CONTENTS

SYMPHONIE
PRIME

BACKGROUND

The process of **defining a marketing plan** and the subsequent execution steps for the implementation of **editorial plans**, from the **choice of channels** to the **design and implementation of** advertising **campaigns**, constitute a complex and intricate journey.

The **ATENA AI Marketing Program** uses the concrete support of **artificial intelligence** to define the strategic, technical, and operational assets necessary to create a comprehensive **MARKETING PLAN** that comprehensively fulfills the business objectives of any brand/company on the market.
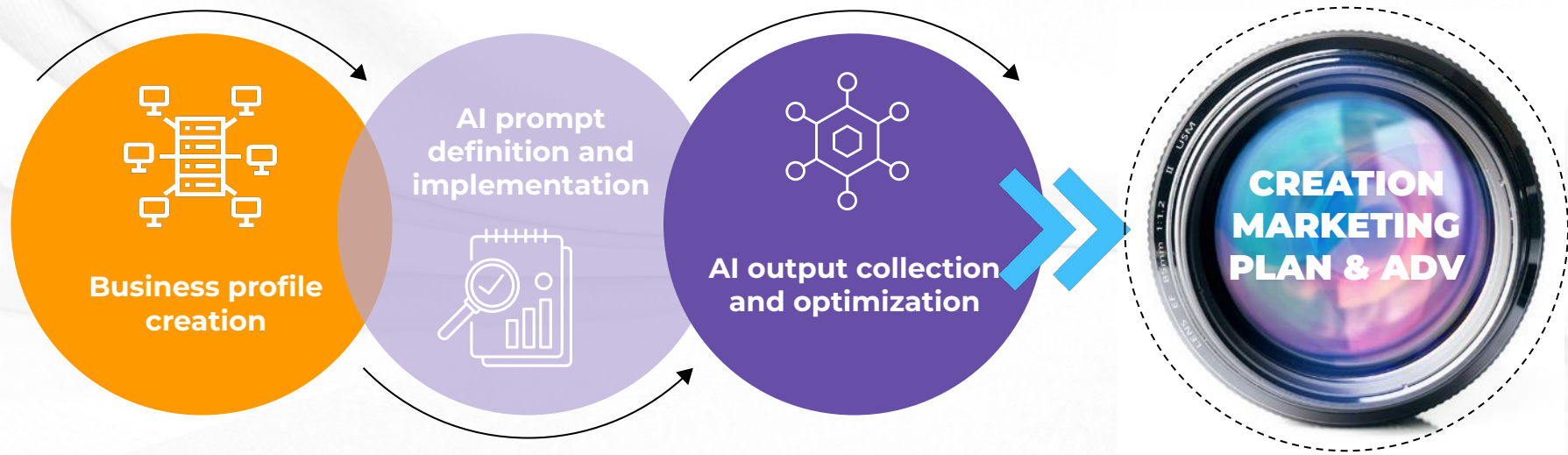
The **ATENA** program, thanks to the implementation and application of **AI prompts**, offers a solution for creating advanced marketing strategies while **drastically reducing execution time**.

Atena
AI MARKETING PROGRAM

SYMPHONIE PRIME

METHODOLOGY

WHICH ARE THE STAGES OF THE PROGRAM?

The **ATENA program** involves a methodology and process which are divided into three steps and can be implemented either partially or fully, depending on the state of maturity/brand awareness.

Business profile creation

AI prompt definition and implementation

AI output collection and optimization

CREATION MARKETING PLAN & ADV

SYMPHONIE
PRIME

BENEFITS

ADVANTAGES AND FEATURES OF THE PROGRAM

Explores broader fields and can propose innovative solutions

SUGGEST

Reduces execution time and supports marketers throughout the process

SIMPLIFY

Produces content at a significantly higher rate

SPEED UP

CREATE

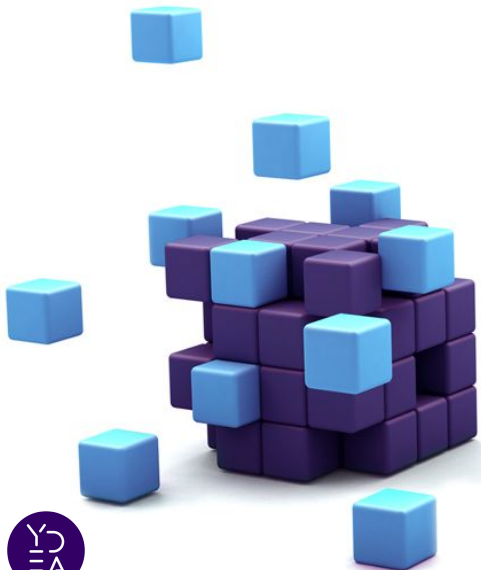Can go as far as creating the assets needed for campaigns

