

PromptFlow

Smarter prompts. Better flow.

Marketing Prompts Pack

€19



Boost your marketing strategy with AI

Welcome to the Marketing Prompts Pack! This collection of 10 professional prompts is designed for marketers, entrepreneurs, and small businesses who want to improve their marketing with AI.

What you get?

- 10 ready-to-use prompts for diverse marketing tasks
- Detailed explanation and usage instructions per prompt
- Practical examples and tips for optimal results
- Directly usable in ChatGPT, Claude, or other AI tools

1

Facebook Ad Headlines Generator

Create multiple variants of compelling ad headlines to test which converts best. Perfect for A/B testing and increasing your CTR (Click-Through Rate).

I need 5 compelling Facebook ad headlines for [PRODUCT/SERVICE].
Context: - Audience: [describe your ideal customer] - Main benefit: [primary benefit of your product] - Unique selling point: [what makes you different] - Tone of voice: [professional/casual/energetic/etc.]
Create headlines that: 1. Grab attention immediately 2. Emphasize the main benefit 3. Spark curiosity 4. Are short and punchy (max 40 characters) 5. Contain an emotional trigger

Example

"Ik heb 5 overtuigende Facebook ad-headlines nodig voor online fitness coaching. Doelgroep: drukke professionals 30-45 jaar. Belangrijkste voordeel: resultaten in 20 minuten per dag. USP: gepersonaliseerde AI-trainingsplannen. Tone: motiverend en toegankelijk."

🌟 Pro Tips

Always test multiple headlines. Use numbers ("5 reasons", "30 days") for credibility. Add urgency with words like "now", "today", or "limited".

2

Value Proposition Creator

Develop clear, unique value propositions that differentiate your brand and resonate with your audience.

Generate 10 unique value propositions for [BRAND/COMPANY]. Company info: - What we do: [core activity] - For whom: [audience description] - Main problem we solve: [pain point] - Our approach: [what makes you unique] - Desired outcome for customer: [end result] Make value propositions that: - Clearly communicate the benefit - Stand out from competitors - Appeal emotionally - Are understandable in one sentence - Contain a promise

Example

"Generate 10 value propositions for an eco-friendly cleaning company. What we do: professional office cleaning. For whom: sustainable companies in Amsterdam. Problem: chemical products harm the environment and health. Our approach: 100% natural products + CO2-neutral service."

🌟 Pro Tips

Gebruik de formule: [Specifiek resultaat] voor [specifieke doelgroep] door [unieke methode]. Test je proposities met echte klanten voordat je ze definitief maakt.

3

Social Media Launch Plan

Plan a complete 7-day social media campaign for a successful product launch with consistent messaging and maximum impact.

Create a detailed 7-day social media plan for the launch of [PRODUCT/SERVICE]. Product details: - Name and description: [details] - Launch date: [date] - Audience: [who] - Platforms: [Instagram/LinkedIn/TikTok/Facebook] - Key features: [list] - Launch special: [offer/discount] For each day provide: 1. Post idea with specific content 2. Optimal post timing 3. Caption suggestion 4. Relevant hashtags 5. Call-to-action 6. Visual suggestion (photo/video/carousel) Days: 3 teaser days Launch day 3 follow-up days

🌟 Pro Tips

Begin met "coming soon" teasers om anticipatie op te bouwen. Gebruik countdown stickers op Instagram. Plan je belangrijkste post op de dag met hoogste engagement voor je account.

4

Re-engagement Email Campaign

Win inactieve klanten terug met een doordachte email sequence die waarde biedt en ze motiveert om opnieuw actie te ondernemen.

