AI Marketing & SEO Prompt Master Pack

Premium AI Prompt Frameworks for
Digital Marketers & Agencies

AI Growth Studio
Published by MHM IT

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SEO Optimization Prompts

1. Keyword Research & Strategy

Prompt:

```
Act as an expert SEO strategist. Analyze [INDUSTRY/NICHE] and generate a comprehensive keyword
- 20 high-volume, low-competition primary keywords
- 30 long-tail keyword variations
- Search intent classification (informational, navigational, transactional, commercial)
- Seasonal trends and opportunities
- Competitor keyword gaps
- Content cluster recommendations

Industry: [YOUR INDUSTRY]
Target audience: [YOUR AUDIENCE]
Geographic focus: [LOCATION/GLOBAL]
```

2. SEO-Optimized Blog Post Outline

Prompt:

```
Create a detailed SEO-optimized blog post outline for the topic: [TOPIC]

Requirements:
- Target keyword: [PRIMARY KEYWORD]
- Secondary keywords: [LIST 3-5 KEYWORDS]
- Word count target: 2000-2500 words
- Include H2 and H3 headings with keyword variations
- Add sections for FAQ, statistics, and actionable takeaways
- Suggest internal linking opportunities
- Include meta description and title tag variations
```

3. Technical SEO Audit Framework

Prompt:

```
Perform a comprehensive technical SEO analysis for [WEBSITE URL]. Provide actionable recommendat
- Page speed optimization
- Mobile responsiveness issues
- Core Web Vitals improvements
- XML sitemap structure
- Robots.txt optimization
- Schema markup opportunities
- Internal linking architecture
- Crawl budget optimization
- HTTPS and security headers
- Duplicate content identification
```

4. Meta Description Generator

Prompt:

```
Generate 5 compelling meta descriptions for [PAGE URL/TOPIC]:

Requirements:
- 150-160 characters each
- Include primary keyword: [KEYWORD]
- Create urgency or curiosity
- Include clear value proposition
- Add call-to-action when appropriate
- Variations for A/B testing
```

5. Title Tag Optimization

Prompt:

```
Create 10 SEO-optimized title tag variations for [TOPIC/PAGE]:

Target keyword: [PRIMARY KEYWORD]
Brand name: [BRAND]

Formats to include:
- Question-based titles
- Number/list-based titles
- How-to titles
- Comparison titles
- Year-specific titles

Keep each under 60 characters, front-load keywords, and ensure click-worthiness.
```

6. Content Gap Analysis

Prompt:

```
Analyze content gaps between [YOUR WEBSITE] and competitors [COMPETITOR URLs]:

Identify:
- Topics competitors rank for that we don't
- Keyword opportunities we're missing
- Content formats that perform well in our niche
- Backlink opportunities from competitor analysis
- Featured snippet opportunities
- People Also Ask (PAA) topics to target
```

7. Local SEO Optimization

Prompt:

```
Develop a local SEO strategy for [BUSINESS NAME] in [CITY/REGION]:

Include:
- Google Business Profile optimization checklist
- Local keyword strategy
- NAP (Name, Address, Phone) consistency audit
- Local citation building plan
- Local link building opportunities
- Location-specific content ideas
- Review generation strategy
- Local schema markup implementation
```

8. Featured Snippet Optimization

Prompt:

```
Optimize content to capture featured snippets for [TOPIC/KEYWORD]:

Analyze:
- Current featured snippet format (paragraph, list, table, video)
- Question patterns in "People Also Ask"
- Content structure requirements
- Optimal answer length and format
- Supporting data and statistics needed

Provide rewritten content formatted for snippet capture.
```

9. Backlink Outreach Template

Prompt:

```
Create personalized backlink outreach email templates for [YOUR WEBSITE]:

Campaign type: [GUEST POST/RESOURCE PAGE/BROKEN LINK/SKYSCRAPER]
Target: [INDUSTRY/NICHE]

Generate:
- Subject line variations (5)
- Email body templates (3 variations)
- Follow-up sequence (2-3 emails)
- Value proposition for link targets
- Personalization variables to customize
```

10. Content Refresh Strategy

Prompt:

```
Analyze [EXISTING ARTICLE URL] and create a comprehensive refresh strategy:

Include:
- Outdated statistics to update
- New keywords to target
- Missing sections to add
- Improved internal linking
- Enhanced multimedia recommendations
- Updated title and meta description
- Additional FAQ sections
- Improved call-to-action placement
```

11. E-commerce Product Description SEO

Prompt:

```
Write SEO-optimized product descriptions for [PRODUCT NAME]:

Product details: [SPECIFICATIONS]
Target keyword: [KEYWORD]
Brand: [BRAND NAME]

Include:
- Compelling headline with keyword
- Benefits-focused opening paragraph
- Technical specifications formatted for readability
- Use case scenarios
- Social proof elements
- FAQ section
- Schema markup recommendations
```

12. Voice Search Optimization

Prompt:

```
Optimize content for voice search queries related to [TOPIC/INDUSTRY]:

Create:
- Natural language question variations
- Conversational long-tail keywords
- FAQ-style content blocks
- Featured snippet-friendly answers
- Local voice search variations
- "Near me" search optimization
```

13. Competitor SERP Analysis

Prompt:

```
Analyze top 10 SERP results for keyword: [TARGET KEYWORD]

Provide:
- Common content patterns and structures
- Average word count and content depth
- Multimedia usage (images, videos, infographics)
- Backlink profiles of top performers
- Domain authority comparison
- Content freshness patterns
- Unique angles to differentiate our content
```

14. Internal Linking Strategy

Prompt:

```
Develop an internal linking strategy for [WEBSITE]:

Create:
- Content cluster mapping for [MAIN TOPIC]
- Pillar page recommendations
- Supporting content ideas
- Optimal anchor text variations
- Link distribution strategy
- Orphan page identification
- Deep linking opportunities
```

15. SEO Content Brief Template

Prompt:

```
Generate a comprehensive content brief for writers:

Topic: [ARTICLE TOPIC]
Primary keyword: [KEYWORD]
Target audience: [AUDIENCE DESCRIPTION]

Brief should include:
- SEO goals and target keywords (primary + secondary)
- Competitor analysis summary
- Required headings and structure
- Word count and reading level
- Tone and style guidelines
- Required citations and statistics
- Internal and external linking requirements
- Call-to-action specifications
```

