



# BUILD YOUR OWN CUSTOM MARKETING ASSISTANT GPT

EMPOWER YOUR MARKETING TEAM WITH AI

Presented by the NTCA Marketing Committee

## OVERVIEW

This white paper is a step-by-step guide to help broadband and telecommunications marketers build their own custom GPT (Generative Pre-trained Transformer). It explores the process using OpenAI's ChatGPT, but other enhanced generative AI chats such as Claude Projects, Microsoft Copilot Agents, Gemini Gems and CustomGPTs are also excellent tools for marketers.

In under an hour, you can create an AI-powered assistant that understands your brand, voice, services, audience and more, and uses that knowledge to assist with daily marketing execution and strategic planning.

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## WHY CREATE A CUSTOM GPT FOR MARKETING?

- **Save Time:** Instantly write content, ads, emails and more.
- **Stay Consistent:** Keep tone, branding and messaging on track.
- **Boost Strategy:** Get fresh campaign ideas, SEO help and competitive insights.
- **Empower Teams:** Make AI accessible across your team without a learning curve.

## WAYS YOUR MARKETING ASSISTANT GPT CAN HELP

A custom GPT can allow marketers to quickly create on-brand content like social media posts, emails, press releases and blog ideas tailored to their local audience. It can also support campaign planning, seasonal promotions, SEO strategy and ensure all messaging stays consistent with your company's voice and community-focused values.

## WHAT YOU'LL NEED TO GET STARTED

Before building, gather the following brand resources. Create a folder and start collecting! You don't need to have everything perfectly organized. Here's how to gather and format your materials:

### Documents to Upload Directly (PDF, Word or Excel)

- **Brand Guide** – PDF format with logos, fonts, color palette, tone, etc.
- **Coverage Area** – A Word document of ZIP codes served.
- **Marketing Calendar** – Word or Excel format with upcoming campaigns or promotions.
- **Product/Service Sheets** – Brochures or webpages saved as PDFs or Word documents.
- **Campaign Examples** – Sample ads or assets that show brand voice.

### Word Document Collection (Combine the following into one doc, if needed)

*The goal is to give your GPT context. More examples = better results.*

- Sample post or ad text that shows your brand voice
- Competitor list with links and what sets you apart
- Key product descriptions (or copy from your website)
- Taglines, approved phrases and marketing slogans
- Demographic notes, target audience info or personas
- List of platforms you use (e.g., Facebook, Instagram, LinkedIn, YouTube) with links to each
- Content “do’s and don’ts” for brand tone

## STEP-BY-STEP: HOW TO BUILD YOUR GPT

### 1. Go to: <https://chat.openai.com/gpts>

### 2. Click “Create” in the top right

- **Note:** You must have a **ChatGPT Plus (paid)** account to create a custom GPT. However, **anyone with a free account can use a GPT** that you share with them. Your custom GPT will remain accessible to anyone with the link as long as the account that created it remains subscribed to a paid plan.

### 3. Use the GPT Builder Wizard

- Click the right tab for “**Configure**”
- **Name:** {Brand Name’s} Marketing Assistant
- **Description:** An AI assistant built to help the marketing team create content, brainstorm campaigns, check brand voice and support daily marketing tasks.
- **Instructions:** You are a broadband marketing assistant. You help with campaign planning, social posts, SEO, ad copy and website content. You use {Brand Name’s} tone of voice, colors and messaging. Use a friendly, helpful and professional tone. Avoid slang, overly technical language and off-brand phrasing. Do not mention competitors unless asked.

## 4. Set Up Conversation Starters

Paste each of these individually, and add your own as needed. *Note: This list may not always display all starters, so save it for manual pasting if needed.*

- “Summarize our brand voice using the tone examples I’ve provided.”
- “List 10 caption styles we commonly use in our social media posts.”
- “Review our competitor list and identify three key differentiators.”
- “Suggest blog categories based on our services and demographics.”
- “Create a 30-day social media calendar with post ideas and hashtags.”
- “Evaluate this piece of copy for consistency with our tone and branding.”
- “Generate seasonal marketing ideas based on our product mix.”
- “What SEO keywords should we focus on for our streaming TV product?”
- “Suggest five value props we should use in a Facebook ad about our fiber bundles.”
- “Draft a short newsletter blurb announcing a new service area expansion.”
- “Write three Facebook captions for our summer fiber promo. Keep them under 150 characters.”
- “Edit this paragraph to match our brand voice.”

