



Iconic.
— MARKETING

FREE AI MARKETING STARTER TOOLKIT.





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WELCOME FROM ICONIC MARKETING

Welcome to your AI Marketing Toolkit!

This resource was created by Iconic Marketing to help businesses simplify marketing and discover smarter, practical tools for growth.

For many business owners, marketing feels like a constant juggle. There are new platforms popping up, endless opinions on what works, and never enough time to get everything done. It can be difficult to know where to start, what to focus on, and how to tell if your efforts are actually paying off. That is where we step in.

With more than 20 years of experience in sales and marketing, I founded Iconic Marketing to provide businesses with a clear path forward. Instead of chasing every new trend or guessing at what might work, we help you create structured strategies that are easy to manage, practical to implement, and designed to deliver measurable results.

This toolkit is designed as a first step. Inside, you will find:

- A list of free AI tools that save time and increase productivity
- Step by step prompts and workflows you can copy and apply straight away
- Practical tips to keep your content sounding authentic and human
- Guidance on how these tools fit into the bigger picture of your marketing

So take a look through, test the tools, and keep this resource close by as you experiment. And remember, marketing works best when it is backed by a clear strategy. That is what we deliver at Iconic Marketing.

Sincerely,

Renee Gersteling

Renee Gersteling

Founder



QUICK-START AI WORKFLOW.

AI works best when you know how to connect the tools. Here's a simple workflow you can follow to get more done in less time:

1. ChatGPT (Free): Brainstorm blog ideas or draft captions. [<https://chatgpt.com/>]

Example: Write 5 Instagram captions for a café launching its new winter menu. The audience is [local foodies aged 20–40] who value cosy dining experiences. Use a [warm, playful, and sensory tone].

2. QuillBot (Free): Rewrite AI drafts into a natural, human voice. [<https://quillbot.com/>]

Example: Change “Utilise our menu to experience satisfaction” into “Enjoy our new menu and treat yourself.”

3. Canva (Free): Magic Design will magically transform your photo into smart designs . [<https://www.canva.com/>]

containing the headline, style, and media you specify. Jumpstart any design with just a text query or photo.

Invideo AI (Free tier): Repurpose written content into a short video. [<https://invideo.io/>]

Example: Convert a blog into a 30-second Instagram Reel.

Cleanup.Pictures (Free): Polish your images by removing unwanted backgrounds or objects. [<https://cleanup.pictures/>]

gamma.app (Free): Present your marketing ideas in slide decks for clients or team members. [<https://gamma.app/>]

👉 **Pro Tip:** Start with one tool, then build your way up to a full workflow.

Quick-Start Free AI Workflow

1

CHATGPT

Brainstorm blog ideas or draft captions

Example: Write 5 Instagram captions for a café launching its new winter menu. The audience is [local foodies aged 20–40] who value cosy dining experiences. Use a [warm, playful, and sensory tone].



2

QUILLBOT

Rewrite AI drafts into a natural, human voice

Example: Change “Utilise our menu to experience satisfaction” into “Enjoy our new menu and treat yourself.”



3

CANVA

Magic Design will magically transform your photo into smart designs

containing the headline, style, and media you specify. Jumpstart any design with just a text query or photo.

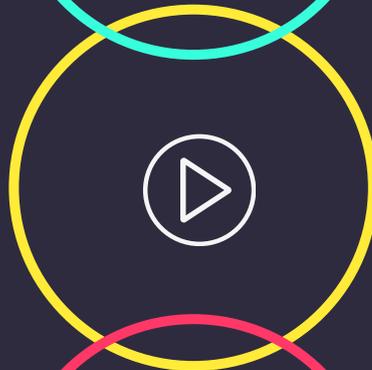


4

INVIDEO AI

Transform your written content into short-form video

For example, take a blog post and turn it into a 30-second Instagram Reel with visuals, captions, and a clear call-to-action.



5

CLEANUP.PICTURES

Give your images a professional finish

by instantly removing clutter, distractions, or backgrounds that take the focus away from your subject.



6

GAMMA.APP

Turn your marketing ideas into polished slide deck

that clearly communicate your vision to clients or team members.





HIDDEN FREE FEATURES & HACKS.

ChatGPT (Free)

- Use Custom Instructions to permanently set your brand voice so every response sounds consistent.
- Start prompts with “Act as a [role]” (e.g., “Act as a social media strategist for a café...”) to get more focused outputs.
- Copy your past top-performing content into ChatGPT and ask it to “repurpose in 5 new ways”, it learns from your style.
- Free GPT-3.5 doesn’t have live browsing, but you can paste URLs or text chunks to get quick content summaries.

