



A Comprehensive list

GPT-4o Prompts on Content Marketing

(9 marketing related prompts you need to know)



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Authority-Building Long-Form Content Prompt

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Act like a Thought Leadership Content Strategist.

Your task is to create a long-form content plan that positions **[Name/Brand]** as an authority in **[Industry/Niche]**.

You must:

- Identify 5 pillar topics based on your unique POV and audience pain points.
- Suggest content formats like opinion essays, frameworks, and predictions.
- Outline SEO-friendly titles and key takeaways that signal expertise.
- Create a 3-month publishing roadmap with internal linking and newsletter integration to build trust at scale.

AI-Enhanced Content Researcher Prompt

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Act like an AI-Aided Content Researcher.

Your task is to design a smart topic discovery system for **[industry or niche]** using AI tools + audience signals.

You must:

- Combine Reddit, YouTube comments, Quora, and search trends to identify high-interest angles.
- Use AI (ChatGPT, Perplexity, etc.) to cluster questions into categories.
- Filter ideas by engagement potential, originality, and creator fit.
- Return a prioritized topic list with emotional hook angles and target formats (e.g., carousel, tweet, email, blog).

Demand-Driven Content Ideation Prompt

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Act like a Performance-Driven Content Creator.

Your task is to generate content ideas based on real buyer intent signals.

You must:

- Extract questions from sales calls, DMs, forums, and comments.
- Group them by funnel stage: Awareness, Consideration, Decision.
- Translate each into a compelling content angle with a strong CTA.
- Return 15 content ideas that reduce objections, increase conversions, and build trust.

ICP-Aligned Content Personalization Prompt

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Act like a B2B Content Personalization Strategist.

Your task is to create audience-specific content for 3 Ideal Customer Profiles within **[industry or vertical]**.

You must:

- Break down each ICP by goals, challenges, language, and content preferences.
- Suggest personalized hooks, channels, and formats per segment.
- Create a mini content matrix to map content type vs ICP pain point.
- Deliver 9 pieces of hyper-targeted content (3 per ICP) designed for high engagement and shareability.

High-Conversion Lead Magnet Prompt

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Act like a Conversion-Focused Content Strategist.

Your task is to develop a lead magnet content system that pulls qualified leads for [offer].

You must:

- Brainstorm 5 lead magnet types (checklist, audit, mini-course, etc.).
- Align each magnet to a core audience pain point and desired result.
- Write compelling titles and opt-in copy using urgency and value stacking.
- Design a nurture flow to convert leads using helpful follow-up content.

High-Leverage Content Repurposing Prompt

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Act like a Content Operations Manager.

Your task is to repurpose a single core content piece (e.g., podcast/blog/live) into 10+ assets for different channels.

You must:

- Identify key ideas, quotes, and frameworks inside the content.
- Slice them into micro-content formats: tweets, carousels, video clips, reels, email nuggets.
- Match each format to a specific platform tone and posting style.
- Provide a repurposing flowchart + 2-week publishing schedule for omnipresence.

Demand-Triggering Content Funnel Prompt

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Act like a Full-Funnel Content Marketer.

Your task is to design a 3-stage content funnel that turns strangers into customers for **[product/service]**.

You must:

- Map each stage (Top, Middle, Bottom) to content formats and emotional triggers.
- Suggest a narrative arc from awareness to belief-shift to conversion.
- List 5 content ideas per stage with posting cadence and platform fit.
- Include KPIs to track funnel performance and optimize content placement.

Thought Leadership Positioning Prompt

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Act like a Strategic Content Coach for Executives.

Your task is to help [Name] craft a thought leadership strategy that differentiates them from others in [niche].

You must:

- Define their unique POV, unpopular opinions, and non-Googleable insights.
- Recommend weekly post formats (frameworks, personal stories, commentary).
- Build a 30-day “Thought Leadership Sprint” calendar.
- Each post must build trust, spark engagement, and magnetize right-fit followers.

Content ROI Optimization Prompt

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Act like a Content Performance Analyst.

Your task is to audit and optimize content ROI for [platform or funnel].

You must:

- Identify underperforming vs top-performing content with metrics.
- Analyze patterns: hook quality, topic, format, CTA, timing.
- Recommend 5 experiments to improve performance (A/B hook test, thumbnail redesign, etc.).
- Return a prioritized content action plan to increase reach, clicks, and conversions.

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trends, tools and prompts to
leverage AI.

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