

AI marketing prompts you can copy and paste

These prompts cover the marketing jobs small teams repeat every month: planning a launch campaign, writing ad copy for Meta and Google, sending a sale email, briefing an SEO article, defining a customer persona and filling a content calendar. They work in ChatGPT, Gemini and Claude.

The more real detail you give, the better the output. Paste your actual audience, budget, customer reviews and past results into the [BRACKETED] parts. Never let the AI invent numbers, reviews or claims for an ad; the prompts tell it not to, but always check before you publish.

How to use: copy a prompt into ChatGPT, Gemini or Claude and replace every [BRACKETED] part with your own details. Each prompt also has its own page with a copy button, linked under its title. 25 prompts in this pack.

1 Plan a product launch marketing campaign

ChatGPT · Gemini · Claude · usepromptup.com/prompts/text-marketing-campaign-plan/

Act as a marketing manager planning a launch campaign.

Product: [PRODUCT AND WHAT IT DOES]

Who it is for: [TARGET CUSTOMER]

Launch date: [DATE]

Budget: [BUDGET, e.g. ₹50,000 or \$1,000]

Channels we already have: [e.g. Instagram with 2,000 followers, email list of 500]

Goal: [e.g. 200 pre-orders]

Give me a campaign plan with: one core message and three supporting angles, a week-by-week timeline from four weeks before launch to two weeks after, what to post or send on each channel, how to split the budget, and the two or three numbers I should track each week. Keep it realistic for a small team and flag anything that depends on assumptions I should check.

Tip: Give the real size of your audience and budget. A plan built for a big brand is useless to a team of two.

2 Write Facebook and Instagram ad copy

ChatGPT · Gemini · Claude · usepromptup.com/prompts/text-meta-ads-copy/

Write ad copy for a Facebook and Instagram ad.

Product or offer: [OFFER]

Who sees the ad: [AUDIENCE, e.g. new mums in Bengaluru, 25-35]

The main problem it solves: [PROBLEM]

Proof we can honestly use: [e.g. 1,200 customers, 4.6 rating, free returns]

Call to action: [e.g. Shop now / Book a free call]

Write 5 versions, each with a different angle (problem, benefit, social proof, offer, story). For each give: primary text (the first line must work on its own before "See more"), a headline under 40 characters, and a short description. Do not invent claims, numbers or reviews, and keep it within ad platform rules.

Tip: Test two or three versions at once with the same image, so you learn which angle works rather than which picture.

3 Write Google Ads copy

ChatGPT · Gemini · Claude · usepromptup.com/prompts/text-google-ads-copy/

Write Google Search ad copy.

Business: [BUSINESS]

Offer: [OFFER]

Keyword: [KEYWORD]

Location: [CITY / REGION]

Unique point: [WHY US]

Write 10 headlines (max 30 characters each) and 4 descriptions (max 90 characters). Include the keyword, a benefit, proof and a call to action. Follow ad policies: no false claims.

Tip: Count characters before you paste it into the ad platform.

4 Find 10 ad angles for one product

ChatGPT · Gemini · Claude · usepromptup.com/prompts/text-ad-angles-brainstorm/

Act as a direct-response copywriter.

Product: [PRODUCT]

Price: [PRICE]

Customer: [WHO BUYS IT]

What customers say about it (paste reviews if you have them):

[REVIEWS OR NOTES]

Give me 10 different angles to sell this product, such as a pain point, a desire, a fear of missing out, a comparison, a myth to bust or a use case people have not thought of. For each angle write a one-line hook, the type of image or video that would suit it, and the customer it speaks to most. Rank the three you would test first and say why.

Tip: Real customer reviews produce much better angles than a description of the product. Paste a few in.

5 Write a promotional email for a sale

ChatGPT · Gemini · Claude · usepromptup.com/prompts/text-promo-sale-email/

Write a promotional email for our sale.

