

GENERAL MARKETING PROMPTS

FOR USE WITH AI



CONTENT CREATION

- Can you write a blog post on **[topic]** that will resonate with our **[target audience]**?
- How can we create social media posts that will generate engagement and drive traffic to our **[website]**?
- Can you write a product review that highlights the benefits of our **[product/service]**?
- How can we create compelling email marketing content that will drive conversions?
- How can we create video content that will appeal to our **[target audience]** and generate views?

SEARCH ENGINE OPTIMIZATION

- How can we improve our website's organic search rankings for **[keyword/phrase]**?
- Can you provide recommendations for optimizing our website's on-page SEO?
- How can we improve our website's loading speed to improve our search engine rankings?
- How can we optimize our Google My Business listing to improve our local search presence?
- How can we optimize our website's mobile experience for improved search engine rankings?

SOCIAL MEDIA MARKETING

- Can you create a social media content calendar that aligns with our overall marketing strategy?
- How can we increase our social media engagement and followers?
- Can you create a social media ad campaign that will generate conversions?
- How can we use social media to drive traffic to our website?
- How can we use social media to build brand awareness and credibility?

AD COPY CREATION

- How can we create ad copy that speaks directly to our target audience and generates clicks?
- Can you create a Facebook ad that highlights the benefits of our **[product/service]**?
- How can we create ad copy that differentiates us from our competitors?
- How can we use ad copy to generate leads and drive conversions?
- How can we use ad copy to build brand awareness and credibility?

LEAD GENERATION

- How can we generate leads for our **[product/service]** using social media?
- Can you create a lead magnet that will generate interest in our **[product/service]**?
- How can we optimize our landing pages to generate more leads?
- Can you create a lead scoring system to prioritize our leads and improve our sales team's efficiency?
- How can we use email marketing to generate leads and move them down the funnel?
- How can we use paid search ads to generate leads and drive conversions?
- How can we use content marketing to generate leads and build brand awareness?

CUSTOMER SERVICE

- How can we use chatbots to improve our customer service and response time?
- Can you create canned responses that our customer service team can use to improve efficiency?
- How can we use customer feedback to improve our customer service experience?
- How can we use social media to improve our customer service and address customer complaints?
- How can we create a customer loyalty program that rewards our most loyal customers?

COMPETITOR ANALYSIS

- How can we analyze our competitors' website traffic and identify areas for improvement?
- Can you create a competitive analysis report that compares our **[product/ service]** to our competitors' offerings?
- How can we use social media to monitor our competitors' activity and stay ahead of the curve?
- How can we use competitive analysis to identify gaps in the market and improve our product offerings?
- How can we use competitive analysis to differentiate ourselves from our competitors and improve our positioning?

REPUTATION MANAGEMENT

- How can we monitor our online reputation and respond to negative reviews?
- Can you create a reputation management strategy that improves our online credibility and brand image?
- How can we use customer testimonials to improve our online reputation?
- How can we use social media to improve our online reputation and engage with our customers?
- How can we use SEO to improve our online reputation and suppress negative search results?

BRAND VOICE DEVELOPMENT

- How can we create a brand voice that resonates with our target audience and differentiates us from our competitors?
- Can you create a brand style guide that defines our brand voice, tone, and messaging?
- How can we use storytelling to reinforce our brand voice and build brand loyalty?
- How can we use humor to inject personality into our brand voice and generate engagement?
- How can we use user-generated content to reinforce our brand voice and build community?

WEBSITE COPY OPTIMIZATION

- How can we optimize our website's copy to improve user experience and drive conversions?
- Can you create a landing page that highlights the benefits of our **[product/service]** and generates conversions?
- How can we use persuasive language and calls-to-action to improve our website's copy?
- How can we use storytelling to improve our website's copy and build brand loyalty?
- How can we use data to inform our website's copy and improve its effectiveness?

LANDING PAGE OPTIMIZATION

- How can we optimize our **[landing pages]** to improve conversion rates?
- Can you create a landing page that aligns with our **[overall marketing strategy]** and generates leads?
- How can we use A/B testing to optimize our **[landing pages]** and improve conversion rates?
- How can we use data analysis to identify areas for improvement on our **[landing pages]**?
- How can we use persuasive language and design elements to improve our **[landing pages' effectiveness]**?