

Building Effective AI Prompts for Small Business Success

Practical tips for harnessing AI in your business



Grow with Google



THE
LOOP
MARKETING



Elijah Litscher

Founder and Chief Digital Strategist

theloopmarketing.com

<https://www.linkedin.com/in/elijahlitscher/>





Available at
amazon



Elijah Litscher

ELEVATED



MARKETING

A PROVEN, PRACTICAL GUIDE TO
OWNING YOUR PRESENCE

What Do We Know About AI?

Building Effective AI Prompts for Small Business Success

What do YOU know about AI?



Basics of AI

AI Unleashed: Revolutionizing SEO for Small Business Success

Large Language Models

Generative AI

Predictive AI

Bing

Microsoft Copilot

OpenAI

Google Gemini

Models

Algorithms

Interface

Prompt Engineering

Chat GPT 3.5

Chat GPT 4

DALL-E



Agenda

Building Effective AI Prompts for Small Business Success

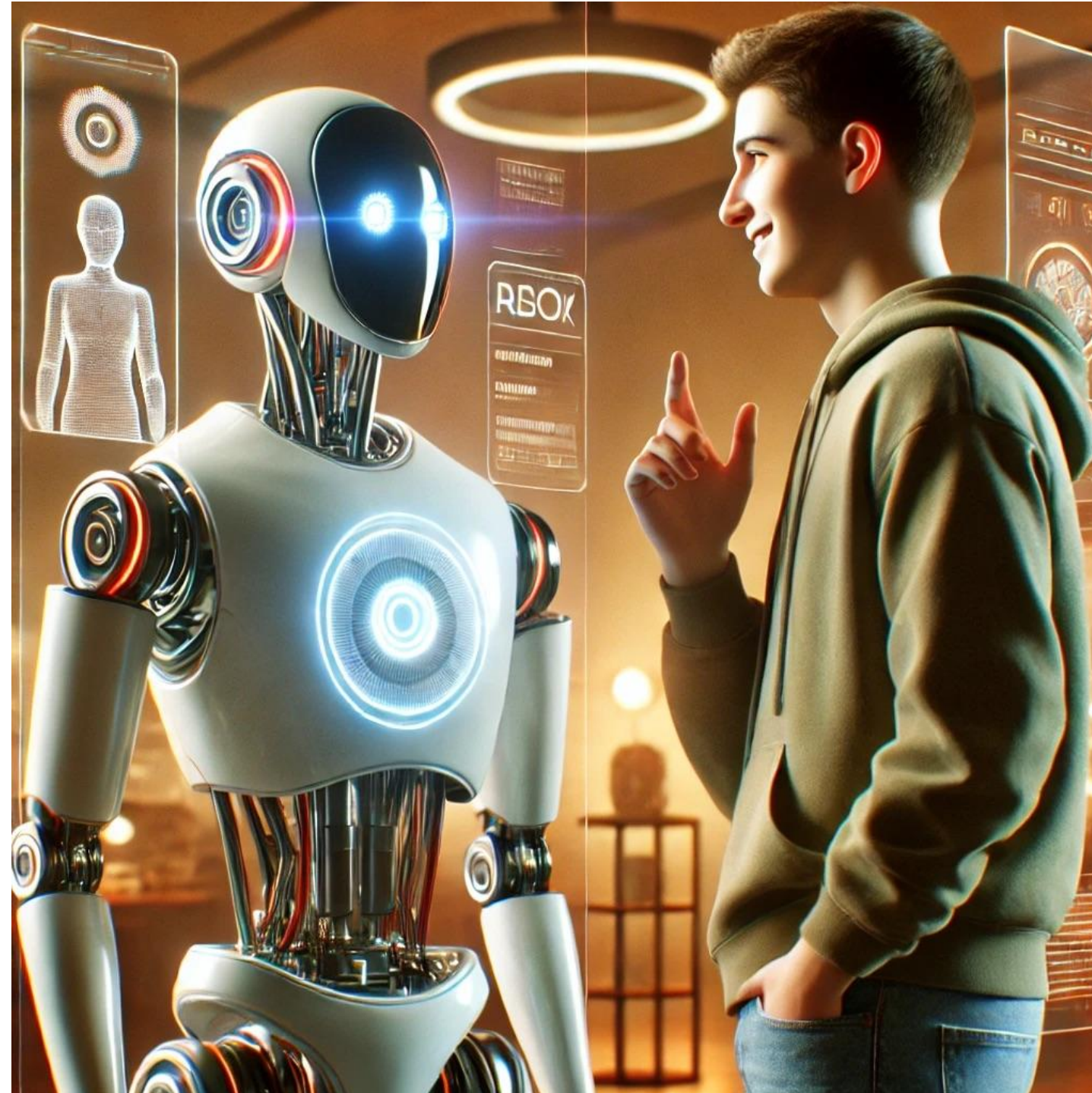
- What is an AI prompt and how do we create them?
- Start with a Persona and a Voice
- AI prompts for Social Media & Content Creation
- AI prompts for Analytics & Reporting
- AI prompts for Email Marketing Campaigns
- AI prompts for Marketing Strategy & Planning
- AI prompts for Video Scripting
- AI prompts for E-Commerce Product Listings
- AI prompts for Creative Advertising
- AI prompts for Stock Photo / Image Creation



