GSDC
Global Skill Development Council

THE ULTIMATE 50 AI PROMPTS
for Modern Marketing (2026 Edition)

A Complete Playbook for Strategy, SEO, Content, Email, Ads & Branding.

About This Guide :

This comprehensive guide brings together 50 high-impact, battle-tested prompts designed to help marketers, founders, agencies, and growth teams plan faster, execute smarter, and scale better using AI.

Table of Content

Marketing Strategy & Planning Prompts

Digital marketing strategy

Outline a comprehensive digital marketing strategy for [product/service], covering SEO, social media, email, content, and paid advertising. Include target audience, KPIs, and a 6-month roadmap.

Go-to-market strategy

Develop a go-to-market plan for [new product/service], including market analysis, pricing, distribution channels, launch strategy, and key metrics. Model after successful product launches by tech companies.

Loyalty/rewards program strategy

Design a loyalty/rewards program to increase customer retention and lifetime value for [business type]. Include program structure, benefits, tiers, and communication plan. Emulate Starbucks Rewards or Sephora Beauty Insider.

Market share expansion plan

Create a detailed plan to expand market share for [company/product] in [target market]. Include competitive analysis, growth opportunities, tactical initiatives, and resource allocation.

Conversion rate improvement strategy

Outline a strategy to improve conversion rates on [website/landing page]. Include UX/UI recommendations, A/B testing ideas, copy optimization, and a clear implementation roadmap.

Marketing Strategy & Planning Prompts

Customer acquisition strategy

Outline a detailed strategy to acquire new customers for [product/service]. Include target audience segmentation, channel selection (paid, organic, referral), messaging, budget allocation, and expected ROI. Model after growth strategies of successful SaaS companies or e-commerce brands.

Content marketing strategy

Develop a comprehensive content marketing plan for [industry/niche]. Specify content pillars, formats (blog posts, videos, infographics, podcasts), distribution channels, editorial calendar, and metrics for success. Emulate content strategies from HubSpot or Buffer.

Social media strategy

Create a social media strategy for [brand/product] across key platforms (e.g., Instagram, LinkedIn, TikTok, X). Define audience engagement tactics, content themes, posting schedule, community management, and KPIs. Take inspiration from brands like Wendy's or Nike's social presence.

Brand repositioning strategy

Draft a strategy to reposition [existing brand/product] in the market. Include market analysis, target audience shift, new messaging, visual identity updates, and a communication plan. Model after successful rebrands like Old Spice or Burberry.

Crisis marketing & communication plan

Develop a robust crisis marketing and communication plan for [company/brand] covering potential scenarios. Include internal and external communication protocols, key messages, spokesperson training, and post-crisis recovery actions. Emulate best practices from brands like Southwest Airlines or Johnson & Johnson.

SEO & Content Marketing Prompts

Blog content creation for SEO

Write a blog post outline on [topic], optimized for SEO with target keywords, headings, internal links, and a strong CTA. Emulate top-ranking articles in the niche.

Meta description optimization

Generate 5 optimized meta descriptions for [page/article], ensuring keyword inclusion, compelling copy, and character limits. Model after successful SERP snippets.

SEO keyword cluster strategy

Develop an SEO keyword cluster strategy for [product/service]. Identify core topic, sub-topics, relevant keywords, and content ideas for each cluster. Emulate Hubspot's topic cluster approach.

Content calendar for SEO

Create a 3-month content calendar for SEO focusing on [theme/goal]. Include content types, topics, target keywords, publication dates, and responsible teams.

Competitor content analysis

Conduct a content analysis of 3 competitors for [product/service]. Identify their top-performing content, keywords, backlinks, and content gaps we can exploit.

SEO & Content Marketing Prompts

FAQ content creation for SEO

Develop an SEO-friendly FAQ section for [product/service], addressing common customer questions and incorporating target keywords. Emulate Google's 'People also ask' format.

Pillar page & topic cluster strategy

Design a pillar page and topic cluster strategy for [industry/niche], outlining core topics, supporting sub-topics, internal linking structure, and content types. Model after HubSpot's content strategy.

Content repurposing ideas

Generate 5 innovative ideas to repurpose an existing piece of content (e.g., blog post, webinar) into different formats (e.g., infographic, podcast, social media series) for wider reach. Take inspiration from GaryVee's content recycling approach.

Backlink outreach templates

Create 3 personalized backlink outreach email templates for [type of website/blog] to secure high-quality backlinks, including value proposition and clear CTAs. Emulate successful outreach strategies.

Content upgrade creation

Develop a content upgrade (e.g., checklist, template, resource guide) for a popular blog post on [topic], designed to capture leads and provide additional value. Model after successful lead magnets in your industry.

Email Marketing Prompts

Catchy subject lines

Generate 10 compelling and clickable subject lines for an email campaign promoting [product/service], incorporating urgency, personalization, and curiosity. Emulate successful campaigns from [industry leader].

Product launch email

Draft a product launch email sequence (teaser, announcement, follow-up) for [new product]. Include key features, benefits, a clear CTA, and a sense of excitement. Model after Apple or Tesla product launches.

Follow-up email for leads

Create a 3-part automated follow-up email series for leads who [action, e.g., downloaded an ebook, attended a webinar]. Focus on nurturing, providing value, and guiding them to the next step. Emulate HubSpot's lead nurturing emails.

Customer engagement email

Develop an email campaign to re-engage dormant customers for [product/service]. Include personalized offers, new feature announcements, or exclusive content. Take inspiration from Spotify's personalized playlists or Netflix's recommendations.

Referral request email

Write a concise and persuasive email asking satisfied customers of [product/service] to refer new clients. Include a clear value proposition for both the referrer and the referred, and a simple referral mechanism. Model after Dropbox or Airbnb's referral programs.

