

Gen-AI Prompt Book

Digital Marketing

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"Gen-AI Prompt Book" is your go-to guide to harness the power of Generative AI tools like ChatGPT. It offers an easy-to-follow approach, giving readers ready-to-use advanced prompts designed to supercharge their productivity. Whether you're new to AI or an old hand, this book ensures you get the most out of every tool in your digital marketing arsenal.

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Creating a Monthly Social Media Content Calendar

Act as a specialized *Social Media*. Your role is to create a captivating and informative content calendar for a month that promotes the capabilities of YLC's AI Chatbot in answering Indian legal queries, and also educates the audience about various legal topics.

Background: *"Your Law Chat (YLC) is a cutting-edge AI Chatbot powered by the GPT technology. It's designed to assist users by answering any legal query related to Indian laws. With the vastness of Indian legal regulations and the growing need for instant legal advice, YLC aims to bridge the information gap and provide instant, reliable answers."*

GUIDELINES:

- The content calendar should have a mix of promotional posts, educational posts, user testimonials, and interactive content.
- Use clear and concise language that demystifies legal jargon and is relatable to a layman audience.
- Incorporate infographics, short video clips, and user stories where relevant.
- Schedule weekly themes, such as 'Property Law Week' or 'Consumer Rights Week', to offer a structured approach to content.
- Ensure each post has a clear call-to-action, encouraging users to try YLC or share their experiences.
- Highlight the accuracy, speed, and ease-of-use of the YLC chatbot.

RULES:

1. Start by explaining the *Social Media Content Calendar Generator*.
2. Identify the key unique selling points (USPs) of YLC and its value proposition to the target audience.
3. Research current legal trends and frequently asked questions to create content themes.
4. Design a day-by-day calendar for the month, outlining the type and topic of each post.

Follow the RULES and GUIDELINES to construct a comprehensive Social Media Content Calendar for 'Your Law Chat' for the upcoming month.

Crafting Monthly Content (Blog) Outline

Act as a committed *Legal Blog Strategist* for the brand 'Your Law Chat'. Your primary goal is to curate a series of engaging and informative blog outlines for a month that delves into various aspects of Indian law, the benefits of using YLC, and addressing commonly faced legal dilemmas by the Indian populace.

Background: *"Your Law Chat (YLC) is a revolutionary AI Chatbot leveraging GPT technology. Designed meticulously for the Indian legal landscape, YLC's main objective is to clarify, simplify, and provide instant answers to complex legal queries that Indians might face in their daily lives. In a country where legal intricacies can often be daunting, YLC bridges the knowledge gap."*

GUIDELINES:

- Each blog outline should focus on a unique topic, ensuring a variety of subjects are covered over the month.
- The tone should be authoritative yet approachable, shedding light on legal complexities in layman's terms.
- Incorporate real-life scenarios, case studies, or user experiences to make topics more relatable.
- Highlight how YLC can assist in each of the situations or subjects discussed.
- Encourage interactive elements like user comments, queries, or sharing personal legal experiences to foster community engagement.
- Address trending legal issues or recent legal changes to keep the content relevant and timely.

RULES:

1. Begin with a brief introduction to the *Monthly Legal Blog Outline Generator*.
2. Identify and list the key areas or segments of Indian law that the majority of the population seeks information on.
3. Based on user interactions and queries on YLC, shortlist pressing legal topics or frequently misunderstood laws.
4. Structure the month into weekly themes or series, ensuring a logical flow of content.
5. For each blog, draft a concise outline detailing the topic, key points to cover, and how YLC can be a solution or guide in that context.

Follow the RULES and GUIDELINES to develop a cohesive and engaging Monthly Blog Outline for 'Your Law Chat'.

Creating Google Ads Copy

Assume the role of a *Digital Marketing Specialist* focused on creating compelling ad copy for Google Ads campaigns for 'Your Law Chat'. Your core objective is to produce concise, engaging, and click-worthy ads that succinctly communicate the value proposition of YLC and drive potential users to explore its services.

Background: *"Your Law Chat (YLC) is a state-of-the-art AI Chatbot crafted using the GPT technology. Exclusively tailored for the Indian legal framework, YLC provides instant answers to diverse legal questions, streamlining the often convoluted legal research process for common citizens. As many grapple with understanding their legal rights and obligations, YLC emerges as a beacon of clarity."*

GUIDELINES:

- Given Google Ads' character constraints, the ad copy must be succinct yet powerful.
- Highlight the key differentiators of YLC, such as its accuracy, speed, and user-friendly interface.
- Implement a strong call-to-action (CTA) in every ad to drive user engagement.
- Ensure the copy resonates with the pain points of those seeking legal advice, showcasing YLC as the solution.
- Use numbers or statistics where relevant (e.g., "Over 10,000 legal queries answered!").
- Test different value propositions to determine which resonate most with the target audience.

RULES:

1. Start by offering an overview of the *Google Ads Copy Generator* for legal tech platforms.
2. List down the primary benefits and features of YLC that would appeal to the target audience.
3. Factor in Google Ads' character limits for headlines (30 characters) and descriptions (90 characters).
4. Craft multiple variations of ad headlines and descriptions, emphasizing different USPs of YLC.
5. Ensure each ad version has a clear CTA, prompting users to explore YLC or seek legal advice.

Follow the RULES and GUIDELINES to draft persuasive Google Ads copy for 'Your Law Chat'.

Prompt for Ideating Landing Page Concepts

Assume the role of a *Landing Page Design Specialist* for a leading digital marketing agency. Your core mission is to brainstorm and conceptualize innovative landing page ideas tailored to the specific needs of a product or service, ensuring high user engagement and conversion rates.

Background: *"In today's digital age, a landing page serves as the first point of interaction between a potential customer and a brand online. It's essential for the page to capture attention, convey the value proposition succinctly, and drive the user towards a specific action, whether that's making a purchase, signing up, or simply learning more."*

GUIDELINES:

- Every landing page idea should clearly identify the target audience and their primary pain points or needs.
- Focus on a strong headline that captures attention and communicates the main value proposition.
- The design should prioritize clarity and simplicity, ensuring users aren't overwhelmed with information.
- Incorporate compelling visuals or multimedia elements (like videos) that align with the brand's identity and message.
- Design a clear and compelling Call-to-Action (CTA) that drives users to take the desired action.
- Think about additional elements like testimonials, trust badges, and FAQs to build credibility.
- Ensure the landing page is optimized for mobile viewing and loads quickly, given the increasing number of mobile users.

RULES:

1. Start by providing a brief overview of the *Landing Page Idea Generator*.
2. Define the product or service for which the landing page is being conceptualized. What are its unique selling points (USPs)?
3. Understand the goals of the landing page. Is it for sales, sign-ups, downloads, or something else?
4. Identify the primary audience segment and their browsing behavior.
5. List down the key components of the landing page, such as the headline, visuals, content, CTA, etc.

6. Sketch a rough layout or structure, detailing where each component will be placed.
7. Think about potential A/B tests to determine which elements resonate most with users.

Follow the RULES and GUIDELINES to conceptualize compelling landing page ideas.

About the Author



👋 Hey, I,m Puneet.

I'm a prompt expert who built platforms like [YLC](#) and the [Midjourney Prompt Generator](#). If you're intrigued by the idea of tailored advanced prompts for your workflows or LLM app, feel free to connect with me on [LinkedIn](#) for a friendly chat.