Vibe Marketing Prompt Library

Tech Horizon Academy
Your Complete Collection of AI Marketing Prompts

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Social Media Content Creation

1. Instagram Caption Generator

Tier: Starter+
Use Case: Create engaging Instagram captions with hashtags

```
Act as a social media expert specializing in Instagram marketing. Create 5
engaging Instagram captions for [PRODUCT/SERVICE] targeting [AUDIENCE]. Each
caption should:
- Hook the reader in the first line
- Include a clear call-to-action
- Use 15-20 relevant hashtags
- Match a [TONE: professional/casual/humorous] tone
- Be optimized for engagement (likes, comments, shares)

Product/Service: [YOUR INPUT]
Target Audience: [YOUR INPUT]
Tone: [YOUR INPUT]
```

2. LinkedIn Thought Leadership Post

Tier: Starter+
Use Case: Establish authority and drive professional engagement

```
You are a LinkedIn content strategist. Write a thought-provoking LinkedIn
post about [TOPIC] that positions me as an industry expert. The post should:
- Start with a compelling hook or question
- Share a unique insight or contrarian viewpoint
- Include a personal story or case study
- End with an engaging question to drive comments
- Be 150-200 words
- Use line breaks for readability

Topic: [YOUR INPUT]
Industry: [YOUR INPUT]
Key Message: [YOUR INPUT]
```

3. Twitter/X Thread Creator

Tier: Starter+
Use Case: Break down complex topics into viral thread format

```
Act as a Twitter/X content creator known for viral threads. Create a 10-
tweet thread explaining [TOPIC] to [AUDIENCE]. Structure:
- Tweet 1: Hook that stops the scroll
- Tweets 2-8: Key points with examples, data, or stories
- Tweet 9: Summary or key takeaway
- Tweet 10: Call-to-action

Each tweet should be under 280 characters and use emojis strategically.

Topic: [YOUR INPUT]
Target Audience: [YOUR INPUT]
Goal: [Educate/Inspire/Sell]
```

4. TikTok/Reels Script Generator

Tier: Starter+
Use Case: Create short-form video scripts that convert

```
You are a short-form video content expert. Write a 30-second TikTok/Reels
script for [PRODUCT/SERVICE] that follows the hook-value-CTA format:
- 0-3 seconds: Attention-grabbing hook
- 3-25 seconds: Value proposition or entertainment
- 25-30 seconds: Clear call-to-action

Include:
- On-screen text suggestions
- B-roll/visual cues
- Trending sound recommendations
- Hashtag strategy

Product/Service: [YOUR INPUT]
Target Audience: [YOUR INPUT]
```

5. Facebook Group Engagement Post

Tier: Starter+
Use Case: Drive community engagement and discussion

```
Act as a community manager. Create a Facebook group post that sparks
conversation about [TOPIC]. The post should:
- Ask an open-ended question
- Share a relatable challenge or observation
- Encourage members to share their experiences
- Include a poll or fill-in-the-blank prompt
- End with a question that drives comments

Topic: [YOUR INPUT]
Community Type: [YOUR INPUT]
```

Email Marketing

6. Welcome Email Sequence

Tier: Lite+
Use Case: Onboard new subscribers and build relationships

```
You are an email marketing specialist. Create a 3-email welcome sequence for
[BUSINESS] targeting [AUDIENCE]. Each email should:

Email 1 (Day 0): Welcome & Set Expectations
- Warm welcome message
- What they'll receive
- Quick win or freebie delivery
- Set expectations for future emails

Email 2 (Day 3): Value & Story
- Share your story or mission
- Provide valuable content/tip
- Introduce your best resources
- Soft CTA to explore products/services

Email 3 (Day 7): Engagement & Offer
- Check-in on their progress
- Exclusive offer or discount
- Clear call-to-action
- Social proof (testimonial)

Business: [YOUR INPUT]
Target Audience: [YOUR INPUT]
Main Offer: [YOUR INPUT]
```

7. Cart Abandonment Email

Tier: Lite+
Use Case: Recover lost sales with persuasive follow-up

```
Act as an e-commerce email copywriter. Write a cart abandonment email for
[PRODUCT] that:
- Subject line that creates urgency without being pushy
- Reminds them what they left behind (with product image)
- Addresses common objections (price, trust, need)
- Offers a time-sensitive incentive (optional)
- Makes checkout easy with direct link
- Includes social proof or guarantee

Product: [YOUR INPUT]
Price Point: [YOUR INPUT]
Unique Selling Point: [YOUR INPUT]
```

