

10 ChatGPT Prompts for Small Business Marketing Strategy

Use these prompts to guide your marketing planning, content development, and audience research using ChatGPT.

1. Set SMART Marketing Goals

I need to define clear marketing goals. My business is in the [industry] space. We offer [product/service] to [target audience]. Our current marketing includes [brief description], but we're struggling with [key challenges]. Can you suggest 3–5 SMART goals that align with business growth?

SMART Marketing Goals



Time-bound

Ensures goals are achieved within a set timeframe



Relevant

Aligns with broader business objectives



Achievable

Realistic and attainable goals



Measurable

Allows tracking of progress



Specific

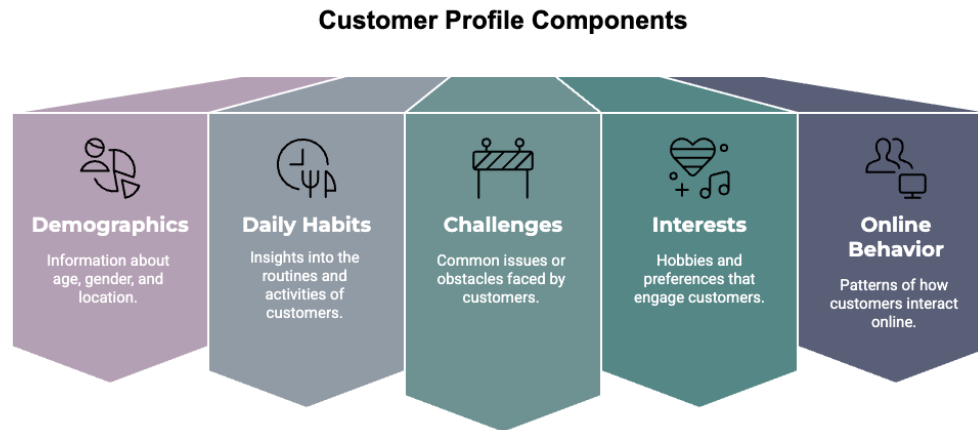
Clearly defined objectives

2. Conduct Market + Competitor Research



Can you provide a summary of market trends in the [industry] space? Include insights about major competitors, their marketing strategies, consumer behavior, and top pain points in the market.

3. Build an Ideal Customer Profile



My business offers [product/service] to [customer type]. I'd like to understand our ideal customer better. Can you ask me questions to build a customer profile – including demographics, daily habits, challenges, interests, and online behavior – and then create a summary I can use for marketing?

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Madeline Fleeter

*4. Explore Viral Marketing Hooks



I want to create viral marketing for my [product/service]. Help me understand my target audience's mindset. Ask me questions about who they are, what they care about, and what they share online. Then suggest three bold content hooks that could help a campaign spread.

5. Understand Why People Share Content

Create a breakdown of the primary sharing motivations for my audience. What do they want others to think about them when they post content? What identity are they trying to project? What type of messaging would make them hit the 'share' button?

Audience Sharing Motivations and Identity Projection

Community members sharing for group identity

Community members share to strengthen group identity.



Influencers sharing for personal branding

Influencers share to enhance their personal brand image.



Casual users sharing for fun

Casual users share content simply for entertainment.



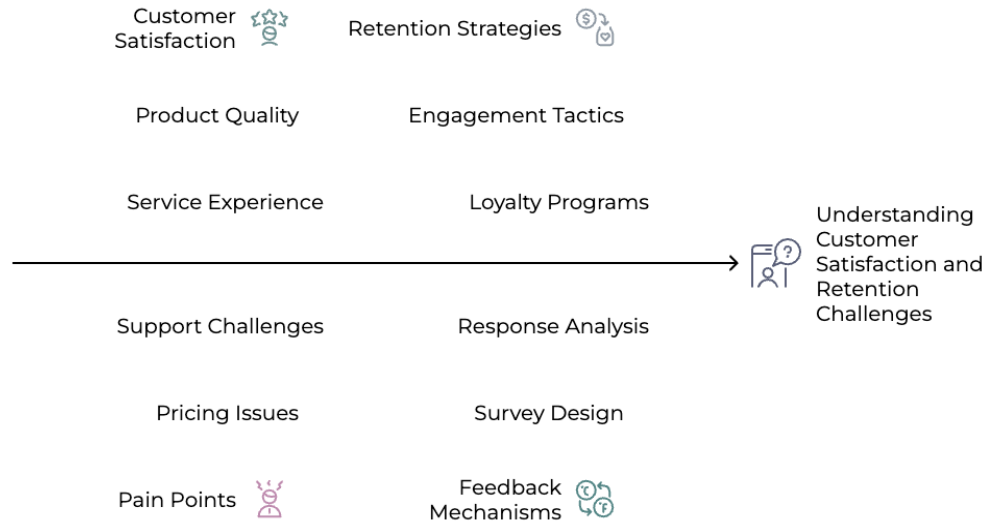
Marketers sharing for audience engagement

Marketers share to boost audience interaction and engagement.



