

Leveraging ChatGPT Prompts for Effective Email Marketing

Streamline your email marketing efforts with 27 ChatGPT prompts and learn how to create more relevant output.

Introduction.....	3
Understanding the Basics of ChatGPT and Email Marketing.....	3
Best Use Cases for Email Marketing ChatGPT Prompts	4
How to Create Good ChatGPT Prompts for Marketing	4
Should You Use GPT-3.5 or GPT-4?.....	5
Prompts for Unique Email Content Ideas	5
Prompt #1: Seasonal campaign content ideas.....	6
Prompt #2: Interactive content ideas	6
Prompt #3: Creative storytelling themes	6
Prompts for Attention-Grabbing Subject Lines.....	6
Prompt #4: Emotional appeal subject lines	7
Prompt #5: Benefit-driven subject lines	7
Prompt #6: Personalized subject lines	7
Prompt #7: Urgency and FOMO subject lines.....	7
Prompts for Compelling Body Copy	8
Prompt #8: Storytelling narratives	8
Prompt #9: Problem-solution frameworks.....	8
Prompt #10: Social proof integration	9
Prompt #11: Call-to-action formulations	9
Prompts for A/B Testing Strategies.....	9
Prompt #12: Subject line variations	9
Prompt #13: Visual content testing.....	10
Prompt #14: Call-to-action optimization	10

Prompts for Segmentation Strategies	10
Prompt #15: Demographic segmentation.....	10
Prompt #16: Behavioral segmentation	11
Prompt #17: Customer journey segmentation	11
Prompts for Building Your Email List	11
Prompt #18: Lead magnet creation ideas	12
Prompt #19: Opt-in form optimization.....	12
Prompt #20: Social media integration strategies.....	12
Prompts for Email Design and Optimization	13
Prompt #21: Visual branding strategies.....	13
Prompt #22: Layout and format optimization.....	13
Prompt #23: CTA design and placement	13
Prompts for Compliance Assistance.....	14
Prompt #24: GDPR compliance guidance	14
Prompt #25: CAN-SPAM Act compliance tips	14
Prompt #26: CASL compliance strategies	14
Prompt #27: Check the compliance of your copy	15
Best Practices When Using ChatGPT for Email Marketing	15
Is Prompting Limited to ChatGPT?	15
Streamline Email Marketing with AI.....	16

Introduction

Email marketing is a powerful tool for businesses, but it often comes with its own set of challenges. The planning, brainstorming, and content creation required before launching an email campaign can feel overwhelming, especially when you're juggling multiple tasks or facing a creative block.

In this ebook, we introduce you to the game-changing potential of artificial intelligence, specifically OpenAI's ChatGPT, in streamlining your email marketing efforts. By leveraging ChatGPT prompts, you can reduce the time and resources spent on crafting content, allowing you to focus on what truly matters—connecting with your audience.

Whether you're new to generative AI or have tried it before with mixed results, this guide will walk you through popular use cases for ChatGPT in email marketing, provide a simple yet effective method to generate more relevant outputs, and offer ideas to inspire your next campaign.

Understanding the Basics of ChatGPT and Email Marketing

Before we get to the prompts, let's see what ChatGPT is, why you should use it, and which are its key benefits.

What is ChatGPT?

ChatGPT is an artificial intelligence (AI) model developed by OpenAI that can understand and generate human-like text. It's designed to engage in conversations, answer questions, and assist with a wide range of tasks, including content creation.

Why Use ChatGPT for Email Marketing?

Email marketing often involves creating engaging and personalized content, which can be time-consuming. ChatGPT can help you quickly generate email copy, subject lines, and other marketing materials. Whether you need inspiration for a campaign or want to automate parts of your email strategy, ChatGPT can make it easier to stay consistent and creative in your messaging.

Key Benefits

- Automates the content creation process, allowing you to generate copy quickly.
- Ensures uniform messaging across different emails and campaigns.
- Provides inspiration and helps overcome creative blocks.
- Generates different versions of content for testing, helping you find what works best.

