



## Option 1: Use custom instructions

### **What would you like ChatGPT to know about you to provide better responses?**

What we do and about our market

Who are our target customers

What are our priorities in terms of target audience and sales objectives

What are our marketing objectives

What Digital marketing channels do you currently use / not use.

### ***For example ...***

I work for a 4 star hotel in Killarney, Ireland. There are 30 other hotels so it is a very competitive market.

Our main customers are American tourists, golfers and Irish families on a staycation and want a great family holiday in Kerry.

Our customer priorities are to increase our bookings from Irish families followed by American tourists.

Our marketing goals are to increase website traffic and sales, increase social media followers and increase the size of our email lists.

We have a website and take bookings on the website. We also use email marketing, Facebook and Instagram

We don't use TikTok, YouTube or Google ads but would like advice on how to best use these tools.

### **How would you like ChatGPT to respond?**

- Act like an expert marketer providing advice on how to plan and implement our digital marketing
- Always provide unique and interesting Digital marketing ideas
- Always provide answers in UK English
- Always suggest 3 interesting follow up questions I could ask you in order to learn more about a topic

Option 2: Create a custom GPT

Create a GPT that is an expert in digital marketing for a hotel in Ireland.

When prompted you could say

I want to create a GPT that is a digital marketing expert for xxxxxx type of business eg. A 4 star hotel in Killarney.

Then, when it asks you what should be factored into the GPT you could type something like this – but tailored to your business ...

Our main customers are American tourists, golfers and Irish families on a staycation and want a great family holiday in Kerry.

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## **Prompts for Google Analytics 4:**

- 1 Teach me how to use Google analytics 4 for my business

Then drill down and ask for more specific details. For example ...

2. Teach me how to create specific audience segments based on behaviour or demographics
3. What type of event tracking should my business setup?

## **Prompts you could use for email marketing:**

1. Brainstorm ways I can grow my email list for non customers

Then drill down and ask for more specific details. For example ...

2. Brainstorm 20 ideas for (one of the 20 things that chat gpt suggested)

Also, ask Chat GPT ...

- Brainstorm 25 topics for my prospect emails
- Brainstorm 25 topics for customer emails
- Write a draft email based on topic x and include unique tips
- Brainstorm 10 subject lines for email on X

## **Prompts you could use for Google business profile:**

Note – use Google bard rather than Chat GPT for this

Go to [bard.google.com](https://bard.google.com)

Enter a prompt like this ...

Find the Google business profile for (your business name and location ) eg. The Shelbourne Hotel in Dublin. Analyse the profile and list 5 things that have been done well. Then list 5 things that could be improved in order to help their marketing.

## **Prompt you could use for your image SEO**

If you wanted help and ideas when writing the Alt text for your images you could use this prompt in Chat GPT using the paid version or you could use Bing AI / Google Bard for free

Write image alt text for the attached image. The image will go on a page that is being optimise for the main search terms “type topic here” eg. ( "mens peacoat jackets Ireland" )

## **Prompts you could use for Google ads**

What are the top keywords for my industry?

Which keywords have the highest search volume and relevance?

How should I group my keywords for better organization?

What is the most effective way to structure my ad groups?

Which keywords should I exclude to prevent my ads from showing for irrelevant searches?

How can I identify negative keywords that can help improve the quality and relevance of my ads?

Generate variations for my headlines based on my target keywords

Create descriptions that highlight the unique features of my product or service.

## **Prompts you could use for social media**

Brainstorm 30 topics for social media posts targeting xyz audience. This audience has an interest in x or struggles with y

Write a draft instagram post for topic x and include unique tips

Brainstorm 30 video ideas for Reels or TikTok targeting xyz audience This audience has an interest in x or struggles with y

Write a draft video script for topic x . Do not include an intro or outro. Include unique tips

## **Prompts you could use for improving engagement on website**

Brainstorm 20 website engagement tactics I should employ on my website that will

Increase our engagement rate and reduce our bounce rate.

## **Prompts you could use for improving conversion rate on website**

Brainstorm 20 website conversion tactics I should employ on my website that will improve our enquires and sales for product x

## **Prompts you could use for customer email marketing**

Brainstorm 30 ways I could generate more repeat sales or upselling / cross selling from our existing customers

Brainstorm 10 topics for customer email campaigns for cross selling product x. Previous customers have purchased product Y but not product x