



Startup and Co-Innovation Hub in Heilbronn

Workshop: Writing prompts for Startups Success

Date: 1st of April 2025

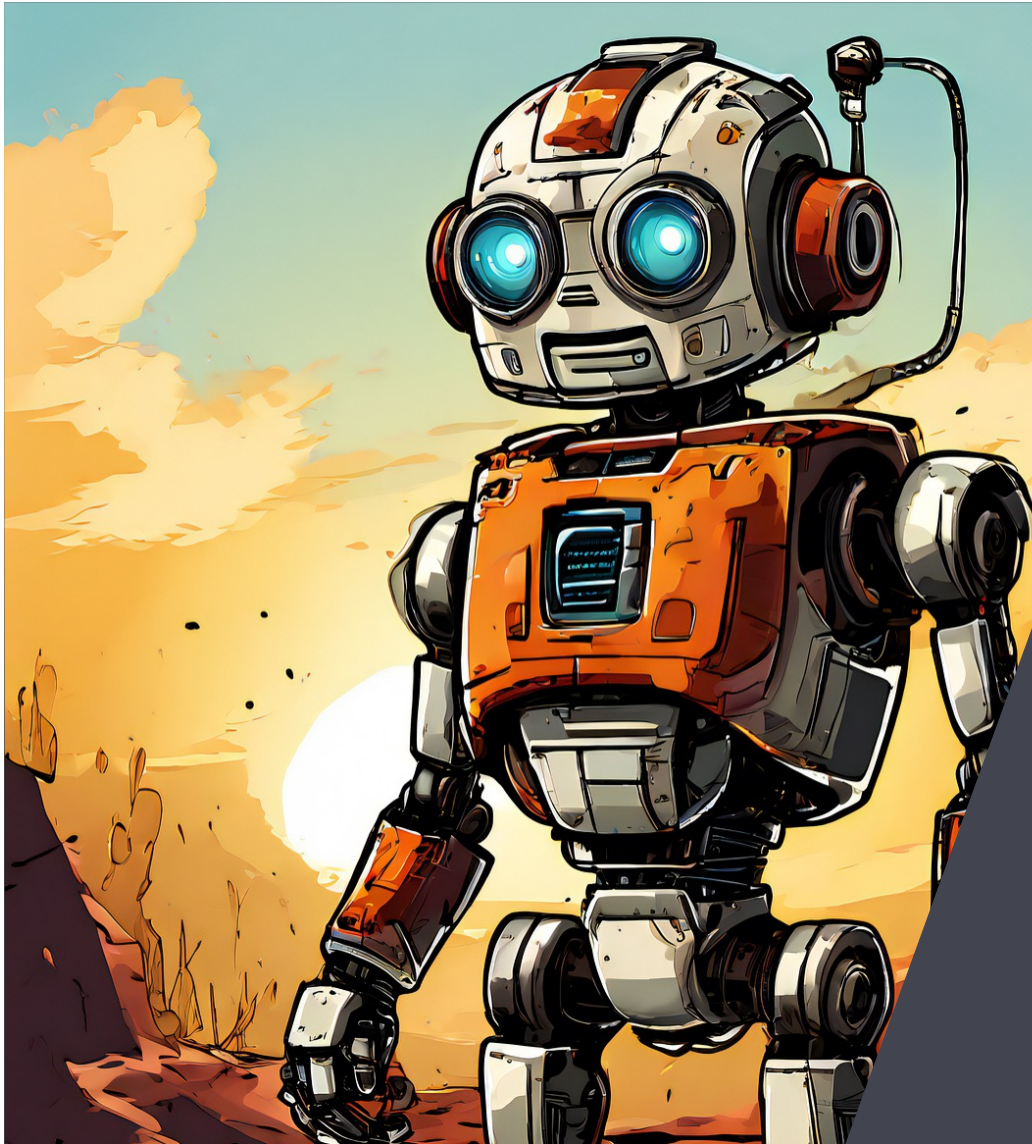
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Agenda

- How to get the best answers from ChatGPT
- Creating the content calendar for your Marketing Campaign
- Defining your target audience
- Create simple social media posts with ChatGPT and a visualization tool
- Schedule your content using Social Media automation
- Q & A

