SWALLOWTAIL SOCIAL

A FREE RESOURCE FOR SMALL BUSINESS OWNERS

ChatGPT: Better Prompts You Can Customise & Use in Your Marketing TODAY

Use this CheatSheet to save you time, be more productive in your marketing & create naturalistic, tailored outputs to suit **your** *brand.*
Copy the prompt direct from this PDF, paste into ChatGPT, customise & generate great output!
Be inspired by these proven prompts for small business owners to create your own, too.

If printing this resource, use full colour if you can, to help see how best to tailor each prompt :)

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ChatGPT - Sample Prompts

Help ChatGPT to help you back:

As a small business owner running a <insert business type> and with particular interest in <insert specialism/ interest area>, I want to help understand my audience better and to create more tailored marketing content for them.
The product(s)/ service(s) I provide are as follows <list them with as much detail as you can. Use bullet points if it helps.>
Give me a list of questions you think that it is important for me to consider when developing a <customer/ client> persona.
I will then use my responses to your questions as a guide in my future prompts.

Write marketing content (a post, a blog, a newsletter etc):

My <business/ brand> is focused on <insert niche or industry>. I have experience in <insert area><add how much experience/ other notable points?> and specialise in <insert area/ audience you work with>. My values include <insert>.
I would like you to create a <what will you use the output for eg blog/ e-newsletter/ landing page/ Instagram post etc> that is <describe it eg concise/ friendly/ formal/ informative etc> and around <insert: X words/ paragraphs/ etc> in length. You may wish to add section breaks or paragraph headers to help readability. <delete as applicable>
My ideal audience who will benefit from reading this is <insert descriptive details> and their main <struggle/ concern> is <insert>. The outcome I would like the reader to reach is <insert>.
The subject of this <blog/ post etc> is <insert topic, being as specific as you can>.
I require you to match the style of your output to the text of the following <post/ blog/ site: provide URL>.

Brainstorm social media ideas:

I want help with creating ideas for my marketing content. I am the owner of <insert business type> with business values that include <insert>.
I use <insert platforms and channels> and do not currently use <insert>, so would like to evaluate possible ideas and opportunities for future marketing. At the moment, my leads and customers come via <insert all, both offline and online>.
An example is <give an example of how an ideal customer found you, along with any key phrases they used/ mentioned in your interactions. Be as specific and detailed as you can.>
Generate a list of at least X ideas including (not limited to) different topics, subject areas and marketing content with formats and relatable pain points of my audience.
I want to assess how I may apply those ideas both on my current platform/s and other possible ones in order to attract my ideal audience. <Note: this may not necessarily be your current audience! Who do you WANT more of?!)> This ideal audience closely resembles the following: <describe a single, ideal person who it would be easiest for you to convert to be a customer>.
In your list, do not be afraid to think outside of the box, find unique solutions and be polarising, raising intrigue and curiosity.

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ChatGPT - More Sample Prompts

Generate scripts & filming ideas for video content:

I want to create more targeted marketing content for my brand. I run a <insert business type> and have <describe it> experience of working with <insert detail of preferred audience member>. The typical customer profile for my business is <as follows below/ found in the attached document>. I would like to work more with <the same person/ describe a different person if needed> so my videos should be geared towards them.
Act as a marketing expert to give me 5 bullet point lists relating to social media videos that include a basic script and possible shot list for filming. I want to create 5 different videos or Reels from these lists.
The aims of my videos will be to raise my brand awareness and help this audience understand my <authority/ expertise/ products/ services>. I would like the ideas to include both talking head and faceless video options.
An example of a post <which was/ wasn't a video> that I have done before for this audience is:
<describe as much as you can about it eg the topic/ the message you wanted to get across/ what hook you used/ what shots you used/ why you think it went well/ what was the audience response/ what you think didn't go well>.