16. Image SEO Optimization

Prompt:

```
Create image SEO optimization guidelines for [WEBSITE/PAGE]:

Generate:
- Descriptive alt text for [IMAGE DESCRIPTION]
- SEO-friendly file naming conventions
- Image compression recommendations
- Responsive image implementation
- Image sitemap structure
- Caption optimization for engagement
- Pinterest-optimized descriptions
```

17. Video SEO Strategy

Prompt:

```
Develop a video SEO strategy for [VIDEO CONTENT/YOUTUBE CHANNEL]:

Include:
- Keyword-optimized video titles
- Engaging descriptions with timestamps
- Tag strategy (20-30 relevant tags)
- Custom thumbnail recommendations
- Closed caption optimization
- Video schema markup
- Embed strategy for website
- Playlist organization for topic authority
```

18. FAQ Schema Generator

Prompt:

```
Create FAQ schema markup for [PAGE/TOPIC]:

Topic: [YOUR TOPIC]

Generate:
- 10-15 relevant questions based on search data
- Concise, informative answers (50-100 words each)
- Proper FAQ schema JSON-LD format
- Natural language variations for voice search
- Integration recommendations for existing content
```

19. Mobile SEO Audit

Prompt:

```
Conduct a mobile SEO audit for [WEBSITE]:

Analyze:
- Mobile page speed (Core Web Vitals)
- Touch element sizing and spacing
- Font readability on mobile devices
- Mobile-friendly pop-ups and interstitials
- Accelerated Mobile Pages (AMP) opportunities
- Mobile usability errors in Google Search Console
- Viewport configuration
- Mobile-specific content optimization
```

20. Link Building Campaign Strategy

Prompt:

```
Design a 90-day link building campaign for [WEBSITE/NICHE]:

Develop:
- Monthly link acquisition targets
- Linkable asset creation plan (infographics, studies, tools)
- Outreach strategy and templates
- Digital PR opportunities
- HARO (Help A Reporter Out) response templates
- Broken link building targets
- Resource page link opportunities
- Guest posting strategy and target sites
```

21. Semantic SEO Content Creation

Prompt:

```
Create semantically rich content for [TOPIC] using LSI keywords and entities:

Primary topic: [MAIN TOPIC]
Target keyword: [KEYWORD]

Generate:
- Related entities and concepts to include
- Semantic keyword clusters
- Topic modeling recommendations
- Natural language processing (NLP) friendly structure
- Entity-based internal linking
- Knowledge graph optimization
```

22. International SEO Strategy

Prompt:

```
Develop an international SEO strategy for expanding to [TARGET COUNTRIES]:

Include:
- Hreflang implementation guide
- URL structure recommendation (ccTLD, subdomain, subdirectory)
- Cultural keyword research for each market
- Local search engine optimization (Baidu, Yandex, Naver)
- Currency and language localization
- International link building strategies
- Regional hosting and CDN recommendations
```

23. Core Web Vitals Optimization

Prompt:

```
Create an action plan to improve Core Web Vitals for [WEBSITE]:

Focus on:
- Largest Contentful Paint (LCP) optimization
- First Input Delay (FID) improvements
- Cumulative Layout Shift (CLS) fixes
- Server response time reduction
- Resource loading optimization
- JavaScript execution optimization
- Critical rendering path improvements
- Third-party script management
```

24. Content Pruning Strategy

Prompt:

```
Analyze [WEBSITE] and create a content pruning strategy:

Identify:
- Low-traffic, low-conversion pages to remove or consolidate
- Thin content pages requiring expansion
- Duplicate or cannibalized content
- Outdated content to update or redirect
- Consolidation opportunities for similar topics
- 301 redirect mapping for removed pages
- Impact assessment on site authority
```

25. E-A-T Signal Optimization

Prompt:

```
Enhance Expertise, Authoritativeness, and Trustworthiness (E-A-T) for [WEBSITE/TOPIC]:

Develop:
- Author bio optimization with credentials
- About page enhancement strategy
- Expert contributor identification
- Citation and reference strategy
- Trust signal implementation (security, privacy, contact)
- Industry recognition and awards showcase
- Original research and data publication plan
- Transparent editorial process documentation
```

26. Structured Data Implementation

Prompt:

```
Create comprehensive structured data strategy for [WEBSITE TYPE]:

Generate schema markup for:
- Organization schema
- Breadcrumb navigation
- Product/Service pages
- Article/Blog posts
- Review and rating aggregation
- Event schema (if applicable)
- Recipe schema (if applicable)
- Video object schema
- Local business schema
```

27. Search Intent Optimization

Prompt:

```
Analyze and optimize content for search intent matching:

Keyword: [TARGET KEYWORD]

Determine:
- Primary intent type (informational, navigational, transactional, commercial)
- SERP feature opportunities
- Content format that best serves intent
- User journey stage
- Required content elements
- Conversion optimization aligned with intent
- Related queries to address
```

28. Topical Authority Building

Prompt:

```
Build topical authority in [NICHE/INDUSTRY]:

Create:
- Comprehensive topic cluster strategy
- Pillar content recommendations (3-5 main topics)
- Supporting content ideas (10-15 per pillar)
- Content calendar for 6 months
- Internal linking hub structure
- Expert contributor recruitment plan
- Original research topics
- Industry partnership opportunities
```

29. SERP Feature Optimization

Prompt:

```
Optimize content to capture SERP features for [KEYWORD]:

Target features:
- Featured snippets (paragraph, list, table)
- People Also Ask boxes
- Image pack
- Video carousel
- Local pack (if applicable)
- Sitelinks
- Knowledge panel

Provide specific content formatting and structure recommendations for each.
```

30. SEO Performance Reporting

Prompt:

```
Create a comprehensive SEO performance report template:

Include:
- Organic traffic trends (month-over-month, year-over-year)
- Keyword ranking improvements
- Backlink acquisition summary
- Technical SEO health score
- Conversion metrics from organic traffic
- Top performing content
- Content gap opportunities
- Competitor movement analysis
- Action items and recommendations for next period
```

