The Digital Marketer's AI Prompt Library

50+ Battle-Tested Prompts to 10x Your Marketing Output

> **How to use this library:** *Copy-paste each prompt directly into ChatGPT, Claude, or any major AI tool. Replace* `[bracketed placeholders]` *with your details. The more specific your inputs, the better your outputs.*

1 · SEO & Content Strategy

1.1 — Keyword Cluster Builder

```
I'm building a content strategy for [brand] in the [industry] space. Take this s

Seed keywords: [paste 15-30 keywords]
```

Why It Works: Forces the AI to organise existing research into actionable content architecture rather than generating generic keyword ideas. The pillar-and-cluster output maps directly to site structure.

> *Cluster: Home Espresso Brewing — Pillar: "The Complete Guide to Making Espresso at Home" | Supporting: best machines under £500 (commercial), dialling in grind size (informational), espresso vs filter compared (informational) | Difficulty: Medium*

1.2 — Content Brief Generator

```
Write a content brief for "[article title]" targeting "[primary keyword]". Inclu
```

Why It Works: Replicates the brief a senior SEO strategist would write. The "unique angles" instruction prevents generic rehashing of page-one results.

> *Unique angle: Survey 3-5 Reddit threads for real-user complaints that competing articles ignore (wobble at max height, customer service times).*

1.3 — Competitor Content Gap Analysis

```
I run [brand] in the [industry] niche. My top 3 competitors are [URLs]. Identify
```

Why It Works: Asking the AI to find *gaps* produces strategic recommendations. The "blue ocean" instruction pushes beyond obvious ideas.

> *Gap: "[Tool] vs [Competitor]" comparison pages capturing high-intent traffic — these convert at 2-3x blog rates because readers are one step from purchase.*

1.4 — Topical Authority Map

```
Map a complete content ecosystem for "[broad topic]". Include: 1 core pillar (3,
```

Why It Works: Produces a full content roadmap with publication sequencing — transforms a topic list into a genuine execution plan.

> *Phase 1: "What Is Revenue Operations?" → "RevOps vs Sales Ops" → "How to Structure a RevOps Team" (each links backward, building authority progressively)*

1.5 — Search Intent Classifier

```
Classify each keyword by search intent. For each provide: intent type (informati

Keywords: [one per line]
```

Why It Works: Intent classification determines whether you write a blog post or a landing page. This does in seconds what takes 30+ minutes with a spreadsheet.

> *"best CRM for small business" → Commercial Investigation / High / Comparison listicle / Evaluating options before buying*

1.6 — Blog-to-Video Script Converter

```
Convert this blog post into a 90-second [YouTube Shorts / TikTok / Reels] script

Blog post: [paste content]
```

Why It Works: Handles the creative work of format translation — repurposing content across platforms without the mental overhead.

> *Hook: "Your email open rates are lying to you." [TEXT: "STOP trusting open rates"]*

1.7 — SERP Feature Opportunity Finder

```
For "[target keyword]", analyse which SERP features likely appear (featured snipp
```

Why It Works: Ranking #1 matters less than owning SERP real estate. This maps the specific moves to capture featured snippets and PAA boxes.

> *Featured Snippet: Write a 40-50 word definition directly under "What is [term]?" — Google favours concise answers beginning with "[Term] is a…" | Effort: Low / Impact: High*

---

2 · Email Marketing

2.1 — Subject Line Generator

```
Generate 15 subject lines for: product/offer [describe], audience [describe], goa
```

Why It Works: Tagging psychological triggers lets you A/B test *mechanisms*, not just words — producing compounding learnings.

> *Curiosity Gap: "We almost didn't send this" | Specificity: "23% more demos in 11 days"*

2.2 — Welcome Sequence Architect

```
Design a 5-email welcome sequence for [brand]. Subscriber source: [lead magnet/t
```

Why It Works: The "psychological bridge" ensures a coherent narrative instead of five disconnected broadcasts.

> *Email 3 bridge: End with "Tomorrow I'll show you the exact process —
> including the spreadsheet template we use internally."*

2.3 — Re-Engagement Campaign

```
Write a 3-email win-back sequence for subscribers inactive [60/90/120] days. Ton
```

Why It Works: The "part ways" instruction produces authentic copy that
paradoxically increases re-engagement — treating readers as adults works.

> *Email 3: "We'll quietly remove you in 7 days. Either way, thanks for giving us a
> shot."*

2.4 — A/B Test Copy Variants

```
Here's my control email: [paste subject, body, CTA]. Generate 3 variants, each cl
```

Why It Works: Single-variable constraint produces testable hypotheses. The
"outperform if" statement turns every test into a learning opportunity regardless of
result.

