Activity: Marketing Plan

Using AI tools (e.g., ChatGPT, CoPilot, Gemini, HubSpot AI or Jasper AI) to generate a targeted marketing campaign.

Prompt 1: Develop a comprehensive marketing plan that aligns with our business objectives and target audience. Include strategies for brand positioning, customer acquisition, and retention: [Insert details about your business objectives and target audience]

Prompt 2: Craft a compelling brand story that resonates with our target market. Highlight our unique value proposition and key messaging points: [Insert details about your brand and target market]

Prompt 3: Generate a list of effective marketing channels and tactics to reach our target audience. Include both online and offline strategies: [Insert details about your target audience and industry]

Prompt 4: Conduct a market analysis to identify trends, opportunities, and potential threats. Provide insights on customer behavior, competitor landscape, and industry shifts: [Insert details about your industry and competitors]

Prompt 5: Create a social media strategy that enhances brand visibility and engagement. Outline content themes, posting schedules, and tactics for community building: [Insert details about your brand and target audience]

Additional Resources:

195 ChatGPT Prompts (& How to Write Your Own): https://www.semrush.com/blog/chatgpt-prompts/