

MARLO

ChatGPT, Claude, Perplexity... or MARLO?

The difference between using AI for marketing and actually running your marketing with AI

STRATEGY

built from your business

EXECUTION

turned into real work

ACCOUNTABILITY

owners, time and deadlines

CONTINUITY

one connected system

For overloaded business owners, solo marketers, and lean teams that know what good marketing looks like but struggle to keep the entire machine moving.

The core idea

ChatGPT, Claude, Perplexity, Gemini, and similar platforms are powerful general-purpose AI tools. MARLO is built for a narrower job: turning your marketing strategy into an organized, executable system that keeps moving after the first answer.

DOWNLOAD • READ • THEN USE THE DIAGNOSTIC PROMPT STARTING ON PAGE 13

See exactly where MARLO could simplify the way you already use AI for marketing.

THE MODERN MARKETING PROBLEM

The issue is not AI. It is what happens after the answer.

AI has made it dramatically easier to create strategies, campaign concepts, copy, outlines, research summaries, and ideas. That is a real improvement. But generating the answer is only one part of marketing.

The bigger operational problem starts immediately afterward: Who turns the strategy into a plan? Who decides what matters first? Who creates the tasks? Who owns each task? How much time does the team actually have? Where does the work live? What happens when priorities change? And how do you know whether anything is on track?

A familiar workflow

Ask a general-purpose AI tool for a strategy → copy it into a document → pull action items into Asana, Monday, Trello, a spreadsheet, or sticky notes → create content in separate chats → schedule social somewhere else → track KPIs elsewhere → try to remember why you made the original decisions.

Every handoff creates friction.

What gets created

- Strong ideas and useful drafts
- Strategy documents
- Campaign concepts
- Content outlines
- Lists of recommended actions

What still has to happen

- Prioritize the work
- Convert ideas into executable tasks
- Assign owners and deadlines
- Plan around real capacity
- Track progress and risk
- Keep strategy connected to execution

That gap between “good answer” and “work actually completed” is exactly where MARLO is designed to operate.

A FAIR COMPARISON

General-purpose AI is powerful. MARLO solves a different problem.

This guide is not arguing that MARLO is “better AI” than ChatGPT, Claude, Perplexity, Gemini, or other general-purpose AI tools. That would miss the point. These platforms are broad AI assistants built to help with an enormous range of work. MARLO is a purpose-built marketing operations system.

General-purpose AI is excellent for

- Brainstorming and ideation
- Drafting copy and content
- Research and synthesis
- Analyzing information you provide
- Creating strategies from a prompt
- Exploring options quickly
- Helping you think through problems

Where marketing teams still do the work

- Building and maintaining business context
- Turning strategy into a structured execution plan
- Creating the project system
- Assigning tasks to real people
- Balancing workload and capacity
- Tracking deadlines and risk
- Maintaining a repeatable operating rhythm

The prompt is not the operating system.

You can absolutely ask ChatGPT, Claude, Perplexity, Gemini, or another AI assistant to produce a marketing strategy. You can ask it to create a task list, research a market, or draft 20 social posts. The challenge is that you are still the person stitching those outputs together and maintaining the system around them.

The key distinction

With general-purpose AI, you direct a flexible assistant. With MARLO, you enter a marketing workflow designed to capture business context, build the strategy, translate that strategy into work, and manage execution in the same environment.

FROM BUSINESS CONTEXT TO EXECUTION

What MARLO actually does

MARLO is an AI-powered marketing operating system built for overloaded businesses. It is designed to connect the parts of marketing that usually live in separate tools and separate conversations.

