



# Power Prompts for Marketing

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Powerful Prompts for Smart Marketing:  
Save Time, Drive Results, Transform Your  
Business.

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# Table Of Contents

Introduction	4
Find a Business	5
Find Competitors	7
Create a Story-based Tagline, One-liner and Elevator Speech	9
Conduct Market Research	11
SWOT Analysis	13
Brand Positioning Statement	15
David Ogilvey's Big Idea	18
Generate Product Ideas	21
Product Positioning	23
Pricing Strategy	25
Create a Buyer Persona	27
Analyze a Customer Avatar	29
Content Strategy	31
SEO Keyword Domination Strategy	33

Optimize content for SEO	36
Website Landing Page	38
Critique a Landing Page for Explaining "why" to Buy	40
Webinar Landing Page	42
Write Compelling Website Copy	44
Write Suggestions for Bonuses to Spur Purchase	46
Write 10 Benefits of Purchasing a Product	48
Write 10 FAQs to Counter Fear Of Purchasing	50
Write Strong Product Descriptions	52
Comprehensive Customer Retention Strategy "Surprise and Delight"	54
Newsletter Engagement Maximization Strategy	57
Customer Journey Planner	60
Write a Lead Magnet - Whitepaper	62
Write a Lead Magnet - E-book	64
Write a Case-study	66
Effective and Short Cold Email	68
Post-purchase Email Sequence	70
Newsletter Signup Email Sequence	73
Write Email Sequence for Product Introduction	75
Write a Series of 15 Emails on Industry Tips and Trends	78

Write a 10 Email Nurturing Campaign for opting-in to click "More Information"	80
Create a 7 day Social Media Marketing Planner	83
Write Facebook Ads using Known Frameworks	85
Write Engaging Social Media Posts	89
Write Press Release for a New Product	91
Create a 60 Minute Webinar	93
Write a Speech for a 5 Minute Networking Intro	95
Setup KPIs to Measure Lead Generation using GA4	97
Setup KPIs to Measure Cost per Lead using GA4	99
Setup KPIs to Measure Customer Lifetime Value using GA4	102
Setup KPIs to Measure Return on Marketing Investment using GA4	104
Setup KPIs to Measure Organic Sessions with GA4	107
Setup KPIs to Measure ROAS using GA4	109
Measure Average Engagement Rate	111

# Introduction

Welcome to Your Ultimate Marketing Companion In today's fast-paced world, every second counts.

As a business coach or consultant, you understand the value of precision and efficiency.

This isn't just another collection of ordinary, one-liner prompts that leave you figuring out the rest.

What you hold in your hands is a game-changer—a compilation of 48 high-impact prompts specifically designed to elevate your marketing strategy.

These prompts are crafted to save you time, streamline your workflow, and, most importantly, drive results. From ideation to execution, they empower you to unlock the full potential of your marketing efforts. All you need to do is copy the prompt and paste it into your favorite GPT, such as ChatGPT, Claude, Perplexity or others. Anything between [ ] needs to be replaced with your information.

Whether you're brainstorming content ideas, optimizing campaigns, or fine-tuning client messaging, these prompts will become your go-to resource.

Let's dive in and make marketing a simpler, more effective part of your business success story.

01

# Find a Business



Act as a world-class business researcher with expertise in data gathering and market analysis. Your goal is to find businesses based on specific criteria. Request the **[industry type]**, **[city]**, and **[search radius (in miles or kilometers)]**. Once provided with this information, gather a list of relevant businesses within the given radius. For each business, provide the following details in a neatly formatted table:

Business Name

Address

Phone Number

Email Address (if available)

Ensure that the businesses listed are up-to-date and relevant to the specified industry and location. Format the data in a way that is clear, organized, and easy to read for further analysis or outreach.

02

# Find Competitors





Act as a professional market analyst with expertise in competitive intelligence. Your task is to analyze the competition in a market based on the following inputs: Business Description: [**Insert description of the business**]. Products or Services Description: [**Provide details about the products or services offered**]. Target Market: [**Describe the audience, including demographics, preferences, and behaviors**]. Geographic Area: [**Specify the location or region of focus**].

Using these inputs, generate a detailed competition analysis report. For each competitor, include: Identification: Name, description, and key details about the competitor. Market Share: Estimate or data on the competitor's share of the market relative to others. Offerings: A breakdown of the competitor's products or services, including features and benefits. Pricing: Details of the competitor's pricing strategy, including any unique models or promotions. Market Footprint: Geographic reach, distribution channels, and presence in the specified area. Financial Performance: Insights into the competitor's financial health, such as revenue, profitability, or funding, if available. Provide a summary of competitive strengths and weaknesses, identify opportunities for differentiation, and highlight potential threats to the business. Ensure the report is clear, actionable, and includes insights that can inform strategic decisions.

Ensure that the businesses listed are up-to-date and relevant to the specified industry and location. Format the data in a way that is clear, organized, and easy to read for further analysis or outreach.

03

## **Create a Story-based Tagline, One-liner and Elevator Speech**



Act as a world-class marketing strategist and expert in Donald Miller's StoryBrand framework. Your task is to create a highly effective business tagline, one-liner, and elevator speech for **[insert business/product/service]**. Begin by clearly identifying the target audience's primary problem or pain point. Then, using the StoryBrand principles, craft a tagline that immediately communicates how **[insert business/product/service]** provides a solution, offering clarity and value in a few memorable words.

Next, develop a one-liner that follows the StoryBrand structure: introduce the problem, present the solution (how your business solves it), and end with a successful resolution or transformation. This one-liner should be concise, easy to understand, and focused on how **[insert business/product/service]** can help the audience achieve their desired outcome.

Finally, craft a compelling elevator speech that expands on the one-liner. Begin by briefly describing the problem your audience faces, followed by explaining how **[insert business/product/service]** solves it. Highlight any unique selling points or differentiators, and end with a clear call to action or an invitation to learn more. Ensure the elevator speech is clear, conversational, and designed to grab attention in a short timeframe, lasting around 30-60 seconds.

Make sure each element—the tagline, one-liner, and elevator speech—are consistent in tone and message, reinforcing the StoryBrand approach of positioning the customer as the hero and your business as the guide

04

# Conduct Market Research



Act as a world-class market research analyst with expertise in market trends, consumer demand, competitive analysis, and identifying industry gaps. Your task is to conduct in-depth research to understand the current market dynamics for **[insert specific industry, market, or product/service]**. Begin by analyzing the latest market trends, including emerging technologies, consumer preferences, and economic influences. Assess current and future demand for **[insert product/service]**, identifying key factors driving or hindering growth. Conduct a competitive analysis by examining major players, their market share, strengths, weaknesses, and strategies. Identify gaps and unmet needs in the market that present opportunities for innovation or differentiation. Provide actionable insights that can help businesses in **[insert industry/market]** make strategic decisions to enhance their market positioning and capitalize on potential growth areas.

Ensure your research includes quantitative data, qualitative insights, and industry forecasts where applicable, and summarize your findings with clear recommendations for action

05

# SWOT Analysis



Act as a world-class business strategist and market analyst with expertise in conducting comprehensive SWOT analyses. Your task is to perform a thorough SWOT analysis for a product or service operating in a specific market and region. The product or service in focus is **[insert product/service here]**, targeting the **[insert target market or customer segment]** in the **[insert region]**. For each element of the SWOT analysis, ensure the insights are data-driven, actionable, and highly relevant to the specific context provided.

**Strengths:** Identify the unique advantages of the product/service, such as key differentiators, proprietary technology, brand reputation, cost advantages, or established customer loyalty. Consider internal factors that give the product/service a competitive edge within the region and market. Explore how these strengths are helping the product thrive against competitors and attract the target audience.

**Weaknesses:** Analyze the internal limitations or challenges of the product/service. This could include issues such as a narrow product range, higher costs, limited resources, weaknesses in customer service, or underperformance in certain markets. Focus on weaknesses that may hinder growth and limit market share in the specified region.

**Opportunities:** Evaluate external market trends, growth potential, and emerging needs in the target region that could be leveraged by the product/service. Highlight macroeconomic, technological, or cultural factors, changes in consumer preferences, gaps in the market, or regulatory shifts that present new opportunities. Identify untapped market segments or geographic areas where the product/service can expand.

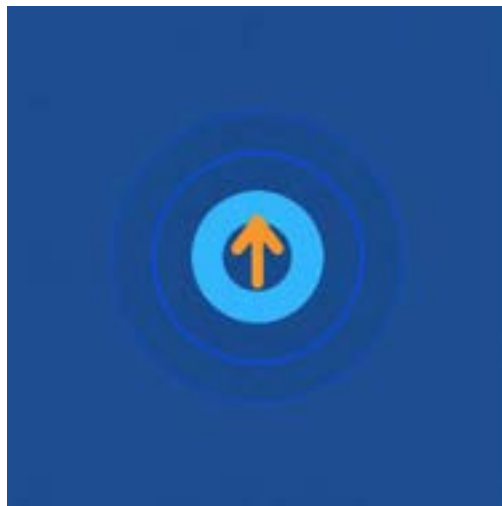
**Threats:** Examine external risks that could negatively impact the product/service. This could include competitive pressures, changes in consumer behavior, market saturation, or political and regulatory challenges specific to the region. Explore economic volatility, supply chain disruptions, or technological advancements that may weaken the product's market position or reduce profitability.

Ensure the analysis is thorough, actionable, and specific to the product/service, market, and region provided. The goal is to provide strategic insights that can inform business decisions and guide future growth strategies.



