ChatGPT Prompts for Digital Marketing Agencies

Complete 180+ Master Prompt Vault for Media Buying, Strategy, Funnels & Client Ops

Standard Operating Manual: Fill bracketed placeholders `[Product]`, `[Target Audience]`, `[KPI]` prior to execution. Designed for campaign managers, media buyers, and agency strategists.

** Note: Output results may vary depending on model version, context window, and custom instructions settings.*

SECTION 1: FACEBOOK, INSTAGRAM & META ADS (PROMPTS 001 - 018)

001: Problem-Agitate-Solve Primary Text

PAS Framework

```
Write 3 Meta ad copy variations using PAS framework for [Product]. Target audience: [Audience]. Core pain point: [Pain Point]. Call to action: [CTA].
```

002: Direct Offer & Scarcity Headlines

Headlines

```
Generate 8 Meta Ad headlines (<40 chars) for [Brand] emphasizing [Offer/Discount]. Incorporate urgency and social proof.
```

003: Abandoned Checkout Recovery Ad

Retargeting

```
Draft retargeting ad copy for users who abandoned cart for [Product]. Address price objection and present [Incentive/Guarantee].
```

004: Instagram Reels Visual Script

Video Script

```
Create a 30s Reel ad script for [Service]. Include visual cues, voiceover, and text overlays. Visual hook in first 3 seconds.
```

005: 4-Card Carousel Ad Copy

Carousel

```
Develop copy for a 4-card Instagram Carousel for [Service]. Card 1: Hook, Card 2-3: Features/Benefits, Card 4: Offer + CTA.
```

006: UGC & Testimonial Integration

Social Proof

```
Transform this customer review: [Review] into 3 distinct Meta ad copy variations emphasizing transformation and speed.
```

007: Attention-Interest-Desire-Action

AIDA Model

```
Write a long-form Meta ad copy using AIDA framework for [B2B Service] targeting [Job Title]. Focus on ROI.
```

008: Creative Angle Diversification

Angles

```
Generate 5 distinct ad angles (Us vs Them, Fear of Missing Out, Cost Reduction, Expert Endorsement, Secret Reveal) for [Product].
```

009: Instant Form Lead Ad Copy

Lead Gen

```
Write copy for a Meta Instant Lead Form promoting [Free Guide/Audit]. Include headline, 3 bullet points, and form completion hook.
```

010: Seasonal Promo Flash Sale

E-Commerce

```
Draft 3 high-energy ad variations for a [Holiday/Season] flash sale offering [Discount]% off on [Product Collection].
```

011: 10 Opening Hook Sentence Generator

Hook Generator

```
Write 10 pattern-interrupt first lines for Meta video ads targeting [Niche Industry] business owners struggling with [Challenge].
```

012: Free Trial Acquisition Copy

B2B SaaS

```
Write ad copy driving free trial signups for [SaaS Product]. Focus on time saved and seamless onboarding process.
```

013: Geo-Targeted Service Ad Copy

Local Ads

```
Write local Meta ad copy for [Local Service Business] in [City]. Include location callout, emergency availability, and phone CTA.
```

014: "Old Way vs New Way" Comparison

Comparisons

```
Draft ad copy contrasting the traditional frustrating method of [Old Method] with the streamlined automated approach of [Client Solution].
```

015: Preemptive Objection Crusher

Objections

```
Identify top 3 buyer hesitations for [Product] and write short ad copy directly refuting each hesitation with proof.
```

016: Application Funnel Ad Copy

High Ticket

```
Write ad copy inviting [Target Audience] to apply for exclusive 1-on-1 strategy sessions with [Consultant/Agency].
```

SECTION 2: GOOGLE SEARCH, PERFORMANCE MAX & PAID SEARCH (PROMPTS 019 - 036)

019: Responsive Search Ad Asset Pack
RSA Search

```
Write 10 headlines (<30 char) and 4 descriptions (<90 char) for Google RSA targeting keyword [Primary Keyword] for [Business].
```

020: Performance Max Asset Group Text
PMax

```
Draft PMax assets for [Brand]: 5 short headlines, 1 long headline (90 char), 4 descriptions, and callout extensions highlighting [USP].
```