Landing Page & Sales Copy Prompts

1. High-Converting Landing Page Framework

Prompt:

```
Create a complete landing page copy for [PRODUCT/SERVICE]:

Product: [NAME]
Target audience: [DESCRIPTION]
Unique value proposition: [UVP]

Include:
- Attention-grabbing headline with benefit
- Subheadline explaining the transformation
- Hero section copy
- Problem agitation section
- Solution presentation
- Feature-benefit conversion table
- Social proof section (testimonials, stats, logos)
- Objection handling FAQ
- Multi-step CTA strategy
- Urgency and scarcity elements
```

2. Above-the-Fold Headline Generator

Prompt:

```
Generate 10 high-impact headlines for [PRODUCT/SERVICE]:

Target audience: [AUDIENCE]
Main benefit: [PRIMARY BENEFIT]
Unique mechanism: [HOW IT WORKS]

Headline formats:
- Promise-based headlines
- Question headlines
- "How to" headlines
- Transformation headlines
- Number-based headlines

Each headline should create curiosity and communicate clear value.
```

3. Benefit-Driven Feature Descriptions

Prompt:

```
Convert technical features into customer benefits for [PRODUCT]:

Features: [LIST FEATURES]

For each feature, provide:
- Feature name
- What it does (technical description)
- Why it matters (customer benefit)
- Real-world use case scenario
- Emotional benefit
- Supporting micro-copy
```

4. Social Proof Section Creator

Prompt:

```
Design a comprehensive social proof strategy for [PRODUCT/SERVICE]:

Create:
- 5 detailed customer testimonial templates
- Success metrics showcase (numbers, percentages, results)
- Client logo section copy
- Case study summary boxes (3-4)
- Video testimonial script outlines
- Trust badges and certifications display
- User-generated content integration ideas
- Before/after transformation stories
```

5. Value Proposition Statement

Prompt:

```
Craft a compelling value proposition for [PRODUCT/SERVICE]:

Product: [NAME]
Target market: [MARKET]
Main competitors: [COMPETITOR NAMES]

Deliverables:
- One-sentence value proposition
- Extended value proposition (2-3 sentences)
- Differentiation points (3-5 unique selling points)
- Tagline variations (5 options)
- Elevator pitch (30 seconds)
```

6. Call-to-Action Optimization

Prompt:

```
Create high-converting CTA variations for [PRODUCT/SERVICE]:

Offer: [WHAT THEY GET]
Action: [WHAT THEY DO]

Generate:
- Primary CTA button copy (10 variations)
- Secondary CTA options
- Risk-reversal statements
- Urgency-driven CTAs
- Curiosity-based CTAs
- Micro-commitments CTAs
- Post-CTA reassurance copy
```

7. Pain Point Agitation Copy

Prompt:

```
Write pain point agitation copy for [TARGET AUDIENCE]:

Audience: [DESCRIPTION]
Main problems: [LIST 3-5 PAIN POINTS]

Develop:
- Opening hook that identifies with the problem
- Problem amplification (make them feel the pain)
- Consequence exploration (what happens if unsolved)
- Current solution inadequacy
- Transition to solution introduction
- Empathy-driven language throughout
```

8. Pricing Page Psychology

Prompt:

```
Design pricing page copy for [PRODUCT/SERVICE]:

Pricing tiers: [BASIC/PRO/ENTERPRISE OR SIMILAR]
Price points: [AMOUNTS]

Create:
- Tier names that convey value
- Feature comparison table copy
- Most popular tier highlighting strategy
- Price anchoring elements
- Savings and value calculations
- Money-back guarantee copy
- Payment terms and flexibility messaging
- Upgrade path incentives
```

9. FAQ Objection Handler

Prompt:

```
Generate FAQ section that handles objections for [PRODUCT/SERVICE]:

Target audience concerns:
- [CONCERN 1]
- [CONCERN 2]
- [CONCERN 3]

Create:
- 15-20 frequently asked questions
- Reassuring, detailed answers
- Objection pre-emption strategy
- Trust-building responses
- Technical questions for credibility
- Conversion-focused final FAQ
```

10. Hero Section Complete Copy

Prompt:

```
Write complete hero section for [PRODUCT/SERVICE]:

Include:
- Headline (benefit-driven, clear, compelling)
- Subheadline (elaborates on benefit/mechanism)
- Primary CTA button copy
- Secondary CTA (if applicable)
- Trust indicators (security, guarantees, social proof)
- Hero image/video description
- Above-fold urgency element
- Micro-copy supporting elements
```

11. About Us Page Story

Prompt:

```
Craft an engaging About Us page for [COMPANY/BRAND]:

Company mission: [MISSION]
Founding story: [KEY POINTS]
Values: [CORE VALUES]

Create:
- Opening hook (why we exist)
- Founder's story or company origin
- Mission and vision statements
- Values with explanations
- Team introduction approach
- Customer-centric messaging
- Future goals and commitments
- Call-to-action to engage
```

12. Product Launch Copy

Prompt:

```
Develop product launch sales page copy for [NEW PRODUCT]:

Launch date: [DATE]
Early bird offer: [SPECIAL OFFER]

Structure:
- Pre-launch hype headline
- Problem identification
- Solution revelation (the product)
- Unique features and innovations
- Launch special offer details
- Countdown urgency elements
- Early adopter benefits
- Launch timeline and availability
- Risk-free trial or guarantee
```

13. Comparison Page Framework

Prompt:

```
Create a [YOUR PRODUCT] vs. [COMPETITOR] comparison page:

Products to compare: [LIST]

Develop:
- Objective comparison introduction
- Feature-by-feature comparison table
- Advantage highlighting (without negative comparisons)
- Use case scenarios for each
- Pricing and value comparison
- Migration assistance messaging
- Fair and credible tone
- Strong closing CTA
```

14. Service Page Copy Structure

Prompt:

```
Write comprehensive service page copy for [SERVICE]:

Service: [NAME]
Target clients: [DESCRIPTION]
Process: [STEPS]

Include:
- Service overview and benefits
- Detailed process/methodology
- What's included (deliverables)
- Timeline and expectations
- Pricing or quote request approach
- Case studies or portfolio examples
- Client testimonials specific to service
- Next steps CTA
```

15. Webinar Registration Page

Prompt:

```
Create high-converting webinar registration page for [TOPIC]:

Webinar title: [TITLE]
Date/time: [WHEN]
Host: [NAME/CREDENTIALS]

Write:
- Compelling headline (promise transformation)
- Subheadline with date/time
- What attendees will learn (bullet points)
- Host credibility and bio
- Bonus offers for attendees
- Registration form micro-copy
- Urgency elements (limited seats, deadline)
- Social proof from past webinars
```