1	UNDERSTAND THE BUSINESS Guided onboarding captures your product, customers, sales process, goals, constraints, and team context.
2	BUILD THE STRATEGY MARLO creates business-specific buyer personas, competitive intelligence, messaging frameworks, offer analysis, and strategic direction.
3	TURN STRATEGY INTO A PLAN The strategy becomes a 30-day execution plan organized into weekly sprints rather than a document that sits untouched.
4	CREATE THE WORK MARLO breaks the plan into daily tasks, checklists, owners, deadlines, and hour estimates.
5	MANAGE EXECUTION The work lives inside a Kanban board and Gantt timeline with progress, capacity, and risk visible.
6	KEEP MARKETING CONNECTED Strategy, campaigns, tasks, team capacity, and progress stay in one system so the business is not rebuilding context every week.

What changes

Instead of repeatedly asking, “What should I do next?” MARLO makes the next priority visible.

SAME AI ERA. DIFFERENT JOBS.

MARLO vs. general-purpose AI at a glance

AREA	GENERAL-PURPOSE AI	MARLO
Primary purpose	General-purpose AI assistant	Purpose-built marketing operating system
Business context	You provide context through prompts, chats, projects, files, or available memory	Guided business onboarding is part of the marketing workflow
Strategy creation	Can generate strategy when prompted	Strategy is a native step in the system
Buyer personas / messaging	Can generate each when asked	Built as connected strategic outputs
Execution planning	Can generate a task list	Turns strategy into a structured 30-day plan and weekly sprints
Project management	Requires you to maintain a separate workflow or manually manage tasks	Kanban, Gantt, checklists, deadlines, and ownership live with the plan
Team capacity	Can reason about capacity if you provide the data	Capacity planning is built into the execution workflow
At-risk work	You have to ask and provide current status	Designed to surface execution risk inside the operating system
Continuity	Depends on the context available in your chats/projects/files/memory	Marketing strategy and execution stay connected inside one purpose-built workspace
Social publishing	Can create social content but does not replace your publishing stack by default	Direct social scheduling is planned for Phase 2
Best fit	Flexible thinking, drafting, analysis, research, and ad hoc work	Running an ongoing marketing system from strategy through execution

Important: General-purpose AI capabilities continue to evolve quickly. This comparison is about workflow design, not a claim that ChatGPT, Claude, Perplexity, Gemini, or similar tools cannot perform individual marketing tasks.

EXAMPLE: LAUNCH A CUSTOMER WEBINAR

A real campaign: the difference shows up in the workflow

Imagine a lean business wants to launch a webinar in four weeks. The strategy is straightforward. The operational load is not.

Typical general-purpose AI + tool stack

1. Ask a general-purpose AI assistant for campaign strategy and audience ideas.
2. Copy the strategy into Google Docs or leave it buried in the chat.
3. Ask the AI assistant for the landing page outline, email sequence, social posts, ad copy, and webinar follow-up.
4. Create a project in Asana, Monday, Trello, or a spreadsheet.
5. Manually translate the campaign into tasks and subtasks.
6. Assign owners and deadlines based on your best guess of capacity.
7. Move copy into documents, design tools, email software, and social scheduling tools.
8. Check the project board to figure out what is late.
9. Return to the AI assistant and re-explain context when something changes.
10. Manually reconcile the strategy, work completed, campaign results, and next steps.

MARLO workflow

1. MARLO starts from the business, audience, goals, constraints, and team context already captured in the system.
2. The campaign is connected to the broader strategy and messaging.
3. The work becomes a structured plan with weekly sprints, tasks, owners, deadlines, checklists, and hour estimates.
4. The team works from the same Kanban and Gantt environment instead of translating strategy into a separate project system.
5. Capacity and at-risk work are visible as the campaign progresses.
6. The next action stays tied to the original strategy rather than becoming a disconnected task list.

Same campaign. Less orchestration.

The biggest MARLO advantage is not that AI can write another email. It is that fewer pieces of the marketing process depend on one person manually connecting everything.

MARKETING FRAGMENTATION IS AN OPERATING EXPENSE

The hidden cost of tool hopping

Most small teams do not struggle because they lack tools. They struggle because every tool creates another place where context, decisions, tasks, files, and status can become disconnected.

CONTEXT REBUILDING You keep explaining the company, audience, offer, voice, campaign history, and constraints before AI can help effectively.

