

Prompting Techniques

Technique

Campaign Intelligence Engine

Use this prompt before creating campaign ideas or assets. It turns a broad marketing challenge into structured intelligence across audience, competitors, trends, platform behaviour, messaging and risks. The goal is to give the AI enough strategic context to identify opportunities, sharpen positioning and generate better creative directions. Use it as the first step in the workflow, then distil the findings before moving into briefing or asset generation.

The Campaign Strategist - This prompt combines the **RTCF framework**, which structures instructions into Role, Context, Task and Format, with the **Adviser technique**, which improves accuracy by asking three clarifying questions before any work begins. Together, they ensure the LLM understands your goals, priorities and constraints, so the final output is aligned with your brand and delivers the outcome you want.

IMPORTANT: Make sure to attach your research findings.

Example

Role

Act as a senior growth marketing strategist and market researcher.

Context

I am building/marketing a [type of business/agency/product] targeting [audience].

Goal: generate insights that directly inform campaigns, messaging, and ad creative.

Scope

Analyse the following:

1. Audience

Who they are, motivations, behaviours, pain points, buying triggers

2. Competitors

Key players, positioning, messaging, creative patterns, gaps

3. Trends & Culture

What is resonating now, formats, hooks, platform trends

4. Market Positioning

Category norms, territories, whitespace opportunities

5. Platform Behaviour

What works on [TikTok / LinkedIn / YouTube etc.]

6. Messaging

High-performing themes, differentiators, tone

7. Campaign Learnings

What has worked, what has failed, why

8. Risks & Constraints

Regulatory, platform rules, trust risks

Method

Use recent, credible sources

Prioritise real examples

Flag assumptions or weak evidence

Output

- Key insights (concise), actionable recommendations, opportunity map
- Creative outputs: 5–10 ad hooks, 3 messaging angles, 2 campaign concepts, constraints, be specific, not generic, focus on conversion and clarity, use British English

Follow up prompt: Now, distil this into the 5 most important insights for conversion and explain why.

Role:

Act as a senior marketing strategist and creative campaign planner for sustainable beauty and skincare brands.

Context:

I have completed a campaign intelligence report for Sustain Well, an emerging sustainable skincare concept.

Use these research findings:

<list key research findings>

Task:

Turn the research into a practical launch strategy and creative campaign brief.

Deliver:

- target audience
- positioning statement
- messaging pillars
- tone of voice
- visual direction
- channel strategy
- 3 campaign concepts
- 3 Facebook ad concepts using AI-generated imagery
- risks and quality checks

Format:

Use clear headings and concise bullets, use British English, be specific and commercially useful, do not invent scientific, regulatory or performance claims.

Before starting, ask me three clarifying questions, one at a time, about launch audience, price position and visual style, etc.

CTAM EUROPE WEBINAR

Prompting Techniques

Technique

Style Transfer - ChatGPT can be thought as a style guide. It can help with:

- Converting your copy into your preferred style.
- Standardise tone, tense, capitalisation and punctuation.
- Reworking content without major editorial changes into in-house style or your own writing style.

IMPORTANT: Do not forget to attach your brand guidelines.

Generating Visuals (Text-to-Image Prompting):

PROMPT TEMPLATE

[Subject / product] [shot + angle] [setting / background] [lighting] [materials + textures] [style references] [aspect ratio] [any text to include, spelled clearly].

Focus Group (using Three of Thought prompting)

- This prompt is using the Tree of Thought (ToT) framework, which helps an LLM solve complex problems by branching from a core question into several possible reasoning paths. Each path is explored and compared before selecting the strongest answer.

Research indicates this structured branching can improve multi-step reasoning performance.

Image-to-video prompting -

[Animation action/ motion] [camera movement] [focus elements] [audience + brand tone] [lighting] [background] [visual style] [pacing + smoothness] [purpose or placement].

IMPORTANT:

Make sure you upload the image you would like the video generation model to animate.

Example

Role:

Act as a senior brand copywriter and creative director.

Task:

Rewrite and format the following [advert / social post / email / landing page copy / campaign asset] so it matches the attached brand guidelines exactly.

Advert idea to rewrite:

Headline:

[Insert headline]

Body copy:

[Insert body copy]

CTA:

[Insert CTA]

Brand and campaign context:

[Briefly describe the brand, campaign, audience and objective.]

The campaign should:

[Key strategic direction]

Deliver:

- refined headline
- refined body copy
- CTA
- 2 to 3 supporting proof points
- concise visual direction covering colour, typography, imagery and composition
- short rationale explaining how the rewritten version follows the brand guidelines

Rules:

Follow the attached brand guidelines precisely.
Keep the copy specific, credible and warm.
Do not invent claims or use vague green, medical or miracle language.
Use [preferred language / tone].
Use British English.

[Subject]: Specify the product or subject and any supporting elements.

[Shot type]: Define distance and framing (e.g. close-up, central focus).

[Background]: State the colour and cleanliness of the backdrop.

[Lighting]: Describe the light quality (e.g. high contrast natural light).

[Styling]: Indicate realism requirements (e.g. true to life, no artificial gloss).

[Texture focus]: List specific tactile details you want captured.

[Composition]: Set rules such as minimal layout or no clutter.

[Colour palette]: Provide tonal guidance.

- [Prohibitions]: List items to exclude.

Act as a marketing research focus group reviewing a Facebook ad concept for <product/ brand>.

Ad concept: <insert ad concept>

Campaign context:

<insert campaign context>

Focus group personas

The focus group consists of the following personas: <persona 1: name, age, values, profession, hobbies, etc.>, <persona 2: name, age, values, profession, hobbies, etc.>, <persona 3: name, age, values, profession, hobbies, etc.>.

Task

Write a realistic, back-and-forth group discussion where each persona reacts to the ad's image and message. They should challenge one another, surface doubts, and explore what works and what does not.

Cover: First impressions of the visual and headline; clarity and appeal of headline; credibility and trust signals, including any missing proof; emotional response and fit with their needs and values; likelihood to click, comment, or buy; and why, specific improvements to copy, visual style, or offer; specific improvements.

Keep the conversation natural, balanced, and detailed, with distinct voices for each persona.

Animate this image to <animation action including camera movement>. The video sequence should showcase <subject or focus elements>. The animation should be smooth and visually appealing. This shot will be part of a product launch advert targeting <target audience>. Ensure the animation flows naturally, aligning with <brand and brand tone>. The videography should <specify lighting, visual style, pacing, etc.> be high contrast, natural light from side or top angles. Make sure to keep backgrounds <background details> to spotlight <product textures or other subject specific details>.