DAY 15 • TRAINING MODULE

AI for Smarter Communication

Using Jasper to plan, draft, refine and personalize professional content

Blog posts • Email campaigns • Social media • Brand voice • Workflow practice

CLASS TIME | 9:00 AM–1:00 PM • 2:00 PM–3:00 PM

Learning outcomes

By the end of the session, learners should be able to:

01 CREATE

- Draft blog posts and article outlines with a clear audience and purpose.
- Turn a campaign brief into an email or newsletter draft.

02 ADAPT

- Create platform-appropriate social content.
- Personalize messaging for different audiences without changing core facts.

03 REFINE

- Improve clarity, tone, structure and readability.
- Check factual claims, brand consistency and calls to action.

Core principle: AI can accelerate drafting; the learner remains responsible for accuracy, originality, privacy and final approval.

What is Jasper?

An AI-assisted content platform for marketing and brand communication.

WHAT IT HELPS WITH

- Generate first drafts, headlines, outlines, product descriptions and campaign variations.
- Adapt copy to a chosen audience, format and tone.
- Support teams with repeatable content workflows.

WHAT IT DOES NOT GUARANTEE

- It may invent facts, statistics, sources or product details.
- It cannot replace subject-matter review or customer understanding.
- Brand or style features depend on plan and current product settings.

A useful mental model

Brief + context + constraints → AI draft → Human review → Approved content

Use Jasper as a writing partner—not as an unquestioned source of truth.

The prompt formula: give AI a useful brief

Better input usually produces a more relevant first draft.

ROLE

- Who should the AI write as?
- Example: experienced content marketer

AUDIENCE

- Who will read it?
- Example: small-business owners in Bangladesh

GOAL

- What should the content achieve?
- Example: explain a useful productivity tip

CONTEXT

- What facts must be included?
- Use only supplied product details and approved claims

FORMAT + TONE

- What should it look and sound like?
- 120 words, friendly, clear, no exaggerated claims

CHECKS

- What should it avoid or verify?
- No invented statistics; include a clear CTA

Prompt template: “Create [format] for [audience] to achieve [goal]. Use this context: [facts]. Tone: [tone]. Length: [length]. Include [elements]. Avoid [constraints]. Flag anything that needs verification.”

Creating blog posts and articles

Move from a broad idea to a structured, reviewable article.

1. PLAN

- Define reader, search intent and key question.
- Ask for 3–5 possible angles and an outline.
- Confirm claims and gather trustworthy sources.

2. DRAFT

- Generate a headline, introduction and section drafts.
- Use concrete examples and helpful subheadings.
- Avoid padding, keyword stuffing and unsupported claims.

3. EDIT & PUBLISH

- Check accuracy, originality, flow and grammar.
- Add expert insight, citations and relevant visuals.
- Review title, meta description and final CTA.

Example brief

“Outline a 700-word beginner guide to organizing a small business’s weekly tasks. Use plain English, realistic examples and no unverified statistics.”

Email campaigns and newsletters

A good email is relevant, concise and easy to act on.

EMAIL CAMPAIGN STRUCTURE

- Subject line: specific and honest; avoid misleading urgency.
- Preheader: adds context to the subject line.
- Opening: connect to the reader’s need.
- Body: one main message with useful detail.
- CTA: one clear next step.

NEWSLETTER STRUCTURE

- A recognizable title and short introduction.
- A few useful updates or curated sections.
- Scannable headings and concise summaries.
- Links that lead to the promised information.
- A consistent schedule and appropriate unsubscribe option.

Example prompt: “Draft a 150-word welcome email for new subscribers to a small online stationery shop. Friendly tone, explain what they will receive, and include one CTA. Do not invent discounts.”

Social media content creation

Adapt the message to each platform; do not simply copy and paste.

FACEBOOK

- Community and explanation
- Short post + useful context + question or CTA

INSTAGRAM

- Visual-first storytelling
- Strong opening + concise caption + relevant hashtags

LINKEDIN

- Professional insight
- Lesson, evidence or case example + discussion prompt

X / SHORT-FORM

- One focused idea
- Concise wording; confirm current character and media limits

Repurposing example

One blog post about planning a workday → a carousel with 5 tips, a short LinkedIn lesson, a Facebook discussion question and a concise tip post.

Always check platform-specific rules, accessibility, image rights and current format limits before publishing.

Personalizing content with brand voice

Consistency means sounding recognizably like the same brand across channels.

DEFINE THE VOICE

- Values: what the brand stands for.
- Tone: e.g., warm, expert, playful or formal.
- Vocabulary: preferred terms and words to avoid.
- Audience: reading level and customer needs.

BUILD A VOICE GUIDE

- Share approved examples of past content.
- Write do/don’t rules and sample phrases.
- Include factual product information.
- Use brand/style features if available in the account.

REVIEW EVERY DRAFT

- Does it sound like the brand?
- Are claims accurate and approved?
- Is the message suitable for this audience?
- Does the CTA fit the customer journey?

Example: “Helpful, clear and respectful. Explain technical terms simply. Never promise guaranteed results or use pressure-based language.”

Content refining and optimization

Revision is a deliberate process—not just asking AI to ‘make it better’.