- Streamlines the email marketing process, freeing up time for other tasks.

Best Use Cases for Email Marketing ChatGPT Prompts

ChatGPT has many applications in [AI email marketing](#), and some may even surprise you. Below are the most common use cases.

- **Email content & calendar:** Generate subject lines, preview text, body copy, and CTAs; create email templates and a detailed [email marketing calendar](#).
- **Segmentation & personalization:** Develop lead magnets; analyze audience demographics and behavior for precise segmentation and personalized content.
- **A/B testing:** Create content variations for testing; interpret results to identify effective combinations; best used with dedicated email platforms.
- **Automated & transactional emails:** Craft clear, user-friendly copy for [transactional responses](#) like order confirmations and shipping notifications.
- **Compliance assistance:** Ensure content complies with [GDPR](#), [CAN-SPAM](#) and CASL regulations (premium version recommended).

How to Create Good ChatGPT Prompts for Marketing

Creating a prompt is straightforward, but getting the right response can be tricky. You might find yourself repeatedly tweaking prompts to get the desired output, which can be frustrating and time-consuming, defeating the purpose of using ChatGPT for marketing.

To avoid that, you can use the **C.R.E.A.T.E framework** to generate input that ChatGPT will interpret the right way:

- **Character:** Give ChatGPT some context by assigning it a character. For example, write an introduction like “you’re an email marketer for an eCommerce store selling cosmetic products.”
- **Request:** Proceed with the actual request using natural language and simple sentence structures. The more detailed you make your request, the better it’ll be.
- **Examples:** Provide specific examples to guide ChatGPT in the right direction. For instance, ask the chatbot to draw inspiration from someone or something.
- **Adjustments:** Insert additional elements to make the information more relevant to you, such as what to include or omit from the output.
- **Type of output:** Specify the format of your result. It can be a table, paragraph, bullet points, and more.
- **Extras:** Give ChatGPT additional context by asking questions before generating an output, ignoring previous results, or explain its reasoning.

Let's see what ChatGPT generates when we feed it a prompt for Christmas email marketing campaign ideas:



You

You're an email marketer for an eCommerce store selling cosmetic products. Give me ideas for a Christmas email marketing campaign to increase my conversions. Start right after Thanksgiving. Give me different campaign types, why I should send them, and the best dates I should deliver them (2024).



ChatGPT

For your eCommerce store selling cosmetic products, starting your Christmas email marketing campaign right after Thanksgiving is a strategic move to capture early holiday shoppers and maintain momentum through the Christmas season. Here are different types of email campaigns you can run, each with specific goals and optimal delivery dates:

1. Welcome to the Holiday Season

- **Content:** Introduce your holiday theme, highlight special edition products, and tease upcoming sales.
- **Purpose:** Set the festive tone and prime your audience for upcoming promotions.
- **Send Date:** November 29, 2024 (the day after Thanksgiving).

2. Cyber Week Specials

- **Content:** Daily deals for the first week of December, each day featuring a different product category or offer.
- **Purpose:** Tap into the shopping frenzy post-Thanksgiving and encourage daily website visits.
- **Send Dates:** December 2-6, 2024.

Should You Use GPT-3.5 or GPT-4?

As of August 2024, OpenAI offers four versions of its GPT model, GPT-3.5, GPT-4 and GPT-4o and GPT-4o mini.

GPT-3.5 is available to everyone for free by signing up for an account. GPT-4/o/mini, on the other hand, is only available to premium users, with a starting price of \$20/month.

The 3.5 version is perfectly capable of giving you relevant output. However, if you want to fully leverage the software and have \$20 to invest, getting the plus version, even for a month, will give you access to more fleshed-out replies, image-processing, and better short-term memory (64K words).

Prompts for Unique Email Content Ideas

Unique content is the cornerstone of any great email marketing strategy and campaign.