021: Google Ad Sitelinks & Callouts
Extensions

```
Create 4 sitelink extensions (title + 2 descriptions) and 6 callout extensions for a campaign promoting [Service].
```

022: Competitor Conquesting Ad Copy
Competitor

```
Write Google Search ad copy targeting keywords for [Competitor Name]. Highlight key feature advantages without trademark violation.
```

023: Bottom-of-Funnel Transactional Ad
High Intent

```
Draft search ad headlines and descriptions targeting high commercial intent keyword "[Keyword] pricing / quote".
```

024: Negative Keyword Expansion List
Negative KW

```
Generate a list of 25 irrelevant search term patterns and negative keywords to exclude for a client selling [Premium Service].
```

025: Google Local Services Ad Copy
Local Search

```
Create headlines and service descriptions for a local business profile ad targeting [Service] in [City].
```

026: Responsive Display Ad Copy
Display

```
Write short headlines, long headlines, and descriptions for Google Display Retargeting ads for users visiting [URL/Page].
```

027: Skippable YouTube Ad 60s Script
YouTube

```
Write a 60s YouTube ad script for [Product]. 0-5s Hook, 5-20s Problem, 20-45s Solution & Demo, 45-60s CTA with banner overlay.
```

028: Enterprise B2B Search Ads
B2B Search

```
Draft Google Search ads for high-ticket enterprise software targeting [Category] procurement keywords. Focus on compliance and security.
```

029: Shopping Campaign Title Optimization
E-Com Search

```
Rewrite product titles for [Product List] to follow Google Shopping optimal format: Brand + Gender + Product Type + Attributes (Color, Size).
```

030: Call-Only Search Campaign Copy
Call Ads

```
Draft Call-Only Google Ads for emergency service [Service Type]. Emphasize immediate response time and 24/7 availability.
```

031: Dynamic Search Ads (DSA) Description
Dynamic Ads

```
Write 4 dynamic search ad description lines (90 chars) that adapt across various category landing pages for [E-commerce Store].
```

032: Google Promotion Extensions Copy
Promotions

```
Draft promotion extension titles and details for [Black Friday / Summer Sale] offering [Discount Amount] on [Category].
```

033: Branded Search Campaign Assets
Brand Defense

```
Write official branded Google Search ads for [Brand Name] protecting against competitor bidding and driving traffic to direct portal.
```

034: App Promotion Campaign Text
App Install

```
Draft short lines and descriptions for Google App Install campaign promoting [Mobile App] emphasizing primary user action.
```

035: Quality Score LP Matcher
Landing Page

```
Review search ad copy [Ad Text] and recommend 3 specific headline edits for landing page [URL/Copy] to maximize Quality Score.
```

036: Microsoft / Bing Ad Adaptation
Bing Ads

```
Adapt Google search ad copy for Microsoft Advertising targeting an older, higher-income demographic for [Financial Service].
```

SECTION 3: TIKTOK, LINKEDIN & EMERGING AD NETWORKS (PROMPTS 037 - 054)

037: UGC Style TikTok Video Script
TikTok UGC

```
Write a 15-second casual TikTok ad script for [Product]. Include creator action cues, on-screen caption text, and sound suggestions.
```

038: Spark Ad Caption & Hashtag Pack
TikTok Spark

```
Generate 5 engaging, viral-style short captions and relevant trending hashtag clusters for a TikTok Spark Ad promoting [Item].
```

039: Sponsored Content Single Image
LinkedIn B2B

```
Write authoritative LinkedIn ad copy targeting [C-Level Title] in [Industry]. Highlight high-level strategic ROI and efficiency gains.
```

040: Message / Conversation Ad Flow
LinkedIn Message

```
Draft a 3-choice interactive LinkedIn Conversation Ad script offering [Industry Report/Lead Magnet] to targeted prospects.
```

041: Promoted Pin Title & Description
Pinterest

```
Create search-optimized Pinterest ad descriptions incorporating keywords for [Home/Fashion/Lifestyle Product].
```

042: Direct Response X Campaign Post
Twitter / X

```
Write 3 concise, punchy X (Twitter) ad posts for [SaaS/Tool] targeting tech professionals and agency founders.
```

