



**10 Weeks of Giving  
AI Prompts to  
Accelerate your  
Marketing Strategy**

**NetElixir™**

# Table of CONTENTS

AI's transformative power is changing everything. As marketers, we need to actively test and engage with AI to discover its full potential for optimization and revenue generation.

Over the past decade, our product engineers have been continuously experimenting with AI from building our own proprietary technologies to leveraging the latest AI-powered platforms. In doing so, our team has meticulously developed and tested these 10 prompts to support all verticals of your digital marketing portfolio – Data Analysis, Paid Media, SEO and more.

At NetElixir, your success and efficiency lie at the heart of our mission. We're committed to ensuring that every tool we provide is tailored to best meet your needs, and every experiment is tested to bring us one step closer to our next breakthrough.

Together, we're future ready.

<b>1</b>	<b>Data Range Metrics Comparison &amp; Optimization</b>	Page 3
<b>2</b>	<b>Effective Problem-Solving for Paid Advertising Success</b>	Page 4
<b>3</b>	<b>Create a Yearly Content Calendar</b>	Page 5
<b>4</b>	<b>Email Marketing Copy Template</b>	Page 6
<b>5</b>	<b>Create an SEO Keyword Cluster Content Strategy</b>	Page 7
<b>6</b>	<b>Generate a Site Link Structured Data Code</b>	Page 8
<b>7</b>	<b>Analyze Google Ads data.</b>	Page 9
<b>8</b>	<b>Optimizing Keyword Usage in SEO</b>	Page 10
<b>9</b>	<b>Step-by-Step Guide to Optimize Bid Strategy in Google Ads.</b>	Page 11
<b>10</b>	<b>Create a Return Policy for Ecommerce Website</b>	Page 12

# 1. Data Analysis

## Overview:

Compare key metrics of two date ranges and suggest optimization strategies to improve review.

## Expected Benefits:

- **Cost Efficiency:** Identifying underperforming areas and taking action can result in more efficient use of resources. This may include reallocating ad spend or refining targeting to reduce ad spend while maintaining or increasing revenue.
- **Data-Backed Strategy:** Using data to guide decision-making ensures that actions are rooted in evidence rather than assumptions. This leads to more effective strategies and better results.
- **Resource Allocation:** The comparison helps in allocating resources, whether it's budget, personnel, or creative efforts, more efficiently. By identifying areas that need improvement, the team can focus on those specific aspects to drive better results.

## Testing Elements For Better Optimization:

- **Keyword Optimization:** If the data shows a decline in CTR or CVR, consider optimizing keywords to better match user intent. Use keyword research tools to identify high-performing keywords.
- **Landing Page Optimization:** If CVR is lower than expected, examine the landing pages associated with the ads. Ensure they are aligned with ad messaging and provide a seamless user experience.
- **Bid Adjustments:** If AOV is a concern, consider adjusting bids based on the profitability of different keywords or products. Allocate more budget to high-value areas.

## Prompt:

Compare week-over-week performance from the table below, and suggest optimizations to improve revenue. Mention reasons why to take the action. Provide in the table the Impression, CTR, CVR, AOV, and Revenue for both dates.

```
{
  {Date1, Impressions1, CTR1, CVR1, AOV1, Revenue1},
  {Date2, Impressions2, CTR2, CVR2, AOV2, Revenue2},
}
```

## Additional Data to Collect:

1. Date range of data
2. Total impressions of each data segment
3. Total CTR of each data segment
4. Total CVR of each data segment
5. Total AOV of each data segment
6. Total Revenue of each data segment
7. Data compiled into a table

# 2. Paid Media Strategy

## Overview:

Effective problem-solving for paid advertising success.

## Expected Benefits:

- **Precise Problem Identification:** By using a prompt-driven approach, gain a nuanced and accurate understanding of the challenges faced in the paid media landscape. This forms the foundation for effective solution development.
- **Collaborative Thinking and Innovation:** Promote collaborative thinking and engagement within the team, encouraging the generation of innovative insights and ideas. This fosters a dynamic and creative environment for problem-solving.
- **Priority on Root Causes:** Focus on identifying and addressing root causes to concentrate efforts where they matter most. This optimizes resource allocation, ensuring maximum impact and efficiency.
- **Targeted Action Plan:** Generate a targeted action plan based on GPT-3.5's suggestions, increasing the likelihood of successful outcomes. This proactive approach enhances ROI, improves conversion rates, and strengthens your organization's presence in the digital advertising space.

## Testing Elements For Better Optimization:

- **Industry-Specific Context:** Provide specific industry context to enhance the prompt, enabling more precise question generation. This tailored approach streamlines problem-solving and solution development.
- **Fine-Tuning Question Quality:** Experiment with different temperatures and "top\_p" values to fine-tune question quality, ensuring that ChatGPT generates questions that accurately capture the essence of the problem at hand.
- **Action Plan Execution, Monitoring, and Adjustment:** To ensure continuous improvement, integrate an aspect to address action plan execution, monitoring, and adjustment over time. This strengthens the overall problem-solving approach and maximizes results.

