

Lesson 01 Demo 01

Generating a Product Launch Campaign Using ChatGPT

Objective: To generate a product launch campaign using ChatGPT by crafting a clear and specific prompt

Tools required: ChatGPT

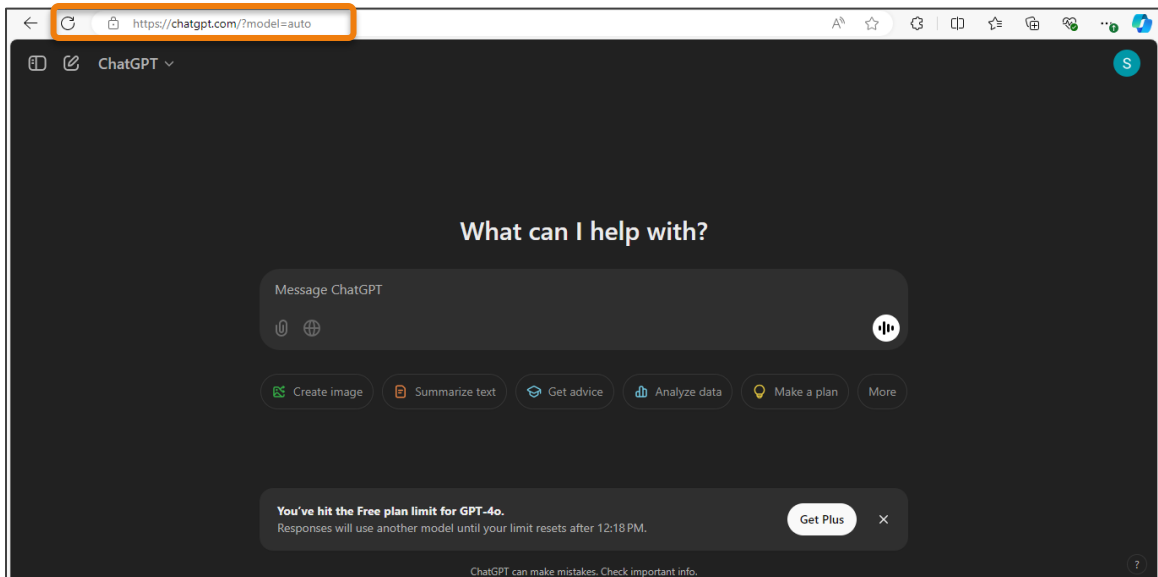
Prerequisites: None

Steps to be followed:

1. Log in to ChatGPT
2. Craft a marketing campaign prompt

Step 1: Log in to ChatGPT

- 1.1 Navigate to the **ChatGPT** website at <https://chatgpt.com/> and log in to your account



Step 2: Craft a marketing campaign prompt

2.2 Write the following prompt in the ChatGPT interface:

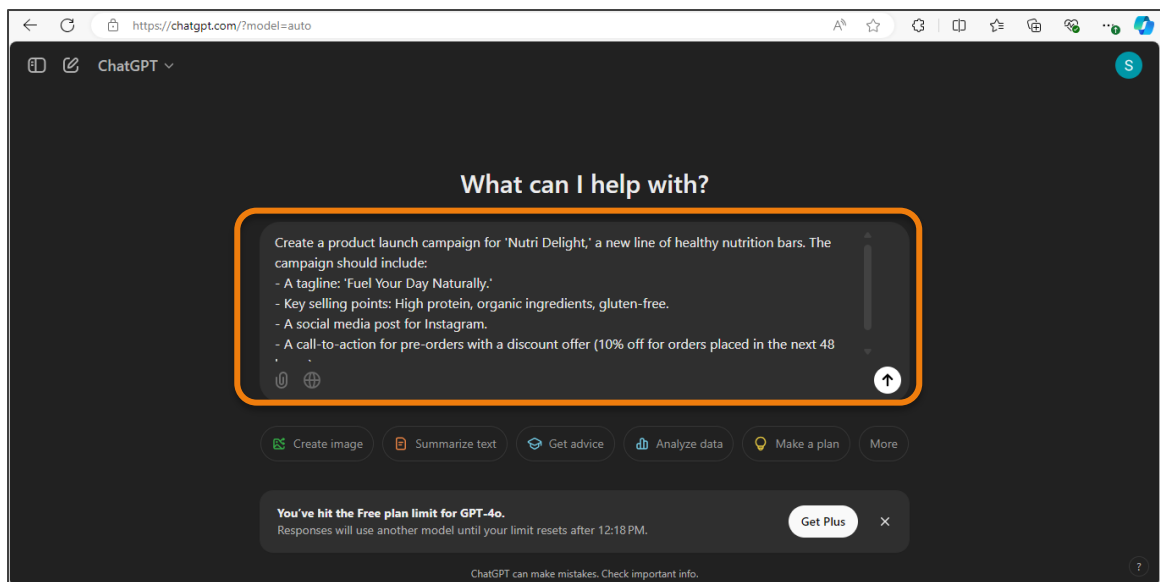
Create a product launch campaign for 'Nutri Delight,' a new line of healthy nutrition bars. The campaign should include:

A tagline: "Fuel Your Day Naturally."

Key selling points: High protein, organic ingredients, and gluten-free.

A social media post for Instagram.

