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How to prompt
ChatGPT

for Marketing & Sales

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How to promt chat gpt –

For marketing & sales

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ME SAYING PLEASE TO CHATGPT

THE HUMAN RACE

ROBOT APOCALYPSE

Speakers

OANA LEFTER
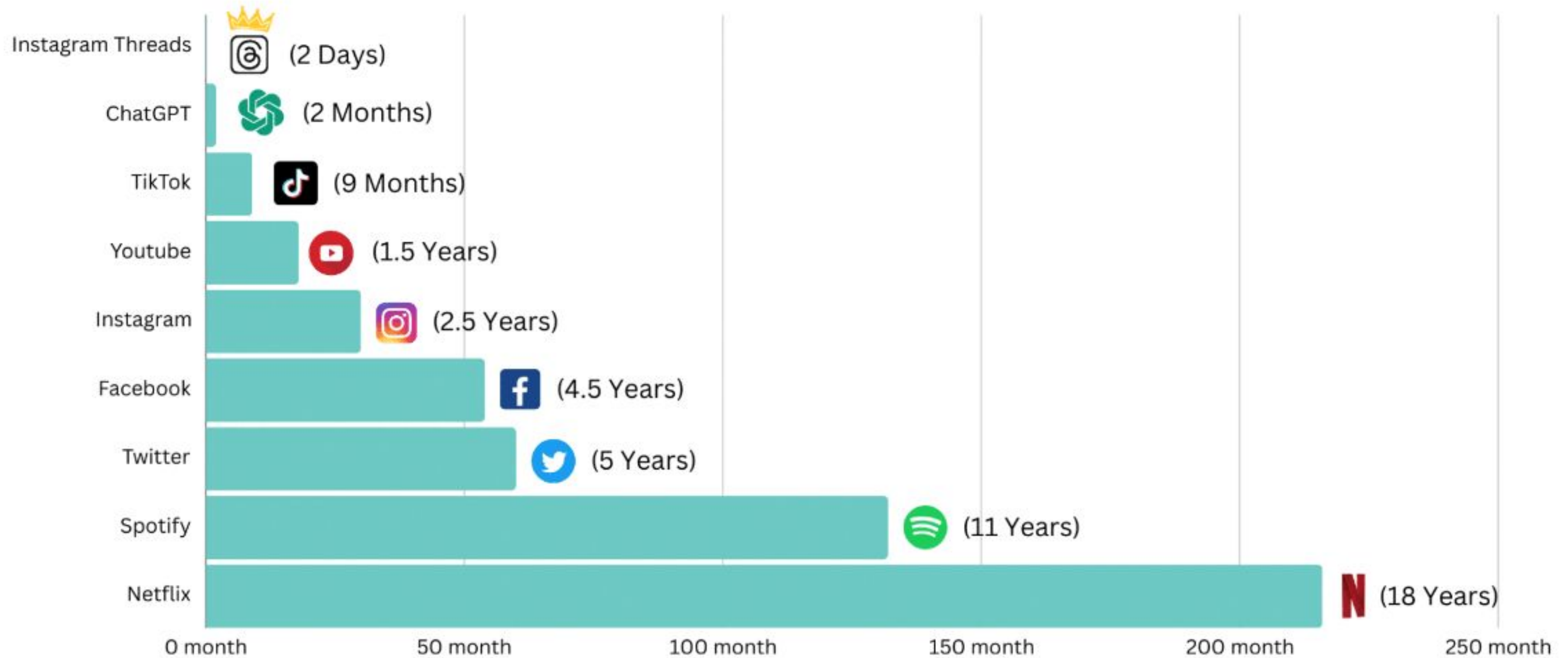
MANAGING PARTNER

DANIEL CHIOVEANU

CLIENT SUCCESS

MANAGER

Topics covered

- ChatGPT's Impact in Marketing & Sales

- The essentials of Prompt Engineering for ChatGPT

- Crafting Effective Marketing Prompts

- Developing Targeted Sales Prompt for Business Impact

- Hands-on Prompts

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Road To 100 Million Users For Various Platforms

