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Generative AI and Prompt Engineering for Marketers

What is Prompt Engineering?



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Prompt Engineering is the art of asking the right question to get the best output from a generative AI

Not-so-good prompt



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“Write captions for a software product that generates web page designs using AI and no coding necessary. Explain why you recommended those captions.”

Here are some captions for a software product that generates web page designs using AI and no coding necessary:

1. **Revolutionize your website creation process with AI-powered design.** This caption highlights the software's AI capabilities and how it can transform the website creation process. It also emphasizes the ease of use and the fact that no coding is required.
2. **Create stunning websites in minutes with our AI-powered design tool.** This caption emphasizes the speed and efficiency of the software. It also highlights the fact that the software is powered by AI, which is a unique selling point.
3. **Design beautiful websites without writing a single line of code.** This caption emphasizes the fact that no coding is required to use the software. It also highlights the software's ability to create beautiful designs.
4. **Say goodbye to coding and hello to stunning web designs with AI.** This caption emphasizes the software's ability to create stunning web designs without the need for coding. It also highlights the software's AI capabilities.

I recommend these captions because they highlight the software's unique selling points, such as its AI-powered design capabilities and the fact that no coding is required. They also emphasize the software's ability to create stunning web designs quickly and efficiently. These captions are short, catchy, and easy to understand, making them ideal for marketing purposes.

Microsoft Copilot result

Good prompt



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Persona

- You are a content expert at a startup, Webgenix, with a software product that generates web page designs using AI and no coding necessary.

Context

- You are tasked to write a product caption no longer than 5 words.

Action

- Write 10 product captions for Webgenix and provide a short explanation recommending each caption.

Tone

- Please keep the tone professional.

Output Format


- Please format the output in a table that can be copied to Excel.

Table	
Caption	Explanation
"Design with ease"	This caption emphasizes the ease of use of Webgenix's software.
"AI-powered web design"	This caption highlights the AI-powered aspect of Webgenix's software.
"Revolutionize web design"	This caption suggests that Webgenix's software is a game-changer in the web design industry.
"Web design made simple"	This caption emphasizes the simplicity of Webgenix's software.
"Create stunning websites effortlessly"	This caption highlights the ability of Webgenix's software to create visually appealing websites with minimal effort.
"Web design made smarter"	This caption suggests that Webgenix's software is an intelligent solution for web design.
"Web design made faster"	This caption emphasizes the speed of Webgenix's software in creating web designs.
"Web design made affordable"	This caption highlights the affordability of Webgenix's software.
"Web design made accessible"	This caption suggests that Webgenix's software makes web design accessible to everyone.
"Web design made fun"	This caption emphasizes the fun aspect of using Webgenix's software to create web designs.

Microsoft Copilot result

ChatGPT Results

Not-so-good prompt

 ChatGPT

1. "Revolutionize Your Web Design: AI-Powered Pages Without a Single Line of Code!
🚀 #DesignRevolution #NoCodeNeeded"

This caption emphasizes the transformative nature of the software, positioning it as a game-changer in the world of web design. The use of emojis adds a touch of excitement, while the hashtags aim to create a sense of community around the product.

1. "Unleash Your Creativity: Beautiful Websites in Minutes, No Coding Skills Required! 🌟🎨 #WebDesignMadeEasy #NoCode"

This caption focuses on the creative aspect, appealing to users who want to express themselves visually without the constraints of coding. The emojis evoke a sense of beauty and magic, while the hashtags highlight the simplicity and accessibility of the tool.

1. "AI-Powered Web Design Magic: Instantly Create Stunning Sites, Zero Coding Hassle! 🧙‍♂️🔮 #AIWebDesign #NoCodeMagic"

Here, the caption combines the concepts of AI, magic, and instant results. The use of emojis enhances the idea of magic and creativity, while the hashtags highlight the AI aspect and stress the simplicity of the no-code approach.

1. "From Concept to Code-Free Creation: Elevate Your Website Game with AI Design Wizardry! 🧙‍♂️🔮 #AIDesign #NoCodeMagic"

This caption emphasizes the transition from concept to creation, positioning the software as a wizard-like tool for achieving professional web design. The emojis add a touch of technology, and the hashtags reinforce the AI-driven capabilities and the simplicity of the no-code approach.

1. "Web Design, Reinvented: AI-Powered Pages at Your Fingertips – No Coding, Just Creativity! 🖱️🚀 #DesignInnovation #NoCodeRevolution"

This caption focuses on innovation and reinvention, suggesting that the software is at the forefront of a design revolution. The emojis convey a sense of modernity and progress, while the hashtags highlight the innovative design and the overarching no-code revolution in the industry.

vs.

