

AI-POWERED MARKETING STRATEGY: 6-STEP PROMPTING FRAMEWORK

**MADE BY MANAHIL
NADEEM.**

ASSIGNMENT # 04

6-STEP PROMPTING FRAMEWORK

Content (bullet or infographic style):

- 1. Goal:** Create 1-month marketing strategy
- 2. Role:** Expert marketing strategist
- 3. Input:** Product, audience, platforms, budget
- 4. Constraints:** Tone, budget-friendly, measurable KPIs
- 5. Steps/Instructions:** Research, content ideas, influencer collabs, metrics
- 6. Output:** Structured table with weekly activities

Step 1: Goal

Create a 1-month marketing strategy for a new product launch.

Step 2: Role

AI acts as an expert marketing strategist, providing professional, actionable advice.

STEP # 03

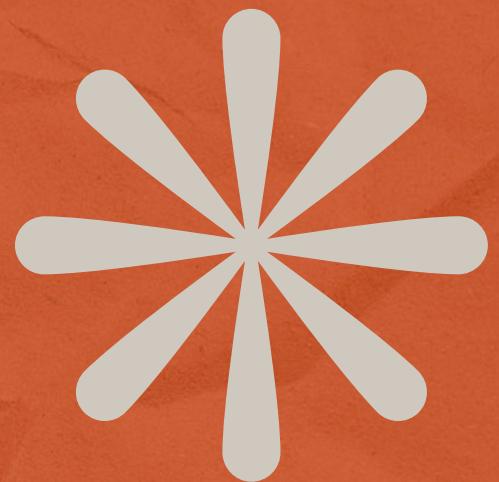
Inputs:

Product: Eco-friendly water bottle

Audience: 18-35, eco-conscious

Platforms: Instagram, TikTok, YouTube

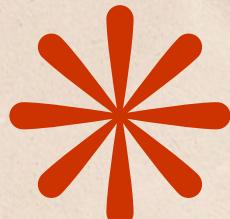
Budget: Moderate



STEP # 04

Constraints:

1. Engaging, modern tone.
2. Budget-friendly campaigns.
3. Focus on social media.
4. Include KPIs.





Step 5: Steps / Instructions

- 1. Research audience preferences and trends.**
- 2. Suggest weekly content ideas for each platform.**
- 3. Include influencer collaborations, contests, and giveaways.**
- 4. Recommend KPIs and ways to measure engagement.**
- 5. Summarize strategy in a clear, actionable format.**



STEP # 06

OUTPUT



Week	Platform	Content Type	Campaign Idea	Expected Outcome / KPI
1	Instagram	Post + Story	Product intro + eco-tips	Reach, engagement
1	TikTok	Short video	Trend-based challenge	Views, shares
1	YouTube	Video	Product demo + eco benefits	Watch time, subscribers
1	Instagram	Reel	Influencer collaboration	Likes, comments
1	TikTok	Video	User-generated content	Shares, engagement
1	Instagram + TikTok	Contest	Giveaway contest	Follows, participation

CONCLUSION:

- Plan structured, measurable campaigns
- Save time and effort
- Generate creative, audience-focused content

Thank You.