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ADVANCED AI

PROMPTING GUIDE FOR CONTENT MARKETERS

*This is a resource for the full course:
AI for Strategic Content Marketing on Maven.com.*

From Lisa Peyton

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1. Introduction

Welcome to the Advanced AI Prompting Guide for Content Marketers. This guide is designed to help you harness the power of AI, particularly Large Language Models (LLMs), to enhance your content marketing efforts.

As AI technology rapidly evolves, one of the most powerful skills you can develop is the ability to effectively communicate with AI tools. This guide will teach you how to craft prompts that yield the best results for your content marketing needs.

The landscape of AI tools for marketers is vast and constantly evolving. Instead of trying to master every tool, this guide will focus on a revolutionary approach: using AI to help you write prompts for other AI tools. This method allows you to leverage the intelligence of AI to improve your interactions with various platforms, from content generation to image creation.

We'll start with the easiest method - having an AI write prompts for you - and then delve into more advanced techniques. By the end of this guide, you'll be equipped with the knowledge and skills to create effective prompts for a wide range of content marketing tasks.

Remember, the key to success with AI tools is not just in selecting the right tool, but in learning how to effectively communicate with and leverage these tools through well-crafted prompts. Let's begin this exciting journey into the world of AI-assisted content marketing!





2.

Getting Started: Using AI to Write Your Prompts

The easiest way to create effective prompts is to ask an AI to do it for you. Here's a step-by-step guide to get you started:

Step 1:

Choose your AI assistant for this guide, we'll use Claude, but you can use ChatGPT, Google Gemini, or another LLM of your choice.

Step 2:

Clearly define your marketing objective. Before asking the AI to write a prompt, you need to know what you want to achieve. For example:

- Generate blog post ideas
- Create social media content
- Analyze competitor strategies
- Develop a content calendar

Step 3:

Ask the AI to write a prompt for your objective. Here's a template you can use:

“I need to [your marketing objective]. Can you write an effective prompt for an AI assistant to help me accomplish this task? **”**

Example: I need to create a month's worth of social media content for an eco-friendly clothing brand. Can you write an effective prompt for an AI assistant to help me accomplish this task?

Claude: Certainly! Here's an effective prompt you can use with an AI assistant to create a month's worth of social media content for an eco-friendly clothing brand:

"As an experienced social media manager for an eco-friendly clothing brand, create a comprehensive content plan for the next 30 days. The plan should include:

- 1 A content calendar with daily posts for Instagram, Facebook, and Twitter
- 2 For each post, provide:
 - The platform (Instagram, Facebook, or Twitter)
 - The type of content (image, video, carousel, story, reel, etc.)

- A brief description of the visual content
 - The full text for the post, including relevant hashtags
 - The best time to post based on general social media engagement trends
- 3** Ensure the content mix includes:
- Product showcases highlighting eco-friendly materials and production processes
 - Behind-the-scenes glimpses of sustainable manufacturing
 - User-generated content ideas and prompts for followers
 - Educational posts about sustainable fashion and environmental issues
 - Engagement posts (questions, polls, contests) to boost interaction
 - Influencer collaboration ideas
- 4** Incorporate the following brand elements:
- Brand voice: Friendly, informative, and passionate about sustainability
 - Color scheme: Earth tones with pops of vibrant greens and blues
 - Key messages: Sustainability, quality, ethical production, and timeless style
- 5** Suggest at least 5 themed content series that can be used throughout the month (e.g., 'Sustainable Fabric Spotlight', 'Eco-Stylist Tips', 'Customer Sustainability Stories')
- 6** Include ideas for boosting engagement and followers, such as hashtag campaigns, user-generated content contests, or partnerships with eco-focused influencers.

Please organize this information in a clear, easy-to-follow format that can be easily adapted into a working social media content calendar."

This prompt provides a comprehensive framework for creating a month's worth of social media content for an eco-friendly clothing brand. It covers all the essential elements: content types, posting frequency, brand voice, key themes, and strategies for engagement. **You can modify this prompt as needed to better fit your specific brand and objectives.**

3.