STRATEGY DECAY The strategy starts strong, then daily requests take over and the original priorities disappear.

PROJECT MANAGEMENT TAX Someone must convert every recommendation into tasks, owners, dates, statuses, and follow-up.

CAPACITY GUESSING Teams commit to more work than they can realistically complete because planning is disconnected from available hours.

CONTENT DRIFT Different chats and contributors create messaging that slowly moves away from the core positioning.

INVISIBLE RISK A campaign can look fine until the deadline is close because no one is watching dependencies and capacity.

DECISION FATIGUE Owners spend too much time deciding what to work on instead of doing the highest-value work.

The expensive question

“What should we do next?” should not require reopening five tools, checking three chats, asking two people, and rebuilding the plan in your head.

MARLO is designed to reduce that coordination burden by treating strategy and execution as one connected system.

BUILT FOR OVERLOADED BUSINESSES

Who gets the most value from MARLO?

MARLO is especially useful when marketing responsibility is bigger than the team available to manage it.

1. The owner doing too much

- You are still the de facto CMO
- Marketing lives in your head
- You bounce between client work, sales, operations, and marketing
- You know consistency matters but priorities keep moving
- You do not want another expensive agency or full-time hire

2. The solo marketer

- You are strategy, content, project manager, and reporting team
- Requests arrive faster than you can organize them
- You use AI heavily but still maintain the workflow manually
- You need a system that creates structure, not another blank chat
- You need clearer priorities and realistic workload

3. The lean or downsizing team

- Headcount is tight
- Everyone wears multiple hats
- There is little room for project-management overhead
- You need more output from the same team without pure chaos
- Leadership wants visibility into what is happening and why

MARLO is less useful when

- Marketing is a one-off need rather than an ongoing function
- You already have a deeply integrated operations system your team follows consistently
- You only want occasional copywriting help
- You do not want a structured strategy-to-execution process
- You expect AI to replace judgment, review, or subject-matter expertise

A simple fit test

If your current system is “general-purpose AI + documents + tasks + calendars + memory + a lot of manual follow-up,” MARLO is solving a problem you already have.

WHAT THE MARLO OPERATING MODEL LOOKS LIKE

From first login to a working marketing rhythm

01	CAPTURE	Tell MARLO about the business, customers, offer, sales process, goals, constraints, team, and available capacity.
02	CLARIFY	Build the strategic foundation: personas, competitive context, messaging, offers, priorities, and the marketing direction.
03	PLAN	Convert strategy into a 30-day plan, weekly sprints, daily actions, tasks, deadlines, owners, and estimated hours.
04	EXECUTE	Work from the Kanban board, Gantt view, checklists, and team assignments rather than rebuilding a project elsewhere.
05	MANAGE	Use capacity visibility and at-risk detection to see where work may slip before deadlines become emergencies.
06	REPEAT	Keep the strategy, decisions, tasks, and progress connected so the next sprint starts with context instead of a blank page.

WHY STARTING FROM ZERO IS EXPENSIVE

The real advantage is connected context

The quality of AI output is heavily influenced by context. A good marketer knows that a generic prompt produces generic work, while strong context creates specificity.

In a typical AI workflow, the user is responsible for collecting and reintroducing that context. Sometimes it is saved in a project. Sometimes it is in a document. Sometimes it is in memory. Sometimes it exists only in the person's head.

MARLO makes business context part of the operating model.

- Who you sell to and what they care about
- What you sell and why it is different
- How your sales process works
- What marketing goals matter right now
- What constraints the business is operating under
- What messaging and strategic direction have already been established
- Who is available to do the work and how much capacity exists
- What the current execution plan says should happen next

This is the operating leverage

The value is not simply "AI remembers my company." The value is that business context is connected to strategy, and strategy is connected to the work the team is actually doing.

That makes MARLO less like a prompt library and more like a marketing system of action.

