## Best Ways to use Claude AI for Digital Marketing - DEMO PROMPTS



Hey! Thanks for watching my video about using Claude AI for marketing. Below are the prompts that I have used in the video. Feel free to make changes. Enjoy.

#### Grace Leung,

Subscribe my newsletter here:

https://www.graceleung.com/newsletter/

# Analyze writing style for content generation Prompt 1:

I'm going to attach three writing samples from the same author. Please analyze these samples and create a concise writing style guide that another AI could use for content generation. Include the following elements:

- 1. Sentence structure: Typical length and complexity (e.g. short and punchy, long and flowing, mix of both)
- 2. Vocabulary: Level of complexity, any frequently used words or phrases
- 3. Tone and voice: Overall feel (e.g. formal, casual, academic, conversational)
- 4. Literary devices: Common techniques used (e.g. metaphors, alliteration, rhetorical questions)
- 5. Pacing: How information and ideas are typically presented
- 6. Unique style elements: Any distinctive features of the author's writing

Please format your response as a clear, bulleted list that an AI assistant could easily parse and apply. Avoid long explanations and focus on actionable style points. Here are the samples as attachments: [insert writing samples]

#### Prompt 2:

You're planning an article for your website about well-being. Write an article draft with around 1000 words on the topic of gym intimidation, focusing on practical strategies to overcome it. Make sure you use the attached writing style guide [insert writing style guide] when generating the draft. Include sections on setting realistic goals, dressing comfortably, planning workouts, starting slowly, using a personal trainer, focusing on oneself, celebrating progress, bringing a workout buddy, trying new things, and utilizing community support. Provide detailed tips and advice for each section to help readers feel more confident and comfortable in the gym environment.

## Competitive positioning analysis

Please analyze the competitive positioning of my brand "PicMonkey" compared to "Canva" in the cloud-based graphic design solution industry. Attached [insert attachment] contains more information about both my brand and competitor's key characteristics, products/services, target audience, and current positioning strategy, as well as other information such as market data and my brand's unique selling propositions.

Then, using the perspectives of Steve Jobs, Elon Musk, and Jeff Bezos respectively, provide insights and suggestions on:

- 1. How my brand should position itself to differentiate itself from Canva
- 2. What strategies to attract and retain professional designers

## **Sentiment Analysis**

You are the brand owner of a window company and you are doing customer research. You are now evaluating your brand's Google Business Profile reviews in attached [insert attachment].

Then follow below instructions

- 1. Analyze the sentiment for each comment
- 2. Look for some highlight that each comment has mentioned, both positive and negative
- 3. Summarize your findings and provide recommendations for improvement.

#### **Build Topic Clusters for SEO**

You are a content and SEO expert, and you are tasked to build topic clusters for the broad topic "wedding makeup". Attached is a dataset containing different keywords around the topic. [insert attachment]

Now, based on this keyword dataset, help me to generate different topic clusters, and clearly showing the top 10 corresponding keywords ranking from the highest search volume and lowest keyword difficulty score.

#### Carousel style social post

#### Prompt 1:

You are a social media marketing expert. You are tasked to create a carousel style social post on LinkedIn about the attached "Google's Prompting Guide 101 [insert attachment]. The target audience is digital marketers who are beginners in AI and prompt engineering.

The post should follow this flow:

- Cover with a title, the title should be interesting, click-worthy using simple language, 1 page
- Creative hook that encourage the curiosity and keep audience reading the whole post, 1 page
- Why it is important, explain why prompt engineering is important, 1-2 pages
- Key takeaways from the attachment, highlighting the key concept, with examples to illustrate the key point, up to 8 pages. The examples should be related to digital marketing to better help the audience to understand the key takeaway. For each takeaway, there should be both a Bad and Good example. For Bad example, highlight the example with pink background, for Good example, highlight the example with green background. Use emojis to make it engaging
- Call-to-action message and to drive traffic to Google prompting guide download page: [URL], 1 page

Now, help me to generate this post in the form of an artifact. Make sure each slide is a separate artifact. Beautify each slide as if it is ready to post on LinkedIn.

### Prompt 2:

Are you able to combine all of these slides into one artifact where I can easily share with others in one go?

#### Create Landing Page Layout

You are an expert web designer. You are tasked to build a one-page landing page for your SaaS product brand "AutomateAds". It is a simple AI solution that helps search advertising marketers to generate click-worthy Ad taglines within minutes and it provides seamless integration with Google Ads. There is a 14 days free trial with full access to the features.

Now, help me to build the landing page for this product with critical core sections with the aim to encourage a high signup rate for the product. Make sure the landing page is beautified as if it is ready to launch.

#### **Build Interactive Dashboard**

You are a marketing research expert. You have some research data about the 2023 financial summary of Ikea in attached [insert attachment], that you are going to visualize the data in an interactive dashboard.

You are tasked to build an interactive dashboard that displays the key insights in a clear and insightful way.

Please include charts, graphs, and filters to allow for easy analysis. Make sure it is beautified as if it is ready to launch. Now, help me to build that interactive dashboard.