



These are links and AI prompts referred to on the course

## Engagement – middle of the funnel

### Establish goals

*I have a website for my hair salon business. When people land on the website I want them to book an appointment or call to enquire. Act like a website conversion expert and tell me the main goals I should set and track for increasing enquiries and sales*

### GT metrix

<https://gtmetrix.com/>

### Write headlines based on an image

Act like a marketing expert and brainstorm 5 headlines for the web page for this product. Focus the headline on the top 3 things customers look for in this type of product

I sell washable dog sofas. Act like a marketing expert and brainstorm 5 headlines for the web page for this product. Focus the headline on the top 3 things customers look for in this type of product

### Triggers to purchase – identify the main things people are looking for in your product

I have a product which is a garden kneeler, Act like a marketing expert and tell me the top 5 things customer look for in my product when choosing who to purchase from.

I have a dog grooming business in Dublin, Ireland, Act like a marketing expert and tell me the top 5 things customer look for in my product when choosing who to purchase from.

**Have a video on key landing pages**

<https://outdoorcanopies.ie/>

<https://themarketingcrowd.ie/>

I have a guest house / B&B business in Limerick, Ireland, I want to create some videos for the main landing pages on my website that will increase engagement and conversion. Act like a video marketing expert and brainstorm ideas for videos and categorise them into those best for engagement and best for increasing conversion

**Have an image of your shop if you have one**

<https://www.shoescentralonline.com/>

<https://www.shoescentralonline.com/pages/about-us>

<https://www.fabucci.ie/>

<https://themarketingcrowd.ie/contact-us/>

**Encourage browsing – clear and clean navigation & site search**

<https://www.gifts.ie/>

## Conversion – bottom of the funnel

**Offers – generate ideas for offer**

I have a hair salon business and I want to test different offers for new customers on my website to see which one works best. Act like a marketing expert and brainstorm 10 different offers I can try

## Embed Google reviews

Examples : <https://themarketingcrowd.ie/traning-testimonials/>

<https://www.bradshaws.ie/wedding-venue-limerick/>

Free tool: <https://www.trustindex.io/google-reviews-widget/>

## Video testimonials:

<https://www.eddieoneill.ie>

<https://themarketingcrowd.ie/traning-testimonials/>

## Reassurance –Use chat GPT for ideas on What could make you different

*I have a guest house / B&B business in Limerick, Ireland, I want to develop some ways to differentiate my business to stand out from competitors. I want to develop some purple cow ideas based on Seth Godins book. Act like a marketing expert and brainstorm 10 things I could do*

## Guarantees : Prompt to generate ideas for guarantees

I have a hair salon business in Limerick, Ireland,. Do you think that a money back guarantee is something that is used in my industry? If so, can you give me 5 examples of a money back guarantee I could offer?

## Conversion video: prompt to Generate ideas

I have a guest house / B&B business in Galway, Ireland, I want to create some videos for the main landing pages on my website that will increase conversion. Act like a video marketing expert and brainstorm ideas for videos that are best for increasing conversion

**Click to chat on whatsapp – link to instructions**

<https://faq.whatsapp.com/5913398998672934>

**CXart abandonment instruction for mailer lite**

<https://www.mailerlite.com/help/how-to-create-an-abandoned-cart-email-automation>

**Signup to monthly email example page**

<https://themarketingcrowd.ie/email-signup-following-zoom-course/>