



AI Prompt Library

100 Practical Prompts
For Marketing Teams

*Better Questions.
Better **Marketing.***



INTRODUCTION

Think like a *painter*.

AI tools like ChatGPT, Claude, Gemini, and Copilot can now help with almost every marketing task: strategy, research, content, SEO, sales, reporting. With that much on tap, it's tempting to open a tab and start typing.

But think of a painter. The paint doesn't make the painting. The hand guiding the brush does. AI works the same way: it gives back what you put in. The clearer and more specific your prompt, the better the result. **Here are 100 to get you started.**

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STRATEGY & PLANNING 01-12

Before you prompt ↘

It's easy to jump straight into tactics, but great marketing starts with a plan.

Use these prompts to sharpen your goals, understand your audience, and decide what to tackle first. The more context you give AI (your business, competitors, budget, objectives), the more useful the results. And don't stop at the first answer. Refine it until it fits.

1 The 90-day marketing plan

Act as a fractional CMO. Build a 90-day marketing plan for a **[industry]** company that sells **[products/services]** to **[target audience]**. Prioritize initiatives by expected impact on **[primary goal]**, recommend key channels, estimate level of effort, and suggest measurable KPIs for each.

3 Positioning statement

Act as a senior brand strategist. Develop a positioning statement for **[brand]** that differentiates it from **[competitors]** while appealing to **[target audience]**. Include a concise value proposition, proof points, and three messaging pillars.

5 Buyer journey mapping

Map the complete buyer journey for **[target audience]** purchasing **[product/service]**. For each stage, identify customer questions, recommended content, likely objections, and opportunities to improve the experience.

7 Competitive deep dive

Perform a comprehensive competitive analysis of **[competitor]**. Evaluate their positioning, messaging, website, SEO, content strategy, social media, calls to action, and customer experience. Identify opportunities for differentiation.

9 The priority matrix

Review the following marketing initiatives: **[list]**. Prioritize them using an Impact vs. Effort framework. Explain your reasoning and recommend the order of execution.

11 Strategic risk assessment

Review our current marketing strategy and identify the three greatest risks that could limit success over the next year. Recommend practical mitigation strategies for each.

2 Market trend analysis

Analyze the **[industry]** market and summarize the three most significant shifts in buyer behavior over the past 18 months. Explain why they matter and recommend how a **[company type]** should adapt over the next 12 months.

4 Ideal customer profile

Create a detailed ICP for **[product/service]**. Include firmographics, demographics, goals, pain points, buying triggers, objections, decision criteria, preferred channels, and the questions buyers ask before purchasing.

6 Marketing goal evaluation

Evaluate the following marketing goal based on our **[budget]**, **[timeline]**, **[team size]**, and **[available resources]**: **[goal]**. Identify risks, unrealistic assumptions, and recommend improvements.

8 Quarterly marketing objectives

Recommend five SMART marketing objectives for the next quarter aligned with **[business goal]**. For each objective, define success metrics, KPIs, and recommended tactics.

10 Go-to-market strategy

Develop a complete go-to-market strategy for launching **[product/service]**. Include positioning, target audiences, messaging, launch channels, promotional tactics, KPIs, and a 90-day rollout plan.

12 Executive marketing roadmap

Create a one-page executive marketing roadmap summarizing priorities, strategic initiatives, KPIs, expected outcomes, and executive talking points for the next quarter.



MARKET RESEARCH & COMPETITIVE ANALYSIS 13-24

Before you prompt ↘

Your competitors leave clues everywhere.

Use AI to identify market trends, analyze competitors, uncover customer pain points, and spot opportunities you may have missed, so you make better decisions faster. Always check the important findings against trusted sources before you act on them.

13 Industry landscape

Research the [\[industry\]](#) landscape and summarize the top trends, growth opportunities, market challenges, and competitive dynamics affecting businesses today.

15 Market opportunity analysis

Identify underserved customer segments, unmet needs, and emerging opportunities within the [\[industry\]](#) market. Recommend where a company could gain a competitive advantage.

17 Customer pain points

Identify the top ten frustrations customers experience when purchasing [\[product/service\]](#). Explain how companies can better address each pain point.