> *Variant B hypothesis: Will outperform if audience is suffering "listicle fatigue"
> and responds better to narrative.*

2.5 — Newsletter Content Planner

```
Create a 4-week newsletter plan for [brand], [frequency], audience [describe]. P
```

Why It Works: A month of thematic variety upfront prevents newsletter burnout and ensures you balance education, entertainment, and promotion.

> *Week 3 — "The Contrarian Edition": Subject: "Unpopular opinion: your content calendar is holding you back"*

2.6 — Transactional Email Humaniser

```
Rewrite this automated email to match our brand voice while keeping all essentia

Current email: [paste]
```

Why It Works: Transactional emails have the highest open rates yet most brands waste them on robotic boilerplate.

> *After: "Your order just left our warehouse. Track it here — and our setup guide means you'll be ready the moment it arrives."*

---

3 · Social Media

3.1 — Platform Content Adaptor

```
Adapt this content for [LinkedIn/X/Instagram/TikTok]: [paste source]. Match plat
```

Why It Works: Forces reasoning about platform-specific algorithm mechanics — producing native content, not cross-posts.

> *LinkedIn: "I spent £12,000 on Google Ads. Here's what the dashboard didn't tell me: ↓" [line break triggers 'see more']*

3.2 — Engagement Hook Generator

```
Generate 10 hooks for [platform] about [topic], each using a different technique
```

Why It Works: Ten distinct psychological techniques create a diverse creative bank instead of ten angles on the same idea.

> *Before/After (conversion): "6 months ago: 20 hours/week on reporting. Last week: 45 minutes."*

3.3 — Hashtag Strategy Builder

```
Build a hashtag strategy for [brand] on [platform], [follower count]. Provide: 5
```

Why It Works: The tiered approach balances discoverability with targeting, and the "avoid" list prevents mistakes that quietly tank reach.

> *Avoid: #MarketingTips (oversaturated — posts vanish instantly), #FollowForFollow (spam signal)*

3.4 — Community Response Framework

```
Create response templates for: positive review, valid complaint, angry comment,
```

Why It Works: Community management at scale requires frameworks, not improvisation.

> *Competitor comparison: "Great question! [Competitor] does [strength] well. Where we focus differently is [differentiator]." Principle: never disparage — confidence beats defensiveness.*

3.5 — Viral Content Framework

```
Design a [platform] content piece using framework [A: Myth vs Reality / B: "I an
```

Why It Works: Viral content follows structural patterns — choosing a proven framework dramatically increases shareability.

> *Reply bait: "What's the biggest marketing myth YOU still see? Drop it below 👇" — works because people love correcting others.*

3.6 — Content Calendar Batch Creator

```
Create 20 posts for [brand] on [platform], 4 weeks. Pillars: educational, social
```

Why It Works: Batching eliminates daily "what do I post?" paralysis. Rotation rules prevent defaulting to one content type.

> *Post 7: "Honest question: when a brand emails after your free trial, does it make you MORE or LESS likely to buy?" [poll]*

3.7 — LinkedIn Thought Leadership Writer

```
Write a LinkedIn post about [topic] as a [title] with [X years] experience. Bold
```

Why It Works: The anti-cliché instruction and story requirement prevent generic hustle-culture content.

> *"Last year I killed our best-performing campaign. It drove 40% of leads. My team thought I'd lost the plot. But those leads converted at 2%..."*

---

4 · Paid Advertising

4.1 — Google Ads Copy Generator

```
Write 3 responsive search ad sets for "[keyword]". USPs: [list 3]. Each set: 15
```

Why It Works: Matches Google's RSA structure exactly, including pin strategy and character limits.

> *Headline 8: "Trusted by 2,400+ UK Teams" (28 chars) — Pin to Position 1 for B2B.*

4.2 — Meta Ads Creative Brief

```
Create a Meta ad brief: objective [awareness/consideration/conversion], product
```

Why It Works: Three distinct angles test genuinely different approaches. Visual direction bridges the copywriter-designer gap.

> *Rational visual: Split-screen. Left: cluttered desk, chaos. Right: clean dashboard, coffee. Muted tones vs bright.*

4.3 — LinkedIn Audience Persona Builder

```
Build 3 audience personas for LinkedIn ads promoting [product] to [market]. Each
```

Why It Works: Persona-specific campaigns match LinkedIn's targeting granularity with message relevance.

> *"The Overwhelmed Ops Lead": Spends 60% of the week on reports instead of strategy. Feels invisible until something breaks.*

4.4 — Landing Page Copy Generator

```
Write landing page copy for [offer]. Traffic source: [channel], visitor awareness
```

Why It Works: Traffic source context ensures copy matches the visitor's mindset on arrival.

> *Objection counter: "Most tools give you dashboards. We give you answers. If it doesn't click in the first week, we'll rebuild it or refund you."*

4.5 — A/B Test Hypothesis Bank

```
Generate 10 A/B test hypotheses for [page/campaign/sequence]. Each: element to t
```

Why It Works: Most teams struggle with knowing *what* to test. This creates a prioritised experiment backlog.