Sometimes, though, it can be hard to come up with content ideas that are original and not overdone, especially if you operate in a saturated market.

Let's look at prompts that can help you in the ideation phase.

Prompt #1: Seasonal campaign content ideas

You can use this prompt to generate timely, seasonally relevant content ideas for upcoming holidays, events, or trends. For better results, provide context like the target audience and format.

Prompt: Create a list of email content ideas for seasonal, Christmas-related email campaigns for [e.g., an eCommerce business that sells women's skincare products].

Prompt #2: Interactive content ideas

Interactive content is a powerful tool to add to your email campaigns as it enhances subscriber engagement and interaction. Here's a prompt that will help you ideate interactive email content like quizzes, polls, surveys, and games.

Prompt: Create a list of interactive email content ideas for [e.g., an eCommerce business that sells women's skincare products].

Prompt #3: Creative storytelling themes

Well-executed, storytelling themes and narratives in email content can captivate your audience and leave lasting impressions about your brand.

Prompt: Create a list of creative storytelling or narrative themes for email marketing campaigns for [e.g., an eCommerce business that sells women's skincare products].

Prompts for Attention-Grabbing Subject Lines

Subject lines are the first thing your subscribers see, and they need to grab their attention—otherwise, your email might end up unopened.

However, being too aggressive can trigger spam filters. Below are prompts to help you craft subject lines that increase open rates while avoiding the spam folder.

Prompt #4: Emotional appeal subject lines

Our first type of subject line appeals to the recipient's emotions, such as curiosity, excitement, or nostalgia, which are great for driving engagement. When you use subject line prompts, include the purpose of your email. We've chosen a promotional email newsletter for this one.

Prompt: Give me 10 emotionally appealing email subject lines for [a promotional newsletter] for [my SaaS business that sells human resources software].

Tip: Ask for multiple options so you can easily A/B test your subject lines and have a variety of options to choose from.

Prompt #5: Benefit-driven subject lines

A benefit-driven subject line highlights the value of opening the email by addressing the recipients' needs or sparking interest in another way. We tailored this prompt to a product launch email.

Prompt: Give me 10 benefit-driven subject lines for [a product launch email] for [a SaaS business that provides human resources software.]

Prompt #6: Personalized subject lines

Personalizing subject lines can significantly improve open rates by creating relevance and a sense of connection. You can do this by including the recipient's name or referencing their past purchases. For this prompt, we used a renewal reminder email.

Prompt: Give me 10 personalized subject lines for [a renewal reminder email] for [a SaaS business that provides human resources software]. Leave blanks where I can add the recipient's name or other personalization information.

Prompt #7: Urgency and FOMO subject lines

Creating urgency and FOMO is a proven way to capture attention in email marketing, especially in subject lines. Use time-sensitive language and limited-time offers to boost open rates and drive immediate action but be cautious of spammy words. This approach works well for promoting sales, as shown in our prompt example.

Prompt: Give me 10 subject lines that drive the sense of urgency for an email announcing a sale at [a SaaS company that sells human resources software]. Avoid any spam words.

Tip: Need to check the quality of ChatGPT's suggested subject lines? You can do that easily with a subject line tester. All you need to do is add the generated copy into a subject line testing tool like [Refine](#) and see how your creation will perform and what you can do to improve it.

Prompts for Compelling Body Copy

You've caught the recipient's attention, and they've opened your email—now, keep them engaged and guide them toward the CTA, like making a purchase or visiting your store.

The best way to convert your audience is by crafting compelling, [engaging body copy](#) for your emails. ChatGPT can help you streamline and accelerate the email copywriting process.

Prompt #8: Storytelling narratives

A narrative theme throughout your body copy is an excellent way to keep your audience engaged and, when done well, should give you plenty of opportunities to link back to the products or services your business provides.

Prompt: Write [200-300 words] for the body copy of a creative storytelling email from [an eCommerce business that sells women's skincare products]. The theme is [empowering confidence, focusing on how skincare contributes to confidence and self-expression]. Emphasize the role of my business's products in [enhancing natural beauty]. Leave blanks where I can tie it back to products in my store.

