

5 ChatGPT Prompts for Marketing

Copy-Paste Templates for Social Media, Email & Ad Copy

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Time to Use: 5-10 minutes per prompt

Difficulty: Beginner

How to Use These Prompts

1. **Copy the entire prompt** (including the bracketed sections)
2. **Replace [brackets]** with your specific information
3. **Paste into ChatGPT** (use GPT-4o for best results)
4. **Review and refine** the output before publishing
5. **Save successful outputs** to build your own prompt library

Pro Tip: Use Custom Instructions in ChatGPT to set your brand voice once, then these prompts will automatically match your style.

Prompt 1: Social Media Content Calendar

What This Does

Generates a 30-day content calendar with post ideas, captions, and hashtags for your chosen platform.

The Prompt

You are a social media strategist for [YOUR BUSINESS TYPE, e.g., "a B2B SaaS company selling project management software"].

Create a 30-day social media content calendar for [PLATFORM, e.g., "LinkedIn"] that includes:

1. Daily post ideas (mix of educational, promotional, and engagement posts)
2. Full captions (50-150 words each)
3. Relevant hashtags (5-10 per post)
4. Best posting times
5. Content pillars (organize posts by theme)

Target audience: [DESCRIBE YOUR AUDIENCE, e.g., "project managers at mid-size companies, ages 30-50, struggling with team collaboration"]

Brand voice: [DESCRIBE YOUR VOICE, e.g., "professional but approachable, data-driven, solution-focused"]

Key messages to emphasize:

- [MESSAGE 1, e.g., "Save 10 hours per week with automation"]
- [MESSAGE 2, e.g., "Trusted by 500+ teams worldwide"]
- [MESSAGE 3, e.g., "Free trial available, no credit card required"]

Format as a table with columns: Date | Content Pillar | Post Idea | Caption | Hashtags | Best Time

Example Output Preview

Date	Content Pillar	Post Idea	Caption	Hashtags	Best Time
Day 1	Education	Common project management mistakes	"Are you making these 5 project management mistakes? NO ..."	#ProjectManagement #Productivity #TeamWork	9am
Day 2	Customer Story	Case study highlight	"How [Company X] reduced meeting time by 40%..."	#CaseStudy #Results #Efficiency	11am

Prompt 2: Email Newsletter Generator

What This Does

Creates a complete email newsletter with subject lines, preview text, body copy, and call-to-action.

The Prompt

You are an email marketing specialist **for** [YOUR BUSINESS TYPE].

Write a complete email newsletter **for** our subscribers **with** the following details:

Topic: [EMAIL TOPIC, e.g., "Announcing our new AI-powered reporting feature"]

Goals:

- [GOAL 1, e.g., "Inform existing customers about the new feature"]
- [GOAL 2, e.g., "Drive 20% of recipients to try the feature"]
- [GOAL 3, e.g., "Reduce support tickets by providing clear instructions"]

Target audience: [DESCRIBE AUDIENCE, e.g., "existing customers who use our platform weekly, mostly small business owners"]

Include:

1. 3 subject line options (A/B test ready)
2. Preview **text** (50 characters)
3. Email body (300-400 words) **with**:
 - Engaging opening
 - Clear explanation **of** the feature
 - 3 **key** benefits
 - How **to get started** (**step-by-step**)
 - Social proof **or** testimonial placeholder
4. Primary CTA button **text**
5. Secondary CTA (**if** applicable)
6. P.S. line **to** boost opens

Tone: [DESCRIBE TONE, e.g., "friendly, helpful, not too salesy"]

Avoid: [THINGS TO AVOID, e.g., "technical jargon, overly long paragraphs, multiple CTAs that confuse readers"]

Example Output Preview

Subject Line Options:

1. "New: AI-Powered Reports in 30 Seconds ⚡"
2. "You Asked, We Delivered: Instant Reporting is Here"

3. “Save 2 Hours Every Week with This New Feature”

Preview Text: “Generate beautiful reports with one click...”

Email Body: “Hi [First Name],

We’ve been listening to your feedback, and today we’re excited to announce...”

Prompt 3: Facebook/Instagram Ad Copy

What This Does

Generates multiple ad copy variations with headlines, primary text, and descriptions optimized for conversions.

The Prompt

You are a direct response copywriter specializing **in** Facebook **and** Instagram ads.

Create **5** ad copy variations **for** [PRODUCT/SERVICE] targeting [AUDIENCE].