Instagram Threads — (2 Days)

ChatGPT — (2 Months)

TikTok — (9 Months)

Youtube — (1.5 Years)

Instagram — (2.5 Years)

Facebook — (4.5 Years)

Twitter — (5 Years)

Spotify — (11 Years)

Netflix — (18 Years)

| 0 month | 50 month | 100 month | 150 month | 200 month | 250 month |

6

Top 5 Uses for Generative AI According to Marketers Worldwide, May 2023
% of respondents

1. Basic content creation — 76%
2. Write copy — 76%
3. Inspire creative thinking — 71%
4. Analyze market data — 63%
5. Generate asset images — 62%

Note: among respondents in Australia, the UK, and the US who are using generative AI
Source: Salesforce survey conducted by YouGov as cited in company blog, June 5, 2023
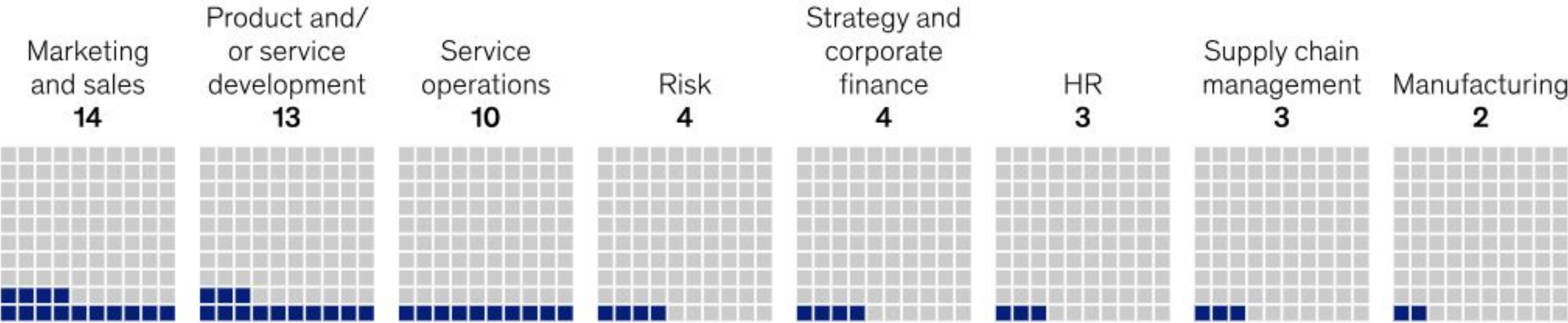
282221   Insider Intelligence | eMarketer

Statistics

- Among marketers who are already using generative AI, 76% said they use it for basic content creation and to write copy.
- 62% of consumers are comfortable with generative AI in marketing and advertising, as long as it doesn't affect the overall experience in a negative way.
- 64% of consumers are open to purchasing a new product recommended by generative AI.
- 23% of marketing professionals in organizations use AI. Compare that to 54% of IT professionals.
- 26% of organizations are using AI for marketing and sales, while 22% are specifically using conversational AI or virtual assistants.
- 14% of organizations are using generative AI for marketing and sales.
- 53% of IT leaders who say their organizations use generative AI beyond ChatGPT use it for marketing and advertising.
- Gartner predicts 30% of outgoing marketing messages from large organizations will be generated by AI by 2025.
- 46% of organizations that already use AI said they use generative AI most for marketing and communications.

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The most commonly reported uses of generative AI tools are in marketing and sales, product and service development, and service operations.

Share of respondents reporting that their organization is regularly using generative AI in given function, %[1]

Marketing and sales	Product and/ or service development	Service operations	Risk	Strategy and corporate finance	HR	Supply chain management	Manufacturing
14	13	10	4	4	3	3	2

Most regularly reported generative AI use cases within function, % of respondents

Marketing and sales	Product and/or service development	Service operations
Crafting first drafts of text documents	Identifying trends in customer needs	Use of chatbots (eg, for customer service)
9	7	6
Personalized marketing	Drafting technical documents	Forecasting service trends or anomalies
8	5	5
Summarizing text documents	Creating new product designs	Creating first drafts of documents
8	4	5

Prompt Engineering
General
How To's & Tips

Prompt Engineering

= the **art** and **science** of **designing and refining prompts** (input queries or statements) in a way that **effectively guides** the AI model to generate **desired outputs or responses**.

