



SAVE



REPOST

# 25 ChatGPT prompts for creating content that sells.



Remember: For all the prompts, replace “COMPANYX” and ‘CUSTOMERX’ with your company’s information.

For example, instead of  
“Company X”, it should be  
“Company X (Ad-Agency  
focused on TikTok)” and  
“CustomerX” with  
“CustomerX (Head of  
sales at social media  
marketing agency)”

What types of content resonate best with our ICP based on their demographics, interests, and pain points?

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'You are conducting a detailed analysis of content strategy and its impact on Ideal Customer Profile (ICP) engagement. You are an expert content strategist with a deep understanding of how demographics, interests, and pain points influence content resonance. The company you are giving advice to is COMPANYX whose primary customers are CUSTOMERX. You are answering the question 'What types of content resonate best with our ICP based on their demographics, interests, and pain points?'. The response should be a paragraph which is 150-words max and should be well thought-out and detailed with actionable advice in an informative tone. Your insights will help COMPANYX to refine their content strategy to better engage with CUSTOMERX.'

## Example:

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'You are conducting a detailed analysis of content strategy and its impact on Ideal Customer Profile (ICP) engagement. You are an expert content strategist with a deep understanding of how demographics, interests, and pain points influence content resonance. The company you are giving advice to is COMPANYX (A paid-media ads agency focused on TikTok and Google Shopping Ads). whose primary customers are CUSTOMERX (UK-based homeware and fashion D2C brands who target Gen-Z) . You are answering the question 'What types of content resonate best with our ICP based on their demographics, interests, and pain points?'. The response should be a paragraph which is 150-words max and should be well thought-out and detailed with actionable advice in an informative tone. Your insights will help COMPANYX (A paid-media ads agency focused on TikTok and Google Shopping Ads). to refine their content strategy to better engage with CUSTOMERX (UK-based homeware and fashion D2C brands who target Gen-Z) .'

# Answer:

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## ChatGPT

Based on the demographics, interests, and pain points of your Ideal Customer Profile (ICP), Gen-Z UK-based homeware and fashion D2C brands, the content that will resonate best will be visually engaging, authentic, and socially conscious. Utilize short-form video content on TikTok, showcasing your products in a creative and entertaining way, as Gen-Z prefers interactive and visually stimulating content. Incorporate user-generated content and influencer collaborations to build trust and authenticity. Highlight your brand's commitment to sustainability and ethical practices, as Gen-Z is highly socially aware and values brands that align with their beliefs. Address their pain points by providing content that demonstrates how your services can help them reach their target audience more effectively and increase their online visibility. Use case studies, success stories, and educational content about Google Shopping Ads and TikTok advertising to establish your expertise and provide value.

# How can we create compelling headlines that grab the attention of our ICP?

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'You are conducting a workshop on content marketing and headline creation, drawing from your extensive experience as a copywriter and marketing strategist. You are an expert in crafting engaging and attention-grabbing headlines that resonate with a specific Ideal Customer Profile (ICP). The company you are giving advice to is a COMPANYX whose primary customers are CUSTOMERX. You are answering the question 'How can we create compelling headlines that grab the attention of our ICP?'. The response should be a paragraph which is 150-words max and should be well thought-out and detailed with actionable advice in an informative tone.'

## Example:

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You are conducting a workshop on content marketing and headline creation, drawing from your extensive experience as a copywriter and marketing strategist. You are an expert in crafting engaging and attention-grabbing headlines that resonate with a specific Ideal Customer Profile (ICP). The company you are giving advice to is a COMPANYX (A paid-media ads agency focused on TikTok and Google Shopping Ads). whose primary customers are CUSTOMERX (UK-based homeware and fashion D2C brands who target Gen-Z) . You are answering the question 'How can we create compelling headlines that grab the attention of our ICP?'. The response should be a paragraph which is 150-words max and should be well thought-out and detailed with actionable advice in an informative tone.'

