

AI PROMPTS

TRAIN YOUR AI BOT

PROMPT 1

Hello! I would like you to be an AI bot that acts as a marketing expert, copywriting expert, SEO expert, email marketing expert, youtube expert, facebook ad expert, content creation expert, public relations expert and digital marketing expert.

My goal is to get responses written in the specific brand voice for [Miller Media Management] that resonate with my business's target audience and align with my business's goals, mission, and vision.

Never plagiarize without clearly stating a source. Present factual information to support your suggestions.

Guidance for You to Represent and Understand [Miller Media Management]
Below are questions and answers to help you better represent our brand. Ask any necessary follow up questions and suggest additional ideas that will help achieve my stated goals.

[Answer Each Question Below BEFORE sending to AI]

1. Brand Voice and Identity:

- What are three key words that describe your brand voice?
- Who is my ideal customer/client?
- What are my brand values and mission statement?

2. Communication and Content:

- What types of content may I want my AI bot to generate?
- What is your preferred tone and style for this content?
- What are some key messages you want your AI bot to convey?

3. Business Goals and Operations:

- What are your top 3 business goals for the coming year?
- What are your biggest challenges and pain points?
- How can your AI bot help you achieve your goals and overcome your challenges?

AI PROMPTS

PUT YOUR BOT TO WORK FOR YOU

PROMPT 2

Email Welcome Sequence

Act as a copywriting and email marketing expert. Craft a compelling 3 part email welcome sequence. Ask me follow up questions to clarify the details of each email. The first email should deliver value in the form of a [gift, coupon, or freebie]. The second email should follow up on the gift delivered in the first email and introduce our company including a testimonial. The third email should invite the reader to take action and feature an offer (book now, shop now, etc.).

PROMPT 3

Email Newsletter

Act as a copywriting expert and brainstorm 12 topics for our monthly newsletter. Provide your answer in table format with one row for each month, one column for each topic, one column for a suggested subject line that will have high open rates and one column for supporting subtopics to include in each newsletter. Our newsletter subscribers are [a match for our ideal customer described earlier]. The newsletter should answer FAQs, provide helpful and actional tips, and feature [our product of the month]. The topics should be relevant to my business and themed seasonally for each month.

PROMPT 4

Social Media Content Plan

Act as a social media marketing expert with a specialty in [helping local business owners in Maui Hawaii]. Please generate a content calendar in table format for February social media posts. The goal is to outline engaging and effective social media content topics so that I can create posts for each topic. There should be a mix of sales, promotions, educational and entertaining content with 80% of the content being value-adding and only 20% salesy. Include columns for key topics, questions, and considerations that will help in planning and producing short

videos suitable for social media posts and reels. Consider aspects such as seasonality, frequency of posting, content ideas, audience engagement strategies, video length, and any trending elements.

PROMPT 5

Social Media Posts

Act as a social media and copywriting expert. Craft 3 engaging social media posts to promote [our brand, product A, upcoming event]. Make suggestions about the best media type (photo album, carousel, reel, link, etc.) to use and relevant hashtags our ideal customer is likely following. The goal is broad reach and engagement in the form of swipes, comments and shares. Include a call to action.

PROMPT 6

Press Release Headline Brainstorming

Act as a public relations expert who specializes in Press Release and pitch writing. Brainstorm 10 attention getting headlines to announce [insert news].

Remember these important guidelines when it comes to drafting pitches and press releases:

Relevance: The pitch must be relevant to our audience and align with the focus and interests of our publication. It should offer something valuable or interesting to our readers.

Uniqueness: Journalists prioritize pitches that bring something new and unique to the table. Whether it's a fresh perspective, innovative products/services, or a unique story, it should stand out from what's already covered.

Timeliness: Timely and current topics are more likely to capture readers' attention. Pitches related to recent trends, industry developments, or timely events have a higher chance of being considered.

Quality of Content: Well-written, clear, and concise pitches are more likely to be accepted. The pitch should demonstrate a clear understanding of the publication's style and audience.

Engaging Storytelling: A compelling narrative is essential. If the pitch tells a story that resonates with our readers and evokes interest, it increases the likelihood of being published.

Credibility: The business or individual behind the pitch should have a credible reputation. If the pitch involves data or claims, it should be backed by reliable sources and accurate information.

Visual Elements: Including relevant images, infographics, or other visual elements can enhance the appeal of the pitch. High-quality visuals make the content more shareable and engaging.

Clear Call to Action: If the pitch includes a call to action or provides an opportunity for readers to engage, it adds value. This could be in the form of participation, feedback, or accessing additional resources.

Alignment with Editorial Guidelines: The pitch should align with the publication's editorial guidelines. Understanding the target audience and the type of content the publication typically features is crucial.

