DIGITAL MARKETING PROMPTS FOR CREATIVES

The Ultimate Prompt Library for Marketers (100+ Prompts)

How to Use This Library:

1. Find the category that matches your need (Ad Copy, Visual Design, Strategy, etc.)

2. Copy the prompt

3. Replace [BRACKETS] with your specific information

4. Paste into ChatGPT, Claude, or your AI tool of choice

5. Iterate based on results

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1. AD COPYWRITING PROMPTS

General Ad Copy Generation

I need [NUMBER] variations of ad copy for [PLATFORM] promoting [PRODUCT/SERVICE].

Target audience: [DEMOGRAPHICS + PSYCHOGRAPHICS]

Key benefit: [MAIN BENEFIT]

Unique selling point: [USP]

Tone: [Professional/Casual/Playful/Urgent]

Character limit: [LIMIT]

Include a strong hook, clear value proposition, and compelling CTA. Format for [PLATFORM] best practices.

Hook/Headline Generator

Generate 20 attention-grabbing hooks for [PRODUCT/SERVICE] that:
- Stop scrollers immediately
- Create curiosity or urgency
- Are under [CHARACTER COUNT] characters
- Speak to [TARGET AUDIENCE]'s biggest pain point: [PAIN POINT]

Use these frameworks:
- Pattern interrupt (unexpected statement)
- Question-based hooks
- Benefit-forward declarations
- Social proof teasers
- Before/After implications

Emotional Angle Finder

I'm advertising [PRODUCT/SERVICE] to [TARGET AUDIENCE].

Help me identify 5 different emotional angles I could use:
1. What fear does this solve?
2. What aspiration does this fulfill?
3. What frustration does this eliminate?
4. What joy does this create?
5. What transformation does this enable?

For each angle, write a 2-sentence ad concept.

Call-to-Action (CTA) Optimizer

My current CTA is: "[CURRENT CTA]"

Generate 15 alternative CTAs that:
- Create more urgency
- Lower perceived friction
- Are specific and actionable
- Match the context: [CONTEXT]
- Work for [PLATFORM]

Rank them from most to least likely to convert based on psychology.

Platform-Specific Ad Copy

Rewrite this ad copy optimized for [PLATFORM]:

Original: [YOUR COPY]

Product: [PRODUCT/SERVICE]
Target: [AUDIENCE]

Make it native to [PLATFORM]'s culture, format constraints, and user behavior. Include:
- Platform-specific slang/language
- Optimal character count
- Native content style (e.g., educational for LinkedIn, entertaining for TikTok)
- Appropriate emoji usage

Problem-Solution-CTA Framework

Write ad copy using this framework:

Problem: [PAIN POINT YOUR AUDIENCE FACES]
Agitation: [WHY THIS PROBLEM IS GETTING WORSE/MORE URGENT]
Solution: [YOUR PRODUCT/SERVICE]
Proof: [DATA/TESTIMONIAL/GUARANTEE]
CTA: [DESIRED ACTION]

Keep it under [CHARACTER COUNT]. Make it conversational like talking to a friend.

Storytelling Ad Copy

Write a mini-story ad (under [WORDS] words) for [PRODUCT/SERVICE]:

Character: [WHO IS THE PROTAGONIST - CUSTOMER AVATAR]

Problem: [WHAT CHALLENGE DID THEY FACE]

Discovery: [HOW THEY FOUND YOUR SOLUTION]

Transformation: [WHAT CHANGED AFTER USING IT]

Result: [SPECIFIC OUTCOME/BENEFIT]

Make it relatable to [TARGET AUDIENCE]. End with soft CTA.

Objection-Busting Copy

My target audience's main objections to buying [PRODUCT/SERVICE] are:

1. [OBJECTION 1]

2. [OBJECTION 2]

3. [OBJECTION 3]

Write ad copy that addresses all three objections without sounding defensive. Use:

- Social proof

- Guarantees/risk reversal

- Logical reframes

- Emotional reassurance

Keep it under [CHARACTER COUNT] for [PLATFORM].

Benefit-Focused Rewrite

I have feature-focused copy: "[YOUR COPY]"

Rewrite it to be 100% benefit-focused from the customer's perspective. For each feature, translate it to:

- "What does this mean for me?"

- "How does this improve my life?"

- "What can I do now that I couldn't before?"

Product: [PRODUCT/SERVICE]
Audience: [TARGET AUDIENCE]

Urgency & Scarcity Copy

Create 10 variations of urgency-driven copy for [PRODUCT/SERVICE]:

Context: [PROMOTION/LAUNCH/LIMITED OFFER]
Deadline: [DATE/TIMEFRAME]

Use these tactics without being salesy:

- Time-based urgency (limited time)
- Quantity scarcity (limited stock)
- Bonus scarcity (extra value expiring)
- FOMO triggers (others are benefiting)
- Consequence reminders (cost of inaction)

Keep each under [CHARACTER COUNT].

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2. VISUAL DESIGN & CREATIVE DIRECTION PROMPTS

Ad Visual Concept Generator

I need visual concepts for [PLATFORM] ads promoting [PRODUCT/SERVICE].

Target audience: [DEMOGRAPHICS]
Campaign goal: [AWARENESS/CONSIDERATION/CONVERSION]
Brand colors: [COLORS]
Brand personality: [ADJECTIVES]

Generate 5 visual concepts including:
- Main visual element (photo/illustration/graphic)
- Color palette
- Text overlay style
- Overall mood/emotion
- Why this will resonate with the audience

Image Generation Prompt Builder

I want to create an ad image using AI (Midjourney/DALL-E/Leonardo).

Help me write a detailed prompt for:

Subject: [WHAT'S IN THE IMAGE]
Style: [PHOTOGRAPHY/ILLUSTRATION/3D/etc.]
Mood: [EMOTIONAL TONE]
Composition: [CLOSE-UP/WIDE/etc.]
Lighting: [NATURAL/DRAMATIC/SOFT/etc.]
Colors: [PALETTE]
Context: [SETTING/BACKGROUND]
Platform: [WHERE IT'LL BE USED]

Output a complete image generation prompt optimized for [AI TOOL].

Visual Hierarchy Optimization

I have an ad with these elements:
- Headline: [TEXT]
- Body copy: [TEXT]
- Image: [DESCRIPTION]
- CTA button: [TEXT]
- Logo: [PLACEMENT]

Help me establish visual hierarchy for [PLATFORM]:
1. What should the eye see first, second, third?
2. What size should each element be relative to others?
3. Where should each element be placed?
4. What needs more contrast/color to stand out?

Goal: [CLICK/AWARENESS/CONVERSION]

Color Psychology Application

My product is [PRODUCT/SERVICE] targeting [AUDIENCE].