Understanding Different AI Tools for Marketing

As a content marketer, you have access to various AI tools that can enhance your work. Understanding these tools will help you craft more effective prompts and leverage AI to its fullest potential. Here's an overview of key AI tools for marketing, along with example prompts for each:

Large Language Models (LLMs) LLMs are the powerhouses behind AI writing and analysis. They can understand and generate human-like text, making them ideal for various marketing tasks.

Example: ChatGPT (OpenAI), Claude (Anthropic), Google Gemini, Llama 2 (Meta)

Use cases: Content creation, market research and analysis, customer persona development, SEO keyword research and optimization

Example prompt for Claude: "As an experienced content marketer, create a detailed buyer persona for our eco-friendly clothing brand. Include demographics, psychographics, pain points, and preferred communication channels. Base this on our target market of environmentally conscious millennials in urban areas."

AI-Powered Marketing Platforms These specialized tools integrate AI capabilities into marketing-specific functions.

Example: Jasper, Copy.ai, MarketMuse, HubSpot's AI tools

Use cases: Automated content creation, SEO optimization, email marketing automation, customer segmentation and personalization

Example prompt for Jasper: Using Jasper's Blog Post Workflow: "Create a 1500-word article on '10 Ways to Build a Sustainable Wardrobe'. Include an attention-grabbing introduction, 10 clearly defined points with subheadings, and a compelling conclusion with a call-to-action. Optimize the content for the keyword 'sustainable fashion tips'."

Image and Video Generation Tools These AI tools can create, edit, or enhance visual content for your marketing campaigns.

Example: DALL-E, Midjourney, Canva AI, Runway ML

Use cases: Creating custom images for social media, generating product mockups, producing video content, enhancing existing visuals

Example prompt for Midjourney : "A flat lay composition for Instagram featuring eco-friendly fashion accessories. Include a bamboo sunglasses case, a recycled plastic watch, cork wallet, and organic cotton scarf. Arrange items on a light wooden background with a potted succulent for a pop of green. Soft natural lighting, overhead view. Use a pastel color palette. High-resolution, lifestyle product photography style. --ar 1:1"

AI-Enhanced Analytics Tools These tools use AI to provide deeper insights into your marketing performance.

Example: Google Analytics 4 with AI capabilities, IBM Watson Analytics, Tableau with AI features

Use cases: Predictive analytics for campaign performance, customer behavior analysis, automated reporting and insights, anomaly detection in marketing data

Example prompt for Google Analytics 4 (using natural language query): "Show me the top 5 landing pages with the highest conversion rates for our eco-friendly clothing products over the last 30 days, segmented by traffic source."

When crafting prompts, consider which AI tool you're using and tailor your prompt to its specific capabilities. For example, when using Claude to write a prompt for Midjourney, you might say:

"Create a prompt for Midjourney to generate an image for our eco-friendly clothing brand's summer campaign. The image should showcase our sustainable swimwear line in a beach setting, emphasizing the beauty of nature and our commitment to protecting it."



4. Fundamental Prompting Techniques

Now that we've covered the basics of using AI to write prompts and understanding different AI tools, let's explore some fundamental prompting techniques. These techniques will help you get the most out of your AI assistants, whether you're using them to write prompts or to perform marketing tasks directly.

Be Clear and Specific Provide as much relevant information as possible to get accurate and useful responses.

Example: Weak prompt: "Write a blog post about eco-friendly fashion."

Strong prompt: "Write a 1000-word blog post about the top 5 sustainable materials used in eco-friendly fashion, including their environmental impact and care instructions. Target audience: environmentally conscious millennials interested in fashion."

Use the Persona Technique Ask the AI to adopt a specific role or perspective to get more tailored responses.

Example: "As an experienced content marketing manager for a sustainable fashion brand, create a content calendar for the next month, focusing on showcasing our eco-friendly production processes."

Provide Context Give background information to help the AI understand the bigger picture.

Example: "Our eco-friendly clothing brand has just launched a new line of recycled polyester activewear. We want to create a social media campaign that educates our audience about the benefits of recycled polyester while promoting the new products."