Plan & write targeted blogs:

Create a framework structure for a blog article that is written to be <of benefit to/ of interest to/ informative for/ motivational for/ etc> a specific audience member who is <insert detail of the ideal audience for this topic>. I want you to act as a professional copywriter.
The topic should be as follows: <insert summary of what you want the blog to be. Make its specific for better targeting!>.
The blog should include, but not be limited to:
1. why this topic is relevant to my audience. As well as who may not find it so useful.
2. any basic definitions/ jargon-busting/ background or assumed knowledge on the topic.
3. give examples and analogies to increase clarity.
4. A separate box of information about possible further reading/ useful content taken from the following website: <insert your website URL> and social media page: <insert your page URL eg www.faceboook.com/xxxxxx>
I want a framework that provides section headers and summaries/ bullet point lists of what can be included in each part of the blog, <add any other requirements here> remembering to create a cohesive, readable flow.
I am looking to create a blog of around <xxx words> from this finished framework, based on a <describe eg friendly/ witty/ formal/ educational/ sales-led/ accessible/ etc> written style and tone.

// Chained prompt idea //
Now write the blog based on that framework. I have not amended your suggestions.
OR
I have made some recommendations and amends to this framework and would like you to use these for writing my blog. Please pay attention to my annotations as follows, and create the finished blog (approx/ minimum XX words.)
<Copy+paste the framework output and edit it with feedback/ changes/ ideas that you'd like ChatGPT to make when writing up your blog.>

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ChatGPT - More Sample Prompts

Create a table of ideas for use in a content calendar. Download the finished table & write the posts, with a posting schedule that suits your individual needs.

Writing as a social media marketing expert, please create a table of at least 30 social media post ideas for use on my brand's <Facebook/ Instagram/ TikTok/ X/ YouTube page(s) <delete as applicable>.
This will enable me to use the table as a content calendar.
Columns of the table should include a summary of the topic, the possible platform/s and format best suited, relevant ideas for customising the post for different platforms and formats, as well as a summary of the caption to be used. <Customise this as needed!>
My business is called <insert>, operating <specify location/ online> and provides <insert detail of product(s)/ service(s), being as specific as possible eg: names of signature products/ services etc>. The ideal customer for my business is <insert/ attach profile.> The strategic aim(s) of my page(s) is as follows:
<insert ONE key aim for each page, as dictated by the strategy of each of your page. Typical aims might be: brand awareness OR sales + conversion OR portfolio gallery etc.
facebook: xxxx
Instagram: xxx etc

//Chained prompt idea//
Add a further column to the table including 2-3 focused keywords for the specific content of each post.

Increase productivity by re-purposing older content:

As a marketing expert, please re-write and summarise the following <article/ blog/ report etc> which I will <paste below/ attach/ give the link below>.
I require a <insert> style and intend to use it for a <insert new purpose eg Facebook post/ Instagram carousel slides / YouTube or podcast script etc>.
The final <piece/ post/ carousel> should be <concise/ engaging/ informative/ delete or insert as applicable>, around XX in length <words?minutes? slides? etc>, and appeal to my audience of <insert detail of ideal customer profile>.

// Chained prompt idea //
Now give suggestions of 5 specific focused keywords and 5 focused hashtags that can accompany this <piece/post etc>

Works for ANY situation you need:

Acting as a <insert specific profession/ niche specialism>, I want you to factor the following criteria into account when generating customised output:
<insert appropriate criteria relevant to the area/ expertise>.
Be mindful of providing examples and analogies where applicable, using readable language for the audience specified, as well as being considerate of differing points of view and wider context/s.
Providing source information is useful, such as for dates, statistics and survey data.
My prompt is as follows: <write your prompt, with specifics, not forgetting the ideal audience for that output and what you want the output to achieve>

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Note-taking space

Happy ChatGPT-ing!

For more free resources & tips to help with your marketing, search my website www.swallowtailsocial.com or give my social media pages a follow.

For more tailored, result-focused support, just get in touch. You can make the most of 1:1 & group coaching sessions, so that you learn how to spend less time & be more productive with your small business marketing.
(One of the classes I run is 'AI for Businesses - A Beginner's Guide' with all the detail & 'how tos' you need!)

DM me on my social media or send an email ruth@swallowtailsocial.com to see what's right for you.

Ruth x

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