19 SWOT analysis

Conduct a detailed SWOT analysis for [\[company\]](#), considering current market conditions, competitors, customer expectations, and future trends.

21 Buying objections

List the most common objections buyers have before purchasing [\[product/service\]](#). For each objection, recommend messaging that builds trust and confidence.

23 Emerging trends forecast

Predict five emerging trends likely to impact the [\[industry\]](#) over the next three years. Explain how businesses should prepare.

14 Competitor comparison

Compare [\[company\]](#) with [\[competitor\]](#) across branding, messaging, website, SEO, content marketing, social media, customer experience, and perceived market positioning.

16 Buyer behavior trends

Analyze how buyer behavior has changed for [\[industry\]](#) over the past two years. Explain what those changes mean for marketing, sales, and customer experience.

18 Competitive gap analysis

Identify areas where competitors are underperforming and recommend strategic opportunities for our company to stand out.

20 Value proposition comparison

Compare the value propositions of the top five competitors in [\[industry\]](#). Identify common themes, gaps, and opportunities for stronger differentiation.

22 Customer sentiment analysis

Summarize customer sentiment surrounding [\[industry\]](#) by analyzing reviews, online discussions, social conversations, and FAQs. Highlight recurring themes and opportunities.

24 Strategic differentiators

Recommend five unique positioning opportunities that would help [\[company\]](#) stand apart from competitors based on current market conditions and customer expectations.



BRANDING & MESSAGING 25–36

Before you prompt →

You can have a great product and still lose to a clearer message.

Clear messaging tells people who you are, what you do, and why to choose you. Use these prompts to sharpen your positioning, strengthen your brand voice, and communicate your value clearly. The goal isn't to sound like everyone else. It's to sound unmistakably like you.

25 Brand personality

Define the personality of **[brand]** using five human characteristics. Explain how each should influence marketing, customer experience, and communication.

27 Positioning refresh

Rewrite our brand positioning to better resonate with **[target audience]** while clearly differentiating us from **[competitors]**.

29 Messaging hierarchy

Build a messaging hierarchy that includes our primary brand promise, supporting messages, proof points, customer benefits, and key differentiators.

31 Brand story

Write a compelling brand story that explains why **[company]** exists, the problem it solves, and the transformation customers experience after working with us.

33 Messaging by audience

Rewrite our core messaging separately for executives, technical buyers, financial decision-makers, and end users while maintaining a consistent brand voice.

35 Brand consistency audit

Review the following website copy: **[paste copy]**. Identify inconsistencies in tone, messaging, and positioning, then rewrite it to create a more cohesive brand experience.

26 Brand voice guide

Develop a comprehensive brand voice guide for **[brand]**. Include tone, writing style, vocabulary preferences, phrases to avoid, and examples across website, email, social, and sales materials.

28 Value proposition builder

Create three compelling value propositions for **[product/service]** that communicate clear customer benefits and competitive advantages.

30 Elevator pitch

Write three versions of an elevator pitch for **[company]**: a 30-second version, a 60-second version, and a two-minute version for networking or presentations.

32 Tagline generator

Generate twenty memorable tagline options for **[brand]**. Categorize them as inspirational, benefit-driven, bold, conversational, or premium.

34 Differentiate our brand

Explain why customers should choose **[company]** over competitors. Focus on unique value, customer outcomes, proof points, and emotional differentiators.

36 Proof point builder

Generate ten compelling proof points that support our value proposition using customer outcomes, statistics, differentiators, testimonials, certifications, awards, and industry expertise.

2 CONTENT MARKETING 37-48

Before you prompt ↘

Publishing more is easy. Publishing something worth reading isn't.

These prompts help you generate ideas, plan campaigns, repurpose existing content, and create resources your audience actually wants. AI can speed up creation, but your expertise and perspective are what make it valuable. Help your audience first, and the traffic will follow.

37 The 90-day content calendar

Create a 90-day content calendar for **[company]** targeting **[audience]**. Include blog articles, LinkedIn posts, emails, videos, webinars, downloadable resources, and social content organized by week.

39 Blog topic generator

Generate 30 blog ideas for **[industry]** that address customer questions, improve SEO visibility, and support every stage of the buyer's journey.

41 Editorial calendar

Build a quarterly editorial calendar that balances educational, inspirational, promotional, customer-success, and industry-trend content for **[company]**.