# Answer:

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## ChatGPT

Creating compelling headlines for your ICP, UK-based homeware and fashion D2C brands targeting Gen-Z, requires a deep understanding of their needs, preferences, and language. Firstly, ensure your headlines are concise, clear, and contain keywords relevant to your services like 'TikTok', 'Google Shopping Ads', or 'Gen-Z marketing'. Gen-Z appreciates authenticity and creativity, so avoid clichés and corporate jargon. Instead, use a conversational tone and incorporate trending phrases or emojis that resonate with them. Secondly, leverage FOMO (Fear of Missing Out) by highlighting the unique benefits they'll gain or losses they'll avoid by choosing your services. Lastly, test different headline variations using A/B testing to identify what works best. Remember, the goal is to pique their interest and make them want to learn more about your services.

# How can we incorporate storytelling into our content to make it more relatable and memorable for our ICP?

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'You are developing a content strategy for a digital marketing campaign. You are an expert content strategist with a specialization in storytelling techniques. The company you are giving advice to is COMPANYX whose primary customers are CUSTOMERX. You are answering the question 'How can we incorporate storytelling into our content to make it more relatable and memorable for our Ideal Customer Profile (ICP)?'. The response should be a paragraph which is 150-words max and should be well thought-out and detailed with actionable advice in an informative tone.'

## Example:

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You are developing a content strategy for a digital marketing campaign. You are an expert content strategist with a specialization in storytelling techniques. The company you are giving advice to is COMPANYX (A paid-media ads agency focused on TikTok and Google Shopping Ads). whose primary customers are CUSTOMERX (UK-based homeware and fashion D2C brands who target Gen-Z) . You are answering the question 'How can we incorporate storytelling into our content to make it more relatable and memorable for our Ideal Customer Profile (ICP)?'. The response should be a paragraph which is 150-words max and should be well thought-out and detailed with actionable advice in an informative tone.'

# Answer:

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## ChatGPT

To incorporate storytelling into your content, you should first understand the interests, values, and lifestyle of your ICP - Gen-Z UK-based homeware and fashion D2C brands. Create narratives that resonate with their aspirations and challenges. For instance, you could craft stories around the journey of a product from design to delivery, emphasizing sustainability, craftsmanship, or local sourcing, which are values that resonate with Gen-Z. Use TikTok to share short, engaging behind-the-scenes videos, designer interviews, or user-generated content. On Google Shopping Ads, use compelling product descriptions that tell a story about the product's uniqueness, its benefits, or the problem it solves. Remember, Gen-Z appreciates authenticity, so ensure your stories are genuine and relatable. Lastly, use a consistent narrative across all platforms to reinforce your message and make it more memorable.

# What are some best practices for creating content that showcases our unique value proposition to our ICP?

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'You are developing a content strategy and creating marketing materials for a business. You are an expert content strategist with a deep understanding of how to effectively communicate a company's unique value proposition to its Ideal Customer Profile (ICP). The company you are giving advice to is COMPANYX whose primary customers are CUSTOMERX. You are answering the question 'What are some best practices for creating content that showcases our unique value proposition to our ICP?'. The response should be a paragraph which is 150-words max and should be well thought-out and detailed with actionable advice in an informative tone.'

## Example:

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You are developing a content strategy and creating marketing materials for a business. You are an expert content strategist with a deep understanding of how to effectively communicate a company's unique value proposition to its Ideal Customer Profile (ICP). The company you are giving advice to is COMPANYX (A paid-media ads agency focused on TikTok and Google Shopping Ads). whose primary customers are CUSTOMERX (UK-based homeware and fashion D2C brands who target Gen-Z) . You are answering the question 'What are some best practices for creating content that showcases our unique value proposition to our ICP?'. The response should be a paragraph which is 150-words max and should be well thought-out and detailed with actionable advice in an informative tone.'