043: Full-Screen Snap Ad Copy
Snapchat

```
Write copy and visual direction for a 10s Snapchat Snap Ad driving instant swipe-up actions for [App / Youth Brand].
```

044: 30s Audio Ad Script & Companion
Spotify

```
Draft a 30s conversational Spotify audio ad script + clickable companion banner display copy for [Brand/Event].
```

045: Sponsored Products Headline Copy
Amazon Ads

```
Write Amazon Sponsored Brands custom headline copy emphasizing product differentiation and verified review counts.
```

046: Native Reddit Community Ad Copy
Reddit Ads

```
Draft a native-sounding, non-salesy Reddit promoted post copy targeted at r/[Subreddit Name] discussing [Problem Solution].
```

047: Question-Targeted Quora Ad
Quora Ads

```
Write text ad copy targeting users reading questions about "[Topic/Competitor]" on Quora. Position [Product] as solution.
```

048: Sponsored Newsletter Native Placement
Newsletter

```
Write a 100-word native primary sponsor blurb for an industry newsletter targeting [Professionals] introducing [Tool].
```

049: Influencer Creator Ad Brief
Influencer

```
Draft a 1-page creative brief for hired influencers detailing product talking points, required deliverables, and illegal claims.
```

050: Reaction & Stitch Concept Prompt
TikTok Duet

```
Develop 3 video concept hooks utilizing TikTok Stitch/Duet formats responding to common misconceptions in [Niche].
```

051: Event Promotion Ad Campaign
LinkedIn Event

```
Write LinkedIn ad copy promoting a live virtual roundtable event: "[Event Title]" featuring industry panel speakers.
```

052: CTV 15-Second Commercial Script
Connected TV

```
Write a high-production 15-second Connected TV (Hulu/Roku) video ad script with voiceover and onscreen QR code prompt.
```

053: Taboola / Outbrain Advertorial Title
Native Ads

```
Generate 10 click-worthy advertorial headlines for native ad networks driving traffic to a long-form sales page for [Health/Finance].
```

054: Host-Read Podcast Sponsorship Script
Podcast

```
Draft a 60s host-read podcast ad integration script including personal anecdote framework, discount code, and URL CTA.
```

SECTION 4: LANDING PAGES & SALES FUNNEL ARCHITECTURE (PROMPTS 055 - 072)

055: High-Converting Landing Page Hero
Hero Section

```
Write 3 hero section options (H1, H2, primary CTA button text, trust badge line) for [Service Landing Page].
```

056: 5-Minute Video Sales Letter Script
VSL Script

```
Draft a 5-minute VSL script structure for [Offer]. Hook (0-30s), Problem (1m), Solution (2m), Case Study (3m), Offer & Guarantee (5m).
```

057: Opt-in Squeeze Page Copy
Lead Magnet

```
Create high-converting landing page copy for a free lead magnet [Resource Title]. Include 5 bullet points using "How to X without Y".
```

058: Feature to Benefit Matrix
Feature-Benefit

```
Translate these 5 technical features of [Product] into emotional and financial business benefits for the landing page body.
```

059: Conversion FAQ Block Writer
FAQ Section

```
Generate 6 strategic FAQ questions and answers for [High-Ticket Service] designed to eliminate buying friction and sales calls delays.
```

060: SaaS Pricing Tier Copywriting
Pricing Page

```
Write copy for a 3-tier SaaS pricing table (Starter, Pro, Enterprise). Include tier titles, target buyer labels, key inclusions, and CTA.
```

061: Testimonial & Case Study Framing
Social Proof

```
Format raw client results data [Insert Stats] into a compelling "Before vs After" narrative section for landing page placement.
```

062: Low-Ticket Tripwire Offer Page
Tripwire Page

```
Draft immediate thank-you page upsell copy offering a $[Price] tripwire resource to new subscribers before download access.
```

063: Checkout Order Bump Pitch
Order Bump

```
Write a 50-word high-converting checkout order bump description promoting [Add-on Product] for $[Price].
```

064: One-Time Offer (OTO) Upsell Copy
Upsell Page

```
Write post-purchase OTO landing page headline and body copy offering [Upgrade Offer] with a 1-click buy button callout.
```

