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AI for marketing: 10 prompts for a team of one

For the person who "does the marketing" alongside everything else. Ten prompts for knowing your customer, planning content, writing emails and reporting results.

How to use these

Paste a prompt into ChatGPT, Claude, Gemini or Copilot and swap the [brackets]. The more you tell it about your real customers, the less generic the result. Never invent reviews, results or statistics, and check any fact before you publish it.

Know your customer

PROMPT 1

Describe your customer in their own words

Before you write anything.

> Here are real things my customers have said, with names removed: **[paste reviews, emails or survey answers]**. Summarise who they are, the problem they had before us, the words they use to describe it, what nearly stopped them buying, and what they value most now.

Tip: Paste real phrases from reviews or emails, with names removed. It's the best raw material you have.

PROMPT 2

Find your message

Your website says what you do, not why anyone should care.

> We sell **[product or service]** to **[who]**. The main problem we solve is **[problem]**. Alternatives they might use: **[alternatives]**. Write five one-sentence value propositions in plain English, each from a different angle: saves time, saves money, less stress, better result, easier than the alternative.

Plan and make content

PROMPT 3

A content plan you'll stick to

You post in bursts and then go quiet.

Make a four-week content plan for **[business]** on **[channels]**. I have **[hours]** a week. My customers care about: **[topics]**. Mix helpful tips, customer stories, behind the scenes and offers. For each post, give the idea, the format and the call to action.

PROMPT 4

Turn one piece into five

You wrote one good thing. Make it work harder.

Here's a piece of content I wrote: **[paste it]**. Turn it into: a short social post, a three-part carousel outline, an email newsletter paragraph, a 30-second video script, and a question to start a conversation.

PROMPT 5

Write a newsletter people open

The monthly email nobody looks forward to writing.

Write an email newsletter for **[audience]**. The main story: **[story]**. Two shorter items: **[items]**. One clear call to action: **[action]**. Friendly, under 250 words, and give me five subject lines under 45 characters.

PROMPT 6

Improve a landing page

People visit and leave.

Here's the text of my landing page: **[paste it]**. Read it as a busy **[type of customer]** seeing it for the first time. What's unclear in the first five seconds, what's missing that I'd want to know, and where would I hesitate? Then rewrite the headline and first paragraph.

PROMPT 7

Write ad copy options

You need several versions to test.

Write six short ads for **[product]** aimed at **[audience]**. The offer: **[offer]**. Each needs a headline under 30 characters and a description under 90. Use a different angle for each and keep every claim true to this: **[facts]**.

Measure and report

PROMPT 8

Make sense of your numbers

You have the figures and no idea what they're telling you.

Here are last month's marketing numbers: **[paste figures by channel: visits, sign-ups, sales, spend]**. Tell me what's working, what isn't, what I can't tell from this data, and the two things I should do differently next month.

PROMPT 9

Write the monthly report

Your boss wants one page.

Write a one-page marketing report for **[month]**. Results: **[figures]**. What we did: **[activities]**. What we learned: **[points]**. Plan for next month: **[plan]**. Lead with the headline result, plain English, under 200 words.

PROMPT 10

Plan a campaign

A launch, an event or a seasonal push.

Help me plan a campaign for **[what]** aimed at **[who]**, running **[dates]**, with a budget of **[budget]** and **[hours]** of my time. Give me the goal and how to measure it, the main message, the channels, a week-by-week timeline, and the risks.

Map your marketing week, step by step

Paint a normal working day on doingit.today. We'll turn it into plain steps, mark the ones AI could help with, and teach you each one in a short lesson.

Free to start. No tech background needed.

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