Digital Marketing Institute
Part of the BPP Group

TOOLKIT

A GUIDE TO USING CHATGPT PROMPTS FOR YOUR DIGITAL MARKETING PLAN

CHATGPT PROMPTS FOR YOUR DIGITAL MARKETING PLAN

The key to success with ChatGPT is to use well-thought-out prompts. The more detailed your input is, the better ChatGPT's output will be.

ChatGPT can be used at various stages when developing your digital marketing strategy or plan.

Here's a starter pack of prompts to help you to carry out the following tasks for your strategy or plan:

1. Setting objectives
2. Defining audience personas
3. Setting channel strategy
4. Creating content pillars
5. Generating content ideas
6. Determining paid media
7. Developing the execution roadmap

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1. Set Objectives

Having clear and well-defined objectives is paramount to success. The ability to set SMART objectives is a skill that will guide your marketing efforts effectively. These objectives bring clarity, measurability, and focus to your efforts, and ensure that you have clear, attainable goals that align with the broader mission. They also provide a structured approach, allow for precise measurement, and motivate engagement by the wider business.

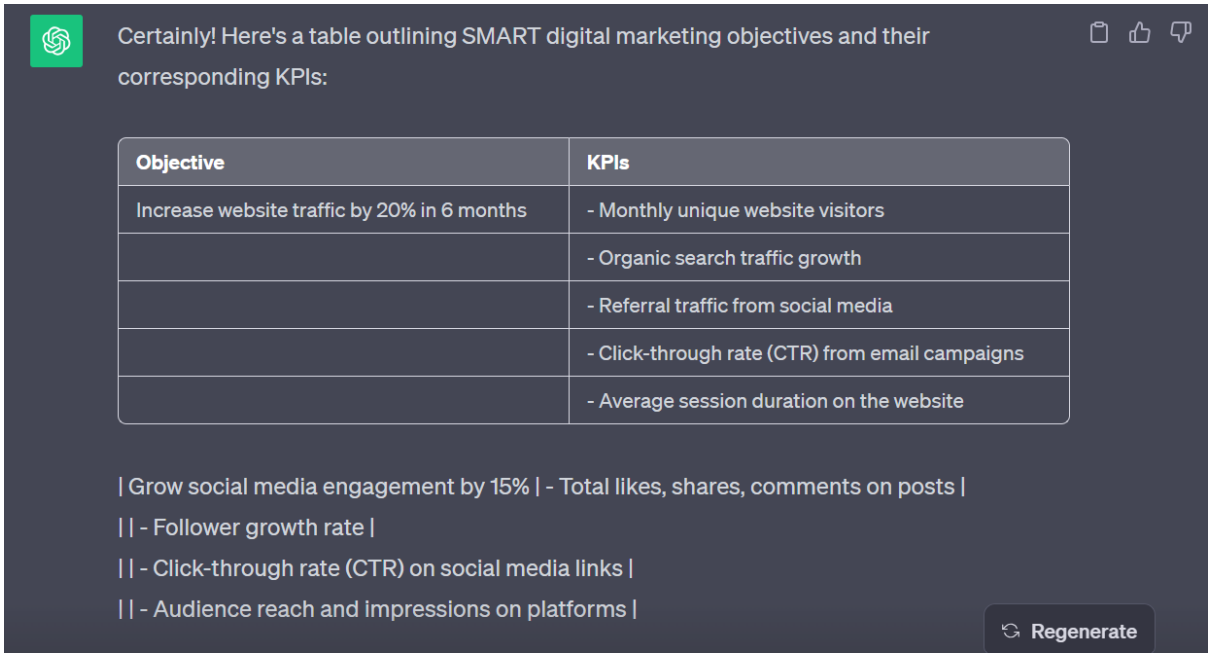
Sample Prompt: Set objectives

You are an expert digital marketing strategist who speaks and writes fluent English in a professional but down-to-earth tone.

Define SMART digital marketing objectives and KPIs in a structured format. Use a table with two columns. The first column header is 'Objective' and the second column header is 'KPIs'. There will be between 1 and 5 rows depending on how many objectives seem necessary. Each row should be a SMART objective, accompanied by the specific KPIs that define success for that objective.

