

Helpful AI Prompts



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AI Prompts

AI Prompts

Publishing new content on a consistent basis keeps your brand in front of your audience and top of mind. It also gives people a reason to visit your website and search engines a reason to display your website in search results.

Why is Website Content Important

Blogging is the fastest way to expand your online footprint and build brand equity that results in more sales and more revenue. Check this out:

- Every time a new blog post is published, a new searchable URL is added to your website
- Publishing a new blog post just once each week for a year will add 52 new indexable, searchable URLs to your website.
- That action creates 52 new ways people can find you online — that's 52 new chances you have to appear in the search engine results when someone is looking for what you do.
- Publishing twice a week adds 104 new indexable, searchable URLs to your website, which is the same as adding 104 new opportunities for a potential client or customer to find you online in a single year.
- Publishing three times each week, adds 156 new indexable, searchable URLs to your website, which is the same as adding 156 new opportunities for a potential client or customer to find you online in a single year.

Prompts for Website Content

Simple Prompts

- ▶ Generate a list of 50 blog post topics about...
- ▶ Write a conclusion for this blog post...
- ▶ Generate a list of 3 blog post title ideas for a post about X.
- ▶ Generate 5 possible titles for this blog post <insert the blog post content>
- ▶ Create a blog post outline for...

Detailed Prompts

NEW CONTENT

With these detailed prompts, it is important to “front load” your AI tool with as much information as possible. [More information on “Training AI”](#).

- ▶ We are looking for new ideas for blog posts. Our blog can be found at xxxxxxxx. Based on our current blog posts and the information above (frontloaded prompt), can you recommend blog topics, including a title, of posts that we have not already included on our blog?
- ▶ Create a bulleted outline of 5 to 7 things to include in a blog post with the title, “XXXXXXXXXXXXX. Also, write an introductory paragraph for this blog post.
- ▶ Analyze our blog posts at <https://xxxxxxx.com> and create a list of topic clusters identifying the topic and the blog posts in the topic. Put this data into a table where the blog posts are formatted with bullet points and on a separate line.
- ▶ If there are topic categories that have fewer posts, type the prompt, “Make a list of 5 to 10 blog posts (with titles) that are not already cov-

ered on the website with topics that would fall into the category,
XXXXXXXXXXXX.

REVISE OLD CONTENT

- ▶ At the end of this prompt, I'm going to paste in all the text from a blog post I wrote. Is there any new relevant information to this topic that should be added? Here is the text from the blog post: <Insert post>
- ▶ Create a list of all the questions that this blog post answers. Please format your response in a "Question and Answer" format that I can use for an FAQ section in my blog post. You will be creating the questions, but using the text from my blog post as the answers. I would like a minimum of 5 questions and no more than 10.
- ▶ Is there any information from my blog post that you could put into a table?
- ▶ Is there any information from my blog post that you could turn into a checklist to help people?
- ▶ Can you provide me with a "Too long; didn't read" section for the top of this blog post that will quickly summarize the content of this blog post? It should be no more than 3-4 sentences.
- ▶ Can you provide me with 2 or 3 lines from my original blog post that would make for good block quotes? Something profound that should be emphasized?

General Marketing AI Prompts

All of the prompts below will be more useful if you [front load information](#) about your organization.

- ▶ **Brand Strategy** - Develop a branding and positioning strategy for <Business Name> to differentiate it from competitors <Competitor 1> and <Competitor 2> and to build a strong brand identity. Define the target audience, brand messaging, visual elements, and communication channels to establish <Business Name> as a market leader in <Industry>.
- ▶ **Competitive Analysis** - Craft a competitive analysis report using the "Identify-Analyze-Compare-Strategize" framework to evaluate the strengths and weaknesses of <product/service> in relation to competitors and develop effective marketing strategies. Product or service= <Insert Here> Competitor #1= <Insert Here> Competitor #2= <Insert Here>
- ▶ **Partnership Proposal** - Develop a partnership proposal using the "Research-Approach-Negotiate-Execute" framework to establish strategic alliances and collaborations for promoting <product/service> among relevant businesses or organizations. Product/service = <Insert Here>. Target Audience = <Insert Here>
- ▶ **Storytelling** - Create a captivating storytelling experience around the launch of <product/service>. Provide ideas on how to convey the product's unique features, benefits, and its relevance to customers in a compelling narrative format. Product/service = <Insert here>
- ▶ **Request Feedback** - Compose a brief and friendly message to request feedback from a current customer regarding their experience with