Prompt #9: Problem-solution frameworks

A problem-solution email identifies customer pain points and presents your product or service as the answer. It's an effective tactic to add to your email marketing efforts as it showcases how your product or service addresses the readers' needs.

Prompt: Write [200-300 words] for the body copy of a problem-solution framework email for [a SaaS business that sells human resources software]. Leave blanks where I can tie it back to [services the software offers]. Create a subject line and preview text as well.

Prompt #10: Social proof integration

Social proof is a powerful way to showcase customer success stories, making others more likely to sign up or purchase. Incorporating testimonials and reviews from your website, social media, or review sites builds credibility and trust, offering potential customers valuable insight into your product or service.

Prompt: Give me 5 ideas for integrating social proof into my email copy for emails from an eCommerce business that sells women's skincare products.

Prompt #11: Call-to-action formulations

Persuasive CTAs drive subscribers to act, like making a purchase or signing up. While the body copy engages them, the CTA is the crucial final push. CTAs should be placed after strong selling points and can be text links or buttons, depending on your email design.

Prompt: Write 10 compelling and persuasive CTAs for the body copy of an email from a [SaaS business that sells HR software].

Prompts for A/B Testing Strategies

A/B testing is a vital part of content marketing, but coming up with variations to trial can be tedious. One of the best ChatGPT uses is creating variations in parts of an existing piece of content, like the subject line, or coming up with new alternative content from scratch.

Prompt #12: Subject line variations

Testing different variations of your subject lines is important for finding the one that best resonates with your target audience and gives you the best open rates. You can try out different lengths, tones, levels of personalization, and urgency and see which combination works best for your audience's needs.

Prompt: Give me 10 variations of the subject line ["Exclusive Offer for [Company Name]: Renew Your HR Software Now!"] for A/B testing. Use different lengths, tones, personalization, or urgency.

Prompt #13: Visual content testing

Using fresh, on-brand visual content in your emails is essential for successful campaigns. If click-through and conversion rates are low, it's important to test variations. ChatGPT can suggest ideas, and with the premium version, you can even generate images using DALL-E.

Prompt: Provide 5 variations of visual elements for A/B testing in an email from [a women's skincare eCommerce store]. Include variations of images, graphics, colors, or layout.

Tip: AI-generated images may have inconsistencies, so it's best to use them as inspiration for your design team to avoid potential issues.

Prompt #14: Call-to-action optimization

Click-through rate lacking? You might want to try some different CTA variations. There are several CTA elements you can change so you can see which ones work best for your audience, and ChatGPT can help you come up with new ideas for [CTA A/B testing](#).

Prompt: Provide 5 variations of a call-to-action in an email for A/B testing. Include different copy, placement, color, size, and design.

Prompts for Segmentation Strategies

Members of your audience will have different needs, so sending them all the same email content is a waste of time and resources. You need to [segment your audience](#) if you want to send email content tailored to each subscriber's needs.

Prompt #15: Demographic segmentation

The first segmentation method is by demographic factors like age, gender, location, income level, or occupation. You can also get really niche with demographic segmentation and use factors specific to your business, like “teenage girls who struggle with acne” or “hiring managers at startups.”

Prompt: Provide guidance on how to identify relevant demographic factors and create targeted segments for email marketing campaigns for [an eCommerce business that sells women's skincare products].

Prompt #16: Behavioral segmentation

Just because two people are in the same demographic doesn't mean they will interact with your business in the same way. That's why segmenting your email list by behavior is beneficial as well. This is especially helpful when you want to send cross-selling emails based on past purchases or browsing history, abandoned cart emails, and many others.

Prompt: Provide guidance on identifying and segmenting my email list by behavior for email marketing campaigns for [a SaaS company that provides HR software].

