AI for Office & Productivity

Jasper • Canva • ChatGPT • Microsoft Copilot • DeepSeek

Create better marketing content.
Design faster. Build practical AI workflows.

CLASS SESSION • 9:00 AM–1:00 PM

Learning outcomes for Day 09

Focus on useful outputs: a campaign plan, reusable copy, and a polished visual design.

Marketing automation

Brainstorm campaigns, adapt messages by channel, and design repeatable content workflows.

Jasper productivity

Use structured briefs and brand guidance to create consistent marketing drafts faster.

Canva productivity

Create presentations, posters, flyers, and social assets with supported AI features.

Business strategy

Connect audience needs, goals, channels, measurement, and human review.

SUCCESS LOOKS LIKE

A clear campaign brief, draft marketing messages, and one reviewed Canva design.

AI for sales & marketing automation

AI supports repetitive content tasks; it does not replace customer insight, consent, or strategy.

Attract

Content ideas, blog outlines, ad variations, social captions, and lead magnets.

Engage

Email variants, follow-up messages, FAQs, and sales enablement content.

Improve

Summarize results, compare variants, categorize feedback, and propose experiments.

TYPICAL WORKFLOW

Brief → draft → human review → schedule in approved tools → measure results → improve.

Automation means reducing repetitive steps—not sending unreviewed messages or using customer data without permission.

Map AI tasks to the customer journey

Choose the output based on the audience’s needs and stage of the journey.

AWARENESS	Helpful posts, short videos, explainers, posters
CONSIDERATION	Comparison guides, FAQs, demos, case-study outlines
CONVERSION	Product descriptions, offer explanations, landing-page drafts
RETENTION	Onboarding emails, tips, feedback requests, support FAQs

MEASURE
Reach, engagement, qualified leads, conversion, retention, and customer feedback.

Build a campaign brief before prompting AI

A clear brief improves relevance and reduces generic or inaccurate marketing copy.

Audience

Who is this for? What do they need, value, or worry about?

Offer & proof

What is offered? Which benefits are supported by evidence?

Channel & action

Where will it appear? What tone, format, and CTA are required?

BRIEF TEMPLATE

Business goal • Target audience • Customer problem • Verified facts • Key message • Channel • Tone • CTA • Success metric • Reviewer

Never ask AI to invent testimonials, statistics, discounts, product specifications, or performance guarantees.

Prompting for marketing content

Specify audience, message, format, brand voice, evidence, and review rules.

SAMPLE PROMPT

Act as a marketing copy assistant.
Goal: promote [product/service] to [audience].
Verified facts: [paste approved facts].
Channel: [email / social post / flyer].
Voice: [friendly / expert / concise].
Include a headline, key benefit, and CTA.
Do not invent claims; flag missing information.
Return 3 options and explain differences.

1. Explore

Ask for several ideas and angles.

2. Refine

Select a direction and tune the tone.

3. Verify

Check facts, clarity, CTA, and fit.

TIP

Request a specific revision instead of restarting the entire prompt.

Using Jasper for increasing productivity

Jasper is a marketing-focused AI platform; features depend on the current plan.

Prepare brand guidance

Approved voice, audience, product facts, prohibited claims, and examples.

Create content drafts

Draft campaign copy, email variants, product descriptions, and social content.

Review & reuse

Edit drafts, check claims, adapt by channel, and reuse approved patterns where supported.

PRACTICE PROMPT

“Create three versions of a product launch email for [audience]. Use only these verified features: [facts]. Keep each under 120 words.”

Provide current product facts and brand rules; do not assume the AI already knows them.

Create one message, adapt it for many channels

Save time while keeping core facts consistent and adapting format for each channel.

SOCIAL POST

Hook + benefit + CTA

EMAIL

Subject + context + next step

CORE MESSAGE + VERIFIED FACTS

POSTER / FLYER

Headline + key info + visual

PRESENTATION

Problem + evidence + solution

CHECK CONSISTENCY

Same facts, adjusted length and tone.

Using Canva for increasing productivity

Canva combines visual design tools and, where available, AI-assisted features.

Start with a goal

Define audience, message, platform, size, required text, and brand style.

Use a template

Choose a presentation, poster, flyer, or social layout with clear hierarchy.

Refine & export

Check text, alignment, contrast, image rights, readability, and format.

AI-ASSISTED DESIGN

Use available AI tools for first-draft text, layout ideas, image creation/editing, or resizing where supported.

Features and usage limits vary by plan and region. Review generated visuals and confirm you have rights to assets.

Design better presentations, posters & flyers

Good design makes the message easy to understand at a glance.

