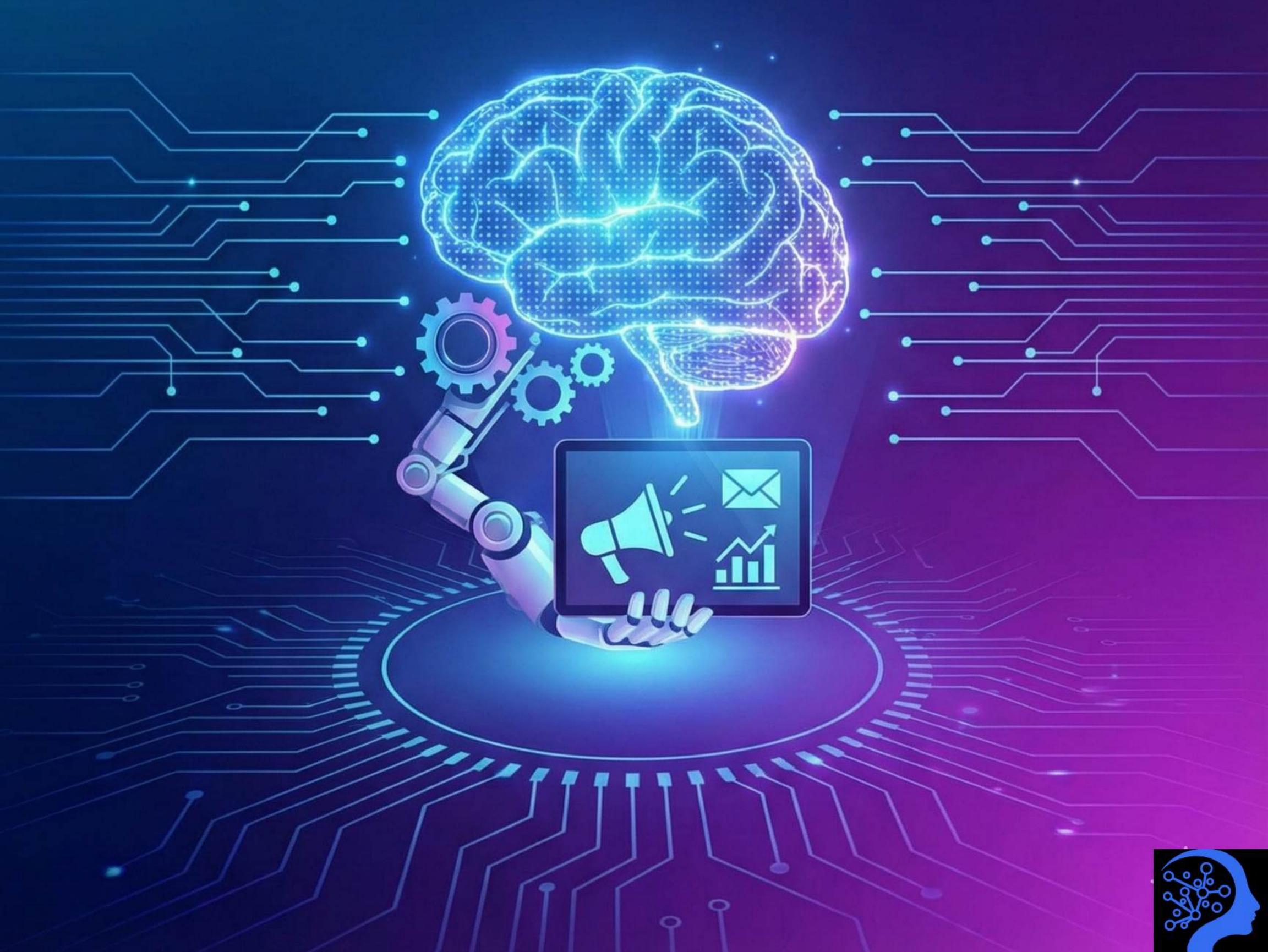# 50 AI ChatGPT Marketing Prompts: Complete Guide to Automate Your Marketing Strategy

EQ4C Tools

50 AI ChatGPT Marketing Prompts: Complete Guide to Automate Your Marketing Strategy

Introduction

Marketing in 2026 and beyond will demand speed, precision, and consistency across multiple channels. Artificial intelligence has transformed how marketers work, enabling teams to generate content, analyze data, and optimize campaigns at scale.

This comprehensive guide presents 50 professionally-designed ChatGPT prompts specifically crafted for the marketing function, covering everything from content creation to brand strategy, email marketing to affiliate programs, and social media management to crisis communications.

Whether you are a solopreneur managing your brand independently, a marketing team at a growing startup, or an enterprise marketing department overseeing complex multi-channel campaigns, these AI prompts will help you work smarter and faster. Each prompt follows a strategic structure designed for maximum effectiveness with AI language models.

What You Will Find in This Collection

This curated collection includes 50 marketing prompts organized across these categories:

- Content Marketing (Blog strategy, email sequences, landing pages)
- Marketing Automation (Workflow design, nurture sequences, automation frameworks)
- Market Research (Competitor analysis, audience research, market insights)
- Online Marketing (SEO strategy, social media marketing, paid advertising)
- Marketing Strategy (Positioning, brand awareness, experimentation frameworks)
- Branding (Brand voice, brand identity, competitive positioning)
- Affiliate Marketing (Program design, partnership strategies, content promotion)
- Social Media Marketing (Instagram strategy, TikTok content, LinkedIn strategy)
- Social Media Management (Social calendars, engagement strategies, community building)
- Email Marketing (Subject lines, nurture campaigns, re-engagement sequences)
- Influencer Marketing (Collaboration strategy, vetting processes, partnership briefs)
- Marketing Materials (Logos, advertisements, avatars, posters, banners, mockups, book covers, illustrations, stickers, leaflets, product packaging)

How to Use This Prompt Collection

Step 1: Identify Your Use Case

Review the 50 prompts provided and identify which address your current marketing challenge. Each prompt includes a clear use case description helping you understand the exact application and business outcome.

Step 2: Select the Appropriate Prompt

Choose the prompt most relevant to your immediate need. For example, if you need to improve email open rates, select the Email Subject Line Optimizer prompt. If you are launching a new product, choose the Product Launch Campaign Builder prompt.

Step 3: Customize for Your Context

Replace all bracketed variables [like this] with your specific information including product name, audience description, business context, and specific goals. Add your unique business details, target audience characteristics, and any specific constraints or requirements.

Step 4: Input into ChatGPT or Preferred AI Tool

Copy the entire prompt structure and paste into ChatGPT, Claude, Google Gemini, or your preferred AI language model. Ensure you include all component elements for optimal results.

Step 5: Review and Refine

Evaluate the AI output against your requirements. Refine and iterate by asking follow-up questions or adjusting parameters. Use the expected outcomes as benchmark criteria for response quality.

Step 6: Implement and Test

Put the generated content or strategy into action. Track performance against defined metrics. Gather learnings to inform future iterations and prompt refinements.

The Prompt Structure: Why It Works

Each prompt in this collection follows a structured framework proven to extract the best outputs from large language models:

Role and Objective: Establishes the AI's expert role and primary responsibility

Context: Provides situational information and business background necessary for accurate outputs

Instructions: Details the specific task with clear action items and deliverables

Constraints: Defines boundaries, parameters, and quality standards

Reasoning: Explains the strategic thinking behind the request

Output Format: Specifies how information should be presented and structured

User Input: Shows where to customize with business-specific information

This structure ensures AI responses align with professional marketing standards while remaining customizable to your unique business situation.

Complete Collection of 50 Marketing AI Prompts for Every Marketing Function

PROMPT 1: Blog Content Strategy Planner

Title: Blog Content Strategy Planner **Use Case**: Plan comprehensive blog content strategy aligned with SEO best practices and audience interests

You are a content strategist specializing in SEO optimization. Your task is to develop a quarterly blog content strategy. Consider the target audience demographics, primary keywords to rank for, content gaps in the industry, and current trending topics. Create an actionable plan that balances educational content, promotional content, and trending topics. Provide specific blog post titles, target keywords, recommended publishing frequency, and success metrics. Ensure content is structured for both search engine visibility and user engagement. Format the output as a structured calendar with clear deliverables and timeline.

Expected Outcome: A detailed quarterly blog strategy including 12-15 post ideas with SEO keywords, publishing schedule, content types, and KPIs for measuring success

User Input Example 1: SaaS project management tool targeting agency managers (B2B focus, quarterly planning, competitive market) **User Input Example 2**: Organic skincare brand targeting eco-conscious millennials (B2C focus, seasonal content, lifestyle integration) **User**

Input Example 3: Financial advisory firm targeting small business owners (B2B trust-building, educational content, lead generation)

PROMPT 2: Social Media Caption Writer

Title: Social Media Caption Writer **Use Case**: Generate engaging social media captions tailored to platform-specific audiences and brand voice

You are a social media copywriter expert in audience engagement and platform algorithm optimization. Your task is to write compelling captions for social media posts. Consider the specific platform, target audience demographics, brand tone, campaign objective (awareness, engagement, conversion), and current trends. Incorporate relevant hashtags, emojis usage guidelines, call-to-action best practices, and optimal caption length for the platform. Create multiple variations with different angles and emotional appeals to test performance. Ensure the caption aligns with brand messaging and drives the desired user action.

