

FREE GUIDE · DIGITAL MARKETING + AI

# AI Marketing Starter Guide

How Small Businesses Can Grow  
with the Power of AI

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# A Note from Ankit

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When I started learning digital marketing, I wished someone had given me a simple, jargon-free guide that actually worked. Not theory. Real, practical steps I could use the same day.

Now that AI has completely changed how marketing works, I wanted to create exactly that — but for AI. This guide is not for engineers or developers.

It is for shop owners, freelancers, coaches, and anyone running a small business in India who wants to use AI tools to save time, create better content, and grow faster — without spending a single rupee on ads.

**This guide is completely free.**

If it helped you, share it with one business owner who needs it. That is all I ask.

— Ankit Pareek



# Why AI, Why Now

Every few years, something comes along that changes how business works. In the 2000s it was the internet. In the 2010s it was social media. Right now, in 2025, it is Artificial Intelligence — and this one is moving faster than anything before.

## The Numbers Tell the Story

**73%**

of businesses using AI report cost savings

**10x**

faster content creation with AI tools

**3.5x**

more leads for businesses using AI in marketing

Here is the most important thing to understand: AI does not replace your business skills or your relationship with customers. It handles the repetitive, time-consuming tasks so you can focus on what actually grows your business.

## What AI Can Do For Your Business Right Now

- Write Instagram captions, WhatsApp messages, and ad copy in seconds
- Design social media posts and banners without hiring a designer
- Answer customer queries 24/7 through automated WhatsApp bots
- Run smarter Facebook and Google ads with AI-generated targeting
- Create video scripts, YouTube descriptions, and email newsletters
- Translate your content into multiple Indian languages instantly

## What AI Cannot Do

AI cannot build trust with your customers — only you can do that. It cannot understand your local market the way you do. Think of AI as your most hardworking junior employee: fast, always

available, never tired — but it needs your guidance to do the right things.

**Your action for today:**

Go to [chat.openai.com](https://chat.openai.com) and type: "I run a [your business type] in [your city]. Give me 5 Instagram post ideas for this week." See what comes back in seconds.

# 5 AI Tools That Actually Matter

There are hundreds of AI tools out there. Most of them are unnecessary noise. These five are the only ones you need to start — and most of them are completely free.

## The Essential 5

AI Tool	Best For	Free Plan?
<b>ChatGPT</b>	Writing content, ad copy, emails, customer reply templates	Yes (free)
<b>Canva AI</b>	Designing posts, reels thumbnails, brochures, logos	Yes (free)
<b>Meta Advantage+</b>	Facebook & Instagram ad targeting and copy suggestions	With ad account
<b>Google Gemini</b>	Research, product descriptions, Google Ads copy	Yes (free)
<b>ManyChat / Interakt</b>	WhatsApp automation, customer replies, lead capture	Free trial

### ChatGPT — Your 24/7 Content Writer

ChatGPT is the most powerful free writing tool available today. Use it to write Instagram captions in Hindi or English, create email campaigns, draft WhatsApp messages, write product descriptions, and plan your entire content calendar for a month. The key is specific instructions — the more detail you give, the better the output.

### Canva AI — Your Free Graphic Designer

Canva has built AI directly into its free plan. Use Magic Write to generate text for your designs, the AI image generator to create custom visuals, and the one-click background remover for product photos. A local clothing boutique can now create professional-looking posts in 10 minutes instead of hiring a designer.

## Meta Advantage+ — Smarter Ads Without the Guesswork

When you run Facebook or Instagram ads, Meta's AI now handles audience targeting automatically. It finds the people most likely to buy from you based on your past customers and website visitors. You just need to provide good creative content — Meta's AI does the rest.

### Your action for today:

Open Canva ([canva.com](https://canva.com)), create a free account. Click "Create a design" → choose "Instagram Post." Click the Magic Write button, type your business name and what you sell. Watch it generate your first AI post.

# Create Content in Minutes

The biggest problem most small business owners face on social media is not knowing what to post — or spending too much time creating content. AI solves both problems completely.

## The 3-Step AI Content System

<b>Step 1 — Plan</b>	Ask ChatGPT for a full month's content calendar. One prompt gives you 30 post ideas sorted by category.
<b>Step 2 — Write</b>	For each post idea, ask ChatGPT to write the caption in your preferred tone — friendly, professional, or Hinglish.
<b>Step 3 — Design</b>	Take the caption to Canva. Use a template, paste your text, download. Done in under 5 minutes.

## Real Example: A Jaipur Sweet Shop

A traditional mithai shop owner types one prompt into ChatGPT:

**Prompt used:**

"Write 5 Instagram captions for a traditional Indian sweet shop in Jaipur. Tone should be warm and festive. Include relevant hashtags. Mix Hindi and English."