16. SaaS Free Trial Page

Prompt:

```
Develop free trial landing page for [SAAS PRODUCT]:

Trial length: [DAYS]
Key features: [LIST]

Create:
- Benefit-focused headline
- Trial details and what's included
- No credit card required messaging (if applicable)
- Quick start guide preview
- Success metrics from existing users
- Feature highlights for trial period
- Easy signup process description
- Upgrade path clarity
- Support availability assurance
```

17. Lead Magnet Landing Page

Prompt:

```
Design lead magnet landing page copy for [FREE RESOURCE]:

Resource type: [EBOOK/CHECKLIST/TEMPLATE/GUIDE]
Topic: [SUBJECT]

Structure:
- Value-driven headline
- What they'll get (specific outcomes)
- Preview of contents or chapters
- Why this resource is valuable now
- Author/brand credibility
- Simple opt-in form instructions
- Privacy assurance
- Instant delivery messaging
- Bonus materials mention
```

18. Upsell Page Copy

Prompt:

```
Create one-click upsell page copy for [ADDITIONAL OFFER]:

Original purchase: [PRODUCT]
Upsell offer: [RELATED PRODUCT]
Special price: [DISCOUNTED PRICE]

Write:
- "Wait!" or attention-retaining headline
- Perfect complement messaging
- Special one-time offer explanation
- Before vs. after with upsell
- Price comparison and savings
- Simplified acceptance CTA
- Easy decline option
- Time-sensitive nature
```

19. Thank You Page Strategy

Prompt:

```
Design thank you page copy for [CONVERSION ACTION]:

Action completed: [PURCHASE/SIGNUP/DOWNLOAD]

Include:
- Gratitude and confirmation message
- Next steps (what happens now)
- Expectation setting (when to expect delivery/access)
- Onboarding resource links
- Social sharing incentive
- Additional offer or upsell opportunity
- Community invitation
- Support contact information
```

20. Video Sales Letter Script

Prompt:

```
Write video sales letter script for [PRODUCT/SERVICE]:

Video length target: [MINUTES]
Selling price: [PRICE]

Script structure:
- Pattern interrupt opening (3-5 seconds)
- Problem identification (30-45 seconds)
- Personal story or credibility (30 seconds)
- Solution introduction (45-60 seconds)
- Demonstration or explanation (2-3 minutes)
- Social proof integration (30 seconds)
- Offer and pricing reveal (45 seconds)
- Guarantee and risk reversal (30 seconds)
- Call-to-action and urgency (30 seconds)
- Visual and text on-screen cues
```

Advertising Prompts

Meta Ads (Facebook & Instagram)

1. Meta Ad Copy Generator

Prompt:

```
Create Meta ad copy variations for [PRODUCT/SERVICE]:

Target audience: [DEMOGRAPHICS + INTERESTS]
Campaign objective: [AWARENESS/CONSIDERATION/CONVERSION]
Ad placement: [FEED/STORIES/REELS]

Generate:
- 5 primary text variations (125 characters, attention-grabbing)
- 5 headline options (40 characters max)
- 3 description variations (30 characters)
- Call-to-action button recommendations
- Emoji usage for engagement
- Hook patterns for scroll-stopping
```

2. Facebook Carousel Ad Strategy

Prompt:

```
Design carousel ad content for [PRODUCT LINE]:

Products/Features: [LIST]
Target audience: [DESCRIPTION]

For each card (5-10 cards):
- Image/video description
- Card headline (40 characters)
- Card description (20 words)
- Overall story arc across cards
- Strong final CTA card
- A/B testing variations
```

3. Instagram Story Ad Script

Prompt:

```
Create Instagram Story ad sequence for [OFFER]:

Duration: 15 seconds
Goal: [AWARENESS/TRAFFIC/CONVERSIONS]

Script:
- Opening frame hook (1-2 seconds)
- Problem presentation (3-4 seconds)
- Solution reveal (4-5 seconds)
- Benefit highlight (3-4 seconds)
- CTA slide (2-3 seconds)
- Text overlay suggestions
- Interactive element ideas (polls, questions, swipe-up)
```

4. Meta Retargeting Campaign

Prompt:

```
Develop retargeting ad copy for [AUDIENCE SEGMENT]:

Segment: [CART ABANDONERS/PAGE VISITORS/VIDEO VIEWERS/ETC]
Time since interaction: [TIMEFRAME]

Create:
- Reminder-based ad copy
- Incentive offers (if applicable)
- Urgency messaging
- Social proof reinforcement
- Different messaging for warm vs hot audiences
- Sequential retargeting ad series (3-4 ads)
```

5. Lead Generation Ad Template

Prompt:

```
Create Meta lead generation ad campaign for [LEAD MAGNET]:

Offer: [FREE RESOURCE/CONSULTATION/TRIAL]
Form fields: [NAME, EMAIL, PHONE, ETC]

Develop:
- Engaging primary text highlighting value
- Headline emphasizing "free" and benefit
- Form introduction text
- Privacy policy micro-copy
- Thank you screen message
- Instant lead magnet delivery messaging
```

TikTok Ads

6. TikTok Video Ad Script

Prompt:

```
Write TikTok ad script for [PRODUCT/SERVICE]:

Video length: [15/30/60 seconds]
Target audience: [AGE RANGE + INTERESTS]

Script format:
- Attention-grabbing opening (first 2 seconds)
- Native content style (not overly promotional)
- Problem or pain point mention
- Product integration naturally
- Demonstration or use case
- Call-to-action
- Trending sound/music suggestions
- On-screen text overlays
- Hashtag strategy
```

7. TikTok Spark Ads Content

Prompt:

```
Create organic-style content plan for TikTok Spark Ads promoting [BRAND]:

Campaign goal: [AWARENESS/ENGAGEMENT/CONVERSIONS]

Develop:
- 3-5 authentic video concepts
- Creator collaboration ideas
- Hashtag challenge potential
- Trending audio integration
- Behind-the-scenes angles
- User-generated content approach
- Call-to-action integration
- Brand mention strategy (subtle vs direct)
```

8. TikTok Collection Ads

Prompt:

```
Design TikTok Collection Ad for [ECOMMERCE PRODUCTS]:

Product category: [CATEGORY]
Featured products: [LIST 4-8 PRODUCTS]

Create:
- Engaging cover video (5-10 seconds)
- Product card copy for each item
- Collection theme/story
- Lifestyle integration angles
- Impulse purchase triggers
- Seamless shopping experience messaging
```