ANALYZE

Searches and analyzes huge volumes of data in very little time

Atena

SYMPHONIE PRIME

APPLICATIONS & USE CASES

AREAS OF APPLICATION OF THE PROGRAM

Analysis of **Marketing Campagne Performance**

Analysis of Social **Sentiment Focus Group**

Definition of **Buyer Personas**

Keyword and **Tag** Research for SEO & SEM

Creation of **E-commerce product sheets**

Designing **Ads for Advertising**

Implementation of a **Brand Strategy**

Creation of **Social PEDs**

Atena

SYMPHONIE PRIME
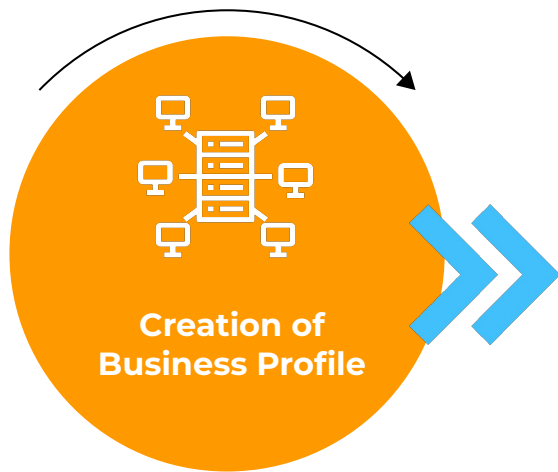
APPLICATION OF THE ATENA PROGRAM

USE CASE YDEA

IDENTIFICATION OF BUYER PERSONAS

1. BUSINESS PROFILE CREATION

The **Business Profile** is the starting point of the atena program. Writing this document should be precise and detailed in order to achieve a high-performing output. The business profile is a summary of the brand and includes: a comprehensive description of the company, its value proposition, the industry/market in which it operates, its main target audience, and a list of its competitors.

Creation of Business Profile

Business profile Ydea
File Modifica Visualizza Inserisci Formato Dati Strumenti Estensioni Guida

Area	Key Info
Brand Name	Ydea studio
Website Link	https://ydeastudio.com/
Descrizione lunga	**Descrizione del brand:** Ydeastudio è una digital agency specializzata in servizi digitali per le PMI. La promessa del brand è di "aiutare le aziende nel processo di trasformazione digitale offrendo loro, attraverso strumenti, expertise e tecnologie digitali, la miglior strategia digitale necessaria ad affermarsi sul mercato online e offline. Con una pluralità di servizi integrati Ydea studio fornisce ai clienti soluzioni complete per sviluppare l'identità del marchio, costruire una presenza online efficace con le migliori strategie di UI&UX design, creare una strategia di social media marketing per ottimizzare la presenza omnicanale e una strategia promozionale con campagne di marketing online per lo sviluppo della brand awareness e la generazione di nuovi clienti o la vendita diretta dei propri prodotti. Tra i suoi principali servizi troviamo: sviluppo della brand awareness, costruzione della brand identity, definizione di Customer engagement ed experience, sviluppo web site, portali e app mobile, social strategy, advertising, lead generation. Ydea studio nasce nel 2022 da un rebranding di Air communication, agenzia fondata nel 2013 focalizzata sul digital marketing. La nuova realtà ha definito un' offerta più completa ed ampia e un posizionamento più strutturato grazie anche all'ingresso di nuovi soci di maggioranza con expertise pluriennale in customer experience e growth marketing. Oggi Ydea studio conta al suo interno circa 20 talenti che presidiano tutte le aree di ambito dell'agenzia. **Descrizione del brand:** Ydeastudio è una digital agency specializzata in servizi digitali per le PMI. La promessa del brand è di "aiutare le aziende nel processo di trasformazione digitale offrendo loro, attraverso

2. DEFINITION OF AI PROMPTS

The **definition and application of AI prompts** is the key to obtaining the best output from artificial intelligence. Precise and detailed implementation of the prompts, combined with the information in the business profile, will enable optimized generation of the content of the company's marketing plan.

