

ARTIFICIAL INTELLIGENCE

AI

MARKETING PROMPTS FOR EFFECTIVE RESULTS

INNOVATIVE
INSPIRING
INTERACTIVE
ENTERTAINING

CHUCK
GALLAGHER

CERTIFIED SPEAKING PROFESSIONAL

Six upgrades baked into every prompt

The stock prompts that circulate online are interchangeable and bland — and worse, several quietly invite the model to fabricate campaign data and research. Each prompt here was rebuilt with the same six upgrades so the output is usable the moment you paste it in.

1

Role assignment. the model performs better when told who it is (senior copywriter, CRO analyst, PR lead).

2

Placeholders in [BRACKETS]. you paste your real product, audience, and goal so the output is about *your* business, not a fictional average one.

3

Explicit deliverable + format. a table, a numbered plan, a 3-variant set, so the output is usable as-is.

4

A quality constraint. the one rule that separates good output from filler (lead with outcomes, tie to a pain point, etc.).

5

Anti-hallucination data handling. any prompt that says "analyze the data" or "do market research" now tells you to *paste the data* or instructs the model to use web search / flag assumptions instead of inventing numbers.

6

An ask-first option. for complex prompts, the model is told to ask for missing context before answering.

The one rule that matters most: replace every `BRACKETED PLACEHOLDER` before running a prompt. Where a prompt analyzes data, paste your real numbers — if the model has to imagine the data, the output is fiction dressed up as analysis.

01 Facebook Ads

- 1 Act as a senior direct-response copywriter. Write 3 Facebook ad variations for **PRODUCT**, an educational toy for **AGE RANGE**, aimed at **PARENT PERSONA**. For each: a scroll-stopping first line (under 125 characters), 2–3 benefit lines tied to a specific parent worry, and a CTA matching **GOAL: traffic / conversions**. Lead with what the child gains, not product features. Output as a table: Variation | Hook | Body | CTA | Angle.
 - 2 You are a market analyst. Using web search for sources from the last 12 months, give me 5 emerging trends in **TECH SUBSECTOR** that should shape Facebook Ads targeting for **PRODUCT**. For each trend: the shift, why it matters for our buyer, and one targeting or creative implication. Cite sources; flag anything you're inferring rather than sourcing.
 - 3 Act as a paid-social strategist. For a Facebook Ads campaign promoting **FITNESS APP** with the goal of **install / trial / subscription**, list the 6–8 metrics I should track, split into primary (decision-driving) and secondary (diagnostic). For each: what it tells me, a healthy benchmark range, and the action to take if it's off.
 - 4 Act as a B2B copywriter. Write a Facebook ad for **CRM SOFTWARE** targeting **ROLE/INDUSTRY**. Open with the operational pain they feel weekly, quantify the value (time, revenue, or risk), and close with a low-friction CTA (**demo / free trial**). Keep it under 100 words and match this voice: **paste 2–3 sentences of brand copy**.
 - 5 Act as a performance-marketing analyst. Here is my recent campaign data: **PASTE: spend, impressions, CTR, CPC, conversions, CPA by ad set**. Identify the 3 biggest optimization opportunities, rank them by expected impact vs. effort, and give a specific next action for each. If a number you'd need is missing, tell me what to pull rather than guessing.
 - 6 Build a Facebook Ads performance report from this data: **PASTE METRICS**. Structure it as: (1) headline summary in 3 sentences, (2) ROI/ROAS, (3) demographic breakdown with the standout segment, (4) top and bottom ad by performance, (5) one recommendation per section. Use plain language a non-marketer could act on.
 - 7 Act as a brand strategist. Design a Facebook Ads campaign for **SUSTAINABLE PRODUCT** targeting eco-conscious buyers. Deliver: core message, 3 ad concepts (hook + visual direction + angle), the objection each overcomes, and a guardrail against greenwashing claims. Keep every claim defensible.
 - 8 Write Facebook ad copy for **LUXURY TRAVEL BRAND** targeting affluent adventure seekers. Sell the transformation and status, not the itinerary. Give me 3 variations at different emotional registers (aspiration, exclusivity, escape), each under 90 words, plus a one-line visual suggestion for each.
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- 9 Act as a consumer researcher. For the **FOOD & BEVERAGE SUBCATEGORY** market, summarize what current buyers care most about when choosing a brand, using web search for recent sources. Output 5 audience preferences, each with a Facebook Ads creative angle it unlocks. Cite sources; separate evidence from inference.
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- 10 Act as a nonprofit fundraising strategist. For a Facebook Ads donation campaign for **CAUSE**, recommend the 5–6 metrics to track (e.g., cost per donation, donor acquisition cost) with a target for each, plus the one creative change most likely to lift donation rate for **DONOR TYPE**.
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- 11 Here is my Facebook Ads data: **PASTE: CTR, frequency, CPA, top/bottom creatives**. Propose 5 specific creative changes to lift engagement and conversions, each tied to a number in the data. Order them by likely impact and note which are A/B testable this week.
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- 12 Build a regional Facebook Ads report for **REGION** from this data: **PASTE**. Cover spend efficiency, top segments, and creative performance, then end with a 3-bullet "what to do next." Call out any regional pattern worth a dedicated ad set.
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- 13 Act as an audience strategist. From this campaign data for **PET CARE BRAND** — **PASTE engagement/conversion by segment** — build a primary buyer persona: demographics, motivations, buying triggers, objections, and the messaging angle that converts them. Base every trait on the data; mark assumptions clearly.
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- 14 Write Facebook ad copy for **FASHION BRAND** targeting Gen Z. Use their cultural cues without trying too hard, foreground **CURRENT TREND/DROP**, and keep it native to feed (short, punchy, visual-first). Give 3 variations plus the creative format each suits (Reel, carousel, static).
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- 15 Act as a competitive analyst. For the wellness Facebook Ads space, profile 3–4 competitors of **BRAND** using web search: their core message, offer, and creative approach, then the white-space angle we should own. Cite sources and flag what's inferred.
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VIDEO