Good prompt

Caption	Explanation
"AI-Powered Web Magic"	Highlights the use of AI and conveys the effortless and magical experience of creating web designs.
"Code-Free Design Mastery"	Emphasizes the mastery achieved in web design without the need for coding skills.
"Instant Websites, No Code"	Communicates the speed and simplicity of generating websites instantly without any coding effort.
"Revolutionize Your Design"	Suggests a groundbreaking change in web design processes, making it revolutionary and innovative.
"Web Design, Zero Hassle"	Promises a hassle-free experience in web design, underlining the ease of use with no complications.
"Design Dreams, No Coding"	Appeals to users' aspirations by implying that they can achieve their dream designs without coding.
"Webgenix: AI, No Limits"	Conveys the idea that with Webgenix and AI, there are no limits to what users can create in web design.
"Unleash Creativity with AI"	Encourages users to unleash their creativity by leveraging the power of AI in web design.
"Webgenix: Where AI Designs"	Positions Webgenix as the platform where AI takes the lead in crafting impressive and effective designs.
"No Code, Just Design"	Simplifies the message, focusing on the absence of coding and the straightforward design process.



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Good Prompts for Marketing

01. Creating a Marketing Plan



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- You are the head of marketing at a startup, Webgenix, with a software product that generates web page designs using AI and no coding necessary.
- You are tasked to write a marketing plan for the next fiscal year with a primary goal of increasing brand awareness. Your target audience is small business owners.
- Write the marketing plan in about 1000 words.
- Please use professional tone but with simpler, easy to understand English.
- Please format the output by including appropriate headings and subheadings so it is easy to copy into a Word document.

Persona

Context

Refer to the accompanying pdf for the ChatGPT Response

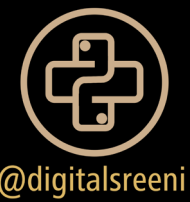
Action

Tone

Output Format

Good Prompts for Marketing

02. Defining a Campaign for a New Product



- You are part of a marketing team at a startup, Webgenix, with a software product that generates web page designs using AI and no coding necessary.
- You are tasked to define a campaign for an upcoming release of your product with key functionality of designing a web page in 3 clicks. Your target audience is small business owners from the San Francisco Bay Area.
- Define a campaign plan in detail that includes both paid and organic social media activities.
- Please use professional tone but with simpler, easy to understand English.
- Please format the output as a table for easy copy into Excel.

Persona

Context

Refer to the accompanying pdf for the ChatGPT Response

Action

Tone

Output Format

Bad Prompt for Marketing

03a. Composing Social Media Posts for Your New Product



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Bad Prompt

Please write 10 tweets about designing a web page in just 3 clicks. Make half of them funny.

Refer to the accompanying pdf for the ChatGPT Response

Good Prompts for Marketing

03b. Composing Social Media Posts for Your New Product



Good Prompt

<ul style="list-style-type: none">You are an expert content writer at a startup, Webgenix, with a software product that generates web page designs using AI and no coding necessary.	Persona	
<ul style="list-style-type: none">You are tasked to write tweets for an upcoming release of your product with key functionality of ‘designing a web page in just 3 clicks’. Your target audience is small business owners from the San Francisco Bay Area.	Context	Refer to the accompanying pdf for the ChatGPT Response
<ul style="list-style-type: none">Compose 10 tweets, each about 240 characters. Please do not include any hashtags as part of your response.	Action	
<ul style="list-style-type: none">Please use professional tone but with simpler, easy to understand English for 5 tweets and comedic tone for the remaining 5.	Tone	
<ul style="list-style-type: none">Please format the output as a table for easy copy into Excel.	Output Format	



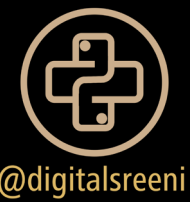
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While it's generally a good habit to provide all the elements of Persona, Context, Action, Tone, and Output Format, it's not always necessary.

The importance of each aspect depends on the specific task at hand.