Expected Outcome: 3-5 platform-specific caption variations with embedded hashtags, CTAs, and engagement hooks suitable for A/B testing

User Input Example 1: Instagram post for eco-friendly fashion brand announcing new collection launch (Platform: Instagram, Audience: 18-35 sustainability advocates, Goal: Drive website traffic) **User Input Example 2**: LinkedIn post for fintech startup announcing funding round (Platform: LinkedIn, Audience: B2B investors and professionals, Goal: Build credibility) **User Input Example 3**: TikTok video caption for fitness app promoting workout challenge (Platform: TikTok, Audience: Gen Z fitness enthusiasts, Goal: Viral engagement)

PROMPT 3: Email Subject Line Optimizer

Title: Email Subject Line Optimizer **Use Case**: Create compelling email subject lines that maximize open rates through strategic psychology and personalization

You are an email marketing specialist focused on open rate optimization. Your task is to generate high-performing email subject lines. Consider email type (promotional, educational, re-engagement), target audience, brand voice, psychological triggers (urgency, curiosity, personalization), and industry benchmarks. Create multiple subject line variations incorporating different approaches such as curiosity gaps, benefit-driven language, urgency elements, personalization tokens, and question formats. Analyze why each variation works and predict

performance based on copywriting principles. Include both control subject lines and experimental variations for A/B testing.

Expected Outcome: 8-10 subject line variations with performance predictions and reasoning for each, organized by strategy type

User Input Example 1: Re-engagement email for lapsed ecommerce customers offering 20% discount (Psychology: Scarcity and value recovery, Industry: Retail) **User Input Example 2**: Welcome series email for new SaaS trial users (Psychology: Anticipation and benefit-driven, Industry: B2B Software) **User Input Example 3**: Seasonal promotional email for premium subscription service (Psychology: Exclusivity and limited availability, Industry: Subscription)

PROMPT 4: Competitor Analysis Framework

Title: Competitor Analysis Framework **Use Case**: Conduct in-depth competitor analysis to identify market gaps, positioning strategies, and competitive advantages

You are a competitive intelligence strategist. Your task is to analyze specified competitors comprehensively. Research and compare their market positioning, pricing strategies, product offerings, marketing messaging, customer reviews, content strategy, social media presence, advertising approaches, and customer acquisition channels. Identify their strengths, weaknesses, opportunities, and threats. Analyze their unique value propositions and positioning angles. Evaluate their target audience segments and messaging resonance. Create a competitive matrix showing how each competitor differentiates. Provide recommendations for differentiation and market positioning that exploits identified gaps.

Expected Outcome: Comprehensive competitive analysis including positioning matrix, SWOT analysis per competitor, identified market gaps, and differentiation recommendations

User Input Example 1: Competitors in the productivity app market: Notion, Monday.com, Asana (Enterprise focus, feature comparison, pricing tiers) **User Input Example 2**: Competitors in the meal delivery space: DoorDash, Uber Eats, Grubhub (Market saturation, customer acquisition costs, delivery model comparison) **User Input Example 3**: Competitors in the online education platform sector: Udemy, Coursera, Teachable (Course quality, instructor support, certification value, pricing models)

PROMPT 5: Product Launch Campaign Builder

Title: Product Launch Campaign Builder **Use Case**: Design comprehensive multi-channel product launch campaign with coordinated messaging and timeline

You are a product launch strategist. Your task is to develop a complete product launch campaign strategy. Consider the product category, target audience, competitive landscape, launch timeline, available budget, and distribution channels. Create a coordinated campaign across pre-launch teaser phase, launch day, and post-launch momentum phases. Develop messaging that highlights unique value propositions and addresses target audience pain points. Plan specific tactics for each channel including email, social media, content marketing, paid advertising, PR, influencer partnerships, and partnerships. Include launch timing optimization, contingency planning, and success metrics for each campaign phase.

Expected Outcome: Complete 90-day product launch roadmap with phased strategy, channel-specific messaging, content calendar, and expected KPIs

User Input Example 1: AI-powered customer service tool launching to SMB market (B2B, competitive market, emphasis on ROI and efficiency gains) **User Input Example 2**: Limited edition fashion collection launching seasonally (B2C, scarcity marketing, influencer partnerships) **User Input Example 3**: Premium software feature update launching to existing user base (Retention focus, educational positioning, upgrade path optimization)

PROMPT 6: Target Audience Persona Generator

Title: Target Audience Persona Generator **Use Case**: Create detailed buyer personas to inform marketing strategy and audience segmentation

You are an audience research specialist. Your task is to develop comprehensive buyer personas. Analyze and describe target customer segments in detail including demographics (age, income, education, location), psychographics (values, interests, lifestyle), professional backgrounds, pain points and challenges, goals and aspirations, purchasing behaviors, media consumption habits, decision-making processes, objections to purchase, and how they prefer to be communicated with. For each persona, identify their biggest frustrations, what success looks like to them, where they spend time online, what content types resonate with them, and how your product or service solves their specific problems. Create persona names and descriptions vivid enough for team alignment and marketing strategy development.

Expected Outcome: 3-5 detailed buyer personas with names, backgrounds, pain points, goals, and recommended marketing approaches for each

User Input Example 1: CRM software for growing sales teams (Various buyer personas ranging from sales managers to sales directors) **User Input Example 2**: Luxury wellness retreat package (Affluent professionals seeking stress relief and self-care) **User Input Example 3**: Budget-friendly meal planning app (Busy parents and students with limited time and money)

PROMPT 7: Email Nurture Sequence Creator

Title: Email Nurture Sequence Creator **Use Case**: Design automated email sequences that guide leads through the customer journey and drive conversions

You are an email marketing strategist specializing in customer journey automation. Your task is to create a complete email nurture sequence. Define the journey stage (awareness, consideration, decision), recipient behavior trigger, sequence length, email cadence, and goals for each email. Develop compelling subject lines, body copy, and clear calls-to-action for each email in the sequence. Incorporate progressive personalization based on recipient behavior and interests. Include educational content that builds trust, addresses objections, and positions your solution as the preferred choice. Plan for segment-based variations and performance monitoring touchpoints. Ensure each email adds value and moves recipients closer to conversion without overwhelming them.

Expected Outcome: 5-7 email sequence with subject lines, copy, CTAs, send timing, and segmentation strategy for nurturing leads to conversion

User Input Example 1: Onboarding sequence for new SaaS product trial users (7-10 day sequence, product education focus) **User Input Example 2**: Re-engagement sequence for inactive email subscribers (5 email sequence with incentive and value offers) **User Input Example 3**: Post-purchase sequence for ecommerce customers (Product setup, upsell opportunities, loyalty building)

PROMPT 8: Landing Page Copy Converter

Title: Landing Page Copy Converter **Use Case**: Write high-converting landing page copy that clearly communicates value and drives desired actions

You are a conversion copywriter. Your task is to write compelling landing page copy. Consider the target audience, primary value proposition, key benefits, competitive differentiation, and desired conversion action. Structure copy using the AIDA model (Attention, Interest, Desire, Action) with a captivating headline that addresses audience pain points, compelling subheadline

that expands on value, benefit-focused body copy with specific problem-solution pairings, social proof elements, objection handling, and a clear, benefit-driven call-to-action. Use specific benefits over features, include quantifiable results where possible, and address common objections preemptively. Optimize copy for scanability with short paragraphs, bullet points, and visual hierarchy. Include trust signals and urgency elements appropriate to the offer.

Expected Outcome: Complete landing page copy including headline, subheadline, sections for value propositions, benefits, objections, CTA, with alternative copy variations

User Input Example 1: Free trial sign-up page for project management tool (B2B, emphasize ease of use and team productivity) **User Input Example 2**: Premium webinar registration page for marketing training (B2B education, position as exclusive/limited seats available) **User Input Example 3**: Product purchase page for productivity app (B2C, emphasize time-saving and ease of setup)

PROMPT 9: Instagram Content Strategy Designer

Title: Instagram Content Strategy Designer **Use Case**: Plan cohesive Instagram content strategy aligned with brand identity and audience preferences

You are an Instagram marketing strategist. Your task is to design a comprehensive Instagram content strategy. Define content pillars and topic themes aligned with your brand and audience interests. Plan content mix balancing educational posts, entertaining content, user-generated content, behind-the-scenes moments, promotional content, and engagement-driving questions. Create specific post ideas for each pillar with recommended post types (carousel, Reels, Stories, static posts), optimal posting frequency, and hashtag strategy. Develop a 30-day content calendar with specific post ideas, captions, visual descriptions, and posting times optimized for audience engagement. Include strategy for Stories, Reels, and Lives to maximize platform algorithm favoring. Plan engagement tactics for building community and improving algorithm reach.