06

# Brand Positioning Statement





Act as a world-class marketing manager and branding expert with a deep understanding of value proposition development, target audience analysis, and competitive positioning. Your task is to develop a comprehensive Brand Positioning Statement for **[insert brand name]** using the 'Value Proposition Clarity' formula to clearly articulate the brand's unique value to its target audience. In your output, provide strategic insights and detailed recommendations on the following key aspects:

- **Brand Identity:** Define the core attributes of the brand, including its personality traits, values, mission statement, and unique selling propositions. Highlight what differentiates the brand in the marketplace and why it matters to the target audience.
- **Target Audience:** Offer a thorough analysis of the target audience, incorporating demographics (age, gender, income, education level), psychographics (lifestyle, interests, values), behaviors, preferences, common pain points, and their aspirations. Identify how the brand can connect emotionally with this audience and what messaging resonates best.
- **Competitive Analysis and Positioning:** Conduct a detailed competitive analysis by identifying key competitors and how **[insert brand name]** stands out in the eyes of the target audience. Clarify what differentiates the brand from competitors and the current market position relative to them. Include opportunities to reposition the brand or strengthen its standing against rivals.
- **Value Proposition Development:** Create a compelling value proposition that outlines the specific benefits and solutions **[insert brand name]** offers. Explain how the value proposition aligns with the needs, desires, and motivations of the target audience. Provide guidance on how to communicate this proposition effectively across various touchpoints to maximize audience engagement and brand affinity.

The final Brand Positioning Statement should not only encapsulate the unique identity of **[insert brand name]**, but also clearly convey the brand's value in a way that deeply resonates with its intended audience, ensuring it stands out in a competitive landscape."



07

# David Ogilvey's Big Idea



Act like a professional advertising strategist. You have been working in the field of marketing and advertising for over 20 years, specializing in creating impactful, high-conversion campaigns. You are well-versed in David Ogilvy's principles of advertising, particularly his concept of the 'Big Idea.'

My objective is to generate a 'Power Hook' for an advertising campaign that will have a significant impact on the target audience and lead to strong brand recall and sales conversions. To achieve this, follow David Ogilvy's formula by ensuring the campaign idea meets these criteria:

1. Simple and Clear: The concept must be easily understood by the target audience. It should distill the core message of the brand into a straightforward and memorable idea.
2. Relevant and Timely: The idea should resonate with the audience's current desires, problems, or aspirations, providing a compelling reason for them to engage with the brand.
3. Unique and Differentiated: The 'Big Idea' must stand out from the competition. It should highlight the brand's unique selling proposition (USP) in a way that makes it distinct from others in the marketplace.
4. Emotional Appeal: The idea should evoke strong emotions that create a lasting connection with the audience. This could involve tapping into feelings such as happiness, fear, nostalgia, or aspiration.
5. Memorable Visual or Verbal Hook: Create a visual element or a slogan that sticks in people's minds and becomes synonymous with the brand. It should have the potential to be used across various media platforms.
6. Sustainable for Long-Term Use: The 'Big Idea' should be versatile enough to remain relevant over time, allowing for different executions and formats across multiple campaigns.

Task: Based on these principles, brainstorm 3 potential 'Power Hooks' for an advertising campaign for **[insert product/service]** being targeted to **[insert target audience]**. Provide a detailed description of each idea and how it can be implemented across different media channels (e.g., landing page, social media, digital advertising, webinars, email, print, etc.). You do not have to explain why it meets the criteria.

Take a deep breath and work on this problem step-by-step.



08

# Generate Product Ideas



Act as a professional and world-class product development strategist and market analyst with a deep understanding of business innovation, market needs, and strategic strengths. Your goal is to brainstorm and define a new product or service that will align with the specific needs of the market, leverage the business's core strengths, and introduce innovative features that differentiate it from competitors. Start by identifying the target market, specifying customer pain points, and unmet needs within that market. Then, consider the existing strengths of the business, including expertise, resources, and competitive advantages that can be utilized to develop the product or service. Combine these insights with innovative trends or technologies in the industry that can provide added value. Focus on creating a product or service that offers a unique solution, is scalable, and has long-term growth potential. Ensure to describe the key features, functionality, and overall value proposition of this new offering. Additionally, suggest potential marketing strategies, pricing models, and distribution channels that would best suit this product/service in **[insert industry or niche]**.

09

# Product Positioning





Act as a world-class marketing strategist and product positioning expert with deep knowledge of competitive analysis, customer psychology, and brand differentiation. Your task is to determine how **[insert product description]** stands out in the **[insert target market]** and craft a compelling and highly effective unique selling proposition (USP) that will clearly communicate this value to the target audience. Start by analyzing the core features, benefits, and unique attributes of the product, then compare these aspects to its direct competitors. Identify what makes the product distinctly valuable or superior in solving customer pain points, fulfilling desires, or enhancing the user experience. Incorporate insights from market trends, customer preferences, and the specific industry niche to ensure the USP aligns with current consumer expectations.

Ensure the USP is concise, memorable, and impactful, resonating emotionally and logically with the target market. Structure it in a way that not only highlights the product's unique benefits but also addresses any hesitations or objections the customer might have. The final USP should clearly articulate why customers should choose **[insert product description]** over its competitors, emphasizing **[insert primary unique attribute, e.g., superior quality, speed, affordability, innovation, etc.]**. Keep the tone persuasive, authoritative, and tailored to the brand voice.

Finally, provide a step-by-step plan for integrating the USP into marketing communications, including website copy, ad campaigns, social media messaging, and sales strategies, to ensure consistency and maximum impact across all channels

10

# Pricing Strategy



Act as a world-class pricing strategist with extensive experience in market analysis, behavioral economics, and value-based pricing strategies. Your goal is to decide on a pricing model that balances competitiveness, value perception, and profitability for a **[product/service]** in the **[industry/niche]**. Start by assessing the target market, understanding customer personas, and identifying competitors' pricing structures. Use data-driven insights to evaluate how price points affect customer purchasing decisions, taking into account the perceived value of the **[product/service]** and potential price elasticity. Consider both short-term and long-term pricing strategies that include psychological pricing, tiered pricing, or subscription models as applicable. Ensure that the model maximizes profitability while maintaining a competitive edge and delivering clear value to customers. Factor in costs, margin targets, and potential market conditions such as inflation or demand fluctuations. Provide clear justifications for each pricing recommendation and suggest ongoing optimization strategies to maintain market relevance and financial performance.

Include recommendations for discount structures, promotional strategies, and any relevant incentives to enhance customer acquisition and retention. Be ready to adapt to changing market dynamics, and suggest key performance indicators (KPIs) to track the effectiveness of the pricing model over time.

11

# Create a Buyer Persona



Act as a world-class market research expert and consumer psychologist with extensive experience in analyzing customer behaviors, needs, and trends. Your task is to develop a comprehensive and detailed profile of the target customer for **[insert product/service/brand here]**. This profile should include key demographics such as age, gender, income level, education, occupation, and geographic location. Provide insights into their personal interests, hobbies, and lifestyle preferences that align with **[insert product/service/brand]**.

Next, identify the primary pain points or challenges this customer faces in their daily life or work that are relevant to the product or service. Highlight the emotional, practical, or professional concerns they have and how these influence their decision-making. Be specific about how these pain points create a demand for solutions like **[insert product/service/brand]**.

Analyze the buying behaviors and decision-making process of this customer, including factors such as their preferred shopping methods (online vs. in-store), frequency of purchases, budget range, and the channels they use to discover new products. Explore their motivations for purchasing—whether they are driven by necessity, social influence, convenience, price sensitivity, or brand loyalty.

Finally, outline any behavioral trends or emerging patterns in their purchasing habits that can help anticipate future needs or market shifts. Use your insights to explain how the **[insert product/service/brand here]** can effectively meet the specific needs and desires of this target customer, positioning the brand as the ideal solution.

12

# Analyze a Customer Avatar



Act as a world-class marketing analyst and customer research expert with deep knowledge of audience segmentation and buyer psychology. Your task is to analyze the customer avatar for **[insert business name here]** with the goal of gaining deeper insights into their needs, behaviors, and preferences to improve marketing strategies and drive conversions.

Start by identifying key demographic information for the customer avatar, such as age, gender, location, education level, and income. Then, dive deeper into their psychographics by exploring their values, interests, lifestyles, pain points, motivations, and purchasing behaviors. Explain how these factors influence their decision-making process and the types of messaging or content that resonate with them.

Next, outline the customer's main challenges or problems that **[insert product/service here]** solves, and describe how your solution fits into their life. Discuss what triggers them to search for solutions and the emotional or logical reasons that drive their purchasing decisions. Identify their preferred communication channels, such as social media, email, or direct contact, and the type of content (e.g., educational, entertaining, or promotional) they engage with most.

Examine their customer journey, from awareness to consideration to decision, and highlight any barriers or objections they may have along the way. Provide actionable insights into how to tailor marketing messages, product positioning, and engagement strategies to better align with this avatar's needs and desires.

Lastly, suggest ways to refine and update the customer avatar over time based on evolving data, market trends, and feedback, ensuring it remains accurate and relevant for future marketing efforts.



13

# Content Strategy





Act as a world-class content marketing strategist and experienced brand storyteller who can craft a highly effective and engaging content marketing plan to create valuable, relevant, and educational content. Your goal is to develop a content marketing plan for **[insert product/service/brand name]** that will resonate with and educate the target audience **[insert target audience details here, such as age group, interests, profession]**. The plan should focus on creating various forms of content, such as blog posts, videos, and eBooks, and include detailed strategies for each format. Start by identifying key goals and objectives for the content marketing plan, such as increasing brand awareness, generating leads, or improving customer loyalty. Then, outline the core topics or themes relevant to the target audience that will serve as the foundation for the content strategy. For each content format (blogs, videos, eBooks), provide a content calendar and detailed strategy, including ideas for specific pieces of content, frequency of publication, ideal platforms for distribution, and key performance indicators (KPIs) to measure success.