Specify the Desired Output Format Clearly state how you want the information presented.

Example: "Create a 5-point outline for a whitepaper on sustainable fashion trends. For each point, provide a brief description and one supporting statistic."

Use the Iterative Approach Start with a basic prompt and then ask follow-up questions or request modifications to refine the output.

Example: Initial prompt: "Generate 5 blog post ideas about sustainable fashion." Follow-up: "Great! For the third idea about upcycling, can you expand it into a detailed outline with 3 main sections and 2-3 subsections each?"

Leverage AI's Analytical Capabilities Ask the AI to analyze, compare, or evaluate information.

Example: "Analyze the content strategies of our top 3 competitors in the eco-friendly fashion space. Identify their most engaged topics, posting frequency, and unique approaches. Then, suggest 3 ways we can differentiate our content strategy."

Request Explanations or Rationales Ask the AI to explain its reasoning or provide justifications for its suggestions.

Example: "Suggest 3 influencer collaboration ideas for our sustainable fashion brand. For each idea, explain why it would be effective and how it aligns with our brand values."

Use the "Refine and Expand" Technique Ask the AI to improve upon its own output or expand on specific points.

Example: "You've provided a great outline for our sustainable fashion blog post. Can you now expand on the second point about circular fashion? Provide more details, examples, and potential statistics we could include."

Rhetorical “Rhet” Shot Engineering This technique, developed by Jeanne Beatrix Law, focuses on addressing key elements of communication to create more effective prompts. The method involves considering:

- | | |
|-----------------------------------|---|
| 1 Writing purpose | 5 Style for that genre/type |
| 2 Target audience | 6 Context of the text |
| 3 Tone for that audience | 7 Specific facts to include |
| 4 Genre or type of writing | 8 Minor editing considerations (length, sentence structure, grammar) |

By addressing these elements in your prompts, you can guide the AI to produce more tailored and effective content for your marketing needs.

Example: "As a content marketing manager (writing purpose) crafting a blog post for small business owners (target audience) interested in sustainable practices, use an informative yet encouraging tone. The post should be in the style of a how-to guide (genre) with a conversational yet professional style. Context: Many small businesses want to be more eco-friendly but are concerned about costs. Include specific facts about cost-effective sustainable practices and their long-term benefits. The post should be approximately 800 words long, use short paragraphs for readability, and maintain a positive, action-oriented voice throughout."

Source: Rhetorical Prompt Engineering Method by Jeanne Beatrix Law:

<https://www.coursera.org/learn/ai-for-professional-communication>
for readability, and maintain a positive, action-oriented voice throughout.

Google’s Prompting Framework Google’s guide for Gemini suggests focusing on four main areas when crafting effective prompts:

- 1** Persona: Define the role or perspective the AI should adopt
- 2** Task: Clearly state the specific action or output required
- 3** Context: Provide relevant background information or constraints
- 4** Format: Specify the desired structure or presentation of the output

Using this framework can help create more structured and effective prompts for various marketing tasks.

Example: "Persona: You are an experienced social media manager for a B2B tech company. Task: Create a week-long content calendar for LinkedIn. Context: Our target audience is C-level executives in the finance sector. We're launching a new AI-powered financial analytics tool next month. Format: Present the calendar in a table format with columns for date, post type, content, and optimal posting time."

Source: Google Gemini Prompting Guide::

<https://inthecloud.withgoogle.com/gemini-for-google-workspace-prompt-guide/dl-cd.html>

By mastering these fundamental techniques, you'll be able to craft more effective prompts and get better results from your AI assistants. In the next section, we'll explore more advanced prompting methods to further enhance your AI-assisted marketing efforts.



5.

Advanced Prompting Methods

As you become more comfortable with AI-assisted prompt writing, you can explore more sophisticated techniques to get even better results. Here are some advanced prompting methods:

Chain-of-Thought Prompting

Guide the AI through a step-by-step reasoning process to arrive at more complex solutions.