## Prompt:

As a cutting-edge Digital Marketing expert, you have been tasked with improving your company's Paid ad performance. Your goal is to provide an appropriate action plan after asking a series of questions.

Ask what problem I want to solve and the industry. Wait for the answer from me before proceeding to the next step. Once you receive the answer from me.

Utilizing the power of GPT-3.5, generate a series of 3 questions one after another to define the problem..

Wait for the answer from me for each question then ask the next question.

1. Define the problem, make your answers relevant to the industry type.

Once you define the problem, ask me to reply in "Yes" or "No" if the problem understanding is correct. If I answer "Yes", proceed to the next step or redefine the problem. Continue

in loop of 3 then you

2. Determine Root Causes.

3. Rank Root Causes in Order of Importance.

4. Create an Action Plan - Suggest top 3 actions.

Temperature: 0.8, Top\_p (Nucleus): 0.85

## Additional Data to Collect:

NA

# 3. Content

## Overview:

Create a yearly content calendar.

## Expected Benefits:

- **Consistent Brand Messaging:** A planned calendar ensures consistent communication, reinforcing the brand's voice and message.
- **Event Alignment:** Aligning content with specific events, holidays, or campaigns maximizes relevance and impact.
- **Performance Tracking:** A structured calendar aids in tracking content performance and iterating strategies based on data insights.

## Testing Elements For Better Optimization:

- **Incorporate Brand Guidelines:** Provide detailed brand guidelines, including tone, style, and visual elements, to maintain consistency.
- **Audience Insights:** To tailor content accordingly, offer insights into the target audience's preferences, pain points, and behavior.
- **Content Amplification:** Recommend tactics for content amplification, such as hashtags, cross-promotion, and paid ads.

## Prompt:

Create a yearly content calendar broken down by each month for a [brand type] on [topic] for [social media platforms].

## Additional Data to Collect:

1. Your industry
2. Themes/topics you want to cover throughout the year
3. Top social media platforms your brand is active on

# 4. Content

## Overview:

Email marketing copy template.

## Expected Benefits:

- **Increased Conversion Rates:** Customize emails based on DiSC profiles to resonate with recipients, boosting conversion rates and inspiring action, whether it's making a purchase or subscribing to a newsletter.
- **Reduced Unsubscribes:** Personalized emails minimize the chance of being perceived as spam or irrelevant, reducing unsubscribes and maintaining strong connections with recipients.
- **Brand Loyalty:** By delivering personalized content based on DiSC profiles, cultivate a deeper connection between customers and your brand, cultivating long-term loyalty and encouraging repeat business.

## Prompt:

Write an email marketing copy template for brand: {Brand Name} and product: {Product Name}, in US business English, to use in the mail merge. Use 4 separate emails that will engage each DiSC model profile.

## Additional Data to Collect:

1. Segment recipient lists into the four DiSC model personality profiles (Dominance, Influence, Steadiness, Conscientiousness) for precise and tailored communication.

## Testing Elements For Better Optimization:

- **Testing and Optimization:** Continuously analyze the performance of DiSC-based email templates. Optimize underperforming templates to maximize their effectiveness, ensuring every communication hits the mark.
- **Segmentation Refinement:** Refine DiSC model segmentation through customer behavior analysis and feedback, taking personalization to the next level for more accurate and impactful email campaigns.
- **Content Variety:** Expand the library of templates to cover a range of scenarios, promotions, and customer journeys within each DiSC profile. Deliver diverse and captivating content that captivates recipients at every touchpoint.
- **A/B Testing:** Experiment with variations within each DiSC profile to identify the most compelling email elements. Fine-tune subject lines, messaging tone, and calls to action for optimal engagement and conversion rates.
- **Data Integration:** Seamlessly integrate DiSC model data into the organization's CRM system. Unlock the power of automation and dynamic personalization to deliver tailored content that truly resonates.

# 5. SEO

## Overview:

Create an SEO keyword cluster content strategy.

## Expected Benefits:

- **Enhanced Content Strategy:** The SEO content plan is finely tuned to resonate with users' search intent, enhancing content relevance.
- **Engagement Amplification:** Customized titles and compelling meta descriptions foster higher click-through rates, amplifying user engagement.
- **SEO Ranking:** Optimized content based on user intent improves search engine ranking, bolstering brand visibility.

## Testing Elements For Better Optimization:

- **User Persona Context:** Introduce a fictional user persona to guide content creation, ensuring alignment with audience needs.
- **Competitor Analysis:** Incorporate a competitive analysis component to identify content gaps and differentiate strategies.
- **Scenario Variations:** Extend the task to offer multiple scenarios with diverse keywords, expanding the scope of practice.

