

# Top prompt ChatGPT for marketing

ChatGPT helps them ideate campaigns, iterate content faster, mine audience insights, and stress-test messaging so they can deliver high-quality content at the speed of the market.

Today's marketers are strategists, storytellers, and analysts. They care about resonant brand stories, measurable impact in distribution channels, and staying ahead of ever-changing media channels—without sacrificing authenticity or inclusiveness. ChatGPT helps them brainstorm campaigns, iterate content faster, mine audience insights, and stress-test messaging so they can deliver high-quality content at the speed of the market.

## Campaign planning & strategy

ChatGPT helps build, organize, and brainstorm marketing campaigns. Use reasoning models for strategic brainstorming.

Use cases	Prompt
Visualize the campaign timeline	Build a timeline for our upcoming multi-channel campaign. Key dates and milestones are: [insert info]. Export as a horizontal timeline with stages, owners, and deadlines.
Campaign ideas	Come up with 5 creative campaign ideas for our upcoming [event/launch]. Our audience is [add objective], and our goal is [add objective]. Each idea should include a theme, tagline, and 1-2 core tactics.
Drafting a creative brief	Create a creative brief for our next paid media campaign. Here are the objectives, audience, and offer: [insert info]. Include sections on objectives, audience insights, tone of voice, required content, and KPIs.
Building a messaging framework	Build a messaging framework for a new product. The product details are as follows: [insert information]. Output a table with 3 pillars: Key benefit, supporting argument, and emotional trigger.
Build a journey for a person's entire experience interacting with a business	Create a journey map of a person's experience interacting with our [product/service]. Our typical customer is [insert profile]. Break it down into stages, goals, touchpoints, and potential pain points for each stage. Export as a table.

## Market and competitive research

ChatGPT can assist with competitor analysis, reviews, and emerging trends. Use web searches or deep dives to gain deeper insights in real time.

Use cases	Prompt
Competitive content analysis	Research how your top 5 competitors build their blog content strategy. Include tone, topics, frequency, SEO focus, and CTAs. Provide URLs, lessons learned, and a summary of popular and standout tactics.
Research emerging trends in buyer behavior	Research 2024 trends on how [type] buyers learn about and evaluate [industry] products. Include changes in behavior, content preferences, and channel usage. Cite sources and format as a concise summary with clearly presented details.
Research regional campaign standards	Research typical CTR, CPC, and conversion rates for digital campaigns targeting [location] in 2024. Focus on [advertising channel]. Includes source links and a table comparing each metric by country.
Research the presence of competitors in the events industry	Summarize how our competitors are participating in [insert upcoming event]. Including booth activations, speaking engagements, sponsorships, and media coverage. Export as a table with links and analysis.
Research AI Tools for Marketers	Research the most recommended [tools] for marketers by function (e.g., copywriting, planning, analytics, design). Create a table with features, pricing, pros/cons, and key use cases. Include sources.

## Content development and creativity

ChatGPT can help you create marketing content, images, and documents. Use Canvas to edit in real time.

Use cases	Prompt
Drafting product launch emails	Write an email to launch a new product. Use the following information about your product and target audience: [add details]. The email content should be engaging and compelling, formatted like a marketing email ready for customers to review.
Create ad copy variations	Create 5 different versions of an ad for a campaign [channel]. Here is the campaign theme and audience information: [insert context]. Each version should test a different focus or tone.
Create a series of social media posts	Draft a series of 3 social media posts to promote [event, product, or milestone]. Use this format: [paste details]. Each post should include the suggested image description and content.
Create a featured customer post	Write a customer highlight post based on this success story: [insert key details]. Keep it personal, authentic, and consistent with our brand voice. Publish as a draft post on LinkedIn.
Create an explainer video script	Write a script for a 60-second explainer video about [product/topic]. Your video should include: [insert information]. Make it engaging and clear, with suggestive images or animations.

## Data analysis & optimization

ChatGPT can analyze data, forecast trends, and improve decision making. Upload data for further analysis.

Use cases	Prompt
Identify the most effective marketing channels	Analyze this marketing performance spreadsheet and determine which channels have the highest ROI. This file includes data from Q1-Q2 campaigns across email, social media, paid search, and events. Summarize the top 3 channels and create a chart showing ROI by channel.
Explore customer churn patterns	Review this churn data set and identify common characteristics of churning customers. Use columns like age, product usage, and support tickets to group the details. Export a concise summary with a chart or table that shows the top risk factors.
Summary of survey results	Summarize the insights from this post-campaign customer feedback survey. This file includes satisfaction ratings and open-ended responses. Provides a three-point summary and a chart of the top satisfaction drivers.
Forecasting the volume of potential customers for the next quarter	Use this historical lead volume data from the past 6 quarters to predict expected lead volume for the next quarter. Highlight any trends, seasonal patterns, and export a simple forecast chart.
Optimize campaign budget allocation	Based on the spend and profit spreadsheet of previous campaigns, propose an adjusted budget allocation for the next quarter. Focus on maximizing ROI while reducing spend on underperforming channels. Export the spreadsheet with the new % allocation.

## Image & Brand Communication

Focus on building visual strategies, brand stories, and cohesive creative ideas. Create visuals with ChatGPT.

Use cases	Prompt
Build a brand style guide outline	Create a brand style guide outline for [company/product]. Include sections on typography, color palette, logo usage, tone of voice, visual style, and dos/don'ts.
Conceptualizing Visual Storytelling	Brainstorm three visual storytelling concepts for a brand campaign around [topic]. Include concept name, visual style, and key narrative elements (e.g., story line, mood, color).
Create a visual campaign mood board	Create a mood board with 4 images for our [campaign or brand update]. The theme is [describe theme] and the color tone should be [describe color tone]. Use a photorealistic or illustrative style.
Evaluate brand consistency	Review the following marketing assets [insert link/file] and evaluate the brand consistency in tone, imagery, and messaging. Provide 3 strengths and 3 weaknesses with recommendations.
Refreshing the concept of brand identity	Propose 3 creative directions to refresh the brand identity. Include color palettes, typography, visual textures, and tonal updates that align with [changing audience/market].

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