02 YouTube Ads

- 1 Act as a video ad scriptwriter. Write a YouTube ad script for **BEAUTY PRODUCT**, under 60 seconds, structured: hook in the first 5 seconds (before skip), problem, product as the turn, proof, CTA. Include on-screen text and visual notes per beat. Target **AUDIENCE** and write for sound-off viewing.
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- 2 Act as a content researcher. Using web search, give me 5 trending angles in DIY home improvement that **BRAND** could use for YouTube pre-roll, each with the audience intent behind it and a hook line. Cite sources.
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- 3 For a YouTube Ads campaign promoting **ONLINE FITNESS PROGRAM**, list the metrics that actually predict ROI (view rate, watch time, CPV, conversions, view-through), split into primary and diagnostic, each with a benchmark and the fix if it's underperforming.

- 4 Write a 30-second YouTube ad script for **CLOUD SOLUTION** targeting **B2B ROLE**. Open with the cost of the status quo, land one clear differentiator, end with a single CTA. Avoid jargon a busy exec would tune out. Include visual direction per line.

- 5 Analyze this YouTube Ads data: **PASTE: view rate, watch time, CPV, conversions by ad**. Identify the 3 highest-impact optimizations, each tied to a specific metric, with the next action. Tell me what to pull if a key number is missing.

- 6 Build a YouTube Ads report from **PASTE DATA**, covering audience demographics, retention curve (where drop-off happens), and performance by ad format. End with the single highest-leverage change and why.

- 7 Act as a brand strategist. Design a YouTube Ads campaign positioning **SUSTAINABLE FASHION BRAND** to socially conscious viewers. Deliver core narrative, 3 video concepts (hook + arc + proof), and a credibility guardrail so claims stay honest.

- 8 Write an attention-grabbing YouTube ad script for **GAMING CONSOLE** targeting young gamers. Hook in 5 seconds with motion or stakes, show the experience not the spec sheet, keep energy high, end on the CTA. Under 45 seconds, with visual and audio cues.

- 9 Act as a content researcher. Using web search, find what travel content this audience — **TRAVEL SEGMENT** — actually watches and engages with, and turn it into 4 YouTube ad angles for **BRAND**. Cite sources; separate data from inference.

- 10 For an educational institution running YouTube Ads for **ONLINE COURSES**, recommend the metrics to track (CPV, view rate, lead cost, enrollment) with targets, and the one creative or targeting change most likely to lower cost per enrollment.

- 11 From this YouTube Ads data — **PASTE** — propose 5 creative changes to lift engagement and clicks, each anchored to a number (e.g., drop-off at 0:08). Rank by impact and mark which are testable now.

- 12 Build a YouTube Ads report for the **AGE GROUP** segment from **PASTE DATA**: reach, retention, conversion, and cost efficiency, ending with a 3-point action list specific to that group.

