

Active Intelligence

Your Guide to Prompting Like a Pro

MARKETING WITHOUT AI? YOU'RE ALREADY BEHIND



**You're not just
a marketer anymore -
you're an orchestrator.**

Active Intelligence is built for marketers who want to stop managing tasks and start driving strategy. It's your advisor and an extension of your team that thinks alongside you: learning your brand, adapting to your goals, and delivering results.

Speed

Launch campaigns faster without sacrificing quality.

Personalization

AI that tailors every output to your audience and brand.

Impact

Do more with less, expand reach without expanding headcount.

USE THIS THREE-PHASE FRAMEWORK TO GET THE MOST OUT OF ACTIVE INTELLIGENCE



Imagine

Start with a clear vision. What do you want to create, build, or accomplish? Think about your audience, your goal, and any constraints. The more context you give, the smarter the output.



Activate

Prompt Active Intelligence with your goal, building any campaigns or customer journeys. Be specific about format, tone, audience, and any examples. Break complex requests into steps- AI performs best with clear, layered direction.



Validate

Review, refine, and iterate. Check for accuracy, brand alignment, and relevance. Then prompt again to sharpen. Active Intelligence improves with every exchange- come back weekly as the it updates.

Tips for Better Prompts

Be specific about your objective

Have a conversation with Active Intelligence. What you're building, who it's for, and why.

EXAMPLE:

Instead of "I need an email". → "Create a nurture email targeting mid-market SaaS prospects who attended our webinar."

Do more in a single conversation

- "Create" for new content
- "Edit" or "modify" for changes
- "Show" or "analyze" for data
- "Build" for automations or forms.
- "Track" for business goals

TIP:

If you're starting from the homepage, indicate what you're trying to build.

Add context

Include offers, dates, products, triggers, behaviors, or CTAs upfront.

EXAMPLE:

"Announce our spring sale with 20% off equipment, running March 1-15, with a Shop Now button."

Come back & refine

Active Intelligence gets smarter every week. Revisit past prompts, refine your inputs, and see what's possible now.

Ask Active Intelligence

Not sure where to start? Ask Active Intelligence: "What can you help me with?", it will surface capabilities you might not know exist.

Don't worry about getting it perfect

Just start a conversation. Active Intelligence asks follow-up questions to fill in any gaps.

Try These Starter Prompts

These prompts are just the start. Customize them with your business name, audience, products, and goals to get results that actually fit your brand.

Campaign Creation

"Create a newsletter campaign sharing 5 tips for home music production. Keep it educational and friendly for beginner musicians, with a CTA to explore our recording equipment. Make the subject line curiosity driven."

Automation Flow

"Build an automation that sends a follow-up email 2 days after a contact fills out my lead gen form, then adds them to a nurture sequence."

Reporting Insight

"Summarize my campaign performance from the last 60 days. What's working, what's not, and what should I test next?"

Segment Builder

"Create a segment of contacts who opened an email in the last 30 days but haven't made a purchase. Draft a Campaign to drive them towards their first purchase."

Try These Advanced Prompts

Campaign Creation

"Create a re-engagement campaign for inactive subscribers. Use %FIRSTNAME% in the greeting, highlight our best-selling products, offer a 10% comeback discount, and use an urgent and friendly tone. Include a "Shop Now" with a link to [product page URL]. The subject line should emphasize "we miss you" messaging."

Automation Flow

"Create an educational nurture series for new subscribers triggered once they filled out my form. Send weekly emails over 4 weeks: Week 1- choosing their first course, Week 2- basic study tips, Week 3- practice studying routine strategies, Week 4- taking the first test. Each email should link to the relevant blog and maintain an encouraging and educational tone. "

Reporting Insight

"Based on my last 90 days of data, what subject line patterns correlate with higher open rates? What are some recommendations?"

Segment Builder

"Create a segment of highly engaged prospects who meet ALL these criterias: opened at least 3 emails in the last 45 days AND clicked at least one link in any email in the last 30 days, AND have NOT made a purchase yet. Exclude anyone who unsubscribed from previous campaigns."

You bring the vision.
Active Intelligence brings it to life.

[Start your trial today](#)