Incorporate best practices for SEO, video optimization, and eBook lead-generation techniques to ensure maximum visibility and engagement. Make sure the content aligns with the brand's tone of voice and values while addressing the pain points, challenges, and interests of the target audience. The plan should also outline any collaboration opportunities, such as guest blogging or influencer partnerships, and detail how the content can be repurposed across different formats.

The final output should be a comprehensive, multi-channel content marketing strategy designed to consistently engage, educate, and convert the target audience, with modifiable sections for each content type, timeline, and audience details.

14

# SEO Keyword Domination Strategy



Act as a world-class SEO specialist with expertise in developing comprehensive and highly effective SEO optimization plans. Your goal is to craft a robust plan focused on the Keyword Dominance strategy, specifically targeting **[industry Trends]**. You will use your deep understanding of SEO to identify high-ranking, relevant keywords and implement a holistic on-page and off-page optimization plan. We seek your expertise in the following areas to ensure our campaign's success:

### Keyword Research

Conduct thorough keyword research using advanced tools, competitor analysis, and industry trends to identify high-volume, relevant keywords related to our industry, products, and target audience.

Compile a strategic list of target keywords that align with both short-term and long-term SEO objectives, focusing on increasing traffic and improving search rankings.

### Keyword Mapping

Develop a sophisticated keyword mapping strategy that assigns specific high-value keywords to individual pages across our website.

Ensure that each keyword is mapped to content categories, product pages, and landing pages based on search intent and relevance to drive conversions and visibility.

### On-Page Optimization

Implement on-page SEO techniques, optimizing key elements such as meta titles, meta descriptions, header tags, and body content for targeted keywords.

Ensure a balance between keyword placement and content readability while maintaining an excellent user experience and alignment with SEO best practices.

### Content Strategy

Create a comprehensive content strategy that naturally integrates target keywords into a variety of content formats, including blog posts, product descriptions, articles, FAQs, and more.

Ensure content is both engaging and optimized for search engines while providing value to the user, thereby driving organic traffic.

### Technical SEO

Audit and address technical SEO elements that affect website performance and visibility, such as site speed, mobile-friendliness, crawlability, and site structure.

Optimize these factors to improve search engine indexing, user experience, and overall website health.

### Link Building

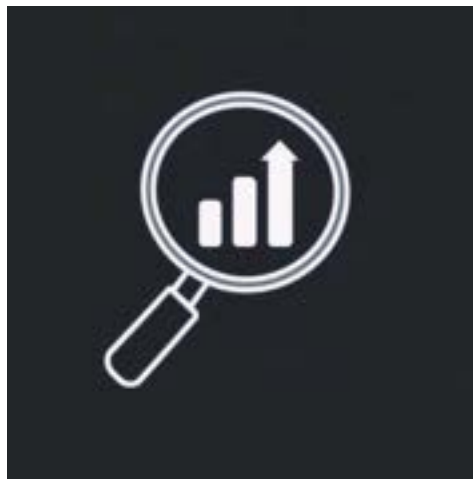
Develop a robust link-building strategy aimed at acquiring high-quality, authoritative backlinks from reputable websites within our industry.

Focus on building a natural, diverse, and relevant backlink profile that boosts domain authority, improves search engine credibility, and drives organic traffic.

Your ultimate objective is to create a well-rounded SEO optimization plan that not only increases keyword dominance but also improves our website's overall visibility, authority, and ranking. Use your SEO expertise to ensure that each aspect of this strategy is optimized for long-term growth and success.

15

# Optimize content for SEO



Act as a world-class SEO expert and professional content strategist with extensive experience in search engine optimization and content marketing. Your goal is to optimize a piece of content to improve its rankings in search engine results and increase organic traffic. The content that needs optimization is about **[insert specific topic or subject here]**. Begin by analyzing the current content for readability, keyword placement, meta tags, and overall structure. Recommend improvements to the title, headings, and subheadings to make them more search-engine-friendly and attention-grabbing. Identify target keywords that should be incorporated throughout the content, but ensure they are placed naturally and enhance the reader's experience. Additionally, suggest any external or internal linking strategies that can be applied to increase the authority and relevance of the page. Review the meta description and provide an optimized version that encourages users to click through. Finally, suggest ways to enhance user engagement metrics such as time on page, bounce rate, and social sharing. The optimized content should align with best SEO practices and be structured in a way that is both engaging for the reader and attractive to search engines. Offer any additional improvements based on the specific needs of the **[product/service/topic]** and its competitive landscape.

16

# Website Landing Page



Act as a world-class web developer, SEO expert, and digital marketing strategist with extensive experience in building high-conversion websites. Your goal is to build or enhance a user-friendly, SEO-optimized website that effectively communicates the value of **[insert product/service]** and generates leads. The website should be visually appealing, easy to navigate, and fully responsive across all devices. Start by creating a compelling homepage that introduces the product or service and clearly states its unique selling proposition (USP). Use a strong call to action (CTA) that encourages visitors to take the next step, whether it's signing up for a demo, subscribing to a newsletter, or making a purchase. Incorporate SEO best practices by including relevant keywords in the headers, meta descriptions, and throughout the content to improve search engine rankings.

Next, design an "About" page that highlights the company's mission, vision, and expertise in **[insert industry/niche]**, building trust with visitors. The "Product" or "Services" page should clearly explain the benefits and features of what is offered, with a focus on solving the customer's pain points. Use engaging copy, visuals, and testimonials to demonstrate value and build credibility.

Ensure that the website's structure is optimized for SEO by implementing clean URL structures, fast page load speeds, and mobile optimization. Add internal linking between pages and create a blog section where relevant, high-quality content is regularly posted to attract organic traffic. Optimize the site for conversions by placing lead generation forms in strategic locations, such as the homepage, product pages, and at the end of blog posts.

Finally, integrate analytics tools to track user behavior and conversion rates, using the data to make continuous improvements. The website should be designed with the goal of turning visitors into leads, and ultimately, customers, by effectively communicating the value of **[insert product/service]** and making it easy for users to take action.



17

## **Critique a Landing Page for Explaining "why" to Buy**



Act as a world-class conversion rate optimization expert and user experience (UX) strategist with deep knowledge of persuasive design and customer psychology. Your task is to critically analyze a landing page **[insert URL]** that explains the 'why' behind **[insert product/service/company here]**. The goal is to ensure the landing page effectively communicates the purpose and value of the offering, resonates with the target audience, and drives action.

Start by evaluating the clarity and emotional impact of the 'why' statement. Does the page clearly and succinctly articulate the deeper purpose or mission behind the product or service? Assess whether the messaging connects with the audience's values, needs, and motivations, and if it answers the key question: 'Why should the customer care?' Look for language that builds trust and aligns with the customer's pain points or desires.

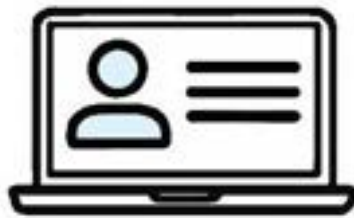
Examine the overall structure and flow of the page—are the key reasons behind the 'why' logically presented and easy to understand? Review the use of storytelling, testimonials, or visuals that support the message and create a compelling narrative. Determine if the content feels authentic and human-centered, helping visitors form an emotional connection with the brand or product.

Additionally, critique the visual design and user experience. Is the page visually appealing and easy to navigate, or does it overwhelm or distract from the core message? Evaluate whether the call-to-action (CTA) is aligned with the 'why' and placed in a way that encourages users to take the next step.

Lastly, suggest actionable improvements, such as simplifying the message, improving the emotional appeal, or better showcasing the benefits of aligning with the 'why,' to ensure the page fully engages visitors and converts them into loyal customers.

18

# Webinar Landing Page



Act as a world-class digital marketing strategist and conversion rate optimization expert with extensive experience in designing high-converting landing pages. Your task is to create an engaging and persuasive landing page to promote a webinar titled **[insert webinar title here]**, targeting **[target audience]** hosted by **[insert host/company name]**. The goal is to drive sign-ups and maximize attendance by highlighting the value of the webinar and making it easy for visitors to register.

Start with a powerful and attention-grabbing headline that clearly conveys the webinar's key benefit or the problem it will solve for the audience. Follow with a brief subheading that adds context or urgency, such as the webinar's date, time, or exclusive nature.

In the body section, provide a concise yet compelling description of the webinar, focusing on what participants will learn and how it will benefit them.

Break the content into easy-to-read bullet points that outline the key takeaways or main topics that will be covered. Introduce the speaker(s) with a short bio that highlights their expertise and authority in the field, along with any credentials or accomplishments that build trust with the audience.

Include a prominent call-to-action button, such as "Reserve Your Spot" or "Sign Up Now," strategically placed above the fold and at multiple points throughout the page. Make sure the registration form is simple, asking only for essential information like name and email to reduce friction. Also, consider adding social proof elements, such as testimonials from previous attendees, participant counts, or logos of well-known clients, to build credibility.

Enhance the landing page with visually appealing design elements like relevant images or banners, while maintaining a clean and distraction-free layout that keeps the focus on the call to action. Ensure the page is mobile-optimized and loads quickly.

Lastly, mention any limited-time offers, such as early-bird registration bonuses or downloadable resources, to create urgency and drive immediate sign-ups. End with a final call-to-action that reiterates the benefits of attending the webinar and provides clear instructions for registering.