In 10 seconds you have 5 ready-to-post captions. What used to take 2 hours now takes 2 minutes. That is the power of AI content creation.

## Content Types You Can Create With AI

- Instagram captions (Hindi, English, or Hinglish)
- Reel scripts and voiceovers
- WhatsApp broadcast messages for offers and festivals
- Google Business profile posts
- Email newsletters to your customer list
- Product descriptions for your website or Meesho store
- Festival greeting posts (Diwali, Eid, Christmas, etc.)
- Customer review response templates

### **Your action for today:**

Type this into ChatGPT: "Create a 30-day Instagram content calendar for a [your business]. Include post type, caption idea, and relevant hashtags for each day."

# AI Ads That Convert

Running ads without AI is like driving at night without headlights. You are spending money but not seeing clearly where it is going. AI changes this completely — it helps you write better ads, target the right people, and use your budget more efficiently.

## Facebook & Instagram Ads — The AI System

1	<b>Set your goal</b>	Choose "Leads" or "Sales" as your campaign objective in Meta Ads Manager.
2	<b>Write 3 versions of ad copy</b>	Use ChatGPT to write 3 different captions — one emotional, one logical, one with an offer.
3	<b>Use Advantage+ audience</b>	Let Meta's AI find your audience automatically instead of manual targeting.
4	<b>Start with ■200/day</b>	Run for 7 days. Let the AI learn which ad and audience works best. Then scale.
5	<b>Review and optimise</b>	Check which copy version is performing. Ask ChatGPT to improve the losing ones.

## Google Ads with AI

Google's Performance Max campaigns work exactly like Meta's Advantage+ — AI handles targeting, placements, and bidding automatically. You just provide the assets: headlines, descriptions, images, and your logo. Use ChatGPT to write 10 variations of your headlines and descriptions, then let Google's AI figure out which combinations perform best.

Ad copy prompt to try:

"Write 5 Facebook ad headlines and descriptions for a [business type] in [city]. Goal is to get people to call or WhatsApp us. Include an offer or urgency. Keep each headline under 40 characters."

### **Your action for today:**

Open Meta Ads Manager. Create a new campaign. Choose Advantage+ Shopping or Lead campaign. Use ChatGPT to write 3 versions of your ad caption and test all three at ■200/day each for 7 days.

# Your 30-Day AI Action Plan

This is the most important chapter. Knowledge without action is just entertainment. Follow this 30-day plan and by the end of the month, AI will be a natural part of how you run your business.

## The 4-Week Roadmap

Week	Focus	AI Tools	Your Action
<b>Week 1</b>	Setup & Explore	ChatGPT, Canva AI	Create accounts on ChatGPT and Canva. Ask ChatGPT 5 questions about your business. Design one post using Canva AI.
<b>Week 2</b>	Content Creation	ChatGPT, Canva, Buffer	Generate a 2-week content calendar. Write and design 6 posts. Schedule them using Buffer (free plan).
<b>Week 3</b>	Ads & Automation	Meta Ads, ManyChat	Run your first ₹200/day Facebook ad using AI copy. Set up one WhatsApp auto-reply using ManyChat.
<b>Week 4</b>	Review & Scale	All tools	Check which content got most engagement. Improve your ad copy using ChatGPT. Plan next month using what you learned.

## Daily Habits That Make AI Work

**5 min every morning:** Ask ChatGPT for one content idea for today based on your business and the current season or festival.

**10 min every week:** Review your Instagram or WhatsApp insights. Share the numbers with ChatGPT and ask what to improve.

**30 min every month:** Do a full content planning session — ask AI to plan the entire next month in one go and schedule everything.

**Remember: Start small, stay consistent.**

One AI-powered post per day beats ten posts you burned out trying to create manually.

# 50 AI Prompts Swipe File

Copy. Paste. Replace the **[brackets]** with your details. That's it.

## Instagram Captions

- 1 Write 5 Instagram captions for a **[business type]** promoting **[product/offer]**. Tone: **[casual/professional]**. Add hashtags.
- 2 Write a Diwali special Instagram caption for my **[business]**. Include an offer and a festive emoji.
- 3 Create a before-and-after caption for my **[service]** business showing customer transformation.
- 4 Write a "Monday motivation" caption related to **[your industry]** for my Instagram page.
- 5 Write 3 caption variations for the same product photo — one funny, one emotional, one factual.
- 6 Create a carousel post script (5 slides) teaching customers about **[topic related to your business]**.
- 7 Write an Instagram caption for a customer testimonial. Highlight: **[key benefit the customer mentioned]**.
- 8 Create a "behind the scenes" caption showing how I make/do **[your product or service]**.
- 9 Write a caption announcing my new **[product/service]**. Create urgency without being pushy.
- 10 Create a "did you know" educational caption about **[topic in your industry]**. End with a CTA.