PRODUCT REALITY, NOT VAPORWARE

What MARLO does today, and what comes next

A useful comparison should be clear about current functionality versus planned functionality. MARLO's current value is the strategy-to-execution system. Additional workflow consolidation will expand from there.

Available in the current MARLO workflow

- Guided business onboarding
- Business-specific marketing strategy
- Buyer personas and competitive intelligence
- Messaging frameworks and offer analysis
- 30-day execution planning
- Weekly sprints and daily tasks
- Team assignments and hour estimates
- Kanban project view
- Gantt timeline
- Capacity tracking and role-based workflow
- At-risk execution visibility

Phase 2 direction

- Direct social scheduling is planned
- The goal is to reduce another handoff between content creation, campaign execution, and publishing
- Planned functionality should be treated as roadmap direction until released

What MARLO is not

- A guarantee that every strategy or piece of content is automatically correct.
- A replacement for human judgment, brand standards, compliance review, or subject-matter expertise.
- A reason to stop using general-purpose AI. Many users will still use ChatGPT, Claude, Perplexity, Gemini, or similar tools for flexible thinking, research, exploration, and ad hoc work.
- A generic “do everything” AI tool. Its strength is the narrow focus on running marketing.

The point is consolidation, not isolation.

Use the best tool for the job. MARLO's job is to make marketing itself operate like a system instead of a pile of disconnected outputs.

THE MARLO FIT ANALYZER

Now use your AI assistant to decide whether MARLO fits you

This guide is designed to be useful even before you create a MARLO account. Upload this PDF into ChatGPT, Claude, Perplexity, Gemini, or another capable AI assistant and use the prompt on the next page to analyze your existing marketing workflow.

For the strongest diagnosis, give your AI assistant evidence of how you actually work.

1. Upload this MARLO guide.
2. Keep the analysis in a project or conversation where your business context is already available, when the AI tool supports it.
3. Include 5 to 10 representative prompts you have used for marketing, or paste examples from prior conversations.
4. Upload your current marketing plan, content calendar, task list, campaign brief, or project export if you have them.
5. List the tools you use for project management, content, social scheduling, CRM, analytics, and reporting.
6. Give the AI assistant your team structure and rough weekly marketing capacity.
7. Tell it where you personally lose the most time: planning, writing, assigning, following up, reporting, prioritizing, or keeping everyone aligned.

Do not fake history.

Your AI assistant should analyze only the history, memory, project context, files, and messages it can actually access. If it cannot see enough evidence of your past workflow, the prompt instructs it to ask you for examples rather than guessing.

The output should be specific to you: what you currently do, where the handoffs are, what MARLO could consolidate, what should stay in general-purpose AI, and whether MARLO would meaningfully reduce your workload.

MARLO FIT ANALYZER PROMPT

Copy + paste this prompt into ChatGPT, Claude, Perplexity, Gemini, or another AI assistant

I am evaluating whether MARLO (mymarlo.ai) would improve the way I currently run marketing. I have uploaded the MARLO guide to this conversation. Read it carefully before answering.

Your job is not to sell me MARLO. Your job is to diagnose my actual marketing workflow and give me a candid recommendation.

First, analyze any information you can legitimately access in this conversation, project, uploaded files, and available memory/context about how I have historically used general-purpose AI tools such as ChatGPT, Claude, Perplexity, Gemini, or similar platforms for marketing. Look for evidence such as strategy requests, positioning work, campaign planning, content creation, social posts, email copy, project plans, task lists, reporting, research, brainstorming, SEO, advertising, lead generation, analytics, or repeated prompts that require me to rebuild context.

Do not claim you can see chat history or account data that is not actually available to you. If you do not have enough history to make a strong diagnosis, tell me exactly what is missing and ask me to paste 5 to 10 representative marketing prompts, conversations, or workflow examples before reaching a conclusion.

