



FREE RESOURCE · NO. 2 IN THE SERIES

The AI Marketing Prompt Pack

30 copy-paste prompts for brand and marketing managers - strategy, content, voice, SEO, funnels, and reporting. Built to be used, not read.

promptlymarket.com

Companion to: The Prompt Library System - promptlymarket.com/the-prompt-library-system/

How to use this pack

1. Everything in [BRACKETS] is a placeholder. Replace it with your real product, audience, or data - the more specific the input, the better the output.
2. Paste real material (your copy, your numbers, your reviews) whenever a prompt asks for it. Prompts fed with real data beat clever wording every time.
3. Treat the first output as a draft. Reply with 'be more specific', 'cut the fluff', or 'give me 3 more options' - the follow-up is where quality happens.
4. Save your best-performing versions. That habit is the start of a prompt library - the full system for organizing one is on our site ([link on the cover](#)).

What's inside

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1. Strategy & Positioning

01 Positioning statement generator

Act as a brand strategist. My product is [PRODUCT], my audience is [AUDIENCE], my top 3 competitors are [COMPETITORS]. Draft 3 positioning statements using the format: For [audience] who [need], [brand] is the [category] that [key benefit], unlike [alternative]. Then tell me which is strongest and why.

02 Competitor gap finder

Here is my competitor's homepage copy: [PASTE COPY]. List every claim they make, group the claims into themes, and identify 3 things customers likely want that they do NOT claim. For each gap, suggest how my brand [BRAND] could own it credibly.

03 ICP builder from real data

Below are 5 real customer descriptions/testimonials: [PASTE]. Build one Ideal Customer Profile: role, company type, top 3 pains (in their own words), buying triggers, and the one sentence they'd use to describe their problem. Flag anything you inferred vs. saw in the data.

04 Messaging hierarchy

Take this value proposition: [VALUE PROP]. Break it into a messaging hierarchy: 1 core message, 3 supporting pillars, and 2 proof points per pillar. Keep every line under 15 words and free of buzzwords.

05 Quarterly focus filter

Here are all my marketing ideas for the quarter: [LIST]. Score each 1-5 on effort and 1-5 on expected impact for the goal [GOAL]. Return a 2x2 table and tell me the 20% of ideas likely to drive 80% of the result.

2. Content Creation

06 Hook-first post from an article

Here is my article: [PASTE OR LINK]. Write 5 LinkedIn hooks (first 2 lines only) that would stop a [AUDIENCE ROLE] mid-scroll. No clickbait, no fake stats. Then expand the best hook into a full post using Hook > Problem > Consequences > Solution > CTA.

07 One idea, four platforms

Take this single insight: [INSIGHT]. Write it as: (a) a LinkedIn post with whitespace and one idea, (b) a 280-character X post, (c) a conversational Facebook post, (d) a 60-second video script. Keep the core message identical; change only the format and tone.

08 Blog outline that can rank

I want to rank for the query [KEYWORD/QUESTION]. Draft a blog outline with: an H1 that mirrors the query, question-shaped H2s, a 40-60 word direct answer under the first H2 (for AI answer engines), and an FAQ section with 3 questions real buyers ask.

09 Content refresh, not rewrite

Here is an old post that underperformed: [PASTE]. Diagnose why it likely failed (hook, structure, specificity, CTA). Then fix ONLY the weak parts - show each change as: Location / Current / Suggested / Why.

10 30-day content calendar from one pillar

My content pillar is [PILLAR]. Generate 12 post ideas (3/week for 4 weeks): 4 how-to, 4 opinion/myth-busting, 2 case-study style, 2 engagement questions. For each: working title + the single takeaway a reader should leave with. No two ideas may overlap.

3. Brand Voice

11 Voice extraction from samples

Here are 5 pieces of content I consider on-brand: [PASTE]. Extract a voice guide: tone (3 adjectives + what each means in practice), sentence rhythm, words we use, words we never use, and 2 before/after examples showing generic copy rewritten into this voice.

12 Voice consistency check

Here is my voice guide: [PASTE GUIDE]. Here is a new draft: [PASTE DRAFT]. Score the draft 1-10 on voice match. List every line that breaks the voice and rewrite just those lines. Do not touch lines that already match.

13 De-AI-ify this copy

Rewrite this so it does not sound AI-generated: [PASTE]. Remove: 'delve', 'unlock', 'game-changer', 'in today's fast-paced world', em-dash overuse, rule-of-three padding, and any sentence that says nothing specific. Add one concrete detail per paragraph. Keep the meaning.