About Me

- ❑ AI Lead @Campus Founders
- ❑ Studied Business & Management, Data Analytics and Artificial Intelligence.
- ❑ +10 years of experience in Academia
- ❑ +7 years of experience in Industry
- ❑ +5 Years in the field of AI and Data Science



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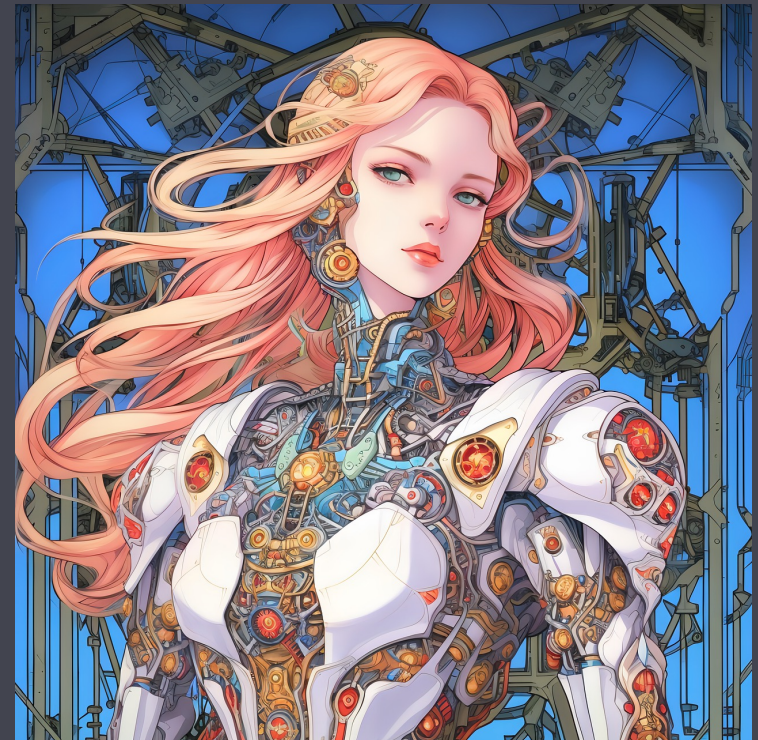
How to get the best
answers from
ChatGPT?

Getting the best answers from ChatGPT

Remember that ChatGPT is a **machine**, and we need to understand how to use it to get the best out of it.

When we write a **prompt**, we need to be **concise**. That is the key.

If you add so much information, it will be not be able to perform as good as it would do when you **keep it simple**.



Let's do a quick test

How can I get the best answers from ChatGPT?

To get the best answers from ChatGPT, try these tips:

1. **Be Specific:** The more detail you provide, the better I can tailor my response. For example, instead of asking "How can I improve my writing?", specify which aspect you want to improve—grammar, style, structure, or creativity.
2. **Ask Follow-Up Questions:** If my response isn't exactly what you wanted, feel free to ask for clarification or a deeper dive into the topic. I can adjust the depth or focus of my answer based on your needs.
3. **Use Clear Instructions:** If you're working on a task, such as writing a report or coding, the clearer your instructions are, the more accurate and useful my responses will be.
4. **Provide Context:** If you're asking about something specific, like a project you're working on or a problem you're facing, providing context helps me give a more relevant response.
5. **Break Complex Questions Into Parts:** If your question involves multiple elements, it might be helpful to break it down into smaller, focused questions to get more precise answers.

Content calendar for your Marketing Campaign



What is a content calendar?

A **content calendar** is a written schedule of when and where you plan to publish **upcoming content**.

Content calendars typically include upcoming pieces, status updates, planned promotional activity, partnerships, best wishes for special dates (e.g., Easter, Christmas, Halloween, etc.).

Maintain consistent content creation leads to best engagement and **brand recognition**.



Getting the content calendar from ChatGPT

ChatGPT 4o ▾

Create content calendar for my marketing campaign. Ask follow up questions until you have all the information for the perfect content calendar

Awesome! Let's build you a killer content calendar. To make it perfect, I'll need to ask you a few follow-up questions. Ready? Let's go!

1. 🎯 What's the goal of your marketing campaign?

(e.g., brand awareness, product launch, lead generation, community growth, event promotion)

2. 👥 Who's your target audience?

(e.g., demographics, interests, pain points, job titles, locations)



**Note that it might ask you different questions, we never get the same answers*

Length of the calendar

You can decide the length of this calendar for **as long as you need**.