Brand: [BRAND] – tone: [TONE]

The offer: [e.g. 25% off all kurtas]

Dates: [START] to [END]

Who gets it: [e.g. everyone on the list / past customers only]

Best sellers to feature: [2-3 PRODUCTS]

Give me 5 subject lines with preview text, then one email under 150 words with a clear headline, why the offer matters to the reader, the products, one button label, and the end date stated plainly. Then write a short reminder email for the last day. No fake urgency: only say it ends when it really ends.

Tip: Send the last-day reminder only to people who did not open or click the first email.

6 Turn this week's trends into content ideas

ChatGPT · Gemini · Claude · usepromptup.com/prompts/text-social-trend-content-ideas/

Act as a social media strategist for [BRAND OR CREATOR] in the [NICHE] space.

Here are the trends, sounds, memes or news I have seen this week:

[PASTE A LIST OF TRENDS WITH A LINE ON EACH]

Our audience: [AUDIENCE]

Our tone: [e.g. friendly, a bit cheeky, never political]

For each trend, tell me whether it fits our brand (yes, maybe or skip, with a reason). For the ones that fit, give two post ideas with a hook line, the format (Reel, carousel, story or post) and how to tie it back to what we sell without forcing it. Point out any trend that could be risky or insensitive for a brand to join.

Tip: AI chat tools do not always know this week's trends, so paste them in yourself from the app's trending page.

7 Split a small marketing budget

ChatGPT · Gemini · Claude · usepromptup.com/prompts/text-marketing-budget-split/

Act as a practical marketing adviser for a small business.

Business: [WHAT WE SELL AND WHERE]

Monthly marketing budget: [AMOUNT]

Where customers come from today: [e.g. word of mouth, Google Maps, Instagram]

What has worked or failed before: [NOTES]

Goal for the next 3 months: [GOAL]

Suggest how to split the budget across channels, with a reason for each. Keep a small share for testing something new. Tell me what result would count as "working" for each channel after 30 days, and what to cut or move money to if it does not. Say clearly where your advice depends on assumptions about my business.

Tip: Re-run this every month with your real results pasted in. The advice gets much sharper.

8 Act as my customer and react to my offer

ChatGPT · Gemini · Claude · usepromptup.com/prompts/text-act-as-target-customer/

Act as my target customer: [DESCRIBE THEM, e.g. a 38-year-old clinic owner who is busy and sceptical of new software].

Here is my [landing page / pitch / product description / price]:

[PASTE IT]

Stay in character. Tell me honestly: what you understood in the first 10 seconds, what confused you, what made you trust or doubt it, what objection would stop you buying, and what you would need to hear to say yes. Then step out of character and give me the three changes most likely to help.

Tip: Run it twice with two different customer types. The objections often differ more than you expect.

9 Create a customer persona

ChatGPT · Gemini · Claude · usepromptup.com/prompts/text-customer-persona/

Create a detailed customer persona for [PRODUCT OR SERVICE].

Who buys it: [ROUGH DESCRIPTION]

Market: [COUNTRY / CITY]

Include: name and short story, age and job, daily routine, goals, frustrations, where they look for information, what makes them buy, what makes them hesitate, and 5 phrases they would actually say. Base it on realistic behaviour, not stereotypes.

Tip: Talk to 3 real customers and paste their words in. It makes the persona far more accurate.

10 Write landing page copy that converts

ChatGPT · Gemini · Claude · usepromptup.com/prompts/text-landing-page-copy/

Write landing page copy.

Product or offer: [PRODUCT]

Target customer: [WHO]

Main problem: [PROBLEM]

Proof I have: [REVIEWS, NUMBERS, LOGOS]

Action I want: [SIGN UP / BUY / BOOK]

Sections: headline and subheadline, 3 benefits, how it works (3 steps), proof, objection handling FAQ (4 questions), and a final call to action. Clear language, no hype words.

Tip: One page, one goal. Every section should push toward a single action.

11 Write a product description that sells

ChatGPT · Gemini · Claude · usepromptup.com/prompts/text-product-description/

Write a product description for [PRODUCT NAME].

