

# AI for small marketing teams: a one-page quick-start

Start with the agents that only write drafts, then build the one that emails real people. If you only do one, do the campaign calendar.

## Where to start, in order

1. **Prompt Writing 101:** role, context, task and format, the same parts your agent's system message needs.
2. **AI Social Media Idea Agent:** your first n8n agent: trigger, model, memory and the Sheets tool.
3. **AI Campaign Calendar Agent:** one theme and one real offer become two weeks of emails and posts, saved to a sheet.
4. **AI Lead Magnet Signup Form:** an agent tags each signup by interest and emails the guide.
5. **Find and Use n8n Templates:** adapt a ready-made form-to-sheet-to-Gmail workflow.

## A prompt to copy: ad variations

Role: You are the ad copywriter for [BUSINESS], writing ads we will run ourselves.  
Context: The product is [PRODUCT]. Facts we can use: [FACTS]. The only offer is [OFFER]. Never make health or results claims, never invent a discount, review or deadline, and never mention competitors.  
Task: Write ad variations for [AD TYPES]. Each variation should lead with a different fact from the list above.  
Format: Use these limits, counting every character including spaces: [CHARACTER LIMITS]. Write each line, then its character count in parentheses. Plain words, no emoji, no all caps, no exclamation marks.

From the free prompt library. List only real facts and your real offer.

## What AI must not decide

- **No claims you can't prove:** no health claims, "best in town" or invented statistics.
- **No invented offers, reviews or testimonials.**
- **Consent stays with you.** Only email people who asked, include a way to unsubscribe, and honor it.
- **Read the first welcome emails.** The signup agent sends on its own.

**Remember:** Put the rules in the system message: no invented discounts, no health claims, no invented reviews. Check the email law where you send.

**Have a professional review it.** This prompt helps you draft, not decide. AI can get the law wrong and doesn't know your jurisdiction or your facts, so have a licensed attorney review anything legal before you send or sign it.

Practice it free: Build an n8n AI Agent That Plans Your Content Calendar at [learn.ynteractive.com/modules/n8n-ai-agent-marketing](https://learn.ynteractive.com/modules/n8n-ai-agent-marketing). This sheet: [learn.ynteractive.com/content/cheat-sheets/ai-quick-start-marketing](https://learn.ynteractive.com/content/cheat-sheets/ai-quick-start-marketing). Harbor & Pine Coffee Roasters is a made-up business from the lesson. By Robert Breen, October 1, 2026.