Example: "Let's develop a content strategy for our eco-friendly fashion brand's Q4 campaign. Please think through this step-by-step:

- 1 Analyze our previous Q4 performance and identify top-performing content themes.
- 2 Research current sustainable fashion trends for the upcoming season.
- 3 Consider our target audience's preferences and pain points during this time of year.
- 4 Develop 3-5 content pillars based on this analysis.
- 5 For each pillar, suggest specific content ideas for our blog, social media, and email marketing.
- 6 Propose a content calendar that balances these pillars across our channels."

Few-Shot Learning

Provide the AI with a few examples of the desired output to guide its response.

Example: "Create 3 more social media post ideas in the style of these examples:

- 1 'Did you know? Our organic cotton tees save 2,700 liters of water compared to conventional cotton. That's a whole lot of H₂O! 💧 #SustainableFashion #WaterConservation'
- 2 '🌿 Monday Motivation: Small choices, big impact. Choosing eco-friendly fashion isn't just stylish—it's a vote for the planet. What sustainable choice will you make today? #MondayMotivation #EcoFashion'
- 3 'Behind the Seams: Meet Maria, our lead designer who's passionate about turning recycled materials into runway-worthy pieces. [Image description: Maria in our design studio] #MeetTheTeam #UpcycledFashion"'

Meta-Prompting

Ask the AI to generate and refine its own prompts for a given task.

Example: "We need to create a series of blog posts about sustainable fashion. First, generate 5 prompts that could be used to create these blog posts. Then, analyze these prompts and create an improved, comprehensive prompt that combines the best elements of all 5."

Recursive Prompting

Use the output of one prompt as input for another to dive deeper into a topic or refine results.

Example: "First, create a list of 10 eco-friendly materials used in sustainable fashion. Then, for each material, generate a brief paragraph explaining its environmental benefits and any challenges in its production or use."

Role-Playing Scenarios

Ask the AI to adopt different personas or roles to generate diverse perspectives on a topic.

Example: "We're launching a new line of eco-friendly activewear. Please role-play the following personas and provide their perspective on our product launch strategy:

- 1** A sustainability-focused fashion influencer
- 2** A skeptical consumer who's new to sustainable fashion
- 3** A competitor's marketing manager
- 4** An environmental activist Provide insights from each perspective on how we can improve our launch strategy."

6.

Optimizing AI- Generated Prompts for Marketing

While AI can generate effective prompts, it's important to refine and optimize them for your specific marketing needs. Here are some strategies to enhance AI-generated prompts:

Align with Brand Voice and Values

Ensure the prompt reflects your brand's unique voice and core values.

Example: Original AI-generated prompt: "Create social media posts about our eco-friendly products."

Optimized prompt: "Create social media posts that showcase our eco-friendly products, emphasizing our brand's commitment to sustainability and our playful, optimistic voice. Include our signature use of earth-tone color palettes and nature-inspired imagery."

Incorporate Specific Marketing Objectives

Modify the prompt to align with your current marketing goals and KPIs.

Example: Original AI-generated prompt: "Write a blog post about sustainable fashion tips."

Optimized prompt: "Write a blog post about '5 Easy Sustainable Fashion Tips for Beginners' that encourages email newsletter sign-ups. Include a clear call-to-action for our newsletter and mention our beginner-friendly eco-fashion starter kit as an incentive for signing up."

Add Context and Data

Enhance the prompt with relevant context, data, or insights from your marketing analytics.

Example: Original AI-generated prompt: "Create an email campaign for our summer sale."

Optimized prompt: "Create an email campaign for our summer sale, targeting customers who have purchased winter items in the past year but haven't made a summer purchase. Use data showing that our linen dresses have the highest click-through rates in previous summer campaigns to inform the product focus."

Specify Content Structure and SEO Requirements

Modify the prompt to include specific content structures or SEO guidelines.

Example: Original AI-generated prompt: "Write an article about the benefits of organic cotton."

Optimized prompt: "Write a 1500-word article about the benefits of organic cotton, structured with an introduction, 5 main benefits as H2 subheadings, and a conclusion. Optimize for the keyword 'organic cotton benefits' with a keyword density of 1-2%. Include meta title and description suggestions."