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Top 10 Rules
For Effective Prompt Engineering

1. **Clarity & Specificity:** Use clear, specific instructions.
2. **Simple Language**: Avoid complexity and ambiguity.
3. **Contextual Information**: Provide necessary background.
4. **Tone Setting**: Indicate the expected tone/style.
5. **Logical Sequencing**: Arrange questions/instructions logically.
6. **Example Use:** Incorporate examples for guidance.
7. **Conciseness:** Keep prompts brief and to the point.
8. **Iterative Refinement**: Refine prompts based on responses.
9. **AI Capabilities Awareness:** Understand what AI can and cannot do.
10. **Testing & Learning:** Experiment and learn from responses.

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The 'not so secret' formula

[TASK] + [CONTEXT] + [EXAMPLES] +

[PERSONA] + [FORMAT] + [TONE]

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The 6 Modes

1. Q&A Mode

What are the best digital marketing channels to target HR Managers in Software Companies, based in the U.S.?

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The 6 Modes

2. Instructional Mode

Write a 600 words blog post about HR SaaS trends in 2024.

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The 6
Modes

3. Roleplaying Mode

You are a potential client interested in our latest software product, a comprehensive customer relationship management (CRM) tool designed for small to medium-sized businesses. As the client, you are curious about the product but have some reservations regarding its cost and complexity. You also want to ensure it integrates well with your existing systems. I am a sales representative for the company, and my goal is to address your concerns, highlight the key benefits of our CRM tool, and persuade you to consider a demo or trial. Let's start the conversation.

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The 6
Modes

4. Discussion Mode

Let's discuss strategies to improve our marketing efforts for a new line of eco-friendly home products. As a marketer, I am interested in exploring innovative marketing techniques, particularly focusing on digital and social media platforms. I want to discuss the potential of influencer marketing, content marketing, and targeted advertising. ChatGPT, your role is to provide insights and suggestions based on current marketing trends and successful strategies in the eco-friendly product space

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The 6 Modes

5. Simulation Mode

"Simulate a discussion between a customer service representative for a company that provides B2B software solutions and an angry customer, the manager of a business that uses your software. He's frustrated because his team has been facing recurring issues with the software that are impacting his business operations. His primary complaints are about software bugs, inadequate customer support, and the overall reliability of the service. Your goal is to address his concerns, provide solutions, and restore his confidence in the company's product and service."

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The 6 Modes

6. Brainstorming Mode

"Brainstorm marketing strategies for a new cloud-based project management tool tailored for mid-sized manufacturing companies. Focus on themes like efficiency, collaboration, and technological innovation. Our goal is to identify unique approaches to reach decision-makers in these companies. ChatGPT, your role is to provide innovative marketing ideas and insights specifically for a B2B audience in the manufacturing sector."

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Best Prompts
For Marketing

When using Chat GPT for marketing...

1. Consider your TARGET AUDIENCE

2. Add your BRAND PERSONALITY

3. Measure SUCCESS

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Tone of Voice Dimensions

Refine your tone of voice dimension by choosing more specific tone characteristics from the list.

