

THE DEFINITIVE COLLECTION

100 Ready-to-Use AI Prompts

for ChatGPT & Claude

Plus: How to Set Up Both Platforms for Maximum Results

100 battle-tested prompts organized by marketing function, plus a complete setup guide for personalizing ChatGPT and Claude, using Projects and Custom GPTs, reducing AI hallucinations, and activating deep thinking features that most marketers never touch.

Nick Irmo

irmomarketing.com

Digital Marketing Strategist & Creative Director

How to Use This Guide

This guide is split into two parts. Part 1 shows you how to set up ChatGPT and Claude for maximum effectiveness as a marketer — including personalization, Projects, Custom GPTs, deep thinking features, and techniques to reduce inaccuracies. Part 2 contains 100 prompts organized by marketing function that work in both platforms.

Replace all [BRACKETED] placeholders

Every prompt has variables you need to fill in with your specific information. The more detail you provide, the better the output.

These work in both ChatGPT and Claude

Every prompt in this guide is platform-agnostic. They work equally well in ChatGPT, Claude, Gemini, and other AI assistants. Great prompts are model-agnostic.

Add your brand context first

Before using any prompt, consider adding: 'My company is [DESCRIPTION], we serve [AUDIENCE], and our brand voice is [TONE].' This context dramatically improves relevance.

Iterate and refine

The first output is a starting point. Use follow-up prompts like 'Make it more conversational,' 'Add specific examples,' or 'Cut the length by 30%' to dial in the output.

Save your best customized versions

Once you've adapted a prompt with your specific context and it works well, save it as a personal template. In Claude, add it to a Project. In ChatGPT, build a Custom GPT.

PART 1

Setting Up ChatGPT & Claude for Maximum Results

Most marketers use ChatGPT and Claude like a search engine: type a question, get an answer, move on. That approach wastes 80% of what these platforms can do. This section shows you how to configure both platforms so every conversation starts with your brand context, your preferences, and your expertise level already loaded.

Personalizing Your AI for Better Output

The single biggest improvement you can make to your AI output has nothing to do with prompt engineering. It's telling the AI who you are, what you do, and how you like to communicate. Both ChatGPT and Claude offer built-in personalization features that most users never configure.

ChatGPT: Custom Instructions & Memory

Set Up Custom Instructions

Go to Settings > Personalization > Custom Instructions. You get two fields: 'What would you like ChatGPT to know about you?' and 'How would you like ChatGPT to respond?' Fill both out completely. In the first field, include: your job title, company type, industry, audience you serve, years of experience, and tools you use. In the second field, specify: your preferred tone, formatting preferences (bullets vs. prose), level of detail you want, whether you want caveats or just direct answers, and any specific things to always include or avoid.

Enable and Train Memory

Go to Settings > Personalization > Memory and toggle it on. ChatGPT will remember facts across conversations. Actively train it by saying things like 'Remember that our brand voice is professional but approachable' or 'Remember that I manage PPC campaigns for B2B SaaS companies.' You can view and edit stored memories anytime in Settings. Delete memories that are outdated or incorrect — stale context degrades output.

Build Custom GPTs for Recurring Tasks

Instead of re-explaining context every time, build Custom GPTs (GPT > Create). Create one for each major workflow: a Blog Writer GPT loaded with your style guide, an Email Copywriter GPT trained on your best-performing emails, a Social Media GPT with your brand voice and posting guidelines. Upload reference documents in the Knowledge section. Write detailed system instructions. This is the single highest-ROI setup action you can take.

Claude: Memory, Styles & User Preferences

Configure User Preferences

Go to Settings > User Preferences. This is Claude's equivalent of Custom Instructions. Tell Claude about yourself, your role, your communication preferences, and what you typically use Claude for. Be specific: 'I'm a digital marketing manager at a mid-size B2B company. I manage content, SEO, PPC, and email marketing. I prefer concise, actionable responses without excessive caveats. Use marketing terminology without over-explaining basics.'

Enable Memory

Claude's Memory feature learns from your conversations over time. Enable it in Settings. Claude will automatically remember details you share across conversations — your projects, preferences, writing style, and context. You can also explicitly say 'Please remember that...' to store specific facts. View and manage your stored memories in Settings. Unlike ChatGPT, Claude's memory also generates insights from conversation patterns.

Create and Apply Styles

Claude's Styles feature (available on Pro plans) lets you create reusable writing profiles. Create styles for different contexts: a 'Blog Writer' style, a 'Client Email' style, a 'Social Media' style. Each style defines tone, vocabulary, structure, and formatting rules. Apply them from the model selector dropdown in any conversation. This ensures consistency whether you're writing a LinkedIn post or a board presentation. You can also create styles from examples by pasting your best writing and letting Claude extract the patterns.

Projects & Custom GPTs: Stop Starting from Scratch

The biggest productivity killer in AI-assisted marketing is re-explaining your context in every conversation. Both platforms offer solutions: Claude has Projects, ChatGPT has Custom GPTs. Used correctly, these features mean every conversation starts with your brand guidelines, data, and preferences already loaded. This is not optional — it is the single biggest difference between marketers who get mediocre AI output and those who get genuinely useful results.

Claude Projects: Your AI Marketing Hub

Claude Projects are persistent workspaces where you upload documents, set custom instructions, and maintain conversation history around a specific topic. Every new chat within a Project inherits all of that context automatically.

How to Create a Marketing Project

Go to Projects in the left sidebar > New Project. Name it descriptively (e.g., 'Q1 Content Strategy' or 'Brand Voice & Copywriting'). Add a description of the project's purpose. Upload documents to Project Knowledge: brand guidelines, style guides, past campaign briefs, persona documents, competitor research, or any reference material Claude should have access to. Individual files can be up to 30MB. Set Custom Instructions that tell Claude its role within this project and how to use the uploaded knowledge.

Recommended Projects for Marketers

Create separate Projects for: (1) Content Creation — loaded with your style guide, brand voice doc, editorial calendar, and top-performing content examples; (2) SEO Strategy — loaded with keyword research, site architecture, and competitor analysis; (3) Email Marketing — loaded with your email templates, sequence maps, and performance benchmarks; (4) Campaign Planning — loaded with your ICP documentation, buyer journey map, and budget frameworks; (5) Client/Stakeholder Communication — loaded with company boilerplate, key messaging, and reporting templates.

Custom Instructions That Actually Work

Don't just write 'Help me with marketing.' Write instructions like: 'You are a senior content strategist working on the [COMPANY] account. Reference the uploaded brand guide for tone and terminology. All blog content should target mid-funnel B2B decision-makers. Default to a professional but conversational tone. When I share a draft, provide specific revision suggestions rather than general feedback. Always consider SEO implications and suggest internal linking opportunities from our existing content library.' The more specific you are, the less you need to re-explain in each conversation.

Pro Tip: Evolve Projects Over Time

Projects aren't static. As campaigns evolve, update the documents and instructions. After a product launch, add the results data. After a rebrand, swap the old style guide for the new one. You can also promote Claude's own outputs (Artifacts) into Project Knowledge — if Claude writes a great content brief, save it so future conversations can reference it. Think of Projects as your team's evolving marketing brain.