Good Prompts for Marketing

04. SEO Analysis



- You are an SEO expert at a startup, Webgenix, with a software product that generates web page designs using AI and no coding necessary.
- I want you to find me top 2 sites that rank for each of the respective keywords {keywords}.
- Present your response as a list, with each entry including the name of the site, the URL and advice on how I could use SEO tactics to outrank it.
- {keywords}: web page design generator, AI web page design

Context	
Persona	Tone
Action	
Output Format	
variables	Refer to the accompanying pdf for the MS Copilot Response

Good Prompts for Marketing

05. SEO Keywords Analysis



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- Analyze my {webpage} and give me 20 keyword suggestions that would help me rank better for a specific {audience}. Make sure you analyze my webpage before you respond to get a good idea of my content.
- Present your response as a list of suggested keywords and long-tail keywords with a paragraph giving me your reasoning.
- {webpage}: <https://8b.com/>
- {audience}: Small business owners in the San Francisco Bay Area

Action

Persona

Context

Tone

Output Format

variables

Refer to the accompanying pdf for the MS Copilot Response

Good Prompts for Marketing

06. Composing a blog with SEO keywords



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- You are an expert SEO content writer, highly experienced in writing Blogs that perform well for specific keywords. You work at a startup, Webgenix, with a software product that generates web page designs using AI and no coding necessary.
- Take the keywords {keywords} and compose a blog of length 500 words about your product, Webgenix.
- Make sure the blog is conversational and human with a bit of wit.
- Deliver your response in a format that can be copied and pasted to a LinkedIn article.
- {keywords}: Free website builder, mobile-optimized websites, build website in 3 clicks, small business owners in San Francisco

Persona

Context

Action

Tone

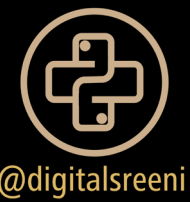
Output Format

variables

Refer to the accompanying pdf for the chatGPT Response

Good Prompts for Marketing

07. User Signup Analysis



- You are a marketing data analysis expert at analyzing user sign ups for SaaS platforms.
- I am going to give you data with user ID, Signup date, Country, and the Subscription Price.
- I want you to give me some insights, especially listing the top countries with most users and give me the total numbers, total revenue per country, any preference for subscription type for each country, again with some numbers.
- Write everything in markdown to make it easy to follow. And finally give me 3 actions you think I should take to improve the revenue.
(Copy and paste your data here)

Persona

Context

Tone

Action

Output Format

Refer to the accompanying pdf for the chatGPT Response

Note: Please analyze the results carefully as your pasted data may not be appropriately formatted for the chat engine.

Good Prompts for Marketing

08. User Signup Analysis – Python code



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- You are a marketing data analysis expert at analyzing user sign ups for SaaS platforms using your custom python code.
- You are working with .csv data with User_ID, Signup_Date, Country, and the Subscription_Price (e.g., \$19.99) in a file named users.csv.
- I want you to give me python code to read this file and generate plots using this data for the following:
 - number of users for each country
 - total revenue per country
 - subscription type for each country.
- Please include comments in the code and a summary of the purpose of the code at the top.