6. Create a Customer Feedback Survey

Enhancing Customer Satisfaction and Retention



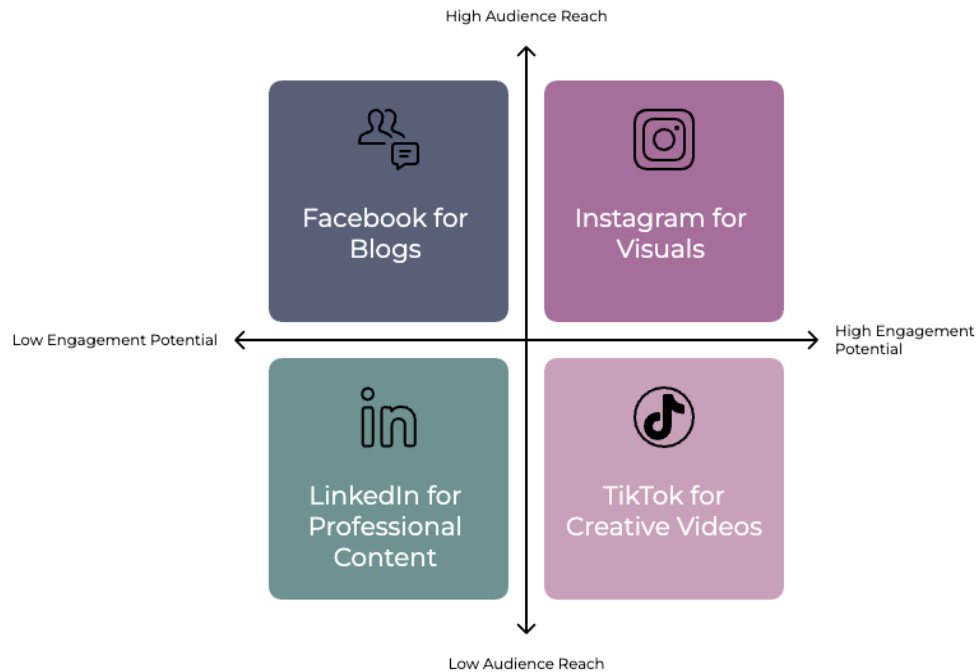
Can you write a short customer feedback survey with 5–10 questions to help us understand satisfaction, identify pain points, and improve retention?

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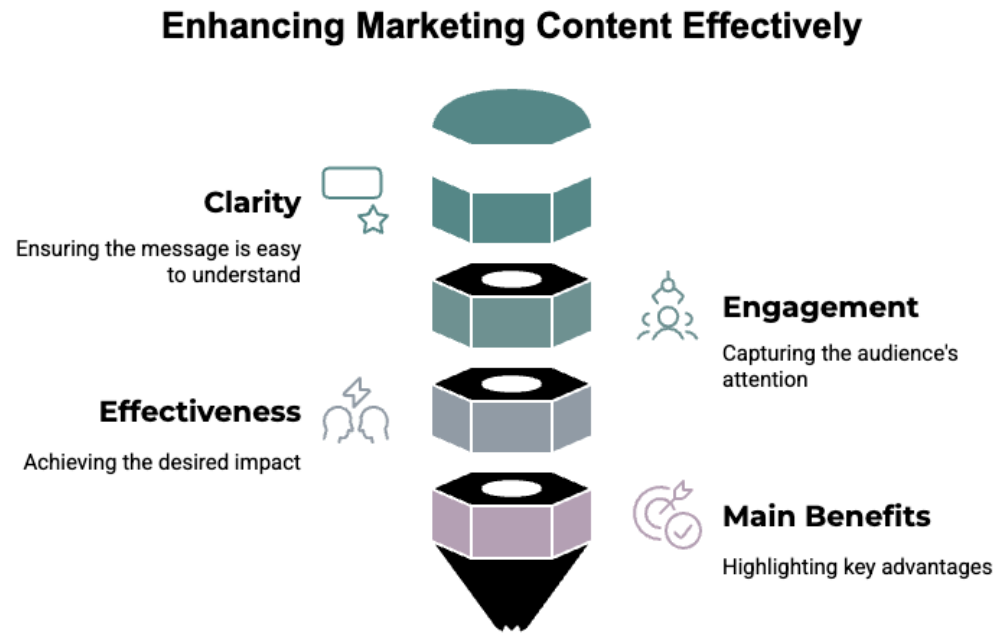
7. Choose the Right Marketing Channels

We create [type of content: blog, video, visuals] and serve [target audience] with [product/service]. Which three marketing channels or social media platforms should we focus on, and why would those be the most effective?

Prioritizing Marketing Channels for Content Strategy



8. Improve Marketing Copy



We're about to post this content on [platform]. Here's our draft: [paste text]. Can you make it clearer, more engaging, and more effective while still communicating the main benefits of our offer?

9. Match Our Brand Voice

We want our content to reflect a [describe tone: fun, premium, professional, quirky, etc.] brand voice. Here's our draft: [paste text]. Can you rewrite this to better match that tone?

*10. Plan a Viral Campaign

"Help me brainstorm a viral campaign idea for our [product/service]. Our target audience is [brief description]. We want something that taps into emotion, is easy to share, and aligns with our brand values. What concepts or formats could work?"

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