AI PLAYBOOK 43

Vibe Coding for Marketers

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Content partially generated by artificial intelligence, refined by human expertise.

This Playbook is part of the CMA's AI Mastery Series, empowering marketers to Implement AI in ways that earn regulatory confidence, maintain strong brand reputation, and foster consumer trust

Vibe coding – gateway to technical independence

Vibe coding uses conversational AI tools to translate plain-language instructions into functional code. Instead of learning programming syntax, you describe what you need "Build me a landing page for our webinar" or "Create a script that pulls Google Analytics data weekly", and AI generates the technical implementation.

In marketing, speed to market is everything. Every day a campaign sits in a development queue is a day of lost reach, revenue and competitive advantage. The window to capitalize on a trending moment, a seasonal opportunity or a competitive gap doesn't wait for developer availability.

Traditionally, building custom marketing tools required submitting requests to development teams and waiting days or weeks. That bottleneck is now optional. Vibe coding puts execution directly in marketers' hands – reducing turnaround from weeks to minutes, enabling faster testing, quicker iteration and campaigns that launch when the moment is right, not when the queue clears.

Marketers who can build independently save time and gain a strategic edge. The ability to prototype, test and deploy without technical dependency means more experiments, faster learning and better results.

This is Part 1 focused on foundations and quick wins. You'll learn tool selection, structured prompting frameworks, three high-impact quick wins (landing pages, email personalization, analytics automation) and a 3-week action plan.

Part 2 will cover further applications including CRM workflows, A/B testing automation, predictive analytics and scaling across teams.

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Choosing Your AI Coding Platform

Consider your need and select the appropriate tool.

Purpose	Tool	Functionality
Build campaign landing pages	ChatGPT or Bolt.new	ChatGPT for code-based; Bolt.new for visual, fastest deployment
Customize email templates	ChatGPT	Generates MJML or HTML compatible with email platforms
Automate weekly analytics reports	ChatGPT or Claude	ChatGPT for simple; Claude for complex multi-source data
Build SEO redirect scripts for sit emigration	Claude	Superior reasoning for complex conditional logic
Create interactive calculators or quizzes	Bolt.new or Lovable	Visual building, beginner-friendly interfaces
Build internal marketing dashboard apps	Replit Agent	Cloud-hosted, persistent apps, team collaboration
Work alongside developers on shared code	GitHub Copilot	IIDE integration, multi-file editing

Most marketers should start with ChatGPT for ease of use and versatility and once comfortable, explore Claude for more complex data work or Bolt.new.

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Your first quick wins

Start with high-impact, low-risk projects. Choose tasks you currently outsource, avoid due to technical barriers or that consume disproportionate manual effort.

Custom landing pages
Describe your campaign page layout, sections, calls-to-action and form fields. AI generates responsive HTML and CSS ready for deployment. Implementation requires only copying and pasting code into your website platform.

Email template customization
Describe your desired email layout, branding and dynamic content blocks. AI produces MJML or HTML you paste into Mailchimp, HubSpot or Klaviyo.

Analytics automation
Run simple Python scripts to pull data from Google Analytics, social platforms or CRM, then generate visualizations automatically.

Campaign tracking
75 per cent of companies using multi-touch attribution improved cost per acquisition by 14 to 36 per cent. Build custom tracking scripts and unified dashboards.

Selection criteria
Choose tasks that are repetitive (weekly/monthly), time-consuming (2+ hours), well-defined (clear inputs/outputs) and non-critical (failure won't impact customers). This maximizes learning while minimizing risk.

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Quality standards and compliance

Know before you build: a simple guide to when to go solo and when to get support.

Category	Examples	Action
Safe to do solo	Landing pages, email templates, internal dashboards, analytics scripts, social content, prototypes, basic HTML/CSS	Build with confidence. Test before deploying.
Requires review	Anything touching personal information (PII), API integrations, email marketing automation, CRM modifications, workflows making automated decisions, tools at scale	Involve IT and/or compliance/legal before deployment.
Do not attempt solo	Production integrations, security-sensitive scripts, payment processing, authentication systems, regulated data workflows (PIPEDA, CASL)	Mandatory IT, legal/compliance review.