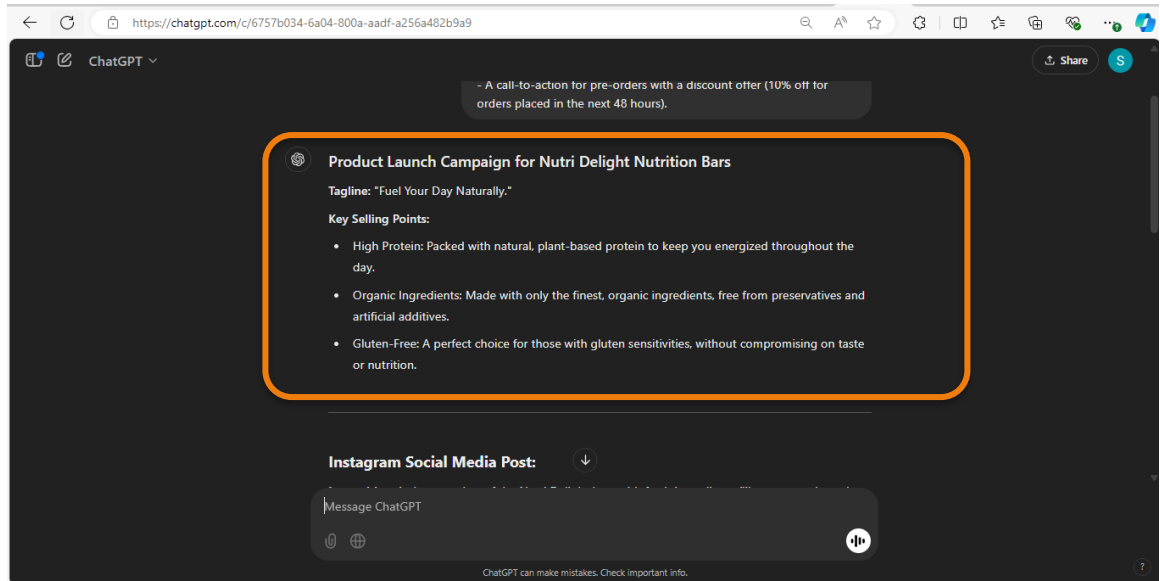
A call-to-action for pre-orders with a discount offer (10% off for orders placed within the next 48 hours).



Review the output

ChatGPT generates the following items:

- A catchy tagline
- A detailed Instagram post draft
- A compelling call-to-action



Instagram Social Media Post:

Image Idea: A close-up shot of the Nutri Delight bars with fresh ingredients (like nuts, seeds, and berries) surrounding them. The bars should look fresh and appetizing, with a natural, earthy backdrop to emphasize the organic ingredients.

Post Copy: ✨ Introducing Nutri Delight – The healthy snack your body will thank you for! ✨

Packed with high protein, organic ingredients, and completely gluten-free, our Nutri Delight bars are your perfect go-to snack to fuel your day naturally. 🌱💪 Whether you're hitting the gym, tackling your to-do list, or need a pick-me-up during a busy afternoon, we've got you covered!

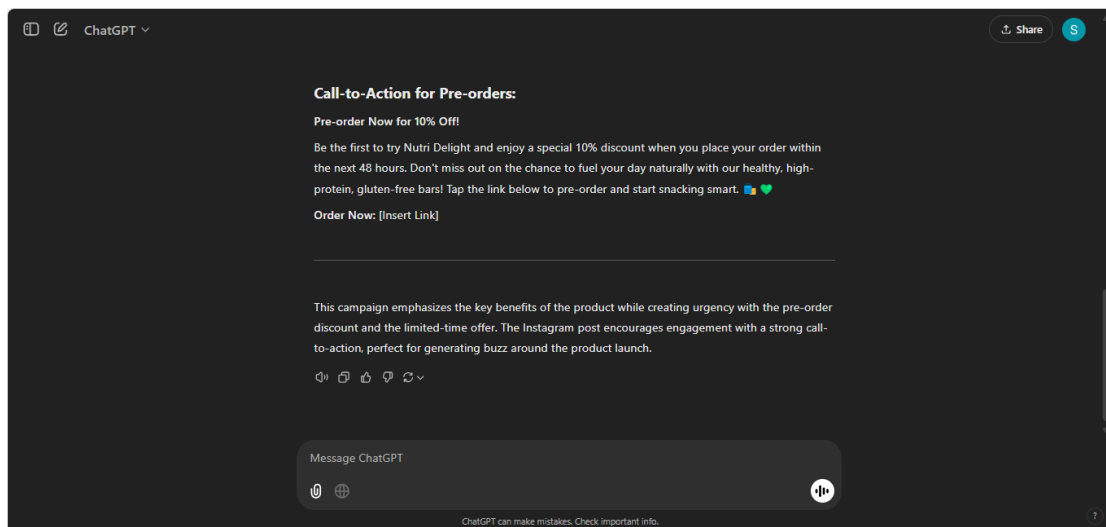
👉 **Why you'll love Nutri Delight:** ✔️ High in Protein – Power your body with natural energy.
✔️ Organic Ingredients – Because you deserve only the best.
✔️ Gluten-Free – Delicious, without the worries.

🔔 **Pre-order now and get 10% off** your first order when you purchase in the next 48 hours!

📱 Tap the link in bio to reserve yours today!

#FuelYourDayNaturally #NutriDelight #HealthySnack #OrganicLife #GlutenFreeLiving
#ProteinPower #SnackSmart #EatClean #HealthyLifestyle #PreOrderNow #SnackOnTheGo





By following these steps, you have successfully demonstrated how prompt engineering transforms ideas into impactful solutions, showcasing AI's ability to save time, enhance creativity, and deliver results, empowering leaders to drive innovation and focus on strategic goals.