8. Newsletter Content Template

Tier: Starter+
Use Case: Create consistent, valuable newsletter content

```
You are a newsletter editor. Create a newsletter issue for [BUSINESS]
following this structure:
- Catchy subject line (under 50 characters)
- Personal intro (2-3 sentences)
- Main content: [TOPIC] with actionable tips
- Quick wins section (3 bullet points)
- Resource recommendation
- Call-to-action
- P.S. with personality

Business: [YOUR INPUT]
This Week's Topic: [YOUR INPUT]
Main CTA: [YOUR INPUT]
```

Content Strategy & Planning

9. Content Calendar Generator

Tier: Lite+
Use Case: Plan 30 days of content across platforms

```
Act as a content strategist. Create a 30-day content calendar for [BUSINESS]
targeting [AUDIENCE]. Include:
- 4 blog post topics with SEO keywords
- 20 social media post ideas (mix of formats)
- 4 email newsletter themes
- 2 video/podcast topics
- Content pillars and themes
- Posting frequency recommendations
- Platform-specific strategies

Business: [YOUR INPUT]
Target Audience: [YOUR INPUT]
Goals: [Awareness/Engagement/Conversion]
```

10. Buyer Persona Creator

Tier: Lite+
Use Case: Define detailed customer avatars for targeting

```
You are a market research expert. Create a detailed buyer persona for
[PRODUCT/SERVICE]. Include:
- Demographics (age, location, income, job title)
- Psychographics (values, interests, lifestyle)
- Goals and aspirations
- Pain points and challenges
- Buying behavior and objections
- Preferred content formats and platforms
- Day in the life scenario
- How our product/service fits their life

Product/Service: [YOUR INPUT]
Industry: [YOUR INPUT]
```

Ad Copy & Campaigns

11. Facebook/Instagram Ad Copy

Tier: Lite+

Use Case: Create high-converting paid social ads

```
Act as a direct response copywriter. Write Facebook/Instagram ad copy for
[PRODUCT/SERVICE] using the PAS (Problem-Agitate-Solution) framework:
- Headline: Identify the problem (under 40 characters)
- Body: Agitate the pain point and introduce solution
- CTA: Clear action with benefit
- Include 3 headline variations
- Include 2 body copy variations
- Suggest image/video concept

Product/Service: [YOUR INPUT]
Target Audience: [YOUR INPUT]
Main Benefit: [YOUR INPUT]
Offer: [YOUR INPUT]
```

12. Google Search Ad Copy

Tier: Lite+

Use Case: Create click-worthy search ads within character limits

```
You are a PPC specialist. Create Google Search ad copy for [KEYWORD]
promoting [PRODUCT/SERVICE]:
- 3 headlines (max 30 characters each)
- 2 descriptions (max 90 characters each)
- Include target keyword naturally
- Highlight unique selling proposition
- Create urgency or scarcity
- Include call-to-action
- Suggest ad extensions (sitelinks, callouts)

Keyword: [YOUR INPUT]
Product/Service: [YOUR INPUT]
USP: [YOUR INPUT]
```

13. Landing Page Copy Structure

Tier: Pro
Use Case: Write high-converting landing page copy

```
Act as a conversion copywriter. Write landing page copy for [OFFER]
following this structure:
- Headline: Big promise or transformation
- Subheadline: Clarify who it's for
- Hero section: Emotional hook
- Problem section: Agitate pain points
- Solution section: Introduce your offer
- Benefits: 5-7 outcome-focused benefits
- How it works: 3-step process
- Social proof: Testimonial framework
- Objection handling: FAQ section
- CTA: Multiple throughout page
- Guarantee: Risk reversal

Offer: [YOUR INPUT]
Target Audience: [YOUR INPUT]
Price: [YOUR INPUT]
```

SEO & Content Optimization

14. SEO Blog Post Outline

Tier: Lite+

Use Case: Create SEO-optimized blog post structures

```
You are an SEO content strategist. Create a detailed blog post outline for
the keyword "[KEYWORD]" targeting [AUDIENCE]:
- SEO title (under 60 characters, keyword-rich)
- Meta description (under 160 characters)
- H1 headline
- Introduction (hook + keyword)
- 5-7 H2 sections with H3 subsections
- Internal linking opportunities
- External authority sources to reference
- FAQ section (5 questions)
- Conclusion with CTA
- Target word count: [1500/2000/3000]

Keyword: [YOUR INPUT]
Search Intent: [Informational/Commercial/Transactional]
Target Audience: [YOUR INPUT]
```

15. Product Description Optimizer

Tier: Starter+

Use Case: Write compelling, SEO-friendly product descriptions

```
Act as an e-commerce copywriter. Write a product description for [PRODUCT]
that:
- Headline: Benefit-driven title with keyword
- Opening: Emotional hook or problem statement
- Features: 5-7 key features with benefits
- Use cases: Who it's perfect for
- Specifications: Technical details
- Social proof: Review snippet or stat
- SEO keywords: Naturally integrated
- CTA: Clear next step
- Word count: 150-300 words

Product: [YOUR INPUT]
Target Keyword: [YOUR INPUT]
Unique Selling Point: [YOUR INPUT]
```

