Copy Generator — Quick Start Guide

1. What you can do with Copy Generator

- Generate first-draft marketing copy across channels and content types.
- Use templates for common content needs, blog posts, emails and social media.
- Create content in a target language when multilingual generation is enabled.
- Iterate quickly on tone, audience, and message structure instead of starting from a blank page.
- Use grounded content patterns supported by the knowledge base and, where enabled, supplementary web search.

2. Before you begin (access & prerequisites)

- Sign in with your Visa work account using SSO.
- Confirm you have access to Copy Generator through the Visa Marketing AI Accelerator experience or its designated product entry point.
  https://cs-marketingai.trusted.visa.com/copy
- Prepare the core context for your request: objective, audience, product/service, channel, and desired tone.
- If you are writing in another language, decide whether you want the full output in that language or only selected sections translated.
- Only enter or reference content you are authorized to use and share.

Only upload content that is the appropriate Information Classification for your intended use and complies with Visa's terms of use for this tool. Do not upload confidential client information or Visa Restricted – PII content.

3. Get started (first-time setup)

1. Open Copy Generator from the Visa Marketing AI Accelerator or product link.
2. Choose the closest template or start from a blank generation flow.
3. Provide your request details: what you need, who it is for, and where it will be used.
4. Specify the tone, format, and—if needed—the target language.
5. Generate the first draft, then review and refine it for accuracy and relevance before reuse or sharing.

4. Choose the right starting path

When should I use a template?

Use a template when you have a defined content type (for example, a social post, case study, email, or thought leadership draft). Templates help structure the output and reduce editing time.

When should I start with a general prompt?

Use a free-form prompt when your request is unusual, or when you want to explore multiple directions before choosing a format.

When should I ask for another language?

Ask for another language when your audience requires localized content. Be explicit about the market and writing style, because direct translation is often less effective than audience-aware localization.

5. 10-minute walkthrough (recommended)

6. Pick one real task, such as writing a Social Media post, drafting a case study introduction, or adapting a message for another audience.
7. Select a template if one fits your use case; otherwise start with a free-form request.
8. Enter clear context: product, audience, channel, objective, and tone.
9. Generate a first draft, then immediately request 2–3 alternatives or ask the tool to tighten, simplify, or energize the copy.
10. Review the output for brand fit, accuracy, and audience relevance before saving or sharing.

6. Best-fit use cases

Use Copy Generator when you want to accelerate or scale any of the following:

Social and ad copy	Create multiple message variants quickly for testing or review
Email and campaign copy	Draft first versions for nurture, launch, or announcement flows
	Generate structured first drafts that can be refined by SMEs
Audience adaptation	Tailor the same core message for different personas or markets
Tone adjustment and message simplification	Language adaptation for target markets
Rewriting approved content into new channel formats	

7. Troubleshooting and support

What should I do if the output feels too generic?

Add more context: product, audience, region, objective, and desired tone. Then regenerate rather than editing from scratch. You may also edit content manually.

What should I do if the copy sounds off brand?

Ask for a rewrite using more specific tone guidance and remove unnecessary context that may be confusing to the model.

What if the page does not refresh or a feature is missing?

Refresh the page and confirm that you are in the correct environment or release stage. Some features may depend on product rollout status.

Where should I send feedback or raise issues?

Use the built-in feedback mechanism if available and escalate recurring issues through the product lead or the Visa Marketing AI documentation and enablement workflow. For technical support, contact GDLSupportCopyGenerator@visa.com.

Addendum

Your first successful prompt

- For a recap on basic prompting format – go here.
- You can find additional prompts at our prompt library

Prompt Name	Prompt
CTA Generator	Execute 'CTA Generator' using the following input: {input}. Return: - Key insights - Structured output (tables or bullets) - Recommended actions Keep concise, clear, and business-ready.

SEO Keywords	Execute 'SEO Keywords' using the following input: {input}. Return: - Key insights - Structured output (tables or bullets) - Recommended actions Keep concise, clear, and business-ready.
Ad Copy	Execute 'Ad Copy' using the following input: {input}. Return: - Key insights - Structured output (tables or bullets) - Recommended actions Keep concise, clear, and business-ready.