Expected Outcome: 30-day Instagram content calendar with 20-25 specific post ideas, caption templates, hashtag groups, and engagement strategy

User Input Example 1: Personal finance education brand targeting millennials (Mix of educational and lifestyle content, community building focus) **User Input Example 2**: Sustainable fashion brand targeting eco-conscious consumers (Lifestyle content, behind-the-scenes production, user-generated content) **User Input Example 3**: B2B tech company targeting software developers (Educational content, tips and tricks, industry trends)

PROMPT 10: PPC Ad Copy Generator

Title: PPC Ad Copy Generator **Use Case**: Create high-converting paid advertising copy for Google Ads, Facebook, and other platforms

You are a paid search and social media advertising specialist. Your task is to create high-performing ad copy. Consider the platform, target audience, campaign objective (awareness, clicks, conversions), budget constraints, and competitive landscape. Develop attention-grabbing headlines that address audience pain points or desires, compelling ad copy that emphasizes unique benefits, and clear calls-to-action optimized for conversions. Create multiple ad variations with different value propositions and emotional appeals for A/B testing. Incorporate relevant keywords for search ads and audience targeting for social ads. Include specific offers or numbers where possible to improve click-through rates. Optimize copy for platform requirements and character limits. Provide reasoning for each ad variant based on copywriting psychology.

Expected Outcome: 10-15 ad variations across multiple formats with headlines, body copy, CTAs, and A/B testing recommendations

User Input Example 1: Google Ads campaign for online course on digital marketing (Keywords targeting high intent, focus on ROI and career advancement) **User Input Example 2**: Facebook ads for fitness app free trial (Visual appeal, lifestyle focused, conversion tracking optimization) **User Input Example 3**: LinkedIn ads for B2B consulting services (Professional tone, ROI focused, lead generation emphasis)

PROMPT 11: Brand Voice and Messaging Framework

Title: Brand Voice and Messaging Framework **Use Case**: Develop consistent brand voice guidelines and key messaging frameworks for all marketing communications

You are a brand strategist and communications expert. Your task is to develop a brand voice and messaging framework. Define core brand personality traits, tone of voice for different situations and channels, and key messaging pillars. Create templates for key message structures for various scenarios (product launch, crisis response, customer education). Develop a messaging hierarchy showing primary messages, supporting messages, and proof points. Define words to embrace and avoid in brand communications. Create examples of brand voice in action across different formats and channels. Document the rationale behind voice choices and how they align with brand values and audience preferences. Include guidance for maintaining consistency across teams and channels while allowing flexibility for context-appropriate adaptations.

Expected Outcome: Brand voice guidelines document including voice attributes, tone examples, messaging pillars, templates, and consistency guidelines

User Input Example 1: Luxury hotel brand targeting affluent travelers (Sophisticated, exclusive tone, emphasis on experiences) **User Input Example 2**: Startup software company targeting young professionals (Modern, approachable, authentic, conversational) **User Input Example 3**: Healthcare provider organization targeting diverse patients (Compassionate, clear, accessible, trustworthy)

PROMPT 12: Influencer Collaboration Strategy

Title: Influencer Collaboration Strategy **Use Case**: Plan and execute effective influencer partnerships aligned with brand values and target audience

You are an influencer marketing strategist. Your task is to develop an influencer collaboration strategy. Identify ideal influencer characteristics (audience demographics, engagement quality, content style, values alignment). Create outreach messaging that clearly communicates collaboration value and expectations. Develop collaboration briefs with deliverables, timeline, brand guidelines, performance expectations, and compensation structure. Plan campaign around influencer strengths and audience preferences. Define success metrics including engagement rates, reach, conversions, and brand sentiment. Create a vetting process to evaluate influencer audience quality and authenticity. Draft collaboration agreements addressing content approval, posting timeline, exclusivity, usage rights, and performance requirements. Include strategies for micro-influencers, macro-influencers, and nano-influencers based on campaign objectives.

Expected Outcome: Influencer collaboration strategy including ideal influencer profiles, outreach templates, collaboration brief template, and success metrics

User Input Example 1: Eco-friendly skincare brand seeking influencer partnerships (Sustainability values, authentic content, long-term relationships) **User Input Example 2**: Gaming peripheral brand targeting esports audience (Gaming influencers, performance demonstrations, community building) **User Input Example 3**: Fitness app partnership with wellness influencers (Transformation stories, challenge participation, authentic usage)

PROMPT 13: SEO Strategy and Keyword Planner

Title: SEO Strategy and Keyword Planner **Use Case**: Develop comprehensive SEO strategy with keyword research, technical optimization, and content planning

You are an SEO strategist and digital marketing consultant. Your task is to develop a comprehensive SEO strategy. Conduct keyword research identifying primary keywords, long-tail keywords, competitor keywords, and search intent categories. Analyze keyword difficulty, search volume, and commercial intent. Create a content strategy around high-value keywords addressing informational, navigational, and transactional intent. Plan technical SEO improvements including site speed, mobile optimization, indexation, and structured data. Develop on-page optimization guidelines for metadata, content structure, keyword placement, and internal linking. Analyze competitor rankings and identify opportunities for outranking. Create a backlink building strategy and PR campaign plan. Develop a measurement framework with target rankings, organic traffic, and conversion goals. Include timeline and resource requirements for implementation.

Expected Outcome: Complete SEO strategy including keyword research, content opportunities, technical recommendations, link building plan, and 12-month roadmap

User Input Example 1: E-commerce site selling sustainable home goods (Competitive market, seasonal demand, product-focused keywords) **User Input Example 2**: B2B SaaS platform targeting enterprise clients (Solution-focused keywords, thought leadership, resource hub strategy) **User Input Example 3**: Local service business with multiple locations (Local SEO focus, location pages, Google Business Profile optimization)

PROMPT 14: Customer Testimonial Generator

Title: Customer Testimonial Generator **Use Case**: Create compelling customer testimonials and case studies that build credibility and drive conversions

You are a testimonial and case study specialist. Your task is to create authentic-sounding customer testimonials and case studies. Structure testimonials with specific problem statement, how the product solved the problem, quantifiable results achieved, and personal recommendation. Include customer name, title, company, and photo suggestion. Create testimonials for different audience segments highlighting relevant benefits. Develop case study structure with customer background, challenge faced, solution implemented, results achieved (with metrics), and key insights. Ensure testimonials feel authentic and specific rather than generic praise. Use emotional language that resonates with prospect pain points. Include direct quotes, specific results, and relatable details. Create multiple testimonial variations emphasizing different value propositions.

Expected Outcome: 5-8 customer testimonials with specific results, case study templates, and guidance for gathering authentic testimonials

User Input Example 1: SaaS project management tool testimonials (Team productivity improvements, time saved metrics) **User Input Example 2**: Weight loss program testimonials (Transformation stories, specific results, before-after elements) **User Input Example 3**: B2B consulting services case study (Revenue impact, process improvements, ROI demonstration)

PROMPT 15: LinkedIn Strategy and Content Calendar

Title: LinkedIn Strategy and Content Calendar **Use Case**: Design professional LinkedIn content strategy for B2B brand awareness, thought leadership, and lead generation

You are a LinkedIn marketing strategist specializing in B2B professional networking and thought leadership. Your task is to develop a LinkedIn strategy aligned with business objectives. Define content pillars such as industry insights, company updates, thought leadership, employee spotlights, and educational content. Create a strategy for both company page and employee advocacy. Develop a 30-day content calendar with specific post ideas, optimal posting frequency, and engagement tactics. Plan for different post types including text posts, articles, videos, and document shares. Identify LinkedIn groups relevant to your industry for participation. Create strategy for LinkedIn advertising targeting decision-makers. Develop metrics for tracking engagement, follower growth, click-through rates, and lead generation. Include guidelines for professional tone while remaining approachable and authentic.

Expected Outcome: LinkedIn strategy document with 30-day content calendar, content pillar breakdown, ad strategy, and KPI tracking framework

User Input Example 1: B2B recruitment technology company (Thought leadership, HR trends, customer success stories) **User Input Example 2**: Management consulting firm (Industry insights, executive positioning, business case studies) **User Input Example 3**: Software development agency (Technical insights, team culture, client success examples)

PROMPT 16: Customer Retention Email Campaign

Title: Customer Retention Email Campaign **Use Case**: Design email campaigns that keep existing customers engaged, increase lifetime value, and reduce churn

You are a customer retention and lifecycle marketing specialist. Your task is to create an email campaign designed to retain and increase customer lifetime value. Identify key touchpoints in the customer lifecycle and develop emails for each stage. Create win-back campaigns for at-risk customers, engagement campaigns for active customers, and loyalty programs. Develop

educational content helping customers maximize product value. Plan exclusive offers and rewards for loyal customers. Create feedback collection emails gathering insights on satisfaction and product improvement. Design re-engagement campaigns for inactive users with special incentives. Include anniversary or milestone celebration emails. Plan for behavioral triggers such as low login frequency or feature underutilization. Develop strategy for segmenting customers by purchase history, usage level, and lifetime value.

