



The Art of Strategic Prompt Creation

Executive Snapshot

How to craft strategic prompts

With the rising popularity of generative AI, everyone has advice on how to write the perfect prompt. But prompt creation doesn't follow a one-size-fits-all format and using templates won't guarantee quality results.

For high-quality output, your prompt must communicate who you're writing for, what you're answering, what format your content will take, and more.

Crafting a prompt that communicates all of this in a way that AI can understand is easier said than done, which is why many companies are hiring expensive prompt engineers.

A faster, easier way to scale

Skyword recognizes how difficult, expensive, and time consuming it can be to create prompts that generate good results. That's why we released ATOMM™, an AI-powered content engine, to help brands create high-quality content at scale—no prompt writing required.

ATOMM™ takes original content created by human experts and adapts it for different channels and personas. The algorithm leverages an extensive library of templates and prompts tailored to your brand's voice, audience, and format preferences.

The atomization process takes minutes, not hours, days, or weeks. And you get a collection of authentic, accurate, and copyrightable marketing material without the headaches or risk.

How to craft strategic prompts

The dos, don'ts, and disadvantages

DO

- Use templates created by other prompt writers to inform and refine your customized prompts.
- Be specific. Add context, including what you're trying to achieve, who your target audience is, and what channel you're writing for.
- Use a neutral, conversational tone.
- Iterate, ask follow-up questions, and repeatedly refine your prompt to help the model understand what you want to communicate.

DON'T

- Mindlessly follow generic prompt templates or 'cheat sheets' and expect quality results.
- Be vague, use incomplete sentences, or ask yes/no questions.
- Use jargon, technical terms, and biased or leading language.
- Accept the first result.

DISADVANTAGES

- Generative AI is still a developing technology. It may take multiple tries to get the model to understand what you're trying to communicate.
- There is a fine line between being specific enough to get your desired result and being so specific that you limit the model's creativity.
- Even the perfect prompt can elicit content containing misinformation, biases, and inaccuracies.
- An inexperienced prompt writer can spend as much time creating a good prompt as they would have on the content itself.

A faster, easier way to scale

Use ATOMM™ to create high-quality content without prompts

OPPORTUNITIES

- Use natural language processing (NLP) to adapt one piece of content into multiple versions for different channels and personas.
- Securely and seamlessly scale your content creation without writing a single prompt.
- Save time and money by marrying the power of human creativity and the scale of efficiency offered by generative AI.
- Improve engagement, reach, and search rankings with authentic, accurate, and personalized content.

SECURITY

Skyword mitigates the risks associated with AI-generated content with:

- AI that adapts human-created source material, previously vetted for originality, accuracy, and brand compliance.
- Automated checks for grammar, style, and plagiarized text.
- In-house editorial review to save your team time while protecting your brand with expert human oversight.
- A secure API to keep your data confidential—it's never stored, exposed, or used in AI training models.

Atomize high-quality content with ATOMM™

Adapt one piece of content into multiple assets, customized for different audiences, channels, and touchpoints.

Select personas

Store details about your personas in Skyword360 and ATOMM will automatically adjust it's context and writing style based on your unique descriptors.



Create a package

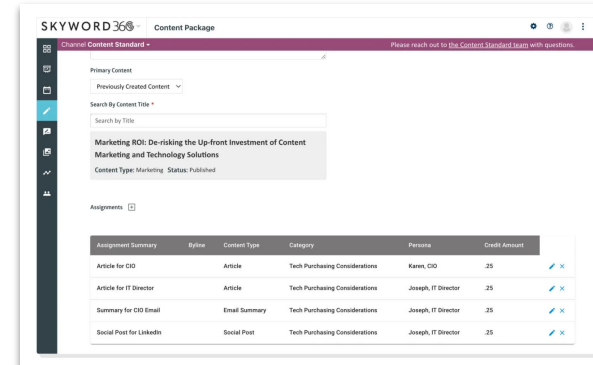
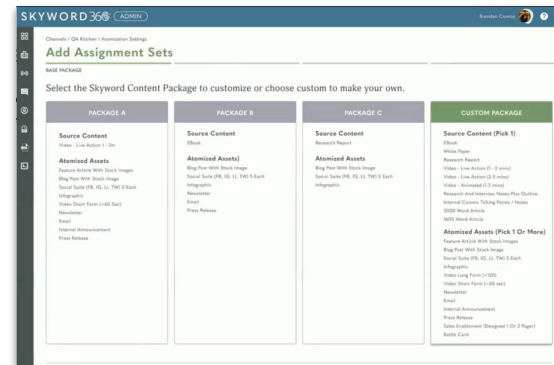
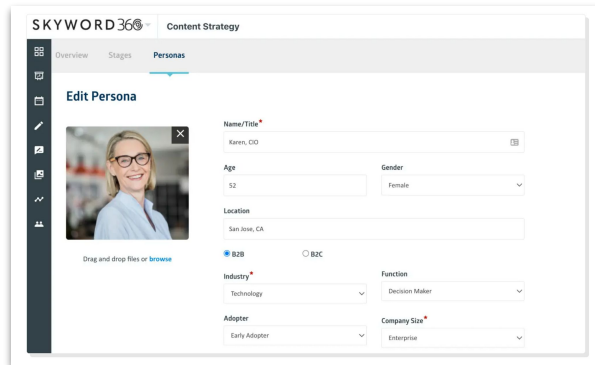
Identify the original content asset you want adapted, the personas you're creating for, and the content types you want generated.



Generate content

With a click, ATOMM™ automatically analyzes your source content and generates the new assets, ready for human review, in seconds—not days or weeks.

[Learn more](#)



Discover ATOMM™:
**Skyword's generative AI engine
built for enterprise content
marketing**

www.skyword.com/ai