

Best Practices & Pitfalls — Marketing Prompts

Top 10 Best Practices

1. **Assign a role and audience** in Context to steer vocabulary and tone.
2. **Use strong verbs** with measurable outcomes (e.g., justify, quantify).
3. **Specify sections/tables** and impose word or bullet limits.
4. **Include a verification checklist** to reduce hallucinations.
5. **Prefer few-shot** when tone or compliance matters; provide exemplars.
6. **Caveat numbers** and insert placeholder citations for later validation.
7. **State Risks & Assumptions** alongside deliverables.
8. **Keep outputs scannable:** use headings and bullets.
9. **Save templates** with placeholders so prompts are reusable.
10. **Iterate with a rubric:** score outputs and refine the prompt.

Top 10 Pitfalls and Fixes

1. *Vague verbs* → Replace with rank, score, justify, quantify.
2. *No limits* → Add bullet/word counts and deadlines.
3. *Hype claims* → Require caveats and citation placeholders.
4. *Tone drift* → Provide exemplar posts and use few-shot.
5. *One-off outputs* → Add [placeholders] so the template can be reused.
6. *No metrics* → Put measurable criteria into the Task.
7. *Long prompts* → Cut filler; keep only behavior-changing constraints.
8. *Hidden risks* → Explicitly list Risks & Assumptions.
9. *Unsupported numbers* → Replace with cautious ranges.
10. *Mixed audiences* → Fix a single audience and use their vocabulary.