Tone of Voice Dimensions			
😀 Funny Serious 🤔	🎩 Formal Casual 👕	😏 Irreverent Respectful 👍	🔍 Matter-of-fact Enthusiastic 🌟
Cheerful	Trustworthy	Authoritative	Dry
Conservative	Conversational	Caring	Enthusiastic
Fun	Casual	Irreverent	Matter-of-fact
Funny	Formal	Provocative	Passionate
Humorous	Professional	Edgy	Upbeat
Playful	Frank	Respectful	Trendy
Serious	Sympathetic	Unapologetic	Nostalgic
Informative	Friendly	Sarcastic	Romantic
Quirky	Smart	Snarky	
Witty		Coarse	

Tone of Voice Characteristics

semrush.com

Use the CREATE rule

CHARACTER	REQUEST	EXAMPLES	ADDITIONS	TYPE OF OUTPUT	EXTRAS
● **Define the Character (Role of ChatGPT):** Be specific about the role you want ChatGPT to play in your marketing task. For instance, *"You are a digital marketing expert with 10 years of experience in creating successful campaigns."*	● **Make a Clear Request:** Clearly state what you need from ChatGPT. Include specifics of your marketing needs. Example: *"Create a detailed digital marketing plan focusing on social media for a new health product."*	● **Provide Examples**: Give examples to help ChatGPT understand your marketing goals. For instance, *"Refer to successful campaigns like those of Brand X and Y for inspiration."*	● **Specify Adjustments:** If your initial output isn't perfect, refine your prompt by specifying what needs to change. Example: *"Include more statistics and user engagement strategies in the marketing plan."*	● **Determine the Type of Output:** Specify the format of your desired output. For a marketing plan, you might say, *"Present this as a structured document with headings for each section, including objectives, target audience, platforms, and key messages."*	● **Include Extras for Clarity:** Use phrases that guide ChatGPT to better understand your requirements. For instance, *"Ignore my previous questions about B2C marketing, as this is focused on B2B."*

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Market
Research

1. **Product Details**
   As a digital marketing expert, please provide a comprehensive breakdown of the key benefits and features in separate lists of [PRODUCT]. Explain how these features address customer pain points and what makes this product stand out from competitors. Additionally, highlight any testimonials, awards, or certifications associated with the product that can be leveraged to enhance credibility and trust among potential customers

2. **Target Audience Persona**
   Act as an expert digital marketer. Please provide a comprehensive target audience persona for a digital marketer selling [PRODUCT]. Include the following information: Demographics, Geographic location, Psychographics, Professional Background, Pain Points and challenges, Goals and aspirations, Shopping habits and preferences, Media consumption, Influencers and decision-makers, Brand perceptions and preferences. Assume no prior audience data is available, and base the persona on general market trends and consumer behavior for this type of product. At the end, give me suggestions for different niches to target to best sell this product.

3. **Competitor Analysis**
   Summarize the following reviews into lists of pros and cons. At the end give me suggestions on how I may improve based on this feedback.
   AND
   Act as a digital marketing expert. Summarize the following list into constructive feedback that I can use for a digital marketing strategy.

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Create Once
Distribute
Forever

Write X Social Media Posts About the Following Blog Post
https://blog.nnc-services.com/using-ai-for-customer-segmentation-in-b2b-marketing

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Image
Analysis

- Ask for some feedback about the design **on my website** by inserting picture

This is the above the fold section of the home page of our website. We're selling b2b marketing consulting services and are looking to improve the design to increase engagement and conversion rate give me tips and a tutorial on how to do this.

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Email
Marketing

Write X Conversion-Focused Email Subject Lines Based on the Following Email:

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Optimize for SEO

Please start by reading this document: https://static.googleusercontent.com/media/guidelines.raterhub.com/en//searchqualityevaluatorguidelines.pdf . ChatGPT, read my article here https://blog.nnc-services.com/using-ai-for-customer-segmentation-in-b2b-marketing . Then, compare my article with these three that rank higher for the keyword, AI for customer segmentation: https://www.linkedin.com/pulse/how-ai-can-improve-your-customer-segmentation-marketing-addllyai ; https://www.rinf.tech/how-to-supercharge-customer-segmentation-with-ai-and-ml-solutions/ https://blog.aspiration.marketing/en/ai-impact-on-customer-segmentation-targeting . Based strictly on the guidelines or principles outlined in the first document, analyze these articles and compare them in terms of the depth and detail of the content, the demonstration of expertise and credibility, and how well they fulfill the user's intent. Provide a list of specific action points for improvements that could potentially enhance the ranking of my article strictly based on areas where you verified through the text that the other articles are performing better. Please exclude any generic SEO advice. I only want action points based on where these articles are outperforming mine.