Product/Service: [DESCRIBE WHAT YOU'RE SELLING, e.g., "2-hour online workshop teaching small business owners how to automate social media with AI"]

Target audience: [DETAILED AUDIENCE DESCRIPTION, e.g., "Australian small business owners, ages 35-55, spending 10+ hours/week on social media, frustrated with inconsistent posting"]

Campaign objective: [OBJECTIVE, e.g., "Drive registrations for \$97 workshop"]

Key benefits **to** highlight:

- [BENEFIT 1, e.g., "Save 10 hours per week"]
- [BENEFIT 2, e.g., "No technical skills required"]
- [BENEFIT 3, e.g., "Proven framework used by 200+ businesses"]

Objections **to** address:

- [OBJECTION 1, e.g., "Too expensive"]
- [OBJECTION 2, e.g., "Don't have time to learn"]
- [OBJECTION 3, e.g., "AI is too complicated"]

For each variation, provide:

1. Headline (**40** characters max)
2. Primary **text** (**125** characters **for** Instagram, **250** **for** Facebook)
3. Description (**30** characters)
4. CTA button **text**

Use proven copywriting frameworks (AIDA, PAS, Before-After-Bridge) **and** vary the emotional hooks.

Tone: [DESCRIBE TONE, e.g., "conversational, empathetic, results-focused"]

Example Output Preview

Variation 1 (AIDA Framework):

- **Headline:** “Stop Wasting 10 Hours on Social Media”
 - **Primary Text:** “Attention small business owners: Spending hours creating social content? There’s a better way. Learn how AI can automate your entire social media workflow in just 2 hours. Join 200+ Aussie businesses already saving time...”
 - **Description:** “Register for \$97 workshop”
 - **CTA:** “Sign Up Now”
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Prompt 4: Blog Post Outline & Draft

What This Does

Creates a complete blog post outline with SEO-optimized headings, then expands into a full draft with intro, body, and conclusion.

The Prompt

You are an SEO content strategist **and** copywriter.

Create a comprehensive blog post about [TOPIC] **for** [TARGET AUDIENCE].

Topic: [SPECIFIC TOPIC, e.g., "How to use ChatGPT for customer service automation"]

Target audience: [DESCRIBE READERS, e.g., "small business owners with 5-20 employees, currently handling customer support manually via email"]

Primary keyword: [KEYWORD, e.g., "ChatGPT customer service"]

Secondary keywords: [LIST 3-5 KEYWORDS, e.g., "AI customer support, automate customer service, ChatGPT for business"]

Goals:

- [GOAL 1, e.g., "Rank on page 1 of Google for primary keyword"]
- [GOAL 2, e.g., "Generate 50+ email signups from blog CTA"]
- [GOAL 3, e.g., "Position our brand as AI automation experts"]

First, create a detailed outline **with**:

1. SEO-optimized title (60 characters, include primary keyword)
2. Meta description (155 characters)
3. Introduction (hook + problem + promise)
4. 5-7 H2 sections **with** 2-3 H3 subsections **each**
5. Conclusion **with** clear CTA
6. FAQ section (5 questions)

Then, expand the outline **into** a full 1,500-word blog post **with**:

- Engaging storytelling **and** examples
- Data **and** statistics (use placeholders **like** [STAT] **if** you don't have real data)
- Actionable tips **and** step-by-step instructions
- Internal link suggestions (use [LINK TO: page name])
- External link suggestions **to** authoritative sources

Tone: [DESCRIBE TONE, e.g., "educational, conversational, actionable"]

Include: Bullet points, numbered lists, **and** bold **text for** scannability

Example Output Preview

Title: “ChatGPT for Customer Service: Save 15 Hours Per Week (2025 Guide)”

Meta Description: “Learn how to automate customer service with ChatGPT. Step-by-step guide for small businesses. No coding required. Start saving time today.”

Outline:

1. Introduction: The Customer Service Time Trap
 2. What is ChatGPT and How Does It Work for Customer Service?
 3. 5 Ways to Use ChatGPT for Customer Support
 - o 3.1 Automated Email Responses
 - o 3.2 FAQ Chatbot Integration
 - o 3.3 Ticket Categorization and Routing
 4. Step-by-Step Setup Guide...
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Prompt 5: Video Script for Social Media

What This Does

Generates a complete video script with hook, body, and CTA optimized for short-form video (TikTok, Instagram Reels, YouTube Shorts).

