

ChatGPT for Marketing Teams

AI your marketing.



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AI can save your team hours of precious time. Yet, it's not about the prompts but how you approach AI language models. Here are the outcome-driven prompts for different stages of marketing tasks and the whys behind them.

ChatGPT Prompts to automate routines in digital ads

As a digital marketer, you know there's a lot piled up on your plate—from researching new prospects to crafting compelling ad copy. And time is running out. Luckily, there are a few shortcuts to streamline some digital routines and let you tap into the juiciest bits of marketing. Try them out!

Stage 1 / Research

What For:

Find more prospects to target

What Prompt:

- "Find [X] companies like [Company Name]?"
- "Gather a list of companies of the same [scope/scale] as [Company Name]."

Keep in Mind:

The more characteristics you provide ChatGPT with, the more targeted the list you get.

Expected Output:

These prompts help a great deal in spotting other companies like [Company X] in the same industry or with a similar size/global reach.

Stage 2 / Crafting copy for banners

What For:

Quickly get a set of various banner copies and CTAs

What Prompt:

- "Write [X] [non-trivial] banner copies and contextually bound them to CTAs, given the following [value propositions]."

Keep in Mind:

Form a list of your customers' pains or gains that you want to see materialized in your messaging before working with ChatGPT.

Expected Output:

Ready-to-use banner texts. Well, these may still need some polishing.

Stage 3 / Crafting copy for Google Ads

What For:

Get Google Ads titles in seconds, based on value props

What Prompt:

- "Write [X] contextually logical sets of Google Ads titles for the following value proposition (each set includes three titles of 30 characters): [your prop]."

Keep in Mind:

Be prepared that you won't like the first iteration of outputs. If more creativity is needed, ask for alternatives by providing modifiers (more fun, more engaging).

Expected Output:

Sooner or later, you'll have a handle on making ChatGPT sound the way you like—until then, you'll have to go the extra mile or two.

Stage 4 / Reporting

What For:

Simplify marketing reporting and uncover insights

What Prompt:

- "Analyze the table below and prepare a report based on [the performance criteria]: [insert data]."
- "Outline a marketing report structure for [slides/pdf] based on your findings."

Keep in Mind:

Let the AI analyze a spreadsheet, specifying performance criteria if you have a spreadsheet. Or alternatively, jot down insights first and then let ChatGPT do the trick.

Expected Output:

You'll have a skeleton of your report. Adding some flesh to it is on you.

From Meh to Wow: How to Rekindle Your Social Media Charm with ChatGPT

Being a social media manager is a challenging and rewarding job, to say nothing of a frustrating one. From struggling to wrap up the message clearly and concisely to dealing with never-ending deadlines, there are a lot of challenges associated with creating social media posts that win readers' hearts. Yet, with the help of ChatGPT prompts, you can take the pain out of the process and produce a masterpiece that will hardly go unnoticed.

Stage 1 / Idea creation

What For:

Get your target audience hooked

What Prompt:

- "Write [X] engaging hooks ideas for a [social media] post about [insert topic/URL]."

Keep in Mind:

It's highly likely you know best what your target audience is after. So share your insights with the AI before using the prompt to gain the most relevant suggestions.

Expected Output:

If something has caught your attention, use it for the next step: social media content creation.

Stage 2 / Content creation

What For:

Have all the bare bones in place

What Prompt:

- "Write a [social media] post that drives traffic to [URL]."
- "Write a [social media] post about [insert a topic or URL]."

Keep in Mind:

Before asking it to write anything, it's best to train ChatGPT by providing more context, defining the tone of voice, and setting character limits.

Expected Output:

A content piece, which after some editing—that is, the human touch—is ready to go live.

Stage 3 / Drafting titles and headlines

What For:

Get an array of titles to choose from

What Prompt:

- "Generate [N°] attention-grabbing headlines for [product/URL] on [social media]."

Keep in Mind:

"Attention-grabbing" is also a placeholder. By switching it to other adjectives, you adjust the tone of voice to how you want your message to sound.

Expected Output:

Titles and headlines are the cherries on top of the cake. Once you've got a list, pick the one that will powerfully resonate with your target audience.