I want to evoke: [EMOTION 1], [EMOTION 2], [EMOTION 3]

Suggest:
1. Primary color palette (3-4 colors) with psychological reasoning
2. What each color should be used for (backgrounds, CTAs, accents)
3. Colors to avoid and why
4. How to ensure accessibility (contrast ratios)
5. Seasonal/cultural considerations for [TARGET MARKET]

Mobile-First Design Prompt

I have a desktop ad design: [DESCRIPTION]

Adapt it for mobile [PLATFORM]:
- Screen size: [DIMENSIONS]
- Thumb zone considerations
- Readability at small size
- Load time optimization
- Vertical vs horizontal orientation

What should change? Provide specific recommendations for:

- Image cropping/composition

- Text size/quantity

- CTA placement

- Visual simplification

Thumbnail/Preview Optimization

Create a strategy for optimizing my [VIDEO/ARTICLE/CAROUSEL] thumbnail for [PLATFORM].

Content topic: [TOPIC]

Target: [AUDIENCE]

Goal: [CLICKS/VIEWS]

Include:

- Text overlay strategy (how many words, what size, placement)

- Facial expression recommendations (if showing people)

- Color contrast tactics

- Visual curiosity gaps

- Platform-specific dimensions and safe zones

Brand Consistency Guide

I need to maintain brand consistency across [PLATFORMS].

Our brand is: [DESCRIPTION]

Visual identity includes: [LOGO, COLORS, FONTS, IMAGERY STYLE]

Create guidelines for:

1. How to adapt our look for each platform while staying on-brand

2. What can flex vs what must stay consistent

3. Examples of "on-brand" vs "off-brand" for [SPECIFIC PLATFORM]

4. How to make platform-native content without losing identity

Accessibility-First Design

Review my ad design for accessibility:

Visual elements: [DESCRIPTION]

Text: [COPY]

Colors: [PALETTE]

Platform: [PLATFORM]

Check for:

- Color contrast ratios (WCAG AA minimum)

- Text size readability

- Alt text recommendations

- Colorblind-friendly palette

- Clear visual hierarchy without relying on color alone

Suggest improvements.

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3. AUDIENCE RESEARCH & TARGETING PROMPTS

Customer Avatar Deep-Dive

Help me build a detailed customer avatar for [PRODUCT/SERVICE].

Basic info I know:
- Demographics: [AGE, GENDER, LOCATION, INCOME]
- Current info: [ANYTHING ELSE YOU KNOW]

Fill in the gaps:
1. Psychographics (values, beliefs, attitudes)
2. Daily routine and media consumption
3. Pain points and frustrations
4. Goals and aspirations
5. Objections to buying
6. Language and phrases they use
7. Where they hang out online
8. Influencers they follow
9. Competing products they've tried
10. What triggers them to buy

Be specific and realistic.

Audience Segmentation Strategy

I have these different customer types for [PRODUCT/SERVICE]:

Type 1: [DESCRIPTION]
Type 2: [DESCRIPTION]

Type 3: [DESCRIPTION]

Help me:

1. Refine each segment with specific characteristics

2. Identify the best messaging angle for each

3. Determine which platforms each segment uses most

4. Rank segments by conversion potential

5. Create separate campaign strategies for each

Focus on [PRIMARY GOAL: AWARENESS/SALES/LEADS].

Pain Point Mining

My product is [PRODUCT/SERVICE] for [TARGET AUDIENCE].

Help me uncover deeper pain points:

1. Surface-level pain: [OBVIOUS PROBLEM]

2. What's the emotional pain underneath that?

3. What's the pain of NOT solving this?

4. What's the social pain? (How does this affect relationships/status?)

5. What's the financial pain?

6. What keeps them up at night about this?

7. What phrases would they use to describe this problem to a friend?

Output messaging angles for each pain layer.

Interest-Based Targeting Ideas

Generate 50 interest-based targeting ideas for [PLATFORM] to reach [TARGET AUDIENCE].

Product: [PRODUCT/SERVICE]

Include:

- Direct competitors

- Adjacent products/services

- Influencers and thought leaders

- Publications and media

- Events and conferences

- Hobbies and lifestyle interests

- Professional interests

- Brands they likely use

- Facebook Groups/Subreddits they'd join

Rank by relevance.

Behavioral Trigger Mapping

Map out the behavioral triggers that lead someone to buy [PRODUCT/SERVICE]:

1. What event or realization makes them aware they have a problem?
2. What prompts them to start researching solutions?
3. What comparison shopping do they do?
4. What finally pushes them to buy vs delay?
5. What post-purchase validation do they seek?

For each stage, tell me:
- What content to create
- What platforms to use
- What messaging to emphasize
- What CTAs work best

Lookalike Audience Seed Strategy

I want to create lookalike audiences on [PLATFORM] for [PRODUCT/SERVICE].

I have these customer lists:
- Email list: [SIZE]
- Past purchasers: [SIZE]
- Website visitors: [SIZE]
- Engaged social followers: [SIZE]

Help me:
1. Decide which seed audience will perform best and why
2. Determine optimal audience size (1%, 2%, 5%, 10%)
3. Create layered targeting to combine with lookalikes
4. Predict performance differences between each
5. Suggest exclusions to improve quality

Niche Community Research

I want to find where my target audience ([DETAILED DESCRIPTION]) congregates online.

Research and list:
1. Subreddits they frequent
2. Facebook Groups they join

3. Discord servers they're in

4. Twitter/X accounts they follow

5. YouTube channels they watch

6. Podcasts they listen to

7. Newsletters they subscribe to

8. Hashtags they use

9. Online forums they participate in

10. IRL events they attend

For each, note: size, engagement level, and how to approach them.

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4. CAMPAIGN STRATEGY PROMPTS

Full Campaign Blueprint

Create a complete campaign strategy for [PRODUCT/SERVICE LAUNCH/PROMOTION].

Details:
- Product: [DESCRIPTION]
- Target: [AUDIENCE]
- Budget: $[AMOUNT]
- Timeline: [DURATION]
- Goal: [SPECIFIC METRIC]

Include:
1. Campaign theme/concept

2. Platform mix (where to advertise and why)

3. Budget allocation by platform

4. Content types for each platform

5. Targeting strategy

6. Creative concepts

7. Timeline/phasing

8. KPIs to track

9. Contingency plans if underperforming

10. Post-campaign analysis framework

Funnel Stage Content Mapping

Map content to each funnel stage for [PRODUCT/SERVICE]:

AWARENESS:

- What content introduces the problem/solution?

- Best platforms?

- Content formats?

- Goal metric?

CONSIDERATION:

- What content builds trust/authority?