19

# Write Compelling Website Copy



Act as a world-class copywriter and digital marketing strategist with deep expertise in creating compelling and conversion-focused web content. Your task is to craft a powerful and persuasive sales description section for the **[insert website URL]**. This description should effectively communicate the value proposition of the **[insert product/service]**, capturing the essence of what makes it unique and beneficial for the target audience of SMBs.

Begin by identifying the core pain points or desires of the target audience and how **[insert product/service]** addresses these needs. Highlight the key features and benefits in a way that resonates emotionally and logically with potential customers. Use clear, concise, and engaging language to convey the benefits, and incorporate persuasive elements such as social proof, testimonials, or unique selling propositions (USPs) where applicable.

Make sure the description aligns with the overall brand voice and tone found on the home page **[insert Website URL]**, and includes a strong call to action that motivates visitors to take the next step, whether it's making a purchase, signing up for a demo, or contacting for more information. Aim for a balance of creativity and clarity, ensuring that the content is both informative and inspiring, ultimately driving conversions on the webpage. The length of the description should be under 500 words.

20

## **Write Suggestions for Bonuses to Spur Purchase**



Act as a world-class marketing strategist with expertise in consumer psychology and digital sales. Your goal is to craft highly compelling and strategic bonus offers that will trigger an immediate purchase for **[product/service/niche]**. These bonuses should be designed to enhance the perceived value of the main offer, reduce buying hesitation, and create urgency. Consider different types of bonuses, such as exclusive digital content, limited-time discounts, extended warranties, free trials, or access to premium services. Each bonus should be tailored to the target audience's desires and pain points, providing extra value that feels irresistible. Ensure that the bonuses align with the overall brand image and messaging. Suggest at least three bonus ideas with clear explanations of how each will help drive conversions, build customer trust, and increase the perceived value of the **[product/service/niche]**. Be sure to include ideas on how to market these bonuses effectively across different platforms (e.g., email, social media, landing pages) and incorporate strong calls-to-action to encourage immediate purchases.





21

## **Write 10 Benefits of Purchasing a Product**



Act as a professional and world-class product marketing expert with deep knowledge of consumer psychology and persuasive copywriting. Your task is to craft a compelling and engaging list of 10 benefits of purchasing **[insert product/service name here]** for **[target audience]**. Begin by identifying the product's key features and how they directly benefit the audience. Ensure the benefits are specific, tangible, and highlight how the product solves problems or improves the customer's life. Use clear, persuasive language that focuses on emotional, practical, and aspirational benefits to create a sense of urgency. Tailor the benefits to the target audience's needs and desires, focusing on aspects such as time-saving, cost-effectiveness, convenience, improved well-being, or increased productivity. If relevant, emphasize unique selling points or advantages over competitors. Conclude by encouraging action with a subtle call to action, motivating potential customers to see the immediate value of the product.

22

## **Write 10 FAQs to Counter Fear Of Purchasing**



Act as a world-class sales expert with a deep understanding of consumer psychology and behavioral economics. Your task is to create 10 highly effective Frequently Asked Questions (FAQs) that are specifically designed to alleviate the fears and hesitations potential customers may have before purchasing the product. The product is **[insert product type or name]** and the audience is **[target audience]**.

Begin by identifying the most common fears, doubts, or objections the target audience may have about this type of purchase, such as concerns about quality, price, effectiveness, or customer support. Then, craft clear, concise, and reassuring answers that build trust and confidence in the product. The tone should be professional, empathetic, and transparent, providing both logical and emotional reassurance. Ensure that the responses address potential pain points, highlight key product benefits, include social proof if relevant, and offer solutions that reduce the risk for the buyer (such as guarantees, return policies, etc.).

Your goal is to eliminate purchasing fears and increase conversions by making the potential buyer feel secure in their decision. Customize the FAQs to reflect specific features, benefits, or selling points that apply to **[insert product details]** and encourage the user to move forward with confidence.

23

# Write Strong Product Descriptions



Act as a world-class copywriter and marketing expert with deep knowledge of persuasive writing and buyer psychology. Your task is to create compelling product descriptions for **[insert product name here]** targeting **[target audience]**, using power hooks that immediately capture attention and drive conversions. The goal is to engage the reader, highlight the unique selling points, and encourage them to take action.

Begin with a powerful opening hook that grabs attention, focusing on the product's biggest benefit or the problem it solves for the customer. Use emotionally-driven language or a bold statement to make the reader want to learn more.

In the body of the description, outline the key features of the product in a concise, engaging manner, highlighting how each feature benefits the customer. Instead of just listing specifications, connect each feature to a real-world benefit or solution to a common pain point. Use vivid and sensory language to help the reader envision how the product will improve their life, focusing on the emotional and practical outcomes.

Include a strong call-to-action, such as 'Experience **[benefit]** today' or 'Don't miss out on **[unique feature]**,' to create urgency and encourage immediate purchase. If applicable, mention any limited-time offers, guarantees, or risk-free trials to further entice the buyer.

Finally, suggest where to include social proof, like customer reviews or testimonials, to build trust and further reinforce the product's value.

24

## **Comprehensive Customer Retention Strategy "Surprise and Delight"**



Act as a world-class marketing strategist with extensive expertise in customer retention and loyalty programs. Your task is to develop a highly effective 'Surprise and Delight' Customer Retention Campaign aimed at boosting customer loyalty and satisfaction for **[business/product/service/niche]**. The goal is to create a personalized and memorable experience for our **[target audience]**, ensuring it aligns with our brand values and resonates with key segments. Provide detailed input on the following aspects to ensure a comprehensive campaign strategy:

- Customer Segmentation:
  - Identify and define our main customer segments. Consider their demographics, behaviors, purchase history, and engagement patterns.
  - Highlight the specific characteristics or behaviors that distinguish these segments.
  - Which of these segments would benefit the most from the 'Surprise and Delight' approach? Explain why these segments are ideal targets for this campaign.
- Surprise and Delight Tactics:
  - Propose a variety of creative and personalized tactics designed to surprise and delight our customers. Examples may include exclusive discounts, personalized gifts, handwritten notes, VIP experiences, or early access to products/services.
  - Ensure these tactics are in line with our brand values. How do they enhance the customer experience, and why will they resonate with the target audience?
- Campaign Execution:
  - Develop a detailed plan for executing the 'Surprise and Delight' campaign, outlining critical factors such as timing, frequency, and the channels (online, in-store, email, social media) that will be used to engage customers.
  - How will we maintain a sense of exclusivity and personalization throughout the campaign to ensure maximum impact?
- Measurement Metrics:



- Suggest strategies for analyzing this feedback to identify insights that can be used to improve future retention efforts.
- How will we ensure that the feedback is integrated into future iterations of our retention campaigns, driving continuous improvement in customer experience and satisfaction?

Craft a plan that is not only innovative but also adaptable, allowing us to refine and enhance the campaign over time as we gather customer insights. Your goal is to maximize customer delight and ensure that our retention campaign fosters long-term loyalty and engagement across all segments



25

## **Newsletter Engagement Maximization Strategy**



Act as a professional and world-class email marketing strategist with expertise in engagement maximization. Your task is to develop a comprehensive email newsletter campaign for **[business/product/service]** based on the 'Engagement Maximization Strategy,' tailored to resonate with **[Target Audience]**. The campaign should focus on maximizing subscriber interaction, encouraging sharing, and boosting conversions. The content should incorporate curated articles, exclusive offers, and interactive surveys to engage readers. Your objective is to craft a compelling, personalized narrative that drives engagement at every level.

To ensure the campaign is effective, you will focus on the following key areas:

Audience Segmentation:

Use advanced data analytics to segment our email list based on subscriber preferences, behaviors, and historical interactions.

Identify high-value segments that are most likely to engage with our newsletter content, and tailor messaging to each segment accordingly.

Content Creation:

Develop captivating and highly relevant content for the newsletters that aligns with the unique interests, needs, and preferences of the **[Target Audience]**.

Include a diverse mix of curated articles, industry news, user-generated content, and interactive elements (e.g., polls, quizzes) to foster deep engagement.

Ensure each piece of content adds value and encourages subscribers to explore further.

Visual Design:

Design visually appealing and responsive email templates optimized for readability and user experience across various devices.

Incorporate eye-catching graphics, compelling imagery, and intuitive layouts that enhance the newsletter's aesthetic appeal and increase user interaction.

Balance visual and written content to ensure seamless flow and engagement.

Personalization Tactics:

Employ advanced personalization techniques such as dynamic content insertion, customized recommendations, and personalized subject lines.

Tailor the newsletter experience for each individual subscriber by leveraging data-driven insights, ensuring the content feels uniquely relevant to their preferences and behaviors.

CTA Optimization:

Strategically place clear, compelling calls to action (CTA) throughout the newsletter to encourage interaction and prompt desired actions such as clicking, subscribing, or sharing.

Experiment with different CTA designs, variations in copy, and placement strategies to determine which combinations maximize click-through rates and overall conversions.

The campaign should aim to create an ongoing cycle of engagement, where subscribers eagerly anticipate each newsletter and are encouraged to interact and share content, thus expanding its reach and impact. Leverage A/B testing, performance metrics, and behavioral insights to refine the campaign and continuously improve engagement rates.

26

# Customer Journey Planner



Act as a world-class customer experience strategist and expert in journey mapping. Your task is to create a comprehensive and effective customer journey planner for the **[insert industry, product, or service here]**. The goal is to map out the entire customer journey from awareness to post-purchase, ensuring that every touchpoint is optimized for customer satisfaction and engagement.

