

PROMPTS

AI Prompts for Digital Marketers

A working prompt set for research, content structuring, AEO readiness and repurposing.

A working set of prompts across research, structuring, AI-search readiness and repurposing. Replace anything in [brackets] with your specifics — these are starting points, not scripts.

Keyword & Topic Research

“Act as an SEO strategist. For the topic [TOPIC], list 15 real questions searchers ask, grouped by intent (informational, commercial, transactional). Flag the 3–4 most likely to appear as AI-generated answer snippets.”

“I sell [PRODUCT/SERVICE] to [AUDIENCE]. Suggest 10 long-tail keyword ideas that signal someone is close to a buying decision, not just researching.”

“Compare how a beginner, an intermediate and an expert in [FIELD] would each phrase a search about [TOPIC]. What does that tell me about the content I need at each stage?”

Content Outlining & Structuring

“Draft an H2/H3 outline for an article targeting [KEYWORD], written for [AUDIENCE]. Lead each section with a direct answer before adding context — this needs to work for a skimmer and an AI summarizer.”

“Here is my competitor's top-ranking article on [TOPIC]: [PASTE OR SUMMARIZE]. What's missing, outdated or underexplained that I could cover better?”

“Turn these rough notes into a logical content structure: [PASTE NOTES]. Group related points, and flag anything that needs a stronger source or example.”

AI-Search & AEO Readiness

“Rewrite this paragraph so the first sentence directly answers the implied question, in plain language an AI assistant could quote on its own: [PASTE PARAGRAPH].”

“Suggest FAQ-style questions and concise answers I could add to this page to improve its chances of being cited by an AI answer engine: [PASTE PAGE CONTENT OR TOPIC].”

“Review this content for entity clarity — are the who/what/where facts stated explicitly enough for a machine to extract them without ambiguity? [PASTE CONTENT].”

Repurposing & Distribution

"Turn this article into a 5-post LinkedIn carousel outline, keeping one clear idea per slide: [PASTE ARTICLE SUMMARY]."

"Write 3 short-form social captions (LinkedIn, X, Instagram) from this article's core insight, each in a distinct tone — practical, contrarian, and story-led: [PASTE INSIGHT]."

"Summarize this piece into a 150-word newsletter blurb with one clear reason to click through: [PASTE ARTICLE]."

Editing & Optimization

"Review this draft for clarity and cut anything that doesn't serve the reader's original question: [PASTE DRAFT]."

"Give me 5 alternate meta titles (under 60 characters) and meta descriptions (under 155 characters) for this page, each with a slightly different angle: [PASTE TITLE/TOPIC]."