- Best platforms?

- Content formats?

- Goal metric?

CONVERSION:

- What content drives decision?

- Best platforms?

- Content formats?

- Goal metric?

RETENTION:

- What content creates loyalty?

- Best platforms?

- Content formats?

- Goal metric?

For each stage, give 3 specific content ideas.

Platform Selection Strategy

I have [PRODUCT/SERVICE] targeting [AUDIENCE] with $[BUDGET] for [DURATION].

Help me choose the right platform mix:

Evaluate each platform:
- Facebook: [PROS/CONS FOR MY SITUATION]
- Instagram: [PROS/CONS FOR MY SITUATION]
- TikTok: [PROS/CONS FOR MY SITUATION]
- YouTube: [PROS/CONS FOR MY SITUATION]
- LinkedIn: [PROS/CONS FOR MY SITUATION]
- Twitter/X: [PROS/CONS FOR MY SITUATION]
- Google Search: [PROS/CONS FOR MY SITUATION]
- Google Display: [PROS/CONS FOR MY SITUATION]

Recommend the top 3 platforms and budget split.

Testing Roadmap

Create a 90-day testing roadmap for [PRODUCT/SERVICE] ads on [PLATFORM].

Starting budget: $[AMOUNT/DAY]
Current performance: [CURRENT METRICS]

Structure:

- **Weeks 1-2:** Test [WHAT] to find [INSIGHT]
- **Weeks 3-4:** Test [WHAT] to find [INSIGHT]
- **Weeks 5-6:** Test [WHAT] to find [INSIGHT]
- [CONTINUE]

For each test:

- Hypothesis
- Variables to test
- Success criteria
- How to implement winners
- What to kill if it fails

Seasonal Campaign Calendar

Create a 12-month campaign calendar for [PRODUCT/SERVICE] in [INDUSTRY].

Target: [AUDIENCE]
Location: [COUNTRY/REGION]

Map out:

- Key promotional periods (holidays, events, seasons)
- Pre-launch timing for each
- Campaign themes
- Budget pacing (higher spend during peak seasons)
- Expected performance by month
- Cultural/industry-specific moments to leverage

Note any conflicts or cannibalization risks.

Retargeting Funnel Design

Design a retargeting funnel for [PRODUCT/SERVICE]:

I have these audience pools:

- Website visitors (last 30 days): [SIZE]

- Cart abandoners: [SIZE]
- Past purchasers: [SIZE]
- Email openers: [SIZE]
- Video viewers (75%+): [SIZE]
- Ad engagers: [SIZE]

Create:
1. Audience priority (who to target first)
2. Specific messaging for each audience
3. Offer/incentive strategy by audience
4. Frequency caps
5. Exclusion rules (who not to retarget)
6. Budget allocation
7. Creative variation by audience warmth

Cross-Platform Sequencing

Design a cross-platform ad sequence for [PRODUCT/SERVICE]:

User journey:
1. First sees ad on [PLATFORM 1] → [WHAT HAPPENS]
2. Then sees ad on [PLATFORM 2] → [WHAT HAPPENS]
3. Then sees ad on [PLATFORM 3] → [WHAT HAPPENS]

For each touchpoint:
- Message evolution (how does messaging change?)
- Creative format
- CTA progression
- Targeting refinement
- How platforms work together (not just repetition)

5. PERFORMANCE ANALYSIS PROMPTS

Campaign Performance Audit

Audit my campaign performance:

Platform: [PLATFORM]
Campaign: [DESCRIPTION]
Duration: [TIMEFRAME]

Current metrics:
- Impressions: [NUMBER]
- Clicks: [NUMBER]
- CTR: [%]
- CPC: $[AMOUNT]
- Conversions: [NUMBER]
- Conversion Rate: [%]
- CPA: $[AMOUNT]
- ROAS: [X]
- Ad Spend: $[AMOUNT]

Industry benchmarks: [INSERT BENCHMARKS]

Identify:
1. What's working well (and why)
2. What's underperforming (and why)
3. Immediate fixes (quick wins)
4. Strategic improvements (longer-term)
5. Tests to run next
6. What to kill vs optimize

Metric Correlation Analysis

Help me understand how my metrics relate to each other:

Data:
- CTR: [%]
- CPC: $[AMOUNT]
- CPM: $[AMOUNT]
- Conversion Rate: [%]
- CPA: $[AMOUNT]

Explain:
1. Why is my CPC [HIGH/LOW] given my CTR?
2. Is my CPM reasonable for my targeting?
3. How is my conversion rate affecting my CPA?
4. What's the biggest leverage point to improve overall performance?
5. If I could only fix ONE metric, which should it be and why?

Underperformance Diagnosis

My campaign is underperforming:

Expected: [METRICS YOU EXPECTED]

Actual: [METRICS YOU'RE GETTING]

Platform: [PLATFORM]

Product: [PRODUCT/SERVICE]

Target: [AUDIENCE]

Creative: [DESCRIPTION]

Offer: [DESCRIPTION]

Walk me through a diagnostic process:

1. Is it a targeting problem? How to check?

2. Is it a creative problem? How to check?

3. Is it an offer problem? How to check?

4. Is it a landing page problem? How to check?

5. Is it a platform/timing problem? How to check?

For each, give specific tests to run.

Scaling Decision Framework

My campaign has these metrics:

- CTR: [%]
- CPC: $[AMOUNT]
- CPA: $[AMOUNT]
- ROAS: [X]
- Daily Budget: $[AMOUNT]
- Conversions: [NUMBER/DAY]

Should I scale? Help me decide:

1. What metrics indicate I'm ready to scale?

2. What risks should I watch for when scaling?

3. How much should I increase budget? (% or $)

4. How quickly? (Immediate or gradual?)

5. What metrics might worsen when scaling?

6. At what point should I stop scaling?

7. What's my likely performance at 2x, 3x, 5x budget?

Attribution Analysis

I'm running campaigns on multiple platforms:

- Facebook: $[SPEND], [CONVERSIONS]
- Google: $[SPEND], [CONVERSIONS]
- TikTok: $[SPEND], [CONVERSIONS]

But my analytics shows:
- Total conversions: [NUMBER] (less than sum of platform claims)

Help me:
1. Understand attribution overlap
2. Determine which platform deserves credit
3. Decide on an attribution model (first-click, last-click, linear, time-decay)
4. Adjust budget based on true performance
5. Set up better tracking going forward

Creative Fatigue Detection

Analyze my ad performance over time:

Week 1: CTR [%], CPC $[AMOUNT]
Week 2: CTR [%], CPC $[AMOUNT]
Week 3: CTR [%], CPC $[AMOUNT]
Week 4: CTR [%], CPC $[AMOUNT]

Impressions per week: [NUMBERS]
Frequency: [NUMBERS]

Is this creative fatigue? If so:
1. At what point did fatigue start?
2. How bad is it?
3. Should I pause and refresh, or keep running?
4. What's the optimal creative rotation schedule?
5. How to prevent this next time?