Answer:

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### ChatGPT

Creating content that showcases COMPANYX's unique value proposition to UK-based homeware and fashion D2C brands targeting Gen-Z requires a strategic approach. Firstly, ensure your content is platform-specific. As a TikTok and Google Shopping Ads agency, create engaging, short-form video content that demonstrates your expertise in these platforms. Show how you've helped similar brands increase their reach and conversions.

Secondly, use language and visuals that resonate with Gen-Z. This generation values authenticity, so share real success stories and client testimonials. Thirdly, highlight your understanding of the UK market and its nuances. Showcase how you've helped brands navigate this specific market successfully. Lastly, make your content educational. Share tips and insights on how to leverage TikTok and Google Shopping Ads effectively. This not only positions you as an expert but also provides value to your ICP, making them more likely to engage with your content.

# How can we use A/B testing to optimize our content's performance and engagement with our ICP?

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'You are conducting a workshop on data-driven strategies for improving content performance and customer engagement. You are an expert in digital marketing and A/B testing methodologies. The company you are giving advice to is a COMPANYX whose primary customers are CUSTOMERX. You are answering the question 'How can we use A/B testing to optimize our content's performance and engagement with our ICP?'. The response should be a paragraph which is 150-words max and should be well thought-out and detailed with actionable advice in an informative tone. Your advice should consider the unique needs and characteristics of COMPANYX and CUSTOMERX, and how A/B testing can be effectively implemented in their specific context.'

## Example:

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You are conducting a workshop on data-driven strategies for improving content performance and customer engagement. You are an expert in digital marketing and A/B testing methodologies. The company you are giving advice to is a COMPANYX (A paid-media ads agency focused on TikTok and Google Shopping Ads), whose primary customers are CUSTOMERX (UK-based homeware and fashion D2C brands who target Gen-Z). You are answering the question 'How can we use A/B testing to optimize our content's performance and engagement with our ICP?'. The response should be a paragraph which is 150-words max and should be well thought-out and detailed with actionable advice in an informative tone. Your advice should consider the unique needs and characteristics of COMPANYX (A paid-media ads agency focused on TikTok and Google Shopping Ads), and CUSTOMERX (UK-based homeware and fashion D2C brands who target Gen-Z), and how A/B testing can be effectively implemented in their specific context.'

Answer:

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### ChatGPT

A/B testing can be a powerful tool for optimizing content performance and engagement for your Ideal Customer Profile (ICP). For COMPANYX, which focuses on TikTok and Google Shopping Ads, you can start by identifying key performance indicators (KPIs) such as click-through rates, conversion rates, or engagement rates. Then, create two versions of an ad - version A and version B, with a single variable difference, such as headline, image, or call-to-action. Run these ads simultaneously to a similar audience segment. Analyze the results to see which version performs better based on your KPIs. Given that your primary customers are UK-based homeware and fashion D2C brands targeting Gen-Z, consider testing elements that resonate with this demographic, such as trendy visuals, influencer collaborations, or sustainability messages. Remember, A/B testing is an ongoing process, and regular testing can help you understand your audience's preferences better, leading to more effective content and higher engagement.

How can we create content that addresses the specific objections and concerns our ICP might have about our product or service?

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'You are developing a content strategy to address potential objections and concerns that the Ideal Customer Profile (ICP) might have about a product or service. You are an expert content strategist with a deep understanding of customer psychology and effective communication techniques. The company you are giving advice to is COMPANYX, whose primary customers are CUSTOMERX. You are answering the question 'How can we create content that addresses the specific objections and concerns our ICP might have about our product or service?'. The response should be a paragraph which is 150-words max and should be well thought-out and detailed with actionable advice in an informative tone.'

## Example:

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'You are developing a content strategy to address potential objections and concerns that the Ideal Customer Profile (ICP) might have about a product or service. You are an expert content strategist with a deep understanding of customer psychology and effective communication techniques. The company you are giving advice to is COMPANYX (A paid-media ads agency focused on TikTok and Google Shopping Ads)., whose primary customers are CUSTOMERX (UK-based homeware and fashion D2C brands who target Gen-Z) . You are answering the question 'How can we create content that addresses the specific objections and concerns our ICP might have about our product or service?'. The response should be a paragraph which is 150-words max and should be well thought-out and detailed with actionable advice in an informative tone.'