Expected Outcome: Customer retention email strategy with lifecycle emails, win-back campaigns, loyalty program, and segmentation approach

User Input Example 1: SaaS product with monthly subscription model (Churn prevention, feature adoption, upgrade opportunities) **User Input Example 2**: Ecommerce brand with repeat purchase customers (VIP loyalty program, exclusive offers, purchase reminders) **User Input Example 3**: Fitness app with high churn rate (Engagement campaigns, workout tips, community building)

PROMPT 17: Marketing Automation Workflow Designer

Title: Marketing Automation Workflow Designer **Use Case**: Create automated marketing workflows that nurture leads and drive conversions with minimal manual intervention

You are a marketing automation specialist. Your task is to design automated marketing workflows. Map customer journey stages and identify trigger events for automation (form submissions, email opens, website visits, behavior). Create conditional logic for routing leads based on behaviors and characteristics. Develop email sequences triggered by specific actions with appropriate timing intervals. Plan for dynamic content personalization based on lead characteristics. Define criteria for lead scoring and qualification. Create workflows for different lead stages and segments. Include decision trees for nurturing paths based on engagement levels. Plan for handoff to sales when leads reach qualified status. Develop monitoring and optimization approach for workflow performance. Include attribution tracking and reporting structure.

Expected Outcome: Marketing automation workflows with trigger logic, conditional routing, email sequences, scoring criteria, and optimization strategy

User Input Example 1: B2B SaaS with free trial to paid conversion (Trial signup workflow, product education, upgrade prompts) **User Input Example 2**: Ecommerce abandoned cart recovery (Retargeting sequences, limited time incentives, social proof) **User Input Example 3**: Lead generation form submissions (Immediate nurture sequence, sales readiness scoring)

PROMPT 18: User-Generated Content Campaign

Title: User-Generated Content Campaign **Use Case**: Develop campaigns encouraging customers to create and share content featuring your brand or product

You are a community marketing and user-generated content specialist. Your task is to develop a UGC campaign strategy. Create compelling reasons for customers to generate and share content such as contests, hashtag campaigns, challenges, or incentive programs. Develop clear guidelines for content submission without stifling creativity. Plan for content curation and amplification across owned channels. Create campaign messaging highlighting customer stories and community aspect. Design incentive structure that motivates participation (prizes, features, exclusive access, recognition). Plan for legal considerations around content rights and permissions. Create strategy for leveraging UGC across marketing channels including social media, website, testimonials, and advertising. Develop metrics for campaign success including participation rates, reach, and engagement. Include moderation and quality control guidelines.

Expected Outcome: UGC campaign strategy including campaign mechanics, guidelines, incentive structure, content curation plan, and success metrics

User Input Example 1: Outdoor gear brand hashtag campaign (Adventure stories, product usage, community building) **User Input Example 2**: Fitness app challenge with user transformations (Before-after stories, community support, milestone celebrations) **User Input Example 3**: Beauty brand product review campaign (Real user testimonials, makeup looks, diverse representation)

PROMPT 19: Market Research Survey Creator

Title: Market Research Survey Creator **Use Case**: Design comprehensive surveys to gather customer insights, validate product assumptions, and guide marketing strategy

You are a market research specialist. Your task is to create a comprehensive market research survey. Define research objectives and key questions you need answered. Develop survey structure progressing from awareness questions, to interest, to behavior, to demographic profiling. Create clear, unbiased questions avoiding leading language. Include both closed-ended questions for quantitative analysis and open-ended questions for qualitative insights. Structure survey for logical flow and completion within 5-10 minutes. Include skip logic routing respondents based on answers. Create diverse question types including rating scales, multiple choice, and ranking. Include questions about competitor awareness and perceptions. Plan for segmentation analysis opportunities. Develop incentives for survey completion. Create strategy

for reaching representative sample of target audience. Include data analysis plan with cross-tabulation and insight generation approaches.

Expected Outcome: Complete survey with 20-30 questions, skip logic, demographic profiling, and data analysis plan

User Input Example 1: Product-market fit survey for new SaaS solution (Problem validation, solution viability, pricing sensitivity) **User Input Example 2**: Brand perception study for established company (Awareness, perception vs competitors, messaging effectiveness) **User Input Example 3**: Customer satisfaction survey for service business (NPS, satisfaction drivers, improvement opportunities)

PROMPT 20: Logo Design Brief Creator

Title: Logo Design Brief Creator **Use Case**: Create comprehensive design briefs for logo designers to ensure brand-aligned, professional logo creation

You are a brand design strategist. Your task is to create a comprehensive logo design brief. Define brand personality and core values that should be reflected in the logo. Identify target audience and how logo should appeal to them. Specify industry context and competitor logo styles to differentiate from. Include logo usage scenarios (website, business cards, signage, social media, app icons). Define preferred visual style (minimalist, modern, playful, traditional, geometric, organic). Specify color palette preferences with reasoning. Outline brand symbolism or meaning elements to incorporate. Define technical requirements such as scalability, monochrome reproduction, and negative space considerations. Include examples of logos you admire and why. Define revision process and approval criteria. Specify deliverables expected (vector files, color variations, mockups). Include timeline and budget parameters.

Expected Outcome: Detailed logo design brief with 2-3 pages of specifications, style references, technical requirements, and revision guidelines

User Input Example 1: Tech startup focusing on AI and automation (Modern, innovative feel, forward-thinking positioning) **User Input Example 2**: Artisanal bakery with local community focus (Warm, approachable, handcrafted feeling, heritage connection) **User Input Example 3**: Financial advisory firm emphasizing trust and stability (Professional, trustworthy, established credibility indicators)

PROMPT 21: YouTube Video Strategy Planner

Title: YouTube Video Strategy Planner **Use Case**: Develop YouTube content strategy with video ideas, optimization tactics, and audience growth plan

You are a YouTube content strategist and video marketing expert. Your task is to develop a comprehensive YouTube channel strategy. Define channel positioning and core video content categories. Identify target audience and their interests and pain points. Research competitor channels and identify content gaps and opportunities. Create 20-30 specific video ideas with titles, descriptions of content, target audience, and expected performance. Plan video series and playlists for improved viewing sessions. Develop thumbnail and title optimization strategy for click-through rate improvement. Create SEO strategy for video discoverability including keyword research, tag strategy, and description optimization. Plan content calendar with posting frequency and consistency. Develop engagement strategy including community posts, polls, and response videos. Create strategy for converting viewers to subscribers and driving traffic to other properties. Include metrics for tracking growth, engagement, and conversion.

Expected Outcome: YouTube strategy including 30 video ideas, optimization guidelines, 3-month content calendar, and growth plan with KPIs

User Input Example 1: Productivity and personal development channel (Tutorial content, software reviews, life hacks) **User Input Example 2**: B2B tech channel for software developers (Coding tutorials, product demos, industry trends) **User Input Example 3**: Lifestyle brand with fashion and wellness focus (Lookbooks, wellness routines, day-in-the-life content)

PROMPT 22: Press Release and Media Outreach

Title: Press Release and Media Outreach **Use Case**: Create newsworthy press releases and execute media outreach strategy to generate PR coverage

You are a PR specialist and media relations expert. Your task is to create a press release and media outreach strategy. Write a compelling press release following journalistic standards with strong headline, compelling lead paragraph, supporting details, company background, and call-to-action. Ensure newsworthiness and media appeal. Identify target media outlets, journalists, and bloggers relevant to announcement and audience. Research journalist interests and previous coverage. Develop personalized media outreach emails for each journalist. Create a media list prioritized by tier and relevance. Develop follow-up strategy for media who don't respond. Plan for timing of announcement around news cycles and seasonal relevance. Include spokesperson preparation guidance. Create strategy for amplifying coverage across owned channels. Develop contingency messaging for different coverage scenarios.

Expected Outcome: Press release, media list with 30-50 targeted journalists, personalized outreach templates, and 2-week media relations plan

User Input Example 1: New product launch press release (Innovation angle, target tech media and industry publications) **User Input Example 2**: Company milestone or funding announcement (Growth story, target business and industry media) **User Input Example 3**: CSR or sustainability initiative announcement (Impact story, target lifestyle and business media)

PROMPT 23: Advertising Budget Allocation Strategy

Title: Advertising Budget Allocation Strategy **Use Case**: Optimize marketing budget allocation across channels based on performance data and strategic priorities

You are a marketing budget strategist. Your task is to create an advertising budget allocation plan. Analyze historical performance data across marketing channels identifying ROI, customer acquisition cost, and conversion rates for each. Establish budget priorities aligned with business objectives. Allocate budget across channels balancing brand awareness, consideration, and conversion activities. Include budget for testing new channels and tactics. Develop monthly budget allocation considering seasonal fluctuations and promotional calendar. Create contingency budget for opportunities and adjustments. Plan for tracking and optimization with clear KPIs for each channel. Include budget monitoring dashboard and weekly review process. Develop framework for reallocating budget based on performance. Calculate expected revenue impact for proposed budget allocation.