Schrijf een 3-email re-engagement campagne voor klanten die [TIJDSPERIODE] niet actief zijn geweest. Bedrijfscontext: - Wat we verkopen: [product/dienst] - Vorige interactie was: [laatste aankoop/activiteit] - Reden inactiviteit (vermoedens): [redenen] - Wat we bieden: [nieuwe features/producten/voordelen] - Speciale aanbieding: [incentive om terug te komen] Email 1 (Dag 1): "We missen je" - vriendelijke reminder Email 2 (Dag 4): Waarde/educatie - wat ze hebben gemist Email 3 (Dag 7): Exclusieve aanbieding - laatste kans Elk email moet hebben: - Pakkende onderwerpregel - Persoonlijke aanhef - Korte, scannbare content - Duidelijke CTA - P.S. met extra incentive

✦ Pro Tips

Gebruik de klant zijn naam en refereer naar hun laatste aankoop. Test verschillende onderwerpregels. Maak unsubscribe makkelijk - het is beter dan spam markering.

5

Review-to-Marketing Message Converter

Transform klantreviews in krachtige marketing boodschappen die sociale bewijskracht leveren en nieuwe klanten overtuigen.

Analyseer deze klantreviews en vat ze samen in 3 krachtige marketing messages: [PLAK HIER 5-10 KLANTREVIEWS] Output gewenst: 1. Identificeer de 3 meest genoemde voordelen/thema's 2. Formuleer deze als korte, pakkende marketing messages 3. Voeg een klantquote toe bij elke message (letterlijk uit reviews) 4. Geef aan hoe je elke message kunt gebruiken (website/ads/social) Maak de messages: - Authentiek (gebaseerd op echte feedback) - Specifiek (geen vage claims) - Emotioneel resonierend - Gemakkelijk te onthouden

Example Output

Message 1: "Bespaar 10+ uur per week" - Gebruik op homepage hero section

Message 2: "Eindelijk begrijpelijke analyses" - Perfect voor LinkedIn posts

Message 3: "ROI binnen 2 maanden" - Krachtig voor sales conversations

🌟 Pro Tips

Update je marketing messages elk kwartaal met nieuwe reviews. Gebruik specifieke cijfers en resultaten uit reviews. Vraag toestemming voordat je klanten quotes publiekelijk gebruikt.

6

Landing Page Outline Builder

Build a conversion-optimized landing page structure with all essential elements for maximum conversion.

Write a complete landing page outline for [OFFER/PRODUCT]. Offer details: - What you offer: [description] - Audience: [who] - Price/investment: [amount] - Key benefits: [3-5 benefits] - Unique differentiator: [USP] - Guarantee/assurance: [what you offer] - Social proof available: [testimonials/numbers/logos] Make an outline with these sections: 1. Hero section (headline + subheadline + CTA + hero image) 2. Problem section (identify pain points) 3. Solution section (how you solve it) 4. Features & Benefits (what + why it matters) 5. Social Proof (testimonials/cases/numbers) 6. How It Works (3-5 steps) 7. Pricing (clear and transparent) 8. FAQ (5 most common objections) 9. Final CTA (urgency + final push) For each section provide: - Concrete copy suggestions - Visual ideas - CTA buttons where relevant

🌟 Pro Tips

Zet je sterkste voordeel in de headline. Gebruik cijfers en specifieke resultaten. Test verschillende CTA button teksten. Zorg dat de pagina mobile-friendly is - 60%+ traffic is mobile.

7

Brand Slogan Generator

Develop memorable slogans that strengthen your brand identity and stick with your audience.

Generate 5 unique slogan ideas for [BRAND/COMPANY]. Brand information:

- Industry: [e.g., sustainable fashion]
- Brand values: [what matters to you]
- Audience: [demographic + psychographic]
- Brand voice: [traits: trendy/serious/playful/etc.]
- Mission: [why your brand exists]
- Competition: [who are the others + their slogans]

Slogan criteria:

- Short (max 5-7 words)
- Memorable (sticks)
- Unique (differentiated from competition)
- Timeless (not trend-sensitive)
- Meaningful (says something about your value)
- Easy to pronounce

For each slogan provide:

1. The slogan itself
2. Rationale: why it works
3. In which context to use it
4. Possible variations

🌟 Pro Tips

Test je slogan door hem hardop uit te spreken. Google de slogan om te checken dat hij uniek is. Vraag feedback van mensen die je merk NIET kennen - zij zijn objectiever.

