

# CHATBOTS AGENCY

CONVERSATIONAL MARKETING  
BOTS FOR ALL BUSINESSES



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## AI COPY WRITER

ChatGPT your Marketing Assistant



**Now You Can Turn ChatGPT Into Your Own  
Personal Marketing Assistant**

## All Credits to: Justin Brooke

What you are about to learn is called “prompt engineering.”

Prompt engineering is what makes your results with any AI, especially ChatGPT good or not good. The AI can only work with the prompt you give it. Bad prompt in, bad result out. Great prompt in, great result out.

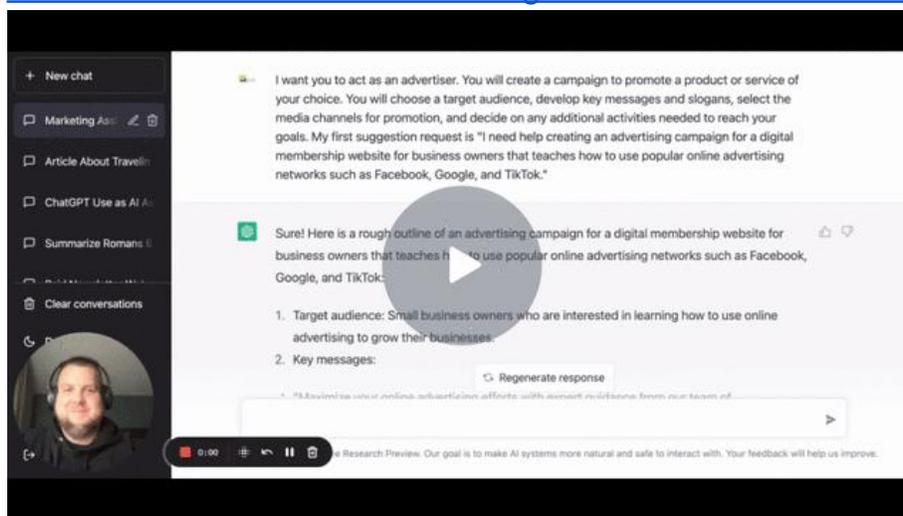
[Join my free daily prompt engineering newsletter here.](#) You'll get daily prompts you can use along with examples, and more AI case studies you can learn from.

Now, onto the example...

With these prompts below your assistant can generate marketing plans, target audience, key messaging, slogans, headlines, webinar outlines, and social posts.

## WATCH THIS VIDEO FIRST...

### [Turn ChatGPT Into Your Marketing Assistant - Watch Video](#)



## THE ENTIRE CHATGPT SESSION...

### Prompt #1:

*I want you to act as an advertiser. You will create a campaign to promote a product or service of your choice. You will choose a target audience, develop key messages and slogans, select the media channels for promotion, and decide on any additional activities needed to reach your goals. My first suggestion request is "I need help creating an advertising campaign for a digital membership website for business owners that teaches how to use popular online advertising networks such as Facebook, Google, and TikTok."*

### Response:

Sure! Here is a rough outline of an advertising campaign for a digital membership website for business owners that teaches how to use popular online advertising networks such as Facebook, Google, and TikTok:

Target audience:

Small business owners who are interested in learning how to use online advertising to grow their businesses.

Key messages:

"Maximize your online advertising efforts with expert guidance from our team of professionals."

"Our comprehensive training will help you navigate the complex world of online advertising."

"Join our community of successful business owners and take your advertising to the next level."

Slogans:

"Take control of your online advertising success."

"Unlock the power of online advertising with our expert training."

Media channels:

- Social media (Facebook, Instagram, LinkedIn)
- Email marketing
- Paid search (Google AdWords)
- Online business directories and forums

Additional activities:

- Host webinars or live Q&A sessions with our team of experts
- Offer limited-time discounts to new members
- Collaborate with influencers or industry thought leaders to promote the website

I hope this helps! Is there anything else I can assist you with?

**Prompt #2:**

*Yes, please give me some ideas for a webinar that would attract our target audience*

**Response:**

Here are a few ideas for webinars that might attract your target audience of small business owners interested in learning how to use online advertising to grow their businesses:

"The Top 5 Mistakes Small Business Owners Make with Online Advertising (And How to Avoid Them)"

"Maximizing Your ROI with Facebook Advertising"

"Advanced Google AdWords Strategies for Small Businesses"

"TikTok for Business: A Beginner's Guide"

"The Future of Online Advertising: Predictions and Opportunities for Small Businesses"

You could also consider offering a series of webinars on different online advertising topics, such as one on each of the major platforms (Facebook, Google, TikTok) or on different advertising formats (display ads, video ads, sponsored content).