You will find an Excel sheet empty with the dates from today for the **rest of the year**.

Feel free to use it at your best convenience.

For the sake of this exercise, I will use a **3-month period**.

If you are not so sure about the content you can ask for, for example, "Give me 10 ideas similar to these".

Buyer persona



Define your target audience

It is crucial to understand who is the **buyer persona**. This will give a correct direct of the effort.

- ❑ Optimize the right audience
- ❑ Create content for that persona
- ❑ Align with the platforms that this persona is on

Define your target audience

ChatGPT 4o ▾

Help me to identify my target audience. Ask follow up questions until you have all the information you need to create a buyer persona

Great! Let's build this together step by step. To create a strong buyer persona, I need to understand your business, what you're offering, and who it's meant for. Let's start with the basics:

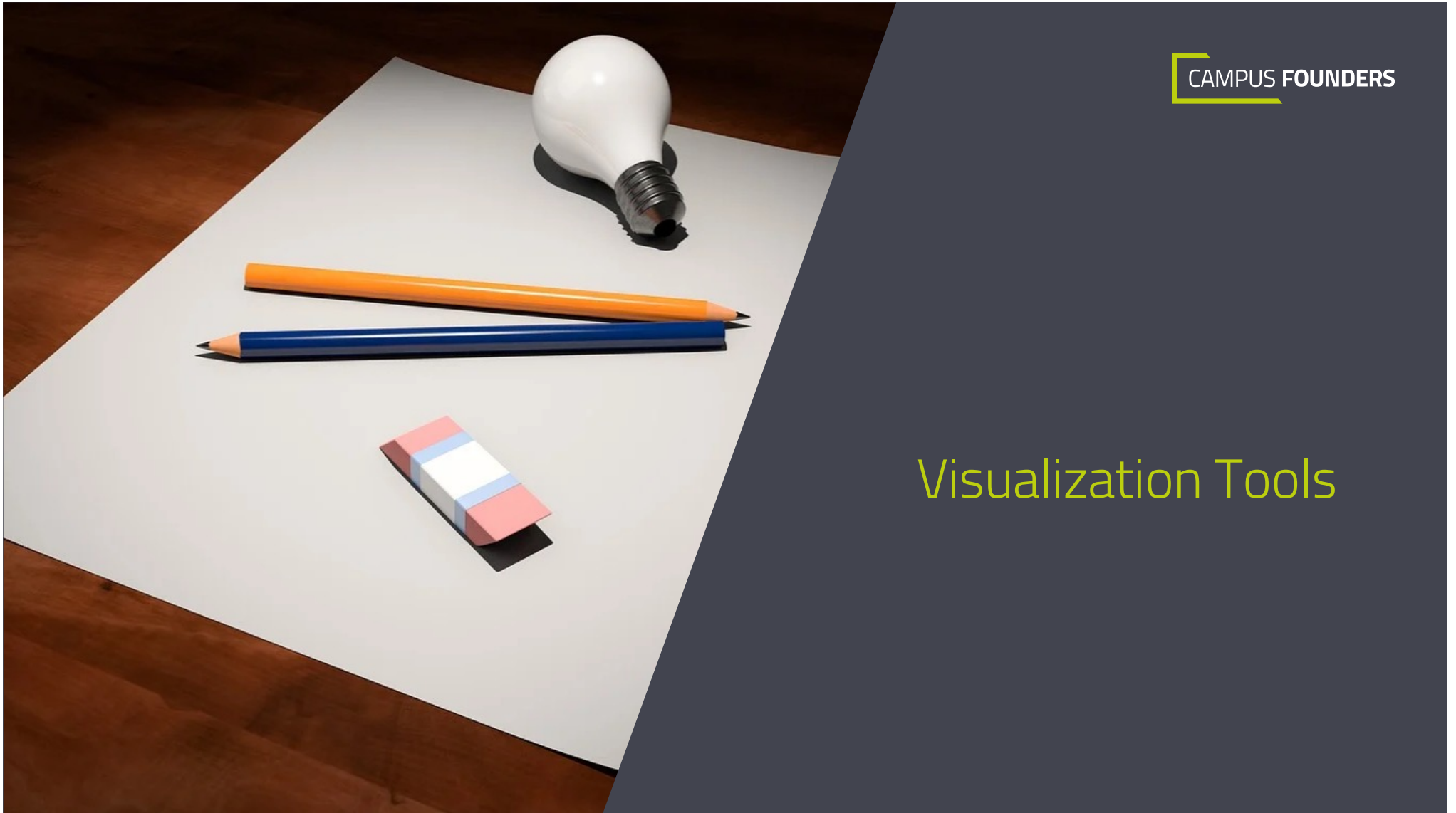
1. What are you offering?