AI prompt definition and implementation
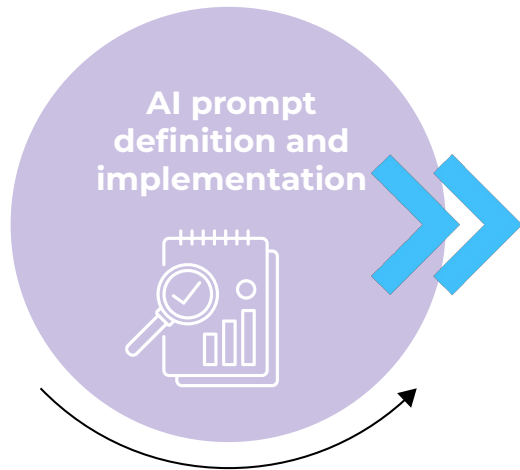
I want you to act like a market researcher.
Define the following aspects of the brand's potential target market segments and group the information into a table.
For each segment, create an Audience Persona and group the information into a dedicated table.
- **Demographic characteristics**
- **Occupation, hobbies, and interests**
- **Psychographic characteristics**
- **Places of aggregation offline and online**
- **Most used media, blogs, and channels**

Next, indicate which of the segments just identified has the greatest likelihood of success for the brand and argue in detail why.
List them in order of priority.
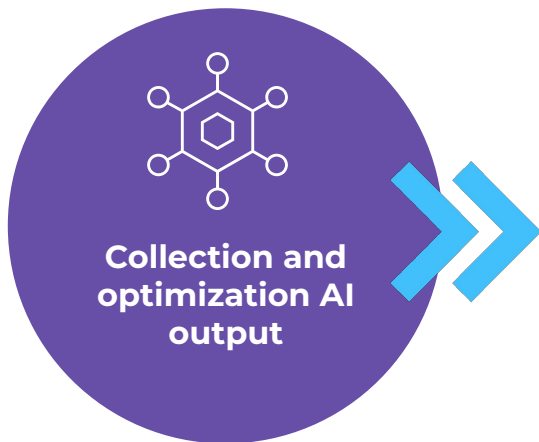**For each segment, indicate:**
- **Size of the potential market segment in terms of population**
- **Propensity to spend**
- **Degree of perceived need for the product**
- **Profit potential**

Brand description / Product category / Target audience
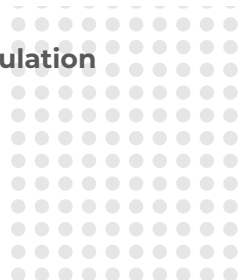
3. COLLECTION AND OPTIMIZATION OF AI OUTPUT

The implementation and use of the AI prompts must generate the output of interest to us in order to create the company's marketing plan in detail. In the example given, using the prompts for target audience definition for Ydea Studio, we identified the demographics of the sub-segment personas by intercepting the most profitable one for our business.

Collection and optimization AI output

Demographic characteristics	Occupation, hobbies, and interests	Psychographic characteristics	Places of aggregation	Media, blogs, and channels
Age: 35-50 years old Gender: Male Location: **Large urban areas** (Milan, Rome, Turin) **Education:** Bachelor's degree in engineering or computer science	CTO, CIO, IT Manager **Hobbies:** Technology, reading, travel I **Interessi:** Innovation, startups, new technology	Data-oriented, decisive, innovative, open to new technologies, focused on efficiency and scalability	IT conferences, technology events Online: Technology forums, LinkedIn groups, developer communities	Wired, TechCrunch, MIT Technology Review Blog: Ars Technica, TechMeme Channels: YouTube (technology channels), LinkedIn, Reddit

Segment 1: Technology and Innovation

Audience Persona: "Marco, the Technology Manager."

Sector:
SME branch: Technology and Innovation

3.1 COLLECTION AND OPTIMIZATION OF AI OUTPUT

The implementation and use of the AI prompts must generate the output of interest to us in order to create the company's marketing plan in detail. In the example given, using the prompts for target audience definition for Ydea Studio, we identified the demographics of the sub-segment personas by intercepting the most profitable one for our business.

Main Segment: Technology and Innovation

The decision to target the Technology and Innovation segment is based on their **high propensity to spend,** high perception of the need for digitization, and great profit potential. In detail:

- **Size and Importance of the Potential Market Segment:** Technology and innovation represent a continuously growing sector. In Italy, the number of SMEs in the technology sector is significant, especially in urban areas such as Milan, Rome and Turin, which are technology hubs.
- **Propensity to Spend:** Technology companies tend to have budgets dedicated to innovation and digitization. They are willing to invest in advanced digital solutions to remain competitive and scalable.
- **Degree of Perception of Product Need:** Perception of the need for digitization is high in this segment. Technology companies understand the importance of a strong digital presence and advanced strategies for engagement and customer experience.
- **Profit Potential:** Profit potential is high. Companies in this sector seek customized solutions and are willing to pay a premium for high-quality services that improve efficiency and innovation.

