

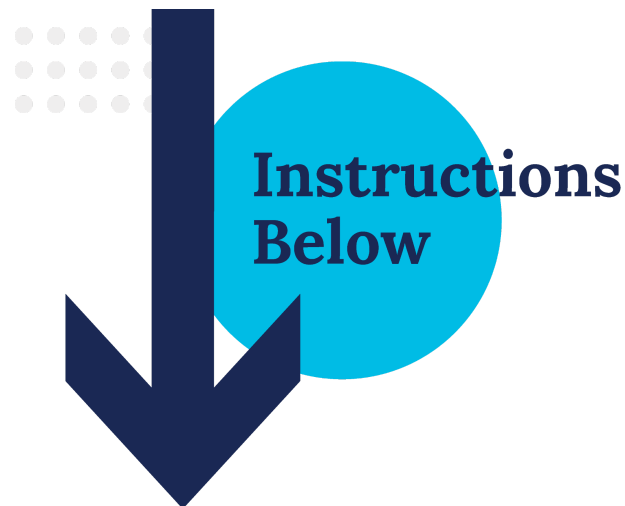


AI Prompts for Developing a Marketing Strategy

Our AI Marketing Strategy Toolkit was designed to help you harness the power of AI to build a complete marketing strategy for your business in minutes.

This document provides a step-by-step guide for using the AI prompts to create a complete marketing plan for your business based on strategy.

By systematically working through each Strategy First Prompt Pillar on the next page you will be able to create a complete marketing strategy for your business.



Instructions

1. Start with the Pillar 1, BRAND.
2. Work your way through each pillar block - from top to bottom.
3. Click on the pillar block to access associated AI prompts.
4. Edit the content in between the [brackets] to fit your business.
5. Copy & paste into Chat GPT (*works best with GPT-4*).
6. Review results and instruct Chat GPT to edit as needed.
7. Document the final version.
8. Move on to the next pillar block until Pillar 1 is complete.
9. Next move to the next pillar (INDUSTRY) and repeat steps 2-8.
10. Continue this process for the remaining pillars, LEADS and CX.
11. Implement the marketing strategy and monitor results for further adjustments.

Strategy First Prompt Pillars



Pillar 1 BRAND	Pillar 2 INDUSTRY	Pillar 3 LEADS	Pillar 4 CX
<u>Online Presence</u>	<u>Competition</u>	<u>Customer Journey</u>	<u>Customer Experience</u>
<u>Personas</u>	<u>Industry Trends</u>	<u>360 Content Plan</u>	<u>Strategic Initiatives</u>
<u>Core Message</u>	<u>Threats & Opportunities</u>	<u>Lead Generation</u>	
		<u>Lead Conversion</u>	

Online Presence

Website

Act as a consultant and make a report on ways to improve this website, focusing on content, SEO, and usability -[your url]

Keywords

Act as an SEO consultant and create a list of primary keywords for [your industry]

Personas

1. Using the empathy mapping process define the core buyer personas and segments that make up ideal clients for firms in the [your industry]
2. Create a list of 20 concerns a [target client] might express when considering hiring [your industry] - make it emotional and use the first person.

Competition

Compile a list of the strengths and weaknesses of the following [your industry with location] [3 competitors by name] and list them by firm.

Core Message

1. Create a list of themes consistently found in the reviews on this [client industry] page [GBP Url*]
2. Act as a branding expert and, from the list above, create a new list of 4-5 core marketing messages that reflect the brand promised expressed
3. Create a list that only contains 7-10 words each and could be used as a tagline
4. Create a list of marketing headlines for promotional materials from the list above

* Follow [these instructions](#) to get your GBP Url

Industry Trends

Act as an industry expert and Create a list of the top 10 emerging trends in the [your industry].

Industry Threats & Opportunities

Act as an industry expert and Create a list of the top threats facing firms in the [your industry]

Act as an industry expert and Create a list of the top untapped opportunities for firms in the [your industry]

Customer Journey

Act as a marketing consultant and create a detailed list of marketing tactics for an [your industry] based on each of the 7 stages of the Marketing Hourglass - Know,

Like, Trust, Try, Buy, Repeat, and Refer

Content

Content Hubs

Act as a content marketer for **[your Industry]** and create a detailed outline for a guide titled The Ultimate Guide to **[Problem your firm solves]**

90-Day Editorial Plan

1. Act as a content marketer for **[your Industry]** and create a detailed outline with descriptions for each element for a 90-day editorial calendar, including possible blog posts, social posts on Facebook, LinkedIn, and Twitter, videos, and email newsletter topics.
2. Add more detail to each tactic

Video

Create a list of 10 video topics that could be used in marketing **[your industry]** - make the topics primarily educational to highlight the firm's expertise.

Create a script for a 2-minute video on [topic from the previous prompt] - make it light and humorous

Webinar

1. Create a list of 10 webinar topics for a **[your industry]**

2. Create an outline for a webinar titled **[best one from list in #1]**

LinkedIn

Create a list of 10 LinkedIn post topics that could be used in marketing **[your industry]** - make the topics primarily educational to highlight the firm's expertise - create both topics and detailed outlines.

Facebook Groups

Create a list of the top 30 Facebook Groups related to **[your industry]** with contact details.

Podcast guesting

Create a list of the top 30 podcasts related to **[your industry]** with contact details

Lead Generation

Act as a marketing consultant and create a lead generation plan for a **[your industry]** - include specific tactics for each channel recommended.

Lead Conversion

Act as a marketing consultant and create a lead conversion plan for **[your industry]** - include specific tactics for each recommendation.

Customer Experience

Act as a marketing consultant and create a customer experience, onboarding, and retention plan for **[your industry]** – include specific tactics for each recommendation.

Strategic Initiatives

Act as a consultant and create a list of no more than 5 key strategic initiatives that would give **[your industry]** firm wishing to grow a competitive advantage. Outline the projects or steps it would take to deploy each strategy.