Google Ads

9. Google Search Ad Copy

Prompt:

```
Write Google Search ad copy for keyword: [TARGET KEYWORD]

Match type: [EXACT/PHRASE/BROAD]
Audience: [DESCRIPTION]

Generate:
- 15 headline variations (30 characters max each)
- 4 description variations (90 characters max each)
- Dynamic keyword insertion examples
- Ad extensions copy:
  - Sitelink extensions (4)
  - Callout extensions (6)
  - Structured snippets (1 set)
- Location-specific variations (if applicable)
```

10. Google Responsive Search Ads

Prompt:

```
Create responsive search ad assets for [PRODUCT/SERVICE]:

Target keywords: [LIST]

Provide:
- 15 unique headlines (mix of keywords, benefits, CTAs)
- 4 unique descriptions (value props, offers, urgency)
- Pinning strategy for certain positions
- Asset strength optimization tips
- A/B testing headline combinations
- Seasonal variation suggestions
```

11. Google Shopping Ad Optimization

Prompt:

```
Optimize product titles and descriptions for Google Shopping:

Product: [PRODUCT NAME]
Category: [CATEGORY]
Key features: [FEATURES]

Create:
- SEO-optimized product title (150 characters)
- Compelling product description (5000 characters)
- Custom labels strategy (price range, margin, bestseller, etc)
- Promotional text options
- Attribute optimization (brand, GTIN, MPN, etc)
```

12. Google Display Ad Copy

Prompt:

```
Design Google Display ad variations for [CAMPAIGN]:

Audience: [DEMOGRAPHICS/INTERESTS]
Goal: [AWARENESS/CONSIDERATION/ACTION]

Create copy for ad sizes:
- 300x250 (Medium Rectangle)
- 728x90 (Leaderboard)
- 160x600 (Wide Skyscraper)
- 300x600 (Half Page)

For each:
- Headline (concise, benefit-driven)
- Body copy (if space allows)
- CTA button text
- Logo and brand placement strategy
```

13. YouTube Video Ad Scripts

Prompt:

```
Write YouTube ad scripts for [PRODUCT/SERVICE]:

Ad format: [SKIPPABLE/NON-SKIPPABLE/BUMPER]
Duration: [6/15/30 seconds]

Script:
- First 5 seconds (before skip option)
- Value proposition delivery
- Visual scene descriptions
- Voiceover text
- End card CTA
- Brand mention timing
- Mobile optimization considerations
```

14. Google Performance Max Assets

Prompt:

```
Generate comprehensive asset set for Performance Max campaign:

Business: [BUSINESS NAME]
Products/Services: [LIST]

Create:
- 5 headlines (30 characters each)
- 5 long headlines (90 characters each)
- 5 descriptions (90 characters each)
- Business name variations
- Call-to-action suggestions
- Image asset descriptions (landscape, square, portrait)
- Video script concepts (multiple lengths)
- Audience signals and targeting suggestions
```

Multi-Platform

15. Cross-Platform Campaign Strategy

Prompt:

```
Develop integrated ad campaign across Meta, TikTok, and Google:

Product: [NAME]
Budget: [TOTAL BUDGET]
Duration: [TIMEFRAME]

Create:
- Platform-specific messaging adaptations
- Budget allocation recommendations
- Creative format for each platform
- Audience targeting strategy per platform
- Sequential messaging timeline
- Cross-platform retargeting flow
- Performance metrics to track per platform
```

16. A/B Testing Framework

Prompt:

```
Design A/B testing strategy for [AD CAMPAIGN]:

Platform: [PLATFORM]
Variable to test: [HEADLINE/IMAGE/AUDIENCE/CTA/ETC]

Develop:
- Control vs variation specifications
- Hypothesis statement
- Success metrics definition
- Sample size requirements
- Test duration recommendation
- Statistical significance criteria
- Next steps based on results
```

17. Seasonal Campaign Messaging

Prompt:

```
Create seasonal ad campaign for [HOLIDAY/SEASON]:

Event: [BLACK FRIDAY/CHRISTMAS/BACK-TO-SCHOOL/ETC]
Products: [LIST]
Platforms: [LIST]

Generate:
- Seasonal headlines with urgency
- Limited-time offer messaging
- Gift-angle copy (if applicable)
- Countdown and scarcity elements
- Seasonal creative themes
- Early bird vs last-minute messaging
- Post-season follow-up ads
```

18. Product Launch Ad Series

Prompt:

```
Develop multi-phase ad campaign for product launch:

Product: [NEW PRODUCT]
Launch date: [DATE]
Platforms: [META/TIKTOK/GOOGLE/ETC]

Create phases:
- Teaser phase (pre-launch): 2 weeks before
- Launch announcement: Launch day
- Early adopter phase: Week 1
- Social proof phase: Week 2-4
- Ongoing conversion ads: Month 2+

Copy and creative direction for each phase.
```

19. Competitor Comparison Ads

Prompt:

```
Create ethical competitor comparison ad copy for [YOUR PRODUCT]:

Your product: [NAME]
Main competitor: [COMPETITOR NAME]

Develop:
- Feature advantage messaging (factual, not attacking)
- Switching incentive offers
- Side-by-side benefit comparison
- Customer testimonials from switchers
- Value proposition differentiation
- Risk-free trial or guarantee
- Compliance with platform policies
```

20. Conversion-Focused Ad Formula

Prompt:

```
Apply proven conversion frameworks to [PRODUCT/SERVICE]:

Choose framework: [AIDA/PAS/FAB/4Ps]
Platform: [PLATFORM]

Generate:
- Attention: Scroll-stopping hook
- Interest: Engaging value proposition
- Desire: Benefit stacking and social proof
- Action: Clear, compelling CTA

Adapt for:
- Cold audiences
- Warm audiences
- Hot audiences (retargeting)
```

Email Marketing Prompts

1. Welcome Email Series

Prompt:

```
Create a 5-email welcome series for new subscribers:

Business: [YOUR BUSINESS]
Lead magnet they downloaded: [RESOURCE]
Product/service to introduce: [PRODUCT]

Email sequence:
1. Immediate welcome + lead magnet delivery
2. Brand story and mission (Day 1)
3. Educational content + value (Day 3)
4. Social proof and testimonials (Day 5)
5. Soft product introduction + special offer (Day 7)

For each email:
- Subject line (3 variations)
- Preview text
- Email body copy
- CTA button text
- P.S. section
```