In my own words, the results I would like to achieve in my digital marketing are [insert what results you would like to achieve, in your own words]

ChatGPT result snapshot



Certainly! Here's a table outlining SMART digital marketing objectives and their corresponding KPIs:

Objective	KPIs
Increase website traffic by 20% in 6 months	- Monthly unique website visitors
	- Organic search traffic growth
	- Referral traffic from social media
	- Click-through rate (CTR) from email campaigns
	- Average session duration on the website

Grow social media engagement by 15%	- Total likes, shares, comments on posts
	- Follower growth rate
	- Click-through rate (CTR) on social media links
	- Audience reach and impressions on platforms

Regenerate

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2. Define Audience Personas

As a marketer, you need to know whom you're selling to. You can then craft highly personalized messages that will resonate with different segments of your audience.

Audience personas are generalized fictionalized representations of your audience segments. They take you away from treating the audience like a faceless mass of people and make your audience segments more real. And they enable you to get a deeper understanding of your different audience segments and their needs. ChatGPT can help you develop these personas, based on what you already know about your audience.

Sample Prompt: define audience personas.

You are an expert digital marketing researcher who speaks and writes fluent English.

Your task is to generate a detailed audience persona for a [insert business type] that sells [insert product or service]. The audience is [insert what you know about your audience].

Structure your response in 4 separate tables.

Here is the required format for each table:

1. DEMOGRAPHICS

- 2 columns and 7 rows
  - Column 1 = Data points (Name, Age, Occupation, Annual income, Marital status, Family situation, Location)
  - Column 2 = Answers for each data point in Column 1.

2. USER DESCRIPTION

- A summary of the user persona in no more than 240 characters.

3. PSYCHOGRAPHICS

- 2 columns and 9 rows
  - Column 1 = Data points (Personal Characteristics, Hobbies, Interests, Personal Aspirations, Professional Goals, Pain Points, Main Challenges, Needs, Dreams)

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- Column 2 = Answers for each data point in Column 1.

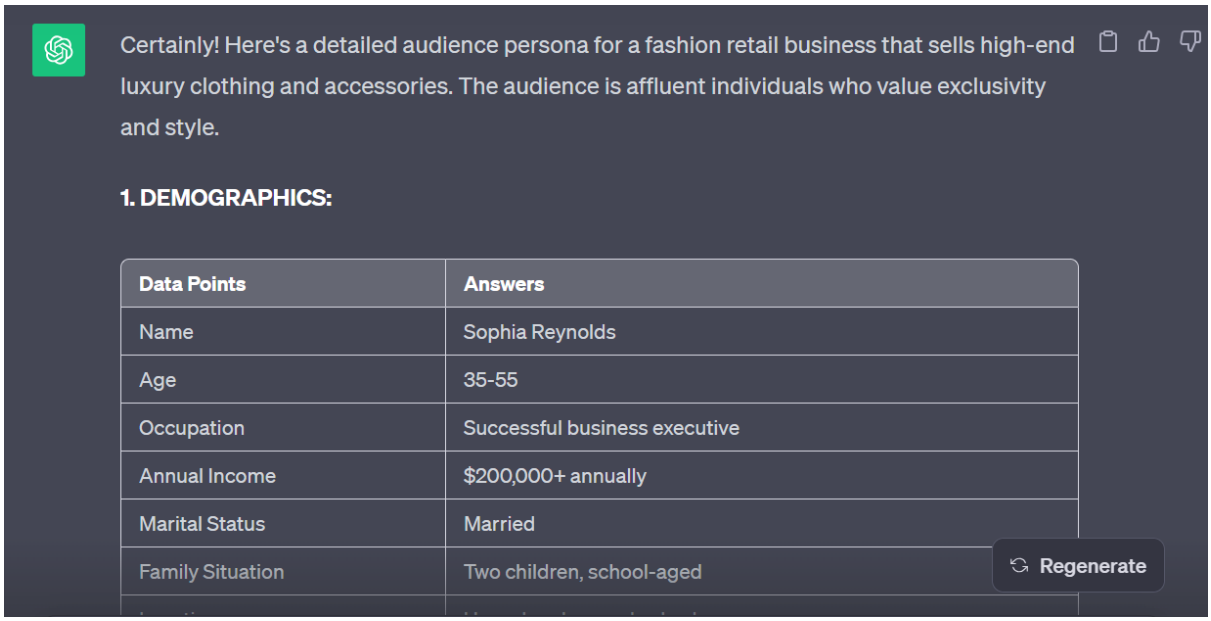
4. SHOPPING BEHAVIORS

↗ 2 columns and 8 rows

- Column 1 = Data points (Budget, Shopping Frequency, Preferred Channels, Online Behavior, Search Terms, Preferred Brands, Triggers, Objections)
- Column 2 = Answers for each data point in Column 1.