Collection and optimization AI output
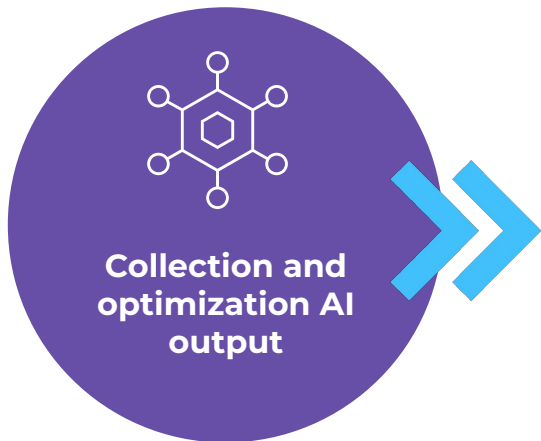
# APPLICATION OF THE ATENA PROGRAM

USE CASE YDEA

ADVERTISEMENT

1. DEFINITION OF AI PROMPTS

The **definition and application of AI prompts** is the key element in obtaining the best output from artificial intelligence. Precise and detailed implementation of the prompts, combined with the information in the business profile, will enable optimal generation of the content of the company's marketing plan.

AI prompt definition and implementation
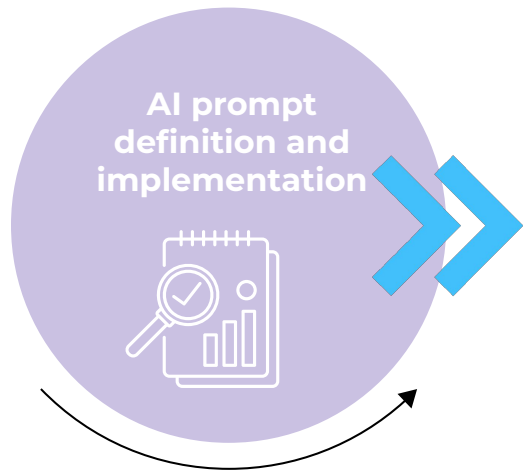
Create a Facebook Ad to promote the product below.

- **Product name:**
- **Product category:**
- **Target audience:**
- **Target market:**

Now write 5 Meta Ads headlines for each of the previous Meta Ads created, following the structure of the following example headlines. Use the format that best applies to the context of the ads.

- **The Ultimate Guide to {Good, Bad or Desirable Thing}**
- **What Everybody Ought to Know About {Good, Bad or Desirable Thing}**
- **X Lessons I Learned from {Person or Unusual Experience}**
- **To the {role} who will settle for nothing less than {world-class outcome}**
- **Break all the rules and {world-class outcome}**
- **How Your {Service Provider} Is Ripping You Off.**

2. COLLECTION AND OPTIMIZATION OF AI OUTPUT

The implementation and use of the AI prompts must generate the output of interest to us in order to create the company's marketing plan in detail. In the example given, using the prompts for target audience definition for Ydea Studio, we identified the demographics of the sub-segment personas by intercepting the most profitable one for our business.

Facebook Ad for PRODUCT
"E-commerce Experience" by Ydea Studio
Segment 1: Technology and innovation
Focus: Increased sales

Headline: Increase Online Sales with Ydea Studio

Body Copy: Are you ready to grow your online business?
With our "E-commerce Experience" solution, you can increase sales and position your brand on the web.

- E-commerce creation and optimization
- Comprehensive digital strategy
- Eye-catching UI/UX design
- Customer engagement and content strategy

