

## 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 include in the research how the ladies' boutique market in Ireland is doing. What are the recent and future trends that this business will need to prepare for?

### 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 an 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:

*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:**

Using the attached files 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 (Reels, Stories, carousels, etc.) 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 (hashtags, collaborations, giveaways, influencer outreach, etc.).
5. Paid Ads: Practical ad campaigns we could run on a limited budget.
6. Action Plan: A step-by-step 2-month plan with weekly priorities.
7. Measurement: 3–5 KPIs we should track and how often to review.

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

Using the attached files 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 formats (short videos, trending sounds, behind-the-scenes clips, styling tips, storytelling, before/after transformations) 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.
6. Action Plan: A step-by-step 2-month plan with weekly priorities.
7. Measurement: 3–5 KPIs to track success (views, engagement rate, follower growth, click-throughs, sales conversions) and how often to review them.

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

Using the attached files 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 (posts, images, stories, carousels, short videos, live sessions, events) 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  
(Facebook Groups, events, collaborations, giveaways, interactive polls, commenting strategies).
5. Paid Ads: Practical Facebook ad campaign ideas suitable for a limited budget  
(e.g. boosting posts, retargeting website visitors, lookalike audiences).
6. Action Plan: A step-by-step 2-month plan with weekly priorities.
7. Measurement: 3–5 KPIs to track success (reach, engagement, follower growth, website clicks, sales conversions) and how often to review them.

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

Using the attached files 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 (thought-leadership posts, behind-the-scenes stories, articles, carousels, short videos, customer success stories) 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  
(engaging with industry conversations, using relevant hashtags, joining groups, commenting on posts, connecting with local professionals).
5. **Paid Ads:** Practical LinkedIn ad campaign ideas suitable for a limited budget  
(e.g. sponsored posts, event promotions, targeting local business professionals).
6. **Action Plan:** A step-by-step 2-month plan with weekly priorities.
7. **Measurement:** 3–5 KPIs to track success (post impressions, engagement rate, profile views, connection growth, leads or collaborations generated) and how often to review them.

## **Content Ideas**

### **Custom instructions for Instagram content ideas**

Using the attached files 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).
- Include some trend-based ideas (using trending audio, challenges, or styles) and some evergreen ones we can reuse.
- Keep everything practical, creative, and achievable on a small business budget.

## **Follow-up 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).
3. Example captions, hooks, or hashtags that would make it effective.
4. How to adapt the idea if we have a very small budget and limited time.
5. How to measure if this content works (what KPI to track).

## **Custom instructions for TikTok content ideas**

Using the attached files generate 10 TikTok content ideas for Ivory Lane boutique in each of the following 5 areas:

1. Short videos using trending sounds
2. Behind-the-scenes clips (store, staff, styling process, packaging orders)
3. Styling / educational tips (before & after transformations, how-to style looks)
4. Storytelling / brand personality (owner story, customer stories, day-in-the-life)
5. Engagement hooks (challenges, duets, polls, Q&A responses, interactive content)

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 (outfits, promotions, product showcases) and the rest are engagement-focused (fun, relatable, behind-the-scenes).
- Include trend-based ideas (using trending audio, challenges, or visual styles) and some evergreen ones we can reuse.
- Keep everything practical, creative, and achievable on a small business budget.

## **Custom instructions for Facebook content ideas**

Using the attached files generate 10 content ideas for Ivory Lane boutique in each of the following 5 areas:

1. Posts (single image or text-based updates)

2. Stories
3. Carousels or albums
4. Short videos & Facebook Lives
5. Community & engagement content (polls, events, giveaways, group posts)

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 (new arrivals, promotions, product spotlights)  
and the rest are engagement-focused (customer features, behind-the-scenes, interactive posts).
- Include some evergreen ideas (content we can reuse) and some topical or seasonal ones.
- Keep everything practical, creative, and achievable on a small business budget.

## **Custom instructions for LinkedIn content ideas**

Using the attached generate 10 content ideas for Ivory Lane boutique in each of the following 5 areas:

1. Thought-leadership posts (insights about retail, fashion, or small business)
2. Behind-the-scenes or brand story posts (our journey, owner stories, staff highlights)
3. Customer or client success stories (how our boutique helped someone look/feel great)
4. Visual content (carousels, product showcases, styling tips adapted for professionals)
5. Networking & engagement content (polls, questions, collaborations, event invitations)

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).
- Suggest formats that work well on LinkedIn (native video, carousels, long-form posts).
- Keep everything practical, easy to implement, and achievable for a small business with limited resources.

## Content Calendar prompt

Create a 6-month overall social media content calendar for Ivory Lane boutique, starting September 1st, 2025.

We want to post 3 times per week total, and repurpose content across Instagram, TikTok, Facebook, and LinkedIn.

Rules for the calendar:

1. Plan 1–2 “anchor posts” per week (e.g. a Reel, a TikTok video, or a carousel) and then show how these can be adapted for the other platforms.
  - Example: A TikTok video can also be posted as an Instagram Reel and a Facebook Reel.
  - Example: A LinkedIn carousel could be simplified into a Facebook post.
2. For each week, suggest:
  - The anchor content idea(s).
  - How each piece can be repurposed across Instagram, TikTok, Facebook, and LinkedIn.
3. Make sure at least half of the posts are sales-focused (product spotlights, promotions) and the rest are engagement-focused (behind-the-scenes, customer stories, Q&As).
4. Factor in seasonal and retail events (Halloween, Black Friday, Christmas, New Year, Valentine's Day) and give tailored post ideas for those weeks.

5. Present the output as a weekly table with columns: Date, Anchor Content, Instagram, TikTok, Facebook, LinkedIn.
6. Keep the plan practical and achievable for a small business with limited time and budget.

## 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).

Keep it practical, authentic, and achievable for a small business on a budget.

## Hashtag prompt

Suggest a set of hashtags for an Instagram post.

The post is about Topic x

Instructions:

1. Use the attached files for context.
2. Include a mix of:
  - Broad/high-volume hashtags (big audiences, high competition).
  - Niche/medium hashtags (specific to boutiques, fashion, or my audience).
  - Local hashtags (Irish / city-based / community-focused).
3. Suggest 15–20 hashtags in total, but also recommend how many I should actually use on this platform:
  - Instagram: up to 30 allowed, recommend using 15–20.
  - TikTok: up to 10 allowed, recommend using 4–5.
  - LinkedIn: up to 5 allowed, recommend using 3–5.
  - Facebook: optional, recommend using 2–3.
4. For each hashtag, explain briefly why it's relevant.
5. Ensure hashtags are realistic for a small boutique — avoid overly broad ones like #love or #fashion.

## 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.