065: Automated Webinar Registration LP
Webinar Page

```
Draft registration page copy for a free webinar "[Webinar Title]". Include urgency timers framework, host bio, and 3 key takeaways.
```

066: Calendar Booking Page Text
Booking Page

```
Write brief, high-trust text for a Calendly/booking page for a free 15-minute growth strategy call with [Agency Name].
```

067: Exit-Intent Pop-up Copy
Exit Intent

```
Draft 3 exit-intent pop-up copy options offering [Discount / Freebie] to save abandoning site visitors.
```

068: Alternative-To Competitor Page
Comparison LP

```
Write landing page copy for "[Client Brand] vs [Competitor]". Include comparison matrix table text and migration incentive.
```

069: CTA Button Micro-Copy Pack
Micro-Copy

```
Generate 15 high-converting button text variations organized by funnel goal (Lead Capture, Direct Purchase, Trial, Booking).
```

070: Risk Reversal Guarantee Copy
Guarantee

```
Draft 3 strong risk-reversal guarantee statements (30-day money back, performance-based, unconditional) for [Service].
```

071: Multi-Step Quiz / Survey Questions
Survey Funnel

```
Design a 5-question lead qualification quiz funnel for [Niche Agency] to filter high-budget clients from unqualified leads.
```

072: High-Value Thank You Page Copy
Thank You

```
Write thank-you page copy for lead magnet downloads that prompts immediate secondary action (Join Community / Book Call).
```

SECTION 5: EMAIL MARKETING & AUTOMATION SEQUENCES (PROMPTS 073 - 090)

073: 5-Part Lead Welcome Automation
Welcome Series

```
Draft 5-part email welcome series for [Lead Magnet] subscribers. Email 1: Delivery, Email 2: Story, Email 3: Shift, Email 4: Pitch, Email 5: Urgency.
```

074: 3-Part E-Commerce Abandoned Cart
Abandoned Cart

```
Write 3 abandoned cart emails: Email 1 (1hr): Helpful reminder, Email 2 (24hr): Reviews & proof, Email 3 (48hr): Limited discount.
```

075: B2B Agency Cold Outreach Arc
Cold Email

```
Draft a 3-touch cold email sequence to [Target Business] offering a free quick video audit. Keep under 120 words per email.
```

076: Dead List Win-Back Sequence
Re-Engagement

```
Write 2 re-engagement emails for inactive subscribers (6+ months silent). Use subject lines with high curiosity triggers.
```

077: 4-Day Launch Event Sequence
Product Launch

```
Create a 4-day daily promotional email blast sequence for new product [Product Name] closing cart on Day 4 midnight.
```

078: 20 Open-Rate Subject Line Pack
Subject Lines

```
Generate 20 subject lines for [Email Topic] categorized by angle: Curiosity, Scarcity, Direct Benefit, Story, How-To.
```

079: Weekly Value Newsletter Outline
Newsletter

```
Write a weekly newsletter following "1 Insight, 1 Case Study, 1 Tool Recommendation" format on topic [Industry Topic].
```

080: Long-Term Educational Nurture
Nurture

```
Draft 3 educational nurture emails for [Service] explaining key industry pitfalls without pitching directly until the P.S.
```

081: Webinar Broadcast Sequence
Webinar Reminders

```
Write 4 webinar reminders: 24h before, 2h before, 15m before ("We're live"), and post-webinar replay access email.
```

082: New User Onboarding Workflow
SaaS Onboard

```
Draft 3 onboarding emails encouraging key activation action "[Action Step]" for new trial users of [SaaS Tool].
```

083: 24-Hour Flash Sale Campaign
Flash Sale

```
Write 3 email blasts for a 24-hour flash sale: Morning Announcement, Mid-Day Social Proof, 4-Hour Final Countdown.
```

084: E-Commerce Post-Purchase Flow
Post-Purchase

```
Write 3 post-purchase emails: Order confirmation + expectation setup, Product usage guide, and Day 14 Review Request.
```

085: Exclusive Loyalty Program Invite
VIP Invite

```
Draft email inviting top 5% purchasing customers to join an exclusive VIP beta testing group with perks.
```

086: Google Review Request Automation
Review Push

```
Write a friendly 2-step email sequence asking satisfied clients of [Local Business] to leave a 5-star Google review.
```

