Marketing & Advertising Prompt Templates

PerfectPrompts.ai

A collection of battle-tested prompts for marketers, advertisers, and growth professionals. These prompts leverage advanced techniques like role-playing, structured outputs, and chain-of-thought reasoning to deliver exceptional results.

Ad Copy & Creative

1. Facebook Ad Copy Generator (Hook-Story-Offer Framework)

You are a direct response copywriter who has generated over $100M in Facebook ad revenue. Your specialty is the Hook-Story-Offer framework.

I need Facebook ad copy for: [PRODUCT/SERVICE]
Target audience: [DEMOGRAPHIC + PSYCHOGRAPHIC]
Main pain point: [PROBLEM THEY FACE]
Key benefit: [PRIMARY VALUE PROP]
Price point: [PRICE OR RANGE]

Create 3 variations of ad copy using the Hook-Story-Offer framework:
1. Pattern Interrupt Hook (first 1-2 lines that stop the scroll)
2. Relatable Story (builds connection and credibility)
3. Irresistible Offer (clear CTA with urgency element)

For each variation, use a different emotional angle:
- Variation A: Fear of missing out / exclusivity
- Variation B: Transformation / aspiration
- Variation C: Social proof / authority

Format each ad with:
- Primary text (125 characters or less for preview)
- Full ad body
- Suggested headline (40 characters)
- Description (30 characters)
- CTA button recommendation

Tips for Use:

- Fill in all bracketed fields with specific details

- Include actual customer language from reviews or surveys

- Test all 3 variations - you can't predict which angle will win

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Example Output: Three complete Facebook ad variations with different emotional hooks, each formatted for direct upload to Ads Manager.

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2. Google Ads Responsive Search Ad Generator

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Act as a certified Google Ads specialist with 10+
years experience in [INDUSTRY].

I need responsive search ads for:
Campaign goal: [LEADS/SALES/TRAFFIC]
Product/Service: [DESCRIPTION]
Target keyword: [PRIMARY KEYWORD]
Unique selling points: [LIST 3-5]
Competitor we're beating: [NAME + WHY WE'RE BETTER]

Generate a complete Responsive Search Ad set:

HEADLINES (provide 15 - max 30 characters each):
- 5 headlines featuring the keyword
- 3 headlines with numbers/statistics
- 3 headlines with benefits
- 2 headlines with calls-to-action
- 2 headlines with brand/trust signals

DESCRIPTIONS (provide 4 - max 90 characters each):
- 2 benefit-focused descriptions
- 1 feature-focused description
- 1 urgency/CTA description

Pin recommendations: Suggest which headlines should be
pinned to Position 1 and why.

Quality score prediction: Rate the ad strength
(Excellent/Good/Average) and explain.
```

Tips for Use:

- Use your exact target keyword to ensure relevance

- Include numbers wherever possible (they increase CTR by 30%+)

- Reference specific competitors only if you have a clear advantage

Example Output: 15 headlines and 4 descriptions ready for upload, with strategic pinning recommendations.

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3. LinkedIn Thought Leadership Ad Copy

You are a B2B marketing strategist who specializes in LinkedIn advertising for [INDUSTRY] companies targeting [JOB TITLES].

Create a LinkedIn Sponsored Content ad that doesn't feel like an ad. The goal is [AWARENESS/LEADS/WEBINAR SIGNUPS].

Company: [NAME]
Offering: [PRODUCT/SERVICE]
Target persona: [JOB TITLE] at [COMPANY SIZE] who struggles with [PROBLEM]
Content asset: [WHITEPAPER/WEBINAR/CASE STUDY/DEMO]

Write the ad in this format:

HOOK (line 1 — must create curiosity gap):
[Pattern interrupt question or bold statement]

INSIGHT (lines 2–4 — provide genuine value):
[Share a non-obvious insight or data point that positions you as a thought leader]

BRIDGE (line 5 — connect insight to offer):
[Natural transition that doesn't feel salesy]

CTA (line 6 — low-friction ask):
[Clear next step]

Also provide:
- 3 alternative hooks using different angles (contrarian, data-driven, story-based)
- Image/creative direction recommendation
- Best day/time to run based on target audience

Tips for Use:

- LinkedIn users are sophisticated - value-first copy wins
- Use industry-specific language your target uses internally
- Keep total length under 150 words for best engagement

Example Output: Complete LinkedIn ad with 3 hook variations and creative direction guidance.

Email Marketing

4. Welcome Sequence Architect

You are an email marketing strategist who has optimized welcome sequences for 200+ ecommerce and SaaS brands, achieving average open rates of 65%+ and conversion rates of 15%+.

Design a 7-email welcome sequence for:
Business type: [ECOMMERCE/SAAS/SERVICE]
Product: [DESCRIPTION]
Average customer value: [ACV]
Main conversion goal: [FIRST PURCHASE/UPGRADE/BOOK CALL]
Brand personality: [PLAYFUL/PROFESSIONAL/LUXURIOUS/ETC]

For each email, provide:

EMAIL [#] — [NAME] (Send: [TIMING])
Subject Line: [MAIN] + [A/B TEST ALTERNATIVE]
Preview Text: [40-50 CHARACTERS]
Email Goal: [SPECIFIC OBJECTIVE]
Content Framework:
- Hook (first line)
- Body outline (bullet points)
- CTA (primary action)
Psychological trigger: [SCARCITY/SOCIAL PROOF/RECIPROCITY/ETC]

Recommended sequence structure:
1. Welcome + Immediate Value (0 hours)
2. Brand Story + Mission (24 hours)
3. Social Proof + Results (48 hours)
4. Education + Overcome Objection (72 hours)
5. Soft Sell + Incentive (Day 5)
6. Urgency + Final Push (Day 6)
7. Last Chance + Alternative Path (Day 7)

Also include:

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- Key metrics to track for each email
- Segmentation triggers (what moves people out of
sequence)
- Subject line formulas used with explanation
```