What is an AI prompt?

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<https://chatgpt.com/>



How do we use these tools?

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**How do we use tools like
ChatGPT to accomplish our
marketing goals?**



Prompt Structure - RACE

AI Revolution: Transforming Your Marketing Strategy with Artificial Intelligence

ROLE

ACTION

CONTEXT

EXECUTE



Prompt Structure - RACE

AI Revolution: Transforming Your Marketing Strategy with Artificial Intelligence

ROLE

The role statement comes first. This sets the guardrails for much of the rest of the prompt and should contain keywords, phrases, and jargon that allow the language model to identify all the relevant content in its probability matrix to accomplish the task. Be specific and load up keywords for the subject domain here. Tell the model what it should know, and set up success parameters.



Prompt Structure - RACE

AI Revolution: Transforming Your Marketing Strategy with Artificial Intelligence

ACTION

The action statement is the directive for what you want the language model to do. Use specific verbs like write, summarize, extract, rewrite, etc. to give the model clear directions.



Prompt Structure - RACE

AI Revolution: Transforming Your Marketing Strategy with Artificial Intelligence

CONTEXT

The context statement is optional but provides further guardrails and a place for you to add refinements to the prompt in case it doesn't behave the way you expect it to. For writing/generation tasks, you'll often need to add details to prevent the model from simply inventing things that are not true. For ease of use, bulleted lists work well here. Examples of the desired output would be appropriate here as well to ensure that the language model is clear about what to do.



Prompt Structure - RACE

AI Revolution: Transforming Your Marketing Strategy with Artificial Intelligence

EXECUTE

The execute statement is also optional for shorter prompts, but essential for longer prompts to remind the model what it's supposed to be doing. Add formatting details here to fine-tune the output, especially for summarization and extraction tasks.



Prompt Structure - RACE

AI Revolution: Transforming Your Marketing Strategy with Artificial Intelligence

EXAMPLES



Prompt Structure - RACE

AI Revolution: Transforming Your Marketing Strategy with Artificial Intelligence

ROLE

You are a Google Analytics certified professional. You know Google Analytics 4, Google Tag Manager, Google Looker Studio, BigQuery.



Prompt Structure - RACE

AI Revolution: Transforming Your Marketing Strategy with Artificial Intelligence

ACTION

Your first task is to examine this table of channel grouping data and analyze the overall composition of site traffic. You will be analyzing for marketing channel diversity.



Prompt Structure - RACE

AI Revolution: Transforming Your Marketing Strategy with Artificial Intelligence

CONTEXT

```
c("Organic Search", "Email", "Direct",  
"Organic Social", "Unassigned", "Referral",  
"Organic Video") | c(4346, 3630, 1928, 185,  
177, 150, 44) |
```



Prompt Structure - RACE

AI Revolution: Transforming Your Marketing Strategy with Artificial Intelligence

EXECUTE

Analyze the composition of the site traffic and provide recommendations in bullet point format for a marketer's next steps to increase traffic.



