TOOL SHEET
JASPER AI

DIFFICULTY: Moderate

Page 1: general description and practical task walkthrough

A. General Description

TOOL NAME	Jasper AI
LINK	https://www.jasper.ai
TYPE	Tool
BEST FOR	Generating marketing content and writing social media posts with a tailored brand voice.
LANGUAGES	Over 30 languages (including English, Romanian, Spanish, French, German, etc.).
FREE/PAID	Paid (offers a 7-day free trial; paid plans start at the Creator tier).
KEYWORDS	#AIwriting, #ContentMarketing, #Copywriting, #BrandVoice, #SocialMediaContent

1. What is this tool?

Jasper AI is an advanced AI-powered text generation platform designed primarily for content creators and marketing teams. It allows users to quickly transform brief ideas into structured, professional articles, social media posts, emails, or ads. The tool helps maintain a consistent brand identity and tone of voice across all communication channels. It is particularly valuable for saving significant writing time and overcoming writer's block using ready-to-use templates.

B. Practical Task & Step-by-Step

2. Practical task

Creating a promotional Instagram / Facebook post for a new hospitality/hotel product (for example, launching an eco-friendly wellness accommodation package for young adults).

3. Scenario / example business

- **Business name:** EcoNest Boutique Hotel
- **Product/service:** "Green Reset" Weekend Package (sustainable lodging, organic local products, and yoga/Pilates sessions)
- **Target audience:** Young adults, students, and active young professionals (ages 20–35) seeking relaxation and a healthy lifestyle
- **Tone of voice:** Friendly, minimalist, inspiring and welcoming
- **Final goal:** Driving direct website bookings and increasing brand visibility on social media

4. Before you start

- Product/service name and specific offering details (the "Green Reset" package)
- Target audience profile and desired communication style (friendly, relaxed)
- Preferred output format (social media caption with a call-to-action)
- Booking link for the hotel website
- Core brand hashtags

#	Action	Instruction
1	**Open tool**	Log in to your account at Jasper.ai and select **Templates** or **Create Content** from the main dashboard.
2	**Choose format**	Select the **Social Media Post** or **Instagram Post Caption** template.
3	**Add input**	Fill in the business details: enter a short description of the "Green Reset" package and specify the target audience.
4	**Use AI feature**	In the **Tone of voice** field, enter terms like "Inspiring, Cozy, Friendly", then click the **Generate** button.
5	**Edit result**	Review the generated options, select the best fit, and edit the text directly in the editor to add your personal touch.
6	**Export/share**	Copy the final text (Copy to clipboard) and save it in your content planner or publish it directly to social media channels.

Expected final result

A concise, compelling social media post ready for publication, featuring an engaging hook, key benefits of the "Green Reset" package, an appropriate tone of voice, and a clear call-to-action (CTA) accompanied by relevant hashtags.

C. Tips & Complementary Information

Page 2: tips and complementary information

7. Example prompts / inputs

- **Prompt 1 (Social Media Caption):** "Write an engaging Instagram caption promoting a new wellness hotel package called 'Green Reset' for young adults. The tone should be cozy, relaxed, and inspiring. Include a clear call to action to visit our booking link."
- **Prompt 2 (Email Newsletter):** "Draft a short promotional email announcing a weekend getaway discount at a boutique hotel. Highlight eco-friendly features, organic dining, and Pilates sessions."
- **Prompt 3 (Ad Copy):** "Create 3 catchy headlines and short ad copies for a Facebook campaign targeting young travellers looking for a nature-inspired weekend retreat."

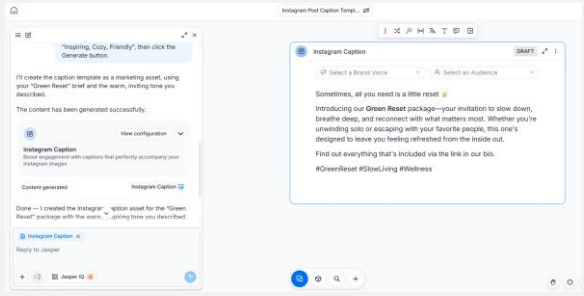
8. Tips for better results

- **Be specific with your requirements:** Provide exact details about your offer rather than broad concepts; the clearer the context, the more accurate the output.
- **Define tone of voice clearly:** Use concise, descriptive adjectives (e.g., "warm, minimalist, energetic") instead of generic choices.
- **Iterate and combine:** Don't settle for the very first output; mix and match ideas from multiple generated variations.

9. Common mistakes to avoid

- **Publishing without fact-checking:** Copying generated copy without verifying specific details or factual accuracy.
- **Using vague or minimal inputs:** Providing insufficient data results in generic, uninspired output that lacks brand personality.
- **Skipping human editing:** Leaving AI text unedited can make your message sound mechanical or artificial.

10. Screenshot / visual example



11. Supporting material

- **Title:** Official Jasper AI Academy & Tutorials
- **Link:** Courses | Jasper Community
- **Short explanation:** A hub of official video guides and step-by-step tutorials explaining how to configure Brand Voice, utilise templates, and optimise marketing output.

12. Responsible AI / trainer notes

- **AI Warning:** AI is a writing assistant, not a total replacement for human creativity. Always verify factual accuracy and original framing prior to publication.
- **Trainer Notes:**
- Time needed: 15–20 minutes.
- Format: Individual or pair work.
- Easier version: Utilising predefined templates with simple inputs.
- Harder version: Combining 2–3 different templates and defining a custom "Brand Voice" profile in the platform.