087: Client Referral Program Launch
Referral

```
Draft email introducing a $[Amount] referral credit incentive to existing clients for introducing new qualified leads.
```

088: Andre Chaperon Soap Opera Arc
Soap Opera

```
Write a 3-part story-driven email sequence building cliffhanger tension around founder struggle and ultimate discovery of [Solution].
```

089: High-Converting Plain Text Sales Pitch
Plain Text

```
Write a casual, non-formatted personal email from founder asking [Prospect] a simple 1-sentence question to trigger replies.
```

090: Cross-Sell Recommended Products
Upsell Flow

```
Write automated cross-sell email recommending [Complementary Item] based on past purchase of [Base Product].
```

SECTION 6: SEARCH ENGINE OPTIMIZATION & CONTENT STRATEGY (PROMPTS 091 - 108)

091: Comprehensive Content Brief & Outline
SEO Outline

```
Generate a detailed SEO blog outline targeting "[Primary Keyword]". Include title ideas, H2/H3 structure, and search intent notes.
```

092: Topic Cluster & Pillar Page Strategy
Cluster Map

```
Build a pillar-cluster content strategy for core topic "[Topic]". Identify 1 main pillar page title and 10 supporting sub-topic articles.
```

093: Title Tag & Meta Description Generator
Meta Data

```
Write 5 meta title tags (<60 chars) and meta descriptions (<155 chars) for target page [URL/Topic] driving high CTR.
```

094: Existing Article SEO Upgrade Brief
Content Refresh

```
Review this existing article text: [Paste Text]. Identify missing LSI sub-topics, outdated info, and structural improvements.
```

095: Keyword Intent Classification
Intent Audit

```
Classify the following list of keywords into Informational, Navigational, Commercial, or Transactional intent categories: [List].
```

096: Internal Linking Anchor Strategy
Internal Links

```
Suggest 5 logical anchor text phrases and internal linking targets within article [Article Text] to boost page [Target Page].
```

097: FAQ Schema Generator Text
FAQ Schema

```
Generate 5 concise FAQ questions and answers rich in long-tail keywords for schema implementation on page [Topic].
```

098: Featured Snippet Optimization Paragraph
Snippet Grab

```
Write a 45-word direct definition answer target block for question "[What is X?]" designed to capture Google Featured Snippets.
```

099: Guest Post Pitch Email
Link Building

```
Draft a personalized outreach pitch to editor of [Target Blog] proposing 3 unique article ideas related to [Niche].
```

100: Journalist PR Quote Response
HARO / Connect

```
Draft an expert quote response for a journalist query regarding [Industry Trend]. Keep under 150 words with executive bio.
```

101: Google Business Profile Post Calendar
Local SEO

```
Write 4 Google Business Profile weekly updates promoting local services, including call to action button and keyword tags.
```

102: Author Bio & E-E-A-T Optimization
E-A-T Polish

```
Draft a high-authority author bio for [Expert Name] highlighting certifications, years of experience, and media features.
```

103: E-Commerce Category Page SEO Text
E-Com SEO

```
Write a 250-word search-optimized category page intro and description for [Product Category] incorporating terms [Keywords].
```

104: 3-Month Editorial Blog Calendar
Content Calendar

```
Build a 12-article editorial calendar table for [Client Niche]. Columns: Working Title, Target Keyword, Search Volume Tier, Intent.
```

105: Skyscraper Content Upgrade Blueprint
Skyscraper

```
Analyze top ranking article snippet [Snippet]. Outline how to make a 2x more thorough version incorporating media, data, and charts.
```

106: Image Alt Text Optimization Pack
Alt Text

```
Write descriptive, keyword-rich image ALT tags for 5 product images described as: [Brief Image Descriptions].
```

107: YouTube Video Description & Tags
Video SEO

```
Write an SEO-optimized YouTube video description with timestamps, chapters, keyword tags, and link CTAs for "[Video Title]".
```

108: Programmatic SEO Page Template
Programmatic

```
Create a scalable dynamic content template for location landing pages: "Best Digital Marketing Agency in [City Name]".
```

SECTION 7: ORGANIC SOCIAL MEDIA MANAGEMENT (PROMPTS 109 - 126)

