TOOL SHEET
COPY AI

DIFFICULTY: Easy/Moderate

Page 1: general description and practical task walkthrough

A. General Description

TOOL NAME	Copy AI
LINK	https://www.copy.ai
TYPE	Tool
BEST FOR	Rapidly generating short-form marketing copy, social media posts, and automated go-to-market content workflows.
LANGUAGES	Over 30 languages (including English, Spanish, French, German, Italian, etc.)
FREE/PAID	Paid (starts at $29/month for the Chat plan, with enterprise/growth workflow tiers available).
KEYWORDS	#Copywriting, #SocialMediaCopy, #AIWorkflows, #MarketingAutomation, #ContentGeneration

1. What is this tool?

Copy AI is an generative AI writing platform designed to help marketers, sales teams, and creators generate high-quality text assets quickly. It provides specialised templates and multi-step automated workflows to draft social captions, ad content, email subject lines, and sales outreach copy. The tool streamlines the brainstorming process and eliminates writer's block by transforming basic inputs into engaging marketing material within seconds. It is particularly effective for automating repetitive copy creation while maintaining target audience engagement.

B. Practical Task & Step-by-Step

2. Practical task

Drafting a 3-part Instagram and LinkedIn caption series for promoting a new eco-friendly hotel package or wellness service.

3. Scenario / example business

- **Business name:** EcoNest Boutique Hotel
- **Product/service:** "Green Reset" Weekend Retreat (sustainable lodging, organic dining, and Pilates/wellness sessions)
- **Target audience:** Young adults and active professionals (ages 20–35) seeking relaxation, outdoor activity, and mindful living
- **Tone of voice:** Warm, inspiring, minimalist, and energetic
- **Final goal:** Drive engagement on social media and guide followers to click the bio link for direct retreat bookings

4. Before you start

- Key details of the offer (package amenities, dates, inclusions)
- Target buyer persona and desired brand tone
- Primary call to action (e.g., "Tap the link in bio to reserve your spot")
- Destination URL for campaign tracking
- Selected brand hashtags

#	Action	Instruction
1	**Open tool**	Navigate to Copy.ai, log into your account, and access the main dashboard.
2	**Choose format**	Select **Templates** and choose **Social Media Content** (or **Instagram Captions** / **LinkedIn Post**).
3	**Add input**	Enter your project information: describe the "Green Reset" retreat package and specify your target audience.
4	**Use AI feature**	Choose or enter your desired tone in the **Tone** field (e.g., "Inspiring", "Friendly", or "Relaxed") and click **Create Content**.
5	**Edit result**	Browse the generated options, choose your favourite outputs, and refine the text inside the editor to tweak specific phrasing.
6	**Export/share**	Copy the finalised captions to your clipboard and transfer them to your social media scheduler or content calendar.

Expected final result

A set of polished, ready-to-publish social media captions complete with attention-grabbing headlines, benefit-driven body text, call-to-action prompts, and formatted hashtag blocks.

C. Tips & Complementary Information

Page 2: tips and complementary information

7. Example prompts / inputs

- **Prompt 1 (Instagram Caption):** "Write a catchy Instagram post introducing a weekend 'Green Reset' package at an eco-friendly boutique hotel. Highlight morning yoga, healthy local food, and nature trails. Tone: relaxed, warm, inspiring."
- **Prompt 2 (Sales/Promo Email):** "Draft a short promotional email inviting young professionals to book a sustainable weekend getaway. Include a limited-time early bird discount CTA."
- **Prompt 3 (Ad Headlines):** "Generate 5 short, punchy Facebook ad headlines promoting a wellness hotel retreat for active young adults."

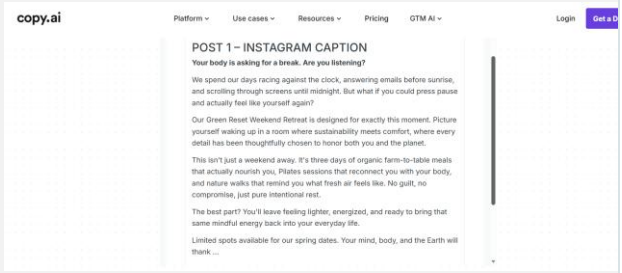
8. Tips for better results

- **Provide clear context:** Include exact details (pricing, features, unique perks) in your initial prompt rather than keeping descriptions vague.
- **Use custom tone settings:** Input precise tone descriptors (e.g., "warm, minimalist, energetic") to closely match your visual brand identity.
- **Save top outputs:** Save favourite generated snippets into your project workspace to train your personal editing flow and re-use effective copy patterns.

9. Common mistakes to avoid

- **Skipping fact-verification:** Publishing AI-generated copy without double-checking offer specs, event details, or links.
- **Over-relying on default outputs:** Posting raw outputs without adding brand-specific nuance, human voice, or specific call-outs.
- **Inputting overloaded prompts:** Cramming too many unrelated ideas into a single prompt instead of breaking the task into targeted content steps.

10. Screenshot / visual example



11. Supporting material

- **Title:** Copy.ai Official Guides & Resource Hub
- **Link:** https://www.copy.ai/blog
- **Short explanation:** Official tutorials, template walk-throughs, and prompt engineering best practices designed to help marketing teams scale content production.

12. Responsible AI / trainer notes

- **AI Warning:** Always audit AI outputs for brand alignment and accuracy; generative tools assist the drafting process but do not replace human strategic oversight.
- **Trainer Notes:**
- Time needed: 15–20 minutes.
- Format: Individual or paired exercise.
- Easier version: Generate single social post captions using standard pre-built templates.
- Harder version: Build a multi-channel campaign (Email + Instagram + Ad Copy) using Copy AI's multi-step workflows.