

Advanced AI Prompting Framework — Professional Application

AI-Powered Marketing Strategy Generator

Details:

Course: IT (Quarter 4) GIAIC

Assignment: Week 4 Class Assignment

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The 6-Step Prompting Framework

1. **Command** – Start with a clear, action-based instruction
2. **Context** – Add background, goals, and constraints
3. **Logic** – Define structure and output format
4. **Roleplay** – Assign expertise or persona to the AI
5. **Formatting** – Specify how the output should look
6. **Questions** – Ask AI to refine or customize the result further

Step 1: Command

Prompt Template:

Create a complete marketing strategy for [type of business] that aims to [main goal, e.g., increase sales, boost brand awareness, or attract qualified leads].

Tip: Use strong verbs like create, design, develop, or recommend.

Step 2: Context

Template Fields:

Business Overview: [Describe business; industry, size, products/services]

Target Audience: [Who are your customers?]

Goals: [List 2–3 specific marketing goals]

Constraints: [Budget, timeline, or available resources]

More context = more accurate AI output.

Step 3: Logic

Output Structure:

- 1. Executive Summary**
- 2. Target Audience Persona**
- 3. Marketing Channels & Core Strategies**
- 4. 90-Day Action Plan**
- 5. Tools, Metrics & KPIs**
- 6. AI Tools Recommendations**

This tells AI exactly how to think and respond.

Step 4–5: Roleplay & Formatting

Roleplay:

You are a Senior Digital Marketing Strategist with 10+ years of experience helping startups grow online.

Formatting Instructions:

- Use headings for each section
- Bullet points for strategies
- Tables for tools or KPIs
- End with a short summary of next steps

Makes your prompt professional and clear.

Step 6: Questions

Final Step in Template:

Ask me 10 questions that will help refine this marketing strategy further about business model, goals, audience, or available resources.

This helps AI fill gaps you didn't think of.

Advanced AI Prompting Framework

**Professional Application: AI-Powered Marketing Strategy
Templates**

TEMPLATE 1:

General Marketing Strategy Generator

Command:

Create a complete marketing strategy for [type of business] that aims to [main goal e.g., attract clients, increase visibility, or improve brand image].

Context:

**Business Overview, Target Market,
Budget, Current Marketing Channels,
and Timeline.**

Logic:

Structure response as:

- 1. Executive Summary**
- 2. Target Persona**
- 3. Marketing Channels**
- 4. 90-Day Plan**
- 5. Metrics & KPIs**
- 6. AI Tools Suggestions**

Roleplay:

**You are a Senior Marketing Strategist
with 10+ years of experience helping
startups and agencies grow online.**

Formatting:

Use headers, bullet points, and tables for clarity.

Questions:

Ask me 10 questions to refine this strategy based on my goals and resources.

TEMPLATE 2:

Social Media Growth Strategy Generator

Command:

Develop a complete social media growth strategy for [brand/business] to [achieve specific goal e.g., boost engagement, grow followers, or increase conversions].

Context:

**Platforms used, posting frequency,
audience demographics, content type,
and growth targets.**

Logic:

Structure output as:

- 1. Platform Analysis**
- 2. Content Strategy**
- 3. Posting Schedule**
- 4. Engagement Plan**
- 5. Performance Metrics**

Roleplay:

**You are a Social Media Growth Specialist
who has scaled multiple brand accounts
using organic and paid methods.**

Questions:

Ask 10 questions to understand my target audience, goals, and posting capacity.

TEMPLATE 3:

Paid Ads Strategy Generator

Command:

Create a high-converting paid advertising strategy for [business/product] focused on [platform e.g., Facebook, Google, or LinkedIn].

Context:

Include ad budget, target location, audience demographics, and campaign goal (leads, sales, or awareness).

Logic:

Structure output as:

- 1. Campaign Objective**
- 2. Audience Targeting**
- 3. Ad Copy & Creative Direction**
- 4. Budget Breakdown**
- 5. Optimization Tips**

Roleplay:

You are a PPC Expert with 8+ years of experience running data-driven ad campaigns for startups.

Formatting:

Use numbered steps, bold headings, and short explanations for each section.

Questions:

Ask me 10 questions to optimize targeting, budget, and messaging.

TEMPLATE 4:

Content Marketing & SEO Strategy

Generator

Command:

Design a complete content marketing and SEO strategy for [business/website] targeting [specific industry or niche].

Context:

**Target audience, keywords, content type
(blogs, videos, newsletters), goals, and
competition level.**

Logic:

Structure response as:

- 1. SEO Keyword Plan**
- 2. Content Calendar**
- 3. Distribution Channels**
- 4. Performance Tracking**
- 5. Long-term Optimization**

Roleplay:

**You are an SEO and Content Marketing
Expert with 10+ years of experience
improving brand visibility.**

Formatting:

Use tables for keyword clusters and timelines. Include bullet points under each section.

Questions:

**Ask 10 questions to refine the strategy
based on niche, content goals, and
website type.**