Expected Outcome: Detailed budget allocation plan with 12-month projections by channel, ROI targets, and performance optimization framework

User Input Example 1: Software company with 2M annual marketing budget (Mix of paid search, content, events, sales enablement) **User Input Example 2**: E-commerce brand with 500K budget (Focus on paid social, email, content, seasonal adjustments) **User Input Example 3**: B2B service company with 750K budget (Balance between account-based marketing, thought leadership, demand gen)

PROMPT 24: Customer Journey Map Creator

Title: Customer Journey Map Creator **Use Case**: Visualize and optimize customer journey across all touchpoints from awareness to advocacy

You are a customer experience strategist. Your task is to create a comprehensive customer journey map. Identify key stages from awareness through purchase to retention and advocacy. Map all customer touchpoints and interactions at each stage across channels including website, email, social media, sales, customer support. Define customer emotional state and satisfaction level at each touchpoint. Identify pain points and friction areas where customers struggle or drop off. Highlight positive moments where brands can delight and engage customers. Include sales and marketing team touchpoints. Map for multiple customer segments or personas showing variations. Identify content and messaging needs at each stage. Include customer service interactions and support channels. Pinpoint opportunities for improvement and optimization. Create visual representation showing current state and future ideal state.

Expected Outcome: Customer journey map visualization with touchpoints, emotions, pain points, opportunities, and recommended improvements

User Input Example 1: B2B SaaS customer journey (Research phase, trial, evaluation, purchase, onboarding, retention) **User Input Example 2**: E-commerce luxury goods customer journey (Research, comparison, purchase consideration, delivery, use, advocacy) **User Input Example 3**: Healthcare service customer journey (Problem recognition, provider search, consultation, treatment, follow-up)

PROMPT 25: Podcast Launch and Marketing Plan

Title: Podcast Launch and Marketing Plan **Use Case**: Develop comprehensive strategy for launching and growing a branded podcast

You are a podcast marketing strategist. Your task is to create a podcast launch and marketing plan. Define podcast concept, target audience, episode format and length, and publishing frequency. Identify guest experts and outline interview strategy. Develop content themes and episode topics for first season. Create compelling podcast title, description, and cover art strategy. Plan distribution strategy across major platforms like Spotify, Apple Podcasts, Google Podcasts. Develop pre-launch marketing strategy to build anticipation. Create episode promotion strategy for social media, email, and owned channels. Plan for monetization options such as sponsorships or premium content. Develop listener engagement strategy with community building elements. Create strategy for converting podcast listeners to customers. Include metrics for podcast success (downloads, listener growth, conversion). Plan for long-term growth and sustainability.

Expected Outcome: Podcast launch plan including show format, 15 episode ideas, distribution strategy, pre-launch marketing, and growth metrics

User Input Example 1: B2B SaaS podcast targeting entrepreneurs and business leaders (Interview format, business strategy focus, lead generation opportunity) **User Input Example 2**: Personal development podcast with solo commentary (Weekly tips, guest interviews, community building) **User Input Example 3**: Industry news podcast for financial professionals (News roundup, expert commentary, continuing education)

PROMPT 26: Event Marketing and Promotion

Title: Event Marketing and Promotion **Use Case**: Create comprehensive marketing strategy for promoting in-person or virtual events

You are an event marketing specialist. Your task is to create an event marketing plan. Define event objectives, target audience, date, location or format, and expected attendance. Develop pre-event marketing strategy across owned, earned, and paid channels. Create email campaign sequence for event promotion with early announcement, reminder, and final call emails. Develop social media strategy with event announcement posts, countdown posts, and speaker highlights. Plan paid advertising targeting event promotion. Create landing page with event details, speaker information, registration form, and agenda. Develop PR strategy for media coverage and influencer outreach. Plan speaker and sponsor promotion strategy. Create on-event day promotion and live engagement content. Plan post-event follow-up with attendees for nurturing and repeat attendance. Define event success metrics including registrations, attendance, engagement, and post-event conversions.

Expected Outcome: Event marketing plan with 90-day timeline, email sequences, social calendar, landing page copy, and success metrics

User Input Example 1: Virtual conference for software developers (Multiple sessions, speaker promotion, sponsor integration) **User Input Example 2**: In-person networking event for business professionals (Registration-based, relationship building, sponsorship opportunities) **User Input Example 3**: Product launch event with demo and celebration (Invitation-based, VIP elements, media presence)

PROMPT 27: Social Media Advertising Strategy

Title: Social Media Advertising Strategy **Use Case**: Develop multi-platform social media advertising strategy targeting specific audience segments

You are a social media advertising specialist. Your task is to create a social media advertising strategy. Define campaign objectives, target audience demographics and interests, budget allocation across platforms, and key performance indicators. Research audience behaviors and media consumption patterns on each platform. Select appropriate ad formats for each platform and objective. Create audience segments for different messaging approaches. Develop ad copy and creative briefs for each audience segment. Plan audience targeting using interest, behavior, and lookalike audiences. Create bidding strategy for each platform and campaign stage. Develop A/B testing framework with variations for different elements. Plan remarketing strategy for website visitors and previous converters. Create daily and weekly optimization workflow. Include fraud detection and ad quality monitoring.

Expected Outcome: Social media advertising strategy with audience segments, 15+ ad variations, targeting parameters, bidding approach, and optimization plan

User Input Example 1: Facebook and Instagram ads for online course (Multiple audience segments, conversion tracking, pixel implementation) **User Input Example 2**: LinkedIn ads for B2B service offering (Account-based targeting, lead generation, professional audience) **User Input Example 3**: TikTok ads for consumer brand targeting Gen Z (Authentic content, trend participation, viral potential)

PROMPT 28: Affiliate Program Strategy

Title: Affiliate Program Strategy **Use Case**: Design and launch affiliate program to expand reach through partner promotions

You are an affiliate marketing strategist. Your task is to design an affiliate program. Define program goals, commission structure, and partner profile you seek. Develop affiliate recruitment strategy and messaging. Create affiliate onboarding process and training materials. Develop marketing materials and resources for affiliates including product descriptions, ad copy, creative assets, and landing pages. Establish tracking and attribution system. Create affiliate dashboard with performance metrics and payment information. Develop communication plan with regular updates, performance insights, and best practices. Define program policies including prohibited marketing methods and brand guidelines. Create tiered commission structure rewarding top performers. Plan for affiliate relationship management and support. Develop strategy for recruiting and retaining high-performing affiliates. Create termination and offboarding process.

Expected Outcome: Affiliate program strategy with program structure, commission framework, recruitment plan, and 3-month launch roadmap

User Input Example 1: Digital product affiliate program (Influencer recruitment, content creators, affiliate marketing agencies) **User Input Example 2**: Ecommerce affiliate program (Product-focused affiliates, comparison sites, deal aggregators) **User Input Example 3**: B2B SaaS affiliate program (Channel partners, resellers, consulting firms)

PROMPT 29: Website Conversion Rate Optimization

Title: Website Conversion Rate Optimization **Use Case**: Identify and implement improvements to increase website conversion rates and revenue per visitor

You are a conversion rate optimization specialist. Your task is to analyze and optimize website conversion rates. Audit website for conversion barriers and friction points. Analyze user behavior data from analytics and heatmaps. Identify top pages and conversion flows. Test hypothesis-driven improvements including headline optimization, CTA placement and design, form simplification, social proof placement, and page speed optimization. Create prioritized testing roadmap based on impact potential and ease of implementation. Develop A/B testing framework and statistical significance calculation. Design multivariate tests for complex pages. Plan for seasonal testing and iteration. Create success metrics aligned with business objectives. Develop post-test implementation and monitoring plan. Document learnings and best practices.

Expected Outcome: CRO strategy with current state analysis, 15+ optimization opportunities, A/B testing roadmap, and expected improvement projections

User Input Example 1: E-commerce product page optimization (Add to cart conversion, product detail optimization, checkout streamlining) **User Input Example 2**: SaaS free trial signup page (Form optimization, value communication, objection handling) **User Input Example 3**: Lead generation form optimization (Form length, field requirements, CTA placement)

PROMPT 30: Advertising Avatar Design

Title: Advertising Avatar Design **Use Case**: Create custom avatars for visual marketing materials and brand communications

You are a visual branding specialist. Your task is to create a brief for avatar design. Define avatar purpose (brand mascot, customer representative, spokesperson). Describe avatar characteristics including age, ethnicity, profession, clothing style, personality traits, and expression. Create visual style guidance (cartoon, realistic, stylized, 3D, 2D). Define use cases

and contexts where avatar appears. Specify technical requirements such as sizes and file formats needed. Create personality guidelines for how avatar should feel and communicate. Plan for avatar variations showing different expressions and poses. Include brand color palette and visual consistency guidelines. Define scenarios where avatar is used in marketing. Provide visual references or mood boards showing desired avatar style. Include animation or motion guidance if applicable.

Expected Outcome: Avatar design brief with detailed specifications, visual references, personality guidelines, and usage scenarios

User Input Example 1: Financial services company customer service avatar (Professional, trustworthy, approachable, diverse demographic) **User Input Example 2**: Children's educational app mascot (Friendly, playful, encouraging, diverse representation) **User Input Example 3**: Tech company brand mascot (Modern, innovative, energetic, tech-forward aesthetic)

PROMPT 31: Poster Design Brief

Title: Poster Design Brief **Use Case**: Create detailed specifications for poster design that effectively communicates marketing message

You are a poster design strategist. Your task is to create a poster design brief. Define poster purpose and primary objective. Identify where poster will be displayed and what medium (digital, print, billboard). Define target audience and how design should appeal to them. Create clear visual hierarchy with primary message, supporting information, and call-to-action. Specify text content and messaging hierarchy. Define visual style and aesthetic (minimalist, vibrant, corporate, playful). Specify color palette and branding guidelines. Determine required dimensions and technical specifications. Include event details or promotion information with clear dates and times. Plan for visual elements such as imagery, icons, or illustrations. Define typography requirements and readability standards. Create mockup descriptions showing final appearance. Include brand logo placement. Specify file formats and submission requirements.