Then map my current workflow from idea to completed marketing work. Identify:

- 1. What I use general-purpose AI for today.**
- 2. What happens after the AI gives me an answer.**
- 3. Which tools I move the work into next.**
- 4. Where I manually copy, translate, organize, assign, schedule, follow up, or re-explain context.**
- 5. Where strategy becomes disconnected from execution.**
- 6. Where I appear to lose time or create unnecessary project-management overhead.**
- 7. Where lack of team capacity, ownership, deadlines, or prioritization creates risk.**

COPY THE FULL PROMPT FROM PAGES 13-14

MARLO Fit Analyzer prompt, continued

Next, compare that workflow against the MARLO model described in the uploaded guide. Separate your recommendations into four categories:

A. KEEP IN GENERAL-PURPOSE AI

Tasks where a flexible general-purpose AI assistant is still the better or perfectly adequate tool.

B. MOVE INTO MARLO

Tasks or workflows that would benefit from persistent business context, connected strategy, 30-day planning, weekly sprints, tasks, owners, deadlines, checklists, Kanban/Gantt visibility, capacity planning, or at-risk execution visibility.

C. KEEP IN OTHER TOOLS

Functions MARLO does not currently replace, including any specialist tools I still need. Treat direct social scheduling as planned Phase 2 functionality, not a current feature.

D. STOP OR SIMPLIFY

Duplicative steps, manual handoffs, repeated prompting, unnecessary documents, redundant project management, or work I appear to be doing simply because my current process is fragmented.

Then give me these outputs:

- 1. CURRENT WORKFLOW MAP:** A concise step-by-step description of how I appear to run marketing today.
- 2. FRICTION SCORE:** Score my current workflow from 1 to 10 for fragmentation, where 10 means extremely fragmented. Explain the score.
- 3. TOP 5 MARLO OPPORTUNITIES:** The five specific ways MARLO could reduce work or improve consistency for me, ranked by likely impact.
- 4. TOOL CONSOLIDATION MAP:** Show my current tool/process, what job it performs, whether MARLO could replace or reduce that job, and what should remain outside MARLO.
- 5. TIME/COORDINATION SAVINGS:** Do not invent hours. Instead identify the exact categories of manual coordination that could plausibly be reduced.
- 6. RISKS OR GAPS:** Tell me where MARLO would not solve my problem or where I would still need human judgment or another tool.
- 7. 30-DAY TEST:** Give me a practical 30-day MARLO test using one real campaign or marketing objective from my history. Define what I should put into MARLO, what success would look like, and what I should compare against my current workflow.
- 8. VERDICT:** Choose one: **STRONG FIT**, **POSSIBLE FIT**, or **WEAK FIT**. Explain why in plain English.

Be specific. Reference patterns from my actual workflow when evidence is available. Do not give me generic SaaS talking points. Challenge the idea that I need MARLO if my existing workflow is already simple and effective.

What a good answer looks like

You should get a workflow diagnosis, not a product pitch. If the AI assistant cannot point to specific friction in the way you actually work, that is useful information too.

AI MADE MARKETING CREATION EASIER. OPERATIONS ARE STILL HARD.

The bottom line

General-purpose AI can help you think faster, write faster, research faster, and create faster. For many people, that is enough.

But when marketing becomes an ongoing operating function, the challenge changes. The business needs a strategy that stays connected to campaigns. Campaigns need tasks. Tasks need owners, deadlines, checklists, and realistic capacity. The team needs to know what matters next. Leadership needs to know what is moving and what is at risk.

That is the problem MARLO is built to solve.

General-purpose AI helps create the answer. MARLO helps turn the answer into an operating system.

You do not need less AI. You need less chaos between the idea, the plan, and the work getting done.

Try the comparison on your own workflow.

Upload this guide to your preferred AI assistant, run the MARLO Fit Analyzer prompt, and see whether your current process is already working or whether you are spending too much time acting as the human glue between your AI, project tools, calendars, documents, and team.

MARLO

AI marketing system for overloaded businesses

mymarlo.ai

Strategy → execution → accountability → momentum