Canva (Free plan)

- Free Magic Write credits reset monthly, use them for copy-heavy jobs like captions and product descriptions.
- Use the Background Remover hack: if you’re on Free, you can upload images into Canva Docs and use “Remove Background” once, even without Pro.
- Search “Free for Canva Free” to filter Pro-only templates out, so you don’t waste time.
- Pair Canva Free with free stock libraries like Pexels or Unsplash (both integrated in Canva).

QuillBot (Free)

- The free plan lets you switch between Standard and Fluency modes, great for polishing AI-generated text.
- Use the Chrome extension to rewrite directly inside Gmail, Google Docs, or LinkedIn posts.
- Handy for creating multiple versions of ad copy: ask ChatGPT for a draft, then drop it in QuillBot to create variations instantly.
- Free users also get a Grammar Checker built in, a two-for-one.

Invideo AI (Free tier)

- You get 10 minutes of exports monthly, so batch work: upload multiple scripts and export all at once.
- Free plan allows watermarked videos, use them as test drafts before upgrading or posting final versions.
- Paste in a blog link, and Invideo AI auto-generates a video script + storyboard with stock footage.
- Use the subtitle generator, free captions save you time (and boost accessibility + engagement).

Cleanup.Pictures (Free)

- Beyond removing backgrounds, it can erase text, unwanted people, defects, or messy cables in product photos.
- Save files in standard resolution free, or run HD downloads one at a time.
- Creative use: replace bland white backgrounds with brand-coloured graphics in Canva after cleanup.
- Essential for e-commerce stores to make products look professional without expensive photoshoots.

Gamma.app (Free)

- Generate up to 400 credits free per month, enough for several presentations
- Share decks via a simple link, no downloads or PowerPoint needed
- Built-in AI image generation helps fill slides if you do not have photos or stock
- Turn a blog post or outline into a pitch deck, training slides, or sales proposal in minutes.

👉 Pro Tip: Keep a simple “AI Freebie Calendar” in Google Sheets:

- Track monthly credit resets (Canva, QuillBot, Invideo).
- Batch tasks near the reset date to never waste credits.
- Rotate tools weekly, e.g., Week 1 content writing, Week 2 design, Week 3 video, to maximise free usage.



UNIVERSAL AI PROMPT FORMULA.

Most people ask AI to “write me a caption” or “make an email.” That’s why they get generic results.

Here’s the formula you can use across any tool (ChatGPT, QuillBot, Canva Magic Write, Invideo, etc.).

The Formula

Write a [format] for [audience] in a [tone] that promotes [product/service/topic]. Include [specific details you want covered]. The goal is to [desired outcome]. Keep it [length/style/other requirements].

Examples Across Industries

For a Tradie

💡 Focus: Showcase expertise, build trust, generate leads

- “Write a [Facebook post] for [busy homeowners] in a [trusted, down-to-earth tone]. Promote a [winter plumbing maintenance check] by highlighting 2 warning signs of issues and end with a [CTA to book a service]. Keep it under 120 words.”
- “Turn this job description: [paste before-and-after details] into a [3-part Instagram carousel] for [local families]. Use a [friendly, approachable tone]. Slide 1: the problem (‘What went wrong’), Slide 2: the solution (‘What we did’), Slide 3: the result (‘Why it matters’). Goal: [generate enquiries].”

For Retail

💡 **Focus: Drive product interest, create urgency, highlight value**

- “Write 3 [Instagram captions] for [fashion-conscious young women] in a [playful, stylish tone]. Each caption should promote [new winter collection] using a different emotional angle: 1) scarcity (‘limited stock’), 2) aspiration (‘feel amazing wearing this’), 3) practicality (‘perfect for winter layering’). Goal: [sell products online].”
- “Draft a [promo email] for [repeat customers] in a [warm, exclusive tone]. Feature a [mid-season sale]. Structure as: Hook → Product Benefit → Urgency → CTA. Keep under 120 words. Goal: [drive online sales]. Suggest 3 subject lines with curiosity or urgency.”

For Coaches/Consultants

💡 **Focus: Build authority, educate, attract leads**

- “Take this list of [5 productivity tips] and rewrite them as a [LinkedIn carousel] for [small business owners]. Use an [expert but supportive tone]. Each slide should include: a hook question, a quick win, and a teaser for the next slide. Goal: [book discovery calls].”
- “Write an [email invitation] for [busy professionals] in a [professional yet approachable tone]. The email promotes a [free webinar on small business growth]. Include: relatable pain point intro, 3 learning outcomes, urgency with a deadline, and CTA to register. Goal: [increase sign-ups].”