43 Lead magnet creator

Generate five lead magnet ideas for **[industry]** designed to attract qualified leads. Include target audience, proposed title, value proposition, and recommended format.

45 Content by buying stage

Recommend content ideas for every stage of the buyer's journey: awareness, consideration, decision, customer success, retention, and advocacy.

47 Case study framework

Create a compelling case study outline highlighting the customer's challenge, solution, implementation, measurable results, testimonials, and business impact.

38 Pillar content strategy

Develop a pillar content strategy around **[topic]**. Recommend one pillar page supported by at least ten related articles designed to build topical authority.

40 Thought leadership series

Act as an executive ghostwriter. Create ten LinkedIn thought-leadership posts for **[executive name/title]** that demonstrate expertise, build credibility, and encourage engagement without sounding promotional.

42 Webinar blueprint

Create a webinar outline on **[topic]**. Include the title, agenda, learning objectives, audience takeaways, engagement ideas, and follow-up marketing opportunities.

44 FAQ library

Generate the 30 most frequently asked questions prospects ask before purchasing **[product/service]**. Write concise, trustworthy answers optimized for both users and AI search.

46 Customer question library

Based on **[industry]**, identify the most common customer questions asked during sales conversations and turn each question into a content opportunity.

48 Content repurposing plan

Repurpose **[blog, webinar, podcast, whitepaper, presentation]** into a complete multi-channel campaign including social posts, email newsletters, short videos, infographics, and downloadable resources.



Before you prompt ↘

Search has changed.

Customers now search through Google, AI Overviews, ChatGPT, Gemini, Perplexity, and voice assistants. Your content needs to answer questions clearly, demonstrate expertise, and be useful wherever people are looking. These prompts help you improve both traditional SEO and visibility in AI-powered search.

49 SEO content audit

Review the following webpage: [\[URL or content\]](#). Identify SEO strengths, weaknesses, technical improvements, keyword opportunities, and content recommendations to improve organic visibility.

51 Topic cluster builder

Create a topical authority strategy for [\[topic\]](#) by recommending pillar pages, supporting articles, FAQs, internal linking opportunities, and semantic keyword groups.

53 AI Overview optimization

Rewrite the following article to improve its likelihood of appearing in Google's AI Overviews by emphasizing concise answers, expert insights, structured headings, and trustworthy sources.

55 FAQ generator

Generate a comprehensive FAQ section for [\[topic\]](#) using natural-language questions customers are likely to ask. Write concise answers optimized for both human readers and AI search engines.

57 Internal linking strategy

Analyze the following website structure and recommend an internal linking strategy that improves topical authority, user experience, and SEO performance.

59 Content gap analysis

Compare our website against [\[competitor\]](#) and identify missing topics, keywords, FAQs, and resources that could improve search visibility.

50 Keyword opportunity analysis

Identify high-value keyword opportunities for [\[industry\]](#) based on search intent, competition, relevance, and likelihood of generating qualified leads.

52 Search intent mapping

Categorize the following keywords by search intent — informational, commercial, navigational, or transactional — and recommend the most appropriate content format for each.

54 Answer engine optimization

Optimize this webpage for Answer Engine Optimization (AEO). Rewrite the content so it answers common customer questions clearly, uses conversational language, and improves visibility in AI-powered search.

56 Featured snippet optimizer

Rewrite this content to increase its chances of earning Google's featured snippets by using concise definitions, numbered lists, comparison tables, and question-based headings.

58 Entity optimization

Identify the key entities related to [\[topic\]](#) and recommend how they should be incorporated naturally throughout the content to improve semantic relevance.

60 Topical authority roadmap

Create a 12-month topical authority roadmap for [\[industry\]](#), including content clusters, publishing priorities, internal linking recommendations, and success metrics.



CRM & MARKETING AUTOMATION 61-70

Before you prompt ↘

Marketing doesn't stop when someone becomes a lead.

The best customer experiences are built through timely, relevant communication. Use these prompts to improve segmentation, automate repetitive tasks, nurture leads, and strengthen relationships without losing the human touch. Automation should make marketing feel more personal, not less.

