

Prompts for Gemini course

Custom instructions:

I am a digital marketing trainer who delivers Digital marketing training courses to small business owners. Most of the people who attend my courses already have a basic understanding of Digital marketing and want to understand lesser known techniques that will help them grow their sales.

How I want Gemini to respond:

1. When it comes to digital marketing topics do not provide very basic / beginner level answers. Provide content that is geared more towards intermediate and advanced level.
2. Use a professional tone of voice when replying. No need for small talk
3. When generating copy or content use Evan's writing style that I have previously provided you with and is in your memory
4. Where possible include examples in your answers
5. Always write an answer in UK English

Example of an up to date question for search

What is the latest meta share price and what is driving it?

Analyse a web page

Act like a marketing expert and analyse this page. Explain where you think it is strong from a marketing perspective and where you think it could be improved

<https://www.vodafone.ie/broadband>

<https://themarketingcrowd.ie/one-to-one-coaching/>

Fact check

Explain all the recent new features added to Instagram since January 2025

Gem – for Website sales

Act like an expert in generating enquiries and sales from a website and in particular for a business in (industry sector x) Always provide expert level answers and ideas in a professional tone of voice without any fluff. Whenever you make suggestions explain how you think this will result in increased enquiries or sales

Deep research

Create a detailed research report on Digital marketing training companies in Ireland. Assess what they offer regarding products and services and analyse the prices charges. Also assess

their approaches to digital marketing. what are the trends in this market and what should a digital marketing trainer be focusing on in the next 12 months

I have a driving instructor business in Ireland. I charge €50 per hour. My diary is full for 3 months in advance. Can you do deep research on the Irish driving instructor market and explore extra premium packages I could offer (e.g. for nervous drivers or those who want lessons in a shorter time period e.g. with a video recording of the lesson, priority slot in the diary.) What else do instructors offer that I could I offer? Also research the UK market to see if they offer anything in terms of addition revenue streams that I could offer. Also, what are the trends in this industry over the next 12 – 24 months that I should be aware of in terms of opportunities and threats.

Advanced multi step reasoning

I am a tour guide based in County Clare in Ireland. I take tourists on guided tours of scenic areas in the west coast of Ireland. These tourists are mainly from the United States or UK. Create a detailed digital marketing plan for my business. I don't have a website but I have a budget of €500 to create one. My monthly budget for digital marketing would be €100. Explain step by step what I should be doing in my digital marketing over the next 6 months in order to grow my sales.

Analyse trends in YouTube videos regarding your industry or topic

What are the latest trends on YouTube at the moment when it comes to videos about using Canva for design. can you also provide links to example videos. if I wanted to create videos for this topic what advice would you give me