AI Prompts for Busy Marketing Managers

(Note: As AI changes quickly, try these prompts in both ChatGPT and Bing Chat.)

Ideal Prompt Format (Source)

- Provide context
- State a specific goal
- Provide a specific format
- Break task into smaller tasks
- Give examples

Example:

Act as an expert business consultant who assists marketing managers in choosing the best social media automation platforms. Give me a list of 10 platforms in the following table format, sorted by total number of ratings:

Name of Company | URL | Monthly price | Average G2 rating | Number of G2 ratings | Average TrustPilot rating | Number of TrustPilot ratings

For example:

XYZ Social Media Platform | https://www.xyzsocialmediaplatform.com | $100/mo | 4.3 | 125 | 3.5 | 23

The Importance of Iteration

The key to getting knock-your-socks-off results from AI is **iteration**. You can make your results even better — more unique, more nuanced, and more relevant — with follow-up prompts. Treat the initial response as a draft. AI chatbots will remember your conversation, so you can follow up with prompts like these:

- *Tell me more about #3.*
- *Please rewrite, including facts that most people don't know.*
- *Please list 10 objections that a(n) [audience] might have to this.*
- *Please rewrite, incorporating this additional context: [insert new information]*
- *You can even ask AI to critique itself!*
  - *Please analyze your logic and suggest improvements.*
  - *Give me a list of prompts to ask you to help improve this content.*
  - *Suggest reasons why this won't work.*

If You're Not Sure How to Write a Prompt, Just Ask the AI

I want to [task and details]. Please tell me how to ask you so I get the [best, most comprehensive, most relevant, etc.] results.

General Hints

- **Role prompting:** *Imagine you are a brilliant [subject matter expert]*
  (Key for giving the AI context. Use every time.)
- **Chain-of-thought prompting:** *Please think step by step.*
  (Added to the beginning or end of a complex prompt, this can reduce or eliminate inaccuracies.)
- **Learn this.** *Learn the data in this [chart, table, list, etc. - paste in data]. I would then like you to…*
  (Gives more accurate results, based on real-world data.)
- **Check for understanding.** *Do you understand?*
  (Use in complex, multi-step prompts to be sure AI understands each step before moving on.)
- **Require more info.** *You must ask questions before answering.*
  (Helps to focus the response.)
- **Keep going**. *Are there more?*
  (Get more options. Use frequently.)

Content Research

- **Blog angles based on existing article:** Please summarize this article, then suggest 5 unique angles based on it with SEO-friendly titles: [URL]. *This works great in Bard. You may need to paste article in for Chat.*
- **New ideas:** Please give me 5 unique angles for a blog post about [topic] based on current events or recent research. (Currently works best with Bard.)
- **Pillar and cluster ideas:** *Please give me 10 semantically related topics for [keyword].*
- **Blog titles**: *Write 10 blog post titles for this topic.*
- **Idea generation:** *List 10 things [target audience] may not know about [topic or keyword].*
- **Info gathering:** *Please list five quality sources for information about [keyword or description].*
- **Research:** *Find 5 peer-reviewed studies on the effectiveness of [insert topic] and summarize.*
- **Interview questions:** *Give me 10 questions to ask this person: [insert LinkedIn profile or bio]*
- **Fact checking:** *Please act as a/n [topic] expert and fact-check the following:*
  (note: no AI is 100% reliable, but can alert you to potential problem areas)
- **Simplification:** *Please explain this [table, concept, etc.] so an everyday reader can understand it.*
- **Including specific research facts:** (Source with great example)

  You are a writer and an expert in [topic]. Your task is to [specific description of task]. Write a [blog post, informational article, summary, etc.] about [topic or title]. Take inspiration from the following [research]. Include the seedwords: [seedwords].*

  *Research =

  [- fact

  - fact, etc.]

  Seedwords = [list of keywords separated by commas]

Content Creation

- **Match style:** *Write a [blog post, brief, etc.] in the style and tone of this sample: [paste sample]* (For best results, the sample should be the same type of content as the one you're requesting.)
- **Ghostwrite**: *Write in the style of… [Dave Barry, John Oliver, Yoda]* (Good for ghostwriting as executives or internal SMEs.)
- **Identify content gaps:** *Identify the content gaps in this article: [paste sample]* (Bing Chat or Google Bard may be better for this prompt than ChatGPT)
- **Create great prompts (interactive prompt creator):** ([Source](#))

  I want you to become my Prompt Creator. Your goal is to help me craft the best possible prompt for you. Let's use the following process:

