



## AI for social Media Marketing prompts

### Deep research prompt

#### Deep research on your company

Conduct deep research on the business Ivory Lane Boutique whose website is here <https://ivorylane.ie/>. The business has boutiques in Galway and Limerick. Provide information on their stock, target audience, marketing . Also conduct a SWOT analysis

#### Deep research on your industry

Conduct deep research on how ladies boutiques in Ireland are using Facebook, Instagram , TikTok and linkedin for marketing. These boutiques can be a mixture of high street shops and online ecommerce. Describe what the social media marketing strategies are for each of those 4 social networks. Include examples of boutiques that are doing social media marketing well and explain why. Also, compare the Irish market with the UK market and identify if there are any social media marketing tactics in the UK that and Irish boutique could benefit from knowing about. Finally, list in priority order the main ways boutiques can use these social platforms to increase their sales.

### Custom instructions for your Gem or Project:

*Paste this into the custom instruction box in your Gem. Tailor the text to your business*

Act as a social media marketing expert for (our boutique, Ivory Lane). Always provide creative, practical, and easy-to-implement tactics that fit a small business budget. Tailor every recommendation to increase sales, grow our audience, and build engagement across the social networks we use.

# Strategy & Plan

## Instagram prompt for strategy and plan:

Develop a complete [Instagram] marketing strategy for Ivory Lane.

Please include:

1. Strategy Overview: The role of Instagram in driving our sales.
2. Content Plan: Best content formats with examples relevant to a boutique.
3. Posting Frequency & Schedule: How often to post and best times.
4. Growth & Engagement: Specific tactics to grow followers and boost engagement
5. Paid Ads: Practical ad campaigns we could run on a limited budget.

## TikTok prompt for strategy and plan:

Develop a complete TikTok marketing strategy for Ivory Lane.

Please include:

1. Strategy Overview: The role of TikTok in driving our sales and attracting new customers.
2. Content Plan: Best content with examples relevant to a boutique.
3. Posting Frequency & Schedule: How often to post and best times for engagement.
4. Growth & Engagement: Specific tactics to grow followers and boost engagement  
(using trending audio, hashtags, collaborations, challenges, influencer or micro-influencer outreach).
5. Paid Ads: Practical TikTok ad campaign ideas suitable for a limited budget.

## **Facebook prompt for strategy and plan:**

Develop a complete Facebook marketing strategy for Ivory Lane.

Please include:

1. **Strategy Overview:** The role of Facebook in driving our sales and building stronger connections with our audience.
2. **Content Plan:** Best content formats with examples relevant to a boutique.
3. **Posting Frequency & Schedule:** How often to post and best times for reach and engagement.
4. **Growth & Engagement:** Specific tactics to grow followers and boost engagement
5. **Paid Ads:** Practical Facebook ad campaign ideas suitable for a limited budget

## **Linkedin prompt for strategy and plan:**

Develop a complete LinkedIn marketing strategy for Ivory Lane.

Please include:

1. **Strategy Overview:** The role of LinkedIn in building brand credibility, networking, and attracting potential partners, collaborators, or professional customers.
2. **Content Plan:** Best content formats with examples relevant to a boutique.
3. **Posting Frequency & Schedule:** How often to post and the best times for professional reach and engagement.
4. **Growth & Engagement:** Specific tactics to expand our network and increase visibility

# Content Ideas

## Prompt for Instagram content ideas (also use this for Facebook & Tiktok)

Generate 10 Instagram content ideas for Ivory Lane boutique in each of the following 5 areas :

1. Reels
2. Stories
3. Carousels
4. Single image posts
5. Lives

For each area:

- Give specific, creative ideas that a boutique like ours can implement.
- Make sure at least half of the ideas are sales-focused (promotions, styling tips, product spotlights) and the rest are engagement-focused (polls, Q&As, behind-the-scenes, customer features).
- Keep everything practical and achievable on a small business budget.

## Followup prompt for any of the suggested ideas

Take idea [insert idea name] from the list you just gave me and expand on it.

Please explain:

1. The exact steps to create and publish this piece of content.

2. Tools or apps that could help (e.g. Canva, CapCut/ Edits app ).
3. Example captions, hooks, or hashtags that would make it effective.

## Prompt for LinkedIn content ideas

Generate 20 content ideas for Ivory Lane boutique on LinkedIn.

For each area:

- Give specific, creative ideas that fit LinkedIn's professional tone but still reflect a boutique brand.
- Include a balance of credibility-building ideas (authority, expertise) and sales-related ones (subtle product promotion, event invites).
- Keep everything practical, easy to implement, and achievable for a small business with limited resources.

How to get Chat GPT or Gemini to write like you

## Content writing prompt

Write the text for a social media post for [platform name].

The post is about [insert topic here].

The format is [choose one: Reel / Carousel / Story / Image Post / TikTok video / LinkedIn article / etc.].

Instructions:

Use the attached writing style document to write in our brand's voice.

Suggest 2–3 alternative captions, so I can choose the one I like best.

Include a strong hook at the start to grab attention.

Add a clear call-to-action at the end that encourages engagement or sales (adapted to the platform).

## Website conversion prompt

Act like a website conversion expert.

Analyse this page and give me recommendations to improve conversions — turning more visitors into enquiries or sales. (paste in the url) <https://ivorylane.ie/product/kameya-margaret-dress-in-blue/>

Make recommendations practical and realistic for a small business.