Stage 4 / Crafting CTAs

What For:

Generate leads or drive traffic

What Prompt:

- "Generate [persuasive] CTAs for [the content above/a product or service]."

Keep in Mind:

If you continue writing your social media post in the same chat window, it will help you get more logical and authentic CTA suggestions.

Expected Output:

In the end, you are the one who decides what to use as your CTA. You may rely on ChatGPT or put your gut feeling to the test—either way, the more options at your disposal, the better.

Tired of “Greetings”, “Dear”, or “Hi”? Get the Best Of Outbound Emails with AI

Outbound email marketing can be a real headache. So, how do you craft the perfect email when your audience hasn't even opted to receive anything from you? This is where the magic of outbound emails is so needed. Catchy subject lines, engaging messages, non-trivial calls to action—all of this is necessary to get your emails seen and opened. Fortunately, with some of ChatGPT's prompts, you can reach out to cold audiences, sparking further engagement!

Stage 1 / Topic Research

What For:

Identify customers' pains and gains

What Prompt:

- "What are the pains of [X] that can be alleviated by [a product/service]?"

Keep in Mind:

Provide more information and context about your products or services to recalibrate the focus of ChatGPT properly and gain more precision.

Expected Output:

Now that you have something to pick up, decide what you're going to push further— isn't that the point of outbound email marketing?

Stage 2 / Subject Line Generation

What For:

Increase email open rates

What Prompt:

- "Write [X] subject lines for [Insert topic/pain]."
- "Generate [X] [catchy] email subject lines for [insert topic/pain]."

Keep in Mind:

Don't forget to set your desired character limit or define subject-line tonality (invoking a sense of urgency, fear, or the like).

Expected Output:

Choose a few and set up A/B tests to analyze which ones have performed best.

Stage 3 / Crafting email body copy

What For:

Save yourself some time

What Prompt:

- "Write the body copy for a [promotional] email about [insert topic] with the subject line: [Your subject line]."

Keep in Mind:

Again, setting character limits is just as vital as remembering the AI about the chosen topic and subject line.

Expected Output:

You'll get a topic-tailored email that will still need additional hand polishing.

Stage 4 / Click-worthy CTAs

What For:

Increase email CTRs

What Prompt:

- "Generate [X] CTAs for the email body copy above."

Keep in Mind:

Continue your email creation in the same chat window to make your CTAs relevant and contextually bound to the topic. Don't disregard adjectives to specify what tonality you expect from your CTAs.

Expected Output:

Once finished, you'd better re-check the whole thing, adding some corrections if need be.

Don't rely on ChatGPT too heavily—it won't replace you. At least not anytime soon.

Why a robot needs a human:

Authenticity

Whereas ChatGPT learns from humans—and vice versa—your important role in content creation cannot be overemphasized. The human touch is a must-have to stand out from the crowd.

The point of using ChatGPT is to get the best of both worlds.

Unforeseen Consequences

Simply put, AI is a set of algorithms. Depending on their updates, conciseness and reasoning may significantly vary. Bearing this in mind should prevent you from copying and pasting chunks of ChatGPT's output blindly.

Stay alert and always re-read and double-check. Or even triple-check.

Limitations of Algorithms

Since ChatGPT is in the open, we should consider it something other than our private assistant. However, it is in some ways exactly that. But it is also used by many millions of others. That said, generic responses produced by ChatGPT are inevitable.

This is why you'd better work out your own set of prompts based on your unique context. Don't overlook it: ChatGPT is here to be trained while serving our prompts.

Lack of Empathy and Creativity

Is ChatGPT able to create anything entirely from scratch? If there is no information out there, what would the AI lean on to provide us with answers? On the flip side, ChatGPT helps a lot in researching and absorbing a wealth of information. The more context we offer, the more authentic the results we get—it's as simple as that (not necessarily, though).

Yet, it cannot match the same level of creativity as a human writer. That said, it may spark that stroke of genius you have been missing for so long!

No doubt, ChatGPT saves marketers much time helping with mundane tasks.

But when it comes to marketing analytics, full-scale automation works wonders.

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Improvado empowers businesses with fully automated marketing analytics solutions at scale—from data extraction to in-depth analysis. Get your marketing data together and operationalize it with comprehensive dashboards and reliable reports.

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