<product>. Customize both the product and the tone accordingly. Product: <Insert Product> Tone: <Insert Tone>

- ▶ **Landing Page Content** - Create a persuasive landing page copy that convinces potential clients in the <industry> to choose <business>'s solution over competitors.
- ▶ **Unconventional Marketing Campaign** - Propose a creative guerrilla marketing campaign for <business name>, leveraging unconventional tactics to create buzz and visibility.
- ▶ **Speaking Opportunities** - Create a list of events and associations relevant to <business> providing <service/product> that would be potential speaking opportunities.
- ▶ **Webinar Content** - Craft a webinar presentation using the "Introduction-Insight-Application-Conclusion" framework to provide valuable knowledge and demonstrate the relevance of <product/service> to <target audience>. Product/Service= <Insert Here> Target Audience = <Insert Here>
- ▶ **Presentation to Blog Post** - Use the content from these slides to draft a blog post using the brand voice of <business name>
- ▶ **Accessible Speaker Notes** - Generate speaker notes from this presentation slide that will accompany a slide handout and is accessible.
- ▶ **Upsell Sales Script** - Create a compelling sales script to upsell <product/service> to existing customers in the <industry>.
- ▶ **Marketing Communications Plan** - Develop an integrated marketing communications plan for <Product/Service> targeting <Specific Market Segment>. Outline the key messaging, channels, and metrics to measure campaign effectiveness.
- ▶ **Storytelling Product Launch** - Create a captivating storytelling experience around the launch of <product>. Provide ideas on how to convey the product's unique features, benefits, and its relevance to customers in a compelling narrative format. Product/Service= <Insert here>

Social Media Prompts

All of the prompts below will be more useful if you [front load information](#) about your organization.

- ▶ **Social Media Campaign** - Develop a social media advertising campaign using the "Awareness-Interest-Desire-Action" framework to generate buzz and drive conversions for <product/service> among <target audience>.
- ▶ **Twitter Post Suggestions** - Provide five Twitter post suggestions to generate interest in <topic>, ensuring that they are both captivating and educational? Topic = <Insert Topic>
- ▶ **Content Pillars** - Based on the information above, create 3 to 4 content pillars for <business type> servicing <target audience> who need <what challenge are you trying to serve>
- ▶ **Evergreen Content** - Using the information above give me evergreen content ideas for <organization>that is in the content pillar of <content pillar> for <target audience>.
- ▶ **Holiday/Event Timely Content** - Using the information above give me some <event or holiday> content ideas for <organization>that is in the content pillar of <content pillar> for <target audience>.
- ▶ **Funny National Holidays for Social** - List out random and sometimes funny holidays such as "talk like a pirate day" and "National Donut Day" for the month of <month> that can be used for social media content.

Business Strategy Prompts

For prompts that require access to websites, use Bard or ChatGPT-4.

- ▶ **Analyze Content Style** - Analyze the style, tone and common phrases in this text. Please summarize the style. Provide suggestions on how I can keep this tone in future prompts <insert the text>
- ▶ **Brand Voice** - Using the information above, and using some of the classic examples of large company's brand voice (such as Apple and Coca Cola), write a brand voice description for my company.
- ▶ **Brand Identity** - Create a comprehensive brand identity and messaging guide to establish a consistent and compelling brand image, tone of voice, and visual identity across all marketing channels for <Business> offering <product/service>. Detail how the brand identity, messaging, and visual elements should be applied across different marketing channels and include specific examples and templates to guide the execution of the brand identity consistently.
- ▶ **Analyze Competitors** - Analyze the competitors for <business name>. Review <url of business website> and find the three top competitors to this business. Provide an analysis of the strengths and weaknesses of the website content of <business name> in relation to these competitors. Make recommendations on strategies to improve the content on my site.
- ▶ **Customer Segmentation** - Conduct a customer segmentation analysis for <Business Name> to identify distinct customer segments based on the service, demographics, behavior, and purchasing patterns. Develop targeted marketing strategies, personalized messaging, and product/service offerings for each customer segment to maximize customer acquisition and retention.

- ▶ **Business Priorities** - I am <job title/function> and my goal is to <primary business goal>. I am going to paste my to do list below. Using the Pareto Principle, reorder my to do list in order of priority with the goal of getting the most results to my goal. Order the list with the #1 priority at the top, then descending.