2. Abandoned Cart Recovery

Prompt:

```
Design abandoned cart email sequence:

Products: [ECOMMERCE ITEMS]
Cart value: [AVERAGE]

3-email series:
- Email 1 (1 hour after): Gentle reminder
- Email 2 (24 hours after): Add urgency + benefits
- Email 3 (48 hours after): Last chance + incentive

For each:
- Engaging subject line
- Product showcase
- Objection handling
- Limited-time discount (if applicable)
- Social proof
- Easy return to cart CTA
```

3. Newsletter Template

Prompt:

```
Create engaging newsletter template for [INDUSTRY]:

Frequency: [WEEKLY/MONTHLY]
Sections: [NEWS/TIPS/FEATURES/ETC]

Structure:
- Catchy subject line formula
- Personal greeting
- Main content sections (2-4)
- Curated links or resources
- Company updates
- Exclusive subscriber offer
- Social media links
- Unsubscribe-friendly footer
```

4. Product Launch Email

Prompt:

```
Write product launch email for [NEW PRODUCT]:

Product: [NAME]
Launch date: [DATE]
Special offer: [EARLY BIRD PRICING]

Include:
- Exciting subject line with news angle
- Problem this solves
- Product reveal and key features
- Limited-time launch offer details
- Social proof or beta tester testimonials
- Clear CTA to purchase
- FAQ or objection handling
- Countdown timer suggestion
```

5. Re-engagement Campaign

Prompt:

```
Create win-back email series for inactive subscribers:

Inactive period: [TIMEFRAME]
Last interaction: [OPEN/CLICK/PURCHASE]

3-email sequence:
- Email 1: "We miss you" with value reminder
- Email 2: Special reactivation offer
- Email 3: Preference center or final goodbye

Each email should:
- Acknowledge the absence
- Provide value/incentive to return
- Update preferences option
- Easy unsubscribe (healthy list management)
```

6. Event Invitation Email

Prompt:

```
Design email invitation for [EVENT TYPE]:

Event: [WEBINAR/WORKSHOP/CONFERENCE]
Date: [DATE]
Value proposition: [WHAT THEY'LL LEARN/GAIN]

Create:
- FOMO-inducing subject line
- Event details (what, when, where, who)
- Agenda or topics covered
- Speaker/host credentials
- Registration CTA (prominent)
- Early bird or VIP options
- Social sharing buttons
- Calendar add functionality
```

7. Educational Drip Campaign

Prompt:

```
Develop educational email course for [TOPIC]:

Course length: [NUMBER] emails
Delivery: [DAILY/EVERY OTHER DAY]
Audience level: [BEGINNER/INTERMEDIATE/ADVANCED]

For each lesson:
- Progressive learning path
- Subject line indicating lesson number
- Key concept explanation
- Actionable takeaway
- Examples or case studies
- Quiz or engagement element
- Preview of next lesson
- Upgrade to paid product (where relevant)
```

8. Customer Testimonial Request

Prompt:

```
Write email requesting customer reviews/testimonials:

Product/service: [NAME]
Customer purchase date: [TIMEFRAME]

Include:
- Personalized greeting
- Acknowledgment of their purchase
- Simple review request
- Multiple review platform options
- Incentive for leaving review (if applicable)
- Specific questions to guide them
- Social media tag requests
- Thank you and appreciation
```

9. Seasonal Promotion Email

Prompt:

```
Create seasonal promotional email for [HOLIDAY/SEASON]:

Season: [BLACK FRIDAY/SUMMER/BACK-TO-SCHOOL]
Discount: [PERCENTAGE/AMOUNT]
Duration: [DATES]

Structure:
- Seasonal subject line with offer
- Eye-catching seasonal design description
- Clear discount explanation
- Featured products or categories
- Urgency countdown
- Shipping deadline (if applicable)
- Gift guide angle (if relevant)
- Exclusive email subscriber perk
```

10. Upsell/Cross-sell Email

Prompt:

```
Design upsell email for existing customers:

Original purchase: [PRODUCT]
Recommended upsell: [RELATED PRODUCT]
Customer segment: [DESCRIPTION]

Create:
- "Perfect for you" subject line
- Personalized product recommendation
- Benefit of combining products
- Special bundle pricing
- Customer success stories with both products
- Limited-time discount
- Easy add-to-order process
```

11. Survey or Feedback Request

Prompt:

```
Write customer feedback survey email:

Purpose: [PRODUCT IMPROVEMENT/SATISFACTION/NPS]
Incentive: [GIFT CARD/DISCOUNT/ENTRY TO WIN]

Include:
- Honest subject line (their opinion matters)
- Why their feedback is valuable
- Time estimate (2-3 minutes)
- Direct survey link
- Incentive details
- Data privacy assurance
- Thank you in advance
- Results sharing promise
```

12. Content Upgrade Email

Prompt:

```
Create email promoting content upgrade:

Original content: [BLOG POST/VIDEO]
Upgrade offer: [CHECKLIST/TEMPLATE/EXTENDED VERSION]

Structure:
- Value-add subject line
- Quick recap of original content
- Introduction of enhanced version
- Specific benefits of upgrade
- Simple opt-in or purchase process
- Preview or sample
- Limited availability (if true)
```

13. Milestone Celebration Email

Prompt:

```
Design milestone email for [CUSTOMER ANNIVERSARY/ACHIEVEMENT]:

Milestone: [1 YEAR CUSTOMER/100TH PURCHASE/ETC]
Celebration offer: [SPECIAL GIFT/DISCOUNT]

Write:
- Celebratory subject line with personal touch
- Recognition of their journey
- Special thank you message
- Exclusive milestone reward
- Personalized statistics (if available)
- VIP program invitation
- Social sharing invitation
- Looking forward message
```

14. Webinar Follow-up Email

Prompt:

```
Create post-webinar email sequence:

Webinar topic: [TOPIC]
Recording available: [YES/NO]

Email series:
- Immediate: Thank you + recording link
- Day 1: Key takeaways + resources
- Day 3: Special attendee offer
- Day 7: Last chance for offer

Each email:
- Subject line
- Recap of value delivered
- Additional resources
- Conversion opportunity
- Next webinar invitation
```

