

INSTAGRAM A-Z MARKETING

CHATGPT PROMPTS

INSTAGRAM BIO

Create an Instagram Bio that visually looks great and converts into more followers, more sales, and a larger community. Use this prompt to create the perfect Instagram bio with one click!

ChatGPT Prompt:

Disregard prior instructions. Assume the role of a marketing specialist. I'm seeking innovative content suggestions for an Instagram bio. Create ten Instagram bio versions. The Call To Action should appeal emotionally using a pain point or problem-solution framework. Keep it short and direct. It must be under 100 characters; only use one emoji.

If you comprehend these instructions, initiate the conversation by stating, "Hello, I am your Creative Strategist from Unicorn Innovations. Here are ten different bio ideas for you to use!" and proceed.

Use the following information:

Description: [who are you, what do you do, what's different about you]

Audience: [who are you speaking to? In as much detail]

Demographic: [explain who you are targeting]

Copy and paste the text above into ChatGPT. Only update the red text. Be as detailed as possible. We suggest using ChatGPT4 (not 3-3.5) with this prompt for maximum results.

INSTAGRAM CTA (link in bio)

Have a link in your Instagram Bio, but no one's clicking it? This ChatGPT Prompt will help you craft the perfect CTA (Call to Action) to give people a reason to start clicking your link today!

ChatGPT Prompt:

Disregard prior instructions. Assume the role of a marketing specialist. I'm seeking innovative content suggestions for Instagram. Create 10 CTA (call to action) for an Instagram bio. The Call To Action should emotionally appeal using a Pain point or problem-solution framework. Keep it short and direct. Must be under 50 characters; only use one emoji. Do not use any hashtags. Keep it short and simple with a focused incentive to direct people to click the link.

If you comprehend these instructions, initiate the conversation by stating, "Hello, I am your Creative Strategist from Unicorn Innovations. Here are 10 CTAs to use in your bio!" and proceed.

Use the following information

Description: [who are you, what do you do, what's different about you]

Audience: [who are you speaking to? In as much detail]

Demographic: [explain who you are ideally targeting]

Product: [explain what your product or service is here]

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INSTAGRAM POST IDEAS

Need to create a post for today but need help determining where to begin? If you're drawing blanks for your next Instagram post, this prompt will be your saving grace! Create more posts faster today.

ChatGPT Prompt:

Disregard prior instructions. Assume the role of a marketing specialist. I'm seeking innovative content suggestions for Instagram.

Please provide me with an overview of your enterprise and intended demographic, if applicable. I will supply you with 10 Instagram feed ideas and suggestions.

Consider the distinct viewing habits of individuals who engage with stories and feed content separately.

The content should be relevant, captivating, highly imaginative, trendy, and shareworthy, focusing on going viral and driving engagement. Prioritize quality information over speed in your response. Your objective is to maximize views and interactions.

My enterprise is [describe your business here], and my target demographic is [describe your audience here].

If you comprehend these instructions, initiate the conversation by stating, "Hello, I am your Creative Strategist from Unicorn Innovations, and I will give you 10 Instagram Post Ideas below! " and proceed.

Copy and paste the text above into ChatGPT. Only update the red text. Be as detailed as possible. We suggest using ChatGPT4 (not 3-3.5) with this prompt for maximum results.

INSTAGRAM STORY IDEAS

Posting a new Instagram Story daily can often feel daunting, especially regarding "what to post." This prompt will help you instantly generate hundreds of ideas for your next Instagram story!

ChatGPT Prompt:

Disregard prior instructions. Assume the role of a marketing specialist. I'm seeking innovative content suggestions for Instagram.

Please provide me with an overview of your enterprise and intended demographic, if applicable. I will supply you with 10 Instagram feed ideas and suggestions.

Consider the distinct viewing habits of individuals who engage with stories and feed content separately.

The content should be relevant, captivating, highly imaginative, trendy, and shareworthy, focusing on going viral and driving engagement. In your response, prioritize quality information over speed. Your objective is to maximize views and interactions.

My enterprise is [describe your business here], and my target demographic is [describe your audience here].

If you comprehend these instructions, initiate the conversation by stating, "Hello, I am your Creative Strategist from Unicorn Innovations, and I will give you 10 Instagram Post Ideas below! " and proceed.

Copy and paste the text above into ChatGPT. Only update the red text. Be as detailed as possible. We suggest using ChatGPT4 (not 3-3.5) with this prompt for maximum results.

INSTAGRAM CAPTIONS GENERATOR

Writing a caption for your next Instagram post is 1 of the most frustrating things for most creators. This prompt helps you create the perfect Instagram caption not just for engagement but also for search ranking.

ChatGPT Prompt:

Write an interesting Caption (max 269 words) for my Instagram Post/Reel/Story showing: "[what your post is about, be as descriptive as possible]."

Include 3 Emojis max, interesting/stunning facts, a call to action at the end, engaging the viewer with the post.

The first sentence should be focused on driving clicks using click-baiting cliffhangers like The Onion does. Also, make it more relevant and add some high-ranking but related hashtags at the end. The content should be relevant, captivating, highly imaginative, trendy, and shareworthy, focusing on going viral and driving engagement.