The Prompt

You are a social media video scriptwriter specializing **in short**-form content (**30-60** seconds).

Write a video script **for** [PLATFORM] about [TOPIC].

Platform: [CHOOSE ONE: TikTok, Instagram Reels, YouTube Shorts, LinkedIn Video]

Topic: [VIDEO TOPIC, e.g., "3 AI tools every small business owner should use in 2025"]

Target audience: [DESCRIBE VIEWERS, e.g., "small business owners who are AI-curious but haven't started using it yet"]

Video goal: [WHAT DO YOU WANT VIEWERS TO DO, e.g., "Follow our account and comment with their biggest business challenge"]

Video length: [**30, 45, or 60** seconds]

Include:

1. Hook (first **3** seconds - must **stop** the scroll)
2. Value promise (tell them what they'll learn)
3. Main content (**3-5** quick tips **or** steps)
4. Visual cues (what **to show on** screen)
5. **Text** overlay suggestions
6. CTA (what **to do next**)
7. Hashtag recommendations (**10-15**)

Tone: [DESCRIBE TONE, e.g., "energetic, fast-paced, friendly"]

Format:

- Use **short** sentences (**5-7** words max)
- Write **in** spoken language (contractions, casual phrases)
- Include [PAUSE] markers **for** emphasis
- Note **where to add** B-roll **or** screen recordings

Example format:

[VISUAL: Your face, direct **to** camera]

YOU: "Hook line here"

[TEXT OVERLAY: "Key phrase"]

[VISUAL: Screen recording **of** tool]

YOU: "Explanation here"

Example Output Preview

Hook (0-3 seconds): [VISUAL: You looking stressed at computer] YOU: “Spending 10 hours a week on social media?” [TEXT OVERLAY: “There’s a better way”]

Value Promise (3-8 seconds): [VISUAL: Your face, energetic] YOU: “Here are 3 AI tools that’ll save you 8 hours every single week.” [TEXT OVERLAY: “3 AI Tools = 8 Hours Saved”]

Main Content (8-50 seconds): [VISUAL: Screen recording of Tool 1] YOU: “Number one: [Tool Name]...”

Bonus: The RIPE Framework for Custom Prompts

Want to create your own prompts? Use the **RIPE framework**:

R - Role

Tell ChatGPT who it should be:

- “You are a social media strategist...”
- “You are a direct response copywriter...”
- “You are an email marketing specialist...”

I - Instructions

Give clear, specific instructions:

- “Create a 30-day content calendar...”
- “Write 5 ad copy variations...”
- “Generate a blog post outline...”

P - Parameters

Set constraints and requirements:

- Tone: Professional, casual, friendly, authoritative

- Length: Word count, character limits
- Format: Table, bullet points, numbered list
- Structure: Intro, body, conclusion, CTA

E - Examples

Show what you want (optional but powerful):

- Attach a previous post you liked
 - Paste a competitor's ad that performed well
 - Share a customer email that got great responses
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Quick Reference: When to Use Each Prompt

Prompt	Best For	Time Saved	Difficulty
Social Media Calendar	Planning 30 days of content at once	5-8 hours	Beginner
Email Newsletter	Weekly/monthly email campaigns	2-3 hours	Beginner
Facebook/Instagram Ads	Paid ad campaigns, A/B testing	3-4 hours	Intermediate
Blog Post	SEO content, thought leadership	4-6 hours	Intermediate
Video Script	Short-form video content	1-2 hours	Beginner

Tips for Better Results

- 1. Be specific:** The more details you provide, the better the output
- 2. Iterate:** Use follow-up prompts like “Make this more concise” or “Add more emotional appeal”
- 3. Save what works:** Build your own prompt library by saving successful variations

- 4. Review everything:** AI can make mistakes - always fact-check and edit before publishing
 - 5. Test and measure:** Track which AI-generated content performs best, then refine your prompts
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Next Steps

- 1. Try one prompt today:** Start with the Social Media Calendar (easiest)
- 2. Refine the output:** Use follow-up prompts to improve the results
- 3. Publish and measure:** Track performance (engagement, clicks, conversions)
- 4. Build your library:** Save successful prompts and outputs for future use
- 5. Join the community:** Share your results in the Tech Horizon Academy Facebook group

Need more prompts? Tech Horizon Academy members get access to 100+ expertly crafted prompts for every business function. [Join here →](#)

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