



# **34 AI PROMPTS TO SIMPLIFY YOUR MARKETING EFFORTS**



By now you've heard the buzz about AI tools like **ChatGPT** and might even be using them to support your day-to-day marketing responsibilities. AI support is now available for social media planning, blog writing, branding, SEO, and much more. With so much curated information at our fingertips, it may be tempting to open your AI tool and begin typing without much thought.

Imagine a painter. At a moment's notice, they can begin creating a masterpiece with nothing more than their hands and paint if they want to. That said, it would be much harder to meet their goals without using the right tools and techniques to support their vision.

AI can be thought of in the same way. Although you can open your AI tool right now and begin making requests, there are clever AI prompts and best practices that you should use to get the best possible output for your marketing task at hand.



# BEST AI PROMPTS FOR MARKETERS

AI prompts are statements you can customize to meet your specific needs. At the most basic level, an AI prompt is an explanation or a request of what you'd like the AI to create for you. The more thoughtful and specific you are, the better your results will be. The sky's the limit for areas of expertise you can explore with AI, but we're sharing a few you can start with:

## MARKETING STRATEGY AI PROMPT IDEAS

1. Provide 10 unique brand name ideas for a [industry] business specializing in [key products or services] that caters to [target audience].
2. Generate 5-10 catchy slogan ideas for a [industry] business called [brand name] that specializes in [key products or services] for [target audience].
3. You are a [industry] expert. Compile a comprehensive list of the primary threats and opportunities in this industry.
4. You are a marketing expert creating a plan for a [industry] business that specializes in [key products or services] for [target audience]. Outline key social platforms the business should have a presence on to reach its audience.

## WEBSITE OPTIMIZATION AI PROMPT IDEAS

5. You are a website consultant. Analyze the page content listed below and create a comprehensive report outlining ways to improve copy targeted at [target audience] and SEO: [copy and paste web page content.]
6. You are a web developer. Find errors in the following code: <paste code>.
7. You are a UX designer. Create an intuitive website navigation structure for a [industry] website with the following content: [list key webpage topics]
8. You are creating a website for a [industry] company that specializes in [key products or services] for [target audience]. Outline what key web pages need to be present on this website for this audience to maximize sales.



## CONTENT MARKETING AI PROMPT IDEAS

9. You are a content marketer. Write an engaging blog title using [list SEO keyword(s)].
10. Create an engaging CTA for [describe topic].
11. Simply this content into 2-3 sentences: [list content below].
12. You are a content marketer. Create a blog outline about [topic].
13. You are a content marketer. Write a blog post about [topic] that follows this outline: insert outline].
14. Provide 5 alternative blog titles for the following: [blog title]

## SEO TACTICS AI PROMPT IDEAS

15. Take this blog and create a 1-2 sentence meta description that uses [list SEO keyword(s)] [list blog below]
16. You are writing a blog about [topic]. Outline a list of keywords that should be incorporated.
17. Take the following content and create subheadings where needed: [list content below].
18. You are a marketer. Take the content listed below and incorporate these keywords: [list keywords]. [List content].
19. List 10 websites that offer the most authoritative content about [content topic/industry].
20. Create a list of short-tail and long-tail keywords for a [blog topic].

## SOCIAL MEDIA AI PROMPT IDEAS

21. Write a 1-2 sentence caption for [social media platform] with a [describe tone] tone that covers [content topic].
22. You are a social media marketer. Generate 5 content ideas for [social media platform] posts that relate to [industry] businesses.
23. Generate a social media poll for [social media platform] on the topic of [content topic].
24. You are a social media marketer. Take the following social media caption and convert the tone to [describe tone]: [list caption].
25. You are a social media marketer. Take the following social media caption and simplify it: [list caption].



## PAID MEDIA AI PROMPT IDEAS

26. Create a LinkedIn ad headline and description for a [ad type] to [goal of ad]. Key benefits of my offering are [product/service benefits].
27. I want to promote [key products or services] to [primary goal] with [target audience]. Outline the best digital ad platforms I can leverage and what my budget should be.
28. Provide 5 variations of the following ad headline and description: [list original ad headline and description].
29. You are a paid media marketer. Create a Google search ad keyword strategy about [topic] that targets individuals who are [buyer intent].

## EMAIL MARKETING AI PROMPT IDEAS

30. Create a catchy, one-sentence email subject line for the following content that will resonate with [target audience]: [list email content].
31. Write an email about [subject matter] with the goal to [conversion goal] with [target audience].
32. Take the following email copy and rewrite it with a [describe tone] tone: [list email content].
33. Generate an email drip campaign strategy outline for [target audience] who just [triggering action] with the goal to [conversion goal].
34. Create an email newsletter content plan that addresses topics that resonate with [target audience] in the [industry] industry.





## QUICK TIPS FOR USING CHATGPT

Although these marketing prompts can get you started, there are many other possibilities for how to use AI to support your marketing tasks. Here are some tips for creating your prompts and using AI-generated content:

### DEFINE THE AI SYSTEM'S ROLE

To set the stage for how AI should pull information, it can help to define the system's specific role in the prompt, such as "You are a social media marketer."

### GIVE SPECIFIC PARAMETERS

AI is pulling data from countless sources. The more specific you can be, the better quality output you will get — especially when it comes to generating content that needs to be a certain length or be addressed in a specific tone.

### FEED CONTENT IN YOUR BRAND'S TONE AND WRITING STYLE

Leverage what you've already written in the past to set the stage for how AI should be writing your content. Share samples of key content your brand has published without sharing sensitive information.

### CHECK FOR PLAGIARISM

It's good practice to run any copy you generate with AI through a plagiarism detector to ensure you aren't using phrases others already own.

### BE CAREFUL WHAT YOU SHARE

Remember not to put sensitive information into AI platforms like ChatGPT that can't guarantee its security. As a rule of thumb, if it isn't public-facing or includes private information your company doesn't want to share, don't feed it to AI.

### EDIT FURTHER

Keep in mind that the content you generate from AI will need to be refined using your expertise and brand standards.

## TAKE YOUR MARKETING TO THE NEXT LEVEL

If you find that you're stuck in your marketing journey and that AI isn't helping your company meet its goals, it might be time to bring in marketing experts.

Partnering with a marketing agency like LAIRE can open a wide range of resources for your business through a team of seasoned experts and provide a fresh perspective on your efforts.

**Book your 1:1 Marketing Consult with Todd Laire, CEO & Co-Founder** to discover holes in your digital marketing and pinpoint the areas that need attention to improve your leads and revenue.