Incorporate A/B Testing Elements

Modify prompts to generate variations for A/B testing.

Example: Original AI-generated prompt: "Create a Facebook ad for our new recycled polyester jacket."

Optimized prompt: "Create two variations of a Facebook ad for our new recycled polyester jacket. Variation A should focus on the environmental benefits, while Variation B should emphasize the performance features. Both should have the same call-to-action: 'Shop Now and Save 15%'. "

Refine for Multi-Channel Consistency

Adjust prompts to ensure consistency across different marketing channels.

Example: Original AI-generated prompt: "Create content about our sustainable manufacturing process."

Optimized prompt: "Create a cohesive content package about our sustainable manufacturing process, including:

- 1** A detailed blog post (800-1000 words)
- 2** Five social media posts each for Instagram, Twitter, and LinkedIn, with platform-specific copy and hashtag suggestions
- 3** An infographic summarizing key points for Pinterest and Facebook
- 4** A script for a 60-second YouTube video Ensure all content pieces maintain a consistent message and tone while optimizing for each platform's best practices."

By applying these optimization strategies, you can take AI-generated prompts and tailor them to create more effective, brand-aligned, and goal-oriented marketing content

7. AI Tool-Specific Prompting Strategies

Different AI tools may have unique strengths or specific ways of interacting. Here are some strategies for popular AI tools used in content marketing:

ChatGPT prompting best practices:

- 1 Be specific and detailed in your instructions**
- 2 Use system messages to set context**
- 3 Break down complex tasks into smaller prompts**
- 4 Leverage ChatGPT's ability to remember context within a conversation**

Example: "You are a content marketing specialist for an eco-friendly fashion brand. Create an outline for a blog post about sustainable materials used in our spring collection. Include sections on environmental impact, care instructions, and styling tips."

Google Gemini prompting techniques:

- 1 Use natural language in your prompts**
- 2 Provide clear context and constraints**
- 3 Specify desired output format**
- 4 Utilize Gemini's multimodal capabilities when appropriate**

Example: "As a digital marketing expert, analyze this image of our product packaging [insert image]. Suggest three ways we can optimize the design for better social media engagement. Provide your suggestions in bullet point format."

Claude prompting strategies:

- 1 Be clear about Claude's role or persona**
- 2 Provide relevant background information**
- 3 Use step-by-step instructions for complex tasks**
- 4 Leverage Claude's strong analytical capabilities**

Example: "You are a market research analyst specializing in the beauty industry. Review these survey results [insert data] from our recent customer feedback campaign. Identify the top three trends and explain their potential impact on our product development strategy."

Image generation prompting (e.g., DALL-E, Midjourney):

- 1 Be descriptive and specific about visual elements**
- 2 Specify style, mood, and artistic references**
- 3 Use keywords that align with the desired outcome**
- 4 Iterate based on generated results**

Example: "Create an abstract image representing sustainability and eco-friendly living. Use a color palette of greens and earth tones. Include elements that symbolize renewable energy, such as stylized wind turbines and solar panels. Incorporate organic shapes reminiscent of leaves and water droplets. The overall composition should feel balanced and harmonious, evoking a sense of hope and environmental responsibility. Style the image with a modern, minimalist aesthetic suitable for use as a background in a corporate presentation about green initiatives."

8. Additional Resources

Recommended courses and further learning:

- **Vanderbilt's Prompt Engineering for ChatGPT:**
<https://www.coursera.org/learn/prompt-engineering>
- **Rhetorical Prompt Engineering Method by Jeanne Beatrix Law:**
<https://www.coursera.org/learn/ai-for-professional-communication>
- **Google Gemini Prompting Guide:** Gemini for Google Workspace prompt guide
<https://inthecloud.withgoogle.com/gemini-for-google-workspace-prompt-guide/dl-cd.html>

AI prompting communities and newsletters:

- **AIPRM:** <https://www.aiprm.com/>
- **The Daily Prompt Newsletter:** <https://daily.promptperfect.xyz/>
- **The Neuron:** <https://www.theneurondaily.com/>



