

MARKETING PLAN SIMPLIFIED PROMPTS

Introduction

This prompt pack is your go-to resource for using AI to put a streamlined marketing plan into action. It's designed to help you make the most of AI assistants to reach your marketing goals, using key concepts and strategies from the original framework. With these prompts, you'll be equipped to create a focused, actionable plan that delivers real results for your business.

The prompts are organized into categories that align with the major themes of the book, allowing you to systematically work through each aspect of your marketing strategy. Whether you're a solopreneur just starting out or a seasoned business owner looking to refine your approach, these prompts will help you craft a marketing plan tailored to your unique needs and goals.

The key to success is consistent application and adaptation. Use these prompts regularly, adjust them as needed, and don't hesitate to dive deeper into areas where you need more guidance.

Let's begin your journey to marketing mastery!

Actionable Prompts

1. Identifying Your Ideal Customer

1. "Based on my current customer data [insert brief overview of your customer base], help me create a detailed customer persona. Include demographics, psychographics, pain points, and preferred communication channels."
2. "Analyze this list of my most profitable clients [insert list] and identify common characteristics that could help refine my ideal customer profile."
3. "I want to create a survey to gather more information about my target audience. Given my business type [insert business type] and current understanding of my customers [insert brief description], suggest 10 key questions to include in the survey."
4. "Using this customer persona [insert persona details], help me brainstorm 5 content ideas that would resonate with this audience and address their specific pain points."
5. "Based on my ideal customer profile [insert profile details], recommend 3 social media platforms where I'm most likely to reach this audience effectively."

2. Crafting Your Unique Value Proposition (UVP)

1. "Help me create a compelling UVP for my business. Here's what we offer: [insert product/service description], our target market is [insert target market], and our key differentiators are [insert unique features or benefits]."
2. "Review my current UVP: [insert current UVP]. Suggest

improvements to make it more clear, concise, and impactful."

3. "Based on my UVP [insert UVP] and target audience [insert audience details], help me create 3 elevator pitches of different lengths (10 seconds, 30 seconds, and 1 minute)."
4. "I want to test my UVP with potential customers. Design a short questionnaire that will help me gauge how well my UVP resonates with my target audience."
5. "Using my UVP [insert UVP], suggest 5 ways I can incorporate it into my website to make it more prominent and effective."

3. Developing a Consistent Brand Voice

1. "Based on my brand values [insert core values] and target audience [insert audience details], help me define 3-5 key characteristics of my brand voice."
2. "Create a brand voice chart for my business, including descriptions, do's, and don'ts for each characteristic. My brand personality is [insert brief description of brand personality]."
3. "Review these sample communications from my brand [insert 2-3 examples of marketing copy]. Are they consistent with my defined brand voice? If not, suggest improvements."
4. "Help me adapt my brand voice for different social media platforms. My brand voice is [insert brand voice characteristics] and I'm active on [insert social media platforms]."
5. "Based on my brand voice [insert brand voice characteristics], rewrite this customer service response to

sound more on-brand: [insert original response]."

4. Setting SMART Marketing Goals

1. "Help me transform this general marketing goal into a SMART goal: [insert general goal]. My current metrics are [insert relevant current data]."
2. "Based on my business objective to [insert business objective], suggest 3 aligned SMART marketing goals."
3. "I want to increase my email subscribers. Help me create a SMART goal for this, given my current subscriber count of [insert number] and average monthly growth rate of [insert percentage]."
4. "Review these marketing goals [insert list of goals]. Are they SMART? If not, help me refine them."
5. "Create a tracking template for this SMART goal [insert goal], including metrics to monitor and suggested check-in points."

5. Choosing and Optimizing Marketing Channels

1. "Given my ideal customer profile [insert profile] and business type [insert type], suggest the top 3 marketing channels I should focus on and explain why."
2. "Help me create a content calendar for [insert chosen channel] that aligns with my brand voice [insert voice characteristics] and appeals to my target audience [insert audience details]."
3. "I want to improve my performance on [insert channel]. My current metrics are [insert relevant metrics]. Suggest 5

strategies to optimize my efforts on this channel."

4. "Design an A/B test to improve my email marketing performance. My current open rate is [insert rate] and click-through rate is [insert rate]."
5. "Based on these performance metrics [insert metrics] from my various marketing channels, help me decide which channel to double down on and which to potentially cut."

6. Mapping the Customer Journey

1. "Help me create a basic customer journey map for my business. My product/service is [insert description] and my target audience is [insert audience details]."
2. "For each stage of this customer journey [insert journey stages], suggest one marketing tactic I could implement to guide the customer to the next stage."
3. "Identify potential pain points in this customer journey [insert journey map]. For each pain point, suggest a way my marketing could address it."
4. "Based on this customer journey map [insert map], help me create a lead nurturing email sequence that guides prospects from awareness to purchase."
5. "I want to improve the post-purchase stage of my customer journey. Suggest 5 marketing strategies to enhance customer retention and encourage advocacy."

7. Implementing Your Marketing Plan

1. "Help me create a 30-day implementation plan for this marketing strategy [insert strategy]. Include specific tasks,

deadlines, and responsible team members."

2. "Based on this marketing goal [insert SMART goal], suggest 5 key performance indicators (KPIs) I should track to measure progress."
3. "I have a marketing budget of [insert amount]. Help me allocate this across my chosen marketing channels [insert channels] based on potential ROI."
4. "Create a basic marketing dashboard template that I can use to track the KPIs for my SMART goals [insert goals]."
5. "I want to make my marketing efforts more data-driven. Suggest a weekly routine for analyzing my marketing data and making informed decisions."

Implementation Strategy

To effectively use these prompts with an AI assistant and achieve your marketing goals:

1. **Prioritize Your Goals:** Start by identifying your most pressing marketing challenges or objectives. Use the prompts related to those areas first.
2. **Provide Context:** When using the prompts, always fill in the bracketed sections with your specific information. The more context you provide, the more tailored and useful the AI's responses will be.
3. **Iterate and Refine:** Don't expect perfect results on the first try. Use the AI's responses as a starting point, then refine and expand on them based on your knowledge of your business and industry.
4. **Combine Prompts:** Feel free to combine elements from different prompts to create more comprehensive queries that address your specific needs.
5. **Regular Check-ins:** Set aside time each week to work through relevant prompts. This consistent effort will help you steadily improve your marketing strategy.
6. **Document Your Progress:** Keep track of the insights and strategies you develop using these prompts. This documentation will be invaluable as you refine your marketing plan over time.
7. **Adapt and Expand:** As you become more comfortable using these prompts, don't hesitate to modify them or create new ones that address emerging challenges or opportunities in your business.

- 8. Collaborate with Your Team:** Share relevant insights gained from these prompts with your team. Their input can help validate ideas and identify potential implementation challenges.
- 9. Test and Measure:** Implement the strategies developed through these prompts, but always measure their effectiveness. Use the data you gather to inform future decisions and refine your approach.
- 10. Stay Flexible:** Remember that marketing is an ever-evolving field. Be prepared to adjust your strategies as you learn more about your audience and as market conditions change.

Consistently using these prompts and applying the insights you gain will set you on the path to building a powerful, effective marketing strategy that delivers real results for your business. The real success lies not just in planning but in staying consistent with execution and continually refining your approach. Use this AI-powered prompt pack as your companion on the journey to marketing mastery!