Favorite Content Generation Prompt

I want you to do some research for me. Act as an expert Instagram social media marketer. Tell me ten frustrations, ten desires and ten fears that (add your audience) experience with their (area of focus). Put it in a table format label X axis 1-10 and Y axis frustrations, desires and fears.

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Best Prompts
For Sales & Lead generation

Conducting Surveys for Lead Generation

Based on [specific criteria such as age, gender, location, etc.], could you provide me with [number] of survey questions for lead generation in [specific industry or niche]

After conducting a lead generation survey with ChatGPT in [specific industry or niche], could you help me develop a follow-up strategy that includes [specific type of communication, such as email or phone call] and [specific topic or product] that could be of interest to potential leads?

Could you help me customize my lead generation survey questions for [specific product or service] by providing [number] of questions that are relevant to [specific target audience or demographic], and also highlight any potential challenges in generating leads for this product or service?

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Conducting
Competitor Research for Lead Capture

What are the top [number] competitors in the [industry/niche] that my business should be aware of, and how do they compare to us in terms of [product/service/price/branding]?

Are there any untapped markets or [niches/sub-niches] that my business can pursue that our competitors haven't explored yet, and what specific lead capture strategies should we use to reach these markets?

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Developing
Lead Capture
Forms

Can you suggest [specific number] best practices for creating lead capture forms that [specific goal, e.g. increase conversions, reduce bounce rate]?

What are the [specific number] essential form fields that should be included in a lead capture form for [specific purpose, e.g. event registration, product demo]?

Can you recommend any [specific type of tool or plugin] to make the process of developing a lead capture form [specific adjective, e.g. more efficient, more user-friendly], particularly for [specific platform, e.g. WordPress, Shopify]?

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Effective Email Campaigns for Lead Nurturing

Can you help me come up with a catchy subject line for my lead nurturing campaign targeting [insert demographic, e.g. millennials, small business owners, etc.]? I'm trying to [insert goal of the campaign, e.g. increase open rates, drive website traffic, etc.], and my message revolves around [insert main topic or offer, e.g. a new product launch, a limited-time discount, etc.]. I want to make sure the subject line [insert requirement or constraint, e.g. includes a specific keyword, is no longer than 50 characters, etc.].

I need to write a series of follow-up emails to nurture my leads. Can you suggest some topics to cover that [insert benefit or outcome, e.g. build trust, establish expertise, address common pain points, etc.]? My target audience includes [insert demographic or psychographic information, e.g. small business owners, marketing professionals, etc.], and I want to make sure my messages [insert tone or style, e.g. friendly, informative, persuasive, etc.]

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Favorite
Lead
generation
prompt

Can you help me craft an email that will encourage my leads to take action, such as [insert action, e.g. register for a webinar, schedule a demo, download an e-book, etc.]? The email should be [insert tone, e.g. urgent, persuasive, friendly, etc.] and highlight the benefits of taking the action. My target audience is [insert demographic or psychographic information, e.g. decision-makers, influencers, etc.], and I want to make sure the email is [insert requirement or constraint, e.g. no longer than 300 words, includes a specific call-to-action, etc.].

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Q & A

Question 1

Can Chat GPT analyze my website?

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Question 2

Getting beyond the generic AI speak (*in today's fast paced digital world etc*)

Question 3

How ChatGPT can help me leverage Linkedin Sales Navigator effectively?

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Question 4

How to use AI in prospecting? And how to use it to support day to day tasks.