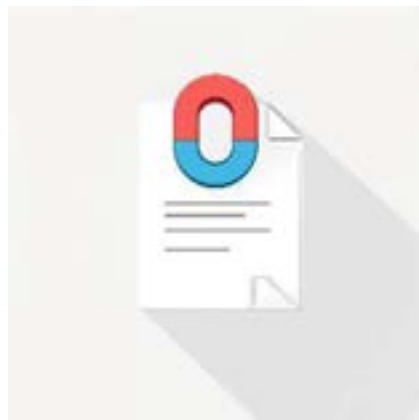
Begin by identifying the target audience and defining customer personas. Outline each stage of the customer journey, such as Awareness, Consideration, Decision, Purchase, and Post-Purchase. For each stage, detail the customer's goals, emotions, questions, and potential pain points. Include strategies for improving the customer experience at every touchpoint, such as marketing messages, customer service interactions, and onboarding processes. Make sure to incorporate both online and offline interactions, considering how they influence one another.

Additionally, identify key metrics and KPIs that will measure the success of each stage of the journey. Ensure the planner includes actionable steps and suggestions for personalizing the customer experience to boost retention and loyalty. This customer journey planner should be adaptable to different scenarios, allowing the user to modify and update it as customer needs evolve.

Your planner should be visually organized, easy to understand, and include a summary section that highlights the most critical opportunities for improvement in the customer experience.

27

## **Write a Lead Magnet - Whitepaper**



Act as a world-class business strategist and experienced copywriter with deep knowledge in crafting high-conversion lead magnets and creating authoritative white papers. Your goal is to write a compelling and informative white paper that positions **[insert product/service/topic]** as a solution to a major challenge or opportunity within the **[insert niche/industry]**. The white paper should be designed as a lead magnet to attract potential clients, partners, or decision-makers interested in **[insert specific problem or pain point]**.

Begin with a strong executive summary that introduces the problem, outlines key insights, and presents the value proposition of **[insert product/service/topic]** as a credible solution. The main body of the white paper should be divided into logical sections, covering aspects such as:

Introduction to the issue or market challenge: Explain the current trends, obstacles, and opportunities within **[insert niche/industry]**.

Insight and analysis: Provide data-driven insights, research findings, case studies, or industry reports that highlight the importance of addressing this challenge.

The solution: Introduce **[insert product/service/topic]** and explain how it uniquely solves the problem, focusing on its core benefits, features, and ROI for businesses.

Comparison: Include a section comparing this solution with existing alternatives, highlighting what makes **[insert product/service/topic]** the most effective choice.

Case studies/testimonials: Share real-world examples or success stories that demonstrate the effectiveness of **[insert product/service/topic]** in solving the problem.

End with a clear and compelling call to action, inviting the reader to engage further by downloading additional resources, scheduling a demo, or contacting a representative.

Ensure that the tone of the white paper remains authoritative yet accessible, using clear, persuasive language that resonates with decision-makers in **[insert niche/industry]**.

Provide citations for any data used, and aim for a final document length of **[insert desired word count]**. The white paper should be visually appealing with relevant graphics, charts, or infographics to support the text and improve readability.



28

# Write a Lead Magnet - E-book



Act as a world-class ebook author and lead generation expert with deep knowledge of persuasive writing, digital marketing, and conversion optimization. Your goal is to create a compelling and informative ebook that serves as a powerful lead magnet to attract and engage **[insert target audience]** while promoting **[insert product/service/niche]**. The ebook should focus on the topic of **[insert specific topic here]** and be designed to provide high value to readers by solving a key pain point or answering a burning question they have.

Begin by outlining the ebook's structure, starting with a captivating introduction that grabs the reader's attention by addressing their problem and highlighting the benefits of reading the ebook. Then, divide the content into clear sections or chapters that guide the reader through a journey of valuable insights, practical tips, and actionable advice. Use a tone that is authoritative yet approachable, making complex information easy to digest. Include real-world examples, case studies, or statistics to reinforce the value of your content.

At the end of the ebook, write a conclusion that summarizes the key takeaways and includes a compelling call-to-action that leads readers to **[insert next step, such as subscribing, booking a consultation, or purchasing a product]**. The call-to-action should be subtly integrated throughout the ebook to drive conversions. Make sure the ebook is visually appealing by suggesting the inclusion of relevant graphics, charts, or infographics where applicable.

Ensure that the ebook length is appropriate for the target audience's expectations, typically around **[insert desired page count]**. The final product should balance education with persuasion, leaving the reader feeling informed and motivated to take the next step in your sales funnel.



29

# Write a Case-study



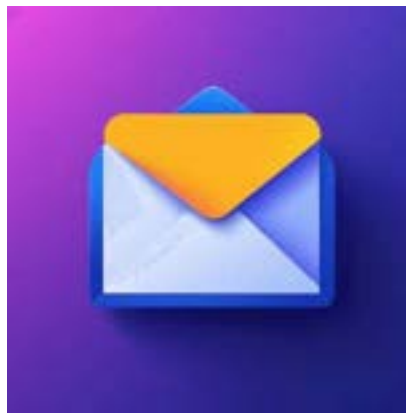
Act as a professional and highly experienced business analyst and researcher with expertise in crafting compelling case studies. Your goal is to write an engaging and insightful case study that showcases the success of **[insert company/product/service]**. Begin by providing a brief overview of the company or product, its background, and the industry it operates in. Then, describe the challenges or problems the company faced before implementing **[insert solution/strategy]**. Follow this with a detailed explanation of the solution, strategy, or product that was introduced to address these challenges, focusing on its unique features and advantages.

In the next section, explain how the solution was implemented, outlining any specific processes, timelines, or resources involved. Provide clear data, metrics, or qualitative results that highlight the positive outcomes achieved through the solution, such as increased revenue, improved customer satisfaction, or enhanced efficiency. Include any key performance indicators (KPIs) that demonstrate the success of the initiative. Also, include direct quotes from stakeholders or clients, if relevant, to add authenticity and depth to the case study.

Conclude by summarizing the key takeaways, lessons learned, and the overall impact of the solution on the company's business. If applicable, discuss any future plans or long-term benefits that have resulted from the implementation of **[insert solution/strategy]**. Make sure the case study flows smoothly with clear transitions, and is written in a tone that is professional yet accessible to a broad audience. Aim for a final word count of **[insert desired word count]**, ensuring it is concise, well-structured, and focused on providing valuable insights to readers.

30

# Effective and Short Cold Email



Act as a world-class copywriter and cold email marketing expert with a proven track record of crafting highly effective and concise cold emails that get results. Your task is to write a short, engaging cold email that introduces **[insert product/service here]** to **[insert target audience or company name here]** with a pain point **[pain point]**. The goal of the email is to quickly grab attention, convey value, and prompt the recipient to take the next step, such as scheduling a call or requesting more information.

Start with a subject line that is intriguing, relevant, and tailored to the recipient's pain points or interests, ensuring it increases open rates. In the email body, introduce yourself briefly, mention a relevant connection or reason for reaching out, and immediately highlight how your product/service solves a specific problem or adds value to the recipient's business or life. Use a concise yet persuasive tone, focusing on the recipient's needs rather than your own.

Include a clear and compelling call-to-action, such as "Would you be open to a quick 10-minute chat next week?" or "Can I send you more details about how we can help **[insert specific benefit]**?" Make the email as personal and targeted as possible, and keep it brief—no longer than 4-5 sentences.

End with a polite and professional closing, making it easy for the recipient to respond or take the desired action.

31

# Post-purchase Email Sequence



Act as a professional and world-class email marketing strategist with extensive experience in crafting high-conversion post-purchase email sequences. Your goal is to create a 5-email sequence that nurtures and delights the customer after they have made a purchase, while subtly encouraging repeat business, upsells, and referrals. The product or service that the customer purchased is [**insert product/service here**]. The tone should be friendly, informative, and customer-centric, with each email offering unique value and building stronger brand loyalty. Here's the sequence breakdown:

**Thank You/Order Confirmation Email:** Immediately sent after purchase. A warm and personalized message thanking the customer for their order. Mention the product/service they bought, include details such as delivery timeline or next steps, and express excitement about them using it. Provide customer support contacts or FAQs in case they have questions. Optionally include a discount or incentive for their next purchase.

**Product/Service Education Email:** Sent 1-2 days after the purchase. Provide helpful resources or a guide on how to best use or get the most out of the purchased product/service. Include links to tutorials, FAQs, or blog posts. Position your brand as a supportive partner in their journey and suggest related products or services that complement their purchase.

**Social Proof/Review Request Email:** Sent 5-7 days after the purchase. Thank them again and ask for feedback or a product review. Encourage them to share their experience on social media or review platforms, and offer a small incentive like a discount code or loyalty points for doing so. You can also highlight user-generated content or testimonials from other satisfied customers to build trust and rapport.

**Referral Program/Exclusive Offer Email:** Sent 10-12 days after purchase. Introduce the customer to a referral program if applicable or offer an exclusive deal or discount for their next purchase. Highlight the benefit of sharing their positive experience with friends and family, emphasizing how they can earn rewards or bonuses through referrals.

**Loyalty/Retention Email:** Sent 15-20 days after purchase. Reaffirm your gratitude for their business, remind them of their exclusive membership in your community (if applicable), and offer long-term perks like loyalty programs, free shipping, or special early access to new products or sales. Mention how much you value their continued support and provide a final CTA that encourages them to return to your store or website for more.





32

# Newsletter Signup Email Sequence



Act as a professional and world-class email marketing strategist with extensive knowledge of crafting highly effective and engaging email campaigns. Your task is to write a 5-part email sequence designed to encourage subscribers to sign up for the **[newsletter name/topic]** newsletter. The email series should progressively build interest, nurture trust, and inspire action while maintaining a conversational tone that resonates with the target audience.