Tips for Use:

- Adjust timing based on your sales cycle length

- Always include an "alternative path" for non-converters

- Test subject lines religiously - they determine if content gets seen

Example Output: Complete 7-email sequence with subject lines, content frameworks, psychological triggers, and metrics to track.

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5. Cart Abandonment Recovery Sequence

You're a conversion rate optimization specialist. I need a 4-email cart abandonment sequence that recovers 15%+ of abandoned carts.

Business: [NAME]
Product type: [DESCRIPTION]
Average cart value: [AMOUNT]
Primary abandonment reasons:
[SHIPPING/PRICE/COMPARISON SHOPPING/ETC]
Brand voice: [DESCRIPTION]

Create 4 emails with escalating urgency:

EMAIL 1 – "Gentle Reminder" (1 hour after abandonment)
[Helpful, not pushy – remind them what they left behind]

EMAIL 2 – "Overcome Objections" (24 hours)
[Address the top reason people don't buy – provide reassurance]

EMAIL 3 – "Social Proof" (48 hours)
[Show others who bought and loved it]

EMAIL 4 – "Incentive + Urgency" (72 hours)
[Offer incentive if appropriate, create deadline]

For each email include:
– Subject line (+ emoji recommendation yes/no)
– Preview text
– Complete email copy
– Dynamic content recommendations (cart contents, product images)
– CTA button text

Strategic notes:
– At what cart value should we offer discounts?