6. CONTENT CALENDAR & PLANNING PROMPTS

30-Day Content Calendar

Create a 30-day content calendar for [BRAND/PRODUCT]:

Platform(s): [PLATFORMS]

Posting frequency: [X TIMES PER WEEK]

Goals: [AWARENESS/ENGAGEMENT/CONVERSIONS]

Target audience: [DESCRIPTION]

Include:

- Specific post topics/themes

- Content formats (video, image, carousel, text)

- Optimal posting times

- Hashtag strategy

- Mix of content types (educational, entertaining, promotional)

- Key messages/campaigns to weave throughout

Format as a table: Date | Platform | Content Type | Topic | CTA

Content Pillar Framework

Define content pillars for [BRAND/PRODUCT] on [PLATFORM]:

Brand mission: [MISSION]

Audience interests: [INTERESTS]

Business goals: [GOALS]

Create 4-5 content pillars:

1. Pillar name: [NAME]

  - Why it matters to audience

  - Content ideas (5 examples)

  - Expected engagement

  - % of content that should be this pillar

Ensure mix of: Educational, Entertaining, Inspiring, Promotional (80/20 rule)

Viral Content Ideation

Generate 20 viral content ideas for [PLATFORM] about [TOPIC/INDUSTRY]:

Target: [AUDIENCE]

Brand: [BRAND NAME & PERSONALITY]

Use these viral formats:

- Behind-the-scenes moments

- Controversial/debate-sparking opinions

- Relatable memes/humor

- Surprising facts/statistics
- Transformation stories
- Challenges/trends to join
- Educational "How-to" hooks
- Emotional storytelling

For each idea, note:
- Hook (first 3 seconds)
- Core message
- CTA
- Why it could go viral

Repurposing Strategy

I created this piece of content: [DESCRIPTION]

Platform: [ORIGINAL PLATFORM]
Performance: [METRICS]

Show me how to repurpose it for:
- [PLATFORM 2]: [FORMAT, ADJUSTMENTS, HOOK]
- [PLATFORM 3]: [FORMAT, ADJUSTMENTS, HOOK]
- [PLATFORM 4]: [FORMAT, ADJUSTMENTS, HOOK]

For each:
- How to adapt format/length
- Platform-specific optimizations
- New hooks/angles to test
- Which elements to keep vs change

Evergreen Content Strategy

Create an evergreen content strategy for [BRAND/PRODUCT]:

Industry: [INDUSTRY]
Audience: [DESCRIPTION]

Identify:
1. 10 evergreen topics that will always be relevant
2. How to make each topic feel fresh/timely
3. Update/refresh schedule
4. How to amplify periodically
5. Metrics to track for evergreen content

6. How evergreen supports timely/trending content

For each topic, give 3 content angles.

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7. LANDING PAGE OPTIMIZATION PROMPTS

Landing Page Audit

Audit my landing page:

URL: [URL]
Traffic source: [ADS/ORGANIC/EMAIL]
Current conversion rate: [%]
Goal: [ACTION YOU WANT VISITORS TO TAKE]

Analyze:
1. Above-the-fold: Is value proposition clear in 3 seconds?
2. Headline: Does it match ad promise?
3. Copy: Too much/too little? Benefit-focused?
4. Trust signals: What's missing?
5. CTA: Clear, compelling, low-friction?
6. Design: Visual hierarchy, load speed, mobile-friendly?
7. Form: Too many fields?

Provide specific recommendations for each element.

Conversion Rate Optimization (CRO) Plan

My landing page converts at [%]. I want to reach [%].

Current page elements:
- Headline: [TEXT]
- Subheadline: [TEXT]
- CTA: [TEXT]
- Form fields: [LIST]
- Social proof: [WHAT YOU HAVE]
- Images: [DESCRIPTION]

Create a CRO testing roadmap:
1. Test #1: [ELEMENT] - [HYPOTHESIS] - [EXPECTED LIFT]

2. Test #2: [ELEMENT] - [HYPOTHESIS] - [EXPECTED LIFT]

3. Test #3: [ELEMENT] - [HYPOTHESIS] - [EXPECTED LIFT]

Prioritize by: potential impact × ease of implementation.

Landing Page Copy Rewrite

Rewrite my landing page copy to increase conversions:

Current headline: [HEADLINE]

Current body: [BODY COPY]

Product: [PRODUCT/SERVICE]

Audience: [TARGET AUDIENCE]

Unique value: [WHAT MAKES IT DIFFERENT]

Rewrite using:

- PAS formula (Problem-Agitation-Solution)

- Benefit-focused language

- Power words and action verbs

- Social proof integration points

- Urgency/scarcity where appropriate

- Crystal-clear CTA

Keep sections scannable (short paragraphs, bullets, subheads).

Trust Element Strategy

I need to build trust on my landing page for [PRODUCT/SERVICE].

Target audience concerns:

1. [CONCERN/OBJECTION]

2. [CONCERN/OBJECTION]

3. [CONCERN/OBJECTION]

Recommend trust elements:

- Testimonials: What type? Where to place? How many?

- Social proof: What numbers to highlight?

- Guarantees: What kind of guarantee reduces risk?

- Credentials: What certifications/awards to display?

- Media mentions: How to showcase?

- Security badges: Which ones matter for my audience?

- Case studies: Brief or detailed?

For each, explain the psychological reason it works.

Mobile Landing Page Optimization

My landing page has [%] mobile traffic but [%] mobile conversion rate (vs [%] desktop).

Current mobile experience issues: [DESCRIBE]

Optimize for mobile:
1. Above-the-fold: What needs to be visible immediately?
2. Form: How to simplify for mobile?
3. Copy: How much to cut vs desktop?
4. Images: Load speed vs quality balance?
5. CTA: Size, placement, thumb-friendly?
6. Navigation: Should it exist? Simplified menu?
7. Load speed: What's slowing it down?

Give specific mobile-first design recommendations.