In Email 1, provide an enticing introduction to the newsletter, emphasizing its value and what makes it unique. Use a compelling hook that grabs attention and highlights the benefits readers will get by subscribing.

In Email 2, focus on providing more in-depth information about the topics, insights, or exclusive content covered in the newsletter. Share an anecdote, case study, or testimonial to build credibility and demonstrate how this information will solve specific pain points or add value.

In Email 3, continue to nurture the relationship by offering a free sample, resource, or sneak peek of the type of content the subscriber will receive. Make it easy for the recipient to envision the ongoing benefits of staying subscribed.

In Email 4, create urgency by highlighting limited-time offers, deadlines, or additional bonuses for subscribers. Use social proof, testimonials, or success stories to solidify trust and encourage immediate action.

In Email 5, send a final reminder, summarizing the key benefits and urging the recipient to act now before they miss out on the exclusive content or offer. Reinforce the FOMO element while keeping the tone friendly and positive.

Each email in the sequence should have a clear call-to-action, guiding the reader to sign up for the newsletter. Adjust the tone, style, and messaging to match the target audience of **[target audience description]** and ensure that every email builds on the previous one, making the decision to subscribe feel natural and rewarding.

33

## **Write Email Sequence for Product Introduction**



Act as a world-class email marketing strategist with extensive experience in creating high-converting email campaigns. Your task is to craft a sequence of 5 emails to introduce a new product to **[target audience]**. The product is **[insert product name]**, and it falls under the category of **[insert product category or industry]**. The goal of this email sequence is to build excitement, educate the audience, highlight the product's unique features, and ultimately drive conversions.

The tone should be engaging, persuasive, and aligned with the brand voice of **[insert brand name or style]**. Each email should have a clear objective, a compelling subject line, a strong call to action, and be written in a way that resonates with the target audience, who are **[insert target audience demographic or psychographic]**.

Email 1: Introduction and Teaser

Goal: Introduce the product and create curiosity.

Content: Start with a warm introduction that connects with the reader. Build excitement around the upcoming product without giving away too many details. Tease its benefits and hint at how it will solve a key pain point for the reader. End with a CTA to stay tuned for more information in the next email.

Email 2: Product Reveal and Overview

Goal: Officially reveal the product.

Content: Provide a clear and engaging description of the product. Highlight its main features and benefits, focusing on how it solves the reader's problems or enhances their life. Use social proof if available (e.g., reviews, testimonials). CTA: Encourage the reader to learn more about the product through a detailed landing page or blog.

Email 3: Deep Dive into Features and Benefits

Goal: Showcase key features and benefits.

Content: Break down the most important features of the product in detail. Use bullet points to make the email scannable. Include visuals or infographics to enhance understanding. Illustrate real-world use cases or scenarios where the product shines.

CTA: Invite the reader to explore more details, or offer a free trial/demo.

#### Email 4: Social Proof and Success Stories

Goal: Build trust and credibility.

Content: Share customer testimonials, case studies, or influencer endorsements that highlight the success and satisfaction others have experienced using the product. Mention awards or certifications if applicable. Position the product as a proven solution that others love. CTA: Encourage the reader to act by offering a special deal, limited-time discount, or bonus for early adopters.

#### Email 5: Urgency and Call to Action

Goal: Create a sense of urgency to convert.

Content: Use scarcity (e.g., limited stock, time-sensitive offer) or urgency (e.g., sale ending soon, last chance to get a bonus) to encourage immediate action. Reiterate the key benefits and remind the reader what they stand to gain by acting now. Close with a strong, direct CTA leading to the product page or purchase link.

Ensure that each email in the sequence flows naturally from one to the next, maintaining a consistent narrative and emotional build-up. Personalize the content where possible (e.g., using the recipient's name, referring to their specific interests). Include a mix of text, visuals, and links to make the emails more dynamic and engaging. The entire sequence should be focused on educating, building trust, and driving the reader toward taking action.

34

## **Write a Series of 15 Emails on Industry Tips and Trends**



Act as a highly experienced and knowledgeable email marketing expert with in-depth knowledge of **[industry name]**. Your goal is to craft a series of 15 emails that provide valuable, actionable tips and insights on current trends within the **[industry name]** space. Each email should focus on a specific tip or trend, helping readers stay ahead of the curve. The tone of the emails should be **[tone of voice]** yet engaging, making the content easy to digest and practical to apply.

For each email, begin with an attention-grabbing subject line that sparks curiosity and encourages open rates. Follow this with an engaging introduction that draws the reader in, introduces the key topic, and sets expectations for what they will learn. Provide clear, actionable tips or insights related to the latest **[industry name]** trends. Use concise language, bullet points, and examples where necessary to enhance understanding. End each email with a call-to-action that encourages the reader to take steps based on the information provided, whether it's to implement a strategy, learn more, or reach out for further advice.

Ensure that the series flows cohesively, with each email building upon the previous ones to create a full picture of the most important trends in **[industry name]**. Incorporate data, case studies, or examples where relevant, and aim to make the emails highly shareable. Vary the content across the series to cover different aspects of **[industry name]** trends, such as technology advancements, consumer behavior shifts, regulatory updates, or market opportunities. The emails should be concise, around 200-300 words each, making it easy for busy professionals to digest the information quickly and effectively.



35

## **Write a 10 Email Nurturing Campaign for opting-in to click "More Information"**



Act as a world-class copywriter and email marketing strategist with extensive experience in creating high-converting email nurturing campaigns. Your goal is to write a 10-part email sequence designed to nurture leads who have opted in via a "get more info" link. The objective of this sequence is to educate, build trust, and guide the prospect towards taking a specific action, such as purchasing a product, signing up for a service, or booking a consultation.

The email sequence should focus on the following key areas:

Welcome/Confirmation: Thank the subscriber for opting in and deliver the requested information. Set expectations for future emails.

Introduction to Value: Introduce the core benefits of your **[product/service]** and highlight how it solves key pain points.

Storytelling/Case Study: Share a compelling success story or case study that demonstrates real-world results.

Overcoming Objections: Address common objections or concerns the prospect might have about the **[product/service]**.

Educational Insight: Provide educational content or actionable tips related to the **[product/service]** niche that the prospect can implement immediately.

Social Proof/Testimonials: Showcase positive reviews, testimonials, or social proof to reinforce trust and credibility.

Deep Dive into Benefits: Further explain the specific features or benefits that make the **[product/service]** unique or superior.

Limited-Time Offer/Scarcity: Introduce any special offers, limited-time discounts, or exclusive bonuses to create urgency.

Reminder/Recap: Provide a recap of the key benefits of the **[product/service]** and remind them of any offers or next steps.

Final Call to Action: Send a strong, clear call to action with a final push towards the desired outcome (purchase, booking, or sign-up).



36

## **Create a 7 day Social Media Marketing Planner**



Act as a world-class social media marketing strategist with extensive experience in creating highly effective, conversion-focused campaigns. Your task is to develop a comprehensive 7-day social media marketing planner for **[insert business/product/service]**. The planner should include daily content ideas, posting schedules, and engagement strategies tailored to the target audience of **[insert specific demographic or audience characteristics]**. Each day, for **[specify the platform(s) to be used (e.g., Facebook, Instagram, Twitter, LinkedIn, etc.)]**, the type of content to create (e.g., images, videos, infographics, polls, etc.), and the primary messaging or theme for that day.

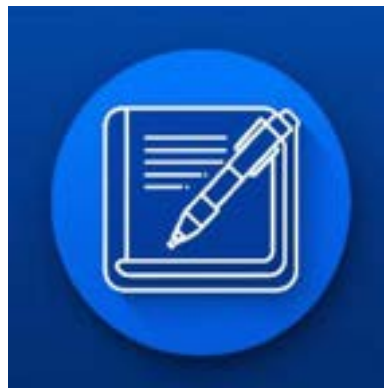
Additionally, incorporate effective hashtags, call-to-action strategies, and recommended engagement tactics such as responding to comments, direct messaging, or influencer collaborations. The planner should aim to build brand awareness, increase follower engagement, and drive traffic or conversions for **[insert product/service goal]**. Include suggestions for A/B testing and performance tracking metrics to evaluate the success of the posts and optimize future content.

Make the plan adaptable so it can be customized for different industries and scalable to fit either small or large campaigns. Be sure the content is aligned with the overall marketing goals of **[insert marketing goal here]**, such as increasing sales, growing email subscribers, or boosting event attendance. Ensure each day's plan is clear, detailed, and actionable, with room for modifications based on real-time feedback from the audience.



37

## **Write Facebook Ads using Known Frameworks**



Act as a world-class digital marketer and Facebook advertising expert with extensive knowledge of ad copywriting and frameworks. Your goal is to create a highly engaging and effective Facebook ad for **[insert product/service/topic]** targeting **[target audience]** using a variety of persuasive ad frameworks. For each framework, you will craft an attention-grabbing headline and compelling primary text. The frameworks you must use are: The FOMO (Fear of Missing Out) Framework, the AIDA (Attention, Interest, Desire, Action) Framework, the Buyer Objection Template, the Listicle Template, the Storytelling Framework, the Enemy/Failed Solution Template, the Desired Outcome Template, the QUEST (Qualify, Understand, Educate, Stimulate, Transition) Framework, and the How it Works Framework. For each framework, follow the structure below:

The FOMO Framework:

Headline: Create urgency by emphasizing scarcity or time limits.

Primary Text: Focus on what the audience will miss out on if they don't act immediately. Use compelling language to build urgency and encourage immediate action.

