



[Knowledge Base](#) > [Webinars & Resources](#) > [Content & Resources](#) > [The Kilo Campaign Builder](#)

The Kilo Campaign Builder

Laura Gibson - 2026-09-04 - [Content & Resources](#)

The **Kilo Campaign Builder** writes marketing for your gym: social posts, emails, SMS campaigns, ad copy, blogs, and complete multi-week campaigns. You tell it what you are trying to accomplish, and it builds the content for you instead of leaving you with a blank page. The more context you give it about your gym, the better its output.

[Open the Kilo Campaign Builder](#) to get started.

What you can do with the Campaign Builder

- Write social media posts and content calendars
- Draft email newsletters and automated sequences
- Build SMS campaigns
- Write Facebook and Google ad copy
- Draft blogs and articles
- Create lead nurture and win-back campaigns
- Launch challenges and new programs
- Run bring-a-friend campaigns
- Build member retention campaigns
- Create lead magnets
- Write sales scripts
- Build pricing sheets
- Generate landing page prompts for Claude
- Write design briefs for Canva or Claude Design

It can also assemble complete multi-week campaigns, with the emails, social posts, SMS messages, blogs, and launch timelines all working together.

Build your gym profile first

Your gym profile is the context the Campaign Builder uses to write in your gym's voice rather than a generic one. Build it before you create any marketing.

1. [Open the Kilo Campaign Builder](#).
2. Build your gym profile, or paste in one you have already created.
3. Answer the questions it asks you.

You will be asked about:

- Your gym
- Your ideal member
- Your offer
- What makes you different
- Your writing style
- Your current promotions

Tip

You can type or dictate your answers. Dictating usually produces better results, because you naturally explain what makes your gym unique when you are talking rather than typing.

Write prompts that get better results

You do not need to know how to write prompts. Explain what you are trying to accomplish and the Campaign Builder will guide you from there. The more detail you give it, the closer the first draft lands.

A vague prompt

"Write a Facebook post."

A specific prompt

"Write a Facebook post for busy moms who think they're too out of shape to start CrossFit."

Goals work just as well as content requests. For example:

- "I want more intro bookings."
 - "Help me launch a nutrition program."
 - "I need a bring-a-friend campaign."
 - "What should I post this week?"
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Helpful tips

- Build your gym profile before anything else, and paste in an existing one if you have it
- Dictate your profile answers rather than typing them
- Name the audience you are writing for, not just the format you want
- Start from the goal when you are not sure what to ask for
- Keep your current promotions in your profile up to date so campaigns reflect what you are actually selling

If you have questions about the Kilo Campaign Builder, our Support team is happy to help. Reach us at **hello@usekilo.com**.

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