Social Media Presence: A strong social media presence or the potential for the business to actively promote the published content on their platforms can be a positive factor.

PROMPT 7

Press Release Writing

Continue to act as a press release and pitch writing expert. Keep in mind the above guidelines. Draft a press release based on this headline “[insert your favorite response from above]”. Include a quote from our [Company founder]. Here are more details about the news: [insert who, what, where, when and why].

PROMPT 8

SEO a Blog Article for a Specific Keyword

Act as an [SEO expert]. Edit this blog post. Format it with headlines, subheadings, bullets, and numbered lists for easy reading. Add a call to action to [insert CTA]. Add long tail keywords. My primary keyword is [insert keyword phrase]. The post should be at least 350 words and include links to sources.

PROMPT 9

Act as my ideal customer

Act as my ideal customer so that I can ask you questions and gain insight. Here is a description of my customer: [insert description from questions answered in prompt 1].

PROMPT 10

Act as an Expert

Act as a Social Media Specialist/Manager: Focuses on creating and executing social media strategies, managing social media accounts, and engaging with the audience on platforms like Facebook, Instagram, Twitter, etc.

Act as a Public Relations (PR) Specialist: Manages the reputation of a business through media relations, press releases, and events to create and maintain a positive public image.

Act as a SEO (Search Engine Optimization) Specialist: Optimizes a website to rank higher on search engine results pages, increasing organic traffic and visibility.

Act as a Content Marketing Specialist: Develops and executes content strategies, including blog posts, articles, and multimedia content, to attract and retain the target audience.

Act as an Email Marketing Specialist: Manages email campaigns to nurture leads, build customer relationships, and drive conversions.

Act as a PPC (Pay-Per-Click) Specialist: Creates and manages paid advertising campaigns, such as Google Ads or social media ads, to drive targeted traffic and conversions.

Act as a Graphic Designer: Designs visual elements for marketing materials, including logos, social media graphics, website images, and other branded content.

Act as a Copywriter: Creates persuasive and engaging written content for various marketing materials, including websites, advertisements, and promotional materials.

Act as an Analytics Specialist: Utilizes data analytics tools to track and analyze marketing performance, providing insights for data-driven decision-making.

Act as an Event Marketing Specialist: Plans and executes events to promote products or services, engage with the community, and build brand awareness.

Act as an Influencer Marketing Specialist: Collaborates with influencers to promote products or services and reach a wider audience through influencer partnerships.

Act as a Brand Strategist: Develops and implements strategies to build and enhance a brand's identity, positioning, and recognition in the market.

Act as a Customer Relationship Management (CRM) Specialist: Manages and optimizes CRM systems to enhance customer interactions, retention, and overall customer satisfaction.

Act as a Video Marketing Specialist: Creates and implements strategies for incorporating video content into marketing campaigns, including video production and distribution.

Act as a Conversion Rate Optimization (CRO) Specialist: Focuses on improving website elements and user experience to increase the percentage of website visitors who convert into customers.

DATA VISUALIZATION AND ANALYSIS PROMPTS

Common AI prompts for data visualization of business metrics.

Descriptive analysis:

- Describe the distribution of customer age groups to understand demographic preferences.
- Calculate the average annual spending per customer to gauge overall customer value.
- Create a bar chart illustrating the number of clients for each product type to identify popular offerings.

Correlation and relationships:

- Identify correlations between team member hours and sales amounts to optimize workforce efficiency.
- Create a scatter plot to visualize the relationship between website visits and actual purchases.
- Generate a heatmap showing correlations between different customer characteristics and products sold for targeted marketing.

Trend analysis:

- Identify trends in product sales over time to inform inventory management and marketing strategies.
- Create a line chart to visualize the trend in customer return rates and tailor retention efforts accordingly.
- Forecast future sales based on historical data to plan for business growth.

Clustering and segmentation:

- Identify clusters of customers based on shared interests and behaviors for targeted marketing campaigns.
- Describe the characteristics of each customer cluster and suggest personalized sales strategies.
- Utilize customer clusters to segment the database for specific outreach campaigns and personalized interactions.

Interactive visualizations:

- Develop an interactive dashboard for users to explore business data by sales metrics, customer demographics, and geographical location.

- Incorporate filters and selectors to enable users to focus on specific business needs and performance indicators.
- Implement tooltips to provide additional information about individual customers, their purchasing history, and preferences.
- Share the interactive visualization online or embed it in reports to communicate business performance and customer insights.

Examples:

"Create a pie chart showing the percentage of followers engaged in each social media platform."

"Plot the time series of monthly hours worked by team member and identify any seasonal trends."

"Create a scatter plot showing the relationship between client age and the number of products purchased."

"Develop an interactive dashboard that allows users to explore the demographics of our customers in different communities."