ChatGPT Custom GPTs: Purpose-Built Marketing Assistants

Custom GPTs are specialized versions of ChatGPT that you configure once and reuse endlessly. Unlike Projects (which are workspace-oriented), Custom GPTs are task-oriented — each one is optimized for a specific type of work.

How to Build a Marketing GPT

Go to Explore GPTs > Create. Give it a name, description, and detailed system instructions. Upload Knowledge files (your brand guide, templates, examples of great output). Configure Capabilities: enable Web Browsing for research tasks, Code Interpreter for data analysis, and DALL-E for visual content. Test thoroughly before relying on it for production work.

Recommended Custom GPTs for Marketers

Build GPTs for: (1) Blog Post Writer — trained on your voice, loaded with your style guide, instructed to include SEO best practices; (2) Email Sequence Builder — loaded with your best email examples, brand tone doc, and campaign performance benchmarks; (3) Ad Copy Generator — trained on your winning ad copy, character limits by platform, and A/B test results; (4) Social Media Manager — loaded with your content pillars, hashtag strategy, and posting guidelines; (5) Strategy Analyst — loaded with your market data, competitive landscape, and planning frameworks.

Writing Effective GPT Instructions

Your system instructions are everything. Include: the GPT's role and expertise, who it's writing for (audience), tone and voice guidelines with examples, formatting preferences, things to always do (e.g., 'Always suggest a CTA'), things to never do (e.g., 'Never use the word synergy'), and how to handle uncertainty (e.g., 'If unsure, ask clarifying questions rather than guessing'). Test with 10 real prompts and refine instructions based on where the output falls short.

Reducing AI Hallucinations & Inaccuracies

AI models sometimes generate information that sounds confident but is factually wrong. In marketing, this can mean publishing incorrect statistics, misattributing quotes, or recommending strategies based on fabricated data. You cannot eliminate hallucinations entirely, but you can reduce them dramatically with the right techniques.

Ground Responses in Your Data

Upload your actual data, documents, and research into Projects or Custom GPTs. When the AI generates from your real materials rather than its training data, accuracy improves significantly. Say 'Base your response only on the documents I've provided' or 'Only cite statistics from the uploaded research.'

Ask for Sources and Reasoning

Add to any prompt: 'Cite your sources for any statistics or claims.' or 'Explain your reasoning step by step.' If the AI can't provide a source, it's likely generating from patterns rather than facts. Both ChatGPT (with web browsing) and Claude (with web search) can now search the internet to verify claims in real-time. Ask them to do so: 'Search the web to verify this before including it.'

Use Web Search for Current Information

Both platforms now offer web search. In ChatGPT, this is automatic in many cases. In Claude, you can enable Search and explicitly ask Claude to search for current data. For anything time-sensitive — pricing, statistics, market data, recent events — always request a web search rather than relying on training data. Say: 'Search for the most current data on this before responding.'

Embrace 'I Don't Know'

Explicitly tell the AI: 'If you're not sure about something, say so rather than guessing.' This single instruction dramatically reduces confident-sounding fabrications. Both ChatGPT and Claude will admit uncertainty when given permission to do so. You can also add: 'Distinguish between facts you're confident about and areas where you're making educated inferences.'

Verify Before Publishing

Never publish AI-generated statistics, quotes, or specific claims without verification. Use the AI to draft and structure; use your judgment and research to verify. A good workflow: generate the draft, then ask the AI to flag any claims that should be fact-checked. Then verify those specific items yourself.

Use Multiple AI Models as Cross-Checks

If accuracy matters, run the same question through both ChatGPT and Claude. Where they agree, confidence is higher. Where they disagree, investigate further. This is especially useful for competitive analysis, market sizing, and strategic recommendations where getting it wrong has real consequences.

Activating Deep Thinking for Complex Tasks

Both ChatGPT and Claude now offer extended reasoning modes that spend more time 'thinking' before responding. For simple tasks like writing a social post, these are overkill. But for complex strategy work, data analysis, and multi-step planning, deep thinking modes produce dramatically better results. Most marketers never activate them.

ChatGPT: Reasoning Models (o1, o3, Deep Research)

When to Use Reasoning Models

Switch to o1 or o3 (available in the model selector on Plus/Pro plans) for: complex strategic analysis, multi-step campaign planning, budget allocation optimization, competitive landscape mapping, or any task where you need the AI to consider trade-offs, weigh options, and reason through a problem rather than just generate text. These models think before they write, producing more thorough and nuanced output.

Deep Research for Market Intelligence

ChatGPT's Deep Research feature (available on Plus/Pro) conducts multi-step web research autonomously. Give it a complex research question like 'Analyze how SaaS companies in our space are positioning their pricing pages in 2026' and it will search dozens of sources, synthesize findings, and deliver a comprehensive report. This replaces hours of manual research. Use it for competitive analysis, market trend reports, and industry benchmarking.

Best Practices for Reasoning Prompts

Reasoning models respond better to goals than instructions. Instead of 'Write me a campaign plan,' try 'I need to launch [PRODUCT] to [AUDIENCE] with \$[BUDGET] over 90 days. Consider the trade-offs between brand awareness and lead generation, evaluate at least 3 channel strategies, and recommend the approach with the strongest ROI case. Show your reasoning.' The model will think through the problem systematically rather than jumping to a template response.

Claude: Extended Thinking & Deep Research

Extended Thinking Mode

Claude's extended thinking (available on Pro/Team plans) lets the model reason through complex problems step-by-step before delivering a response. You can see Claude's thinking process unfold in real time. This is invaluable for strategic work where you want to understand the reasoning behind a recommendation, not just the recommendation itself. It activates automatically for complex queries, but you can encourage it by saying 'Think through this carefully before responding.'

Deep Research in Claude

Claude's Research feature conducts comprehensive, multi-source investigations and delivers detailed reports with citations. Use it for: competitive intelligence gathering, market sizing exercises, trend analysis across your industry, content research for authoritative long-form pieces, and vendor evaluation. Simply ask Claude to 'do deep research on [TOPIC]' and it will search, synthesize, and present findings in a structured report format.

When Depth Beats Speed

Default to standard mode for: quick content drafts, simple edits, brainstorming, and formatting tasks. Switch to extended thinking for: strategic recommendations, data analysis, competitive assessments, complex content briefs, budget planning, and any task where you'd normally want a senior team member to 'think it through' before presenting. The output difference is dramatic for complex tasks.

PART 2

100 Ready-to-Use Prompts for Digital Marketers

Copy, customize, and use these prompts in ChatGPT, Claude, or any AI assistant. Each prompt includes bracketed placeholders for your specific details.

Table of Contents

PART 1: PLATFORM SETUP

- Personalizing Your AI for Better Output
- Projects & Custom GPTs: Stop Starting from Scratch
- Reducing AI Hallucinations & Inaccuracies
- Activating Deep Thinking for Complex Tasks

PART 2: 100 PROMPTS

- 01** 📁 Content Marketing & Blog Writing (Prompts 1-10)
- 02** ■ SEO & Keyword Strategy (Prompts 11-20)
- 03** ✉️ Email Marketing & Automation (Prompts 21-30)
- 04** ■ Social Media Marketing (Prompts 31-40)
- 05** ■ PPC & Paid Advertising (Prompts 41-50)
- 06** ✍️ Copywriting & Messaging (Prompts 51-60)
- 07** ■ Marketing Strategy & Analytics (Prompts 61-70)
- 08** ■ Marketing Automation & CRM (Prompts 71-80)
- 09** ■ AI-Powered Marketing Workflows (Prompts 81-90)
- 10** ■ Bonus: Mega-Prompts for Complex Tasks (Prompts 91-100)

100 total prompts across 10 categories



Content Marketing & Blog Writing

Prompts for planning, writing, and optimizing blog content that drives organic traffic and establishes thought leadership.