- 13 From this campaign data for **TECH GADGET BRAND** — **PASTE engagement by segment** — build a buyer persona of the tech enthusiast who converts: motivations, triggers, objections, and the message that moves them. Ground every trait in the data.

14 Write a YouTube ad script for **COOKING EQUIPMENT BRAND** targeting home cooks. Open mid-action with a satisfying result, then reveal the product as the reason. Under 60 seconds, with shot-by-shot visual notes. Sell the outcome on the plate.

15 Act as a competitive analyst. Using web search, profile how 3–4 beauty/skincare brands run YouTube Ads, then identify the angle or format **BRAND** can own. Cite sources and flag inference.

PAID SOCIAL

03 Twitter/X Ads

1 Write 3 Twitter ad variations for a flash sale on **FASHION BRAND** targeting young adults. Each under 200 characters, with urgency, the offer, and a clear CTA. Vary the angle: scarcity, FOMO, and value. No more than one hashtag.

2 Write a Twitter ad for **AI CRM SOFTWARE** targeting **B2B ROLE**. Lead with the one outcome they care about, prove it with a specific number, end with a CTA. Keep it under 220 characters and give me 2 variations.

3 For a Twitter Ads campaign promoting a **NONPROFIT EVENT**, list the metrics to track (engagement rate, cost per result, link clicks, RSVPs) with a target for each and the action if it underperforms.

4 Write 3 Twitter ad variations to raise awareness for **CAUSE** among socially responsible users. Make them shareable, not preachy — give people a reason to amplify. Vary between emotional, factual, and call-to-action angles.

5 Analyze this Twitter Ads data: **PASTE: engagement rate, CTR, CPC, conversions**. Give me the 3 top optimization moves, each tied to a metric, with next actions. Flag missing data rather than guessing.

6 Build a Twitter Ads report from **PASTE DATA**: engagement rate, audience demographics, hashtag and creative performance. End with the single change most likely to improve cost per result.

7 Write a Twitter ad for **TECH STARTUP** targeting early adopters. Lead with what makes the product genuinely first or different, speak to their identity as builders, and keep it under 220 characters. Give 2 variations.

8 Act as a political messaging strategist. Draft 3 Twitter ads for **CAMPAIGN** ahead of **ELECTION**, each on a single message pillar, written to be clear, defensible, and hard to misquote. Keep tone **specify** and avoid claims you can't substantiate.

9 Using web search, identify the trending topics and hashtags this fitness audience is engaging with right now, and turn them into 4 Twitter ad angles for **BRAND**. Cite sources; note recency of each trend.

- 10 For an e-commerce brand launching **PRODUCT** via Twitter Ads, recommend the metrics to track (CTR, CPC, ROAS, conversions) with targets and the highest-leverage optimization lever for a launch.
- 11 From this Twitter Ads data — **PASTE** — propose 5 creative changes to improve retweets and CTR, each tied to a number and marked as testable or not. Rank by impact.
- 12 Build a Twitter Ads report for **LOCATION** from **PASTE DATA**: reach, engagement, conversion, cost efficiency, plus a 3-bullet next-steps list specific to that market.
- 13 Write a Twitter ad for **FOOD DELIVERY SERVICE** targeting busy urban professionals. Sell time saved and the end of the "what's for dinner" decision. Under 200 characters, 2 variations.
- 14 Using web search, profile how 3–4 healthcare brands run Twitter Ads — message, offer, compliance posture — and identify a defensible angle **BRAND** can own. Cite sources.
- 15 From this campaign data for **SOFTWARE COMPANY** targeting small businesses — **PASTE engagement by segment** — build the buyer persona that converts: role, pains, triggers, objections, and the message that lands. Ground it in the data.

LIFECYCLE

04 Email Marketing

- 1 Act as an email copywriter. Write a newsletter email for **RETAIL BRAND** featuring **CURRENT TRENDS/PRODUCTS**. Deliver: 3 subject line options (under 45 characters), preview text, and 150–200 words of body with one clear CTA. Match this voice: **paste sample**.
- 2 Write a B2B email introducing **CYBERSECURITY SOLUTION** to **ROLE/INDUSTRY**. Open with the risk they're carrying, make one differentiator concrete, and close with a low-friction CTA (**demo / assessment**). Under 180 words. Include subject line and preview text.
- 3 For an email campaign promoting a **DIGITAL MARKETING WEBINAR**, list the metrics to track (open, CTR, registration rate, show-up rate) with a benchmark for each and the fix if it underperforms.
- 4 Write a donation-appeal email for **NONPROFIT** and **CAUSE**. Open with one specific story or stat, make the impact of a gift tangible (what \$X does), and close with a single, urgent CTA. Include 3 subject lines optimized for open rate.
- 5 Analyze this email campaign data: **PASTE: open rate, CTR, conversions, unsubscribes by send**. Identify the 3 biggest improvement opportunities, each tied to a metric, with next actions. Note what to pull if data is missing.