61 Lead nurture sequence

Write a six-email lead nurture campaign for prospects interested in **[product/service]**. Each email should educate, build trust, address objections, and move the reader toward a conversation or purchase.

63 Re-engagement campaign

Develop a re-engagement campaign for inactive leads who haven't interacted with our brand in the last **[time period]**. Include subject lines, messaging, and calls to action.

65 Lead scoring model

Recommend a lead scoring model for **[company]** based on demographic fit, website activity, email engagement, content downloads, and sales interactions.

67 Segmentation strategy

Recommend audience segmentation strategies based on industry, company size, behavior, lifecycle stage, engagement level, and purchase history.

69 Customer retention campaign

Develop a quarterly customer retention campaign that encourages continued engagement, product adoption, referrals, and long-term loyalty.

62 Customer onboarding

Create a customer onboarding email sequence that welcomes new customers, sets expectations, introduces key resources, encourages early wins, and reduces churn.

64 Lifecycle mapping

Design a complete customer lifecycle from first interaction through advocacy. Identify marketing opportunities, automation triggers, and content recommendations at each stage.

66 Marketing automation workflow

Design a HubSpot marketing automation workflow that nurtures leads based on behavior, segments contacts intelligently, and alerts sales when prospects become sales-ready.

68 Abandoned conversion recovery

Create an automated follow-up campaign for visitors who abandoned a form, quote request, or demo registration before completing it.

70 CRM optimization audit

Review our CRM strategy and recommend improvements to automation, segmentation, lead management, reporting, and customer communication workflows.



SALES ENABLEMENT 71-80

Before you prompt ↘

The best sales conversations start long before the meeting.

These prompts help your team prepare for calls, personalize outreach, respond to objections, and communicate effectively throughout the process. AI can organize information and save time, but trust is still built through genuine conversations. Use AI to prepare; let your expertise do the selling.

71 Personalized prospecting email

Write a personalized outreach email to **[prospect name/title/company]** introducing **[company/product]**. Reference their industry, likely challenges, and how we can help — without sounding overly promotional.

73 Account research brief

Research **[company]** and prepare an executive sales brief including company background, recent news, leadership, likely marketing challenges, growth opportunities, and personalized conversation starters.

75 Objection response builder

List the most common objections buyers have about **[product/service]** and provide thoughtful, consultative responses that build trust rather than pressure prospects.

77 Executive meeting brief

Prepare a briefing document before meeting with **[company]**. Include company overview, decision-makers, recent news, industry trends, likely priorities, discussion topics, and recommended next steps.

79 Follow-up email

Write a professional follow-up email after a sales meeting that summarizes the discussion, reinforces value, addresses open questions, outlines agreed next steps, and includes a clear call to action.

72 Sales battle card

Create a sales battle card for **[competitor]** summarizing their strengths, weaknesses, likely objections, differentiators, pricing considerations, and talking points our team can use.

74 Discovery questions

Generate twenty thoughtful discovery questions for a sales meeting with a **[industry]** prospect. Organize them by business goals, challenges, decision process, budget, timeline, and success metrics.

76 Proposal executive summary

Write an executive summary for a proposal to **[company]** that clearly communicates their challenges, the recommended approach, expected business outcomes, timeline, and return on investment.

78 Sales call summary

Summarize the following sales call transcript into key discussion points, customer pain points, objections, action items, follow-up tasks, and opportunities for future conversations.

80 Sales enablement library

Recommend a complete sales enablement content library for **[company]**, including case studies, ROI calculators, one-pagers, presentations, competitive comparisons, videos, FAQs, and customer success stories.



ANALYTICS & REPORTING 81-90

Before you prompt ↘

Marketing data is only valuable if it leads to better decisions.

Use these prompts to identify trends, explain performance, uncover opportunities, and translate complex reports into insights your team and leadership can act on. Track fewer metrics, and make sure each one actually changes a decision.

81 Executive marketing summary

Review the following marketing performance data: [\[paste data\]](#). Write an executive summary highlighting key achievements, challenges, trends, and recommended next steps in language suitable for senior leadership.

83 Conversion analysis

Review our conversion data and identify the most likely reasons conversions increased or declined. Recommend specific marketing experiments to improve results.