109: Viral B2B Thought Leadership Post

LinkedIn Post

```
Write a text-first LinkedIn post about a hard lesson learned in [Industry]. Format with short punchy lines and strong open hook.
```

110: Educational Carousel Slide Breakdown

Instagram Carousel

```
Draft copy and visual notes for an 8-slide educational Instagram carousel titled "7 Mistakes to Avoid in [Niche]".
```

111: 7-Tweet Value Breakdown Thread

Twitter/X Thread

```
Write a 7-tweet breakdown analyzing how [Famous Company] scaled their marketing. Tweet 1: Hook, Tweet 2-6: Breakdown, Tweet 7: CTA.
```

112: 1 Long Article to 5 Social Assets

Repurposing

```
Repurpose this article excerpt: [Excerpt] into 1 LinkedIn post, 2 X posts, 1 IG caption, and 1 newsletter bullet.
```

113: Facebook Group Engagement Prompts

Community

```
Generate 10 conversation-starting discussion questions to increase comments and engagement in a Facebook group for [Audience].
```

114: Organic Short-Form Video Script

Shorts/Reels

```
Draft a 45s educational Reel script demonstrating 3 quick tips for [Topic]. Include spoken word and text-on-screen overlay.
```

115: LinkedIn Poll & Context Post

Polls

```
Create an engaging LinkedIn Poll idea with 4 distinct options and accompanying post copy inviting audience opinion on [Industry Debate].
```

116: Behind-The-Scenes Agency Post

Behind Scenes

```
Write a humanizing behind-the-scenes social post showcasing how team resolved a high-stakes deadline for a client project.
```

117: Industry-Specific Meme Concepts

Memes

```
Concept 5 relatable industry meme ideas (Image description + Caption) capturing daily struggles of [Job Title].
```

118: Mini Social Case Study Post

Case Study

```
Write a short-form social proof post breaking down client results: [Insert Stats] following Problem-Process-Result format.
```

119: Organic Pinterest Pin Description

Pinterest Pins

```
Write 3 search-optimized Pin descriptions for a blog post titled "[Title]" targeting keywords [Keywords].
```

120: Social Giveaway Campaign Post

Contest

```
Draft launch rules and post copy for an Instagram giveaway contest promoting [Product]. Include entry mechanics (Tag, Share).
```

121: Infographic Visual Outline

Infographic

```
Outline a visual layout and text points for an infographic summarizing "[Topic Workflow]" for designer handing off.
```

122: Instagram Story Sequence Flow

Story Series

```
Write a 5-frame interactive Instagram Story arc using poll stickers, questions, and direct message call-to-action link.
```

123: Industry Trend Hijack Commentary

Trend Hijack

```
Write a swift commentary post reacting to news event [News Event] positioning [Client Brand] as forward-thinking expert.
```

124: Ask Me Anything (AMA) Promo Post

AMAs

```
Draft announcement post copy for an upcoming live Q&A session with agency founder on topic [Topic].
```

125: Curated Industry Round-Up Post

Curated

```
Write a social post summarizing 3 important news developments in [Industry] this week with agency commentary on each.
```

126: Social Profile Bio Optimization

Bio Polish

```
Write 3 social bio variations (150 chars) for [Brand] combining value proposition, social proof, and primary link offer.
```

SECTION 8: CLIENT REPORTING & EXECUTIVE COMMUNICATIONS (PROMPTS 127 - 144)

127: Executive Monthly Performance Summary
Monthly Summary

```
Write an executive summary for monthly performance report. Data: Spend: $[X], Leads: [Y], CPA: $[Z]. Highlight key wins and next steps.
```

128: Performance Dip Explanation Email
Downturn Email

```
Draft professional email explaining temporary rise in CPA due to external factor [Factor] and outline 3 corrective action plans.
```

129: Quarterly Business Review (QBR) Outline
QBR Deck

```
Create a 10-slide QBR agenda for enterprise client [Client Name] summarizing Q3 ROI metrics and pitching Q4 expansion strategy.
```

130: Existing Client Service Upsell Pitch
Upsell Pitch

```
Draft an email to existing SEO client proposing adding paid media management services to accelerate overall funnel pipeline.
```