## 5. Upload Materials Under Knowledge

- Upload all the documents you collected as listed above.

## 6. Finalize

- Select “No Recommended Model”
- Leave all capabilities checked
- Click “Create” in the top right
- Select “Anyone with Link”
- Copy link
- Share with your team

## SAMPLE PROMPTS FOR YOUR MARKETING ASSISTANT GPT

The following sample prompts show how broadband marketers can use their newly created custom GPT to generate content, streamline strategy and maintain brand consistency.

### Content Creation

- **Social captions, ad copy, blog posts**  
*Prompt:* “Write three Facebook captions and one blog intro to promote our new fiber expansion in [Town/County Name]. Emphasize speed, reliability and local support.”
- **Email marketing drafts**  
*Prompt:* “Draft a customer email announcing a limited-time discount on our high-speed internet for new subscribers in rural areas.”
- **Press releases**  
*Prompt:* “Write a press release about our recent broadband grant award and how it will improve internet access in [Community Name].”

### Strategy & Planning

- **Campaign theme ideas**  
*Prompt:* “Suggest five marketing themes for a fall campaign promoting our fiber internet service.”
- **Seasonal promotion calendars**  
*Prompt:* “Create a three-month seasonal promotion calendar for fall, including key dates and rural-focused messaging ideas.”
- **Competitive analysis summaries**  
*Prompt:* “Summarize how our offerings compare to [Competitor Name] in rural broadband markets and suggest marketing angles we can use.”

## SEO Support

- **Keyword suggestions**  
*Prompt:* “Suggest SEO keywords for a landing page focused on affordable high-speed internet for rural families in [State/Region Name].”
- **Meta title/descriptions**  
*Prompt:* “Write a meta title and description for a page advertising our new fiber service in [Town Name], focusing on reliability and speed.”
- **Blog topic ideation**  
*Prompt:* “List 10 blog topics that would appeal to homeowners looking for better internet service.”

## Consistency

- **Rewrite off-brand text**  
*Prompt:* “Here’s a draft of our homepage intro. Please rewrite it to better reflect our friendly, rural-focused brand tone.”
- **Suggest alternatives to noncompliant phrasing**  
*Prompt:* “Suggest on-brand alternatives to these phrases we’ve been using in our ads that may sound too corporate or technical.”
- **Proofreading**  
*Prompt:* “Review this direct mail piece for tone, clarity and alignment with our brand’s voice, which emphasizes local, approachable and community-focused language.”

## TIPS FOR SUCCESS

- **Train It:** Keep uploading more examples and documents.
- **Prompt Clearly:** Use specific tasks, tone, length and audience.
- **Test & Refine:** Ask it to generate content, then edit or improve together.

## FINAL NOTE

AI can be a powerful teammate, but it’s most effective when given context. The more your assistant knows about your brand, the more powerful and accurate it becomes. Remember to review responses and check for accuracy. Start building today and empower your marketing employees with their most intelligent assistant yet.

*Users should independently fact-check AI outputs and take care to avoid copyright, privacy or other legal issues that may arise from relying on generated content. Additionally, before uploading any sensitive company information into an AI tool, be sure to consult with your company’s leadership to ensure compliance with internal policies and security guidelines.*



The NTCA Marketing Committee would like to thank Nex-Tech (Lenora, Kan.) for its assistance with this paper. Nex-Tech Creative is a marketing agency within Nex-Tech, a broadband provider, bringing marketing expertise with true telecom know-how. They’ve launched hundreds of campaigns for rural providers and co-ops, delivering tech-savvy solutions that make sense for your world. Visit [www.nex-tech.com/creative/](http://www.nex-tech.com/creative/) for more information.