CLARITY

- Remove repetition and vague phrases.
- Use active voice where appropriate.
- Keep one main idea per paragraph.
- Explain jargon for the intended reader.

EFFECTIVENESS

- Match the content to its purpose.
- Strengthen the opening and CTA.
- Use headings and scannable structure.
- Check that benefits are specific and supported.

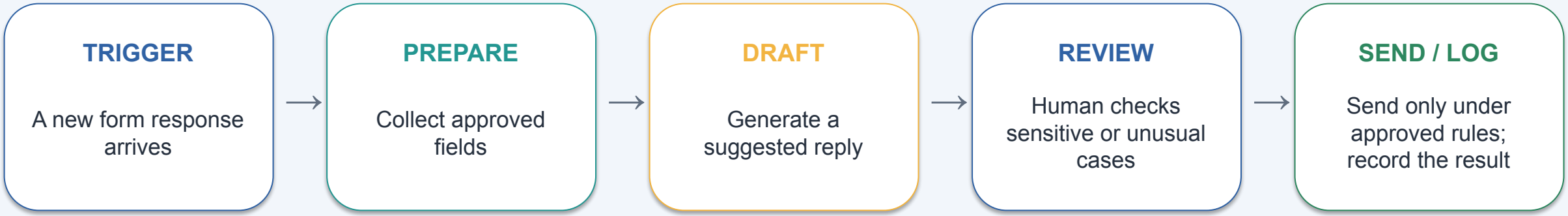
QUALITY & TRUST

- Verify facts, dates, prices and names.
- Check grammar, links and accessibility.
- Remove unsupported or exaggerated claims.
- Check privacy, permissions and originality.

Revision prompt: “Review this draft for clarity, repetition, tone and structure. Suggest edits in a table with: original wording, proposed revision, and reason. Do not add new facts.”

Automating repetitive communication tasks

Automation connects steps so routine work needs less manual handling.



GOOD CANDIDATES

- FAQ drafts, internal summaries, standard acknowledgements and content repurposing.

KEEP HUMAN CONTROL

- Complaints, legal/medical/financial matters, personal data and high-impact decisions.

Tool roles: Jasper, ChatGPT, Canva, Copilot and DeepSeek

Use the tool that fits the task; features and access may vary by plan.

Jasper	Marketing-oriented drafting and brand-aligned content workflows.
ChatGPT	Brainstorming, outlining, rewriting, explaining and reviewing drafts.
Canva	Designing visual assets, presentations and social posts; some AI tools included.
Microsoft Copilot	Assistance within supported Microsoft apps and workflows, depending on license.
DeepSeek	General AI assistance for drafting, reasoning and coding tasks; verify outputs.

Important: do not assume every tool has the same features, integrations, data policies or free-plan limits. Check current product settings and organizational rules.

Practical activity 1: create a mini content pack

Work in pairs or small groups. Use Jasper if available; another approved AI tool may be used for comparison.

SCENARIO

- A local stationery shop is launching an eco-friendly notebook.
- Audience: university students and early-career professionals.
- Facts provided: recycled paper, 160 pages, available in 3 cover colors.
- Do not invent price, certifications or environmental claims.

DELIVERABLES

- 1 blog outline with 5 headings.
- 1 welcome or launch email (100–150 words).
- 2 social captions for different platforms.
- A 3–4 sentence brand voice guide.
- Show one AI draft and your improved final version.

Success criteria: audience fit • factual accuracy • clear structure • consistent voice • useful CTA • visible human editing

Practical activity 2: refine and automate

Use a simple, safe workflow and demonstrate where human review belongs.

TASK A — CONTENT REFINEMENT

- Choose one draft from Activity 1.
- Ask AI to identify unclear or repetitive wording.
- Review each suggestion; accept or reject it with a reason.
- Submit the before-and-after version.

TASK B — WORKFLOW DESIGN

- Trigger: a mock customer enquiry is submitted.
- Action: classify the enquiry and draft a reply.
- Rule: if unclear, sensitive or a complaint, route to a human.
- Log status; do not send real customer messages during practice.

Discuss: Which step saves time? What could go wrong? What should be checked before automation is used with real customers?

Responsible AI communication checklist

Complete this checklist before publishing or automating content.

- Accuracy: all factual claims, links, names and dates checked.
- Brand voice: tone, terminology and promises match approved guidance.
- Audience: content is relevant, respectful and easy to understand.
- Privacy: no confidential, personal or customer data entered without authorization.
- Rights: images, quotes and source material are used with permission and attribution where required.
- Transparency: follow organizational rules about AI-assisted content.
- Human review: a responsible person approves high-risk or externally published content.

If you cannot verify a claim, remove it or clearly mark it for verification—do not present a guess as a fact.

KEY TAKEAWAYS

Use AI to work smarter.
Use judgment to work well.

- Start with a clear brief: audience, goal, context, format and constraints.
- Use Jasper and other tools to draft, adapt and refine—not to replace verification.
- Keep brand voice consistent while adapting content to each platform.
- Automate predictable steps, with human review for sensitive or unusual cases.

EXIT TICKET: Write one prompt you improved today, one fact you would verify, and one communication task you could safely automate.