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- What alternative offers work if we can't discount?
- Recommended excluded products/categories from
discounts
```

Tips for Use:

- Never lead with discounts - train customers to abandon for deals

- Email 1 should feel like customer service, not marketing

- Include product images dynamically when possible

Example Output: Four complete emails with strategic recommendations for discount thresholds and dynamic content.

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6. Re-engagement Campaign for Cold Subscribers

Act as a retention marketing expert. I have [NUMBER] subscribers who haven't opened an email in [TIMEFRAME].

Business: [NAME]
Industry: [TYPE]
Original opt-in offer: [WHAT THEY SIGNED UP FOR]
Current email frequency: [HOW OFTEN WE EMAIL]

Create a 3-email "win back" campaign with the goal of either re-engaging them or cleaning the list.

EMAIL 1: "We Miss You" (pattern interrupt)
Strategy: Use a completely different subject line style than normal to break pattern
Include: What they're missing, not what we're missing

EMAIL 2: "Is This Goodbye?" (clear choice)
Strategy: Give them explicit choice to stay or go
Include: Simple preference center option

EMAIL 3: "Final Notice" (clean the list)
Strategy: Inform them they'll be removed
Include: One-click resubscribe option

For each email provide:
- 5 subject line options ranked by predicted open rate
- Complete email copy (keep SHORT - under 100 words)
- Specific CTA
- Unsubscribe link placement strategy

Also answer:
- Should we offer an incentive to return? What kind?
- What segment should we create from non-responders?
- How does cleaning this list improve deliverability metrics?

Tips for Use:

- Actually remove non-engagers after the sequence - deliverability matters

- Don't guilt trip - it doesn't work and damages brand perception

- Consider a "What would bring you back?" survey option

Example Output: Three concise emails with multiple subject line options and list hygiene strategy.

Brand & Positioning

7. Brand Voice Guidelines Generator

You're a brand strategist who has developed voice guidelines for Fortune 500 companies and high-growth startups.

Create comprehensive brand voice guidelines for:

Company: [NAME]
Industry: [TYPE]
Target audience: [PRIMARY + SECONDARY]
Competitors: [LIST 2-3 AND WHAT THEY SOUND LIKE]
Brand personality traits (pick 3-5): [E.G., BOLD, FRIENDLY, EXPERT, IRREVERENT]
Words we never use: [ANY SPECIFIC TERMS TO AVOID]

Generate a Brand Voice Guide with:

1. VOICE OVERVIEW
- One-sentence voice description
- Our voice is: [3 ATTRIBUTES]
- Our voice is not: [3 ATTRIBUTES]
- If our brand were a person, they would be: [ARCHETYPE]

2. TONE VARIATIONS
How does our voice adapt across contexts:
- Social media (casual)
- Website (confident)
- Customer support (empathetic)
- Sales materials (persuasive)
- Legal/compliance (professional)

3. VOCABULARY
- Words we love (10-15 on-brand terms)
- Words we avoid (10-15 off-brand terms)
- Industry jargon policy (when to use/avoid)
- Competitor terms we never use

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4. GRAMMAR & STYLE
— Contractions (yes/no)
— First/second/third person preference
— Sentence length guideline
— Emoji policy
— Capitalization rules
— Oxford comma stance

5. EXAMPLES
— Before/after rewrites for common communications
— Sample social posts in voice
— Sample email in voice

6. QUICK REFERENCE CARD
[One-page summary a new team member could use]
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Tips for Use:

- Get input from team members who interact with customers
- Test the guidelines by having someone unfamiliar with your brand write copy using only these guidelines
- Revisit and refine quarterly

Example Output: Complete brand voice guide document ready for team distribution.

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8. Customer Persona Deep-Dive

You're a consumer psychologist and market researcher. Help me build a detailed customer persona that goes beyond demographics.

Business: [NAME]
Product/Service: [DESCRIPTION]
Existing customer data (if any): [INSIGHTS FROM SURVEYS/INTERVIEWS/ANALYTICS]
Industry: [TYPE]

Create a comprehensive persona document:

1. DEMOGRAPHIC SNAPSHOT
— Name (realistic fictional name)
— Age range
— Location type (urban/suburban/rural)
— Income level
— Education
— Job title/career stage
— Family situation

2. PSYCHOGRAPHIC DEEP DIVE
— Core values (what matters most)
— Fears (what keeps them up at night)
— Aspirations (where they want to be)
— Identity (how they see themselves)
— Tribe (who they associate with)

3. PROBLEM AWARENESS
— Level of awareness (unaware/problem-aware/solution-aware/product-aware)
— How they describe their problem (in their words)
— Failed solutions they've tried
— What they think the solution is (vs. reality)

4. BUYING BEHAVIOR
— Decision-making style

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(impulsive/researched/consensus-seeking)
- Typical buying objections
- Trust signals that matter to them
- Price sensitivity level
- Who else influences their decision

5. MEDIA CONSUMPTION
- Social platforms (ranked by usage)
- Content formats they prefer
- Influencers/thought leaders they follow
- Publications they read
- Podcasts they listen to

6. A DAY IN THEIR LIFE
[Narrative describing their typical day, when/where
they might encounter our product, their mindset at
that moment]

7. MESSAGING CHEAT SHEET
- Headlines that would catch their attention
- Proof points that would convince them
- Objections we must overcome
- The transformation they want

8. QUOTES
[5 fictional but realistic quotes this persona might
say about their problem and potential solutions]
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Tips for Use:

- Validate with real customer interviews when possible

- Create 2-3 personas maximum - more causes confusion

- Give the persona to your team - refer to them by name in meetings

Example Output: Complete persona document with actionable insights for every customer touchpoint.

9. Competitive Positioning Matrix

You're a competitive intelligence analyst and positioning strategist.

Analyze my competitive landscape and help me find my positioning:

My company: [NAME]
What we offer: [DESCRIPTION]
Our price point: [PRICE VS MARKET]

Competitors (provide 3-5):
- [COMPETITOR 1]: [BRIEF DESCRIPTION]
- [COMPETITOR 2]: [BRIEF DESCRIPTION]
- [COMPETITOR 3]: [BRIEF DESCRIPTION]

Our key differentiators: [WHAT MAKES US DIFFERENT]
Our weaknesses: [WHERE WE FALL SHORT]

Analyze and provide:

1. POSITIONING MAP
Create a 2x2 matrix with relevant dimensions for this market:
- Dimension 1: [SUGGEST RELEVANT AXIS]
- Dimension 2: [SUGGEST RELEVANT AXIS]
- Place all competitors and us on the map
- Identify whitespace opportunities

2. COMPETITOR BREAKDOWN
For each competitor:
- Positioning statement (how they position themselves)
- Target customer
- Key strengths
- Key weaknesses
- Pricing strategy
- Messaging themes
- What they do better than us

- What we do better than them

3. POSITIONING OPTIONS
Give me 3 potential positioning strategies:

Option A: [POSITIONING]
- Target segment
- Key message
- Proof points needed
- Risks

Option B: [POSITIONING]
- Target segment
- Key message
- Proof points needed
- Risks

Option C: [POSITIONING]
- Target segment
- Key message
- Proof points needed
- Risks

4. RECOMMENDED POSITIONING
Based on analysis, recommend the strongest positioning:
- One-sentence positioning statement
- Supporting messages (3)
- Ideal customer description
- Competitive response to anticipate

5. BATTLECARDS
For each top competitor, create a quick battlecard:
- When we win against them: [SCENARIO]
- When we lose to them: [SCENARIO]
- Key talking points when they come up
- Landmines to avoid

Tips for Use:

- Research competitors' marketing materials, reviews, and pricing before using this prompt
- Update quarterly as the competitive landscape changes
- Share battlecards with sales team

Example Output: Complete competitive analysis with positioning recommendations and sales battlecards.

Landing Pages & Conversion

10. High-Converting Landing Page Copy

You're a conversion copywriter who has written landing pages that have generated millions in revenue. You specialize in the PASTOR framework (Problem, Amplify, Story, Transformation, Offer, Response).

Write landing page copy for:

Product/Service: [DESCRIPTION]
Target audience: [WHO]
Main problem solved: [PAIN POINT]
Price: [AMOUNT]
Conversion goal: [SIGN UP/BUY/BOOK DEMO]
Awareness level: [MOST VISITORS ARE PROBLEM-AWARE/SOLUTION-AWARE/ETC]

Generate complete landing page copy:

1. HERO SECTION
- Headline (benefit-driven, 10 words or less)
- Subheadline (clarify + credibility)
- CTA button text
- Trust signals (suggest what to include)

2. PROBLEM SECTION
- Problem headline
- 3 problem agitation points (twist the knife)
- "Sound familiar?" validation statement

3. SOLUTION SECTION
- Solution headline
- How it works (3-step process)
- Key features translated to benefits (5-6)

4. PROOF SECTION
- Social proof headline
- 3 testimonial prompts (questions to ask customers for testimonials)

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- Logos/trust badge recommendations
- Key statistics to include

5. OFFER SECTION
- Offer headline
- What's included (itemized with perceived value)
- Bonus items (if applicable)
- Guarantee/risk reversal

6. FAQ SECTION
- 5 objection-handling FAQs
- 3 practical FAQs

7. FINAL CTA SECTION
- Urgency/scarcity element
- Final CTA headline
- Button text
- P.S. statement

Also provide:
- Recommended page length (short/medium/long) with
reasoning
- Above-the-fold optimization notes
- Mobile-specific recommendations
```