Don't miss the opportunity to transform your business and reach new customers! Contact us today to learn more.
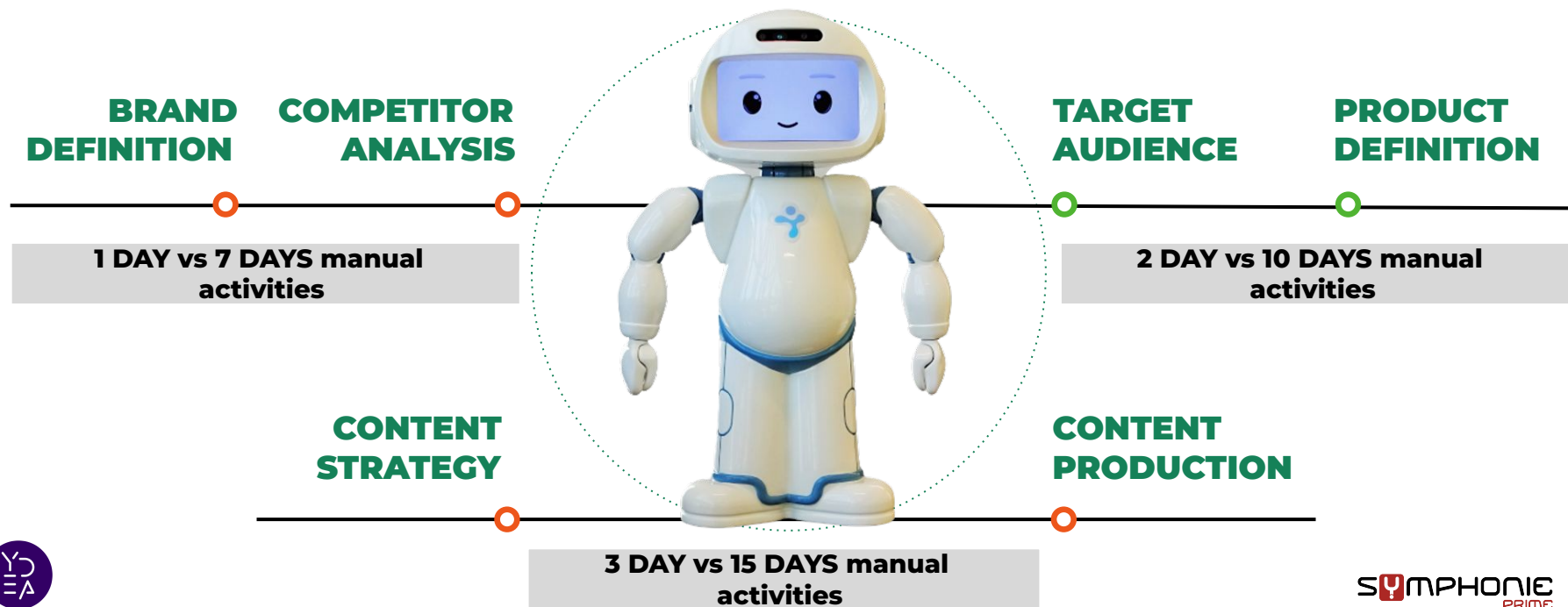Your growth starts with a click!

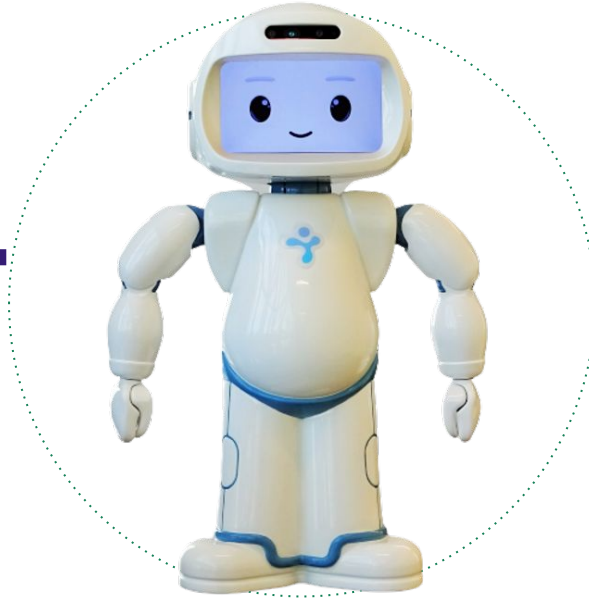**Collection and optimization AI output**

OUTPUT vs TIMING

HOW TO OPTIMIZE ACTIVITY MANAGEMENT AND REDUCE EXECUTION TIME

The timeline below shows a macro list of activities and related deliverables made possible by the **ATENA Program**, highlighting **time savings** in man/-days thanks to **AI support**.

BRAND DEFINITION

COMPETITOR ANALYSIS

TARGET AUDIENCE

PRODUCT DEFINITION

1 DAY vs 7 DAYS manual activities

2 DAY vs 10 DAYS manual activities

CONTENT STRATEGY

CONTENT PRODUCTION

3 DAY vs 15 DAYS manual activities

SYMPHONIE PRIME

AI SUPPORT

NOT REPLACE

WE DESIGN DIGITAL EXPERIENCES

TO LIVE, TO FEEL, TO GROW.