- 6 Build an email marketing report from **PASTE DATA**: open rate, CTR, conversion, subscriber demographics, and list health (growth vs. churn). End with the one change most likely to lift revenue per email.

- 7 Design a win-back / loyalty email campaign targeting previous customers of **BRAND** with **DISCOUNT/OFFER**. Deliver a 3-email sequence (re-engage, offer, last call) with subject lines, the timing between sends, and the angle of each.

- 8 Write a promotional email for **TRAVEL AGENCY** featuring **VACATION PACKAGE**. Sell the feeling of the trip, make the exclusivity real, and create gentle urgency. 150–200 words, 3 subject lines, one CTA.

- 9 Using web search and any data I provide, identify what email content drives engagement for a **HOME DECOR** audience, and turn it into 4 content ideas for **BRAND**'s newsletter. Cite sources; separate evidence from inference.

- 10 For a healthcare provider running email to boost patient engagement, recommend the metrics to track (open, CTR, appointment/portal actions) with targets, and the highest-leverage content change. Keep all suggestions compliance-aware.

- 11 From this email data — **PASTE** — propose 5 changes to lift engagement and conversions (subject lines, segmentation, send time, CTA, content), each tied to a number and ranked by impact.

- 12 Build an email report for the **INDUSTRY SEGMENT** from **PASTE DATA**, covering deliverability, engagement, and conversion for that segment, ending with 3 specific next steps.

- 13 Write a product-launch email for **TECH COMPANY** announcing **PRODUCT** to industry professionals. Lead with the problem it ends, make the differentiator concrete, and give one CTA. Include subject line, preview text, and 180 words of body.

- 14 Using web search, analyze how 3–4 software companies approach email marketing — cadence, content mix, offers — and recommend a strategy **BRAND** could adopt. Cite sources.

- 15 From this email campaign data for an educational institution — **PASTE engagement by segment** — build the persona of the prospective student who converts: motivations, concerns, decision triggers, and the message that moves them. Ground it in the data.

05 ORGANIC SEO

1

Act as an SEO strategist. Build a strategy for **TRAVEL WEBSITE** to rank for adventure-travel keywords. Deliver: target keyword clusters by intent, on-page recommendations, off-page/link plan, and a 90-day priority order. Note where I'll need a tool (e.g., Ahrefs) to pull real volume data.

2 Write an SEO-optimized blog post outline + intro for "**TITLE**" targeting the primary keyword **KEYWORD**. Include H2/H3 structure mapped to search intent, the keyword's natural placements, and 3 internal-link suggestions. Write for humans first, search second.

3 Act as a keyword researcher. For a **FITNESS PRODUCT** launch, propose a keyword strategy: 5 head terms and 15 long-tail terms grouped by intent (informational, commercial, transactional). I'll validate volume in a tool — flag any term you're unsure has demand.

4 Write an SEO title (under 60 characters) and meta description (under 155 characters) for a product page selling **ECO-FRIENDLY HOME DECOR**, targeting **KEYWORD**. Give 3 variations optimized for CTR, each with a different hook.

5 Here is my traffic data: **PASTE: organic sessions, top pages, rankings over time**. Diagnose the likely causes of the decline and give a prioritized recovery plan. Distinguish what the data shows from what needs further investigation (e.g., a tool or Search Console check).

6 Build an SEO report from **PASTE: backlinks, domain authority, technical crawl issues**: summarize backlink profile health, authority position vs. **COMPETITOR**, and the top technical issues ranked by SEO impact. End with the 3 fixes to do first.

7 Act as a local SEO consultant. Audit **LOCAL BAKERY**'s site for local search using **PASTE: current site info, GBP status**, and give on-site and off-site improvements ranked by impact on local visibility. Cover GBP, NAP consistency, reviews, and local content.

8 Write SEO-optimized product descriptions for **FASHION E-COMMERCE** selling sustainable clothing. For **3-5 PRODUCTS**, give 60–90 words each: keyword-natural, benefit-led, and distinct enough to avoid duplicate-content issues.