Features: [LIST]

Who it is for: [CUSTOMER]

Main problem it solves: [PROBLEM]

Tone: [e.g. warm and simple / premium]

Write: a 10-word headline, a 60-word description that leads with the benefit, 5 bullet points (feature then benefit), and a short line for the SEO meta description (under 155 characters). Avoid "high quality" and "best in class".

Tip: Give the AI your customer reviews. Their wording is usually better than ours.

12 Generate email subject lines that get opened

ChatGPT · Gemini · Claude · usepromptup.com/prompts/text-email-subject-lines/

Write 15 email subject lines for this email.

Email is about: [TOPIC]

Audience: [WHO]

Goal: [OPEN / CLICK / REPLY]

Give 3 each in these styles: curiosity, benefit, urgency (honest, no fake deadlines), personal and short (under 30 characters). Mark your top 3 and say why. No ALL CAPS, no more than one emoji, no spammy words like "free" or "act now".

Tip: A/B test your top two. Change only the subject line so the result is clean.

13 Draft a newsletter in your own voice

ChatGPT · Gemini · Claude · usepromptup.com/prompts/text-newsletter-draft/

Write this week's newsletter for [AUDIENCE].

Main topic: [TOPIC]

Key points to include: [POINTS]

One link or offer: [LINK / OFFER]

My tone: [e.g. friendly, a bit witty]

Structure: subject line, a personal 2-line opening, the main story with a takeaway, one quick tip, and a single call to action. About 300 words. Sample of my writing style: [PASTE 2-3 SENTENCES].

Tip: Pasting a sample of your own writing helps the AI copy your voice.

14 Win-back email for lapsed customers

ChatGPT · Gemini · Claude · usepromptup.com/prompts/text-win-back-email/

Write a win-back email for customers who have not [BOUGHT / LOGGED IN] for [TIME].

Business: [BUSINESS]

What has improved since they left: [IMPROVEMENTS]

Offer (if any): [OFFER]

Tone: [TONE]

Give three subject lines, a short email under 100 words that acknowledges they have been away, and a one-question follow-up asking why they left.

Tip: Ask one question in the email and reply personally; win-backs work best as conversations.

15 Create an SEO content brief

ChatGPT · Gemini · Claude · usepromptup.com/prompts/text-seo-content-brief/

Create an SEO content brief for a page targeting "[KEYWORD]".

Website: [SITE / NICHE]

Audience: [WHO]

Search intent: [INFORMATIONAL / COMMERCIAL]

Give: recommended title and meta description, H1, H2 outline, questions to answer, related terms to include naturally, internal link ideas and what would make this page better than what already ranks. Do not stuff keywords.

Tip: Search your keyword yourself first and note what the top 3 pages miss.

16 Outline a blog post that ranks and reads well

ChatGPT · Gemini · Claude · usepromptup.com/prompts/text-blog-post-outline/

Create an outline for a blog post.

Topic: [TOPIC]

Target reader: [WHO]

Main keyword: [KEYWORD]

Goal: [e.g. teach, sell, build trust]

Length: [WORDS]

Give: 5 title options, a hook idea, H2 and H3 headings, the key point and example for each section, a natural place for a call to action and 5 related questions readers ask. Do not write the full post yet.

Tip: Approve the outline first, then ask for one section at a time.

17 Plan a content cluster around a topic

ChatGPT · Gemini · Claude · usepromptup.com/prompts/text-keyword-content-cluster/

Plan a content cluster for the topic "[MAIN TOPIC]" for [WEBSITE TYPE].

Give one pillar page idea and 12 supporting articles. For each list the target keyword, search intent, working title, suggested word count and how it links to the pillar. End with a publishing order for the first three months.

Tip: Link every supporting article back to the main pillar page and to each other where relevant.

18 Write meta descriptions that get clicks

ChatGPT · Gemini · Claude · usepromptup.com/prompts/text-meta-description-writer/

Write meta descriptions for these pages:

[LIST PAGE TITLES AND TOPICS]

Audience: [AUDIENCE]

Each one should be 140 to 158 characters, include the primary keyword, promise a specific benefit and end with a light call to action. Give two options for each and flag any that are too similar.