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The 5-step vibe coding framework

A repeatable methodology ensuring quality output while maintaining control.

Step 1: Define your outcome, not the code
Focus on the what and the why, not the how. Describe the business problem in plain language: "I need a landing page to capture leads for our spring product launch" rather than "I need HTML and CSS." The more business context you provide, the better AI understands your needs.

Step 2: Choose your tool
Match platform to output type. Simple HTML? ChatGPT. Complex data transformation? Claude. Interactive web app? Bolt.new or Replit Agent.

Step 3: Use structured prompting
Guide AI with frameworks like CREATE or CARE. Specify desired outcomes, provide examples, clarify constraints. Don't just ask for code – provide context about audience, brand requirements and deployment environment.

Step 4: Test and iterate
Expect multiple refinement rounds, the number depends on complexity. Simple builds like landing pages may need 2 to 3 iterations. More robust applications can require dozens of rounds and that's completely normal. Tell AI specifically what to change: "Make the call-to-action button larger and move it above the fold" or "Add error handling for API rate limits." If you don't understand code, ask AI to explain it step-by-step.

Step 5: Implement with guardrails
Validate output before deployment. Test in staging environments. Review for security concerns. Know when to loop in IT: security-sensitive code, production deployments, complex integrations.

You're the architect. AI is the builder.

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Quick win: Custom landing page

Before: You need a dedicated landing page for an upcoming webinar. Brief the designer, wait for mockups, provide feedback, wait for revisions, submit final approved design to developer, wait for development, review staging, request changes, wait for fixes, deploy.

The vibe coding prompt to get functional code
Create responsive HTML landing page for 'Master AI Marketing in 60 Minutes' webinar. Target: Canadian marketers. Include: header with logo placeholder (200px), hero with headline 'Master AI Marketing in 60 Minutes' (large, bold) and subheading 'Free live webinar • April 30, 2026 • 2 p.m. ET', three benefit icons ('Learn Practical Tools,' 'See Live Demos,' 'Get Templates'), registration form (First Name, Last Name, Email, Company optional) with privacy consent checkbox, 'Register Now' CTA button in #FF6B35, footer with privacy link. Design: modern, clean, white background, #003B5C for headers. Mobile-responsive, single-column on small screens. Output: single HTML file, inline CSS/JavaScript, no external dependencies.

Implementation:
- WordPress: Pages → Add New → Code Editor → paste;
- Unbounce: Custom HTML/CSS option; and
- Standalone: Save as .html, upload to hosting.

Quick modifications:
- Colours: Replace #FF6B35 with your brand hex code;
- Copy: Edit text between HTML tags; and
- Tracking: Insert Google Analytics code in <head> section.

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Quick win: Analytics automation

Before: Every Monday, manually log into Google Analytics, export data, create Excel charts, calculate changes, format report.

The vibe coding prompt to get script with setup documentation
"Generate Python script automating Google Analytics 4 reporting. Requirements: connect to GA4 API using service account, pull last 30 days data (daily active users, session duration, conversion rate, top 5 traffic sources, bounce rate by device), calculate week-over-week percentage changes, create visualizations (line chart for daily users, bar chart for traffic sources, pie chart for devices), export as PDF with branding. Include step-by-step Google Colab instructions including API credential setup. Explain each code section in plain language for non-programmers.

Implementation (no Python knowledge needed):
1.Enable Google Analytics API, create service account (10-minute one-time setup);
2.Open Google Colab (colab.research.google.com), create notebook;
3.Paste AI-generated script;
4.Upload credentials JSON file;
5.Click "Play" button; and
6.Download PDF report

Customization: "Add chart showing conversion by traffic source" or "Change to last 90 days" or "Email report automatically every Monday 9 a.m."

