

Prompting Workbook: ChatGPT

EXECUTIVE SUMMARY

In this comprehensive document, we introduce a simple approach for your business to harness the power of AI in marketing. Through a carefully designed framework utilizing real-world examples, we lay out a step-by-step strategy to empower marketing teams in conducting research, fostering ideation, and generating dynamic content using advanced tools like ChatGPT and Perplexity.ai.

WHAT IS A PROMPT?

A prompt refers to the input or instruction given by a user to interact with Large Language Models (LLM). Prompts can vary widely, ranging from specific questions about facts, requests for explanations or advice, creative writing tasks, coding problems, to general conversation starters.

The effectiveness and relevance of LLM's responses often depend on the clarity and specificity of the prompt. For instance:

- A prompt like "Tell me about the history of the internet" will elicit a general overview of the internet's history.
- A more specific prompt such as "Can you write a poem about a sunset over the ocean?" will result in a creative piece focused on that imagery.

Prompts are essential in guiding the direction and scope of the interaction with LLM's.

MARKETING RESEARCH PROMPTS:

Market research is a vital aspect of business success, enabling a deep understanding of customer needs, identification of market trends, and staying ahead of the competition. The emergence of AI has provided companies with powerful tools like ChatGPT to conduct efficient and effective market research. By leveraging AI-driven prompts, businesses can gain valuable insights into their target market, create data-driven strategies, and stay updated with the ever-changing market landscape.

PROMPT: *Assume the role of a market researcher. Help me create a detailed customer persona for my product. Ask me questions one at a time until you have enough information about my business to provide an answer.*

PROMPT: *We are a [Type of company (e.g. grass-fed beef provider)]. Our target audiences are [Your Target Audience (e.g. women 55+, young families, combined income of \$120k)]. Please provide audience insights for these audience segments, describing their interests, traits, demographics, and other relevant information.*

PROMPT: *Operate as a business analyst. Conduct a SWOT analysis for my business. Ask me questions one at a time till you have enough information to provide a comprehensive answer. To start things off here is my business domain [url].*

PROMPT: *What are the common pain points for customers in [Your Industry]?*
*Not part of the prompt *You can address each of these pain points in an article, video, etc*

PROMPT: *What questions can help {our company} understand how our brand is perceived in the market compared to our competitors?*

PROMPT: *Provide a detailed analysis of [competitor's name] in terms of their product offerings, market share, pricing strategy, and customer base.*

PROMPT: *Consider the current market dynamics and consumer preferences to predict the upcoming trends in steel building manufacturing for the next 5 years.*

BLOG DEVELOPMENT PROMPTS:

Blogging can be important for businesses for many reasons, including increased website traffic by improving search engine rankings, engaging viewers for longer, and increasing the potential for conversion. Tools such as ChatGPT assist bloggers in various aspects of content creation, from conceptual sparks to final, polished outputs and everything in between.

PROMPT: *Create a list of 20 engaging and trending blog topics for [specific niche or industry].*

PROMPT: *Generate catchy and SEO-friendly titles for blog posts that include statistics about [specific subject].*

PROMPT: *Develop an outline for a blog post discussing the benefits of [Insert Topic]. Your outline should include an engaging introduction, main points highlighting the advantages of [Insert Topic], supporting details or examples, and a conclusion that emphasizes its significance.*

PROMPT: *Write a compelling introduction for a blog post on [specific topic] that hooks the reader.*

PROMPT: *Improve the readability and engagement of this blog post draft about [specific topic]. Work one section at a time before asking for confirmation and moving on. Here is the entire draft: [blog draft].*

PROMPT: *Summarize the latest industry news for a blog update in the [specific industry].*

PROMPT: *Check this blog post for spelling and grammar mistakes.*

SEO PROMPTS:

Even though online content is constantly changing, SEO is still one of the most cost-effective marketing channels available. And for businesses, tools such as ChatGPT have made SEO content production far more readily available.