9 For a content site focused on organic traffic and leads, recommend the SEO metrics to track (rankings, organic sessions, CTR, conversions, assisted conversions) split into traffic vs. business outcomes, each with why it matters.

10 Act as a technical SEO. Explain how mobile-first indexing affects **SITE**, then give a prioritized mobile optimization checklist (speed, layout, interaction) with the expected ranking impact of each. Note which items need a PageSpeed/Search Console check.

11 Build a competitive SEO report comparing **BRAND** to **2-3 COMPETITORS** using **PASTE rankings/visibility data**. Show where they outrank us and why, and identify 3 keyword gaps we can realistically win.

- 12 Act as a B2B SaaS SEO. Build a strategy for **COMPANY** to rank for industry keywords. Deliver: bottom-of-funnel and comparison keyword targets, content types for each, and a topic-cluster map around our core solution.
- 13 Act as a keyword researcher. For **STARTUP**'s blog, identify long-tail keywords by user intent for **TOPIC**, grouped into a content roadmap. For each cluster, suggest the post angle and the conversion path. Flag terms needing volume validation.
- 14 From this site data — **PASTE: pages, rankings, traffic, conversions** — identify the high-potential pages (close to page 1, or high traffic but low conversion) and give a specific optimization action for each, ranked by expected return.
- 15 Create an SEO migration checklist for **E-COMMERCE SITE** moving to **NEW PLATFORM/DOMAIN**, ordered pre-launch / launch-day / post-launch, with the redirect, indexing, and monitoring steps that prevent ranking loss. Flag the highest-risk items.

INSIGHT

06 Marketing Research

- 1 Act as a market researcher. Design a consumer survey on emerging trends in **BEAUTY SUBCATEGORY**: 10–12 questions mixing multiple-choice and scaled items, organized by theme, with a note on what each question is meant to reveal. Avoid leading questions.
- 2 Using web search, write a competitive-landscape analysis for a new entrant in the **EV SEGMENT** market: key players, their positioning, pricing, and the gap a new brand could occupy. Cite sources and date them; flag inference vs. evidence.
- 3 For a software company launching **APP**, identify the research metrics that matter (TAM/SAM signals, willingness to pay, adoption barriers, competitor share) and how to measure each. Note which need primary research vs. desk research.
- 4 Design a customer feedback questionnaire for **RESTAURANT CHAIN**: 8–10 questions covering food, service, value, and likelihood to return, with at least one open-ended question for verbatim insight. Keep it completable in under 3 minutes.
- 5 Here is my research data: **PASTE survey/behavioral data**. Derive the 3–4 insights most useful for a campaign targeting millennials, each with the evidence behind it and a campaign implication. Don't extrapolate beyond what the data supports.
- 6 Build a market research report on the audience for **LUXURY FASHION BRAND**: demographic and psychographic profile, values, media habits, and purchase triggers. Use web search for sources, cite them, and separate established data from inference.

- 7 Act as a market sizing analyst. Estimate the market size for **SUBSCRIPTION SERVICE** in **REGION** using a clear top-down or bottom-up method. Show your assumptions and inputs explicitly so I can challenge them; flag where you used a placeholder.

- 8 Using web search, write a competitive analysis comparing the marketing strategies of **BRAND A** and **BRAND B**: positioning, channels, messaging, and what each does best. End with what a third player could learn. Cite sources.

- 9 For a study on consumer sentiment and brand perception of **BRAND**, recommend the metrics and methods to track (NPS, sentiment, awareness, association mapping) and how to interpret each. Note the sample size needed to trust the results.

- 10 Here is health-and-wellness market data: **PASTE**. Identify 3–4 emerging consumer behaviors and what's driving them, each with evidence and a "so what" for **BRAND**. Mark anything speculative.

- 11 Build a market research report on demand for **SUSTAINABLE PACKAGING** using web search: market trends, growth drivers, buyer segments, and barriers to adoption. Cite and date all sources.

- 12 Design a customer satisfaction survey for **FINANCIAL SERVICES COMPANY** that also surfaces usable testimonials: 8–10 questions plus one prompt designed to generate a quotable response. Keep it neutral and compliant.

- 13 Using web search, identify emerging trends in **TECH SECTOR** and assess each for its impact on **SOFTWARE STARTUP**: opportunity, threat, or noise. Cite sources and date them.

- 14 Here is my market data: **PASTE**. Identify gaps the current players don't serve and propose 2–3 product or positioning opportunities, each with the evidence and the riskiest assumption to validate first.