For Cafés & Hospitality

💡 **Focus: Create community, highlight experience, drive foot traffic**

- “Write 5 [Instagram Story scripts] for [local foodies] in a [playful, upbeat tone]. Promote a [weekend brunch special]. Each Story should use a different approach: 1) behind-the-scenes kitchen moment, 2) customer testimonial, 3) countdown to event, 4) fun fact about ingredients, 5) staff favourite. Goal: [drive attendance this weekend].”
- “Turn this menu: [paste menu items] into a [30-second Instagram Reel script] for [young families]. Use a [fun, conversational tone]. Structure as: Hook (relatable foodie question), Showcase (highlight 2-3 dishes with sensory language), CTA (invite to visit). Goal: [increase table bookings].”

Pro Tips for Better Prompts

- ✓ Always specify audience (age, lifestyle, location)
- ✓ Define tone (fun, expert, bold, warm, exclusive)
- ✓ Lock in the format (carousel, caption, blog, email, video script)
- ✓ Be clear on the goal (leads, bookings, sales, awareness)
- ✓ Give AI your content inputs (bullet points, features, benefits, menu items, testimonials)

👉 With this formula, you can take any business idea and instantly brief AI to generate marketing content that’s relevant, personalised, and ready to refine.



M.

Grow Your Business with Our Solutions

How We Can Help Your Business

This toolkit has shown you what's possible when you use the right tools. At Iconic Marketing, we go one step further, providing the strategy and execution to turn those tools into real results.

Our Services



Strategic Marketing Services

Marketing strategy, audits, and direction to help you focus on what actually drives growth.



Email Marketing

Email campaigns and automation that nurture relationships, build loyalty, and drive repeat business.



Social Media Management

Content creation, scheduling, engagement, and reporting to build your brand presence online.



Google Marketing Solutions

Google Ads, Analytics, and Merchant Centre support to help you attract, convert, and retain more customers.