Tips for Use:

- Awareness level determines page length - less aware = more education needed
- Lead with benefits, support with features
- Every section should have ONE job - don't dilute the message

Example Output: Complete landing page copy ready for design implementation.

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11. A/B Test Hypothesis Generator

You're a conversion rate optimization specialist with experience running 500+ A/B tests across various industries.

I want to improve: [PAGE URL OR DESCRIPTION]
Current conversion rate: [PERCENTAGE]
Current traffic: [MONTHLY VISITORS]
Conversion goal: [ACTION WE WANT]
Primary audience: [WHO]

Generate a prioritized list of 10 A/B test hypotheses:

For each hypothesis, provide:

TEST [#]: [TEST NAME]
Element to test: [WHAT WE'RE CHANGING]
Current state: [WHAT EXISTS NOW]
Hypothesis: "We believe that [CHANGE] will increase [METRIC] because [REASON]"
Test variant description: [SPECIFIC CHANGE TO MAKE]
Primary metric: [WHAT WE'RE MEASURING]
Secondary metrics: [OTHER THINGS TO WATCH]
Sample size needed: [BASED ON CURRENT STATS]
Estimated impact: [LOW/MEDIUM/HIGH]
Ease of implementation: [LOW/MEDIUM/HIGH]
ICE Score: [IMPACT X CONFIDENCE X EASE / 3]

Prioritize tests by ICE score (highest first).

Also provide:
- "Quick wins" that can be implemented without testing
- Tests to AVOID (common mistakes)
- Recommended testing sequence
- Statistical significance requirements for this traffic level

Tips for Use:

- Run one test at a time (or ensure tests don't interact)

- Don't stop tests early - let them reach statistical significance

- Document everything - even failed tests provide learnings

Example Output: 10 prioritized A/B test hypotheses with complete implementation guidance.

Social Media & Content Planning

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12. Social Media Content Calendar Generator

You're a social media strategist who manages accounts with 500K+ followers. Create a content calendar that builds engagement and drives [GOAL: AWARENESS/TRAFFIC/LEADS/SALES].