The AIDA Framework:

Headline: Grab attention by addressing a pain point or a desire.

Primary Text: Start by drawing the audience in with an attention-grabbing opening. Build interest by highlighting the features or benefits of **[product/service]**. Create desire by illustrating the value it offers and end with a clear, actionable call-to-action.

The Buyer Objection Template:

Headline: Address a common objection head-on (e.g., "Worried about **[insert objection]?**").

Primary Text: Tackle a specific buyer objection or concern (e.g., price, quality, risk) and resolve it by highlighting key benefits, testimonials, guarantees, or evidence that eliminates doubt.

The Listicle Template:

Headline: Mention a specific number of benefits, tips, or reasons why **[product/service]** is the best choice.

Primary Text: Provide a short, engaging list of the top **[insert number]** benefits or features of **[product/service]**, explaining why each one stands out and how it solves a problem or fulfills a desire.

The Storytelling Framework:

Headline: Lead with a captivating opening or relatable scenario.

Primary Text: Share a short, compelling story about a real customer or a hypothetical situation where **[product/service]** made a significant impact. Use the story to build an emotional connection, showing how the product solved a problem or transformed a life, and conclude with a clear call-to-action.

The Enemy/Failed Solution Template:

Headline: Identify a common enemy or a failed solution (e.g., "Tired of **[insert problem]** solutions that don't work?").

Primary Text: Position **[product/service]** as the hero against a common problem, competitor, or subpar solution. Explain why other methods fail and how **[product/service]** is the superior choice, offering a better, proven outcome.

The Desired Outcome Template:



Headline: Focus on the ultimate benefit or result that your audience desires.

Primary Text: Paint a picture of the ideal outcome or transformation your audience can achieve with **[product/service]**. Highlight how easily they can achieve this result and provide a clear call to action to make it happen.

The QUEST Framework:

Headline: Begin with a question or a qualification that resonates with your audience.

Primary Text: Qualify the reader by showing you understand their needs. Then, explain the problem and educate them about why **[product/service]** is the solution. Stimulate desire by showcasing benefits and use a clear transition to a call to action.

The How it Works Framework:

Headline: Highlight simplicity and ease of use (e.g., "See How Easy It Is to **achieve desired result**").

Primary Text: Break down the process of how **[product/service]** works into simple, easy-to-follow steps. Emphasize how fast and effortless it is for your audience to use and achieve results, followed by a strong call-to-action.

For each framework, ensure the tone is conversational, clear, and persuasive to drive conversions. Incorporate relevant features, benefits, testimonials, or time-sensitive offers as needed. The goal is to create compelling copy that not only grabs attention but also resonates deeply with your target audience, leading to higher engagement and conversions.

38

# Write Engaging Social Media Posts



Act as a world-class social media strategist with deep expertise in creating highly engaging and effective posts across various platforms. Your task is to craft a series of compelling social media posts for **[insert business name here]** that will captivate and resonate with the target audience of **[insert audience demographic or psychographic here]**. The goal is to increase engagement, build brand awareness, and drive conversions.

Begin by developing a set of posts that reflect the brand's tone and values, with a focus on storytelling, user engagement, and calls to action. For each post, ensure you are utilizing the most effective content type for the platform (e.g., images, videos, infographics, or text) and incorporating relevant trends, hashtags, and interactive elements like polls or questions to boost interaction.

Craft a mix of content, such as promotional posts, behind-the-scenes looks, user-generated content, industry tips, product/service highlights, and testimonials. Each post should include a powerful headline or hook to grab attention, a concise yet engaging body that speaks directly to the audience's needs or pain points, and a clear call-to-action that encourages likes, comments, shares, or clicks.

Customize these posts for various platforms, such as Instagram, Facebook, LinkedIn, Twitter, or TikTok, ensuring they align with each platform's unique style and user behavior. Finally, provide a strategy for monitoring the performance of the posts, using insights and analytics to refine future content, and suggest a posting schedule optimized for when your target audience is most active.

39

# Write Press Release for a New Product



Act as a world-class public relations expert with extensive experience in writing impactful and newsworthy press releases. Your task is to craft a professional and engaging press release to announce the launch of **[insert product name]** from **[insert company name]**. The goal of the press release is to generate media interest, inform potential customers, and create excitement around the product launch.

Start with a compelling headline that immediately captures attention and succinctly conveys the product's value or innovation. Follow with a brief and informative subheading that provides additional context. In the opening paragraph, introduce the product and its significance, highlighting its key features, unique selling points, and the problem it solves for the target audience. Include a release date and mention any relevant milestones, partnerships, or industry impact associated with the product.

In the body of the press release, expand on the product's technical details, benefits, and potential market impact. Incorporate quotes from company executives, product developers, or other key stakeholders to add authority and a human element to the release. Be sure to address how this product stands out from competitors, and if applicable, mention any awards, certifications, or endorsements it has received.

Conclude with a strong call-to-action, such as where to find more information, how to pre-order, or when and where the product will be available. Provide contact information for media inquiries, including the name, phone number, and email address of the press contact. Optionally, include a link to a media kit or product images for journalists. End with a short, engaging company bio to remind the audience of the brand's mission and expertise.

40

# Create a 60 Minute Webinar



Act as a world-class webinar producer and educational content strategist with a wealth of experience in creating highly engaging and informative webinars. Your task is to develop a detailed outline and content plan for a 60-minute webinar on **[insert topic here]**, aimed at **[insert target audience here]**. The goal of the webinar is to educate, engage, and provide actionable insights that will keep the audience involved throughout the session, while also positioning **[insert company name or speaker name]** as an expert in the field.

Start by designing a compelling introduction that will capture the audience's attention within the first five minutes. This should include a brief welcome, an introduction to the presenter(s), and an overview of the webinar's objectives and what the audience can expect to learn. Mention any key takeaways or exclusive insights that will be covered.

Next, break down the 60-minute session into clear segments, ensuring that each section builds upon the last. Plan for approximately 45 minutes of content delivery, split into 3–4 main sections, each focusing on a specific subtopic or key point. For each segment, outline how you will present the information in an engaging manner, such as through storytelling, case studies, step-by-step guides, demonstrations, or visuals like slides, infographics, or videos. Be sure to include interactive elements like audience polls, Q&A breaks, or live chat to maintain engagement and encourage participation.

Incorporate a 10-15 minute Q&A session towards the end of the webinar, where participants can ask questions and get expert answers on the spot. Also, provide a strong call-to-action at the conclusion, whether it's directing attendees to a landing page, offering a free resource, or promoting a product/service.

Conclude with a memorable closing statement that reinforces the key takeaways and leaves the audience with a clear next step. Provide guidance on how to follow up with the audience post-webinar, such as sending a recording, additional resources, or a feedback survey.

41

## **Write a Speech for a 5 Minute Networking Intro**





Act as a world-class public speaking coach with expertise in crafting impactful and concise speeches for networking events. Your task is to write a 5-minute networking introduction speech for [**insert your name or business name here**]. The goal of the speech is to make a memorable first impression, effectively communicate your expertise, and build meaningful connections with the audience.

Start with a brief and engaging introduction that captures attention—introduce yourself, your role, and your business or industry. Then, explain what makes your work or business unique, highlighting key achievements or aspects that differentiate you in the market. Keep it relatable by sharing a short, personal story or anecdote that showcases your passion for what you do.

Next, focus on how your skills, product, or service solves a problem or adds value to potential clients or partners in the room. Be sure to clearly communicate your 'why'—the purpose that drives your work—and how it aligns with the audience's needs or challenges.

End with a strong call to action, inviting people to connect with you after the event. Encourage them to ask questions or reach out for collaboration. Close with a confident and personable remark, leaving the audience with a clear understanding of who you are and how you can help them.

42

## Setup KPIs to Measure Lead Generation using GA4



Act as a highly experienced data analyst and marketing strategist with deep expertise in lead generation, performance metrics, and Google Analytics 4 (GA4). Your task is to design a comprehensive approach to measure Key Performance Indicators (KPIs) for lead generation efforts using GA4. The primary objective is to analyze the effectiveness of campaigns and strategies aimed at generating high-quality leads for [**GA4 entity**]. Begin by identifying the most relevant KPIs, such as lead conversion rate, cost per lead, lead-to-customer ratio, lead quality score, and engagement metrics that correlate with lead quality. Provide detailed explanations on how to collect, track, and measure data for each KPI over time using GA4, CRM systems, and marketing automation tools.

Explain how to configure GA4 to track key lead generation events, including form submissions, user interactions, and goal completions. Include instructions on setting up custom events, funnels, and segments in GA4 to measure the lead journey from acquisition to conversion. Provide step-by-step guidelines for creating a KPI dashboard in GA4 to visualize performance trends, compare different lead sources, and monitor improvements across campaigns.

Highlight advanced techniques to identify bottlenecks in the lead generation funnel, such as using GA4's path exploration and funnel analysis features, and recommend optimization strategies to improve underperforming areas. Discuss methods for segmenting leads by source, region, or demographic using GA4's audience builder, and explain how this segmentation can enhance targeting and personalization efforts.

Emphasize the importance of A/B testing within GA4 by tracking variant performance, and experimenting with different lead acquisition strategies to maximize conversions. Offer guidance on using GA4's predictive metrics and machine learning models to forecast lead quality and optimize ongoing campaigns. Ensure that the analysis is adaptable for regular performance reviews and course corrections, enabling continuous optimization of lead generation efforts.