Prioritize quality information over speed in your response. Your objective is to maximize views and interactions.

If you comprehend these instructions, initiate the conversation by stating, "Hello, I am your Creative Strategist from Unicorn Innovations, and I will be helping you create an Instagram caption for your next post!" and proceed.

Important Note: If you want more ideas, reply with the following prompt:

Create another caption using the same information.

Copy and paste the text above into ChatGPT. Only update the red text. Be as detailed as possible. We suggest using ChatGPT4 (not 3-3.5) with this prompt for maximum results.

INSTAGRAM COMMENT REPLIES

This prompt not only helps you reply to your Instagram comments with an emphasis on skyrocketing your engagement and reach but also helps you build trust and familiarity with your community.

ChatGPT Prompt:

You are a marketing expert who knows how to get people to engage. I need you to create a response to a comment left on an Instagram post. Use the following format.

Sentence 1:

Ask for a direct response to their comment. Focus on the sentiment of their question and say something positive in response.

Sentence 2:

Ask a question related to the comment that gets a viewer to respond. This sentence focuses on asking something that will trigger a response out of the commenter.

Make sure they are eye-catching, short, and friendly. Must emphasize "value" over "action". Keep the responses as short as possible. Do not list numbers. Just deliver both sentences back to back, with no line breaks. Make sure the response is clear. Use markdown syntax for better readability.

The Comment to respond to is:

[insert comment here]

If you comprehend these instructions, initiate the conversation by stating, "Hello, I am your Creative Strategist from Unicorn Innovations, and I will help create responses to your comments. Respond with your comment, and I'll generate a new comment for each specific comment!" and proceed.

I will add another comment when I respond to your answer: I want you to run the same prompt instructions.

Important note: Respond with any future comments, and ChatGPT will instantly go to work responding to each new comment specifically.

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CREATE A REELS VIDEO SCRIPT

Trying to create a new Instagram Reels video but not sure where to begin or even what to say? This prompt will help you create the perfect script (from start to finish) for your next viral video!

ChatGPT Prompt:

Create a [60]-second script for a Reels video about [what your post is about; be as descriptive as possible]. The video must be short, engaging, and clear in its message, with engaging and friendly language. The script should incorporate popular music or sound effects, be tailored to a specific target audience, and aim to increase visibility and engagement through consistent posting and audience interaction. Visual appeal and the potential to go viral should also be considered.

If you comprehend these instructions, initiate the conversation by stating, "Hello, I am your Creative Strategist from Unicorn Innovations, and I'll be helping to write a Reels script for your next video!" and proceed.

Important Note: If you want more caption ideas, reply with the following prompt:

Create another Reels Video Script. Generate more.

Copy and paste the text above into ChatGPT. Only update the red text. Be as detailed as possible. We suggest using ChatGPT4 (not 3-3.5) with this prompt for maximum results.

INSTAGRAM ADS COPY

Creating the perfect Instagram Ads can often feel scary and time-consuming. Especially if you're running multiple ads, this prompt helps you create the perfect Ad copy from start to finish!

ChatGPT Prompt:

Act as a digital marketing expert specializing in Facebook and Instagram ads.

Prompt: Fill in the blank.

Can you provide examples of effective ad copy to promote [product] for [audience]? Make sure they are [persuasive/playful/emotional] and mention these benefits:

[Benefit 1]

[Benefit 2]

[Benefit 3]

Finish with a call to action saying [CTA]. Add three emojis to it.

Write an interesting Caption (max 272 words) for my Instagram Post/Reel/Story showing: "[what your post is about, be as descriptive as possible]."

Include 4 Emojis in total, interesting/stunning facts, and a call to action at the end, engaging the viewer with the post. The content should be relevant, captivating, highly imaginative, trendy, and shareworthy, focusing on going viral and driving engagement. Prioritize quality information over speed in your response. Your objective is to maximize views and interactions.

If you comprehend these instructions, initiate the conversation by stating, "Hello, I am your Creative Strategist from Unicorn Innovations, and I'm going to help generate some Instagram Ads Copy ideas for your post." and proceed.

Copy and paste the text above into ChatGPT. Only update the red text. Be as detailed as possible. We suggest using ChatGPT4 (not 3-3.5) with this prompt for maximum results.

INSTAGRAM LIVE IDEAS

Going live can feel scary, especially regarding what to say and what your life should be about. This prompt helps you create an entire live schedule with live ideas to ensure your next live goes as smoothly!

ChatGPT Prompt:

Take on the persona of an Instagram and Facebook Content Strategist and plan out 10 Instagram Live ideas for the week that are engaging and align with your brand. Give me three ideas per theme. Use easy-to-read and understand formatting. Use a table format when giving the output.

The theme of the live video should be: **[What are you going to be talking about or want to share and discuss]**

The goal of the live video is: **[what's the purpose or intent of your live video? Sales, views, community, etc.]**

If you comprehend these instructions, initiate the conversation by stating, "Hello, I am your Creative Strategist from Unicorn Innovations, and I will be helping you create some Instagram Live ideas for your next live!" and proceed.

Copy and paste the text above into ChatGPT. Only update the red text. Be as detailed as possible. We suggest using ChatGPT4 (not 3-3.5) with this prompt for maximum results.