Platform focus: [PRIMARY PLATFORM]
Business: [NAME]
Industry: [TYPE]
Target audience: [DESCRIPTION]
Content themes/pillars: [LIST 3–5]
Posting frequency: [TIMES PER WEEK]
Brand voice: [DESCRIPTION]

Generate a 4–week content calendar:

For each post, include:
– Day/Date slot
– Content pillar
– Post format (carousel, video, story, text, image, etc.)
– Hook/first line
– Content outline (key points)
– Hashtag strategy (number and type)
– CTA
– Best posting time for this content type
– Engagement prompt (question to ask)

WEEK 1: [THEME]
| Day | Pillar | Format | Hook | CTA |
...

WEEK 2: [THEME]
...

WEEK 3: [THEME]
...

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WEEK 4: [THEME]
...

Also provide:
- Content ratio recommendation
(educational:entertaining:promotional)
- Trending formats to incorporate this month
- Repurposing strategy (how to extend each piece)
- Engagement strategy (how to respond to comments)
- Analytics to track weekly
```

Tips for Use:

- Batch create content based on this calendar

- Leave 20% flexibility for trending/timely content

- Review and adjust based on what performs weekly

Example Output: Complete 4-week content calendar with strategic guidance.

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13. Viral Content Hook Generator

You're a content strategist who has created viral content (1M+ views) across LinkedIn, Twitter, TikTok, and Instagram.

Create scroll-stopping hooks for:

Topic: [SUBJECT MATTER]
Platform: [WHERE THIS WILL BE POSTED]
Content type:
[EDUCATIONAL/STORYTELLING/CONTROVERSIAL/INSPIRATIONAL]
Target audience: [WHO]
Goal: [ENGAGEMENT/SHARES/CLICKS]

Generate 15 hooks using different psychological triggers:

CURIOSITY GAP HOOKS (3):
[Create information gaps that demand resolution]

CONTRARIAN HOOKS (3):
[Challenge conventional wisdom]

STORY HOOKS (3):
[Start a compelling narrative]

DATA/STAT HOOKS (3):
[Lead with surprising numbers]

RELATABLE STRUGGLE HOOKS (3):
[Tap into shared experiences]

For each hook, provide:
- The hook (exact text, platform-appropriate length)
- Why it works (psychological principle)
- Best visual pairing suggestion
- Risk level (safe/edgy)
- Predicted engagement type (comments/shares/saves)

```
Also provide:
— Hooks to AVOID (overused patterns)
— Platform-specific formatting tips
— Best hook length for [PLATFORM]
— How to test hooks before posting
```

Tips for Use:

- Test hooks on Stories before committing to main posts

- Track which trigger types perform best for your audience

- Rotate between types - don't overuse any single approach

Example Output: 15 platform-optimized hooks with psychological explanations and risk assessments.

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14. Influencer Outreach Campaign

You're an influencer marketing manager who has run campaigns with 500+ influencers across various industries.

Create an influencer outreach campaign for:

Brand: [NAME]
Product/Service: [DESCRIPTION]
Campaign goal: [AWARENESS/SALES/UGC]
Budget range: [TOTAL BUDGET]
Timeline: [CAMPAIGN DATES]
Target audience: [DEMOGRAPHICS + INTERESTS]

Generate a complete influencer campaign playbook:

1. INFLUENCER CRITERIA
- Ideal follower range
- Engagement rate minimum
- Content style requirements
- Audience demographics match
- Platform priority ranking
- Red flags to avoid

2. OUTREACH TEMPLATES

COLD DM (Micro-influencer):
[Personalized, casual approach]

COLD EMAIL (Mid-tier influencer):
[Professional but personable]

FOLLOW-UP MESSAGE (No response):
[Non-pushy follow-up]

NEGOTIATION RESPONSE:
[Handling rate discussions]

```
3. COLLABORATION TYPES
Tier 1 (Nano: 1-10K): [OFFER TYPE + COMPENSATION]
Tier 2 (Micro: 10-50K): [OFFER TYPE + COMPENSATION]
Tier 3 (Mid: 50-500K): [OFFER TYPE + COMPENSATION]
Tier 4 (Macro: 500K+): [OFFER TYPE + COMPENSATION]

4. CREATIVE BRIEF
- Campaign hashtag
- Key messages (must include)
- Talking points (suggested)
- Do's and Don'ts
- Disclosure requirements
- Asset requirements (what we need from them)

5. CONTRACT ESSENTIALS
- Deliverables checklist
- Exclusivity terms
- Usage rights needed
- Payment terms
- Performance clauses

6. TRACKING & MEASUREMENT
- KPIs to track
- Attribution method
- Reporting template
- Success benchmarks
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Tips for Use:

- Personalization matters more than template perfection

- Start with micro-influencers for better ROI

- Always get usage rights in writing

Example Output: Complete influencer playbook from sourcing to measurement.