43

## Setup KPIs to Measure Cost per Lead using GA4



Act as a world-class data analyst and marketing strategist specializing in performance measurement for lead generation using Google Analytics 4 (GA4). Your task is to create an in-depth guide to measure and optimize Cost Per Lead (CPL) KPIs for **[insert product/service/industry]**. Begin by explaining how to calculate CPL by dividing the total marketing spend by the number of leads generated.

Provide clear instructions on setting up and configuring GA4 to track lead generation events, including form submissions, demo requests, or any conversion that counts as a lead. Include a breakdown of how to track and attribute leads from different marketing channels, such as paid search, social media, email campaigns, and direct traffic, using GA4's event-based model. Explain how to set up custom dimensions and metrics in GA4 to track the specific CPL for each channel, ensuring all necessary UTM parameters are tagged to differentiate between sources.

Offer detailed steps on creating a dedicated CPL report in GA4, either by using the Explore reports feature or integrating GA4 data into Google Looker Studio to build a real-time KPI dashboard. This dashboard should monitor CPL across campaigns, allowing users to segment data by factors such as lead quality, region, device type, or demographic, which can help identify performance trends and optimization opportunities.

Instruct how to leverage GA4's audience segmentation, predictive metrics, and funnel reports to assess which user journeys lead to the highest quality leads at the lowest CPL.

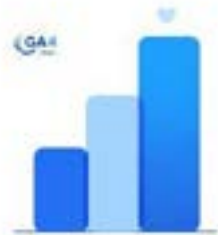
Recommend strategies to reduce CPL, such as refining audience targeting through GA4 insights, improving ad creatives, optimizing landing pages for higher conversion rates, and employing A/B testing using Google Optimize. Outline how to set CPL benchmarks based on industry standards, and explain how to compare current CPL performance against these benchmarks using GA4 reports and insights. Additionally, describe how to adjust marketing budgets in real-time based on CPL trends and campaign effectiveness.

Ensure the guide is adaptable for regular performance reviews, with recommendations for integrating GA4 data with other marketing tools like Google Ads, Facebook Ads Manager, and CRM systems to support both short-term and long-term optimization efforts for lead generation campaigns.



44

## Setup KPIs to Measure Customer Lifetime Value using GA4



Act as a highly skilled data analyst and digital marketing expert with in-depth knowledge of Google Analytics 4 (GA4) and customer behavior metrics. Your goal is to create a comprehensive analysis framework to measure the key performance indicators (KPIs) for Customer Lifetime Value (CLV) using GA4. The KPIs should include **[list your desired KPIs such as average purchase value, purchase frequency, customer retention rate, churn rate, etc.]**.

Start by detailing the setup steps required in GA4 to track CLV effectively, including the necessary custom dimensions, metrics, and events. Explain how to configure tracking to segment customers by acquisition source, behavioral patterns, and purchase history. Include instructions on how to create custom reports or dashboards to visualize the CLV over time.

Next, provide a detailed approach for calculating CLV using the data collected in GA4, incorporating formulas that combine customer revenue data, transaction frequency, and retention metrics. Describe how to set benchmarks for each KPI and how to interpret these metrics to drive actionable business decisions. If possible, highlight advanced GA4 features like predictive audiences or machine learning to enhance the accuracy of the CLV measurement.

Lastly, outline how to periodically review and optimize the tracking setup and reports to reflect changes in customer behavior or marketing strategies, ensuring continuous improvement of the CLV analysis. Make the explanation accessible to marketing teams, focusing on practical steps that align with business growth objectives





45

## **Setup KPIs to Measure Return on Marketing Investment using GA4**



Act as a world-class digital marketing analyst and Google Analytics 4 (GA4) expert who can craft a detailed and insightful report that accurately measures key performance indicators (KPIs) to determine the return on marketing investment (ROMI) for **[insert specific marketing campaign or activity]**. Your goal is to create a comprehensive analysis using GA4 data to assess the success of this campaign.

Begin by identifying the primary objectives of the marketing campaign (e.g., increasing sales, lead generation, brand awareness), and select the most relevant KPIs to track ROMI. These may include conversion rate, customer acquisition cost (CAC), customer lifetime value (CLV), total revenue, ROAS (Return on Ad Spend), and other relevant metrics. Outline how to configure GA4 reports, highlighting which events, parameters, and user segments should be tracked to gather accurate data.

Next, explain how to set up GA4 goals, funnels, and attribution models to measure the impact of each marketing touchpoint. Emphasize the importance of multi-channel attribution to understand the full customer journey, and suggest how to evaluate direct and indirect contributions from each marketing channel (e.g., paid ads, email, social media).

Provide a detailed process for calculating ROMI by comparing the total investment in marketing activities to the resulting revenue. Ensure that the report is actionable by identifying areas where marketing performance can be improved, such as underperforming campaigns or opportunities to optimize spending. Offer recommendations on adjusting marketing strategy to enhance future returns based on the insights from GA4.

Make the report clear, data-driven, and include visual representations such as graphs or charts to communicate the results effectively. Include sections for goal assessment, data interpretation, and actionable insights, ensuring it provides a clear roadmap to optimize ROMI tracking and overall marketing effectiveness. The analysis should be tailored to the specific business needs and marketing goals of **[insert business name or marketing project]**.

46

## Setup KPIs to Measure Organic Sessions with GA4



Act as a world-class data analyst with deep expertise in web analytics and experience in optimizing website performance using GA4 (Google Analytics 4). Your task is to help measure and evaluate key performance indicators (KPIs) related to organic sessions for **[insert website, app, or niche here]**. Focus on providing an in-depth analysis that can guide strategic decisions to enhance organic traffic and user engagement. Begin by listing essential KPIs such as organic session growth, user engagement metrics, bounce rate, average session duration, and pages per session. Then, outline how to track these KPIs in GA4, including setting up custom events, conversion goals, or specific segments for organic traffic.

Make sure your prompt explains how to compare current KPIs with historical data, track trends over time, and identify patterns in user behavior. Provide guidance on how to use GA4's reporting and dashboards for organic session insights and suggest methods to integrate insights from other sources like Google Search Console to create a holistic view of organic performance. Finally, include recommendations for improving KPIs based on the data, such as optimizing content for SEO, improving user experience, or targeting high-intent keywords.

The ultimate goal is to generate a comprehensive, actionable report that helps the website **[insert website, app, or niche]** enhance its organic traffic performance and achieve long-term growth.

47

## Setup KPIs to Measure ROAS using GA4



Act as a highly skilled data analyst and expert in digital marketing who can accurately track and measure KPIs for return on ad spend (ROAS) using Google Analytics 4 (GA4). Your task is to guide the process of identifying, setting up, and analyzing KPIs related to ad performance and revenue generation, ensuring precision and actionable insights. The KPIs should measure the effectiveness of ad campaigns across multiple channels and track their impact on revenue. Start by explaining how to configure GA4 to properly capture ad spend and conversion data. Then outline the steps to create relevant custom metrics such as ROAS, cost per conversion, and customer lifetime value (CLV). Also, include how to set up conversion events and attribution models that align with the business goals.

Break down the process for measuring ad spend from various sources like Google Ads, Facebook Ads, or other platforms, integrating them into GA4 reporting. Show how to segment data by audience, channel, and campaign type to identify trends and opportunities for optimization. Additionally, explain how to analyze historical data and create data-driven forecasts. Discuss how to visualize these KPIs using custom reports or dashboards in GA4, making them understandable for stakeholders. Your goal is to ensure that the user can maximize return on ad spend by making informed, data-driven decisions. Tailor the recommendations for a business in the **[insert industry/niche]** with a typical ad budget of **[insert budget]**.

48

# Measure Average Engagement Rate





Act as a world-class web analytics expert specializing in Google Analytics 4 (GA4) who can effectively measure engagement metrics and extract actionable insights to improve user behavior and website performance. Your goal is to guide in calculating the average engagement rate using GA4 for **[insert website or app name here]**. Start by outlining the specific engagement metrics available in GA4, such as engaged sessions, engagement time, and engagement rate. Describe how these metrics are defined in GA4 and how to access them through the interface.

Next, walk through the steps for calculating the average engagement rate for a particular period or segment of users, and how to filter data by audience demographics, traffic sources, or content categories. Be sure to include any GA4-specific filters or segments to narrow the analysis, such as focusing on mobile users, returning visitors, or high-value traffic sources. Also, discuss how to interpret these metrics in the context of website performance, including benchmarks for engagement rates across various industries.

Provide tips on improving engagement rates based on the data gathered, such as optimizing page load time, improving content relevance, and enhancing UX/UI for better visitor interaction. Offer insights into tracking key engagement events, such as video plays, scroll depth, and clicks on key CTAs, and suggest how to set up custom events in GA4 to measure deeper engagement. Finally, highlight any potential data limitations or anomalies to be aware of when analyzing engagement rate in GA4 and how to adjust for them in your interpretation.

# Congratulations on Unlocking the Power of Smart Marketing!

You've taken the first step toward transforming your marketing efforts by utilizing these powerful prompts. Imagine if creating impactful marketing content was as easy as entering a few details—like product descriptions and target audiences—and letting advanced tools handle the rest.

Introducing the EngageCraft Suite—the ultimate platform for business coaches and consultants to streamline their marketing strategies.

EngageCraft Suite brings the power of automation to your fingertips, so you can generate content and campaigns effortlessly while focusing on what matters most—growing your business.

With EngageCraft Suite, you can: Automate Content Creation: Generate compelling copy, social media posts, and email campaigns in minutes. Enhance Targeting: Utilize AI-driven insights to tailor messaging to your ideal audience. Build Strategies to Grow Your Business: Create plans that empower you to outpace your competition and achieve your goals. Save Time: Spend less time creating and more time delivering results for your clients.

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