  1. *Ask me what the prompt should be about. I will provide my answer, but we will need to improve it through iterations by going through the next steps.*
  2. *Based on my input, please generate 3 sections.*
     a. *Revised prompt (provide your rewritten prompt, which should be clear, concise, and easily understood by you),*
     b. *Suggestions (provide suggestions on how to improve the prompt), and*
     c. *Questions (ask any questions on what additional information is needed from me to improve the prompt).*
  3. *We will continue this iterative process, with me providing additional information and you updating the prompt in the Revised prompt section until it's complete.*
- **Get ideas from existing content:** *Let's think about this step by step.*
  Step 1: Summarize this blog post: [paste sample]
  Step 2: Analyze the blog post.
  Step 3: Give three unique angles for a new blog post based on the information in this one.
- **Create research-backed drafts for inspiration:** *Generate an article about [topic]. Include little-known facts, recent breakthroughs or insights in this space, backed by science or peer-reviewed research studies.* ([Source](#))
- **Improve content.** *Make it [catchier, more exciting, more creative, more compelling — any adjective you can think of].*
- **Make content scannable.** *Rewrite as bullet points.*
- **Generate examples.** *Please give me a real-life example for [topic].*
- **Use analogies:** *Please explain [topic] with an analogy.*
- **Lighten up:** *Please use puns or wordplay.*
- **Find quotes:** *Generate a list of good quotes about [topic].*
- **Create a table:** *Please format this as a table* OR *Please create a table in the following format:*
- **Generate a FAQ from [SERP](#):** *Create a list of [10] frequently asked questions about [keyword] and provide answers for each one of them considering the SERP and rich result guidelines.*
- **Generate Meta description:** *Please write a meta description for this blog post. It must be 160 characters or fewer: [insert blog post text]*
- **Get perspective:** ([Source with great examples](#))
  - *Let's think about this using examples.*
  - *Let's think about this using analogies.*
  - *Let's think about this from a reverse perspective.*
  - *Let's think about this from multiple angles.*
  - *Let's think about this from a/an [broader, impact, historical, economic, etc.] perspective.*
- **Anticipate potential objections/arguments:**
  - *Please argue against this statement: [statement that differs from your thesis]*

- - *Challenge the dominant perspective on [topic].*
- **Formatting**
  - *Use markdown (headings and subheadings), bullet points, bold text, etc.*
  - *Don't include pre text or post text.* (Gives more concise responses)
  - *Please respond with a table.*
  - *Please respond with bullet points.*
- **Summarize an article**
  - *Please summarize this article: [insert URL or paste text]*
  - *Please summarize this article in [1 sentence, 1 paragraph, bullet points, etc.]*
- **Summarize a YouTube video** (Note: to download the transcript from a YouTube video, click the "three dot" menu beneath the video, then "Show transcript")
  - **Entire transcript:** *Please remove the time stamps from this transcript and standardize punctuation: [paste transcript]*
    (Note: Depending on the text limits of the AI tool, you may need to do this in sections.)
  - **Follow up prompts:**
    - *Summarize this video transcript using bullet points.*
    - *Write an executive summary of this transcript.*
    - *Please break out the individual speakers in this transcript.*
- **Create an SEO-focused outline:** *Write a blog outline using these keywords in the subheadings: [list keywords separated by commas]*
- **Improve Customer and Product focus:**
  - *Think like a [target audience: CMO, optometrist, real estate professional]. What [topic] issues are you concerned about?*
    - **Follow up prompt**: *How can [product or service] help me with these concerns?* (This works best when you prime the AI first with text from your website.)
  - *Write a list of questions people are asking about [topic or product].*
  - *What do people think about [product]?*
  - *Please critique this text from the perspective of [target audience]. Does this make the [feature or product] sound appealing? Is there anything else you would want to know about the [feature or product] before considering a purchase? [Paste sample]*
  - *You are a [target audience]. What are 5 questions you would like to ask after reading this? [Paste sample]*
- **Generate case studies:** *Please write a case study from the following using the headings The Challenge, The Solution, the Results, and Customer Quote. [Paste source material]*

Content Editing

- **Critique:** *Imagine you are a [topic] expert. Please critique the following: [paste sample]*
  (You can tell it specifically what type of criticism you're looking for.)
- **Copyedit:** *Please copyedit this passage, leaving all direct quotes as is.*
  - **Followup prompt:** *Please give a bulleted list of the changes you made.*
- **Improve:** *Offer suggestions for improvement with examples.*
- **Rate this (1- 5-star rating system):** ([Source](#))
  As an expert critic on [topic], please rate this [content type] using a 5-star scoring system. Be sure to include a reasoned explanation for your rating, focusing on relevant aspects. Strive for objectivity and fairness, acknowledging creativity and effort while providing valuable feedback. Conclude with a brief summary of your critique: [Paste sample]
  - **Follow up prompt:** Please rewrite to make it 5/5.

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