15. Product Launch Campaign Planner

You're a product launch specialist who has orchestrated launches generating $10M+ in revenue. Plan a comprehensive launch campaign.

Product: [NAME + DESCRIPTION]
Launch date: [DATE]
Target customer: [PRIMARY PERSONA]
Pricing: [PRICE + ANY LAUNCH PRICING]
Unique angle: [WHAT MAKES THIS LAUNCH SPECIAL]
Available channels: [LIST ALL OWNED + PAID CHANNELS]
Budget: [LAUNCH BUDGET]
Team resources: [WHO'S AVAILABLE]

Create a launch campaign plan:

PRE-LAUNCH (4 weeks out)
Week -4: [ACTIVITIES]
- Teaser content
- List building tactics
- Partner outreach
- Affiliate recruitment

Week -3: [ACTIVITIES]
- Early access offers
- Waitlist strategy
- Influencer seeding

Week -2: [ACTIVITIES]
- Behind-the-scenes content
- Social proof gathering
- Tech/funnel testing

Week -1: [ACTIVITIES]
- Final push content
- Urgency building
- Cart open preparation

```
LAUNCH WEEK
Day 1 (Launch): [HOUR-BY-HOUR SCHEDULE]
Day 2-3: [MOMENTUM ACTIVITIES]
Day 4-5: [OBJECTION HANDLING]
Day 6-7: [FINAL PUSH]

POST-LAUNCH
Week +1: [FOLLOW-UP ACTIVITIES]
- Non-buyer nurture
- Customer onboarding
- Testimonial collection
- Results documentation

CHANNEL-BY-CHANNEL BREAKDOWN
[For each channel, what specifically to post/send and
when]

LAUNCH DAY CHECKLIST
[ ] [PRE-LAUNCH TASK]
[ ] [LAUNCH TASK]
[ ] [POST-LAUNCH TASK]

CONTINGENCY PLANS
- If sales are below target...
- If site goes down...
- If negative feedback emerges...
- If competitor responds...

KPIs & SUCCESS METRICS
- Pre-launch: [METRICS]
- Launch week: [METRICS]
- Post-launch: [METRICS]
```

Tips for Use:

- Start planning 8+ weeks before launch

- Assign specific owners to each task

- Do a full dry run 1 week before launch

Example Output: Complete launch campaign with day-by-day activities and contingency plans.

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16. Customer Feedback Analysis Framework

You're a customer insights analyst. Help me extract actionable insights from customer feedback.

Feedback source: [REVIEWS/SURVEYS/SUPPORT TICKETS/INTERVIEWS]
Volume of feedback: [NUMBER OF RESPONSES]
Feedback data: [PASTE RAW FEEDBACK OR DESCRIBE]
Business questions to answer:
1. [QUESTION 1]
2. [QUESTION 2]
3. [QUESTION 3]

Analyze and provide:

1. THEME ANALYSIS
[Identify major themes with frequency]
| Theme | Frequency | Sentiment | Example Quotes |

2. SENTIMENT BREAKDOWN
- Overall sentiment score: [POSITIVE/NEUTRAL/NEGATIVE %]
- Sentiment by theme
- Sentiment trends (if temporal data available)

3. CRITICAL INSIGHTS
Top 5 things customers love:
1. [INSIGHT + EVIDENCE]
...

Top 5 pain points:
1. [INSIGHT + EVIDENCE]
...

Unexpected findings:
[THINGS THAT SURPRISED YOU]

4. VOICE OF CUSTOMER

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[Actual quotes to use in marketing, organized by use
case]

5. ACTIONABLE RECOMMENDATIONS
Product/Service improvements:
1. [RECOMMENDATION] — Impact: [H/M/L] — Effort:
[H/M/L]
...

Marketing/Messaging opportunities:
1. [RECOMMENDATION]
...

Support/Operations improvements:
1. [RECOMMENDATION]
...

6. COMPETITIVE INTEL
[Any mentions of competitors — what do they do
better/worse?]

7. FOLLOW—UP QUESTIONS
[Questions to ask in future research based on gaps in
current data]
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Tips for Use:

- Include raw feedback data or a representative sample
- Specify what decisions this analysis will inform
- Look for patterns, not individual comments

Example Output: Comprehensive feedback analysis with prioritized, actionable recommendations.

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17. Pricing Page Copy & Strategy

You're a pricing strategist and conversion copywriter.
Help me optimize my pricing page.

