

ChatGPT Prompts for Marketers

What Is ChatGPT is a free, independent plain-English guide to ChatGPT. This guide gives marketers practical starting points for campaign planning, audience research, email, content, advertising and reporting. It is not affiliated with OpenAI.

How to use it: copy a prompt, replace every square-bracket placeholder with information you are allowed to share, and include the relevant brief or source material. Each prompt asks ChatGPT to work only from supplied facts and to flag gaps rather than fill them in. Review and edit every response before use.

01 Campaign briefs

01 Build a campaign brief

Create a campaign brief using only the facts below: [product or service], [goal], [audience information], [approved offer], [channels], [dates], [budget if supplied], [brand voice] and [constraints]. Organise it into objective, audience, message, deliverables and open questions; do not invent details, and mark every missing fact as a question.

02 Find creative routes

Suggest three distinct creative routes for [campaign goal], based only on this supplied brief: [paste approved brief and facts]. For each route give a core idea, a message and a suitable execution; label assumptions, avoid unsupported claims, and ask about missing information.

03 Shape a channel plan

Turn these supplied campaign facts into a channel plan: [goal], [audience], [approved message], [channels], [dates], [assets available] and [constraints]. For each channel suggest its role and a content format; use no outside facts, and flag any recommendation that depends on an assumption.

04 Clarify the message hierarchy

Using only these approved details [paste facts, offer terms and restrictions], propose a message hierarchy for [campaign]. Separate the main message, supporting points and call to action; do not add prices, benefits or conditions that are not stated, and list unresolved details as questions.

05 Make a launch checklist

Build a launch checklist for [campaign] from the supplied deliverables, owners and dates: [paste confirmed details]. Group tasks into preparation, review, launch and follow-up; leave unknown owners or dates marked as questions, and do not create deadlines or responsibilities.

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02 Audience persona hypotheses

Treat every persona below as a hypothesis to test, not a verified description of real people.

06 Draft a testable persona hypothesis

Using only this supplied research [paste anonymised findings and source context], draft one audience persona hypothesis for [product or service]. Label it Hypothesis to test, separate evidence from interpretation, cite only sources I supplied, and list what must be validated.

07 Map needs and barriers

From these supplied customer insights [paste anonymised notes or research], map possible needs, motivations and barriers for [audience or product]. Label every audience statement Hypothesis to test, do not generalise beyond the evidence, and identify questions for further research.

08 Compare audience segments

Compare the segments described in this supplied material [paste research and segment definitions] for [campaign goal]. Use only evidence provided, label inferred differences Hypothesis to test, and show unknowns separately rather than filling them with stereotypes or invented demographics.

09 Write research questions

Write [number] neutral interview questions to test this audience hypothesis [paste hypothesis] with [intended participants]. Use the supplied research context [paste context], avoid leading or sensitive questions, and do not treat the hypothesis as established fact.

10 Revise a persona from findings

Compare this persona hypothesis [paste current version] with these supplied, anonymised findings [paste findings]. Identify what is supported, contradicted or still unknown, keep the label Hypothesis to test where evidence is incomplete, and do not invent participant quotes or conclusions.

03 Email subject lines

11 Generate subject line options

Write [number] email subject line options for [email purpose] using only these approved details [paste facts, audience and offer terms]. Keep each accurate and distinct, avoid unsupported urgency or promises, and flag any missing context as a question.

12 Pair subject lines with preheaders

Create [number] subject line and preheader pairs for [email purpose] from these supplied facts [paste approved content]. Make each pair coherent without repeating itself, use no unverified claims, and ask for any missing offer or audience details.

13 Prepare an A/B test

Suggest [number] subject line pairs that test one clear difference for [email campaign], using only this supplied message and audience context [paste facts]. Explain the single variable in each pair; do not predict a winner or claim statistical significance.

14 Draft a concise email

Draft a [length] email for [audience] about [purpose], using only this approved copy and these facts [paste source material]. Include a clear next step, preserve all terms accurately, and mark unsupported or missing details as questions instead of adding them.

15 Review an email for accuracy

Review this draft [paste email] against the approved source facts and requirements [paste sources and rules]. Flag factual mismatches, unclear terms, unsupported claims and compliance questions; do not silently rewrite uncertain points or provide legal assurance.

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04 Content calendars

16 Build a content calendar

Create a [period] content calendar using only these supplied dates, channels, themes and publishing capacity [paste details]. Show date, channel, topic, format and source; leave unknown dates blank and ask questions rather than inventing events or publishing commitments.

17 Map content pillars to slots

Distribute the supplied content pillars [list pillars] across these confirmed dates and channels [paste schedule] for [goal]. Use only the provided facts and capacity, show the pillar for every slot, and flag gaps without creating new dates or claims.

18 Repurpose approved material

Turn this supplied source material [paste article, transcript or approved copy] into [number] content ideas for [channels]. Keep every factual point traceable to the source, distinguish direct facts from proposed framing, and list any details that need checking.

19 Plan a campaign sequence

Arrange the supplied campaign milestones and approved messages [paste confirmed facts and dates] into a sequence for [channels]. Use only the confirmed timing and information, identify dependencies, and ask about any missing dates or assets rather than assuming them.

20 Check a calendar for gaps

Audit this draft calendar [paste calendar] against these supplied goals, dates, channels and constraints [paste brief]. Identify missing information, duplication or workload conflicts; do not add topics, events or performance claims that are not in the brief.

05 Ad copy variants and reporting summaries

21 Write ad copy variants

Write [number] ad copy variants for [channel and format] promoting [product or service], using only these approved facts and terms [paste source]. Give each a distinct angle, keep within [character or word limits supplied], and do not add benefits, prices or claims.

22 Adapt copy for channels

Adapt this approved core message [paste message and facts] for [list channels and their supplied format limits]. Keep the meaning and claims unchanged, make each version fit the provided limits, and ask if a platform requirement has not been supplied.

23 Explore calls to action

Suggest [number] calls to action for [campaign goal] and [audience], using only this supplied offer, destination and approved wording [paste facts]. Keep each action accurate to what the reader can actually do, and do not imply an unprovided benefit or deadline.

24 Summarise a marketing report

Summarise this supplied reporting data [paste figures, date range, definitions and source] for [reader]. State the period and units, separate observations from interpretation, reproduce figures accurately, and do not calculate or infer missing values.

25 Draft evidence-aware takeaways

Using only this supplied report and its metric definitions [paste data and context], draft [number] takeaways and possible next questions for [audience]. Do not claim causation, invent benchmarks or studies, or present a hypothesis as a finding; label uncertainty and request missing context.

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Check before you use it

- ☐ Never put client, patient, staff or customer personal data into ChatGPT.
- ☐ ChatGPT output may be wrong. Verify facts, figures, citations, audience assumptions, claims and compliance before using or sharing it.
- ☐ Check that no unsupported claim, invented statistic, study, testimonial or author experience has slipped into the final copy. Confirm any rules that apply to your organisation and campaign.

Example

Example scenario (fictional): an independent bookshop is promoting a weekend reading event. This made-up scenario demonstrates structure only; it is not a real business, event or result.

Example output: “A Saturday for stories and good company.” This is illustrative wording, not a verified event detail or performance claim.