9. **Glossary of Key Terms**

- **Artificial Intelligence (AI):** The simulation of human intelligence in machines.
- **Generative AI:** AI systems capable of creating new content.
- **Large Language Model (LLM):** Advanced AI models trained on vast amounts of text data.
- **Natural Language Processing (NLP):** AI's ability to understand and generate human language.
- **Prompt:** An instruction or query given to an AI system to elicit a specific response.
- **Prompt Engineering:** The practice of designing and refining prompts for optimal AI responses.
- **Zero-shot prompting:** Asking an AI to perform a task without providing examples.
- **Few-shot prompting:** Providing a small number of examples to guide the AI's output.
- **Chain-of-thought prompting:** Breaking down complex tasks into a series of interconnected prompts.
- **Persona:** A role or character assigned to the AI in a prompt.
- **Context:** Background information provided in a prompt to guide the AI's understanding.
- **Iteration:** The process of refining prompts based on AI outputs to achieve desired results.
- **Tokens:** The individual units (usually parts of words) that AI models process. For example, "marketing" might be one token, while "unbelievable" might be split into "un", "believe", and "able".
- **Tokenization:** The process of breaking text into tokens for AI processing.
- **RAG (Retrieval-Augmented Generation):** A technique that combines information retrieval with text generation, allowing AI to access and use external knowledge.
- **Embeddings:** Dense vector representations of words or phrases that capture their meaning and relationships.
- **Fine-tuning:** The process of further training an AI model on specific data to specialize it for particular tasks.
- **Transfer learning:** Using knowledge gained from training on one task to improve performance on a different, related task.
- **Attention mechanism:** A technique that allows AI models to focus on specific parts of input data when generating output.
- **Transformer:** A type of neural network architecture that uses attention mechanisms, commonly used in state-of-the-art language models.
- **Hallucination (in AI):** When an AI generates plausible sounding but factually incorrect or nonsensical information.
- **Semantic search:** A search technique that aims to understand the intent and context of a query, not just keywords.
- **Multimodal AI:** AI systems that can process and generate multiple types of data (e.g., text, images, audio) simultaneously.
- **Prompt injection:** A security concern where malicious prompts are used to manipulate an AI's behavior.
- **Temperature (in AI generation):** A setting that controls the randomness and creativity of AI-generated content.

10. Appendix: Marketing-Specific Prompt Templates

"Gemini for Google Workspace Prompting Guide" (2024). Google LLC.

Law, J. B. (2024). "AI for Education: Rhetorical Prompt Engineering Method". Coursera.

Vanderbilt's Prompt Engineering for ChatGPT: <https://www.coursera.org/learn/prompt-engineering>. Coursera.

"The Daily Prompt Newsletter" (2024). **Prompt Perfect.** <https://daily.promptperfect.xyz/>

Appendix: Marketing-Specific Prompt Templates

Welcome to your go-to resource for crafting powerful, task-specific AI prompts for content marketing! This appendix is designed to help you leverage the capabilities of Large Language Models (LLMs) like Claude, ChatGPT, or Google Gemini to create highly effective prompts for your various marketing tasks.

The templates provided here are meta-prompts – prompts that ask an LLM to create prompts for you. By using these templates, you can generate robust, tailored prompts for specific marketing tasks. We recommend saving these generated prompts in an archive for future use and refinement.

Here's an example of how to use these templates:

Task: Creating a curated newsletter from a set of article links

Prompt to Claude (or another LLM): "I need to write a prompt for ChatGPT to help me create a curated newsletter from a set of article links. The prompt should instruct ChatGPT to summarize key points from each article, identify overarching themes, and suggest a compelling subject line and introduction for the newsletter. Please create a detailed prompt that I can use with ChatGPT for this task, including placeholders for the number of articles, target audience, and newsletter focus."

Claude's response might look something like this:

"Here's a prompt you can use with ChatGPT for creating a curated newsletter:

'You are an expert content curator and newsletter writer. I have [number] articles related to [newsletter focus] that I want to include in a newsletter for [target audience]. Please help me create this newsletter by:

Summarizing the key points of each article in 2-3 sentences.