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Question 5

Risks/potential errors and methodologies for validating information

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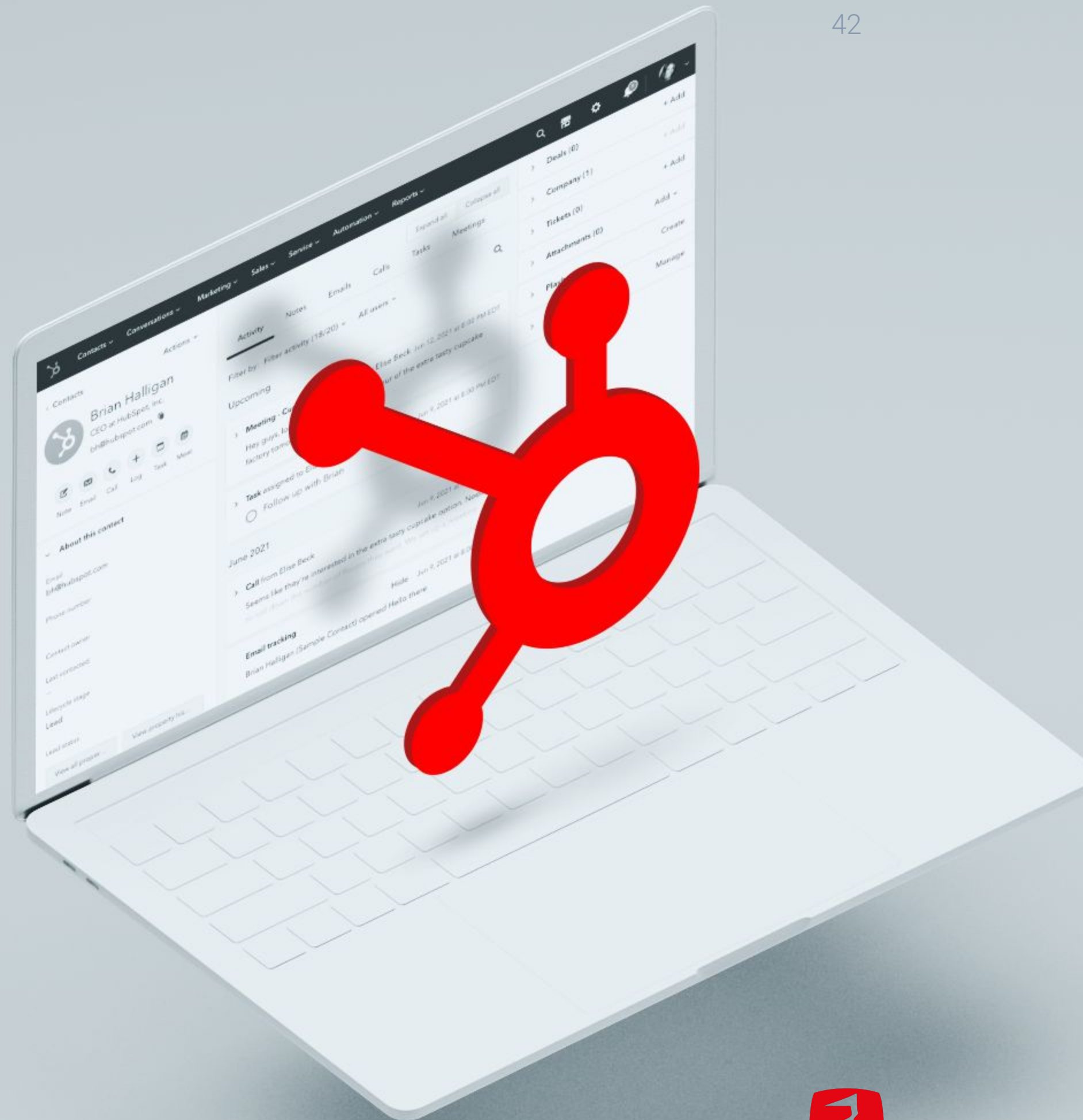
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As a registered attendee, you are eligible for an exclusive 15% discount for our services.

Contact our consultants to get a custom quote at:

- daniel.chioveanu@nnc-services.com
- oana.lefter@nnc-services.com

Thank you!

Reach out to our consultants if you have any questions or need support with your marketing initiatives.
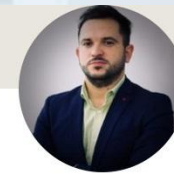
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