Please make sure that your response is structured in 4 separate tables and has a separate row for each data point. Do not provide bullet points. Base your responses on the primary information provided about the business, its product or services and the currently known information on the audience.

ChatGPT result snapshot



Certainly! Here's a detailed audience persona for a fashion retail business that sells high-end luxury clothing and accessories. The audience is affluent individuals who value exclusivity and style.

1. DEMOGRAPHICS:

Data Points	Answers
Name	Sophia Reynolds
Age	35-55
Occupation	Successful business executive
Annual Income	$200,000+ annually
Marital Status	Married
Family Situation	Two children, school-aged

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3. Set Channel Strategy

A digital marketing campaign needs to define which channels you will focus on. What channels are your audience segments active on? What content works best on which channel? What do you hope to achieve with each channel? And, of course, how much can you spend on each channel? Armed with this information, you can then set key performance indicators (KPIs) for the different channels.

Sample Prompt: set the channel strategy

You are an expert digital marketing strategist that speaks and writes fluent English.

Create a digital marketing channel strategy for my company in the format of a table.

- The column headers are the names of suggested channel names such as 'Facebook', 'LinkedIn', 'Email', 'Podcast' et al.
- The row headers are: 'Audience', 'Core Purpose', 'Content', 'KPIs', 'Budget'.

Based on my objectives and my audience persona, plus any other information I provide, suggest the most effective channels and explain their role using the table format above.

My objectives are [insert objectives output from earlier chat]. My audience personas are [insert audience persona output from earlier chat]. [Insert any extra information about the business].

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ChatGPT result snapshot



Certainly, based on your objectives and the audience persona for your luxury fashion retail business, here's a digital marketing channel strategy in table format:

Channel	Audience	Core Purpose	Content	KPIs	Budget
Social Media	Sophia Reynolds and similar	Showcase luxury products, brand lifestyle	High-quality images, fashion tips	Follower growth, engagement rate, website traffic, sales conversions	Moderate to High
	affluent individuals		behind-the-scenes, exclusive offers		
			influencer		

Regenerate

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4. Create Content Pillars

Having decided which channels you'll use to engage your audience segments, you need to start to develop your content strategy. To do this, you should decide on content pillars. These are like the themes around which your content will cluster. And it's been proven time and again that it's better to have these content clusters that are in specific topics rather than just creating content generally across a wide subject area.

Sample Prompts: create content pillars.

Following on from the above chat about channels

Now suggest between 4 and 8 content pillars. These core themes will be what all of my content will cluster around, to demonstrate my depth of expertise, passion and values to both the human audience and content recommendation algorithms such as Google Search and TikTok. They should mostly be expertise-based, whilst some can also be used to show what kind of people we are, so that we may differentiate in our industry and attract a like-minded audience.

Present the content pillars in a table.

- The first column header is 'Pillars', and each row describes a pillar.
- The second column header is 'Topics'. This describes the key sub-topics that comprise that pillar. These may be somewhat like what we would in SEO call keywords. Format the topics cell as a dashed un-numbered list.

The topics I know most about are:

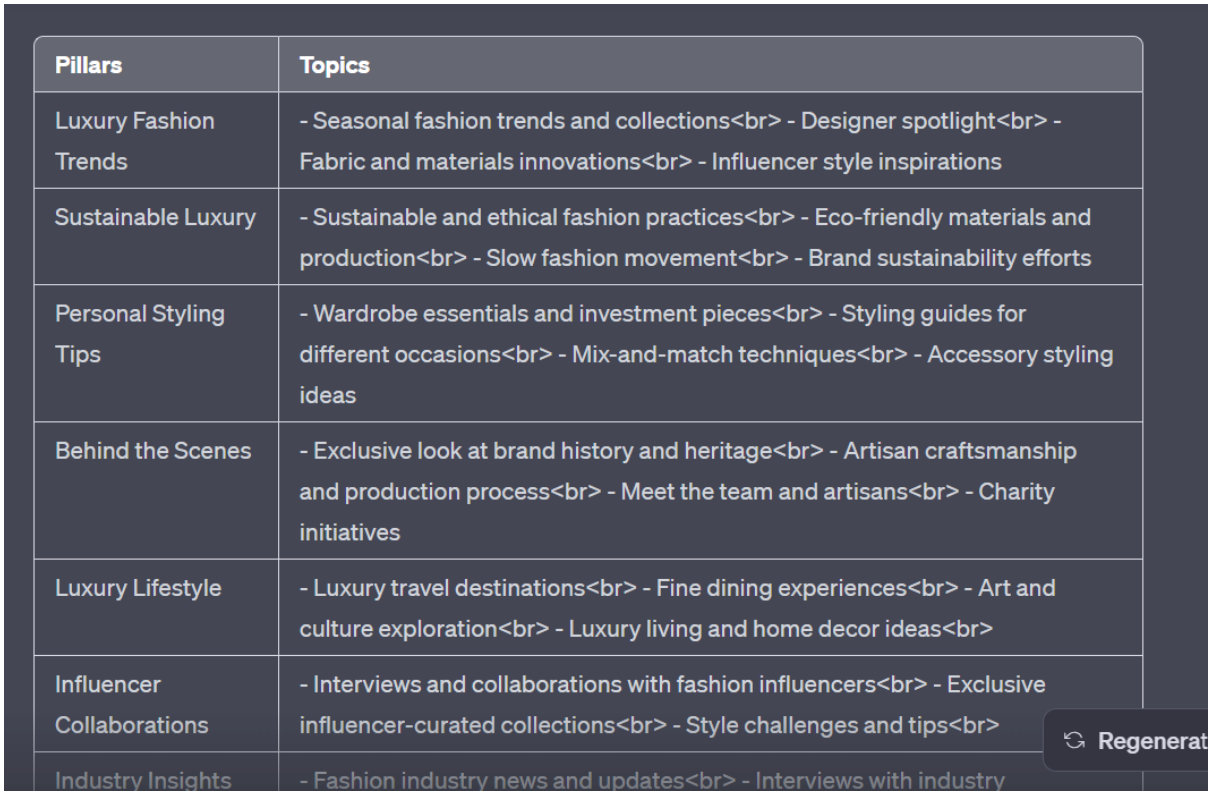
[List the main things you know about. Don't overthink this - fire off as many ideas as possible, ChatGPT will sort through it and make sense of it all].

The core values and passion points I want to connect with my target audience around are:

[Describe the values that underpin your business purpose, and also the main parts of your business you are most passionate about].

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ChatGPT result snapshot



Pillars	Topics
Luxury Fashion Trends	- Seasonal fashion trends and collections - Designer spotlight - Fabric and materials innovations - Influencer style inspirations
Sustainable Luxury	- Sustainable and ethical fashion practices - Eco-friendly materials and production - Slow fashion movement - Brand sustainability efforts
Personal Styling Tips	- Wardrobe essentials and investment pieces - Styling guides for different occasions - Mix-and-match techniques - Accessory styling ideas
Behind the Scenes	- Exclusive look at brand history and heritage - Artisan craftsmanship and production process - Meet the team and artisans - Charity initiatives
Luxury Lifestyle	- Luxury travel destinations - Fine dining experiences - Art and culture exploration - Luxury living and home decor ideas
Influencer Collaborations	- Interviews and collaborations with fashion influencers - Exclusive influencer-curated collections - Style challenges and tips
Industry Insights	- Fashion industry news and updates - Interviews with industry

Bonus Prompt

When developing your content strategy, you also need to keep an eye on what content your competitors are producing and how it is performing. You can use ChatGPT's web browsing functionality to search for the top websites that rank for specific keywords. And you can then have a follow-up prompt, asking it to determine the content pillars, based on the content (blogs, articles, news, and so on) on the site.

Get ChatGPT to work out your competitors' content pillars by looking at their website.

Firstly, enable 'Browse with Bing' from the 'GPT-4' dropdown menu. Note that you can ask ChatGPT to find competitors as below, or you can specify a competitor website for it to browse. Either way will work.