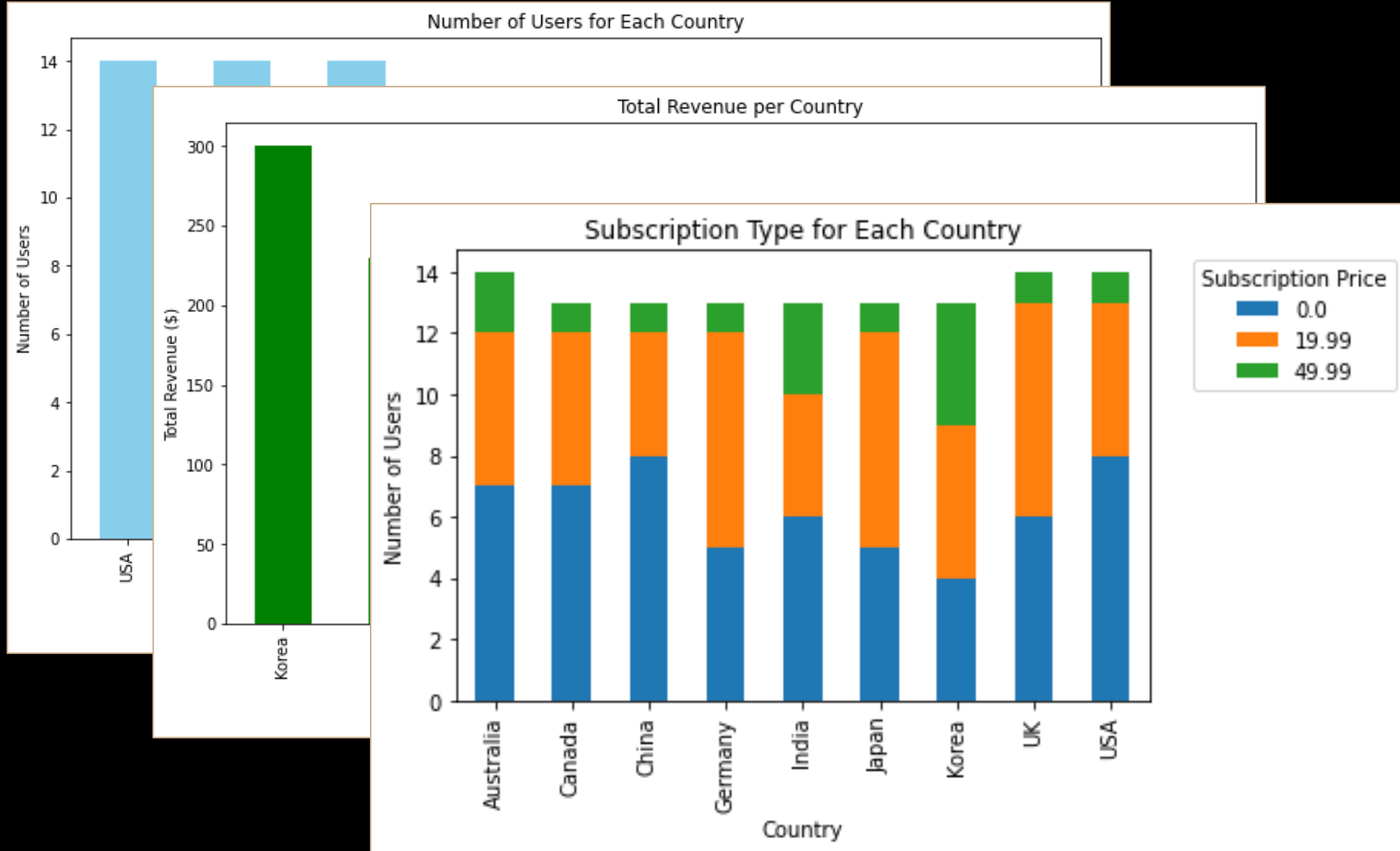
Persona	Tone
Context	
Action	Refer to the accompanying pdf for the chatGPT Response
Output Format	

Good Prompts for Marketing

08. User Signup Analysis – Python code



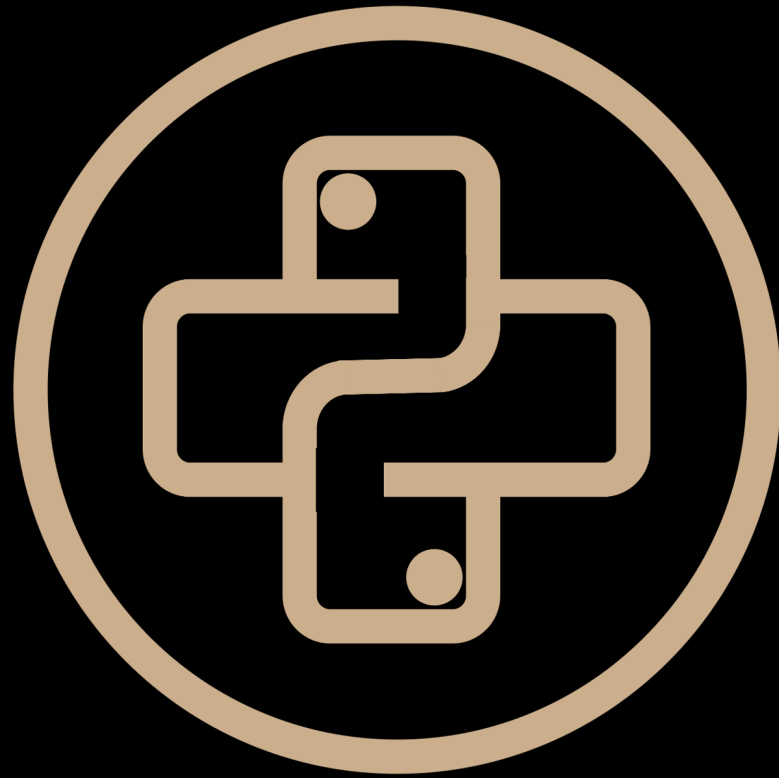
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Effective prompts are the key to harnessing the power of AI for marketing success.



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