- 15 Build a market research plan for **NONPROFIT** to understand donor motivations: research questions, methods (survey + interviews), sample, and what decisions the findings will inform. Keep it executable on a small budget.

EARNED MEDIA

07 Public Relations

- 1 Act as a PR lead. Draft a press release for **ENVIRONMENTAL INITIATIVE** by **ORG**: headline, dateline, a strong lead paragraph, 2 body paragraphs (what + why it matters + community impact), one executive quote, and boilerplate. Make it newsworthy, not promotional.

 - 2 Build a media list for the launch of **PRODUCT**: 12–15 outlets and journalist types prioritized for **INDUSTRY**, with the beat each covers and a one-line angle tailored to each. Note I should verify current contacts before outreach; don't invent specific names or emails.
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- 3 Act as a crisis communications strategist. Build a crisis plan for a hypothetical **DATA BREACH** at **ORG**: holding statement, key messages, stakeholder-by-stakeholder communication (customers, employees, regulators, press), spokesperson, and a do/don't list. Prioritize honesty and speed.

- 4 Draft a social campaign proposal for **CHARITY EVENT**: objective, platform mix, content pillars, a sample post per platform, an engagement mechanic, and how success is measured. Tie every element to **BRAND VALUES**.

- 5 Write FAQ responses for **PRESS CONFERENCE TOPIC**: 8–10 likely questions (including the hard ones) with clear, on-message answers and a bridge line for anything we can't disclose. Keep brand voice consistent.

- 6 Write a 4–5 minute award-acceptance speech for **CEO** at **CEREMONY**: open with a hook, credit the team specifically, name one concrete achievement, and end on a forward-looking note. Sound human, not corporate.

- 7 Design a post-distribution survey for journalists who received our **PRESS RELEASE**: 6–8 questions on clarity, relevance, and usefulness, with one open-ended question. Keep it under 2 minutes to complete.

- 8 Build an outline for a PR onboarding workshop for new hires covering media relations and brand messaging: modules, key takeaways per module, one exercise each, and a "first 30 days" checklist.

- 9 Act as a reputation strategist. Build a plan to improve **BRAND**'s online reputation: a proactive content/earned-media program, a review-response approach, and 3 quick wins. Base it on **PASTE current reputation signals if available**; flag assumptions otherwise.

- 10 Plan a press tour for **PRODUCT**: target outlets prioritized by reach and fit, the core talking points (3 max), the demo flow, and an FAQ for likely pushback. Keep messaging tight and repeatable.

- 11 Write 5 tweet drafts for the launch of **PRODUCT**, each on a different angle (problem, proof, behind-the-scenes, social proof, CTA), all on-message and under 220 characters. Match this voice: **paste sample**.

- 12 Using web search, write an executive summary of the top current PR trends and what each means for **INDUSTRY**: the trend, the implication, and one action. Cite and date sources.

- 13 Build a list of relevant awards for **INDUSTRY** and an awards strategy: which to prioritize, deadlines to track, and the proof points our submissions should emphasize. Flag any I should verify dates for.

- 14 Draft an internal memo about **CORPORATE RESTRUCTURING** focused on transparency and reassurance: what's changing, why, what it means for employees, and what happens next. Acknowledge uncertainty honestly without over-promising.

- 15 Build a framework for measuring PR ROI for **ORG** combining qualitative (sentiment, message pull-through, share of voice) and quantitative (reach, referral traffic, conversions) metrics, with how to attribute outcomes to PR.