Brand Voice & Messaging

16. Brand Voice Guide Creator

Tier: Pro

Use Case: Define consistent brand communication style

```
You are a brand strategist. Create a brand voice guide for [BUSINESS]
including:
- Brand personality (3-5 adjectives)
- Voice characteristics (tone, language, style)
- Do's and Don'ts (specific examples)
- Vocabulary to use/avoid
- Sentence structure preferences
- Example phrases in brand voice
- How voice adapts across platforms
- Sample copy in brand voice

Business: [YOUR INPUT]
Industry: [YOUR INPUT]
Target Audience: [YOUR INPUT]
Brand Values: [YOUR INPUT]
```

17. Elevator Pitch Generator

Tier: Starter+
Use Case: Craft compelling 30-second business pitch

```
Act as a pitch consultant. Create a 30-second elevator pitch for [BUSINESS]
that:
- Opens with a hook or surprising stat
- Identifies the problem you solve
- Explains your unique solution
- Shares proof or credibility
- Ends with a clear call-to-action
- Variations: Formal, casual, investor-focused

Business: [YOUR INPUT]
Target Audience: [YOUR INPUT]
Main Differentiator: [YOUR INPUT]
```

Video Scripts & Storyboards

18. YouTube Video Script

Tier: Lite+
Use Case: Create engaging long-form video content

```
You are a YouTube content creator. Write a video script for [TOPIC] (8-12
minutes) following this structure:
- Hook (0-15 seconds): Pattern interrupt
- Intro (15-45 seconds): What they'll learn + credibility
- Main content: 3-5 key points with examples
- B-roll suggestions for each section
- Engagement prompts (like, subscribe, comment)
- Outro: Summary + CTA
- End screen suggestions
- SEO title and description
- Thumbnail concept

Topic: [YOUR INPUT]
Target Audience: [YOUR INPUT]
Goal: [Educate/Entertain/Sell]
```

19. Product Demo Script

Tier: Lite+

Use Case: Showcase product features and benefits

```
Act as a product marketer. Create a 2-minute product demo script for
[PRODUCT]:
- Opening: Problem statement (0-15 seconds)
- Solution intro: Your product (15-30 seconds)
- Feature walkthrough: 3-4 key features with benefits (30-90 seconds)
- Use case example: Real-world scenario (90-105 seconds)
- CTA: Next steps (105-120 seconds)
- Visual cues and screen recordings needed
- Voiceover tone and pacing notes

Product: [YOUR INPUT]
Target Audience: [YOUR INPUT]
Key Features: [YOUR INPUT]
```

Analytics & Reporting

20. Marketing Performance Report

Tier: Pro
Use Case: Summarize campaign results and insights

```
You are a marketing analyst. Create a monthly marketing performance report
for [BUSINESS] including:
- Executive summary (key wins and challenges)
- Traffic sources analysis
- Conversion funnel breakdown
- Top performing content/campaigns
- ROI calculation
- Audience insights
- Recommendations for next month
- Action items with priority

Provide the framework and explain what metrics to track for each section.

Business Type: [YOUR INPUT]
Main Marketing Channels: [YOUR INPUT]
Primary Goals: [YOUR INPUT]
```

How to Use This Library

Getting Started

1. **Identify your goal**: What type of content do you need to create?

2. **Choose the right prompt**: Find the prompt that matches your use case

3. **Customize the inputs**: Replace [YOUR INPUT] with your specific information

4. **Refine the output**: Use follow-up prompts to adjust tone, length, or style

Pro Tips

- **Be specific**: The more details you provide, the better the output

- **Iterate**: Don't expect perfection on the first try - refine and improve
- **Save your favorites**: Keep a swipe file of prompts that work well for your business
- **Combine prompts**: Use multiple prompts together for comprehensive campaigns
- **Test and measure**: Track which AI-generated content performs best

Tier Access

- **Starter ($27)**: Access to 20 basic prompts
- **Lite ($77/mo)**: Access to 50+ prompts + monthly updates
- **Pro ($247/mo)**: Full library + custom prompt creation workshops
- **Elite ($797/mo)**: Everything + 1-on-1 prompt engineering coaching

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Need More Help?

Join Vibe Marketing Workshops
Learn to create custom prompts and master AI marketing automation.
2-4 live workshops per month.

Access the Full Tools Database
1,620+ AI tools to pair with these prompts for maximum results.

Connect with the Community
Share your wins, get feedback, and discover new prompt strategies.