> *Quick win: CTA "Get Started" → "See My Results" — outcome-oriented CTAs outperform action-oriented for consideration-stage visitors.*

4.6 — Ad Spend Audit

```
I'm spending [budget] across [platforms]. Metrics: [paste CTR, CPC, conversion r
```

Why It Works: Real numbers produce specific analysis. The "not tracking" question surfaces blind spots.

> *Alert: Brand term campaign at £2.10 CPC with no competition. Pause, verify organic captures it, redirect £600/month to your CPA-constrained campaign.*

---

5 · Analytics & Reporting

5.1 — Data Interpreter

```
Analyse this data as a senior marketing analyst: [paste metrics]. Provide: 3 mos
```

Why It Works: "Non-obvious insights" pushes beyond restating data. Actions prevent analysis paralysis.

> *Non-obvious: Mobile bounce spiked 18% on Tuesdays — cross-reference with email sends driving mobile traffic to non-mobile-optimised pages.*

5.2 — Executive Campaign Summary

```
Write a 250-word executive summary: campaign [name], duration [dates], budget [s
```

Why It Works: Execs scan summaries, not dashboards. Impact first, honesty included, action-oriented ending.

> *"The webinar funnel converted at 4% — below our 12% benchmark — suggesting topic-audience mismatch."*

5.3 — Campaign Post-Mortem

```
Post-mortem for [campaign]. Goal: [KPIs], results: [metrics], budget: [vs planne
```

Why It Works: The "root causes" instruction prevents stopping at symptoms.

> *Root cause: Ads promised "simple pricing" but the landing page led with a feature matrix. Expectation violated within 3 seconds.*

5.4 — Attribution Analysis Explainer

```
Channels: [list with spend]. Conversion data: [paste]. Explain: what last-touch
```

Why It Works: Turns attribution confusion into a narrative explaining *why* your current model misleads.

> *Undervalued: Organic social shows zero last-touch conversions but builds trust over 3-4 impressions before the branded Google search that gets all the credit.*

5.5 — KPI Framework Designer

```
Design a KPI framework for [team] at a [company size] [industry] company. Primar
```

Why It Works: Distinguishes signal from noise with built-in action triggers.

> *Drop: Follower count. A 2,000-follower account at 8% engagement outperforms 10,000 at 1%. Track engagement rate instead.*

---

6 · Brand & Messaging

6.1 — Brand Voice Guidelines

```
Create brand voice guidelines for [brand] targeting [audience]. Personality: [3
```

Why It Works: "This, not that" and specific word lists create guidelines a new team member can follow on day one.

> *⬚ "We've helped 200 teams streamline onboarding." ⬚ "We're the #1 onboarding solution." — Specific proof vs empty superlatives.*

6.2 — Messaging Framework Builder

```
Build a messaging framework for [product] targeting [audience]. Include: one-lin
```

Why It Works: Awareness-stage mapping prevents using conversion language on people who don't yet understand the problem.

> *Problem-aware: "You're spending 15 hours/week reconciling data. Every tool you've tried adds another dashboard to check."*

6.3 — Competitor Differentiation Matrix

```
I compete with [3 competitors] in [market]. Create: feature comparison weighted
```

Why It Works: The "only we" exercise forces genuine uniqueness rather than manufactured differentiation.

> *Gap: Every competitor talks about "saving time." None addresses migration anxiety. Lead with "zero switching pain."*

6.4 — Value Proposition Canvas

```
Refine our value proposition using Jobs-To-Be-Done. Customer: [describe]. Map: c
```

Why It Works: JTBD produces value props grounded in customer reality, separating pains from gains to address both benefits and anxieties.

> *Emotional job: Feel competent during board presentations. Current tools produce data dumps, not stories.*

6.5 — Tone-of-Voice Audit

```
Audit these content pieces for voice consistency against our intended brand: [pa
```

Why It Works: Turns subjective "does this sound like us?" into a structured, repeatable review.

> *Social post — 4/10: "We're absolutely thrilled!" reads as corporate excitement. Rewrite: "New feature, live today. Here's what it does."*

---

7 · Growth & CRO

7.1 — Conversion Funnel Analyser

```
Analyse our funnel: [list stages with numbers]. For each drop-off: conversion ra
```

Why It Works: The "10% improvement" calculation focuses attention on the highest-leverage stage.

> *Impact: Improving sign-up→first-action by 10% adds 34 paid conversions/ month. Onboarding friction — not acquisition — is your growth constraint.*

7.2 — CRO Audit Checklist

```
Generate a CRO audit for [page/flow]. Organise by: above the fold, trust elements
```

Why It Works: Prioritised items with specific fixes prevent vague "improve the headline" recommendations.