Prompt Structure - RACE

AI Revolution: Transforming Your Marketing Strategy with Artificial Intelligence

Based on the data provided, the current traffic channels are distributed as follows:

- Organic Search: 4346
- Email: 3630
- Direct: 1928
- Organic Social: 185
- Unassigned: 177
- Referral: 150
- Organic Video: 44

This means the largest sources of site traffic are Organic Search and Email. Direct traffic is also contributing significantly, while Organic Social, Referral, and Organic Video channels are notably smaller. The 'Unassigned' category represents traffic that could not be accurately attributed to any particular source.

Here are some recommendations to increase traffic and improve channel diversity:

1. **Optimize SEO Strategies:** Organic search is already a strong driver of traffic. However, there is always room for improvement. Focus on keyword research, meta tags optimization, content quality, and backlinking strategies. Keep up with Google's algorithm updates to ensure that the site remains SEO-friendly.
2. **Email Marketing Optimization:** Email is a solid traffic channel. Ensure that email campaigns are effectively targeted and personalized. Leverage A/B testing to optimize email content, subject lines, and call-to-actions.
3. **Expand Social Media Efforts:** Organic social traffic is currently low. A more proactive approach on platforms like Facebook, Instagram, Twitter, LinkedIn, and Pinterest could help increase this. Create engaging content, respond to comments, and leverage social media advertising if possible.
4. **Leverage Referrals:** Referral traffic is a valuable source that is currently underutilized. Consider partnerships with relevant blogs, industry influencers, or similar businesses to increase referral traffic. Also, ensure that the website is listed on relevant directories and review platforms.
5. **Invest in Video Content:** Organic Video traffic is minimal. Videos are highly engaging and can significantly improve site traffic. YouTube SEO can help the website reach a wider audience. Create useful, interesting video content and optimize for search.
6. **Improve Direct Traffic:** Direct traffic can be boosted by improving brand awareness. This could be achieved through PR, influencer collaborations, offline events, or traditional advertising channels like TV and radio.
7. **Understand 'Unassigned' Traffic:** Investigate the unassigned traffic to understand its source. This could represent an untapped channel, or it could be a result of issues with the tracking setup. Google Analytics and Google Tag Manager can help clarify this.
8. **Use Google Analytics 4 and BigQuery:** Use GA4's advanced analysis features and BigQuery's large-scale data processing power to gain deeper insights into user behavior.



Creating a Voice and a Persona

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Creating a Voice

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Build me a persona and name it [name]. [name] is a [job title] at [industry/company size/geography] with [roles/skills/responsibility].

OR:

Build me a persona and name it [name]. Use this bio to develop [name]'s persona.

THEN:

Use these sample blogs to learn [name]'s voice



Creating a Persona

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Build me a persona of a [job title] at [industry/company size/geography] with [roles/skills/responsibility]. This person is looking for help with [challenge/problem/task] and is considering [product/service].

List their hopes/dreams, fears/concerns, emotional triggers and decision criteria for hiring/contacting a [industry/category/service/product].

Save the Persona or move it to a PDF file for later



Effective and Easy AI Prompts

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Business Plans



Business Plan

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What a typical business plan entails

Your executive summary

Company description

Market analysis

Competitive analysis

Sales and marketing plan

Ownership and management plan

Operating plan

Financial plan



Business Plan

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Start with the context

I'm developing a business plan for my company, <company name>, a <industry> startup offering <product/service>. Please accept the below information about my company, I will ask you about it during this chat where you will help me build out a strong business plan. Here is the information on my business to draw from, I will ask you about it next when we write a business plan together: <copy and paste information on your business here>



Business Plan

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Break down different sections

Ex: Marketing Analysis

Assume the role of a market analyst and help me outline a comprehensive market analysis for my company, <company name>. Please include data on our target market, demographics, consumer behavior, growth prospects, and our position in the <industry>.



Effective and Easy AI Prompts

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Social Media & Content Creation



Blog Content

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You're a content marketer who specializes in both strong copywriting and SEO. Create a blog post. The title of the blog post needs to be "TITLE" and you need to do some research on the web before writing it to ensure it's one of the best pieces on the internet.