## WhatsApp Messages

- 1 Write a WhatsApp broadcast message announcing **[offer]**. Keep it under 150 words. Friendly tone.

2	Write a follow-up WhatsApp message for a customer who enquired but did not buy. No pressure.
3	Create a festive greeting WhatsApp message for <b>[Diwali/Eid/New Year]</b> from my <b>[business name]</b> .
4	Write an order confirmation WhatsApp message that also upsells <b>[related product]</b> .
5	Write a WhatsApp message asking happy customers for a Google review. Keep it short and natural.
6	Create a WhatsApp message for re-engaging customers who have not ordered in 3 months.
7	Write a WhatsApp message to announce a flash sale valid for 24 hours only.
8	Create a WhatsApp auto-reply for when someone messages after business hours.
9	Write a WhatsApp message to send referral offer — customer gets discount if they refer a friend.
10	Create a "thank you for your order" WhatsApp message that feels personal, not automated.

**Ad Copy**

1	Write 5 Facebook ad headlines for a <b>[business]</b> targeting <b>[audience]</b> in <b>[city]</b> . Goal: get WhatsApp enquiries.
2	Write a Google ad for <b>[business]</b> with 3 headlines (max 30 chars each) and 2 descriptions (max 90 chars).
3	Write a Facebook ad for <b>[product]</b> with an emotional hook, key benefit, and a strong CTA.
4	Create 3 versions of ad copy for the same offer — one with urgency, one with social proof, one with a question hook.
5	Write a remarketing ad for people who visited my website but did not buy <b>[product]</b> .
6	Create a video script for a 30-second Facebook ad promoting <b>[service]</b> . Include visual descriptions.
7	Write an Instagram Story ad for <b>[offer]</b> . Text overlay style — short punchy lines only.
8	Create a lead generation ad for <b>[business]</b> offering a free <b>[consultation/trial/gift]</b> .
9	Write a festive season sale ad for <b>[business]</b> . Mention <b>[discount %]</b> . Deadline: <b>[date]</b> .
10	Create an ad targeting new parents/newlyweds/home buyers <b>[choose one]</b> for my <b>[business]</b> .

## Content Planning

1	Create a 30-day Instagram content calendar for a <b>[business]</b> . Mix educational, promotional, and engagement posts.
2	Give me 20 Instagram Reel ideas for a <b>[business type]</b> . Include hook idea for each.
3	Plan a week of content around <b>[upcoming festival or event]</b> for my <b>[business]</b> .
4	Create a YouTube video content plan for 3 months for a <b>[business]</b> channel targeting <b>[audience]</b> .
5	Give me 10 blog post ideas for a <b>[business]</b> targeting customers in <b>[city/region]</b> .
6	Plan a 5-email welcome sequence for new subscribers to my <b>[business/newsletter]</b> .
7	Create a content pillar strategy for my <b>[business]</b> Instagram — 4 pillars with post ideas for each.
8	Give me 15 story poll/quiz ideas for a <b>[business type]</b> to increase Instagram engagement.
9	Plan a product launch content strategy for <b>[new product]</b> across Instagram, WhatsApp, and email.
10	Create a weekly posting schedule for <b>[business]</b> — which days, which content types, which platforms.

## Customer Communication

1	Write a professional response to a negative Google review for my <b>[business]</b> . Empathetic but confident.
2	Write a reply to a customer complaint about delayed delivery. Apologise and offer a solution.
3	Create 5 FAQ answers for the most common questions customers ask my <b>[business]</b> .
4	Write a "we miss you" email to customers who have not purchased in 6 months.
5	Create a customer satisfaction survey with 5 questions for my <b>[business]</b> .
6	Write a referral program explanation email that makes customers excited to refer friends.
7	Create a product care instruction message to send after purchase of <b>[product]</b> .

- 8 Write a re-engagement email for a dead email list. Subject line + email body. Keep it honest.
- 9 Create a customer onboarding message for new clients of my **[service business]**.
- 10 Write a polite message to a customer asking them to pay their overdue invoice.

# What's Next?

You now have everything you need to start using AI in your business today.  
But knowing is only half the battle — the other half is doing.

## Join the Free Webinar

I run a 60-minute live session showing exactly how to use these tools on screen — step by step. Register free via the link in my Instagram bio.

## Follow for Daily Tips

I share one practical AI marketing tip every day on Instagram. Follow @ankitpareek for daily updates that actually move the needle.

## Share This Guide

If this guide helped you, forward it to one business owner who needs it. It is free — help someone else grow too.

## Join AI Marketing School

For a structured, guided learning experience with community support and live sessions — details on my Instagram profile.

**"The best time to start using AI was yesterday.  
The second best time is right now."**

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