15. VIP or Loyalty Program Email

Prompt:

```
Design VIP program invitation email:

Program name: [NAME]
Qualification: [PURCHASE AMOUNT/FREQUENCY]
Benefits: [PERKS LIST]

Include:
- Exclusive invitation subject line
- "You're special" messaging
- Program benefits breakdown
- Tier system explanation (if applicable)
- How to maintain status
- Immediate perk upon joining
- Member showcase or testimonial
- Easy acceptance CTA
```

CRO & Conversion Improvement Prompts

1. Conversion Funnel Audit

Prompt:

```
Analyze conversion funnel for [WEBSITE/PRODUCT]:

Current funnel stages:
- [STAGE 1: e.g., Landing page visit]
- [STAGE 2: e.g., Product page view]
- [STAGE 3: e.g., Add to cart]
- [STAGE 4: e.g., Checkout]
- [STAGE 5: e.g., Purchase]

Identify:
- Drop-off points and percentages
- Friction elements at each stage
- Optimization opportunities
- A/B test recommendations
- Quick wins vs long-term improvements
- Mobile vs desktop conversion gaps
```

2. Exit-Intent Popup Copy

Prompt:

```
Create exit-intent popup variations for [WEBSITE]:

Goal: [CAPTURE EMAIL/REDUCE ABANDONMENT/SPECIAL OFFER]
Audience: [FIRST-TIME VISITORS/RETURNING/CART ABANDONERS]

Generate:
- Attention-grabbing headline
- Compelling offer or value proposition
- Minimal form fields
- Strong CTA button copy
- "No thanks" microcopy
- Urgency or scarcity element
- Mobile-friendly variation
- 3-5 different angles to test
```

3. Checkout Optimization Strategy

Prompt:

```
Improve checkout process for [ECOMMERCE SITE]:

Current checkout steps: [NUMBER]
Average cart abandonment rate: [PERCENTAGE]

Recommendations for:
- Step reduction opportunities
- Trust signals to add
- Form field optimization
- Guest checkout option copy
- Progress indicator design
- Shipping cost transparency
- Payment option display
- Security badge placement
- Abandoned cart save messaging
- Error message improvements
```

4. Trust Signal Implementation

Prompt:

```
Develop trust signal strategy for [WEBSITE/PAGE]:

Industry: [INDUSTRY]
Target audience concerns: [LIST]

Create:
- Security badge placement and copy
- Money-back guarantee statement
- Privacy policy highlights
- Customer service availability messaging
- Return policy summary
- Shipping guarantee (if applicable)
- Third-party certification showcase
- "As seen in" media mentions
- BBB or industry accreditation display
```

5. Button and CTA Optimization

Prompt:

```
Optimize CTAs throughout [WEBSITE/PAGE]:

Current CTAs: [LIST EXISTING BUTTONS]
Goals: [CONVERSIONS WANTED]

For each CTA:
- Button color psychology recommendation
- Action-oriented text (10 variations)
- Size and placement optimization
- Surrounding copy (microcopy before/after)
- Urgency elements
- Mobile tap target considerations
- Above/below fold strategy
- Contrast and visibility improvements
```

6. Form Optimization

Prompt:

```
Reduce form abandonment for [FORM TYPE]:

Form purpose: [LEAD GEN/CHECKOUT/REGISTRATION]
Current fields: [LIST]

Optimize:
- Field reduction strategy
- Multi-step vs single-page recommendation
- Field labels and placeholder text
- Error message clarity
- Progress indication
- Auto-fill and validation
- Privacy assurance near submit
- Submit button copy
- Optional vs required field balance
```

7. Social Proof Maximization

Prompt:

```
Implement social proof elements for [PRODUCT/SERVICE]:

Available proof:
- Customer count: [NUMBER]
- Reviews: [NUMBER/RATING]
- Case studies: [NUMBER]
- Notable clients: [LIST]

Create strategy for:
- Real-time activity notifications ("X just purchased")
- Review widget placement and copy
- Customer counter messaging
- Celebrity or influencer association
- Award and certification display
- Media mention integration
- User-generated content showcase
- Expert endorsements
```

8. Scarcity and Urgency Messaging

Prompt:

```
Develop ethical scarcity/urgency tactics for [OFFER]:

Product: [NAME]
Actual limitations: [INVENTORY/TIME/BONUS]

Create:
- Countdown timer copy
- Limited stock messaging
- Time-limited offer copy
- Seasonal availability messaging
- Fast-action bonus
- Price increase warnings
- Enrollment cap messaging
- Ensure all scarcity is genuine and ethical
```

9. Mobile Conversion Optimization

Prompt:

```
Optimize mobile experience for [WEBSITE/PAGE]:

Current mobile conversion rate: [PERCENTAGE]
Desktop conversion rate: [PERCENTAGE]

Improve:
- Thumb-friendly navigation
- Simplified mobile forms
- Click-to-call button placement
- Mobile-specific CTAs
- Page speed enhancements
- Tap target sizing
- Mobile checkout flow
- Image and video optimization
- Reduced content for mobile focus
```

10. Personalization Strategy

Prompt:

```
Implement personalization for [WEBSITE]:

User segments:
- [SEGMENT 1: e.g., First-time visitors]
- [SEGMENT 2: e.g., Returning customers]
- [SEGMENT 3: e.g., Cart abandoners]

Personalize:
- Homepage hero message
- Product recommendations
- Email subject lines
- Offers and pricing
- Content suggestions
- Navigation prominence
- Social proof (location-based, behavior-based)
```

11. Value Proposition Clarity Test

Prompt:

```
Evaluate and improve value proposition for [PRODUCT/SERVICE]:

Current value prop: [EXISTING COPY]
Target audience: [DESCRIPTION]

Test for:
- Immediate comprehension (5-second test)
- Differentiation from competitors
- Relevance to target audience
- Clarity and specificity
- Emotional + rational appeal
- Headline/subheadline combo variations
- Visual representation ideas
- A/B test hypothesis
```

12. Pricing Page Psychology

Prompt:

```
Apply pricing psychology to [PRODUCT PRICING]:

Current pricing: [TIERS OR SINGLE PRICE]
Competition pricing: [RANGE]

Implement:
- Anchor pricing strategy
- Decoy pricing tier
- Price formatting ($99 vs $99.00)
- Annual vs monthly presentation
- Savings calculation display
- Value equation (price vs benefit)
- Payment plan options
- Guarantee placement near price
```