#001 Blog Post Outline Generator

Create a detailed outline for a blog post titled '[TITLE]' targeting the keyword '[KEYWORD].' Include an engaging introduction hook, 6-8 H2 sections with 2-3 H3 subsections each, key points to cover under each heading, a conclusion with a clear CTA, and a meta description under 155 characters.

■ *Pro tip: Replace the keyword with your primary SEO target and add 'Include statistics or data points where relevant' for more authoritative content.*

#002 Content Brief Creator

Act as a senior content strategist. Create a comprehensive content brief for an article about '[TOPIC].' Include: target audience persona, primary and secondary keywords, search intent analysis, competitor content gaps to exploit, recommended word count, internal linking opportunities, and a unique angle that differentiates this piece from the top 5 ranking articles.

■ *Pro tip: Paste URLs of top-ranking competitor articles for even more specific gap analysis.*

#003 First Draft Writer

Write a 1,500-word blog post about '[TOPIC]' for an audience of [AUDIENCE]. Use a [TONE] tone. Include: a hook that opens with a surprising statistic or bold statement, practical examples in each section, at least one original framework or model, actionable takeaways the reader can implement today, and a conclusion that drives toward [CTA]. Do not use generic filler phrases.

■ *Pro tip: Specify 'Write in first person' or 'Write in second person' to control voice.*

#004 Content Repurposing Machine

I have this blog post: [PASTE CONTENT]. Repurpose it into: 5 LinkedIn posts (each with a unique hook and angle), 10 Twitter/X posts (punchy, under 280 characters), 3 email newsletter snippets, 1 YouTube video script outline, and 5 Instagram carousel slide concepts. Maintain the core message but adapt the format and tone for each platform.

■ *Pro tip: Add your brand voice guidelines for more consistent output across formats.*

#005 Headline A/B Test Generator

Generate 15 headline variations for a blog post about '[TOPIC].' Include: 3 using numbers/data, 3 using 'How to' format, 3 using curiosity gaps, 3 using power words and urgency, and 3 using question format. Rate each headline 1-10 for click potential and explain your reasoning.

#006 Content Calendar Planner

Create a 30-day content calendar for a [INDUSTRY] company targeting [AUDIENCE]. For each piece, include: title, target keyword, content format (blog, video, infographic), funnel stage (TOFU/MOFU/BOFU), estimated word count, and a one-sentence angle. Ensure a mix of 60% educational, 20% thought leadership, and 20% product-adjacent content.

■ *Pro tip: Add 'Include seasonal or trending hooks for [MONTH]' for timely relevance.*

#007 Introduction Rewriter

Here's my blog post introduction: [PASTE INTRO]. Rewrite it 5 different ways: 1) Open with a startling statistic, 2) Open with a relatable pain point, 3) Open with a contrarian take, 4) Open with a mini-story, 5) Open with a direct question. Each should be 3-4 sentences and compel the reader to keep going.

#008 FAQ Section Generator

Generate a comprehensive FAQ section for a page about '[TOPIC]'. Include 10 questions that real people would ask, formatted with clear, concise answers. Prioritize questions that: address common objections, target long-tail keywords, appear in Google's 'People Also Ask' for this topic, and demonstrate expertise. Include schema markup suggestions.

■ *Pro tip: Check Google's 'People Also Ask' for your keyword first and include those questions.*

#009 Content Gap Analyzer

I'm writing content about '[TOPIC]' in the [INDUSTRY] space. Identify 10 subtopics or angles that are likely underserved in existing content. For each, explain: why it's a gap, what search intent it serves, a suggested title, and an estimated difficulty level (easy/medium/hard) to rank for. Focus on topics where a practitioner's perspective would add unique value.

#010 Long-Form Pillar Content Planner

Help me plan a pillar content strategy around the topic '[MAIN TOPIC]'. Create: 1 pillar page outline (3,000+ words), 8-10 cluster content pieces that link back to the pillar, internal linking structure between all pieces, keyword targets for each piece, and a recommended publishing sequence. This should establish topical authority.

■ *Pro tip: Add your existing content URLs so the plan accounts for what you've already published.*

■ SEO & Keyword Strategy

Prompts for keyword research, on-page optimization, technical SEO planning, and search strategy.

#011 Keyword Clustering Assistant

I have this list of keywords: [PASTE KEYWORDS]. Group them into logical clusters based on search intent. For each cluster, identify: the primary keyword, supporting keywords, the dominant search intent (informational, commercial, transactional, navigational), a recommended page type (blog post, landing page, product page), and a suggested title.

#012 Meta Description Writer

Write 3 meta description options for a page titled '[TITLE]' targeting the keyword '[KEYWORD]'. Each should be: under 155 characters, include the target keyword naturally, contain a clear value proposition, include a subtle CTA, and be compelling enough to improve click-through rate. Rate each for CTR potential.

#013 On-Page SEO Audit Prompt

Act as an SEO specialist. I'm going to share the content of a web page. Audit it for on-page SEO and provide specific recommendations for: title tag optimization, header tag structure (H1-H4), keyword density and placement, internal linking opportunities, image alt text suggestions, schema markup recommendations, content gaps vs. top-ranking competitors, and readability improvements. Here's the content: [PASTE CONTENT]

■ *Pro tip: Paste the URL of the #1 ranking page for comparison analysis.*

#014 Local SEO Content Generator

Create location-specific landing page content for a [BUSINESS TYPE] serving [CITY/REGION]. Include: a localized headline and meta description, 500 words of unique content mentioning local landmarks and neighborhoods, local schema markup suggestions, Google Business Profile optimization tips, and 5 locally-relevant blog post ideas to support this page.

#015 Programmatic SEO Template

Help me create a template for programmatic SEO pages for a [BUSINESS TYPE] that serves [NUMBER] locations. Design a content template that includes: a dynamic headline structure, 5-6 content sections that can be localized with variables, places to insert location-specific data, internal linking logic, and FAQ schema template. The output should feel unique per page while being scalable.

■ *Pro tip: Add 'Include a section for testimonials or case studies from that location' for authenticity.*

#016 Competitor SERP Analysis

I want to rank for '[KEYWORD]'. Based on what typically ranks for this type of query, analyze: what content format dominates (listicles, guides, tools), the approximate word count needed, common themes and subtopics covered, what's missing from most results, and what unique angle I could take to differentiate. Then give me a content strategy recommendation.

#017 Link-Worthy Content Brainstorm

I need to create content in the [INDUSTRY] space that earns backlinks organically. Generate 10 content ideas that are inherently link-worthy. For each, explain: the format (original research, tool, framework, data visualization), why other sites would link to it, estimated effort to produce, and a suggested headline. Focus on ideas that provide unique data or utility.