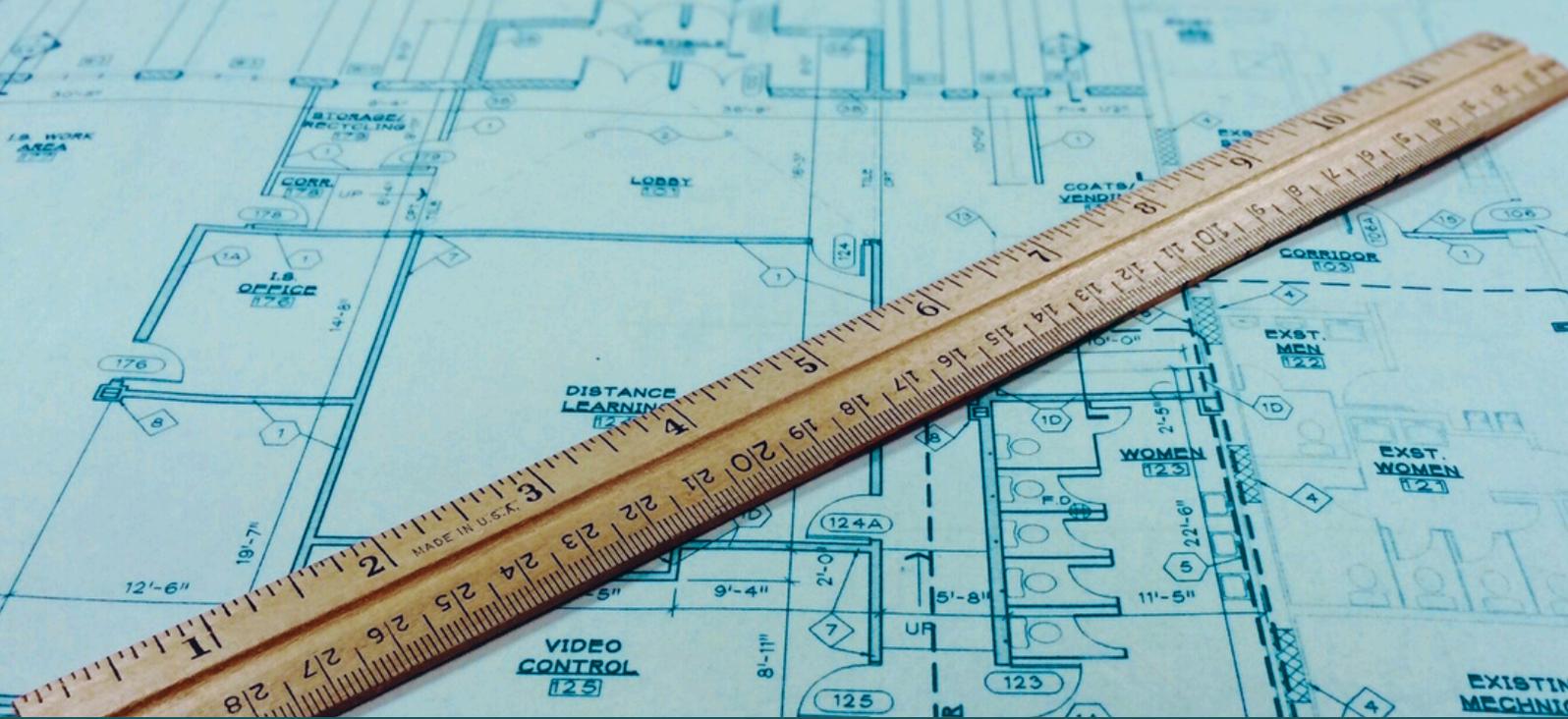
Content Marketing

Blogs, lead magnets, and resources that connect with your audience and convert them into customers.

Get in touch with us

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AI CONTENT REPURPOSING BLUEPRINT.

One idea. Five outputs. Unlimited reach.

Here's how to stretch a single blog post into a full marketing campaign using free AI tools.

Step 1 → Blog Post → ChatGPT

Action: Ask ChatGPT to generate multiple headline variations, meta descriptions, and FAQs.

Example Prompt: "Give me 5 catchy blog headlines, 3 meta descriptions under 160 characters, and 5 FAQs for this blog: [paste blog]."

Outcome: SEO-friendly titles + extra content for Google's "People Also Ask."

Step 2 → Blog Post → QuillBot

Action: Run your blog through QuillBot to reframe it for different audiences or tones.

Example: A 700-word blog for your website is repurposed as a concise, professional LinkedIn post.

Outcome: New platform reach without starting from scratch.

Step 3 → Blog Post → Canva

Action: Drop your blog's 3-5 main points into Canva and turn them into a carousel or infographic.

Example: A "5 Tips for Winter Skin Care" blog becomes a 5-slide Instagram carousel.

Outcome: Shareable, visual content for Instagram, Facebook, or Pinterest.

Step 4 → Blog Post → Invideo AI

Action: Paste your blog text or summary into Invideo AI to create a 30–60 second short video with stock clips and captions.

Example: A blog on “3 Reasons to Service Your Aircon” becomes a quick explainer Reel.

Outcome: Video content for Instagram Reels, TikTok, or YouTube Shorts.

Step 5 → Blog Post → Cleanup.Pictures

Action: Use Cleanup.Pictures to polish images by removing unwanted objects, clutter, or backgrounds before adding them to your blog or social content.

Example: A blog about “5 Must-Have Products for Winter” includes product photos. Cleanup.Pictures removes messy backgrounds so the images look professional and on-brand.

Outcome: Clean, polished visuals that make your content look professional and trustworthy without the need for expensive photoshoots.

Step 6 → Blog Post → Gamma.app

Action: Paste your blog into Gamma to generate a slide deck. Use it for client education, internal training, or pitching.

Example: A blog about “The Importance of Strategic Marketing” becomes a 7-slide presentation for a workshop.

Outcome: Authority-building content for webinars, proposals, or sales decks.

👉 Pro Tip: Treat AI as your content multiplier. One well-written blog can fuel your entire month of marketing, all you need is the right workflow.



BONUS HUMANISING CHECKLIST.

AI drafts are quick and useful, but people connect with humans. Before you hit publish, run your content through this checklist to make sure it sounds like you, not a robot.

✓ Use contractions

Swap “you are” for “you’re,” “we will” for “we’ll.” Contractions make writing sound conversational and less formal.

✓ Replace stiff words

AI loves corporate words like utilise, optimise, endeavour. Replace them with natural alternatives like use, improve, focus on. Your audience will understand (and appreciate) it instantly.

✓ Break up long sentences

AI often creates long, heavy sentences. Split them into shorter ones for clarity. Short sentences = more impact and better flow online.

✓ Add your brand personality

Inject the quirks that make your brand unique. That could be emojis, Aussie slang, humour, or a confident tone. Personality builds trust.

✓ **Ask questions to engage**

AI often “tells.” Humans start conversations. Add questions like:

- “Ever struggled with this?”
- “Sound familiar?”
- “What’s your go-to solution?”

✓ **Include your own stories or examples**

AI can’t know your lived experience. Drop in a quick client story, personal anecdote, or example to connect with readers and show authority.

✓ **Adjust for rhythm and tone**

Mix short, punchy sentences with longer, flowing ones. Read it out loud, if it feels flat or repetitive, tweak the rhythm.

Quick Fix in Action

AI Output: “We strive to optimise efficiency in all operations.”

Humanised: “We help you work smarter and save time every day.”

👉 **Notice how the second version is clear, warm, and relatable. It speaks to the reader, not at them.**

