

CLIENT CASE STUDY: TRANSFORMING CONTENT STRATEGY WITH AI – A LEADERSHIP COACH'S JOURNEY

A leadership coach specializing in executive development and team culture transformation partnered with Moniek James to revamp their content strategy and integrate AI tools.

The client wanted to overcome inconsistencies in their digital marketing, streamline their content creation process, and establish a stronger online presence.



AT A GLANCE

Challenges

- **Inconsistent Content Creation:** Limited capacity led to sporadic posting.
- **No Clear Workflow:** Client lacked a structured process for creating, publishing, and repurposing content.
- **Overwhelmed by AI Tools:** Intrigued by AI, but the idea of integrating tools like ChatGPT was daunting.

Results

- **Confidence with AI:** Hands-on training eliminated their overwhelm, empowering them to use AI tools to their full potential.
- **Scalable Framework:** With a clear brand identity document and AI prompts, the client can maintain a consistent voice across platforms as their business grows.
- **Streamlined Content Creation:** By leveraging AI, the client reduced their content creation time by 75% so they can focus on refining and humanizing outputs instead of starting from scratch.

THE SOLUTION: CONTENT CLARITY AI INTENSIVE

Through a structured, three-session program, we developed a personalized content strategy and integrated AI into their workflow.

Session 1: Building the Foundation

- Clarified their brand voice and tone, identifying them as a bold, no-nonsense coach with a compassionate edge.
- Defined two ideal customer personas, including their pain points, motivations, and goals.
- Crafted their brand identity document, serving as a reference for all content creation.

Session 2: Developing the Content Strategy

- Designed a tailored content plan with pillar and filler topics, aligning their messaging with their audience's needs.
- Prioritized key channels and developed a checklist-style workflow for consistent publishing.
- Created a repurposing map, detailing how to maximize their content across multiple platforms.

Session 3: AI Integration and Training

- Customized their ChatGPT account, integrating brand voice and content strategy.
- Provided hands-on training to create content using prompt formulas for social posts, email campaigns, and lead capture.
- Explored ChatGPT features including memory settings and Canvas for streamlined content planning.

"This is going to change everything for me. These are the assets I've known I needed but kept procrastinating on because they felt too big and hard. Now I can finally create content that's good, fast, and aligned with my brand—this is such a gift."

Content Clarity AI Intensive Client