Prompt #17: Customer journey segmentation

Sending a loyal customer of several years and a new subscriber the same content isn't the right way to go. Both customers have different needs as they are at different stages of their customer journey or life cycle. This method of grouping your email list can be especially useful for sending re-engagement emails to churned customers and those who haven't purchased in a while.

Prompt: Provide guidance on identifying and segmenting my email list by customer journey for [a SaaS company that sells HR software].

Tip: Platform's like Moosend will give you all the tools you need to segment your audience based on the above criteria and more. Moreover, the workflow builder is both intuitive and user-friendly, giving you numerous triggers and actions to send the right content at the right time.

Prompts for Building Your Email List

Your email list is essentially a living entity that should always evolve, with new email addresses being added daily and unengaged ones being removed when you clean your email list.

If you want to continually grow your list, there are a few strategies you can implement— and ChatGPT can help you plan and optimize them.

Prompt #18: Lead magnet creation ideas

A lead magnet is an excellent source of new emails for your list. It can take many forms, from a downloadable resource to a giveaway entry.

Prompt: Generate 10 lead magnet ideas for growing the email list of [an eCommerce business that sells women's skincare products].

Prompt #19: Opt-in form optimization

An opt-in form on your website is a great way to capture the emails of potential customers. However, if you find your form isn't working so well, it may be time to optimize it. Use the prompt below to come up with optimization strategies.

Prompt: Guide me on opt-in form optimization for growing my email list.

Additional resources

- [Newsletter Signup Examples And Why They Work \[+Tips\]](#)
- [Newsletter Signup Form Tips For More Subscribers](#)
- [How To Create An Online Form In 6 Simple Yet Effective Steps](#)
- [Subscription Form Templates](#)

Prompt #20: Social media integration strategies

A robust social media strategy is vital for every business today, and it has many applications beyond the obvious. One of those is assisting in growing your email list, and the following prompt can help you find new ideas to integrate the two channels.

Prompt: Guide me on integrating my email list growth efforts with social media platforms, including strategies for leveraging social media ads, contests, giveaways, or exclusive offers to encourage followers to subscribe to the email list.

Additional resources

- [Facebook Lead Ads: In-Depth Guide](#)
- [Instagram Giveaways: Marketers' Guide](#)
- [TikTok Marketing: A Marketer's Roadmap](#)
- [How To Use Snapchat For Business \[Beginner's Guide\]](#)

Prompts for Email Design and Optimization

Designing your email campaigns isn't just a matter of making them look pretty. Many elements contribute to an appealing, on-brand email design, from the visual branding to the photography, and layout to CTAs.

Prompt #21: Visual branding strategies

First, you want to ensure a cohesive, on-brand visual identity across all your email campaigns. This includes your color schemes, branding (logos, slogans), typography, imagery, and more.

Prompt: Guide me on visual branding strategies for my email marketing campaigns, including color schemes, logos, imagery, and typography, to maintain brand consistency.

Prompt #22: Layout and format optimization

While aesthetic appeal in email design is important, you shouldn't neglect the layout and format of your campaigns. Paying attention to content hierarchy and having a balanced text-to-image ratio are essential for effective communication and engagement.

Prompt: Guide me in optimizing my email layout and format, including email length, text-to-image ratio, whitespace utilization, and hierarchy of content elements, to improve readability, engagement, and click-through rates for email campaigns.

Prompt #23: CTA design and placement

We've already mentioned how important CTAs are as they drive your click-through and conversion rates. So, you want to ensure they're well-designed and placed to capture as much attention as possible.

Prompt: Give me ideas for optimizing my email CTAs including CTA button design, copywriting strategies, placement, size, color, and contrast, to drive click-throughs and conversions effectively.

Prompts for Compliance Assistance

Now your email campaign is ready to go. You've optimized the body copy, subject line, and visuals, targeted it to a specific audience segment, added personalization, and even set up variations for A/B testing.

Before you send it, though, you need to make sure your email campaign complies with email marketing regulations, including GDPR, CAN-SPAM, and CASL.