### Additional Data to Collect:

1. Target keyword

## Prompt:

You are a top market research expert who speaks and writes fluent English.

Pretend you have the most accurate and detailed information about keywords.

Pretend that you can develop a full SEO content plan in fluent English.

I will give you the target keyword [INSERT TARGET KEYWORD].

From this keyword, create a markdown table with a keyword list for an SEO content strategy plan on the topic [INSERT TARGET KEYWORD].

Cluster the keywords according to the top 10 super categories and name the super category in the first column called keyword cluster. Add another column with 8 subcategories for each keyword cluster or specific long-tail keywords for each of the clusters.

List in another column the human searcher intent for the keyword. Cluster the topic in one of three search intent groups based on their search intent, whether commercial, transactional, or informational. Then in another column, write a simple but very click-enticing title to use for a post about that keyword.

Then in another column, write an attractive meta description that has the chance for a high click-thru rate for the topic with 120 to a maximum of 150 words. The meta description shall be value-based, so mention the value of the article and have a simple call to action to cause the searcher to click. Do NOT under any circumstance use too generic keywords like introduction or conclusion or tl:dr. Focus on the most specific keywords only.

Do not use single quotes, double quotes, or any other enclosing characters in any of the columns you fill in.

Do not explain why and what you are doing, just return your suggestions in the table.

The markdown table shall be in English language and have the following columns: keyword cluster, keyword, search intent, title, and meta description. Here is the keyword to start again: [INSERT TARGET KEYWORD].

## Overview:

Generate a site link structured data code.

## Expected Benefits:

- **Enhanced Search Visibility:** Implementing JSON-LD structured data for a site link search box helps improve the website's search visibility. Search engines can better understand and index the site's search functionality, potentially leading to higher rankings in search results.
- **User Experience:** By enabling search engines to recognize and interpret the site's search box, users may benefit from enriched search results, such as site links, which provide more direct access to specific pages within the website. This enhances the overall user experience and increases the likelihood of users finding relevant content quickly.
- **SEO Benefits:** Structured data markup can contribute to improved SEO performance. It enhances the website's presence in search engine results pages (SERPs) and may lead to higher click-through rates (CTR) due to the inclusion of site links.

## Prompt:

Can you generate a Json LD site link search box structured data code for the following page? Page: `{https://examplepage.com/reviews}`

## Additional Data to Collect:

1. Page link

## Testing Elements For Better Optimization:

- **Validation and Testing:** Ensure the generated JSON-LD code is correctly implemented on the "https://examplepage.com/reviews" page. Validate the code using Google's Structured Data Testing Tool to detect and rectify errors.
- **Customization:** Tailor the structured data code to match the specific search functionality and design of the "https://examplepage.com/reviews" page. Customize the search box markup as needed.
- **Monitoring and Maintenance:** Regularly monitor the performance of the structured data in search results. Be prepared to update the code if there are changes to the website's search functionality or design.



# 7. Data Analysis

## Overview:

Analyze Google Ads data.

## Expected Benefits:

- **Refine Analytical Skills:** By letting AI do the hard work of sorting and analyzing the data, you as the marketer interpret and refine the results to optimize future campaigns.
- **Improved CVR:** This proactive approach can lead to cost savings, increased click-through rates (CTR), higher conversion rates, and enhanced overall campaign performance. These improvements translate into better visibility, more qualified leads, and increased revenue for the organization.
- **Time-Saving:** AI does the manual work of sifting through the data and pulling out points that the human eye might miss, leaving you as the marketer more time for team collaboration and holistic strategizing.

## Prompt:

You are an experienced Google Ads professional. Please analyze the following data exported from Google Ads and suggest actionable insights in a {bulleted/table} form, suggesting points of improvement.

{Your data in CSV form here}

## Additional Data to Collect:

1. Google Ads data you want to analyze in a CSV file.

## Testing Elements For Better Optimization:

- **Define Success Metrics:** Establish specific success metrics or benchmarks against which the generated reports and improvement suggestions can be evaluated. This will help in measuring the impact of the exercise accurately.
- **Feedback Loop:** Create a feedback mechanism for team members to receive input on their reports and suggestions. This will encourage iterative improvements and skill development.
- **Integration with Campaigns:** Consider integrating the prompt's insights and suggestions directly into the organization's Google Ads campaigns, ensuring that the improvements are implemented effectively.
-

## Overview:

Provides a comprehensive list of 5 short-tail, 5 long-tail, and 5 negative keywords.