13. Micro-Conversion Optimization

Prompt:

```
Optimize micro-conversions leading to [MAIN GOAL]:

Main goal: [PURCHASE/SIGNUP/DEMO REQUEST]

Micro-conversions to optimize:
- Email capture
- Content downloads
- Video watch time
- Product page engagement
- Add to wishlist
- Chat initiation
- Quiz/assessment completion

Strategy for each with copy and placement recommendations.
```

14. Objection Handling Framework

Prompt:

```
Identify and address objections for [PRODUCT/SERVICE]:

Common objections:
- [OBJECTION 1: e.g., Too expensive]
- [OBJECTION 2: e.g., Don't trust it works]
- [OBJECTION 3: e.g., Too complicated]

For each objection:
- Where in funnel it appears
- Copy to pre-empt objection
- Visual or social proof to counter
- FAQ positioning
- Guarantee or risk-reversal approach
- Placement on page
```

15. Post-Purchase Conversion

Prompt:

```
Optimize post-purchase experience for [ECOMMERCE]:

Goals:
- Increase LTV
- Generate reviews
- Encourage referrals
- Reduce returns

Create:
- Order confirmation page enhancements
- Thank you page upsell opportunities
- Onboarding email sequence
- Review request timing and copy
- Referral program introduction
- Educational content delivery
- Loyalty program enrollment
- Re-purchase reminder system
```

Branded Tone-Style Prompt Presets

1. Professional & Authoritative

Preset Configuration:

```
Use this tone style when generating content for [YOUR BRAND]:

Characteristics:
- Confident and expertise-driven
- Data and research-backed statements
- Industry jargon appropriate for knowledgeable audience
- Formal but accessible language
- Third-person or "we" perspective
- Credibility through specific examples
- Minimal casual language
- Focus on results and ROI

Vocabulary preferences:
- Use: "proven," "research shows," "industry-leading," "optimized," "strategic"
- Avoid: "awesome," "literally," "super," excessive exclamation marks

Sentence structure:
- Medium to long sentences with clear structure
- Bullet points for technical details
- Statistics and numbers prominently featured

Example opening: "Our comprehensive analysis of 10,000+ campaigns reveals a strategic framework
```

2. Friendly & Conversational

Preset Configuration:

```
Use this tone style when generating content for [YOUR BRAND]:

Characteristics:
- Warm and approachable
- Second-person "you" focused
- Casual but professional
- Contractions and natural speech patterns
- Relatable examples and analogies
- Light humor where appropriate
- Empathetic to customer challenges
- Story-driven content

Vocabulary preferences:
- Use: "help you," "let's," "imagine," "here's the thing," "perfect for"
- Avoid: overly technical jargon, corporate speak, stiff language

Sentence structure:
- Short to medium sentences
- Questions to engage reader
- Conversational transitions ("So," "Now," "Here's why")

Example opening: "Let's be honest—managing your marketing can feel overwhelming. But here's the
```

3. Bold & Disruptive

Preset Configuration:

```
Use this tone style when generating content for [YOUR BRAND]:

Characteristics:
- Challenge conventional thinking
- Strong opinions and positions
- Direct and unfiltered
- Call out industry problems boldly
- Create urgency and FOMO
- Pattern-interrupt language
- Confidence bordering on provocative
- Results-obsessed messaging

Vocabulary preferences:
- Use: "stop," "never," "always," "the truth is," "here's what nobody tells you," "game-changer"
- Avoid: wishy-washy qualifiers, apologetic language

Sentence structure:
- Short, punchy sentences
- Fragment sentences for impact
- Power words and strong verbs
- Rhetorical questions

Example opening: "Stop wasting money on marketing that doesn't work. Period. The 'experts' have
```

4. Educational & Nurturing

Preset Configuration:

```
Use this tone style when generating content for [YOUR BRAND]:

Characteristics:
- Patient and thorough explanations
- Step-by-step guidance
- Encouragement and support
- Simplify complex topics
- Celebrate small wins
- Build confidence in reader
- Non-judgmental about skill level
- Progressive learning approach

Vocabulary preferences:
- Use: "let me show you," "simply," "easy," "step-by-step," "you've got this," "here's how"
- Avoid: assuming knowledge, condescending language, skipping steps

Sentence structure:
- Clear, simple sentences
- Numbered lists and sequential steps
- Explanatory transitions
- Definition of terms when needed

Example opening: "If you're new to email marketing, you're in the right place. I'll walk you thr
```

5. Luxury & Aspirational

Preset Configuration:

```
Use this tone style when generating content for [YOUR BRAND]:

Characteristics:
- Sophisticated and refined
- Exclusivity and premium positioning
- Aspirational lifestyle association
- Quality over quantity emphasis
- Selective and discerning language
- Timeless rather than trendy
- Understated confidence
- Investment framing vs cost

Vocabulary preferences:
- Use: "curated," "exceptional," "bespoke," "exclusive," "investment," "distinguished," "elevate
- Avoid: "cheap," "discount," "deal," "sale" (use "offer" or "opportunity"), hype

Sentence structure:
- Elegant, flowing sentences
- Descriptive and sensory language
- Subtle power words
- Sophisticated transitions

Example opening: "For the discerning marketer who refuses to compromise on quality, we've curate
```

How to Use These Prompts

Getting Started

1. **Choose the appropriate prompt** for your specific marketing need
2. **Fill in the bracketed placeholders** [LIKE THIS] with your specific information
3. **Copy the complete prompt** into your AI assistant (ChatGPT, Claude, etc.)
4. **Review and refine** the output to match your brand voice and specific requirements
5. **Iterate** by asking follow-up questions or requesting variations

Best Practices

- Be specific with your inputs for better results
- Combine multiple prompts for comprehensive campaigns
- Use the tone-style presets consistently across your content

- Save your best prompt variations for reuse

- Test different versions and track performance

- Adapt prompts based on your industry and audience

Customization Tips

- Add your brand guidelines to any prompt

- Include competitor examples for differentiation

- Specify content length requirements

- Request multiple variations for A/B testing

- Ask for platform-specific optimizations

Support & Updates

Version: 1.0
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For questions, support, or custom prompt requests, please reach out to our team.