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8. EMAIL MARKETING PROMPTS

Email Sequence Builder

Create a [NUMBER]-email sequence for [PURPOSE: WELCOME/NURTURE/CART ABANDONMENT/RE-ENGAGEMENT]:

Product/service: [DESCRIPTION]
Audience: [WHO'S RECEIVING THIS]
Goal: [WHAT YOU WANT THEM TO DO]

For each email:
- Email [#]: [SUBJECT LINE]
  - Send timing: [WHEN AFTER TRIGGER]
  - Key message: [MAIN POINT]
  - Content outline: [SECTIONS]
  - CTA: [WHAT YOU'RE ASKING]
  - Psychological angle: [WHY IT WORKS]

Subject Line Generator

Generate 25 subject lines for [EMAIL TYPE] about [TOPIC]:

Audience: [DESCRIPTION]
Email goal: [OPEN RATE AND/OR CLICKS]
Tone: [PROFESSIONAL/CASUAL/PLAYFUL/URGENT]

Include these types:
- Curiosity gaps (5)
- Benefit-focused (5)
- Question-based (5)
- Urgency/scarcity (5)
- Personalized (5)

For each, predict open rate and explain why it works.

Email Copy Framework

Write email copy using this structure:

Subject: [CREATE CURIOSITY/URGENCY]

Preview text: [EXPAND ON SUBJECT, ADD VALUE]

Body:
- Opening: [HOOK THAT RELATES TO SUBJECT]
- Problem: [WHAT THEY'RE STRUGGLING WITH]
- Agitation: [WHY IT MATTERS NOW]
- Solution: [YOUR PRODUCT/SERVICE]
- Proof: [TESTIMONIAL/STAT/CASE STUDY]
- CTA: [SPECIFIC ASK]
- P.S.: [SECOND CTA OR BONUS INFO]

Topic: [WHAT EMAIL IS ABOUT]
Audience: [TARGET]
Keep it under [WORD COUNT] words.

Email Personalization Strategy

I have these data points about my email subscribers:

- Name

- Purchase history
- Browse history
- Location
- Engagement level (opens, clicks)
- Signup source
- [OTHER DATA YOU HAVE]

Show me how to use this data for personalization beyond "Hi [NAME]":

1. Subject line personalization ideas
2. Content personalization tactics
3. Product recommendation logic
4. Send time optimization
5. Segmentation strategies
6. Dynamic content blocks

Give 5 specific examples of highly personalized emails.

Cart Abandonment Recovery

Create a 3-email cart abandonment sequence:

Product: [WHAT THEY LEFT IN CART]
Cart value: $[AMOUNT]
Audience: [CUSTOMER TYPE]

Email 1 (1 hour after abandonment):
- Subject:
- Message angle:
- CTA:

Email 2 (24 hours):
- Subject:
- Message angle:
- Incentive (if any):
- CTA:

Email 3 (3 days):
- Subject:
- Message angle:
- Final push tactic:
- CTA:

Include urgency escalation and psychological triggers for each.

9. SOCIAL MEDIA CONTENT PROMPTS

Platform-Specific Post Ideas

Generate 30 post ideas for [PLATFORM] about [TOPIC/INDUSTRY]:

Brand: [BRAND NAME]
Audience: [TARGET AUDIENCE]
Goals: [ENGAGEMENT/FOLLOWERS/TRAFFIC/SALES]

For each idea, include:
- Hook (first line)
- Content type (video, image, carousel, text)
- Key message
- Optimal hashtags (3-5)
- Expected engagement level (low/med/high)

Mix of: Educational (40%), Entertaining (30%), Inspiring (20%), Promotional (10%)

Engagement Bait Tactics

Create 15 high-engagement post ideas for [PLATFORM]:

Niche: [YOUR NICHE]
Audience: [TARGET]

Use these engagement formats:
- "Fill in the blank" posts
- "This or that" choices
- Hot takes/unpopular opinions
- "Tag someone who..." posts
- Quiz/trivia questions
- Before/after reveals
- Debate starters
- "Caption this" image posts

For each, explain why it drives engagement and how to handle comments.

Hashtag Strategy

Create a hashtag strategy for [BRAND/PRODUCT] on [PLATFORM]:

Industry: [INDUSTRY]
Location: [LOCATION IF LOCAL]
Audience: [TARGET]

Provide:
1. Branded hashtags to own (create)
2. High-volume hashtags (100K-1M posts)
3. Medium-volume hashtags (10K-100K posts)
4. Niche hashtags (1K-10K posts)
5. Trending hashtags to monitor
6. Hashtag mix formula (how many of each per post)
7. Hashtags to avoid (spam/irrelevant)

Organize into sets for easy copy-paste.

Story/Reel Script Template

Write a [DURATION]-second script for [PLATFORM] Story/Reel:

Topic: [WHAT IT'S ABOUT]
Hook: [ATTENTION-GRABBING OPENING]
Goal: [EDUCATE/ENTERTAIN/SELL]

Format as:
[0-3 seconds]: [VISUAL] + [TEXT OVERLAY] + [VOICEOVER/CAPTION]
[3-7 seconds]: [VISUAL] + [TEXT OVERLAY] + [VOICEOVER/CAPTION]
[7-12 seconds]: [VISUAL] + [TEXT OVERLAY] + [VOICEOVER/CAPTION]
[12-15 seconds]: [CTA] + [TEXT OVERLAY] + [VOICEOVER/CAPTION]

Include:
- Trending audio suggestion
- Text overlay style
- Transition suggestions
- CTA strategy

Community Management Response Templates

Create response templates for [BRAND] social media:

Brand voice: [PERSONALITY TRAITS]

Give me templates for:
1. Positive comments (5 variations)
2. Questions about products (5 variations)
3. Complaints/negative feedback (5 variations)
4. Trolls/spam (3 variations)
5. Collaboration requests (3 variations)
6. Crisis situations (3 variations)

Make them feel human, not robotic. Include when to use vs escalate.

---

10. COMPETITIVE ANALYSIS PROMPTS

Competitor Ad Analysis

Analyze my competitor's ad strategy:

Competitor: [NAME]
Industry: [INDUSTRY]
Platforms they're on: [PLATFORMS]

Help me research:
1. What platforms are they most active on?
2. What ad formats are they using?
3. What's their messaging angle?
4. What CTAs are they using?
5. What offers/promotions do they run?
6. How frequently do they post/advertise?
7. What audience are they targeting? (Infer from content)
8. What's working for them? (High engagement content)
9. What gaps can I exploit?
10. What should I avoid based on their mistakes?

Output a competitive intelligence report.