## Expected Benefits:

- **Increased Traffic:** Harness short-tail and long-tail keywords for diverse searchers, leading to more website traffic and wider audience reach.
- **Higher Quality Leads:** Long-tail keywords attract specific needs, generating higher-quality leads and valuable customer relationships.
- **Improved Click-Through Rates (CTR):** Prioritize relevance between keywords, ad copy, and landing pages for higher CTRs and Google Ads quality scores.
- **Enhanced ROI:** Target the right keywords, exclude irrelevant ones for improved ROI, profitability, and measurable success.

## Prompt:

Provide 5 short tail keywords, 5 long tail keywords, and 5 Negative Keywords for the brand {Brand Name} within the category of {Category Name}.

## Additional Data to Collect:

NA

## Testing Elements For Better Optimization:

- **Keyword Expansion:** Continuously monitor and analyze search query reports to identify and add relevant keywords to your list, ensuring your brand stays on top of industry trends and keeps reaching a wider audience.
- **Keyword Match Types:** Tailor your keyword match types (broad match, phrase match, exact match) to exert precise control over how your keywords trigger ads, empowering you to deliver more targeted and impactful messages to your audience.
- **Negative Keyword Management:** Regularly review and update your list of negative keywords to stay aligned with evolving user behaviors and search trends, ensuring your ads are not wasted on irrelevant searches and that your budget is allocated strategically.
- **Smart Keyword Bidding:** Adjust your keyword bids based on performance data and insights to maximize your budget and allocate resources more effectively toward high-performing keywords, optimizing your advertising efforts and driving better results.
- **Ad Grouping:** Group your keywords into cohesive ad groups with closely related themes to create highly targeted and tailored ad campaigns, boosting the relevance and impact of your messaging and increasing the chances of conversion.
- **Landing Page Optimization:** Ensure that your landing pages align seamlessly with your keywords and ad copy, providing a smooth and engaging user experience that boosts conversion rates and fosters stronger connections with your audience.

# 9. Paid Media

## Overview:

Step-by-step guide to optimize bid strategy in Google Ads.

## Expected Benefits:

- **Clarity and Training:** The SOP provides clear and standardized steps for team members to follow when adjusting bid amounts, reducing ambiguity, and potential errors. It's useful for training new team members or upskilling existing ones on bid management best practices.
- **Cost Management:** Allows the organization to manage advertising costs effectively by optimizing bids based on performance and objectives.
- **Scalability:** Makes bid management scalable as the organization grows, ensuring consistent practices across teams.

## Prompt:

You are a Google ads expert. I want to increase the Bid amount in Google Ads. Help me in creating a standard operating procedure (SOP) for this purpose. Please guide me with a step-by-step guide.

## Additional Data to Collect:

N/A

## Testing Elements For Better Optimization:

- **Include Performance Metrics:** Specify which performance metrics (e.g., conversion rate, click-through rate, cost per conversion) should be considered when deciding to increase bids.
- **Ad Scheduling:** If relevant, explain how bid adjustments can be made based on ad scheduling to maximize visibility during peak hours.
- **Competitor Analysis:** Incorporate techniques for monitoring competitor bids and adjusting bids accordingly to maintain competitiveness.

# 10. Content

## Overview:

Create a return policy for ecommerce website.

## Expected Benefits:

- **Customer Trust:** Builds trust and confidence, increasing customer satisfaction and loyalty.
- **Reduced Friction:** Minimizes confusion and complaints, leading to smoother return processes and improved experiences.
- **Enhanced Loyalty:** Encourages repeat purchases and fosters stronger customer relationships.
- **Operational Efficiency:** Boosts efficiency in handling returns, reducing strain on internal resources.
- **Positive Brand Image:** Contributes to a positive brand reputation, serving as a competitive advantage and enhancing credibility.

## Prompt:

Create an X day return policy for my e-commerce website outlining [specific terms and conditions] for refunds and exchanges.

## Additional Data to Collect:

1. A clear X-day return period that aligns with industry standards and customer expectations

## Testing Elements For Better Optimization:

- **Eligibility Criteria:** Outline clear conditions for returns and exchanges to ensure fairness and clarity.
- **Refund and Exchange Process:** Detail a clear and easy-to-follow procedure with required documentation and contact information.
- **Refund Methods:** Explain available methods for issuing refunds to offer flexibility and convenience.
- **Exceptions:** Clarify any exceptions to standard policy, such as final sale items or customized products.
- **Restocking Fees:** If applicable, clearly communicate any associated fees for returns to ensure transparency and fairness.
- **Customer Support:** Provide accessible channels for inquiries and assistance related to returns and exchanges.
- **Legal Compliance:** Incorporate necessary legal language to ensure compliance with relevant laws for trust and fairness.

**Together,**  
**we're future ready.**

For more information please contact our  
Client Experience Manager, Emily Nelson,  
at [Emily.Nelson@NetElixir.com](mailto:Emily.Nelson@NetElixir.com)

NetElixir<sup>TM</sup>