#018 SEO Title Tag Formula Generator

Generate 10 SEO-optimized title tags for a page about '[TOPIC]' targeting '[KEYWORD]'. Use a variety of proven formulas: [Number] + [Adjective] + [Keyword] + [Year], How to [Keyword] + [Benefit], [Keyword]: [Compelling Promise], and others. Keep each under 60 characters. Flag which ones balance SEO with click-through potential best.

#019 Featured Snippet Optimizer

I want to win the featured snippet for '[KEYWORD]'. The current snippet shows [describe what you see]. Rewrite my content section to better match the snippet format. Provide: a paragraph-style answer (40-60 words), a list-style answer, a table-style answer if applicable, and the optimal H2/H3 heading to place above each. Explain which format is most likely to win.

#020 Search Intent Classifier

Classify the search intent for each of these keywords and recommend the best page type: [LIST 15-20 KEYWORDS]. For each keyword, provide: intent type (informational, commercial investigation, transactional, navigational), recommended page type, suggested title, and whether it's TOFU, MOFU, or BOFU. Group any that should be combined into a single page.



Email Marketing & Automation

Prompts for email copy, sequences, subject lines, and automation workflows.

#021 Email Subject Line Generator

Generate 20 subject lines for an email about [TOPIC/OFFER] sent to [AUDIENCE]. Include: 5 using curiosity, 5 using urgency/scarcity, 5 using personalization, and 5 using value-first approach. Keep each under 50 characters for mobile optimization. Rate each 1-10 for expected open rate and flag any that might trigger spam filters.

#022 Welcome Email Sequence

Write a 5-email welcome sequence for new subscribers to a [BUSINESS TYPE] email list. Email 1: Warm welcome + immediate value delivery. Email 2: Brand story + what to expect. Email 3: Best content/resource showcase. Email 4: Social proof + community invitation. Email 5: Soft product introduction. For each email, include: subject line, preview text, body copy, and CTA. Keep each under 200 words.

■ *Pro tip: Add 'Include a P.S. line in each email' — they're the second most-read element after the subject line.*

#023 Re-engagement Campaign

Write a 3-email re-engagement sequence for subscribers who haven't opened emails in 90+ days from a [BUSINESS TYPE]. Email 1: 'We miss you' with a compelling reason to come back. Email 2: 'Here's what you've missed' with best content summary. Email 3: 'Last chance' before list cleanup with a special offer. Include subject lines designed to break through inbox fatigue. Tone: honest and human, not guilt-trippy.

#024 Newsletter Content Framework

Create a repeatable weekly newsletter framework for a [INDUSTRY] professional targeting [AUDIENCE]. Include: a consistent structure/template with named sections, example content for each section, recommended length per section, personalization opportunities, and a CTA strategy that rotates between engagement, traffic, and conversion goals. The newsletter should take under 3 minutes to read.

#025 Product Launch Email Sequence

Write a 7-email product launch sequence for [PRODUCT/SERVICE] launching on [DATE]. Structure: Email 1 (7 days out): Teaser/anticipation builder. Email 2 (5 days): Problem agitation. Email 3 (3 days): Solution reveal. Email 4 (1 day): Social proof + early access. Email 5 (Launch day): Full pitch. Email 6 (Day 2): FAQ/objection handling. Email 7 (Day 5): Last chance/scarcity. Include subject lines, preview text, and body copy for each.

#026 Cold Email Template Builder

Write 3 cold email templates for a [BUSINESS TYPE] reaching out to [TARGET PERSONA]. Each template should: be under 125 words, reference a specific observation about the recipient, lead with value not a pitch, include exactly one clear CTA, and avoid spam trigger words. Provide a follow-up email for each template (sent 3 days later) that adds new value rather than just 'bumping.'

■ *Pro tip: Add 'Reference their LinkedIn activity or recent company news' for hyper-personalization.*

#027 A/B Test Ideas Generator

I'm running email campaigns for a [BUSINESS TYPE] with an average [X]% open rate and [Y]% click rate. Suggest 10 specific A/B tests I should run, prioritized by likely impact. For each test, specify: the variable to test, hypothesis, recommended sample size approach, what a meaningful result looks like, and how long to run the test.

#028 Abandoned Cart Email Sequence

Write a 3-email abandoned cart sequence for an ecommerce store selling [PRODUCT TYPE]. Email 1 (1 hour after): Gentle reminder with the product image. Email 2 (24 hours): Address the most common objection for this product type. Email 3 (72 hours): Create urgency with a time-limited incentive. Include subject lines and keep each email under 100 words. The tone should feel helpful, not pushy.

#029 Email Personalization Framework

Create a personalization strategy for our email marketing program. We have these data points about subscribers: [LIST YOUR DATA FIELDS]. For each data point, suggest: 3 ways to personalize email content, specific merge tag examples in copy, segmentation opportunities it enables, and one automation trigger based on this data. Prioritize by expected impact on engagement.

#030 Win-Back Campaign for Churned Customers

Write a 4-email win-back campaign for former customers of [PRODUCT/SERVICE] who cancelled [TIMEFRAME] ago. Use this structure: Email 1: 'What's changed' (new features/improvements). Email 2: Success story from a customer who came back. Email 3: Exclusive return offer. Email 4: Honest farewell with door left open. Tone should acknowledge their experience without being desperate.

■ Social Media Marketing

Prompts for social media content creation, strategy, and community engagement.

#031 LinkedIn Thought Leadership Post

Write a LinkedIn post about [TOPIC] from the perspective of a [JOB TITLE] with [X] years of experience. Use this structure: Bold opening line that stops the scroll. A personal story or observation (3-4 sentences). The counterintuitive insight or lesson. 3-5 practical takeaways. A question to drive engagement. Keep it under 1,300 characters. No hashtags in the body text. Add 3-5 relevant hashtags at the end.

■ *Pro tip: LinkedIn's algorithm favors posts that generate comments within the first hour — end with a genuine question.*

#032 Social Media Content Batch

Create a week's worth of social media content for a [BUSINESS TYPE] across LinkedIn, Instagram, and X/Twitter. For each day, provide: Platform-specific post copy, suggested visual description, best posting time, relevant hashtags, and the engagement hook. Mix content types: 2 educational, 1 behind-the-scenes, 1 promotional, 1 engagement-focused, 1 curated/industry news, 1 personal brand.

#033 Instagram Carousel Script

Write a 10-slide Instagram carousel about '[TOPIC]' for [AUDIENCE]. Slide 1: Hook slide with a bold statement (under 10 words). Slides 2-9: One key point per slide with a supporting detail. Slide 10: CTA + summary. Include: text for each slide (under 30 words per slide), a caption (under 2,200 characters), and 20 relevant hashtags organized by size (5 large, 10 medium, 5 niche).

#034 Community Engagement Responses

I manage social media for a [BUSINESS TYPE]. Generate 10 thoughtful comment templates I can customize for: positive reviews/mentions, negative feedback, questions about our product/service, industry discussions, and competitor mentions. Each response should: feel genuinely human, reflect our brand voice, add value beyond 'thanks!', and encourage continued conversation.

#035 Social Proof Story Generator

Turn this customer result into social media content: [PASTE RESULT/TESTIMONIAL]. Create: 1 case study-style LinkedIn post, 1 Twitter/X thread (5 tweets), 1 Instagram caption with story arc, and 1 short-form video script (30 seconds). Each should: lead with the result, tell the transformation story, and make the audience see themselves in the customer's shoes. Never sound like an ad.

