

Three Must-Have Custom GPTs

Three Must-Have Custom GPTs for Marketers

Want to supercharge your marketing workflow? Here are three essential custom GPTs every marketer should build:

Brand Voice GPT

Upload your style guides and previous content to create a GPT that maintains consistent messaging across your team. This tool ensures all content creators start from the same foundation, whether they're crafting social posts, emails, or website content. It's particularly valuable when multiple team members need to create content that sounds unified.

Persona GPT

Create separate GPTs for each of your target audience personas. Upload relevant data and characteristics, then use these GPTs to evaluate content, review website pages, and conduct virtual focus groups. You can even tag multiple persona GPTs in a single conversation using the @ symbol to get diverse perspective on your marketing materials.

Strategic Advisor GPT

This GPT helps you stay focused on big-picture objectives when you're deep in tactical work. Feed it your project plans and strategic goals, and it will help identify gaps, ensure alignment with broader objectives, and prevent you from getting stuck in day-to-day details.

Pro Tip:

Store your GPT instructions externally in a spreadsheet for easy updates and refinements as you optimize their performance.

This tip is provided with insights from our training with Brain Piper: [How to Create Custom GPTs for Ultimate AI Personalization with Brian Piper](#)