



Top AI prompts for Marketing Teams

Do you want to start using Artificial Intelligence (AI) in your role but don't know where to start and how it can benefit you? AI prompting is giving specific instructions or questions to an AI to get relevant and accurate responses. It helps guide the AI to understand what you need and respond appropriately.

The CREATE formula is a great structured approach for crafting effective AI prompts to get the outcome you want, but in a simple way.

- C**haracter: Define the persona or role the AI should assume.
- R**equest: Clearly state the task or question.
- E**xamples: Provide sample inputs and desired outputs.
- A**djustments: Specify modifications or constraints.
- T**ype of output: Indicate the format and detail level of the response.
- E**xtras: Include additional context or instructions to refine the output.

Example:

(C) Assume you are an experienced Marketing Manager in a leading marketing department. **(R)** Provide strategic advice on how to launch a new product in a competitive market. **(E)** Specifically, outline steps to ensure a successful launch and maximise brand visibility. **(A)** Focus on strategies that engage the target audience and drive conversions. **(T)** Provide a detailed marketing plan, including immediate tactics and long-term strategies. **(E)** Consider market trends, potential challenges, and customer preferences in your advice.

Here are fifty ideas for prompts that marketing teams can use to inspire creativity, strategy, and content development:

Customer Profiling and Segmentation

Describe our ideal customer and explain how our product solves their problems.

What are the top three pain points of our target audience, and how can we address them?

What are the benefits of our product for different customer segments?

How can we use customer personas to guide our marketing decisions?

Content Creation and Strategy

Create a compelling story that demonstrates the value of our product.

Write a blog post about a current industry trend and relate it to our product.

Write a customer testimonial script highlighting our product's impact.

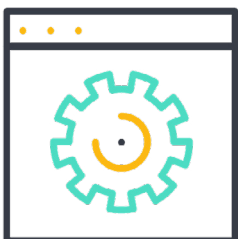
Create a script for a podcast episode that features our product.

Write an elevator pitch for our product that sales teams can use.

Write a press release announcing a new product or company milestone.

Develop a case study that highlights the success of a customer using our product.

Create a list of potential blog post ideas that align with our brand values.



Campaign Planning and Execution

- Outline a social media campaign for our latest product launch.
- Develop a content calendar for the next three months, focusing on seasonal themes.
- Develop an email marketing campaign to re-engage inactive customers.
- Create a detailed customer journey map for our product.
- Develop a plan for a trade show or industry event presence.
- Create a plan for a direct mail campaign targeting high-value customers.
- Propose a strategy for launching a new product in a crowded market.

Brand and Reputation Management

- How can we improve our brand's image in the eyes of our target audience?
- Suggest ways to improve our online reputation and manage customer reviews.
- How can we increase our brand's visibility in local markets?

Event and Trade Show Marketing

- Develop a plan for a trade show or industry event presence.

Website and User Experience

- Suggest three ways to improve our website's user experience.
- What are the key elements of a successful landing page for our campaigns?
- Suggest a strategy for increasing organic traffic to our website.

Storytelling and Emotional Connection

- How can we use storytelling in our advertisements to connect with customers emotionally?
- Create a compelling story that demonstrates the value of our product.

Partnerships and Collaborations

- Develop a partnership proposal to collaborate with another brand in our industry.

Social Media and Influencer Marketing

- How can we leverage user-generated content to promote our brand?
- How can we use influencer marketing to increase brand awareness?
- Develop a strategy for increasing our brand's presence on LinkedIn.
- Create a social media contest to encourage engagement and brand loyalty.
- What are the most effective content formats for engaging our audience on social media?



Continuous Improvement and Training

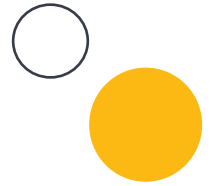
- How can we ensure continuous improvement in our project management processes?

Innovative Marketing Tactics

Suggest ideas for a guerrilla marketing campaign to generate buzz.

Propose a series of webinars to educate customers about our industry.

Suggest innovative ways to use augmented reality in our marketing efforts.



SEO and Content Optimisation

What are the best practices for optimising our content for search engines?

How can we use competitive analysis to better position our product?

Customer Engagement and Retention

Propose a loyalty programme to retain existing customers.

How can we use email automation to nurture leads?

Suggest ways to personalise our marketing messages for different customer segments.

Suggest innovative ways to use augmented reality in our marketing efforts.

Develop a partnership proposal to collaborate with another brand in our industry.

How can we use customer personas to guide our marketing decisions?

Video and Mobile Marketing

How can we use video marketing to highlight our product features?

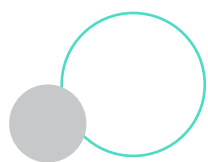
What are the most effective ways to use mobile marketing to reach our audience?

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Event and Trade Show Marketing

Develop a plan for a trade show or industry event presence.

Feedback and Improvement

What are the most effective ways to collect customer feedback?

How can we use insights from customer feedback to improve our sales approach?

Outline a process for conducting project retrospectives and lessons learned.

Content Repurposing

Develop a plan for a trade show or industry event presence.

Find out more

Contact us to discuss any of the above or to find out how we can help you more with our AI services.

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