08

G T M

Product Marketing

- 1 Act as a product marketing manager. Build a go-to-market strategy for **SOFTWARE PRODUCT**: target segments, positioning statement, value props by segment, channel mix, pricing approach, and a phased launch timeline. Flag the assumptions most worth validating first.
 - 2 Write a competitive analysis (SWOT) for **PRODUCT** vs. **2-3 COMPETITORS** using web search and **any data I provide**. For each rival: strengths, weaknesses, and the wedge we can exploit. Cite sources; mark inference.
 - 3 Write 5 product descriptions for **E-COMMERCE PRODUCTS**: each 50–80 words, benefit-led, with the differentiator up front and a sensory or outcome detail. Distinct enough to avoid sounding templated.
 - 4 Build a 4-week social content calendar for **PRODUCT**'s launch: per post — platform, format, hook, copy direction, and goal. Vary formats and map posts to the launch arc (tease → reveal → proof → CTA).
 - 5 Plan a product launch event for **PRODUCT**: objective, format (in-person/virtual/hybrid), agenda, guest segments, promotional plan, and 3 success metrics. Keep it scoped to **BUDGET/SIZE**.
 - 6 Write a lifecycle email set for **PRODUCT**: one template each for awareness, consideration, onboarding, and retention. For each: goal, subject line, and 120–150 words focused on the job the customer is trying to do.
 - 7 Design a post-purchase survey for recent customers of **PRODUCT** to surface improvement areas: 8–10 questions on expectation vs. reality, value, and friction, plus one open-ended. Keep it under 3 minutes.
 - 8 Define the KPIs for **PRODUCT**'s marketing: split into acquisition, activation, and retention, each with the metric, a target, and the lever that moves it. Tie them back to **BUSINESS GOAL**.
 - 9 Design a referral program for **PRODUCT**: the incentive structure (for referrer and referee), the trigger moment to ask, the mechanics, and a guardrail against gaming. Model the rough economics so I can sanity-check it.
 - 10 Write a product-demo video script for **PRODUCT**: open on the problem, walk through 2–3 key use cases as a story, and end on the outcome and CTA. Include screen/visual notes per beat. Under 3 minutes.
 - 11 Build an influencer collaboration plan for **PRODUCT** in **INDUSTRY**: ideal creator profile, an outreach message template, content guidelines, and how to measure it. Note I should vet real creators; don't invent specific names.
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- 12 Draft a co-marketing partnership proposal between **BRAND** and **COMPLEMENTARY BRAND**: the shared audience, mutual benefit, 2–3 campaign ideas, and a fair value exchange. Written to send to their marketing lead.
- 13 Build a buyer persona for **PRODUCT**'s primary market: demographics, role, goals, pains, buying triggers, objections, and where they get information. Base it on **PASTE data if available**; mark assumptions where you're inferring.
- 14 Generate 12 blog topics tied to **PRODUCT**'s value proposition and **AUDIENCE**'s questions, mapped across the funnel (awareness/consideration/decision), each with the search intent and the angle that makes it ours.
- 15 Build a strategy for using customer testimonials and case studies across **BRAND**'s funnel: which proof goes where, how to source and structure a strong case study, and the 3 questions that generate quotable results.

C R O

09 Conversion Rate Optimization

- 1 Act as a CRO analyst. Here is my funnel data: **PASTE: traffic, step-by-step drop-off, conversion rate**. Identify the highest-leverage leak, hypothesize 3 causes, and propose a test for each, ranked by expected impact vs. effort. Don't guess at numbers I haven't given you.
- 2 Design A/B tests for **PRODUCT PAGE**: 5 tests across headline, hero image, CTA, social proof, and layout. For each: the hypothesis, the single variable changed, the metric, and a rough sample-size sanity check. Order by expected lift.
- 3 Using web search, summarize current CRO best practices relevant to **E-COMMERCE NICHE** and translate each into a specific change for **SITE**. Cite sources; skip generic advice that doesn't apply to us.
- 4 Write 3 cart-abandonment email templates for **BRAND**, sequenced (reminder → objection-handler → incentive) and personalized to **behavior trigger**. Each: subject line, 80–120 words, one CTA. Make the incentive the last resort, not the first.
- 5 Build a landing page optimization checklist for **PAGE GOAL** covering message match, above-the-fold clarity, friction, social proof, and page speed. Order items by conversion impact, and mark the 5 that matter most.
- 6 Design a user survey to find conversion barriers on **SITE**: 6–8 questions (including an exit-intent question and one open-ended), then a framework for turning responses into prioritized fixes. Keep it from leading respondents.
- 7 Build an email segmentation strategy for **BRAND** to lift relevance: 4–5 segments based on **behavior/lifecycle/value**, the message angle for each, and the metric that proves the segmentation worked.

- 8 Here is my mobile analytics data: **PASTE: mobile vs. desktop conversion, bounce, speed**. Diagnose the mobile conversion gap and give prioritized fixes (UX, speed, layout), each tied to the data. Flag what needs a manual device check.

- 9 Design a plan for pop-ups and overlays on **SITE** that lifts conversion without hurting experience: which type, the trigger and timing, the targeting rule, and the frequency cap. Include a "do no harm" guardrail.

- 10 Propose 3 loyalty-program concepts for **BRAND** to drive repeat purchase and LTV: the mechanic, the reward, the behavior it reinforces, and rough economics for each. Recommend one and say why.