Market Positioning Map

Create a positioning map for [INDUSTRY]:

My brand: [BRAND NAME] - [DESCRIPTION]

Competitors: [LIST COMPETITORS]

Map each brand on these axes:

- Price (low to high)

- Quality (basic to premium)

- Innovation (traditional to cutting-edge)

- Target (mass market to niche)

Identify:

1. Where we sit vs competitors

2. Overcrowded positions

3. Gaps in the market

4. Our unique positioning opportunity

5. Messaging to emphasize our differentiation

Competitive Content Gap Analysis

Find content gaps my competitors aren't filling:

My niche: [NICHE/INDUSTRY]

Top competitors: [LIST]

My audience: [DESCRIPTION]

Analyze:

1. What topics are competitors covering?

2. What topics are they ignoring?

3. What questions is the audience asking that no one answers?

4. What content formats are underutilized?

5. What platforms are they neglecting?

Give me 10 content ideas that:

- Fill a gap

- Serve my audience

- Differentiate from competition

Pricing Strategy Benchmark

Benchmark my pricing against competitors:

My product: [PRODUCT/SERVICE]

My price: $[AMOUNT]

Competitors:
1. [COMPETITOR 1]: $[PRICE]
2. [COMPETITOR 2]: $[PRICE]
3. [COMPETITOR 3]: $[PRICE]

Analyze:
1. Am I priced too high/low/right?
2. What value justifies price differences?
3. Should I position as budget/mid/premium?
4. What's my pricing perception in the market?
5. Should I adjust price? If so, how much and why?
6. What pricing psychological tactics to use?

---

11. BRAND VOICE & MESSAGING PROMPTS

Brand Voice Definition

Define the brand voice for [BRAND NAME]:

Industry: [INDUSTRY]
Target audience: [DESCRIPTION]
Brand personality: [ADJECTIVES]
Mission: [MISSION STATEMENT]

Create a brand voice guide:
1. Voice characteristics (4-5 adjectives with explanations)
2. What we sound like vs what we don't sound like
3. Vocabulary: Words we use / Words we avoid
4. Tone variations by context (social vs email vs website vs crisis)
5. Example phrases that are "on-brand" vs "off-brand"
6. How to maintain voice across different team members

Unique Value Proposition (UVP) Builder

Help me craft a compelling UVP for [PRODUCT/SERVICE]:

Target audience: [WHO IT'S FOR]
Main benefit: [WHAT IT DOES]
Differentiation: [WHY IT'S DIFFERENT/BETTER]
Proof point: [WHY THEY SHOULD BELIEVE YOU]

Test these UVP formulas:

1. "We help [AUDIENCE] achieve [BENEFIT] without [COMMON PROBLEM]"

2. "The only [CATEGORY] that [UNIQUE FEATURE] so you can [OUTCOME]"

3. "[BENEFIT] + [BENEFIT] + [BENEFIT] = [TRANSFORMATION]"

Give me 10 UVP options ranked by clarity and impact.

Tagline/Slogan Generator

Generate 25 taglines for [BRAND/PRODUCT]:

What we do: [DESCRIPTION]

Unique angle: [WHAT MAKES US DIFFERENT]

Desired emotion: [HOW WE WANT PEOPLE TO FEEL]

Length: [SHORT (2-4 words) / MEDIUM (5-7 words) / LONG (8-10 words)]

Include these types:

- Descriptive (what we do)

- Aspirational (what you become)

- Provocative (challenge the status quo)

- Playful (memorable wordplay)

- Emotional (feeling-focused)

For each, rate: Memorability, Clarity, Differentiation.

Messaging Hierarchy Framework

Build a messaging hierarchy for [PRODUCT/SERVICE]:

Level 1: Headline Message (10 words max)
[THE SINGLE MOST IMPORTANT THING TO SAY]

Level 2: Supporting Messages (3 pillars)
1. [PILLAR 1]: [WHAT] + [WHY IT MATTERS]
2. [PILLAR 2]: [WHAT] + [WHY IT MATTERS]
3. [PILLAR 3]: [WHAT] + [WHY IT MATTERS]

Level 3: Proof Points (for each pillar)
Pillar 1:
- [STAT/FEATURE/TESTIMONIAL]
- [STAT/FEATURE/TESTIMONIAL]
Pillar 2:

- [STAT/FEATURE/TESTIMONIAL]
- [STAT/FEATURE/TESTIMONIAL]

Pillar 3:
- [STAT/FEATURE/TESTIMONIAL]
- [STAT/FEATURE/TESTIMONIAL]

Use this to maintain consistent messaging across all channels.

---

12. A/B TESTING & OPTIMIZATION PROMPTS

A/B Test Hypothesis Builder

I want to A/B test [ELEMENT] for [CAMPAIGN/PAGE].

Current version (Control): [DESCRIPTION]
Current performance: [METRIC]

Help me:
1. Form a hypothesis: "If I change [X] to [Y], then [METRIC] will [INCREASE/DECREASE] because [REASON]"
2. What to test (variant ideas)
3. What metric to measure (primary and secondary)
4. Sample size needed for statistical significance
5. How long to run the test
6. What to do with results (when to declare winner)

Multivariate Test Design

Design a multivariate test for [AD/LANDING PAGE]:

Elements to test:
1. [ELEMENT 1]: [OPTIONS A, B, C]
2. [ELEMENT 2]: [OPTIONS A, B, C]
3. [ELEMENT 3]: [OPTIONS A, B, C]

Calculate:
- Total combinations: [NUMBER]
- Traffic needed per variant
- Recommended approach (full factorial vs fractional)
- Testing timeline

- Which combinations to prioritize
- How to analyze interactions between elements

Test Prioritization Framework

I have multiple tests I could run. Help me prioritize:

Test 1: [DESCRIPTION] - Expected impact: [HIGH/MED/LOW] - Effort: [HIGH/MED/LOW]
Test 2: [DESCRIPTION] - Expected impact: [HIGH/MED/LOW] - Effort: [HIGH/MED/LOW]
Test 3: [DESCRIPTION] - Expected impact: [HIGH/MED/LOW] - Effort: [HIGH/MED/LOW]
[ADD MORE]

Use ICE framework (Impact × Confidence × Ease) to score each:
- Impact: How much will this move the needle? (1-10)
- Confidence: How sure are we this will work? (1-10)
- Ease: How easy is this to implement? (1-10)

Rank tests by ICE score. Give testing order and rationale.

Statistical Significance Calculator

Check if my A/B test results are statistically significant:

Control (A):
- Visitors: [NUMBER]
- Conversions: [NUMBER]
- Conversion rate: [%]

Variant (B):
- Visitors: [NUMBER]
- Conversions: [NUMBER]
- Conversion rate: [%]

Calculate:
- Lift: [%]
- Statistical significance: [%]
- Is this a valid win?
- Should I keep testing or declare winner?
- What sample size do I need to be 95% confident?

