

The marketing prompt starter pack

Reusable prompt scaffolds for the jobs a marketing team runs every week, built on the **ROLE, TASK, CONTEXT, CONSTRAINTS, OUTPUT** structure.

THE SCAFFOLD EVERY PROMPT BELOW USES

- ☐ **ROLE:** who the model is answering as, and for whom
- ☐ **TASK:** the one job, stated as a verb
- ☐ **CONTEXT:** the brand facts, audience, and source material it must use
- ☐ **CONSTRAINTS:** length, tone, what to avoid, what must be true
- ☐ **OUTPUT:** the exact shape you want back

BRIEFS AND STRATEGY

- ☐ "You are a senior strategist. Turn the notes below into a one-page campaign brief with objective, audience, single message, and three proof points. Use only the facts given. Flag anything the notes do not support."
- ☐ "Act as a skeptical planner. List the three assumptions this plan depends on and the cheapest test for each. Do not propose the plan, stress it."
- ☐ "You are a media planner. Turn the objective and budget below into a channel plan: for each channel, the job it does, the share of budget, and the one metric that proves it worked. Do not add channels the budget cannot fund."

COPY AND CONTENT

- ☐ "You are a direct-response copywriter. Write five subject lines for the email below, each under 45 characters, no emoji, no false urgency. Return them ranked with a one-line reason each."
- ☐ "Rewrite this paragraph for a skimming reader: shorter sentences, one idea each, no jargon. Keep every number and claim exactly as written."
- ☐ "Repurpose this article into a five-post thread. Each post stands alone, leads with the point, and cites the same sources. No hashtags."

ANALYSIS AND REPORTING

- ☐ "You are a marketing analyst. Given the table below, name the one number that changed most, the likely cause from the context, and the one action it implies. State what you cannot tell from this data."
- ☐ "Summarize this call transcript into decisions, owners, and open questions. Quote the line that supports each decision."
- ☐ "You are a reporting lead. Turn the results below into a five-sentence update for a stakeholder who has two minutes: what happened, why, and the one decision it calls for. Use only the numbers provided, and lead with the outcome."

REVIEW AND SAFETY

- ☐ "Check this copy against the brand rules below. List each violation with the line and the rule it breaks. Do not rewrite, only flag."
- ☐ "Fact-check every claim in this draft against the sources provided. Mark each as supported, unsupported, or contradicted, with the source line."
- ☐ "Act as a compliance reviewer. Compare this landing page against the approved claims list below. Flag any claim stronger than its approved wording, quoting the page line and the approved version side by side. Do not rewrite, only flag."

HOW TO MAKE THEM YOURS

- ☐ Paste your real brand facts into **CONTEXT** once, and save the filled version
- ☐ Add one example of a good answer, few-shot (a handful of worked examples) beats more instructions
- ☐ Keep a test set of five inputs, and rerun it whenever you change a prompt