### **Prompt #3**

*Give me an outline for number 3*

### **Response:**

Sure! Here is an outline for a webinar on advanced Google AdWords strategies for small businesses:

Introduction to Google AdWords and the importance of paid search advertising for small businesses.

Keyword research and selection: How to identify the most valuable keywords for your business and use them to create targeted campaigns.

Ad copywriting: Tips and best practices for writing compelling and effective ad copy.

Ad targeting: How to use different targeting options, such as demographics, interests, and location, to reach the right audience.

Landing page optimization: Best practices for designing and optimizing landing pages to improve conversion rates.

Advanced bidding strategies: How to use different bidding options, such as manual bidding and target CPA bidding, to maximize the effectiveness of your campaigns.

Measuring and optimizing campaign performance: Key metrics to track and strategies for improving the performance of your campaigns over time.

Q&A session: Participants can ask questions about the material covered in the webinar or about their own AdWords campaigns.

I hope this helps! Is there anything else I can assist you with?

### **Prompt #4**

Write me 10 clickbait style headlines for this webinar you've just outlined

**Response:**

Here are ten clickbait-style headlines for the webinar on advanced Google AdWords strategies for small businesses:

"Triple Your AdWords ROI with These Proven Strategies"

"Get More Leads and Sales with These Insider AdWords Tips"

"Discover the Secret to Successful AdWords Advertising"

"Dominate Your Competition with These Advanced AdWords Tactics"

"Maximize Your AdWords Budget with These Clever Tricks"

"Expert Reveals the Most Overlooked AdWords Features That Will Skyrocket Your Sales"

"Find Out How These Simple AdWords Changes Can Double Your Conversions"

"The Surprising AdWords Strategy That Generated a 500% Return on Investment"

"The One AdWords Mistake That Could Cost You Thousands (And How to Avoid It)"

"Get a Competitive Edge with These Rarely Used AdWords Features"

I hope these headlines are helpful! Is there anything else I can assist you with?

**Prompt #5:**

Please write a persuasive Facebook post to announce this webinar and use headline number 10

**Response:**

Here is a persuasive Facebook post to announce the webinar on advanced Google AdWords strategies for small businesses, using headline number 10:

Attention small business owners! Are you looking to get a competitive edge with your online advertising? Our upcoming webinar, "Get a Competitive Edge with These Rarely Used AdWords Features," will teach you advanced strategies for maximizing your AdWords budget and generating more leads and sales.

Our team of experts will reveal rarely used AdWords features and tactics that will help you stand out from the competition and drive more traffic to your website. You'll learn how to use these strategies to target the right audience, optimize your ad copy and landing pages, and measure and improve the performance of your campaigns.

Don't miss out on this exclusive opportunity to learn from the best and take your AdWords advertising to the next level. Sign up now and join us for this game-changing webinar!

I hope this Facebook post helps promote the webinar and attracts your target audience of small business owners interested in improving their AdWords advertising. Is there anything else I can assist you with?

**Prompt #6:**

Perfect now rewrite that Facebook post in a more casual and relaxed tone, sprinkle in common English slang phrases, and a couple emojis to convey emotions better

**Response:**

Here is a revised version of the Facebook post, written in a more casual and relaxed tone and using common English slang phrases and emojis:

Hey small biz owners! Are you struggling to get ahead with your online ads? Our upcoming webinar has got you covered. "Get a Competitive Edge with These Rarely Used AdWords Features" will teach you how to up your AdWords game and start crushing it.

Our team of pros will share their insider tips and tricks for making the most of your AdWords budget and bringing in those leads and sales. You'll learn about some seriously cool AdWords features that most people don't even know about. Plus, we'll show you how to target the right audience,

create killer ad copy and landing pages, and track and improve your campaign performance.

Don't miss out on this chance to learn from the best and level up your AdWords skills. Sign up now and join us for this epic webinar.

**If you liked this, then you'll love my newsletter called "Better Prompts"**  
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**Short on Funds?**

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