---

13. VIDEO SCRIPT PROMPTS

Short-Form Video Script (15-60 sec)

Write a [DURATION]-second video script for [PLATFORM]:

Product/topic: [WHAT IT'S ABOUT]
Goal: [EDUCATE/ENTERTAIN/SELL]
Target: [AUDIENCE]

Structure:
[0-3 sec]: HOOK
- Visual: [WHAT'S ON SCREEN]
- Text overlay: [ON-SCREEN TEXT]
- Voiceover: "[SCRIPT]"
- Why it grabs attention: [REASON]

[3-10 sec]: VALUE/PROBLEM
- Visual: [WHAT'S ON SCREEN]
- Text overlay: [ON-SCREEN TEXT]
- Voiceover: "[SCRIPT]"

[10-15 sec]: SOLUTION/PAYOFF
- Visual: [WHAT'S ON SCREEN]
- Text overlay: [ON-SCREEN TEXT]
- Voiceover: "[SCRIPT]"

[15-20 sec]: CTA
- Visual: [WHAT'S ON SCREEN]
- Text overlay: [ON-SCREEN TEXT]
- Voiceover: "[SCRIPT]"

Include: Trending audio suggestion, transition suggestions, call-outs for text emphasis.

Long-Form Video Outline (3-10 min)

Create an outline for a [DURATION]-minute video about [TOPIC]:

Platform: [YOUTUBE/VIMEO/LINKEDIN]
Audience: [TARGET]
Goal: [VIEWS/SUBSCRIBERS/LEADS/SALES]

INTRO (0:00-0:30)

- Hook: [QUESTION/PROMISE/SHOCK]
- Who this is for: [AUDIENCE CALL-OUT]
- What they'll learn: [3 TAKEAWAYS]
- Pattern interrupt: [UNUSUAL ELEMENT]

SECTION 1 (0:30-2:00)
- Main point: [POINT 1]
- Story/example: [BRIEF]
- Visual aid: [WHAT TO SHOW]

SECTION 2 (2:00-4:00)
- Main point: [POINT 2]
- Story/example: [BRIEF]
- Visual aid: [WHAT TO SHOW]

SECTION 3 (4:00-6:00)
- Main point: [POINT 3]
- Story/example: [BRIEF]
- Visual aid: [WHAT TO SHOW]

CONCLUSION (6:00-7:00)
- Recap: [3 KEY POINTS]
- CTA: [WHAT TO DO NEXT]
- Hook for next video: [TEASER]

Note: B-roll suggestions, graphics needed, chapter markers.

Testimonial Video Question Guide

Create interview questions to extract great testimonial footage from customers:

Product: [PRODUCT/SERVICE]
Customer: [WHO THEY ARE]
Goal: Highlight [SPECIFIC BENEFIT/TRANSFORMATION]

Pre-Interview Questions (get them comfortable):
1. [QUESTION]
2. [QUESTION]

Core Testimonial Questions (the money shots):
1. What was life like BEFORE [PRODUCT]?
2. What specific problem were you trying to solve?
3. Why did you choose us vs [COMPETITOR]?

4. What was the moment you realized it was working?

5. What specific results have you seen? (Get numbers)

6. How do you feel NOW vs before?

7. What would you tell someone considering this?

Editing Guide:

- Best quotes to pull: [SPECIFIC MOMENTS]

- B-roll to overlay: [VISUAL SUGGESTIONS]

- Music vibe: [MOOD]

- Optimal video length: [DURATION]

Video Hook Generator

Generate 20 video hooks for [TOPIC/PRODUCT]:

Platform: [PLATFORM]

Audience: [TARGET]

Video goal: [EDUCATION/ENTERTAINMENT/SALES]

Use these hook types:

- Question hooks: "Have you ever wondered..."

- Shock/surprise: "Most people don't know..."

- Bold claim: "I [DID SOMETHING IMPRESSIVE] in [TIMEFRAME]"

- Pattern interrupt: "[UNEXPECTED STATEMENT]"

- Story tease: "This is the story of how..."

- Problem agitation: "If you're struggling with..."

- Curiosity gap: "The secret to..."

For each hook, predict:

- Stop-scroll effectiveness (1-10)

- Best platform fit

- Follow-up structure

14. CRISIS MANAGEMENT & PROBLEM-SOLVING PROMPTS

Negative Comment Response Templates

Create response templates for negative comments/reviews:

Brand: [BRAND NAME]

Brand voice: [TONE]

Scenario 1: Customer complains about [COMMON ISSUE]
Response template:
- Acknowledge: [HOW TO VALIDATE THEIR CONCERN]
- Apologize (if appropriate): [WORDING]
- Resolve: [SOLUTION/NEXT STEPS]
- Take offline: [WHEN TO DM VS PUBLIC REPLY]

[CREATE TEMPLATES FOR 5+ COMMON SCENARIOS]

Include:
- Words to use / Words to avoid
- When to respond publicly vs privately
- How to turn complainers into advocates
- Red flags that need escalation

Crisis Communication Plan

Create a crisis communication plan for [POTENTIAL CRISIS]:

Brand: [BRAND NAME]
Stakeholders: [WHO NEEDS TO BE INFORMED]
Channels: [WHERE TO COMMUNICATE]

IF [CRISIS] HAPPENS:

Hour 1: Immediate response
- Who responds?
- What to say (holding statement template)
- Where to post
- Who to notify internally

Hours 2-6: Investigation & updates
- How to gather facts
- Update frequency
- Message adjustments based on findings

Day 2+: Resolution & prevention
- Resolution announcement template
- How to prevent future issues
- Reputation repair tactics
- When to resume normal content

Include: Pre-approved statement templates, approval workflow, media contact protocol.

Ad Account Suspension Appeal

My ad account was suspended on [PLATFORM] for [REASON/UNKNOWN].

Help me write an appeal:

Background:
- What I was advertising: [PRODUCT/SERVICE]
- What might have triggered it: [HYPOTHESIS]
- My account history: [GOOD STANDING/VIOLATIONS]

Appeal Letter Structure:
1. Professional opening acknowledging the suspension
2. Explanation of business and ad content
3. Address potential policy concerns
4. Steps taken to ensure compliance
5. Request for review and account restoration
6. Contact information

Tone: Professional, contrite (if applicable), factual, not defensive.

Budget Cut Scenario Planning

My ad budget is being cut by [%]. Help me maintain performance.

Current budget: $[AMOUNT]
New budget: $[AMOUNT]
Current campaigns: [DESCRIBE]
Current performance: [METRICS]

Create a survival plan:
1. What to cut first (lowest ROI activities)
2. What to double down on (highest ROI activities)
3. How to squeeze efficiency (optimization tactics)
4. What to shift to organic/free channels
5. Stakeholder communication (how to manage expectations)
6. New success metrics (if conversion volume drops)

Prioritize maintaining [MOST IMPORTANT METRIC].