131: Ad Budget Increase Recommendation
Budget Bump

```
Write a data-backed proposal asking client to increase monthly ad spend from $[X] to $[Y] due to stable target ROAS.
```

132: Client Kickoff Meeting Agenda
Onboarding

```
Draft a professional meeting agenda and pre-meeting questionnaire for newly signed client kickoff call.
```

133: Weekly Slack / Teams Client Update
Slack Updates

```
Format a bulleted weekly status update for client Slack channel covering: Completed Tasks, In-Progress, and Needed Approvals.
```

134: Marketing Audit Presentation Email
Audit Delivery

```
Write cover email delivering completed digital marketing audit to prospect, highlighting 3 major revenue leakages found.
```

135: Graceful Client Offboarding Email
Offboarding

```
Write polite, professional client project offboarding letter detailing final asset handoffs and access revocation steps.
```

136: Internal Client Wins Case Study Brief
Case Study

```
Transform raw performance data for [Client] into a polished 1-page PDF case study text for agency sales team usage.
```

137: Scope Creep Boundary Email
Scope Creep

```
Draft polite email addressing client request outside contract scope, offering additional project scope quote.
```

138: Contract Renewal Proposal Text
Renewal

```
Write contract renewal proposal letter emphasizing cumulative 12-month metrics achieved and strategic goals for next term.
```

139: Client Satisfaction Survey Email
Feedback

```
Write brief email requesting client complete 2-minute NPS feedback survey regarding recent campaign launcher.
```

140: Campaign Downtime Emergency Note
Emergency

```
Write urgent notification email informing client of technical platform issue (e.g. Meta API outage) and active resolution efforts.
```

141: Client KPI Alignment Framework
KPI Setting

```
Write memo educating client on realistic performance expectations and timelines for SEO vs Paid Media channels.
```

142: Video Testimonial Request Script
Testimonial

```
Draft short email asking happy client for 60s smartphone video testimonial, providing 3 simple prompts to speak on.
```

143: Pending Approvals Reminder
Delays

```
Write diplomatic follow-up email reminding client that delayed creative approvals will push campaign launch date.
```

144: Retainer Fee Adjustment Notice
Price Increase

```
Draft formal notice letter informing long-term clients of upcoming 10% agency retainer adjustment due to expanded team support.
```

SECTION 9: CONVERSION RATE OPTIMIZATION & RESEARCH (PROMPTS 145 - 162)

145: Ideal Customer Persona (ICP) Generator
Persona

```
Build detailed ICP profile for [Product]. Include demographics, psychographics, primary triggers, core fears, and buying objections.
```

146: Heuristic Landing Page Audit
Audit

```
Conduct heuristic evaluation of page copy [Paste Copy]. Point out friction, lack of clarity, and missing social proof cues.
```

147: A/B Test Hypothesis Creator
A/B Testing

```
Generate 5 structured test hypotheses for landing page [URL]. Format: "If we change X, then Y will happen because Z."
```

148: Voice-of-Customer Data Mining
VOC Mining

```
Extract key emotional phrases, recurring pain words, and desired outcomes from raw customer reviews: [Paste Reviews].
```

149: Competitor Positioning Matrix
Competitor

```
Analyze value propositions of 3 competitors [Comp 1, Comp 2, Comp 3] and identify unserved market positioning gap.
```

150: Grand Slam Offer Reframing
Offer Craft

```
Take standard service offer [Service] and restructure it into a high-value bundled offer with bonuses and guarantees.
```

151: Form Friction Reduction Audit
Friction Check

```
Analyze 7-field lead form [Form Fields] and recommend reduction and restructuring strategy to boost form completion rate.
```

152: Mobile Landing Page Copy Trim
Mobile CRO

```
Trim desktop landing page copy [Text] by 30% for mobile optimization while preserving core offer impact and keywords.
```

153: Trust Signals & Security Badges
Micro-Copy

```
Write 5 micro-copy trust lines to place directly beneath checkout button to ease credit card payment security anxieties.
```

154: Post-Purchase Customer Survey
Survey

```
Design a 4-question post-purchase survey to identify primary acquisition channel and what almost prevented purchase.
```

155: Unique Value Proposition (UVP) Pack
Value Prop

```
Draft 5 distinct 1-sentence UVP statements for [Client Brand] using different positioning levers.
```