- 11 Rewrite **3-5 PRODUCT DESCRIPTIONS** to convert: lead with the problem solved, translate features into outcomes, and add a friction-reducing detail (guarantee, sizing, shipping). Keep each distinct and scannable.

- 12 Build a guide for running user-testing sessions for **SITE**: how to recruit, the task script, what to watch for, and how to convert observations into a ranked fix list. Include 5 sample tasks for **KEY FLOW**.

- 13 Design a social-proof strategy for **SITE**: which proof type (reviews, ratings, trust badges, UGC) belongs at each funnel step, where to place it, and how to source it credibly. Avoid proof that reads as fake.

- 14 Here is my checkout data: **PASTE: step drop-off, payment/shipping fields, error rates**. Identify the top 3 friction points and give a specific fix for each, ranked by expected recovery. Note any change needing dev effort.

- 15 Build a monthly CRO reporting template: the metrics to track (CR by segment, test win rate, revenue impact), how to attribute lifts to changes, and a one-page summary format a stakeholder can read in 2 minutes.

10 BRAND Creative Strategy

- 1 Act as a creative strategist. Build a campaign strategy for **BRAND** rooted in emotional storytelling: the core human truth, the central narrative, 3 executional concepts, and the feeling each should leave. Tie it to **BRAND VALUES** and **CAMPAIGN GOAL**.

 - 2 Generate 10 content ideas for **BRAND**'s social platforms that fit its identity: per idea — platform, format, the hook, and why it fits the brand. Skip anything that could belong to any brand; make them ownable.

 - 3 Pitch a guerrilla marketing campaign for **PRODUCT** built for buzz and shareability: the core idea, where/how it activates, the shareable moment, the risk, and a low-budget version. Make it true to the brand, not stunt-for-stunt's-sake.
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- 4 Build a roadmap for integrating **AR / AI / other emerging tech** into **BRAND**'s marketing: 3 use cases ranked by feasibility and impact, what each needs, and a pilot to start with. Be honest about what's hype vs. ready.

- 5 Propose an artist/designer collaboration to elevate **BRAND**'s creative profile: the type of collaborator, 2–3 concept directions, what each side gains, and how it shows up across channels. Keep it aligned to **BRAND IDENTITY**.

- 6 Using web search, identify current design trends relevant to **BRAND/INDUSTRY** and recommend how to refresh **BRAND**'s visual identity while keeping its core recognizable. Cite sources; flag trends likely to date fast.

- 7 Identify 5 potential brand partnerships for **BRAND** that fit its values and audience, with the mutual benefit and one campaign idea for each. Note I should vet fit and availability; don't assume any are interested.

- 8 Build a content-series concept that showcases **PRODUCT**'s key features creatively: the format, the episodic hook, 4–5 episode ideas, and the through-line that makes it a series, not a playlist.

- 9 Write a guide for sourcing and managing user-generated content for **BRAND**: how to prompt it, rights/permissions, a curation standard, and how to feature it so it boosts authenticity. Include a sample UGC call-to-action.

- 10 Design an interactive online experience for **BRAND** that deepens audience connection: the concept, the interaction mechanic, the emotional payoff, and how it ties to **CAMPAIGN GOAL**. Keep it feasible at **scope/budget**.

- 11 Pitch a branded podcast for **BRAND**: the theme and angle (why this brand, why now), host profile, 5 episode ideas, and how it supports marketing goals without being an ad. Define the listener it's for.

- 12 Concept an immersive brand event for **BRAND**: the big idea, the signature moment attendees will photograph and share, the sensory details, and how it extends online afterward. Tie it to **BRAND VALUES**.

- 13 Build a virtual events and webinar strategy as part of **BRAND**'s content plan: formats, a recurring series concept, topics mapped to the funnel, and how each converts attendance into a next step.

- 14 Draft a sustainability initiative for **BRAND** that's genuine, not performative: the commitment, how it ties to **BRAND VALUES**, how it's communicated honestly, and how progress is proven. Flag any greenwashing risk.

- 15 Build a system for consistently generating fresh creative for **BRAND**: an idea-generation cadence, sources of inspiration, a vetting filter against brand fit, and how to kill weak ideas early. Make it a repeatable process, not a one-off brainstorm.

PUT THEM TO WORK

Replace the brackets. Paste real data.

Every `PLACEHOLDER` is a decision point — the more specific your product, audience, and goal, the sharper the output. For research and analysis prompts, favor the ones that pull from real data or cited web sources over anything that leans on the model's memory.

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