8

Blog Content Ideas Generator

Generate a list of SEO-friendly blog topics that drive traffic and showcase your expertise.

List 10 blog post ideas to promote [PRODUCT/SERVICE]. Context: - Product/service: [what you sell] - Audience: [who reads these blogs] - Their biggest challenges: [problems they have] - Keywords/topics: [SEO keywords if known] - Content goal: [awareness/education/conversion] - Current content: [what you already have] For each blog post idea provide: 1. Working title (SEO-friendly) 2. Hook/intro suggestion 3. Key points to cover (outline) 4. How it links to your product (subtle) 5. Target keywords 6. Estimated search volume/interest 7. Content format (how-to/list/case study/etc.) 8. Call-to-action suggestion Mix different content types: - Educational (80%) - Promotional (20%)

🌟 Pro Tips

Gebruik tools zoals AnswerThePublic voor vraag-ideeën. Kijk naar concurrentie blogs met tools als Ahrefs. Schrijf evergreen content die jaren relevant blijft.

9

Product Description Writer

Write compact yet persuasive product descriptions that turn features into benefits and drive sales.

Write a compelling product description of max 100 words for [PRODUCT].
Product information: - Product name: [name] - Category: [what it is] -
Key features: [technical specs/properties] - Who it is for: [audience]
- Biggest benefit: [why buy] - Unique aspect: [differentiating
element] - Price positioning: [budget/mid/premium] The description
must: 1. Start with the main benefit (not a feature) 2. Features
omzetten naar voordelen ("duurzaam materiaal" → "gaat jaren mee") 3.
Trigger emotion (how the customer feels after purchase) 4. Be specific
(numbers, details) 5. End with a subtle call-to-action 6. Be scannable
(short sentences) 7. Integrate SEO keywords naturally Tone:
[professional/casual/luxury/approachable]

Example Structuur

Sentence 1: Biggest benefit/transformation

Sentences 2-3: Key features as benefits

Sentence 4: Social proof/trust element

Sentence 5: Emotional trigger/use case

Sentence 6: Soft CTA

🌟 Pro Tips

Gebruik "je/jij" in plaats van "u" voor warmere tone (tenzij zeer formeel). Voeg sensory woorden toe (zacht, krachtig, strak). Test verschillende versies met A/B testing.

10

Brand Voice Guide Creator

Develop a clear brand voice guide so all communication stays consistent, regardless of who creates content.

Create a practical brand voice guide for [COMPANY]. Company context: - What we do: [core activity] - Audience: [who] - Brand values: [3-5 core values] - Current tone (if any): [description] - Inspiring brands: [who does it well in your eyes] - What we DO NOT want to be: [traits to avoid] Create a guide with: 1. VOICE ATTRIBUTES - 4 attributes that define our voice - Voor elk: definitie + DO's en DON'Ts - Example zinnen die passen (en niet passen) 2. LANGUAGE USE - Vocabulary preferences (formal/informal) - Words we DO use - Words we DO NOT use - Grammar style (long/short sentences, active/passive) 3. PRACTICAL EXAMPLES - Email opening/closing - Social media post style - Customer service responses - Marketing copy tone 4. EMOJI & PUNCTUATION - Emoji usage (yes/no, when) - Exclamation marks policy - Humor level Make it actionable and easy to follow for everyone on the team.

✦ Pro Tips

Test je brand voice door oude content te herschrijven. Deel de guide met je hele team. Update elk jaar op basis van feedback en merkevolutie. Voeg real-life voorbeelden toe van jullie beste content.

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💡 *Tip: Save this document and use it as a reference for all your marketing projects*