156: Heatmap Behavior Analysis Brief
Heatmap

```
Based on heatmap observation (users dropping off at fold 2), rewrite section 2 copy to increase scroll depth.
```

157: Price Anchoring & Reframing Copy
Price Framing

```
Write copy reframing $[Amount]/yr price tag down to "less than a cup of coffee per day" comparison.
```

158: Audience Awareness Level Matching
Messaging

```
Write 3 ad hooks targeting Eugene Schwartz awareness levels: Unaware, Problem-Aware, and Solution-Aware.
```

159: Ethical Urgency Bar Generator
Urgency

```
Write copy for top website notification bar communicating legitimate inventory scarcity or timer deadline.
```

160: Review Aggregation Display Text
Reviews

```
Write compelling summary intro text for customer review page aggregating 500+ 5-star ratings for [Product].
```

161: Churn Reduction Cancel Flow Copy
Cancellation

```
Write copy for SaaS subscription cancellation flow offering pause option or discount before account termination.
```

162: Local Service Page Call CTA
Local CRO

```
Create high-conversion phone call CTA blocks for local contractor website emphasizing immediate response times.
```

SECTION 10: AGENCY OPERATIONS & STRATEGY PROMPTS (PROMPTS 163 - 180+)

163: Agency Standard Operating Procedure
SOP Generator

```
Create step-by-step SOP document for agency media buyers setting up new Facebook Ad account campaigns.
```

164: Custom Agency Proposal Template
Proposal

```
Write full executive proposal for [Client] offering $[Amount]/mo retainer covering Paid Media and Funnel Optimization.
```

165: Sales Discovery Call Script
Discovery

```
Draft 10 strategic qualifying questions for sales rep on discovery call with potential agency client in [Niche].
```

166: Media Buyer Job Description
Job Spec

```
Write job posting for Senior Meta Ad Buyer including required technical skillsets, key responsibilities, and perks.
```

167: Master Services Agreement Outline
Contract

```
Draft standard clause outlines for agency MSA covering payment terms, IP ownership, confidentiality, and termination.
```

168: Automated Ad Account Audit Checklist
Audits

```
Build 15-point checklist for auditing new client Google Ads account structure, tracking setups, and spend efficiency.
```

169: Copywriter Practical Skill Test
Hiring

```
Design a 45-minute practical copywriter hiring assessment task evaluating headline writing and ad angle creation.
```

170: Agency Pricing Model Calculator
Pricing

```
Outline pros/cons and client pitch narrative for Performance Fee (% of Ad Spend) vs Flat Retainer model for [Client].
```

171: Internal Creative Department Brief
Briefing

```
Draft standardized internal creative brief template handed from strategist to graphic designers/video editors.
```

172: Partner Agency Referral Network Pitch
Referrals

```
Write outreach email to web development agencies proposing cross-referral partnership for digital marketing clients.
```

173: Agency Niche Positioning Statement
Positioning

```
Craft 3 niche positioning statements for agency transitioning from generalist to specialized B2B SaaS marketing.
```

174: Client Case Study Interview Guide
Case Study

```
Generate 8 interview questions to ask happy client during recorded video case study call to extract numerical proof.
```

175: Agency Sales Deck Slide Outline
Pitch Deck

```
Outline 12-slide agency pitch presentation deck from Problem identification to Team credentials and Pricing.
```

176: Client Churn Prevention Checklist
Client Retention

```
Build internal agency checklist triggered when client account health score drops below threshold metrics.
```

177: Agency Tech Stack Audit & Standard
Tech Stack

```
Outline core software stack recommendation for modern 10-person digital agency covering CRM, Analytics, and Operations.
```

178: Contractor SLA Agreement Expectations
Outsourcing

```
Draft SLA expectation guidelines for freelance contractors covering turnaround times, revision limits, and communication.
```

179: Inbound Lead Instant Response Sequence
Nurture Pitch

```
Write 3-part rapid follow-up sequence (Email + SMS) for inbound agency lead form submissions within 5 minutes.
```

180+: Master Systemization Prompt
Scale Master

```
Act as Chief Operating Officer. Create complete client delivery roadmap combining Ads, Content, and Email teams for [Niche].
```