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You are an expert digital marketing strategist that speaks and writes fluent English.

Find the one website that ranks top for '[keyword]'. Ignore large aggregator, social or portal websites such as Wikipedia, Reddit, TripAdvisor, Twitter, YouTube et al.

Browse the site's content, blog, articles, or news section to work out what their core content pillars are. Provide an overview of the content that makes up each pillar. Present the pillars in a table format with the first column headed 'Pillar', the second column headed 'Content Overview', and a third column headed 'Keywords' in which you will speculate on the main keywords that this content appears to focus on. Offer 10 or so keywords for each pillar.

There must be between 4 and 8 pillars. If you think there are more than 8, then amalgamate similar pillars to distil the content into under 8 pillars.

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5. Generate Content Ideas

With your content pillars in place, you can then start to generate your content ideas. Answer Socrates is a great resource for discovering what questions people are asking Google on any given topic or keyword. You can then input these questions into ChatGPT and ask it to generate content ideas based on these questions. This approach helps to ensure that you are creating content that answers questions that people are asking.

Sample Prompt: generate content ideas.

- Go to answersocrates.com and input one of your topics.
- Copy the most relevant questions.
- Or search for your topic on Google and copy questions from the 'People Also Ask' section in the search results page.
- Make a list as long as you can of these questions and use the following prompt in ChatGPT.

You are an expert digital marketing copywriter that speaks and writes fluent English.

You will create a content plan, comprising content ideas for blogs, videos, and social media posts for a [business type] who wants to become known as an authority in [your pillar].

This content plan will make up a cluster of content pieces around the central topic of [your topic].

The content ideas must answer the following questions, which are also the search keywords we want to rank for:

[list of questions]

Optimize the content titles for search rankings based on each keyword. Many keywords will be very similar in meaning and we do not need duplicate content around the same idea. Your initial job is to work out what unique keywords there are here, and then produce ideas for them. Present the plan as a table where the first column is headed 'Content Title' and the second column is headed 'focus keyword'.

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6. Determine Paid Media

An omnichannel marketing strategy usually comprises three elements: paid, owned, and earned media. Paid media is paid advertising like Google Ads, social ads, and so on. It costs money, obviously, but it can also drive very specific results. It can help you build awareness, and then build middle-of-funnel and bottom-of-funnel conversions. You can use ChatGPT to help you craft effective ads for different platforms.

Sample Prompts: determine paid media.

You are an expert digital marketing copywriter that speaks and writes fluent English.

Your Google Search ads constantly get a high clickthrough rate as they are attention-grabbing and perfectly attuned to the reader's needs.

Create 2 lists, each in a table format.

- List 1 should contain 7 attention-grabbing Google Search ad headlines on the topic of [your keywords, comma separated]. Each ad headline should contain 30 characters max including spaces.
    - The column heading should say "Headlines (max. 30 characters)"
- List 2 should contain 7 emotional, attention-grabbing, concise Google Search ad descriptions on the topic of [your keywords, comma separated].
    - Always use a call to action at the end of each description.
    - Each description should contain 90 characters max including spaces.

Display this list in a table format.

The column heading should say "Descriptions (max. 90 characters)"

After you have created the headline and description list

You will list the 3 headlines (max. 30 characters) and 3 descriptions (90 characters max) that you feel work the best together.

This column heading will say "Best 3 Google Ads: My Recommendations".

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You will also give the reason as to why you think they are the best three headings and descriptions and what could potentially be improved.

This will be in a number list format.

Then ask me for feedback. Start by asking me if the ads could be improved, and if I say ‘yes’, ask why. Act on that feedback and then ask again. Keep asking me for feedback until I answer ‘no’ to the question of whether anything could be improved.

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7. Develop your Execution Roadmap

After all your planning and research, you're going to reach the stage when it's time to execute your strategy. Having a well-thought-out road in place helps ensure that the plan is executed in a logical fashion. Your plan can be as detailed or as simple as you need. You can feed the information from your plan into ChatGPT and it will then develop a roadmap for putting the plan into action.

Sample Prompts: develop the execution roadmap.

You are an expert digital marketing strategist and project manager that speaks and writes fluent English.