Quick win: Email personalization script

Before: You need to send a product launch email to 5,000 customers. Export customer data from CRM, manually segment by industry or past purchase behaviour, write separate email versions for each segment, personalize greetings individually or use basic mail merge, upload to email platform, schedule sends.

The vibe coding prompt to get Python script, plus set up documentation for CSV formatting and Google Collab deployment:
"Generate a Python script that personalizes email content based on customer data. Requirements: Connect to a CSV file with columns (FirstName, Company, Industry, LastPurchaseCategory, DaysSinceLastPurchase), generate personalized subject lines incorporating their name and industry, customize email body paragraphs to reference their last purchase category and suggest relevant complementary products, create urgency messaging based on DaysSinceLastPurchase (high urgency if over 90 days, moderate if 30 to 90 days, low if under 30 days), output personalized emails as individual HTML files ready to upload to Mailchimp or HubSpot, include CASL-compliant footer with company identification and unsubscribe link placeholder. Include step-by-step Google Colab instructions. Explain each code section in plain language for non-programmers.“

Quick win: Email personalization script customization

Implementation (no Python knowledge required):
Step 1: Export customer data from your CRM as CSV with required columns (FirstName, Company, Industry, LastPurchaseCategory, DaysSinceLastPurchase).
Step 2: Open Google Colab, create new notebook.
Step 3: Copy and paste the AI-generated Python script into a code cell.
Step 4: Upload your customer CSV file using the folder icon in left sidebar.
Step 5: Run the script by clicking "Play." Processing takes 30 to 60 seconds for 5,000 contacts.
Step 6: Download the generated HTML email files from the Files panel.
Step 7: Upload the personalized HTML files to your email platform's campaign builder or use the platform's bulk upload feature.

Customization examples:
"Add a personalization token for customer's purchase anniversary date" "Include dynamic product recommendations based on Industry field" "Generate 3 A/B test subject line variants for each customer segment" "Export as plain text format instead of HTML for simpler email clients" "Add conditional discounts: 15 per cent off if DaysSinceLastPurchase exceeds 120 days“

After: Highly personalized emails at scale without manual effort. Each customer receives contextually relevant messaging referencing their specific industry, purchase history and engagement recency. This approach enables sophisticated personalization previously achievable only through expensive marketing automation platforms.

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Your 3-week action plan

Week 1: Experiment and build confidence
Identify one repetitive task requiring developer support or consuming 2+ hours weekly. Select your AI tool (ChatGPT for most beginners). Execute one quick win walkthrough from this playbook. Document what works and challenges encountered. Success criteria: functional output deployed, even if imperfect.

Week 2: Refine and measure impact
Improve Week 1 output based on real-world usage. Apply better prompting techniques using CREATE or CARE frameworks. Implement in a real but non-critical campaign. Track time saved versus traditional process. Document: "[Task] previously required [X hours]. With vibe coding: [Y minutes]. Time saved: [X-Y]. Frequency: [weekly/monthly]. Annual savings: [calculation]." Success criteria: quantified time savings with before/after comparison.

Week 3: Scale and build support
Apply vibe coding to second use case in different marketing function. Share results with team – successes and challenges. Calculate cumulative time saved across both experiments. Prepare stakeholder presentation: "We automated [X] and [Y], saving [Z] hours weekly, equivalent to [percentage] of a full-time role. Quality improved because [example]. Recommend expanding to [use cases] and training [team members]." Success criteria: two working implementations, quantified ROI ready to present, 2 to 3 additional applications identified.