OR

You're a copywriter who specializes in long form content. You've been tasked with creating a blog post that ranks #1 in Google for [Keyword] and still reads like it was written by a human for humans. The title is [TITLE] and you can use the best content you find in the web for inspiration when writing this blog post.



Landing Pages

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You're one of the best long form copywriters for sales landing pages. Conduct initial research on the web to understand what a [PRODUCT OR SERVICE] does for [AUDIENCE] is then create a sales landing page promoting the [PRODUCT OR SERVICE]. Using persuasive copywriting summarize information on its features, benefits and capabilities, including [FEATURE 1],[FEATURE 2], [FEATURE 3], and [FEATURE 4]. Visitors would like to know how this [PRODUCT/ SERVICE CATEGORY] creates [BENEFIT 1], [BENEFIT 2], [BENEFIT 3], and [BENEFIT 4].



Social Media

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I want to share my thoughts on 'INDUSTRY TREND'. What is a sample of a [SOCIAL NETWORK] post that positions me as a thought leader in this area that I could share to drive engagement while also demonstrating authority in the space?

OR:

We want to create a series of posts that answer common FAQs about our 'PRODUCT/SERVICE'. Here's a link to our website: [URL]. Do some research on FAQs in our niche and create a series of informative social media posts that would be engaging and valuable to our followers that answers these FAQs.



Social Media

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What unique perspectives can I share on 'CURRENT INDUSTRY TREND' that would stir up a dialog and debate on social media. Craft a few posts that could go on [SOCIAL NETWORK] with these hot takes that would get people working in [NICHE] talking. Do a bit of research on [TREND] before sharing the ideas.

OR:

You're the social media copywriter for [BRAND] which sells [PRODUCT / SERVICE] to [TARGET AUDIENCE]. Our target audience is [DESCRIPTION] and loves brands like [BRAND 1] and [BRAND 2] on social media. Please write 10 posts that are between 200 and 300 characters that can go on social media that would attract this audiences' attention. Feel free to recommend that an image go with the post. Describe that image if you believe an image is needed. Thanks!



Content Creation and Curation

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We haven't said AI content is bad. We've said, pretty clearly, content written primarily for search engines rather than humans is the issue. That's what we're focused on. If someone fires up 100 humans to write content just to rank, or fires up a spinner, or a AI, same issue...

Fact check!

Start with original research, ideas, or surveys

Use your own examples to illustrate

Have writers improve the content



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Analytics and Reporting



Analytics and Reporting

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Analyze Data - Use an Upload

Review the metrics from our latest email marketing campaigns. Evaluate open rates, click-through rates, conversion rates, and unsubscribe rates. Compare these against industry averages and provide insights into the effectiveness of different email content, subject lines, and send times.



Analytics and Reporting

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Competitive Analysis

Conduct a competitive analysis of the website of [SPECIFIC COMPETITOR] in the [INDUSTRY] market. [SPECIFIC COMPETITOR]'s website is [link]. Compare their product offerings, pricing, marketing strategies, and online presence with our company [COMPANY NAME]. [COMPANY NAME]'s website is [link]. Identify areas where they excel and where there are gaps, offering insights on how we can improve our competitive positioning.



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Email Marketing Campaigns



Email Marketing - Newsletters

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Your first newsletter

You're a skilled newsletter writer. Create a newsletter focused on the latest trends and updates in [INDUSTRY]. Curate content that includes major news, innovations, and thought-leader opinions. The newsletter should inform and engage our audience, keeping them abreast of industry developments.

OR:

You're an innovative and persuasive writer. It's [MONTH] and I want you to draft a newsletter that is about [TOPIC] but has a connection to things happening this month. Our audience is [AUDIENCE DESCRIPTION] and want to [AUDIENCE GOAL] provide seasonal tips and best practices related to our [PRODUCT/SERVICE] but connect it to the month and things that happen this month.