Expected Outcome: Poster design brief with 2-3 pages including dimensions, color specs, copy, visual guidance, and technical requirements

User Input Example 1: Event promotion poster for tech conference (Professional tone, speaker highlights, registration information) **User Input Example 2**: Product launch poster for retail environment (Eye-catching, product-focused, promotional offer display) **User Input Example 3**: Educational campaign poster on public health (Clear messaging, visual impact, call-to-action clarity)

PROMPT 32: Advertisement Creative Concept

Title: Advertisement Creative Concept **Use Case**: Develop creative concepts and messaging for advertisement campaigns across media

You are a creative advertising director. Your task is to develop advertisement creative concepts. Define campaign objective and key message. Identify target audience and their needs and values. Develop compelling creative concepts that stand out and resonate. Create multiple concept directions with different emotional appeals and angles. Develop headlines and supporting copy for each concept. Specify visual style and aesthetic for each concept. Include production notes and special requirements. Identify music, sound effects, or audio style if applicable. Plan for campaign extensibility across multiple formats and touchpoints. Include messaging hierarchy and key takeaways. Develop rationale explaining why each concept works for target audience. Create storyboards or descriptions showing campaign flow. Include adaptation guidance for different media placements.

Expected Outcome: 3-5 creative concepts with full specs, headlines, visual descriptions, storyboards, and rationale for each

User Input Example 1: Super Bowl advertisement for automotive brand (Emotional storytelling, premium positioning, memorable creative) **User Input Example 2**: Social media campaign for sustainability initiative (Authentic messaging, cause-driven, viral potential) **User Input Example 3**: Print advertisement for luxury brand (Sophisticated aesthetic, aspirational messaging, high production value)

PROMPT 33: Avatar Character Development

Title: Avatar Character Development **Use Case**: Create detailed customer avatar characters to personify target audience segments

You are a character development specialist for marketing. Your task is to create detailed customer avatar characters. Develop fully-realized personas with names, backgrounds, and life stories. Include professional background, education, skills, and expertise. Describe family situation, hobbies, and lifestyle. Define personal values and what matters most to them. Create detailed pain points and challenges they face. Describe their goals and aspirations. Define how they spend their time and media consumption habits. Include their technical proficiency and comfort with tools. Describe purchase decision criteria and influencers on decisions. Create behavioral patterns and shopping habits. Include personality traits and communication

preferences. Define objections and concerns about products in your category. Create narrative scenarios showing character in daily life. Include photos or visual representation of avatar.

Expected Outcome: 3-5 detailed avatar character profiles with photos, backgrounds, pain points, goals, and behavioral descriptions

User Input Example 1: Marketing professional target audience for project management tool (Career goals, tech adoption, collaboration needs) **User Input Example 2**: New parent target audience for parenting app (Life changes, information seeking, community needs) **User Input Example 3**: Small business owner for accounting software (Financial concerns, growth aspirations, compliance needs)

PROMPT 34: Product Packaging Design Brief

Title: Product Packaging Design Brief **Use Case**: Create comprehensive design specifications for product packaging that drives shelf appeal and conversions

You are a packaging design strategist. Your task is to create a product packaging design brief. Define packaging type and materials used. Specify dimensions and technical requirements. Describe target audience and shelf placement context. Define primary and secondary messaging. Create visual hierarchy for logo, product name, benefits, and usage instructions. Specify color palette and branding consistency. Include regulatory or legal requirements information. Plan for product information hierarchy and readability. Define typography requirements and font selections. Describe imagery or illustrations style. Plan for tactile elements that enhance brand experience. Include sustainability considerations. Create mockup descriptions showing front, back, and side panels. Specify printing technique and material properties. Include production notes and cost considerations. Plan for packaging variations such as gift packaging or travel sizes.

Expected Outcome: Packaging design brief with specifications, artwork descriptions, color codes, and mockup guidelines

User Input Example 1: Luxury cosmetics product packaging (Premium materials, elegant design, gift-worthy presentation) **User Input Example 2**: Sustainable food product packaging (Eco-friendly materials, transparent ingredients, ethical messaging) **User Input Example 3**: Tech product packaging for retail environment (Modern design, product visibility, key feature highlights)

PROMPT 35: Book Cover Design Brief

Title: Book Cover Design Brief **Use Case**: Create specifications for book cover design that attracts target readers and communicates book value

You are a book cover design specialist. Your task is to create a book cover design brief. Define book genre, target audience, and book positioning. Include book title, author name, and tagline or subtitle. Describe main theme and key message. Define visual style and design aesthetic appropriate to genre. Specify color palette that resonates with target audience. Describe imagery or illustration requirements. Plan typography with clear hierarchy for title, author, and tagline. Include any endorsements or awards to highlight. Describe back cover copy and marketing message. Specify any special design elements like foil stamping or embossing. Include barcode and ISBN placement. Provide visual references and mood boards. Define technical specifications for print and digital versions. Create mockup descriptions showing cover appearance.

Expected Outcome: Book cover design brief with artwork descriptions, typography specs, color palette, back copy, and technical requirements

User Input Example 1: Self-help business book (Professional design, clear messaging, credibility indicators) **User Input Example 2**: Fiction novel for young adults (Trendy aesthetic, emotional appeal, genre conventions) **User Input Example 3**: Children's picture book (Playful illustrations, bright colors, character appeal)

PROMPT 36: Illustration Concept and Style Guide

Title: Illustration Concept and Style Guide **Use Case**: Develop illustration concepts and style guidelines for brand communications

You are an illustration art director. Your task is to create illustration style guide and concepts. Define illustration purpose and usage contexts. Establish art style that aligns with brand identity (modern, playful, realistic, abstract, etc.). Specify color palette for illustrations. Define line work and texture approaches. Create character design guidelines if illustrations include people or characters. Develop composition and layout principles. Include visual hierarchy guidance. Specify proportions and perspective styles. Create mood and tone guidance through examples. Include examples of diverse representation. Describe animation or motion guidance if applicable. Plan for illustration variations across different formats and applications. Create illustration concepts for 5-10 key brand messages or stories. Include production notes and specifications.

Expected Outcome: Illustration style guide with visual examples, color palette, character designs, and 5-10 specific concept illustrations

User Input Example 1: Tech company illustration style for website and marketing (Modern, minimalist, tech-forward aesthetic) **User Input Example 2**: Children's brand illustrations (Playful, diverse, educational elements) **User Input Example 3**: Healthcare provider illustration style (Approachable, professional, diverse representation)

PROMPT 37: Sticker Design Brief

Title: Sticker Design Brief **Use Case**: Create specifications for sticker design for promotional merchandise or brand engagement

You are a promotional merchandise designer. Your task is to create sticker design brief. Define sticker purpose and distribution method. Specify target audience for appeal. Determine sticker size and shape options. Define visual style and brand consistency requirements. Create primary design concept and alternative concepts. Specify color requirements and printing technique (digital, vinyl, holographic). Include messaging or text on stickers. Plan for multiple designs and series approach if applicable. Define material and finish specifications (glossy, matte, textured). Include cutting requirements and die-cut shape. Create usage scenarios showing stickers in context. Plan for packaging and distribution. Include durability and quality requirements. Specify file formats and resolution requirements. Define production quantity and cost considerations.

Expected Outcome: Sticker design brief with visual concepts, specifications, color codes, and production guidelines

User Input Example 1: Social media brand promotional stickers (Shareable designs, trending aesthetics, multiple variations) **User Input Example 2**: Product loyalty program stickers (Collectible elements, reward gamification, brand messaging) **User Input Example 3**: Event merchandise stickers (Event branding, date-specific, collectible appeal)

PROMPT 38: Leaflet and Brochure Design Brief

Title: Leaflet and Brochure Design Brief **Use Case**: Create comprehensive specifications for leaflet and brochure design communicating product or service benefits

You are a print collateral design strategist. Your task is to create leaflet and brochure design brief. Specify format (folded tri-fold, bi-fold, booklet, or single sheet). Define purpose and distribution context. Identify target audience and decision criteria. Create visual hierarchy for messaging. Plan for compelling headline and subheadlines. Include section-by-section content outline. Specify color palette and design aesthetic. Plan for photography or illustration needs.

Include logo placement and brand consistency. Create call-to-action placement and emphasis. Specify typography and readability standards. Include white space and breathing room. Plan for QR codes or scannable elements if applicable. Define paper stock and finish. Specify printing technique and special effects. Include distribution plan and quantity requirements. Create inside and outside layout descriptions.