Product/Service: [DESCRIPTION]
Current pricing tiers: [LIST WITH PRICES AND FEATURES]
Target customer: [PRIMARY BUYER]
Main competitor pricing: [WHAT OTHERS CHARGE]
Average customer LTV: [LIFETIME VALUE]
Current conversion rate: [IF KNOWN]

Create an optimized pricing page:

1. PRICING STRATEGY ANALYSIS
- Current pricing model assessment
- Recommended changes (if any)
- Price anchoring opportunities
- Decoy pricing recommendations

2. TIER NAMING
[Rename tiers to be benefit-focused, not feature-focused]
Instead of: Basic, Pro, Enterprise
Try: [RECOMMENDED NAMES]

3. PAGE COPY

Above pricing table:
- Headline: [VALUE-FOCUSED]
- Subheadline: [OBJECTION HANDLER OR TRUST SIGNAL]

Per tier:
TIER NAME
- Tagline (who this is for)
- Price presentation ($/mo vs $/year framing)
- Feature list (benefit language, not feature language)
- CTA button text

```
– Social proof element

Recommended tier (highlight):
[WHICH TIER AND HOW TO VISUALLY EMPHASIZE]

4. TRUST ELEMENTS
– Guarantee copy
– FAQ (objection handlers)
– Social proof placement
– Security/compliance badges

5. COMPARISON TABLE
[Feature comparison matrix with strategic feature
ordering]

6. PSYCHOLOGICAL OPTIMIZATIONS
– Price anchoring technique
– Decoy option (if applicable)
– Default selection recommendation
– Annual vs monthly toggle strategy
– Enterprise contact approach

7. MOBILE CONSIDERATIONS
[How to adapt for mobile viewing]
```

Tips for Use:

- A/B test tier names - they significantly impact conversion
- Lead with the tier you want to sell most
- Use social proof at the point of decision

Example Output: Complete pricing page strategy with copy, layout recommendations, and psychological optimization tactics.

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18. Email Newsletter Strategy & Templates

You're an email marketing strategist who has grown newsletters to 100K+ subscribers with 40%+ open rates.

Create a newsletter strategy for:

Business: [NAME]
Industry: [TYPE]
Newsletter goal: [NURTURE/MONETIZE/TRAFFIC]
Target subscriber: [DESCRIPTION]
Sending frequency: [WEEKLY/BIWEEKLY/DAILY]
Current list size: [NUMBER]
Content sources: [WHAT CAN WE WRITE ABOUT]

Generate a complete newsletter playbook:

1. NEWSLETTER POSITIONING
- Name recommendations (5 options)
- Value proposition (what subscribers get)
- Unique angle vs. other newsletters
- Personality/voice guidelines

2. CONTENT FORMAT
Recommended structure:
- Section 1: [TYPE + PURPOSE]
- Section 2: [TYPE + PURPOSE]
- Section 3: [TYPE + PURPOSE]
- CTA: [WHAT ACTION WE WANT]

Optimal length: [WORD COUNT]
Read time: [MINUTES]

3. SUBJECT LINE FORMULA
5 proven formulas for this newsletter type:
1. [FORMULA + EXAMPLE]
...

Preview text strategy:

```
[HOW TO USE PREVIEW TEXT EFFECTIVELY]

4. CONTENT CALENDAR
Week 1 theme: [TOPIC]
Week 2 theme: [TOPIC]
Week 3 theme: [TOPIC]
Week 4 theme: [TOPIC]
[Monthly rotation recommendation]

5. TEMPLATE
[Complete template with placeholder text]

6. GROWTH TACTICS
Top 5 newsletter growth strategies for [INDUSTRY]:
1. [TACTIC + HOW TO IMPLEMENT]
...

7. MONETIZATION OPTIONS
- Direct: [SPONSORSHIPS/PAID TIER]
- Indirect: [PRODUCT PROMOTION/AFFILIATE]
- Timeline: [WHEN TO MONETIZE]

8. METRICS TO TRACK
- Growth: [METRICS]
- Engagement: [METRICS]
- Revenue: [METRICS]
- Benchmark targets
```

Tips for Use:

- Consistency matters more than frequency

- Personality is a differentiator - don't be boring

- Always preview test before sending

Example Output: Complete newsletter strategy with templates and growth tactics.

19. Crisis Communication Response

You're a crisis communications expert. Help me respond to a PR/reputation situation.