Tip: Include the main keyword naturally and a clear reason to click.

19 Plan a month of social media content

ChatGPT · Gemini · Claude · usepromptup.com/prompts/text-content-calendar/

Create a 30-day content calendar.

Business or personal brand: [DESCRIPTION]

Platform(s): [INSTAGRAM / LINKEDIN / X]

Audience: [WHO]

Goals: [e.g. leads, followers]

Posting days: [DAYS PER WEEK]

Give a table with date, content pillar, format (reel, carousel, text), topic idea, hook and call to action. Mix education, proof, personality and offers in an 40/20/20/20 balance.

Tip: Batch-create a week at a time to stay consistent.

20 Hashtag strategy for a niche

ChatGPT · Gemini · Claude · usepromptup.com/prompts/text-hashtag-strategy/

Build a hashtag strategy for [PLATFORM] in the niche of [NICHE].

My audience: [AUDIENCE]

Location: [LOCATION]

Suggest 30 hashtags in three tiers (broad, mid-size and niche), group them into four rotating sets of 8, and explain how many to use per post and how to check which ones bring reach.

Tip: Use a mix of large, medium and small tags and rotate them rather than repeating the same set.

21 Analyse a competitor's ad copy

ChatGPT · Gemini · Claude · usepromptup.com/prompts/text-competitor-ad-analysis/

Analyse these competitor ads:

[PASTE AD COPY OR DESCRIPTIONS]

Identify each ad's audience, main promise, emotional trigger, proof used and call to action. Point out what they do well and where there is a gap I can use. Then write three original angles for my product [MY PRODUCT] that differ from theirs.

Tip: Study ads that have been running for months; long-running ads are probably working.

22 Create a simple brand voice guide

ChatGPT · Gemini · Claude · usepromptup.com/prompts/text-brand-voice-guide/

Create a one-page brand voice guide for [BRAND].

What we sell: [PRODUCT]

Our customers: [CUSTOMERS]

Brands whose tone I like: [EXAMPLES]

Words I want to be known for: [VALUES]

Include four voice traits with a "we are / we are not" line for each, words to use and avoid, sample rewrites of a bland sentence in our voice, and how the tone shifts for support, social and legal messages.

Tip: Add three real sentences you would say and three you would never say; examples beat adjectives.

23 Brainstorm taglines for a brand or product

ChatGPT · Gemini · Claude · usepromptup.com/prompts/text-tagline-brainstorm/

Brainstorm 30 tagline options for [BRAND OR PRODUCT].

What it does: [DESCRIPTION]

Audience: [AUDIENCE]

Feeling we want: [FEELING]

Words to avoid: [CLICHES]

Group them into styles: short and punchy, benefit-led, playful and premium. Mark your top five with a one-line reason each and note any that sound like existing well-known slogans.

Tip: Say each tagline out loud; if it is hard to say, it is hard to remember.

24 Turn a customer win into a case study

ChatGPT · Gemini · Claude · usepromptup.com/prompts/text-customer-story-case-study/

Write a customer case study.

Customer: [NAME AND BUSINESS]

Their problem before: [PROBLEM]

What we did: [SOLUTION]

Results with numbers: [RESULTS]

A quote from them: [QUOTE]

Format: headline with the result, a short summary box, then Problem, Solution, Results. About 350 words, written for prospects in [INDUSTRY]. Add a one-line call to action.

Tip: Get a direct quote and one hard number from the customer before you start writing.

25 Localise marketing copy for another country

ChatGPT · Gemini · Claude · usepromptup.com/prompts/text-localise-marketing-copy/

Act as a native [LANGUAGE] copywriter from [COUNTRY OR REGION].

Adapt this marketing copy for local customers, not just translate it:
[PASTE COPY]

Keep the same message and offer. Change idioms, examples, units, currency, dates and humour so they feel natural there. Match the tone local brands use. Give me the adapted version, then a list of every change you made and why, and flag anything that could be misunderstood or offensive in that market.

Tip: Ask a native speaker to read the final copy before it goes live, especially for ads and packaging.

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