Email Marketing - Automations

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Product or Service Announcement

Create an announcement email drip campaign for our new [PRODUCT/SERVICE]. Describe its innovative features and benefits, making it irresistible to our subscribers. Emphasize how it addresses their needs or interests.



Email Marketing - Automations

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Event Invitations

Craft an invitation email drip campaign for [EVENT NAME], detailing what attendees will learn or experience. Post-event, create a follow-up email thanking attendees and offering additional resources or a call-to-action related to the event's topic.



Email Marketing - Automations Campaign

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ECommerce

You're an expert in crafting persuasive emails. Write an email drip campaign aimed at customers who abandoned their shopping carts. Include a persuasive message and an incentive to complete their purchase, focusing on the items they left behind.



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Marketing Strategy & Planning



Strategy Based on Personas

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Market Research

Conduct a thorough market research to identify 3 high-demand, low-competition marketing opportunities to connect with our audience [DESCRIBE AUDIENCE or USE PERSONA]. Analyze the [PRODUCT /SERVICE] market trends, share audience pain points, and existing competition to find the marketing opportunities worth pursuing.



Persona Strategy Based on Competitor Research

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Competitor Research

You're a market researcher who is looking to understand the audience for the brand [COMPETITOR NAME]. Create the ideal buyer persona profile for [PRODUCT/ SERVICE DESCRIPTION]. Include things like demographics, psychographics, challenges, struggles, values, motivations, favorite channels, brand preferences, media habits and any emotional driver connected to this purchase.



Competitor Research

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Competitor Research

Conduct a detailed analysis of [COMPETITOR NAME], focusing on their product offerings, market positioning, pricing strategy, target audience, and marketing tactics.



Competitor Research

Building Effective AI Prompts for Small Business Success

Competitor Research

Analyze customer reviews and feedback for [COMPETITOR NAME]. Identify common praises and complaints, and how their customers' needs are being met or unmet.



Persona Strategy Based on Competitor Research

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Effective and Easy AI Prompts

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Video Scripting



Video Scripting

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Product Introduction

Write a script that unveils a new [PRODUCT/SERVICE] in [INDUSTRY], highlighting its [UNIQUE FEATURES] and the [PROBLEMS] it solves, suitable for [TARGET AUDIENCE].

OR:

You're the best infomercial writer to ever live. Write an infomercial style script that launches a new [PRODUCT/SERVICE] in [INDUSTRY], highlighting its [UNIQUE FEATURES] and the [PROBLEMS] it solves, suitable for [TARGET AUDIENCE]. Make it exciting and hilarious.



Video Scripting

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Explainer Video

Craft a script for an animated explainer video about [COMPLEX TOPIC] in [INDUSTRY], using simple analogies and recommending engaging visuals.



Effective and Easy AI Prompts

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Creative Brainstorming



Creative Brainstorming

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Concept Brainstorming

I'm working on an ad campaign for a brand titled [NAME]. We offer [SERVICE] for [AUDIENCE]. I need to present 5 creative concepts to our creative director. Pretend you're the modern day equivalent of Don Draper meets David Ogilvy. What ideas can I share?



Creative Brainstorming

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Product Launch Ideas

We're trying to launch a new product called [INSERT NAME HERE] and need to make a splash with our audience: [DESCRIBE AUDIENCE]. Do some research on what types of creative resonates with them and then propose 5 creative campaign ideas we can run.



Effective and Easy AI Prompts

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Image Creation



Image Creation

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Logo Creation

You are an expert logo creator. The name of the company is "COMPANY NAME". This company provides [SERVICE] to [AUDIENCE]. The colors to use are hex colors [#xxxxxx] and [#xxxxxx].

- Add information about fonts or styles as well if desired
- Beware - AI image generation sometimes creates disturbing images and mangles text
- It also does not provide the logo in the format needed by printers and web developers - but it can give you a great start on ideas!



Image Creation

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Blog / Email Image Creation

Please create 3 images to add to the following article based on the text. [ENTER TEXT]



Questions and Resources

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ChatGPT: <https://chatgpt.com/>

Grow with Google: <https://grow.google/ai/>

Orbit Media Newsletter: <https://www.orbitmedia.com/blog/>