PROMPT: *Conduct an On-page SEO audit for this webpage [URL].*

PROMPT: *Give me 30 semantically relevant but unique topics under the main category of [INSERT TOPIC]. Give me the result in a table with 5 columns.*

FOLLOW-UP PROMPT: *From the list of 30 seed keywords you provided, identify the top 5 you think are most important for immediate focus and explain why.*

PROMPT: *Group the following 20 keywords into clusters based on topic relevance:*

[insert keyword list]

Give the output in a table format.

FOLLOW-UP PROMPT: *From each keyword cluster you've created, suggest one blog topic I could write about.*

PROMPT: *I'm writing an article about [article name.] What would be the best SEO-friendly URL structure?*

FOLLOW-UP PROMPT: *Could you explain why this URL structure benefits SEO and user experience?*

PROMPT: *Provide X [number] long tail keywords related to [topic]. Match each keyword with any of the four types of search intent.*

EMAIL MARKETING PROMPTS:

Email marketing continues to be one of the most effective strategies for engaging your audience. Leverage the power of AI with tools like ChatGPT to craft emails that captivate, convert, and significantly enhance email marketing efforts.

Prompt: *Generate five engaging email subject lines for our upcoming [Insert Event (e.g., Spring Sale, Open House)].*

Prompt: *Generate [number] engaging subject lines for an email campaign about [product or service].*

PROMPT: *Create marketing copy to make my email marketing campaigns more engaging when promoting [Insert Product/Service or Company]. Suggest suitable subject lines for a sequence of [number of emails] emails.*

PROMPT: *Create an email to send to a prospect who has expressed interest in our product. Ask me questions one at a time to further personalize the email.*

PROMPT: *Write a follow-up email to send to potential clients following a meeting. Ask me questions one at a time to further personalize the email.*

PROMPT: *Create marketing copy to make my email marketing campaigns more engaging when promoting [Insert Product/Service or Company]. Suggest suitable subject lines for a sequence of [number of emails] emails.*

Prompt: *Compose a persuasive body copy for an email targeting first-time visitors who signed up for our newsletter.*

PROMPT: *Create a cold outbound email to a potential customer for our product [List organization, company, service, or product].*

PROMPT: *Create an email marketing funnel for [name and specifics of product/ service].*

SOCIAL MEDIA MARKETING PROMPTS:

Engaging social media content is essential for establishing an online presence and connecting with your audience. AI tools, such as ChatGPT, can inspire creativity and aid in creating effective social media posts. These tools can streamline the content creation process, provide deeper insights into the audience, and help manage social platforms more effectively.

PROMPT: *Act as a social media marketing expert, create a [number] month comprehensive social media calendar, starting with the month of [enter start month], for our [product/service or company]. Consider a mix of content types such as **images, videos, and text posts** that align with holiday themes, trending topics, and promotional campaigns.*

Customer service training.

PROMPT: *Here are two tweets from angry customers [TWEETS].*

Draft several empathetic tweets to these unhappy customers that address their concerns and subtly redirect the conversation to a more private platform (like DMs) for further resolution.

Repurpose testimonials.

PROMPT: *This is a customer testimonial [TESTIMONIAL].*

Transform the testimonial into engaging tweets, Facebook and LinkedIn posts, and Instagram captions that resonate with my target audience of [list audience (i.e., auto dealerships, government, manufacturing, etc.,)] while emphasizing the customer's genuine feedback.

PROMPT: *Generate a Twitter thread about [topic]*

Cross promoting content:

PROMPTS: *This is my article [TEXT].*

Generate 10 engaging tweets with varying angles and hooks promoting the published article.

Include a few tweets asking questions that my article answers. The goal is to have my followers intrigued enough to click the link in the tweet.

Craft an insightful tweet to embed in my content.

Draft a comprehensive Facebook post with a relatable story or anecdote.

Design a LinkedIn update focusing on professional benefits or insights.

For each response, include trending and relevant hashtags to enhance visibility and engagement.