#036 Viral Hook Generator

Generate 20 opening lines (hooks) for social media posts about [TOPIC] in the [INDUSTRY] space. Include: 5 contrarian takes ('Most people think X. They're wrong.'), 5 story hooks ('Last Tuesday, I lost \$X because...'), 5 data hooks ('97% of marketers ignore this...'), and 5 curiosity hooks ('The one thing I'd change if I started over...'). Rate each for scroll-stopping potential.

#037 X/Twitter Thread Writer

Write a 10-tweet thread about '[TOPIC]' that positions me as an expert in [FIELD]. Tweet 1: Bold claim or surprising insight (hook). Tweets 2-9: Supporting points with examples, data, or frameworks. Tweet 10: Summary + CTA to follow or engage. Each tweet should be standalone-valuable even if someone reads it out of order. Include strategic line breaks for readability.

#038 Social Media Crisis Response

Create a social media crisis response plan template for a [BUSINESS TYPE]. Include: an initial response template (to post within 1 hour), a detailed follow-up statement template, community manager talking points for comment responses, internal escalation criteria, and a recovery content plan for the week after. Tone should be: transparent, accountable, and action-oriented.

#039 Hashtag Strategy Builder

Build a hashtag strategy for a [BUSINESS TYPE] on Instagram targeting [AUDIENCE]. Create 4 sets of 30 hashtags each, organized by: branded hashtags (5), industry hashtags (10), niche/specific hashtags (10), and community/engagement hashtags (5). For each set, explain when to use it (what type of content) and expected reach level.

#040 Short-Form Video Script

Write a 60-second video script for [PLATFORM: TikTok/Reels/Shorts] about '[TOPIC].' Structure: Hook (first 3 seconds — the most important part), Setup (seconds 3-15), Main content with 3 quick points (seconds 15-45), CTA (final 15 seconds). Include: on-screen text suggestions, background music mood recommendation, and a suggested caption. The hook must create an 'I need to watch this' moment.

■ *Pro tip: Add 'Include a pattern interrupt at the 15-second mark' to combat drop-off.*

■ PPC & Paid Advertising

Prompts for Google Ads, Meta Ads, LinkedIn Ads, and paid media strategy.

#041 Google Ads Copy Generator

Write 10 responsive search ad variations for a [BUSINESS TYPE] targeting the keyword '[KEYWORD]'. For each, provide: 5 headline options (max 30 characters each), 3 description options (max 90 characters each), and 2 display URL path suggestions. Headlines should mix: brand terms, benefits, CTAs, and social proof. Flag which combinations are strongest.

#042 Landing Page Copy Framework

Write landing page copy for a [PRODUCT/SERVICE] targeting [AUDIENCE] who are searching for '[KEYWORD]'. Include: a headline that matches ad copy intent, a subheadline that elaborates the value prop, 3 benefit sections with supporting proof points, 2 social proof sections (testimonial format and data format), an FAQ section addressing top 5 objections, and a primary CTA with 2 variations. Write above the fold first.

■ *Pro tip: Add 'Write a separate mobile-first version' since most ad traffic is mobile.*

#043 Ad Creative Brief Generator

Create a creative brief for a [PLATFORM: Facebook/Instagram/LinkedIn] ad campaign promoting [OFFER]. Include: campaign objective, target audience description, key message hierarchy, 5 visual concept directions with descriptions, 3 headline options per concept, recommended ad formats (carousel, video, static), and A/B testing plan for creative elements.

#044 Negative Keyword List Builder

I'm running Google Ads for a [BUSINESS TYPE] targeting [PRIMARY KEYWORDS]. Generate a comprehensive negative keyword list organized by: irrelevant intent (people looking for something else), low-value queries (job seekers, students, DIYers), competitor terms to exclude, geographic negatives if applicable, and question-based terms that indicate research not buying intent. Include at least 50 negative keywords.

■ *Pro tip: Run a search terms report first and paste the irrelevant terms you've already found.*

#045 Audience Targeting Strategy

Build a paid media audience targeting strategy for a [BUSINESS TYPE] launching [CAMPAIGN GOAL] on [PLATFORM]. Include: 3 cold audience definitions with targeting criteria, 3 warm audience retargeting segments, 2 lookalike/similar audience strategies, recommended budget allocation across audience types, and a testing framework to identify best performers. Explain the rationale for each audience.

#046 Ad A/B Testing Roadmap

Create a 90-day A/B testing roadmap for our [PLATFORM] ad account. We spend approximately \$[BUDGET]/month on [CAMPAIGN TYPE]. Prioritize tests by: expected impact on [CPA/ROAS/CTR], test complexity, and statistical confidence requirements. For each test, specify: the variable, hypothesis, minimum sample size needed, and how to measure success. Include at least 12 tests.

#047 Remarketing Sequence Planner

Design a remarketing ad sequence for website visitors to [BUSINESS TYPE] who didn't convert. Break visitors into: visited homepage only, viewed product/service pages, started checkout/form but abandoned, and visited pricing page. For each segment, create: ad messaging strategy, recommended frequency cap, creative direction, offer escalation (if any), and optimal sequence duration.

#048 LinkedIn Ad Campaign Builder

Plan a LinkedIn Ads campaign for a [B2B COMPANY] targeting [DECISION MAKER TITLE] at [COMPANY SIZE/INDUSTRY]. Include: campaign objective recommendation, 3 audience targeting approaches using LinkedIn's filters, ad format recommendations (Sponsored Content, InMail, Text Ads), 5 headline and description combinations, budget allocation between awareness and conversion campaigns, and expected benchmarks for this audience.

#049 Performance Max Asset Generator

Create a complete set of assets for a Google Performance Max campaign for [BUSINESS TYPE]. Include: 5 short headlines (30 chars), 5 long headlines (90 chars), 5 descriptions (90 chars), a call-to-action selection, 5 image concept descriptions (landscape, square, portrait), and 1 video script concept (15 seconds). All assets should work together while each being independently effective.

#050 Budget Reallocation Analyzer

I'm spending \$[TOTAL BUDGET]/month on paid media across: [LIST CHANNELS AND CURRENT ALLOCATION]. Here are my current results per channel: [PASTE CPA, ROAS, VOLUME DATA]. Analyze this data and recommend: an optimized budget allocation, channels to scale, channels to cut, new channels to test with what percentage of budget, and what results I should expect from the reallocation. Show your reasoning.

Copywriting & Messaging

Prompts for brand messaging, sales copy, value propositions, and persuasive writing.

#051 Value Proposition Builder

Help me craft a value proposition for [PRODUCT/SERVICE] that serves [AUDIENCE]. Use the following framework: For [target customer] who [need/pain point], [product] is a [category] that [key benefit]. Unlike [competitors], we [unique differentiator]. Generate 5 variations, then combine the strongest elements into one final version. Explain why each word earns its place.

#052 Website Copy Overhaul

Rewrite the homepage copy for a [BUSINESS TYPE] targeting [AUDIENCE]. Current copy: [PASTE EXISTING COPY]. Rewrite following this structure: Hero section (headline + subheadline + CTA), Problem agitation section, Solution introduction, 3 key benefits with proof, Social proof section, How it works (3 steps), Final CTA with urgency. Use a [TONE] tone. The reader should feel [DESIRED EMOTION] by the end.