Hierarchy

One clear headline, supporting message, key details, and one primary CTA.

Contrast & spacing

Readable text, sufficient contrast, consistent alignment, and whitespace.

Consistency

Limit fonts and colors; align visuals with brand and audience; avoid clutter.

BEFORE EXPORT

Check spelling, dates, contact details, image crops, accessibility, print margins, and platform dimensions.

A beautiful design is not successful if its offer, date, price, or call-to-action is wrong.

ChatGPT, Copilot & DeepSeek: how to choose

Choose approved tools and check the actual capabilities available in your account.

ChatGPT	Ideation, drafting, rewriting, summarization, and supported analysis.
Microsoft Copilot	Useful for supported Microsoft workflows; integration depends on product and license.
DeepSeek	General-purpose assistant/model options; features and data terms depend on service.
Jasper	Marketing-focused content and brand/workflow capabilities, depending on plan.
Canva	Visual design and content creation, with AI features where supported.

COMPARE

Task fit • privacy • organizational approval • cost • integrations • review needs

Hands-on: design a social media post in Canva

Use a fictional business and non-sensitive information.

Step 1 — Brief

Business: local bakery
Goal: promote a weekend special
Audience: nearby families and students
Fictional offer: 10% off selected pastries Saturday.

Step 2 — Create

Ask AI for 3 headline options.
Choose a Canva template.
Add headline, benefit, offer terms, date, and CTA.

Step 3 — Review

Check offer terms, spelling, image rights, mobile readability, and export format.

DELIVERABLE
One social post design, three headline alternatives, and a review checklist.

The bakery and promotion are fictional training examples.

Hands-on: build an AI strategy for a business

Start with a business problem and measurable outcome, then choose tools and safeguards.

1. Identify a problem

Example: staff spend too much time creating weekly promotional content.

2. Design a workflow

Brief → AI drafts → review → Canva design → approval → publish → measure.

3. Define success

Measure time per asset, rework, engagement, leads, and conversions where relevant.

SMALL PILOT PLAN

Run a two-week pilot on one low-risk campaign. Record baseline time, review each output, compare results, and decide whether to continue.

Do not automate high-risk customer communication or spending without approval, testing, and monitoring.

A repeatable AI-assisted marketing workflow

Assign responsibility at each step so AI outputs do not bypass quality checks.

1 • BRIEF
Goal, audience, approved facts

2 • GENERATE
Draft options using a clear prompt

3 • VERIFY
Claims, dates, price, policy

4 • DESIGN
Layout, visuals, accessibility

5 • APPROVE
Named human owner signs off

6 • LEARN
Measure outcomes and capture lessons

APPROVAL GATE
Do not publish AI-generated material until a responsible person checks facts, brand fit, legal requirements, and permissions.

Responsible marketing: trust, privacy & rights

Marketing content must be truthful, permission-aware, and appropriate for its audience.

Truthful claims

Substantiate benefits, pricing, discounts, statistics, testimonials, and comparisons.

Privacy & consent

Use approved data sources. Do not upload customer lists or private messages to unapproved tools.

Copyright & fairness

Check rights to photos, fonts, logos, music, and assets. Avoid misleading or discriminatory content.

PRE-PUBLICATION CHECKLIST

Facts checked • rights confirmed • audience appropriate • CTA correct • privacy respected • human approval recorded

Follow local law and your organization's marketing, privacy, and brand policies.

Review, reflect, and apply

Can you turn an AI draft into a reliable business asset?

- Write a marketing prompt with audience, offer, format, and constraints.
- Explain where Jasper may help in a repeatable content workflow.
- Create a clear Canva poster, flyer, presentation, or social post.
- Choose suitable tasks for ChatGPT, Copilot, and DeepSeek.

- Verify claims, dates, permissions, and visual readability.

- Propose a small AI pilot with a measurable success metric.

TAKEAWAY:

- **BRIEF clearly**
  CREATE efficiently
  VERIFY carefully
  PUBLISH responsibly

APPENDIX • SOURCES

Official documentation & further learning

Use current product documentation because features, terms, and account access may change.

Jasper Help Center
help.jasper.ai — product help and current feature guidance.

Canva Help Center
canva.com/help — AI features, exporting, sharing, and account availability.

OpenAI Help Center
help.openai.com — ChatGPT capabilities, settings, and data controls.

Microsoft Support
support.microsoft.com — Copilot features and Microsoft 365 integrations.

DeepSeek official service
deepseek.com — current product information and applicable terms.

SOURCE NOTE
This deck explains general workflows; not every feature is available on every plan.