Create an executional roadmap for a digital marketing plan based on the following information:

- Timespan of [timespan of your plan e.g. 6 months]
- Start and end dates are [start and end date of the plan's timespan]
- Objectives are [paste your SMART objectives here]
- Marketing channels are [list the channels you will use e.g. email newsletter, Facebook]
- Campaigns I plan to run are [paste in campaign information in any format if you have it, remember ChatGPT can work with messy inputs]
- Key dates that must be included are [define any key dates such as product launches, campaign start dates, Black Friday et al]
- Frequency of review milestones to include is every [frequency at which you'd like to schedule reviews of your planned marketing activity e.g. week, month or quarter]

Present the roadmap in table format.

- The first column is headed 'Date' and will show the date of this particular milestone in the roadmap in the format '6th Nov 2023'.
- The second column is headed 'Milestone' and will detail the nature of this particular milestone.

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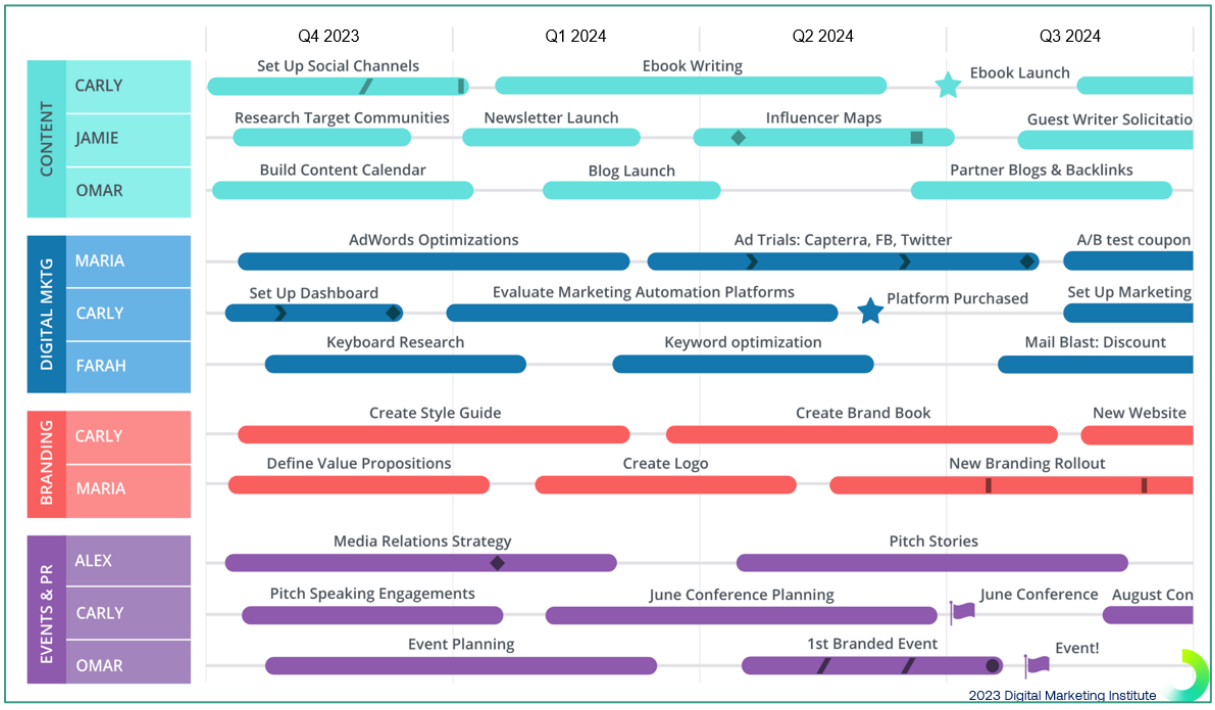
- The third column is headed ‘Actions’ and will list in an un-numbered list format what likely actions will be taken on the day of, and following, this particular milestone. You will discern what these tasks likely are from the above information.

Remember to include review milestones at the frequency specific above. These are regular review meetings in which we will assess the progress of the digital marketing activity based on the KPIs, and adjust our tactics as needed.

Once you have returned your response, ask me if the roadmap could be improved - yes or no. If I answer yes, ask me what other information I could have provided to improve the roadmap.

Encourage me to feed you more information to improve the results.

Based on these prompts, ChatGPT can help you develop an execution roadmap that looks something like this.



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