Prompt #24: GDPR compliance guidance

The General Data Protection Regulation (GDPR) governs the collection, processing, and storage of personal data for individuals within the European Union. There are several things you need to keep in mind to ensure your email marketing efforts remain compliant, and the prompt below will give you a refresher if ever you need one.

Prompt: Guide me on GDPR compliance for email marketing strategies.

Prompt #25: CAN-SPAM Act compliance tips

The CAN-SPAM Act of 2003 is a law that governs email and commercial messaging within the United States.

Prompt: Guide me on CAN-SPAM compliance for email marketing strategies.

Prompt #26: CASL compliance strategies

The Canadian Anti-Spam Legislation 2014 regulates commercial messages sent to or from Canada, including email, SMS, and instant messaging.

Prompt: Guide me on CASL compliance for email marketing strategies.

Prompt #27: Check the compliance of your copy

Want to make sure your body copy complies with the above regulations? You can check through ChatGPT.

Prompt: Is this email copy [GDPR/CAN-SPAM/CASL] compliant? [Paste body copy]

Best Practices When Using ChatGPT for Email Marketing

When using ChatGPT for your email marketing campaigns, following these best practices will help you create effective and accurate content:

- **Be precise:** Vague prompts will give you generic output. Provide specific details about your business, including its name, products, or services, to ensure the output is relevant and accurate. Utilize the C.R.E.A.T.E framework to enhance prompt effectiveness.
- **Keep information private:** ChatGPT is in 'research preview' mode, meaning your input could be reviewed by OpenAI staff. Avoid sharing personal information and use the temporary chat feature for added privacy.
- **Monitor performance:** Treat AI-generated campaigns like any other by monitoring key metrics such as open rates, click-through rates (CTR), and conversion rates. Run A/B tests on different elements (subject lines, body copy, CTAs) to identify what works best and refine future campaigns accordingly.
- **Use human expertise:** While ChatGPT can save time, it's crucial to involve human experts in the process. Have your copywriting team review and refine AI-generated content to ensure accuracy, correct grammar, and enhance quality. Human oversight prevents sending out incorrect or poorly worded content.

Is Prompting Limited to ChatGPT?

While we used ChatGPT to generate our output, you can take advantage of ChatGPT's alternatives to receive relevant results.

Below, you can find some of its top competitors:

- **Microsoft Copilot:** Best for integrating with Microsoft 365 apps.

- **Google Gemini:** Best for leveraging Google's reach capabilities.
- **Jasper.ai:** Best for marketing content and high-conversion copy.
- **Semrush ContentShake AI:** Best for SEO-optimized content using deep keyword and competitor analysis.
- **Claude:** Best for natural text-based conversations and content generation with a human-like tone.

Keep in mind that these tools may produce surprising or inaccurate results, so you should always check the output and tweak your prompts to get more relevant information.

Moreover, since some of these chatbots require a paid subscription to function at full capacity, you could get an email marketing platform with built-in AI features like [Moosend](#) or Mailchimp to save money and time.

Streamline Email Marketing with AI

To quickly recap, we covered the following:

- What ChatGPT is and why it's useful for email marketing.
- Key benefits of using AI in email campaigns.
- Common use cases for ChatGPT prompts in email marketing.
- How to create effective ChatGPT prompts using the C.R.E.A.T.E framework.
- Essential ChatGPT prompts to customize and use.
- Best practices for using ChatGPT in your campaigns.
- Alternatives to ChatGPT and their applications.

ChatGPT is a valuable tool for enhancing your email marketing efforts, offering various use cases.

However, the free version has limitations, such as potentially outdated information due to older knowledge updates, which may require additional research. While upgrading to the premium version provides enhanced features, it adds another cost to your marketing stack.

A more streamlined alternative is using email software with built-in AI. Moosend combines AI-driven content creation, audience segmentation, and product recommendations in one platform, simplifying your email marketing process. Plus, you can [try Moosend for free](#) to experience its AI capabilities.