Identifying 3-5 overarching themes or trends across the articles.

Suggesting a compelling subject line for the newsletter (50 characters or less).

Writing an engaging introduction paragraph (100 words max) that highlights the value of the curated content.

Proposing a structure for the newsletter that groups the articles logically.

Recommending one call-to-action to include at the end of the newsletter

Here are the article links: [Insert links]

Please ensure the content is tailored to our [target audience] and aligns with our newsletter's focus on [newsletter focus].'

You can now use this prompt with ChatGPT, filling in the placeholders with your specific details, to generate a well-structured, curated newsletter."

Now, let's explore templates for various marketing tasks. Remember to adjust the variables (in brackets) according to your specific needs:

- 1 Content Ideation:** "Create a prompt for [LLM name] to generate content ideas for [content type] about [topic/product]. The prompt should instruct the AI to consider [target audience], [brand voice], and [marketing goals]. Include directions for the AI to provide [number] ideas, each with a headline, brief description, and potential keywords."
- 2 Social Media Strategy:** "Develop a prompt for [LLM name] to create a social media strategy for [platform] to promote [product/service]. The prompt should guide the AI to suggest post types, optimal posting times, hashtag strategies, and engagement techniques tailored for [target audience]. Include instructions for the AI to provide a week-long content calendar with specific post ideas."
- 3 Email Marketing Campaign:** "Craft a prompt for [LLM name] to design an email marketing campaign for [product/service launch/promotion]. The prompt should direct the AI to create subject lines, email body content, and call-to-action suggestions for a series of [number] emails. Ensure the prompt asks for strategies to improve open rates and click-through rates for [target audience]."
- 4 SEO Optimization:** "Generate a prompt for [LLM name] to optimize a [webpage/blog post] for SEO. The prompt should instruct the AI to suggest relevant keywords, meta descriptions, header optimizations, and internal linking strategies. Include directions for the AI to explain its recommendations and how they align with current SEO best practices."
- 5 Competitor Analysis:** "Create a prompt for [LLM name] to conduct a competitor analysis for [your company] in the [industry] market. The prompt should guide the AI to analyze [number] top competitors, focusing on their content strategy, social media presence, and unique selling propositions. Include instructions for the AI to suggest areas where [your company] can differentiate itself."

- 6 Customer Persona Development:** "Develop a prompt for [LLM name] to create detailed customer personas for [product/service]. The prompt should instruct the AI to include demographics, psychographics, pain points, goals, and preferred communication channels. Ensure the prompt asks the AI to base these personas on [industry data/customer surveys/market research]."
- 7 Content Repurposing:** "Craft a prompt for [LLM name] to repurpose [original content type] into [new content type]. The prompt should guide the AI to extract key points, adapt the tone and style for the new format, and suggest ways to optimize the repurposed content for [target platform/audience]. Include instructions for maintaining brand consistency across different formats."
- 8 Marketing Campaign Concept:** "Generate a prompt for [LLM name] to create a marketing campaign concept for [product/service]. The prompt should direct the AI to develop a campaign theme, tagline, key messaging points, and suggested channels for promotion. Ensure the prompt asks the AI to consider [target audience], [brand values], and [campaign objectives]."
- 9 Content Performance Analysis:** "Create a prompt for [LLM name] to analyze the performance of [content type] across [platforms]. The prompt should instruct the AI to identify top-performing content, suggest reasons for its success, and recommend ways to improve underperforming content. Include directions for the AI to propose KPIs for future content evaluation."
- 10 Influencer Marketing Strategy:** "Develop a prompt for [LLM name] to create an influencer marketing strategy for [product/service]. The prompt should guide the AI to suggest criteria for selecting influencers, ideas for collaboration, and methods to measure campaign success. Ensure the prompt asks the AI to consider [target audience], [campaign goals], and [brand guidelines]."

Remember, these templates are starting points. Feel free to modify them based on your specific needs and the capabilities of the LLM you're using. Happy prompting!