- Is it a product, service, or content?
- Is it digital, physical, or both?
- What problem does it solve, or what value does it provide?

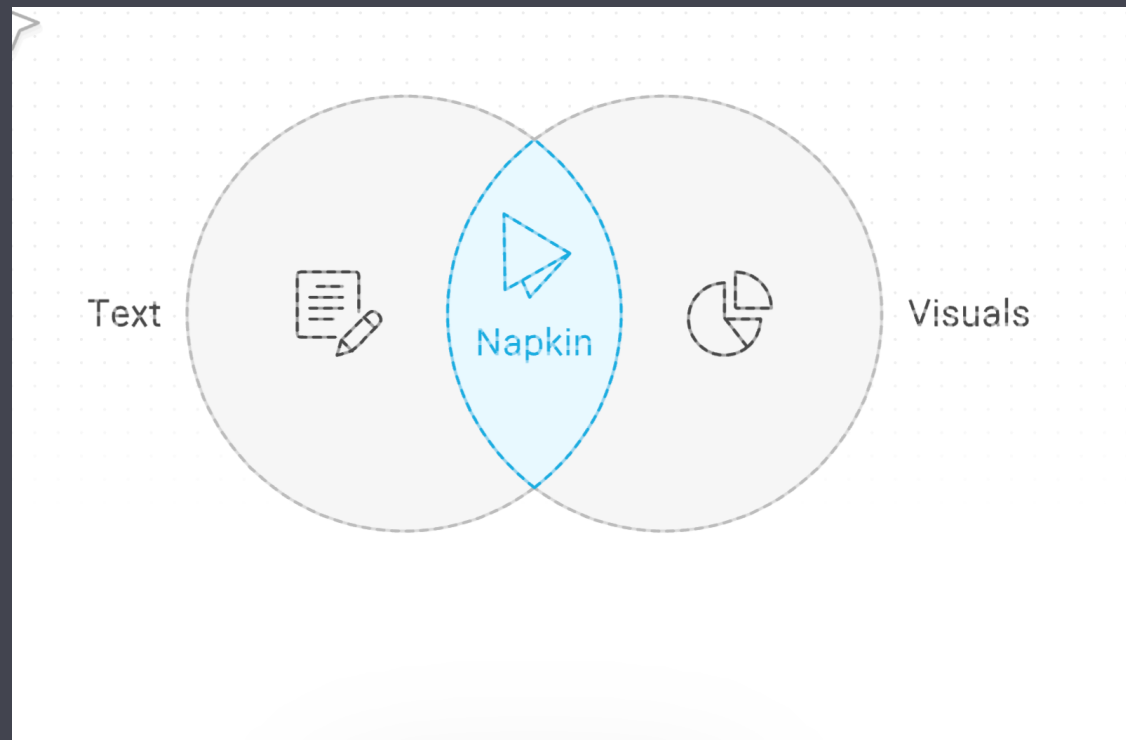
Once you answer that, I'll dive deeper!



Visualization Tools



Create engaging content



<https://www.napkin.ai/>

Social Media Automation



Automation

Today it is possible to schedule some posts on LinkedIn or Instagram, but it is also important to choose an automation platform.

My recommendation are:

Social Bee: <https://socialbee.com/>

Buffer: <https://buffer.com/>

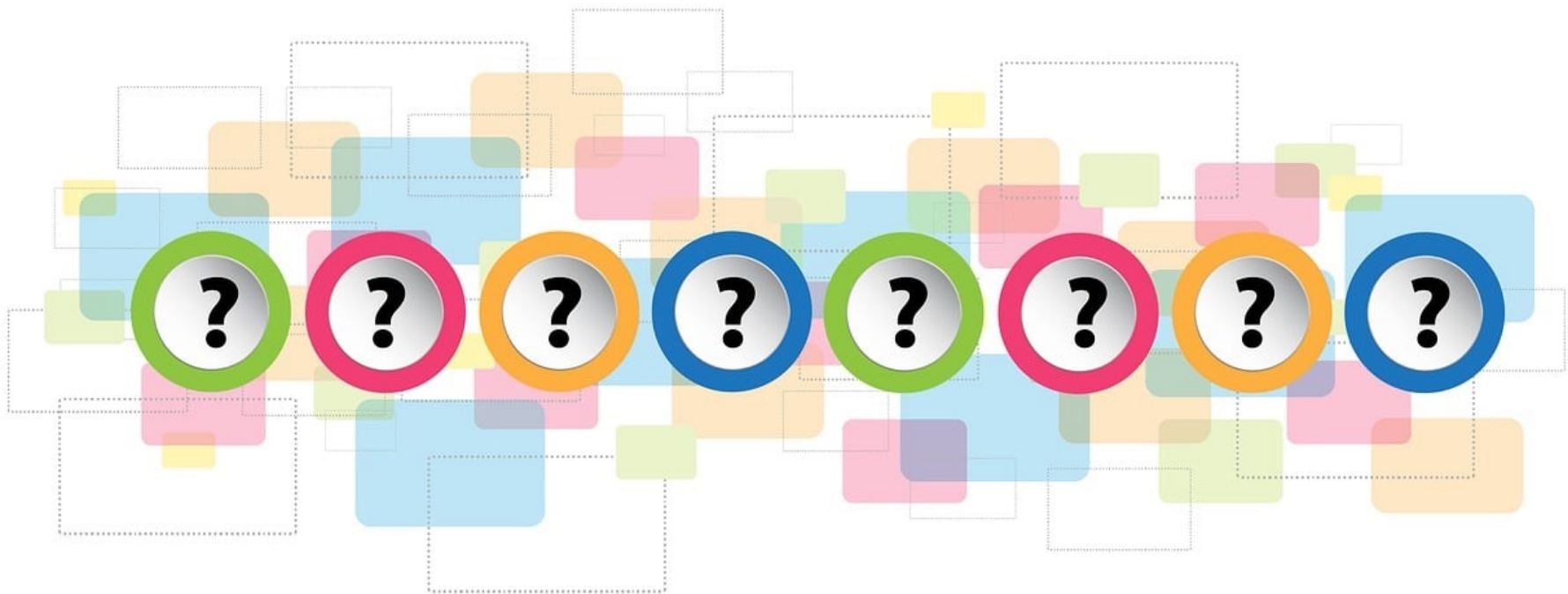
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Feature	Buffer	SocialBee
Supported Platforms	Facebook, Twitter, LinkedIn, Instagram, Pinterest, TikTok, YouTube, Mastodon, Shopify, Threads, Bluesky.	Facebook, Twitter, LinkedIn, Instagram, YouTube, TikTok, Pinterest, Google Business Profile, Bluesky, Threads.
User Interface	Clean and minimalistic, emphasizing simplicity and ease of use.	Organized with advanced features like content categorization, which may require a learning curve.
Content Scheduling	Offers straightforward scheduling with a visual calendar for easy planning.	Provides content categorization and recycling, allowing for evergreen post scheduling.
Analytics	Delivers key performance metrics in an easy-to-understand format.	Offers detailed analytics with insights into audience demographics and engagement trends.
Pricing	Starts with a free plan; paid plans begin at \$6/month.	No free plan; pricing starts at \$19/month with a 14-day free trial.
Customer Support	Known for responsive support and an engaged online community.	Provides comprehensive support with personalized assistance and educational resources.
Unique Features	<ul style="list-style-type: none"> - Instagram Story Scheduling. - Free plan available. 	<ul style="list-style-type: none"> - AI Content Generator. - Post Recycling for evergreen content. - Bulk Import of content. - Social Inbox for managing interactions. - Dynamic Automations for streamlined workflows. - RSS Feed Integration for auto-posting.

Social Bee vs Buffer

- ❑ **Buffer** is ideal for users seeking a straightforward, user-friendly tool for managing multiple social media accounts, especially those who appreciate a clean interface and basic scheduling features.
- ❑ **Social Bee** is better for users who require advanced content management features like categorization and recycling, along with detailed analytics and personalized support.

Questions?



THANK YOU!

Let's stay in touch!



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