#053 Sales Page Long-Form Copy

Write a long-form sales page for [PRODUCT/SERVICE] priced at \$[PRICE] targeting [AUDIENCE]. Follow the PASTOR framework: Problem (agitate the pain), Amplify (consequences of not solving), Story (relatable narrative), Transformation (before/after), Offer (what they get), Response (clear CTA with guarantee). Include: 3 testimonial insertion points, 2 price anchoring techniques, and a risk-reversal statement.

#054 Brand Voice Guide Generator

Create a brand voice guide for [COMPANY/BRAND] in the [INDUSTRY] space. Include: 3-4 voice attributes with descriptions and examples, a 'We say this / We don't say this' table with 10 examples each, tone variations for different contexts (social, email, support, sales), vocabulary preferences and words to avoid, and 3 sample paragraphs in the defined voice.

■ *Pro tip: Paste examples of writing you admire and writing you want to avoid.*

#055 Case Study Writer

Transform these raw results into a compelling case study: Client: [NAME], Industry: [INDUSTRY], Challenge: [PROBLEM], Solution: [WHAT YOU DID], Results: [METRICS]. Structure it as: headline featuring the best result, executive summary (2 sentences), the challenge (with context that makes the reader relate), the approach (what made it different), results (with specific numbers), and a client quote placeholder.

#056 CTA Optimization Pack

Generate 15 CTA button and surrounding copy variations for a [CONVERSION GOAL] on a [PAGE TYPE]. Include: 5 action-oriented CTAs, 5 benefit-oriented CTAs, and 5 urgency-oriented CTAs. For each, provide: the button text (under 5 words), supporting text above the button (1 sentence), and a micro-copy line below the button (e.g., 'No credit card required'). Explain the psychology behind each approach.

#057 Objection-Handling Copy

List the top 10 objections a potential buyer of [PRODUCT/SERVICE] would have, then write copy that addresses each one. For each objection, provide: the objection in the customer's exact words, a 2-3 sentence response for a sales page, a 1-sentence response for an FAQ, and a social proof format that neutralizes this concern. Prioritize by how frequently each objection likely kills deals.

#058 Testimonial Interview Questions

I need to collect powerful testimonials from clients of my [BUSINESS TYPE]. Generate 15 interview questions designed to elicit specific, results-oriented testimonials. Questions should draw out: the 'before' state (pain/frustration), the decision process, the specific results with numbers, the emotional transformation, and a quotable recommendation. Include 3 follow-up probes for vague answers.

#059 Pricing Page Copy

Write copy for a pricing page for [PRODUCT/SERVICE] with [NUMBER] tiers. For each tier, I need: a tier name that implies value, a one-line description, a featured benefit callout, and a CTA button text. Also write: a headline for the pricing section, comparison table headers, a 'most popular' badge justification, an annual vs. monthly toggle nudge, and an FAQ section addressing price objections.

#060 Unique Selling Proposition Finder

I run a [BUSINESS TYPE] competing against [NAME 2-3 COMPETITORS]. Here's what we offer: [DESCRIBE YOUR OFFERING]. Here's what makes us different: [LIST YOUR DIFFERENTIATORS]. Help me identify and articulate a USP that is: genuinely unique (not just 'we care more'), important to buyers, defensible against competitors, and expressible in one sentence. Test it against the competition.

■ Marketing Strategy & Analytics

Prompts for strategic planning, data analysis, market research, and campaign measurement.

#061 Marketing Plan Framework

Create a 90-day marketing plan for a [BUSINESS TYPE] with a \$[BUDGET] monthly budget targeting [AUDIENCE]. Include: 3 primary marketing objectives with KPIs, channel strategy with budget allocation percentages, a content and campaign calendar overview, resource requirements, key milestones and decision points, and a measurement framework. Be specific about what to do in weeks 1-4, 5-8, and 9-12.

#062 Customer Persona Builder

Build a detailed buyer persona for the ideal customer of [PRODUCT/SERVICE]. Include: demographics, job title and responsibilities, goals and challenges, typical buying journey, information sources they trust, objections they'll have, triggers that prompt them to seek a solution, and how they evaluate options. Then create 3 variations of this persona at different company sizes or seniority levels.

■ *Pro tip: Interview your sales team first — paste their insights about common customer patterns.*

#063 Competitive Analysis Framework

Conduct a competitive analysis of [YOUR COMPANY] vs. [COMPETITOR 1], [COMPETITOR 2], and [COMPETITOR 3]. Analyze: positioning and messaging, pricing strategy, content marketing approach, SEO visibility (topics they focus on), social media presence and engagement, apparent target audience, strengths and weaknesses, and opportunities they're missing. Present in a comparison matrix format.

#064 Campaign Post-Mortem Template

Create a campaign post-mortem analysis template I can use after every major marketing campaign. Include sections for: campaign overview and objectives, performance vs. KPIs (with variance analysis), what worked well (with evidence), what didn't work (with evidence), unexpected learnings, budget efficiency analysis, audience insights gathered, and specific recommendations for next campaign. Make it actionable, not just observational.

#065 Marketing Attribution Model Designer

Help me design a marketing attribution model for a [BUSINESS TYPE] with a [LENGTH] sales cycle. Our channels include: [LIST CHANNELS]. For each channel, recommend: the best attribution model to use, how to set up tracking, what constitutes a 'touch,' and how to weigh each touchpoint. Also explain the pros and cons of first-touch, last-touch, linear, and time-decay models for my specific situation.

#066 Quarterly Business Review Prep

Help me prepare a quarterly marketing business review presentation. Our key metrics this quarter: [PASTE METRICS]. Create: an executive summary (3 bullet points), performance vs. goals analysis, top 3 wins with context, top 3 challenges with root causes, trend analysis (improving, declining, stable), next quarter priorities and targets, and budget request justification. Frame everything in business impact, not vanity metrics.

#067 Market Sizing Exercise

Help me estimate the total addressable market (TAM), serviceable addressable market (SAM), and serviceable obtainable market (SOM) for [PRODUCT/SERVICE] targeting [AUDIENCE] in [GEOGRAPHY]. Walk me through the calculation methodology, identify the assumptions I need to validate, and provide a framework I can update with real data. Present both top-down and bottom-up approaches.

#068 Customer Journey Mapper

Map the complete customer journey for a [BUSINESS TYPE] buyer from problem awareness to post-purchase advocacy. For each stage, identify: what the customer is thinking and feeling, their key questions, the content/touchpoints we should provide, potential drop-off points, metrics to track, and marketing actions to move them to the next stage. Include both online and offline touchpoints.

#069 Marketing Tech Stack Audit

I currently use these marketing tools: [LIST YOUR TOOLS]. Audit my stack for: redundancies (tools with overlapping functions), gaps (missing capabilities), integration issues, cost optimization opportunities, and underutilized features I should activate. Then recommend an ideal stack configuration and estimate the monthly cost. Prioritize tools that integrate with each other.

#070 Growth Experiment Generator

Generate 10 growth marketing experiments I can run for [BUSINESS TYPE] in the next 30 days. For each experiment, provide: the hypothesis, the metric it impacts, implementation steps, expected timeline, resource requirements, success criteria, and what to do with results (scale, iterate, or kill). Prioritize by: ease of implementation and potential impact. Include at least 3 experiments that cost nothing.