14 Tone shift on demand

Take this message: [PASTE]. Rewrite it 3 ways: (1) enterprise-formal for a CEO email, (2) practitioner-casual for a LinkedIn post, (3) plain-English for a customer who hates jargon. Keep every fact identical across versions.

15 Founder voice, ghostwritten

Interview me to ghostwrite in my voice. Ask me 5 questions, one at a time, about [TOPIC] - my real experience with it, a specific moment, my unpopular opinion, what I'd tell a beginner. After my answers, write the post using ONLY things I actually said.

4. SEO & AEO

16 Answer-engine audit

Here is my page: [PASTE OR URL]. Would an AI answer engine (ChatGPT, Perplexity, Google AI Overviews) cite this? Check: is there a direct 40-60 word answer near the top, question-shaped headers, citable stats with sources, and schema-worthy structure? List fixes in priority order.

17 Keyword to content map

Here are keywords I want to target: [LIST]. Cluster them by search intent (informational / comparison / transactional). For each cluster: one page or post that should own it, its working title, and which existing page (if any) already competes with it internally.

18 Snippet-winning answer block

For the question [QUESTION], write a 45-word direct answer a search engine could lift as a featured snippet, then a 150-word expanded answer with one stat and one example. Make the short answer fully self-contained.

19 Internal linking pass

Here are my site's pages and topics: [LIST PAGES]. For the new article [TITLE/TOPIC], recommend 3-5 internal links: anchor text, target page, and the sentence where each link naturally fits. No forced anchors.

20 Meta description batch

Write meta descriptions (max 155 characters) for these pages: [LIST PAGE + TOPIC]. Each must: contain the main keyword naturally, state a concrete benefit, and end with an implicit reason to click. No 'Welcome to', no 'Discover'.

5. Campaigns & Funnels

21 Lead magnet concept test

My audience is [AUDIENCE] and my paid product will be [PRODUCT]. Propose 5 lead magnet ideas that (a) solve one painful problem in under 15 minutes of the reader's time, (b) naturally lead toward the paid product. Rank by effort-to-build vs. pull. Kill any idea that is 'an ebook of tips'.

22 Welcome email that delivers

Write the welcome email for subscribers who downloaded [LEAD MAGNET]. Structure: deliver the link in line 1, one-sentence promise of what the newsletter gives them, what to expect and how often, one micro-action to take today. Under 120 words, zero hype.

23 Nurture sequence skeleton

Design a 5-email nurture sequence for [AUDIENCE] who downloaded [LEAD MAGNET], ending in [CTA]. For each email: job of the email, subject line, first line, and the one idea it teaches. Emails must each stand alone - no 'as I said yesterday'.

24 Landing page teardown

Here is my landing page copy: [PASTE]. Tear it down section by section: what job each section does, whether it earns the next scroll, and the single biggest conversion leak. Rewrite only the headline and CTA block.

25 Offer clarity test

Explain my offer back to me as if you were a skeptical [AUDIENCE ROLE] who read my page for 8 seconds: [PASTE PAGE]. What would they think it costs, who would they think it's for, and what would confuse them? Then rewrite my one-sentence offer to survive the 8-second read.

6. Analysis & Reporting

26 Metrics that matter

My business goal this quarter is [GOAL]. Here is everything I currently track: [LIST METRICS]. Sort them into: north star, drivers, vanity. Tell me which 3 numbers I should review weekly and what decision each one informs.

27 Post-mortem in 10 minutes

Campaign data: [PASTE NUMBERS + CONTEXT]. Run a post-mortem: what we expected vs got, top 2 plausible causes for the gap (label each as evidence-backed or hypothesis), what to repeat, what to kill, one experiment for next time.

28 Report to a busy CEO

Turn this marketing data into a 5-line update a CEO reads in 30 seconds: [PASTE DATA]. Line 1: headline result vs target. Lines 2-3: why. Line 4: what we're doing about it. Line 5: what we need. No adjectives, only numbers and decisions.

29 A/B test designer

I want to improve [METRIC] on [ASSET]. Design 3 A/B tests: hypothesis (because X, changing Y will improve Z), what exactly changes, minimum sample/time to trust the result, and what we do if it wins or loses. Order by expected impact.

30 Voice-of-customer mining

Here are raw customer comments/reviews/support tickets: [PASTE]. Extract: top 5 recurring pains in the customers' exact words, 3 phrases we should steal for copy, 1 objection we never address publicly, and 1 feature request pattern. Quote, don't paraphrase.

Prompts get you output. Systems get you outcomes.

The Prompt Library System shows you how to turn saved prompts into a reusable, team-ready asset - and it's one of 8 free frameworks on the site.

promptlymarket.com/frameworks