> *Critical: Form asks for company size before showing value. Reduce from 6 to 3 fields — typically increases completion 25-40%.*

7.3 — Growth Experiment Designer

```
Design 5 growth experiments for [product] targeting [metric]. Each: hypothesis,
```

Why It Works: Kill criteria and minimum viable tests prevent the two most common failures: running too long and over-building.

> *MVP test: Manually email 50 inactive signups with a personalised nudge. Track completion rate before building automation.*

7.4 — User Journey Mapper

```
Map the journey for [persona] from awareness through advocacy. Each stage: what
```

Why It Works: Extending past purchase through retention reveals where the highest-value optimisation lives.

> *Decision stage — anxious: No case study matching their industry. They leave to "think about it" and never return.*

7.5 — Pricing Page Optimisation

```
Critique our pricing page: [describe tiers, prices, features, CTAs]. Analyse: ti
```

Why It Works: Pricing pages are the highest-intent page on most sites yet often designed by product teams, not conversion experts.

> *All tiers use "Get Started." Rewrite: Free → "Start Free", Growth → "Start Growing", Enterprise → "Talk to Us."*

---

8 · Bonus: Campaign Planning Workflow

Run these five prompts in sequence — each builds on the previous output.

Step 1 — Strategy Brief

```
Planning a campaign for [product/service], objective: [describe]. Define: measur
```

Step 2 — Channel Plan

```
Based on the strategy from Step 1, create a channel plan. Per channel: role (awa
```

Step 3 — Content & Creative Brief

```
From the channel plan, create a production brief. Per content piece: format/plat
```

Step 4 — Launch Sequence

```
Create a 14-day launch sequence. Per day: what goes live, what to monitor, decis
```

Step 5 — Measurement Plan

```
Design the measurement plan. Include: dashboard structure, reporting cadence (da
```

Why the workflow works: Five sequential prompts produce a campaign plan that would typically take a senior marketer 2-3 days. Each prompt references the previous output, creating a coherent strategy rather than disconnected documents.

Quick Reference — Prompt Index

#	Category	Prompt	Use Case
1.1	SEO	Keyword Cluster Builder	Strategy
1.2	SEO	Content Brief Generator	Execution
1.3	SEO	Competitor Content Gap Analysis	Strategy
1.4	SEO	Topical Authority Map	Strategy
1.5	SEO	Search Intent Classifier	Analysis
1.6	SEO	Blog-to-Video Script Converter	Repurposing
1.7	SEO	SERP Feature Opportunity Finder	Execution
2.1	Email	Subject Line Generator	Execution
2.2	Email	Welcome Sequence Architect	Strategy
2.3	Email	Re-Engagement Campaign	Execution
2.4	Email	A/B Test Copy Variants	Testing
2.5	Email	Newsletter Content Planner	Strategy
2.6	Email	Transactional Email Humaniser	Execution
3.1	Social	Platform Content Adaptor	Repurposing
3.2	Social	Engagement Hook Generator	Execution

#	Category	Prompt	Use Case
3.3	Social	Hashtag Strategy Builder	Strategy
3.4	Social	Community Response Framework	Operations
3.5	Social	Viral Content Framework	Execution
3.6	Social	Content Calendar Batch Creator	Planning
3.7	Social	LinkedIn Thought Leadership Writer	Execution
4.1	Ads	Google Ads Copy Generator	Execution
4.2	Ads	Meta Ads Creative Brief	Strategy
4.3	Ads	LinkedIn Audience Persona Builder	Strategy
4.4	Ads	Landing Page Copy Generator	Execution
4.5	Ads	A/B Test Hypothesis Bank	Testing
4.6	Ads	Ad Spend Audit	Analysis
5.1	Analytics	Data Interpreter	Analysis
5.2	Analytics	Executive Campaign Summary	Reporting
5.3	Analytics	Campaign Post-Mortem	Analysis
5.4	Analytics	Attribution Analysis Explainer	Analysis
5.5	Analytics	KPI Framework Designer	Strategy
6.1	Brand	Brand Voice Guidelines	Strategy
6.2	Brand	Messaging Framework Builder	Strategy
6.3	Brand	Competitor Differentiation Matrix	Analysis

#	Category	Prompt	Use Case
6.4	Brand	Value Proposition Canvas	Strategy
6.5	Brand	Tone-of-Voice Audit	Analysis
7.1	Growth	Conversion Funnel Analyser	Analysis
7.2	Growth	CRO Audit Checklist	Execution
7.3	Growth	Growth Experiment Designer	Testing
7.4	Growth	User Journey Mapper	Strategy
7.5	Growth	Pricing Page Optimisation	Execution
8.1–5	Bonus	Campaign Planning Workflow	Strategy

Built for marketers who'd rather ship campaigns than stare at a blinking cursor.