■ Marketing Automation & CRM

Prompts for building automation workflows, lead scoring, and CRM optimization.

#071 Lead Scoring Model Designer

Design a lead scoring model for a [BUSINESS TYPE] using [CRM PLATFORM]. Create scoring criteria for: demographic fit (job title, company size, industry), behavioral signals (website visits, content downloads, email engagement), engagement recency and frequency, and negative scoring factors (unsubscribes, competitor companies, student emails). Assign point values to each criterion and define MQL and SQL thresholds.

#072 Nurture Workflow Builder

Design a lead nurture workflow for [PERSONA] who downloaded [LEAD MAGNET] from a [BUSINESS TYPE]. Map out: enrollment trigger and criteria, 8-10 touchpoints across email, retargeting, and sales, timing between each touchpoint, branching logic based on engagement, content for each touchpoint (topic and format), exit criteria (converted, unengaged, disqualified), and handoff rules to sales.

■ *Pro tip: Add 'Include a re-engagement branch for leads who go silent after touchpoint 4.'*

#073 CRM Data Cleanup Plan

Create a CRM data cleanup plan for a [CRM PLATFORM] database of approximately [SIZE] contacts. Include: a prioritized list of data quality issues to fix, deduplication strategy, standardization rules for key fields, enrichment opportunities, segmentation structure recommendations, archival/deletion criteria for dead contacts, and an ongoing data hygiene maintenance plan.

#074 Marketing-Sales Handoff Process

Design a marketing-to-sales handoff process for a [BUSINESS TYPE] with a [LENGTH] sales cycle. Define: MQL criteria (when marketing passes to sales), SQL criteria (when sales accepts), information package included with each handoff, SLA for sales follow-up timing, feedback loop from sales back to marketing, disposition codes for rejected leads, and a re-nurture workflow for leads sales returns to marketing.

#075 Lifecycle Email Automation Map

Map out a complete email automation ecosystem for a [BUSINESS TYPE]. Include automations for: new subscriber welcome, lead nurture by persona, customer onboarding, usage milestone celebrations, renewal/upsell triggers, win-back for disengaged customers, and referral requests. For each automation, define: trigger, number of emails, timing, goal metric, and exit criteria. Show how they connect.

#076 Chatbot Conversation Flow

Design a website chatbot conversation flow for a [BUSINESS TYPE] that serves both support and lead generation. Map out: initial greeting and intent classification, lead qualification questions (budget, timeline, authority), support routing logic, content recommendation paths, meeting booking flow, after-hours handling, and escalation to human triggers. Include the exact copy for each message.

#077 Segmentation Strategy Builder

Create a segmentation strategy for our email list of [SIZE] subscribers for a [BUSINESS TYPE]. Define segments based on: engagement level (active, warm, cold), buyer journey stage, industry/vertical, content interest areas, and purchase history. For each segment, recommend: tailored messaging approach, send frequency, content types, and re-engagement triggers. Maximum 8-10 actionable segments.

#078 Form Optimization Audit

Audit this form for conversion optimization: [DESCRIBE YOUR FORM OR LIST FIELDS]. Recommend: which fields to remove (and why), which to make optional vs. required, progressive profiling strategy for returning visitors, field order optimization, smart defaults and auto-fill opportunities, validation and error messaging, and post-submission experience. The goal is to maximize both conversion rate and data quality.

■ *Pro tip: Add current conversion rate and traffic volume for context on impact.*

#079 Event-Triggered Campaign Designer

Design 5 event-triggered marketing campaigns for a [BUSINESS TYPE] using [CRM/AUTOMATION PLATFORM]. For each campaign, define: the trigger event, audience criteria, message content and channel, timing (immediate, delayed, sequence), personalization variables, success metric, and fallback if the primary channel doesn't engage. Focus on high-intent behavioral triggers.

#080 ROI Reporting Dashboard Design

Help me design a marketing ROI reporting dashboard for a [BUSINESS TYPE] using [ANALYTICS/BI TOOL]. Include: 5-7 key metrics with definitions, data sources for each metric, visualization type recommendations, filtering options needed, comparison benchmarks (MoM, YoY, vs. target), drill-down paths for investigation, and a recommended review cadence. The dashboard should tell a story from spend to revenue.

■ AI-Powered Marketing Workflows

Advanced prompts for building AI into your marketing operations and creating AI-first workflows.

#081 Custom GPT Design Brief

Help me design a custom GPT for [SPECIFIC MARKETING TASK]. Define: the GPT's name and description, system instructions that set its role and behavior, knowledge files I should upload (list specific documents), conversation starters, limitations and guardrails, and example interactions showing ideal input/output. The GPT should feel like talking to an expert [ROLE] on my team.

#082 AI Content Quality Checklist

Create a quality assurance checklist I can use to evaluate AI-generated marketing content before publishing. Include checks for: factual accuracy, brand voice alignment, originality and uniqueness, SEO optimization, audience appropriateness, legal/compliance concerns, emotional resonance, logical flow, CTA effectiveness, and readability score targets. Weight each criterion by importance.

■ *Pro tip: Turn this into a scoring rubric your team can use consistently.*

#083 Prompt Engineering Template Library

Create a prompt engineering system for my marketing team. Build templates for our 5 most common tasks: [LIST TASKS]. For each template, include: the base prompt with clear variable placeholders, required context the user must provide, optional modifiers to adjust output, quality criteria for evaluating the response, and iteration prompts for refining initial output. Format so any team member can use them.

#084 AI-Augmented Research Workflow

Design a research workflow that combines AI tools with human judgment for [RESEARCH GOAL]. Map out: which research tasks AI should handle (and which tools to use), where human review is essential, how to structure prompts for each research phase, quality control checkpoints, synthesis and analysis steps, and final output format. The workflow should cut research time by 70% while maintaining accuracy.

#085 Competitive Intelligence Automation

Design an AI-powered competitive intelligence system I can run monthly for tracking [3-5 COMPETITORS]. Define: what to monitor (pricing, content, social, product updates, hiring), which AI tools to use for each monitoring task, prompt templates for analysis and synthesis, a reporting template for findings, alert criteria for urgent competitive moves, and estimated monthly time investment. I want this to take under 2 hours per month.

#086 AI Content Personalization Engine

Help me build a content personalization system using AI for [CHANNEL: email/website/ads]. Define: personalization variables we can use, content templates with dynamic sections, rules for which content variant serves which segment, AI prompts for generating personalized variations at scale, testing framework for measuring personalization impact, and privacy/compliance guardrails.

#087 Marketing AI Ethics Checklist

Create an AI ethics checklist for our marketing team to use when implementing AI in our campaigns. Cover: transparency (when to disclose AI use), data privacy considerations, bias detection in AI-generated content, authenticity standards for AI-assisted creative, legal considerations around AI-generated images and copy, and guidelines for AI in customer-facing communications. Make it practical, not theoretical.

#088 AI Workflow for Campaign Planning

Build an AI-powered campaign planning workflow I can repeat for every new campaign. Steps should include: AI-assisted audience research and insight generation, brief creation with AI-suggested angles, content creation workflow (human + AI roles), multi-channel adaptation using AI, performance prediction using historical data, and real-time optimization prompts during the campaign. Specify which AI tool to use at each step.

