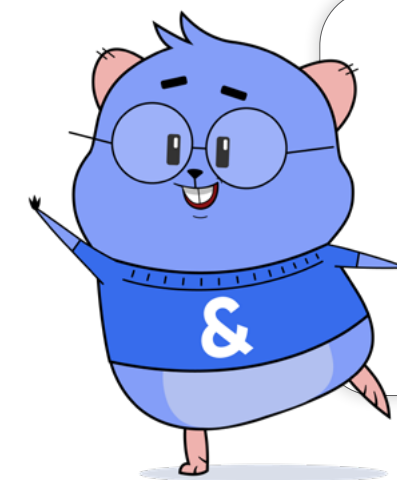
Getting into a flow with the tasks and prompts above can accelerate productivity and turn the relief valve on frustration. It's not hard and fast, but it's our rule of thumb that AI saves us about 30% on any given task when we decide to use it. Experimenting with and refining these tools and workflows are your entry point into a much bigger conversation about how AI fits into your marketing operations.

**We know because we've been there. We've had success with the basics we've shared here, and found ourselves tackling bigger questions with the time we collectively saved:**

- How do we get the skeptics at the organization to buy in?
- What are the right policies for AI usage, privacy and data handling?
- How do we train teams to use AI consistently and safely?
- Which tools deserve budget, and how do we measure ROI?
- Where do we need specialized AI expertise on our team?

The good news? The time you invest in getting these basics right pays off. At Park & Battery, AI has transformed how we work – from faster content production to smarter competitive analysis to more innovative campaign development. But more importantly, it's helped us deliver better results for our clients.

That's why we're sharing what we've learned. These tools and workflows aren't theoretical – they're battle-tested in real B2B marketing trenches. We've refined them through trial, error and occasional bursts of inspiration. We've built the processes, written the policies, and yes, occasionally learned things the hard way so you don't have to.



**Ready to take your AI capabilities beyond the basics?**

Let's talk about bringing real AI transformation to your marketing organization.

**Drop us a line at [letschat@parkandbattery.com](mailto:letschat@parkandbattery.com) – we speak both human and machine.**