Expected Outcome: Leaflet/brochure design brief with layout specifications, copy outline, color specs, and production requirements

User Input Example 1: Real estate property brochure (Professional presentation, property highlights, contact information) **User Input Example 2**: Service company tri-fold brochure (Service descriptions, testimonials, pricing information) **User Input Example 3**: Educational program leaflet (Program benefits, course details, enrollment information)

PROMPT 39: Product Mockup Creation Brief

Title: Product Mockup Creation Brief

Use Case: Create specifications for product mockups showing marketing materials in realistic contexts

You are a visual product mockup specialist. Your task is to create product mockup brief. Define product type and mockup usage purpose. Specify product appearance and key features. Plan realistic placement scenarios and contexts. Define background settings (studio, lifestyle, outdoor, indoor). Include lighting and photography style. Specify angle and perspective views. Define color options to showcase. Include scale references for size understanding. Plan for lifestyle elements showing product in use. Specify any included messaging or branding elements. Define lifestyle models or props needed if applicable. Include technical specifications for mockup dimensions. Specify file format and resolution requirements. Plan for multiple variations showing different uses. Create specifications for both print and digital versions.

Expected Outcome: Product mockup brief with usage contexts, angle specifications, technical requirements, and styling guidelines

User Input Example 1: T-shirt mockup for online store (Front and back views, color variations, lifestyle shots) **User Input Example 2**: Software interface mockup (Desktop and mobile versions, feature demonstrations) **User Input Example 3**: Packaging mockup for product (Box design showcase, unboxing experience, stacking display)

PROMPT 40: Marketing Attribution Model Development

Title: Marketing Attribution Model Development **Use Case**: Create attribution framework to accurately measure which marketing touchpoints drive conversions

You are a marketing analytics and measurement specialist. Your task is to develop a marketing attribution model. Analyze customer journey touchpoints and interactions. Map all marketing channels and campaigns. Define conversion events and value. Research attribution modeling approaches (first-touch, last-touch, linear, time-decay, custom). Choose model aligned with business context and data availability. Implement tracking infrastructure to capture all customer touchpoints. Create logic for multi-touch attribution crediting multiple touchpoints. Define rules for new vs. repeat visitor attribution. Plan for channel-specific attribution adjustments. Develop dashboard for visualizing attribution insights. Create process for model validation and testing. Plan for regular model optimization based on learnings. Include data collection and quality assurance process.

Expected Outcome: Attribution model framework with touchpoint mapping, model specifications, tracking implementation plan, and dashboard design

User Input Example 1: E-commerce business with multiple marketing channels (Long purchase consideration, multiple touchpoints) **User Input Example 2**: B2B SaaS company with extended sales cycle (Account-based approach, sales team involvement, long cycles) **User Input Example 3**: Retail business with online and offline presence (Omnichannel tracking, in-store and online touchpoints)

PROMPT 41: Marketing Content Calendar Generator

Title: Marketing Content Calendar Generator **Use Case**: Create detailed 90-day or 12-month marketing content calendar coordinating all channels and campaigns

You are a marketing planning and calendar management specialist. Your task is to create a comprehensive marketing content calendar. Define calendar period and planning horizon. Identify all marketing channels and content types. Map campaign timeline and key dates. Include seasonal events, holidays, and promotional calendar. Plan content for each channel with publication dates and times. Include content theme for each day or week. Specify content type, format, and key message. Assign ownership and approval workflows. Include cross-channel coordination notes. Plan for content repurposing across platforms. Include performance metrics and optimization checkpoints. Build in flexibility for real-time marketing opportunities. Create

version control and update process. Format for team accessibility and collaboration. Include campaign milestones and deliverables.

Expected Outcome: 90-day or 12-month marketing calendar with daily/weekly assignments, campaign tracking, and cross-channel coordination

User Input Example 1: E-commerce brand with seasonal campaigns (Multiple holidays, seasonal promotions, ongoing content) **User Input Example 2**: B2B SaaS company (Product launches, thought leadership, webinars, events) **User Input Example 3**: Media and publishing company (Editorial calendar, advertorial content, sponsored posts)

PROMPT 42: Marketing Competitive Positioning

Title: Marketing Competitive Positioning **Use Case**: Develop competitive positioning strategy and messaging that differentiates brand in crowded market

You are a strategic positioning and competitive intelligence expert. Your task is to develop competitive positioning strategy. Analyze competitor positioning and messaging strategies. Identify market gaps and white space opportunities. Define unique value proposition that competitors don't own. Analyze buyer perception of your brand vs. competitors. Identify emotional and functional benefits you own. Create positioning statement articulating distinctive market position. Develop proof points supporting positioning claims. Create messaging that emphasizes differentiation. Identify target audience segments where positioning resonates strongest. Define long-term competitive sustainability of positioning. Develop communication guidelines for maintaining position. Create monitoring system for competitive moves and positioning shifts. Include contingency positioning if market changes.

Expected Outcome: Positioning strategy with competitive analysis, unique positioning statement, messaging framework, and implementation guidelines

User Input Example 1: Premium coffee brand in competitive market (Sustainability focus, quality positioning, lifestyle brand) **User Input Example 2**: Budget-friendly SaaS competing with established players (Affordability positioning, ease of use, SMB focus) **User Input Example 3**: New fitness app in saturated market (Community focus, personalization, coach-led approach)

PROMPT 43: Marketing Technology Stack Recommendation

Title: Marketing Technology Stack Recommendation **Use Case**: Evaluate and recommend marketing tools and platforms optimizing efficiency and capabilities

You are a marketing technology consultant. Your task to evaluate and recommend marketing technology stack. Define business requirements and use cases for tools. Identify key functionality needed (email marketing, CRM, analytics, social management, etc.). Research available tools in each category. Compare pricing, features, integrations, and ease of use. Evaluate scalability and growth support. Assess implementation time and learning curve. Define selection criteria and weight priorities. Create comparison matrix of top candidates. Develop implementation roadmap with sequence. Include integration points between tools. Create user training and adoption plan. Develop measurement framework for tool effectiveness. Include budget estimates and ROI analysis. Plan for tool maintenance and updates.

Expected Outcome: Technology stack recommendation with tool specifications, comparison matrix, integration plan, and 6-month implementation roadmap

User Input Example 1: Startup needing full marketing automation foundation (Limited budget, simple needs, growth potential) **User Input Example 2**: Enterprise company optimizing tech stack (Complex requirements, integration needs, team structure) **User Input Example 3**: Agency managing multiple client accounts (Client collaboration, reporting, scalability)

PROMPT 44: Viral Content Strategy

Title: Viral Content Strategy **Use Case**: Develop strategy for creating shareable content with viral potential and amplification tactics

You are a viral marketing and content strategy specialist. Your task to develop viral content strategy. Understand viral mechanics including emotional triggers, shareability factors, and network effects. Identify audience desires, interests, and pain points that drive sharing. Create multiple viral content concepts with high shareability potential. Analyze what makes content shareable on target platforms. Develop distribution strategy maximizing organic reach. Plan for seeding with influencers and connectors. Create amplification strategy using owned and paid channels. Develop monitoring and adaptation approach for trending opportunities. Include contingency content for trending moments. Create metrics for viral success beyond metrics. Plan for converting viral traffic to customers. Develop reputation management for viral moments. Include risk mitigation for potential backlash.

Expected Outcome: Viral content strategy with 10-15 content ideas, mechanics explanation, distribution plan, and monitoring framework

User Input Example 1: Social media challenge for consumer brand (User participation, hashtag strategy, prize incentives) **User Input Example 2**: Humorous branded video content (Entertainment value, emotional resonance, platform optimization) **User Input Example 3**: Trending topic participatory content (Timely relevance, authentic participation, conversation insertion)

PROMPT 45: Marketing Funnel Optimization

Title: Marketing Funnel Optimization **Use Case**: Analyze and optimize marketing funnel to improve conversion rates at each stage

You are a marketing funnel optimization specialist. Your task to analyze and optimize marketing funnel. Define funnel stages appropriate to business model. Analyze conversion rates at each stage identifying bottlenecks. Identify friction points where prospects drop off. Create optimization opportunities for each stage. Test improvements starting with highest impact opportunities. Develop audience-specific funnel paths. Create messaging appropriate to each funnel stage. Design content strategy supporting funnel progression. Develop nurture campaigns for moving prospects forward. Create remarketing strategy for prospects in funnel. Analyze funnel performance metrics and indicators. Create attribution model showing touchpoint contribution. Develop continuous optimization culture and process. Include seasonal funnel adjustments.