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Assessment: What works well and what to watch for

Pros	Cons
A campaign page requiring briefing, mockups, revisions and a developer queue can be built and deployed directly by the marketer in under 10 minutes.	GA4 service account setup is described as a 10-minute one-time task – but for marketers with no prior API experience, this step alone can stall progress entirely.
Weekly GA4 exports, manual chart building and report formatting – tasks consuming 3+ hours – run automatically on demand once the script is set up.	When a script errors or produces unexpected output, the fix is to paste the error back to AI – which works, but leaves the marketer with no independent ability to diagnose or fix issues.
Segment-specific subject lines, dynamic body copy and urgency logic across thousands of contacts becomes achievable without expensive marketing automation platforms.	Generated HTML may look correct in a desktop preview but contain layout breaks on small screens or fail accessibility standards – neither obvious without thorough browser testing.
Refinements – resize a button, adjust a colour, change a date range – are made by describing the change, not editing code.	CASL-compliant footers and unsubscribe placeholders only appear in AI output when specifically asked for. Marketers who don't know to request them won't get them.
Before/after time comparisons mean savings can be quantified within the first week and presented to stakeholders with specific numbers.	The guidance to involve IT for code "touching customer data" applies to both the analytics and email personalization use cases, but the line between informal review and formal approval should be defined by your organization before you build.

Troubleshooting

Code doesn't work when deployed
Specify your platform in prompts: "Generate for WordPress using Gutenberg-compatible features" or "Make compatible with Mailchimp template system." Request "single-file, no external dependencies" solutions. Use plain text editor as intermediary to avoid copy-paste formatting issues.

Doesn't look right on mobile
Always specify "mobile-responsive" or "mobile-first design" in initial prompts. If forgotten, ask: "Make this fully responsive for screens down to 320px." Test using browser developer tools (right-click → Inspect → toggle device toolbar).

Python script produces errors
Copy complete error message and paste back to AI: "When I run this, I get this error: [paste]. What's wrong and how do I fix it?" Common fixes: verify API credentials setup, add library installation commands (!pip install [library]), request error handling for API response format variations.

Code is slower than expected
Ask AI to "optimize this code for performance" or "add caching to avoid redundant API calls." For web pages: "optimize images and minimize CSS/JavaScript.“

Don't know where to make changes
Stay in same conversation thread. Describe change in plain language: "Change headline text to [new text]" or "Update primary colour from blue to green." AI shows exactly which lines to modify.

When to escalate
After 4+ iterations without resolution, error messages mention "server errors" or "permission denied," or code works in testing but fails in production.

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Recommended reading and references

For further learning, these resources provide practical guidance on responsible AI adoption, quality standards and continued skill development.

CMA resources

- CMA Guide on AI for Marketers
- Setting the Stage on Artificial Intelligence: A CMA Primer on AI for Marketers
- CMA Accountability Checklists for AI in Marketing
- CMA Mastery Series: AI Playbooks
- CMA Generative AI Readiness Survey
- Canadian Marketing Code of Ethics and Standards

External resources:

- Dev: GitHub Copilot vs Claude vs ChatGPT – Which Helps You Code Faster?
- OpenAI: ChatGPT for marketing
- Claude artifacts: The Complete Guide April 2026
- How to Build a Go-to-Market Strategy Tool With Replit Agent 4 and Parallel Agents

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This playbook is part of the CMA's comprehensive AI initiative designed to empower Canadian marketers with the knowledge, skills and ethical frameworks needed to implement AI responsibly and effectively.

The CMA is the voice of marketing in Canada, and our purpose is to champion marketing's powerful impact. We are the catalyst to help Canada's marketers thrive today, while building the marketing mindset and environment of tomorrow.

We provide opportunities for our members from coast to coast to develop professionally, to contribute to marketing thought leadership, to build strong networks and to strengthen the regulatory climate for business success. Our Chartered Marketer (CM) designation signifies that recipients are highly qualified and up to date with best practices, as reflected in the Canadian Marketing Code of Ethics and Standards. We represent virtually all of Canada's major business sectors and all marketing disciplines, channels and technologies. We advocate with government stakeholders, while also providing Canadian consumers with information to help them better understand their rights and obligations. For more information, visit thecma.ca.

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Turn prompts into progress.

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