15. BUDGET & ROI CALCULATION PROMPTS

Budget Allocation Strategy

Allocate a $[AMOUNT] monthly budget across channels:

Product: [PRODUCT/SERVICE]
Target: [AUDIENCE]
Goal: [PRIMARY OBJECTIVE]

Recommended channels:
- [CHANNEL 1]: $[AMOUNT] ([%]) - Rationale: [WHY]
- [CHANNEL 2]: $[AMOUNT] ([%]) - Rationale: [WHY]
- [CHANNEL 3]: $[AMOUNT] ([%]) - Rationale: [WHY]
- [CHANNEL 4]: $[AMOUNT] ([%]) - Rationale: [WHY]

Include:
- Testing budget ([%] of total)
- Buffer for scaling winners ([%])
- Timeline to evaluate and rebalance
- What metrics determine reallocation

ROI & ROAS Calculator

Calculate ROI/ROAS for my campaign:

SPEND:
- Ad spend: $[AMOUNT]
- Creative costs: $[AMOUNT]
- Tools/software: $[AMOUNT]
- Labor/time: $[AMOUNT]
Total investment: $[TOTAL]

REVENUE:
- Direct sales: $[AMOUNT]
- Average order value: $[AMOUNT]
- Number of conversions: [NUMBER]
- Lifetime value per customer: $[AMOUNT]

Calculate:
1. ROI: [(Revenue - Investment) / Investment] × 100

2. ROAS: Revenue / Ad Spend

3. Payback period: [MONTHS TO BREAK EVEN]

4. Is this profitable? At what scale?

5. What metrics need to improve for profitability?

Cost Per Acquisition (CPA) Target

Calculate my target CPA for [PRODUCT/SERVICE]:

PRODUCT ECONOMICS:
- Selling price: $[AMOUNT]

- Cost of goods sold: $[AMOUNT]

- Gross margin: $[AMOUNT] ([%])

- Average customer lifetime value: $[AMOUNT]

- Target profit margin: [%]

CALCULATE:
1. Maximum acceptable CPA (one-time purchase)

2. Maximum acceptable CPA (with LTV considered)

3. CPA targets for profitability at different scales

4. What conversion rate do I need at current CPC?

5. What CPC do I need at current conversion rate?

Given current: CPC $[AMOUNT], Conversion rate [%]

Break-Even Analysis

When will my campaign break even?

INITIAL INVESTMENT:
- Campaign setup: $[AMOUNT]

- Creative production: $[AMOUNT]

- First month ad spend: $[AMOUNT]
Total: $[TOTAL]

ONGOING COSTS:
- Monthly ad spend: $[AMOUNT]

- Monthly overhead: $[AMOUNT]

REVENUE:
- Average order value: $[AMOUNT]

- Gross margin: [%]

- Current conversion rate: [%]

- Current monthly conversions: [NUMBER]

Calculate:

1. Break-even point (months)

2. Break-even conversions needed

3. What needs to improve to break even faster?

4. Profitability forecast (months 1-12)

Lifetime Value (LTV) Calculation

Calculate customer LTV for [BUSINESS MODEL]:

PURCHASE BEHAVIOR:
- Average order value: $[AMOUNT]
- Purchase frequency: [X times per YEAR/MONTH]
- Customer lifespan: [X MONTHS/YEARS]
- Gross margin: [%]

RETENTION:
- Month 1 retention: [%]
- Month 6 retention: [%]
- Month 12 retention: [%]

CALCULATE:
1. Simple LTV (AOV × Frequency × Lifespan × Margin)
2. Cohort-based LTV (with retention curve)
3. Discounted LTV (with time value of money)
4. How much can I spend to acquire a customer?
5. At what LTV:CAC ratio am I profitable?

BONUS: META PROMPTS (Prompts to Create Better Prompts)

Prompt Improver

Improve this marketing prompt for better AI outputs:

[PASTE YOUR EXISTING PROMPT]

Make it:

1. More specific (add context)

2. Include constraints (word count, tone, format)

3. Add examples of desired output style

4. Clarify success criteria

5. Break complex requests into steps

Output the improved version.

Custom Prompt Generator

I need a prompt for [SPECIFIC MARKETING TASK].

Generate a comprehensive prompt template that includes:
- Context/background fields
- Specific inputs required
- Desired output format
- Quality criteria
- Examples of good vs bad outputs

Make it reusable for similar tasks.

Prompt Chain Builder

I need to accomplish [COMPLEX MARKETING GOAL].

Break this into a chain of prompts:

Prompt 1: [FIRST STEP]
- Input: [WHAT YOU NEED]
- Output: [WHAT IT PRODUCES]

Prompt 2: [USES OUTPUT FROM PROMPT 1]
- Input: [OUTPUT FROM PROMPT 1]
- Output: [WHAT IT PRODUCES]

[CONTINUE CHAIN]

This creates a systematic workflow where each prompt builds on the last.

HOW TO GET THE MOST FROM THESE PROMPTS

TIPS FOR SUCCESS:

1. **Be Specific:** Replace ALL [BRACKETS] with detailed information. Generic input = generic output.

2. **Iterate:** First AI response is your first draft. Ask follow-up questions to refine.

3. **Add Examples:** Show AI what "good" looks like by pasting examples of your favorite ads/content.

4. **Set Constraints:** Word counts, tone, format requirements help AI stay focused.

5. **Test & Refine:** Save prompts that work well. Tweak ones that don't.

6. **Combine Prompts:** Use multiple prompts in sequence for complex projects.

7. **Save Your Best:** Build a personal prompt library with your modifications.

CUSTOMIZATION TEMPLATE

Want to adapt any prompt to your specific situation? Use this:

Take this marketing prompt and customize it for:

Industry: [YOUR INDUSTRY]
Product/Service: [DESCRIPTION]
Target Audience: [DEMOGRAPHICS + PSYCHOGRAPHICS]
Unique constraints: [BUDGET, TIMELINE, PLATFORM LIMITS, ETC.]
Brand voice: [TONE AND STYLE]

[PASTE THE ORIGINAL PROMPT]

Rewrite it to be hyper-specific to my situation.

Last Updated: October 2025

Total Prompts: 100+

Categories: 15

Created For: Digital Marketing Students & Professionals

Purpose: Eliminate blank page syndrome. Start creating faster.

Pro Tip: Bookmark this document. Come back whenever you're stuck. These prompts are your creative springboard.

Want even more prompts?

Save this template to generate infinite variations:

I need [NUMBER] prompts for [MARKETING TASK] that help me [SPECIFIC GOAL].

Each prompt should include:
- Clear inputs needed
- Expected output format
- Success criteria
- Use case example

Make them reusable and adaptable.

Now go create something awesome! ☕