Email Marketing Prompts

Post-purchase review request

Draft an email requesting a product/service review from recent customers, emphasizing the value of their feedback. Include a direct link to the review form and an incentive (if applicable). Model after Amazon or Tripadvisor's review requests.

Cart abandonment email

Create a compelling 3-part cart abandonment email sequence to recover lost sales. Focus on addressing common objections, offering support, and highlighting benefits. Take inspiration from brands like ASOS or Warby Parker.

Seasonal promotion email

Design an email campaign for a [seasonal event, e.g., Black Friday, Holiday Sale] promoting [product/service]. Incorporate festive imagery, urgent offers, and a clear path to purchase. Emulate successful campaigns from retailers during peak seasons.

Re-engagement email series

Develop a multi-stage re-engagement email series for inactive subscribers, aiming to rekindle interest and prevent churn. Include a clear value proposition, options to update preferences, and a "we miss you" tone. Model after activewear brands or software services.

Paid Advertising & Copywriting Prompts

Google Ads headlines & descriptions

Generate 10 high-performing Google Ads headlines and 5 descriptions for [product/service], optimized for CTR and conversions. Include relevant keywords and compelling call-to-actions. Emulate successful ads in [industry].

Meta (Facebook/Instagram) ad copy

Craft 3 variations of Meta (Facebook/Instagram) ad copy for [product/service], targeting [audience segment]. Focus on engaging hooks, benefit-driven messaging, and clear CTAs. Take inspiration from brands known for strong social ad campaigns.

Retargeting ad series

Develop a 3-stage retargeting ad series (awareness, consideration, conversion) for users who [action, e.g., visited product page but didn't buy]. Include personalized messaging and dynamic product ads. Model after successful e-commerce retargeting strategies.

Limited-time offer ad campaign

Design an ad campaign for a limited-time offer (e.g., 24-hour flash sale, seasonal discount) for [product/service]. Emphasize urgency, scarcity, and value. Include ad copy and visual ideas. Take inspiration from major retail sales events.

Influencer ad collaboration brief

Create a comprehensive influencer ad collaboration brief for a partnership with [influencer/type of influencer] to promote [product/service]. Include campaign objectives, key messaging, deliverables, usage rights, and compensation. Model after successful brand-influencer collaborations.

Paid Advertising & Copywriting Prompts

Video ad script

Write a 30-second video ad script for [product/service], focusing on a problem-solution narrative, strong visuals, and a clear call-to-action. Model after successful short-form video ads on platforms like TikTok or YouTube Shorts.

Landing page copy for conversions

Develop high-converting landing page copy for [product/service], including a compelling headline, benefit-driven body text, social proof, and a persuasive call-to-action. Emulate best practices from Unbounce or Leadpages.

Display ad copy & visuals

Create 3 variations of display ad copy and conceptual visual ideas for [product/service], suitable for programmatic advertising. Focus on concise messaging and eye-catching design to drive clicks. Take inspiration from Google Display Network best practices.

Paid campaign audience targeting plan

Outline a detailed audience targeting plan for a [platform, e.g., Google Ads, Meta Ads] campaign promoting [product/service]. Include demographic, psychographic, interest, and behavioral targeting strategies. Model after a successful audience segmentation strategy.

Retargeting email + ad combo

Design an integrated retargeting campaign combining a personalized email and a display ad for users who [action, e.g., added to cart but didn't purchase]. Focus on consistent messaging, urgency, and a clear path to conversion. Emulate a brand known for seamless omnichannel retargeting.

Branding Prompts

Brand story creation

Develop a compelling brand story for [company/product/service] that resonates with [target audience] and communicates [key message/value proposition]. Model after brands like Nike, Patagonia, or TOMS.

Tagline & USP options

Generate 10 unique taglines and 5 variations of a Unique Selling Proposition (USP) for [company/product/service]. Focus on clarity, memorability, and differentiation. Emulate successful taglines and USPs in [industry].

Tone of voice guide

Create a detailed tone of voice guide for [company/brand], defining its personality, characteristics, and examples of appropriate language for various communication channels. Take inspiration from brands with distinct voices like Mailchimp or Innocent Drinks.

Mission & core values statement

Draft a clear and inspiring mission statement and 3-5 core values for [company/organization]. Ensure they reflect its purpose, beliefs, and guide its actions. Model after mission statements from companies like Google or Starbucks.

Community engagement campaign

Design a community engagement campaign for [platform/product/cause] aimed at [objective, e.g., fostering user-generated content, encouraging discussions, driving advocacy]. Include specific activities, channels, and success metrics. Take inspiration from brands with strong communities like Lego or Harley-Davidson.

Branding, Storytelling & Community Engagement Prompts

Customer persona creation

Develop 3-5 detailed customer personas for [product/service], including demographics, psychographics, pain points, goals, and preferred channels. Model after successful persona examples in [industry].

Influencer/UGC campaign brief

Create a brief for an influencer or user-generated content (UGC) campaign promoting [product/service] on [platform, e.g., Instagram, TikTok]. Specify objectives, target audience, key messages, content requirements, and CTAs.

Event promotion strategy

Outline a comprehensive promotion strategy for an upcoming [type of event, e.g., webinar, product launch, community meetup]. Include pre-event, during-event, and post-event tactics across various channels.

Crisis communication email

Draft a crisis communication email for a [scenario, e.g., service outage, data breach, negative publicity], addressing customers with transparency, empathy, and clear next steps. Model after effective crisis communications from reputable brands.

Customer testimonial & referral campaign

Design a campaign to gather customer testimonials and incentivize referrals for [product/service]. Include outreach strategies, what to ask for in testimonials, and referral program mechanics.

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