85 Marketing dashboard

Design an executive marketing dashboard for [\[company\]](#). Recommend the most important KPIs, reporting frequency, visualizations, and business insights leadership should review each month.

87 Marketing forecast

Using the following historical marketing performance data: [\[paste data\]](#), forecast expected performance for the next quarter and identify assumptions, risks, and opportunities.

89 Marketing insights report

Review the following marketing data and identify the five most valuable insights leadership may overlook. Explain why each matters and recommend corresponding actions.

82 KPI analysis

Analyze the following KPIs: [\[paste metrics\]](#). Identify which deserve the most attention, explain why they matter, and recommend actions to improve performance.

84 Campaign performance review

Analyze the performance of the following campaign: [\[campaign details\]](#). Evaluate audience targeting, messaging, channels, creative, and ROI, then recommend improvements for future campaigns.

86 A/B testing ideas

Based on our current website or campaign performance, recommend ten high-impact A/B tests that could improve conversions, engagement, or lead generation.

88 ROI analysis

Evaluate the return on investment for the following marketing initiatives: [\[list campaigns\]](#). Compare performance, identify the strongest performers, and recommend where future budget should be allocated.

90 Executive presentation

Turn the following marketing report into a concise executive presentation with key takeaways, supporting visuals, strategic recommendations, and talking points for leadership.



CREATIVE & REPURPOSING 91–100

Before you prompt ↘

Don't let great content be one-and-done.

A single blog, webinar, podcast, or case study can become dozens of marketing assets. These prompts help you repurpose content across channels, extend its reach, and get more value from the work you've already done. Create once, publish everywhere.

91 Content multiplier

Turn the following blog article into ten LinkedIn posts, five social captions, three email newsletters, two short videos, and one podcast discussion outline.

93 Social media carousel

Convert the following content into an engaging LinkedIn or Instagram carousel with sharp headlines, concise supporting copy, and a strong closing call to action.

95 Podcast episode

Rewrite the following content into a conversational podcast episode outline with an engaging introduction, discussion points, audience questions, and a closing summary.

97 Case study repurposing

Transform this customer success story into a blog article, LinkedIn post, sales one-pager, email newsletter, social campaign, and presentation slide.

99 Lead magnet generator

Based on the following topic: **[topic]**, recommend ten downloadable lead magnet ideas that would attract qualified prospects. Include suggested titles, formats, and intended audience for each.

92 Email campaign builder

Rewrite the following article as a five-email campaign designed to educate readers, build trust, and encourage them to take the next step.

94 Webinar creator

Turn the following article or whitepaper into a 45-minute educational webinar with a title, agenda, presentation outline, audience engagement ideas, and follow-up content recommendations.

96 Video script generator

Write a two-minute video script based on the following content. Include a strong hook, conversational body, key takeaways, and a clear call to action.

98 Executive content rewrite

Rewrite the following content for a C-suite audience. Make it more strategic, concise, data-driven, and focused on business outcomes while keeping the original message.

100 Multi-channel campaign builder

Using the following content: **[paste content]**, create an integrated campaign with a blog article, email sequence, LinkedIn posts, social captions, webinar outline, podcast episode, sales collateral, landing page copy, paid ad concepts, and recommended KPIs.

Better prompts in, better marketing out.



DEFINE THE AI'S ROLE

Set the stage for how AI should respond by giving it a role, such as "You are a social media marketer."



GIVE SPECIFIC PARAMETERS

The more specific you are, the better the output, especially around length, format, or tone.



FEED IT YOUR BRAND VOICE

Share samples of past content so AI can match your tone. Just leave out anything sensitive.



EDIT FURTHER

AI-generated content still needs your expertise and brand standards before it ships.



FACT-CHECK & VERIFY

AI can sound confident and still be wrong. Verify facts and run copy through a plagiarism check.



BE CAREFUL WHAT YOU SHARE

If it isn't public, or it's private client data, keep it out of any tool that can't guarantee security.

TAKE YOUR MARKETING FURTHER

When AI isn't moving the needle, bring in *people*.

Partnering with LAIRE gives you a team of seasoned experts and a fresh perspective on your marketing — so the gaps get closed and the pipeline keeps moving.



Spot the gaps



Pinpoint priorities



Grow leads & revenue



BOOK YOUR ASSESSMENT →



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