#089 Content Localization with AI

Create a workflow for using AI to localize marketing content from English into [TARGET LANGUAGES/MARKETS]. Include: preparation steps (context, glossary, brand terms), prompt templates for translation that preserve marketing intent, cultural adaptation checkpoints, quality review process, tools and platforms to use, and common pitfalls to avoid. The goal is 80% done by AI, 20% human polish.

#090 AI-Powered A/B Testing at Scale

Design a system for using AI to accelerate our A/B testing program across [CHANNELS]. Include: how to use AI to generate test hypotheses from data, prompt templates for creating test variants (subject lines, headlines, CTAs, layouts), statistical significance calculators, learning documentation templates, and a process for feeding test results back into AI prompts for continuous improvement.

■ Bonus: Mega-Prompts for Complex Tasks

High-impact, multi-step prompts for complex marketing challenges that combine strategy and execution.

#091 Complete Go-to-Market Plan

Act as a fractional CMO. I'm launching [PRODUCT/SERVICE] targeting [AUDIENCE] with a \$[BUDGET] marketing budget over [TIMEFRAME]. Create a complete go-to-market plan including: positioning and messaging framework, channel strategy with budget allocation, content plan for pre-launch and post-launch, paid media strategy, PR/earned media approach, launch timeline with milestones, KPIs and success metrics, and contingency plans. Be specific enough that a marketing coordinator could execute this.

#092 Brand Messaging Architecture

Build a complete messaging architecture for [BRAND/COMPANY]. Include: brand positioning statement, elevator pitch (30 seconds), brand promise, 3 messaging pillars with supporting proof points for each, audience-specific message variations for [LIST 3 AUDIENCES], competitor differentiation statements, tagline options (5 variations), and boilerplate copy (25 words, 50 words, 100 words). Everything should ladder up to a single core idea.

#093 Full-Funnel Content Audit

I'm going to share a list of our existing content. Audit it against a full marketing funnel and identify: content we have at each funnel stage (TOFU, MOFU, BOFU), gaps where we're missing content, content that's outdated or underperforming (suggest refresh or retire), repurposing opportunities, internal linking improvements, and a prioritized content creation plan to fill the gaps. Here's our content: [PASTE LIST].

#094 Marketing Playbook Generator

Create a marketing playbook for [SPECIFIC CAMPAIGN TYPE: webinar, product launch, event, etc.] that my team can reuse. Include: pre-campaign checklist (timeline and tasks), channel-specific tactical plans, content requirements with templates, budget allocation framework, day-of execution checklist, post-campaign analysis framework, and lessons-learned template. Make it so thorough that a new team member could run this campaign independently.

#095 Annual Marketing Budget Builder

Help me build an annual marketing budget for a [BUSINESS TYPE] with \$[TOTAL BUDGET] for the year targeting [GOALS]. Break down allocation by: channel (with percentages and dollar amounts), quarter (accounting for seasonality), fixed vs. variable costs, tool and technology investments, content production costs, paid media spend, and a reserve fund for opportunistic spending. Include ROI projections per channel.

■ *Pro tip: Paste last year's results by channel for data-driven allocation.*

#096 Ideal Customer Profile Deep Dive

Build a comprehensive Ideal Customer Profile (ICP) for a [B2B COMPANY] selling [PRODUCT/SERVICE]. Go beyond demographics to include: firmographic criteria (industry, revenue, employee count, tech stack), psychographic indicators (values, priorities, culture), behavioral signals (content consumption, event attendance, buying patterns), negative indicators (who is NOT a fit), and scoring criteria to rank accounts. Include 3 real-world company examples that fit the ICP.

#097 Marketing Team Hiring Plan

I'm building a marketing team for a [BUSINESS TYPE] at [STAGE: startup, growth, scale]. We currently have [DESCRIBE CURRENT TEAM]. Create a hiring plan that includes: roles to hire in order of priority, job descriptions for the first 3 hires, skills and experience to look for, interview questions specific to each role, 90-day onboarding plan for each role, and how responsibilities shift as the team grows. Budget: \$[BUDGET] for total team compensation.

#098 Integrated Campaign Blueprint

Design an integrated marketing campaign for [OBJECTIVE] targeting [AUDIENCE] with \$[BUDGET] over [TIMEFRAME]. Include: a unifying campaign concept/theme, channel-specific tactics (organic social, paid social, email, content, PPC, PR), creative brief for each channel, content calendar with specific deliverables, measurement framework, and a visual campaign timeline. Every touchpoint should reinforce the central message.

#099 Vendor Evaluation RFP Template

Create an RFP template for evaluating [TYPE OF MARKETING VENDOR: agency, dev shop, consultant, tool]. Include: company background section, scope of work definition, required capabilities, evaluation criteria with weightings, budget framework, timeline expectations, reference request format, case study requirements, and a scoring matrix I can use to objectively compare responses. Include 5 red flags to watch for in vendor responses.

#100 Marketing Operations Audit

Conduct a comprehensive audit of marketing operations for a [BUSINESS TYPE]. Evaluate: current tech stack efficiency, data flow between systems, lead management processes, content production workflow, reporting and analytics capabilities, team productivity and bottlenecks, budget allocation efficiency, and compliance/governance. For each area, rate current maturity (1-5) and provide specific improvement recommendations.

Prompt Engineering Quick Reference

The CRAFT Framework for Better Prompts

C - Context

Give the AI background information about your company, industry, audience, and goals. More context equals better output.

R - Role

Assign the AI a specific role: 'Act as a senior content strategist' or 'You are an email marketing specialist with 10 years of B2B experience.'

A - Action

Be specific about what you want: 'Write,' 'Analyze,' 'Compare,' 'Create a framework for,' not just 'Help me with.'

F - Format

Specify the output format: 'Present as a table,' 'Use bullet points,' 'Write in paragraph form,' 'Create a numbered list with explanations.'

T - Tone

Define the voice: 'Professional but approachable,' 'Data-driven and authoritative,' 'Conversational and witty.' Include examples if possible.

Power Modifiers to Add to Any Prompt

- "Be specific and avoid generic advice."
- "Include real-world examples, not hypothetical ones."
- "Write as if you're explaining to a colleague, not a student."
- "Prioritize actionable recommendations over theoretical frameworks."
- "If you're unsure about something, say so rather than making it up."
- "Challenge my assumptions if you see a better approach."
- "Present trade-offs, not just recommendations."
- "Keep it under [X] words" — length constraints force precision.

About the Author

Nick Irmo is a Digital Marketing Strategist and Creative Director with 15+ years of experience driving growth for B2B and B2C companies. He uses AI tools daily in his marketing work and developed these prompts through real-world testing across content creation, campaign management, and marketing operations.

These prompts represent hundreds of hours of iteration and refinement. They're the same prompts Nick uses in his own marketing workflow, shared freely to help fellow marketers work smarter with AI.

Website	irmomarketing.com
LinkedIn	linkedin.com/in/nickirmo

Download more free marketing resources at irmomarketing.com

© 2026 Nick Irmo | irmomarketing.com. All rights reserved. This guide may be shared freely but may not be modified or sold.