

Jasper AI Brand Voice Copywriting Sheet by CAIT

1

Use-Case Driven Prompt Templates

Jasper offers pre-built templates and freestyle prompt options. Here are tailored prompt styles by category:

Ad Copy

- “Write a Google ad headline and description for a local pizza restaurant offering a 50% discount this weekend.”
- “Create 3 Facebook ad variations for a women’s gym promoting a new fitness challenge.”

Blogs

- “Generate an outline for a blog post about ‘Top 10 Digital Marketing Trends in 2025.’”
- “Write the introduction and first section of a blog titled ‘How AI is Transforming Small Businesses.’”

Emails

- “Create a cold outreach email for a B2B software solution targeting HR managers.”
- “Write a follow-up email thanking attendees after a product demo.”

Social Media

- “Draft an Instagram caption for a new skincare product launch in a fun and confident tone.”
- “Create 3 LinkedIn post ideas about using automation in content strategy.”

Pro Tip: Combine template + custom instruction for maximum control.

2

Jasper Brand Voice Setup

Use Jasper’s Brand Voice feature to lock in your tone, language, and style.

- **Upload previous content (blogs, emails, ads)**
- **Jasper will analyze and learn your brand’s writing traits**
- **You can create multiple brand voices (e.g., for different clients, departments, or tones)**

Tips for a Strong Brand Voice Setup:

- Include tone keywords (e.g., “empathetic, data-driven, witty”)
- Set preferred word choices or banned phrases
- Upload successful high-converting content samples

3

Tone Selector & Example Outputs

Jasper supports more than 20 tones. You can specify or combine tones.

Tone	Output Style Example
Professional	"Increase your ROI with our enterprise-grade solutions."
Friendly	"Hey there! Ready to grow your brand effortlessly?"
Witty	"We sell caffeine. Just kidding. We sell productivity."
Persuasive	"Thousands trust us — here's why you should too."
Bold	"Stop wasting time. Start closing deals."
Custom Prompt:	"Write a 50-word product intro in a [tone] tone."

4

Campaign Building Workflow with Jasper AI

Use Jasper to create full content campaigns using Workflows or manual sequences.

AI Workflow Example:

1. Strategy Draft – "Give me a 5-day launch campaign outline for a digital course."
2. Ad Copy – Use the ad framework templates (AIDA, PAS)
3. Email Sequence – Jasper auto-generates follow-ups and launch emails
4. Social Posts – Repurpose key angles into Instagram, LinkedIn, Facebook
5. Blog – Generate supporting blog content to build SEO + traffic

Export/Share: Copy to Docs, CMS, or send directly to your team

5

Jasper Integrations

Recommended Integrations:

- **SurferSEO** – For SEO scoring and keyword optimization directly inside Jasper
- **Grammarly** – Embedded grammar & tone correction
- **HubSpot** – Push Jasper-generated content directly to your CRM or marketing automation platform
- **Zapier** – Connect Jasper to thousands of tools (Trello, Slack, Sheets, etc.)

6

Power Mode vs. Chat Mode

Feature	Power Mode	Chat Mode
Best For	Structured copy templates, workflow tasks	Dynamic conversations and ideation
User Control	High (pre-set formats, inputs)	Medium (prompt-driven)
Flexibility	Moderate	High (creative use cases)
Example Use	Ad copy, blog outlines, email sequences	Brainstorm ideas, rewrite content

7

Do's & Don'ts of AI Content Generation

Do:

- Use clear prompts and structure
- Review & edit all outputs before publishing
- Define brand voice early
- Use the campaign workflow for coherence
- Include calls to action in your content

Don't:

- Rely on AI blindly (fact-check always!)
- Overload the prompt — keep it concise
- Mix too many tones in a single piece
- Publish without human oversight
- Let Jasper write for you without giving direction

8

Performance Scoring Tips

Jasper doesn't "score" performance directly but pairs well with tools like:

- SurferSEO Score: For keyword-rich blog content
- Conversion Rate: Track CTA performance across email/ads
- Engagement Rate: Use Jasper in tandem with your social analytics
- Readability Check: Use Hemingway or Grammarly post-edit

Manual Evaluation Framework:

- ✓ Does it match the tone?
- ✓ Is it persuasive or informative enough?
- ✓ Is the content skimmable and clear?
- ✓ Would your audience trust and engage with it?