Situation: [DESCRIBE WHAT HAPPENED]
Severity: [MINOR COMPLAINT/MODERATE ISSUE/MAJOR CRISIS]
Platform where it originated: [WHERE]
Current reach/visibility: [HOW MANY PEOPLE AWARE]
Our role: [OUR FAULT/PARTIAL FAULT/NOT OUR FAULT/UNCLEAR]
Stakeholders affected: [CUSTOMERS/EMPLOYEES/INVESTORS/PUBLIC]
Time pressure: [IMMEDIATE/WITHIN HOURS/CAN WAIT]

Generate a crisis response plan:

1. IMMEDIATE ACTIONS (First 30 minutes)
– [ ] [ACTION ITEM]
– [ ] [ACTION ITEM]
– [ ] [ACTION ITEM]

2. RESPONSE STATEMENT
[Complete statement to post publicly]

Key elements:
– Acknowledgment
– Accountability (if appropriate)
– Action being taken
– Commitment to resolution

3. RESPONSE VARIATIONS
– Short version (for social media)
– Long version (for press/blog)
– Internal version (for team)
– Customer-specific version (for direct outreach)

4. Q&A PREP

```
Anticipated questions and responses:
Q: [LIKELY QUESTION 1]
A: [APPROVED RESPONSE]
...

5. CHANNEL STRATEGY
[Where to post, where to respond, where to stay
silent]

6. STAKEHOLDER COMMUNICATION
— Customers: [WHAT TO SAY + WHEN]
— Employees: [WHAT TO SAY + WHEN]
— Partners: [WHAT TO SAY + WHEN]
— Media: [APPROACH]

7. MONITORING PLAN
— What to track
— Escalation triggers
— Response cadence

8. FOLLOW—UP PLAN
— 24—hour update
— Resolution announcement
— Lessons learned documentation

WHAT NOT TO DO:
[Common mistakes to avoid for this type of situation]
```

Tips for Use:

- Speed matters, but accuracy matters more

- Run all responses by leadership and/or legal

- Document everything for future learning

Example Output: Complete crisis response plan with statements, Q&A prep, and stakeholder communication strategy.

20. Marketing Campaign ROI Calculator & Framework

You're a marketing analytics expert. Help me plan and project the ROI of a marketing campaign.

Campaign type: [PAID ADS/EMAIL/CONTENT/INFLUENCER/ETC]
Budget: [TOTAL INVESTMENT]
Timeline: [DURATION]
Goal: [WHAT WE'RE TRYING TO ACHIEVE]

Current metrics (fill in what you know):
- Website traffic: [MONTHLY]
- Conversion rate: [%]
- Average order value: [AMOUNT]
- Customer lifetime value: [AMOUNT]
- Current cost per acquisition: [AMOUNT]

Campaign specifics:
- Channels: [WHERE WE'RE ADVERTISING]
- Target audience: [WHO]
- Offer: [WHAT WE'RE PROMOTING]

Generate:

1. PROJECTION MODEL
Best case / Expected / Worst case scenarios:

Metric	Best	Expected	Worst
Impressions			
Click-through rate			
Clicks			
Cost per click			
Landing page conv.			
Leads/Sales			
Cost per acquisition			
Revenue generated			
ROI			

```
2. BREAK-EVEN ANALYSIS
- Break-even sales needed: [NUMBER]
- Break-even conversion rate needed: [%]
- Days to break-even (projected): [NUMBER]

3. BENCHMARK COMPARISON
Industry benchmarks for [CAMPAIGN TYPE]:
- Average CTR: [%]
- Average CPC: [$]
- Average conversion rate: [%]
- Average CAC: [$]

How your projections compare: [ANALYSIS]

4. TRACKING REQUIREMENTS
- Pixels/tracking needed
- UTM structure
- Conversion events to set up
- Attribution model recommendation

5. OPTIMIZATION TRIGGERS
If CPC exceeds [X], then [ACTION]
If conversion rate drops below [X], then [ACTION]
If CAC rises above [X], then [ACTION]

6. REPORTING TEMPLATE
[Weekly metrics to track + format]

7. POST-CAMPAIGN ANALYSIS FRAMEWORK
Questions to answer after campaign:
1. [QUESTION]
...
```

Tips for Use:

- Be conservative in projections - overdelivering is better than underdelivering

- Set tracking up BEFORE campaign launches
- Plan for a 2-week learning period on paid campaigns

Example Output: Complete ROI projection with scenario modeling, benchmarks, and optimization triggers.

Quick Reference: Prompt Techniques Used in This Pack

Technique	What It Does	Example in This Pack
Role Assignment	Sets expertise level and perspective	"You are a direct response copywriter who has generated over $100M..."
Structured Output	Ensures consistent, usable format	Tables, numbered sections, templates
Specificity Demand	Forces concrete, actionable responses	Asking for exact character counts, specific metrics
Chain of Thought	Reveals reasoning for better results	"Analyze and provide... Recommend based on analysis..."
Constraint Setting	Focuses the response	"Max 30 characters", "Keep under 100 words"
Context Loading	Provides necessary background	Filling in all the [BRACKETED] information
Multi-Option Generation	Gets variety to choose from	"Create 3 variations using different angles"