Expected Outcome: Funnel analysis with optimization roadmap, stage-specific tactics, conversion improvement projections, and monitoring dashboard

User Input Example 1: B2B software company sales funnel (Long consideration cycle, multiple decision-makers, high value deals) **User Input Example 2**: E-commerce impulse purchase funnel (Quick decisions, multiple touchpoints, cart abandonment focus) **User Input Example 3**: SaaS free trial funnel (Trial activation, feature adoption, upgrade conversion)

PROMPT 46: Brand Awareness Campaign Strategy

Title: Brand Awareness Campaign Strategy **Use Case**: Create comprehensive brand awareness campaign to build recognition and consideration in target market

You are a brand awareness strategist. Your task to create comprehensive brand awareness campaign. Define awareness objective and target reach. Identify target audience segments for awareness building. Research audience media consumption and preferences. Select high-reach

channels (broadcast, digital, out-of-home, print). Develop consistent messaging across channels emphasizing brand uniqueness. Create campaign creative with strong memorable elements. Plan for frequency and reach balance. Develop budget allocation across channels. Include brand storytelling elements building emotional connection. Plan for integrated campaign coordination. Create awareness metrics and measurement plan. Develop long-term brand building elements beyond immediate campaign. Include partnerships and sponsorships for awareness. Plan for earned media and PR amplification.

Expected Outcome: Brand awareness campaign strategy with creative direction, channel plan, 6-month timeline, and awareness metrics framework

User Input Example 1: Startup brand awareness campaign (Building recognition from scratch, limited budget, targeted audience) **User Input Example 2**: Established brand relaunch or repositioning (Changing perception, reaching new audiences, differentiation) **User Input Example 3**: Premium brand awareness campaign (Aspirational messaging, luxury positioning, selective audience)

PROMPT 47: Marketing Experimentation Framework

Title: Marketing Experimentation Framework **Use Case**: Create systematic approach to testing, learning, and optimizing marketing effectiveness through experiments

You are a marketing experimentation and testing specialist. Your task to create marketing experimentation framework. Define experimentation philosophy and goals. Create hypothesis-driven experimentation process. Develop test prioritization framework based on impact and effort. Define statistical rigor and significance requirements. Create templates for planning and documenting experiments. Develop rapid experimentation cadence. Include A/B testing, multivariate testing, and user testing approaches. Create learning management system capturing insights. Develop scaling process for winning tests. Include holdback groups for incrementality measurement. Create guardrail metrics preventing negative impacts. Develop team training for experimentation mindset. Plan for portfolio approach balancing exploration and optimization. Include experimentation roadmap with seasonal adjustments.

Expected Outcome: Experimentation framework with process documentation, prioritization criteria, 50+ test ideas, and learning management system

User Input Example 1: E-commerce conversion optimization (High traffic volume, rapid testing, data-driven decisions) **User Input Example 2**: B2B lead generation optimization (Lower volume, longer cycles, behavioral tracking) **User Input Example 3**: Digital advertising optimization (Platform APIs, creative testing, audience experimentation)

PROMPT 48: Customer Loyalty Program Design

Title: Customer Loyalty Program Design **Use Case**: Design customer loyalty program incentivizing repeat purchases and increasing lifetime value

You are a customer loyalty program strategist. Your task is to design customer loyalty program. Define program objectives and business goals. Identify reward mechanisms and incentive structures. Create tiered program encouraging increased engagement. Develop points or rewards earning and redemption logic. Create program communication strategy. Plan for enrollment and activation. Design member experience across touchpoints. Develop exclusive benefits and VIP experiences. Create partner ecosystem maximizing value. Plan for program promotion and awareness. Define program metrics and success criteria. Include technological infrastructure requirements. Develop fraud prevention measures. Create program governance and policy. Plan for seasonal promotions and campaigns within program.

Expected Outcome: Loyalty program design including mechanics, tier structure, communication strategy, and 12-month promotional calendar

User Input Example 1: Retail loyalty program for frequent shoppers (Tiered rewards, partner network, exclusive benefits) **User Input Example 2**: Airline loyalty program (Points system, elite tiers, partner integration) **User Input Example 3**: Digital subscription loyalty program (Engagement rewards, exclusive content, referral incentives)

PROMPT 49: Crisis Communication Marketing Plan

Title: Crisis Communication Marketing Plan **Use Case**: Prepare crisis communication strategy to protect brand reputation and customer trust during challenging situations

You are a crisis communications and reputation management specialist. Your task to develop crisis communication plan. Identify potential crisis scenarios relevant to your industry and business. Create communication protocols and decision trees for different crisis types. Develop holding statements and response templates. Create key messages addressing stakeholder concerns. Define internal communication procedures and chain of command. Establish media response protocols and spokesperson guidelines. Plan for social media monitoring and response procedures. Create rapid response team structure and responsibilities. Develop customer communication strategy during crisis. Include transparency and accountability principles. Plan for stakeholder communications (customers, employees, investors, regulators). Create post-crisis

recovery communication strategy. Develop training for crisis response. Document approval and authorization procedures.

Expected Outcome: Crisis communication plan with scenarios, response templates, protocols, key messages, and response team framework

User Input Example 1: Data breach crisis for ecommerce company (Customer trust, regulatory response, transparent communication) **User Input Example 2**: Product safety crisis for consumer brand (Product recall, customer safety, regulatory coordination) **User Input Example 3**: Leadership scandal for professional services firm (Trust restoration, stakeholder management, reputation recovery)

PROMPT 50: Marketing Metrics Dashboard Development

Title: Marketing Metrics Dashboard Development **Use Case**: Create comprehensive marketing metrics dashboard tracking KPIs and enabling data-driven decision making

You are a marketing analytics and dashboard design specialist. Your task to develop marketing metrics dashboard. Define business objectives and success criteria. Identify key performance indicators across marketing functions. Select metrics balancing strategic importance and actionability. Define data sources and collection methods. Create dashboard structure organizing metrics logically. Develop visualizations for quick comprehension. Include real-time metrics for campaign monitoring. Create alert systems for metric deviations. Design drill-down capabilities for deeper analysis. Include historical trends and benchmarking. Create segment-specific views and role-based dashboards. Develop data quality and verification procedures. Define update frequency and refresh cycles. Plan for dashboard evolution and optimization. Include documentation and metric definitions.

Expected Outcome: Marketing dashboard specifications with 30-40 KPIs, visualization designs, data integration plan, and user access framework

User Input Example 1: E-commerce marketing dashboard (Traffic, conversion, revenue, channel performance, customer acquisition)

User Input Example 2: B2B marketing dashboard (Lead volume, sales pipeline, cost per lead, marketing influence on deals)

User Input Example 3: Social media marketing dashboard (Engagement metrics, reach, sentiment, audience growth, traffic referral)

Best Practices for Maximum Results

1. Customize Variables Thoroughly

Replace all bracketed variables with specific information. The more detailed your context, the more customized and relevant the AI output will be. Include specific metrics, budget constraints, audience details, and business objectives.

2. Start with Clear Objectives

Before entering a prompt, be clear about what success looks like. Knowing your desired outcome helps you evaluate whether the AI response meets your requirements or needs refinement.

3. Iterate and Refine

First outputs are starting points, not final answers. Review results and ask follow-up questions to dig deeper. Request different angles, additional options, or modified approaches.

4. Adapt to Your Tools

These prompts work across all major language models (ChatGPT, Claude, Gemini, etc.). Adjust formatting slightly if needed for your specific tool while maintaining the core structure.

5. Combine Prompts for Complex Projects

Many marketing initiatives require multiple prompts. Start with positioning strategy, then move to content planning, then to channel selection. Layer insights from each prompt for comprehensive marketing strategy.

6. Test and Measure

Treat AI-generated outputs as hypotheses to test. Implement recommendations, track performance, and use learnings to refine future prompts and strategies.

Implementing This Collection in Your Marketing Workflow

For Solopreneurs

As a solo marketer, you wear many hats. Use these prompts to generate professional-quality outputs across all marketing functions. Start with audience research, then move to strategy

development, then to tactical execution prompts. This collection becomes your virtual marketing team advisor.

For Marketing Teams

Marketing teams benefit from prompt standardization ensuring consistency across team members. Share these prompts with your team, customize them for your business, and use them as team language for marketing projects. Create a shared prompt library for your organization.

For Agencies

Agencies can customize these prompts for specific client industries and situations. Use them as starting templates for client deliverables and accelerate service delivery. These prompts form a solid foundation for agency capabilities.

Key Takeaways

These 50 marketing prompts represent professional marketing knowledge packaged for AI implementation.

They address the full marketing spectrum from strategy through execution. By structuring prompts strategically, you unlock AI capabilities that dramatically accelerate marketing work.

Success with these prompts depends on your willingness to customize them for your specific situation and iterate on outputs. Treat them as starting points that require your marketing expertise and business knowledge to refine into truly great marketing work.

Getting Started Today

Choose one prompt relevant to your immediate marketing challenge. Spend 10 minutes customizing it for your business. Input into ChatGPT or your preferred AI tool. Review the output and ask one follow-up question to refine the result. Implement one recommendation from the output. Measure the results.

This simple process multiplies the value you extract from AI and builds your confidence in using AI as a core marketing tool.

Conclusion

The marketing landscape has changed fundamentally. Teams that harness AI effectively gain competitive advantage through speed, scale, and optimization capabilities. These 50 prompts represent battle-tested marketing frameworks converted into AI-friendly formats.

Your marketing work now has a powerful assistant available instantly. Use these prompts strategically to 10x your marketing effectiveness while reducing the time and resources required to produce professional-quality marketing work.

The future of marketing belongs to teams that master AI tools. Start today with these prompts and transform how your marketing operates.