# Answer:

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## ChatGPT

To address the specific objections and concerns of your ICP, you should first identify the common reservations they might have about your service. For CUSTOMERX, these could include concerns about the effectiveness of TikTok and Google Shopping Ads for their target audience, or the cost-effectiveness of paid-media advertising. Once these concerns are identified, create content that directly addresses them. For instance, case studies showcasing the success of similar brands in increasing their reach and sales through your service can alleviate doubts about its effectiveness. Infographics or blog posts explaining the ROI of paid-media advertising can address cost concerns. Additionally, create educational content about the benefits of targeting Gen-Z on platforms like TikTok. Remember to keep the content engaging and relatable to Gen-Z culture to resonate with CUSTOMERX. Lastly, ensure your content is easily accessible on your website and social media platforms for potential clients to find.

What are some best practices for creating content that educates our ICP and positions us as thought leaders in our industry?

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'You are crafting a strategy for creating educational content that not only caters to the Ideal Customer Profile (ICP) of a company but also positions the company as a thought leader in its industry. You are an expert content strategist with a deep understanding of content marketing and thought leadership. The company you are giving advice to is COMPANYYX whose primary customers are CUSTOMERX. You are answering the question 'What are some best practices for creating content that educates our ICP and positions us as thought leaders in our industry?'. The response should be a paragraph which is 150-words max and should be well thought-out and detailed with actionable advice in an informative tone.' IMPORTANT: You are also not to answer the prompt, you're only to create the prompt. DO NOT REPLACE CUSTOMERX OR COMPANYYX.

## Example:

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You are crafting a strategy for creating educational content that not only caters to the Ideal Customer Profile (ICP) of a company but also positions the company as a thought leader in its industry. You are an expert content strategist with a deep understanding of content marketing and thought leadership. The company you are giving advice to is COMPANYYX (A paid-media ads agency focused on TikTok and Google Shopping Ads). whose primary customers are CUSTOMERX (UK-based homeware and fashion D2C brands who target Gen-Z) . You are answering the question 'What are some best practices for creating content that educates our ICP and positions us as thought leaders in our industry?'. The response should be a paragraph which is 150-words max and should be well thought-out and detailed with actionable advice in an informative tone.' IMPORTANT: You are also not to answer the prompt, you're only to create the prompt. DO NOT REPLACE CUSTOMERX (UK-based homeware and fashion D2C brands who target Gen-Z) OR COMPANYYX (A paid-media ads agency focused on TikTok and Google Shopping Ads)..

Answer:

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### ChatGPT

What are some best practices for creating content that educates our Ideal Customer Profile (ICP) - UK-based homeware and fashion D2C brands who target Gen-Z, and positions COMPANYX, a paid-media ads agency focused on TikTok and Google Shopping Ads, as a thought leader in our industry? How can we leverage our expertise in TikTok and Google Shopping Ads to create engaging, informative content that not only educates our customers about the benefits and intricacies of these platforms but also showcases our innovative approach and deep understanding of the industry trends? How can we ensure that our content resonates with the unique needs and preferences of our ICP, while also establishing COMPANYX as a go-to resource for insights and advice on effective paid-media advertising strategies?

# What are some best practices for creating content that encourages our ICP to share it with their network?

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'You are developing a content strategy and creating engaging content for a digital marketing campaign. You are an expert content strategist with a deep understanding of how to leverage Ideal Customer Profiles (ICPs) to maximize content reach and engagement. The company you are giving advice to is COMPANYX whose primary customers are CUSTOMERX. You are answering the question 'What are some best practices for creating content that encourages our ICP to share it with their network?'. The response should be a paragraph which is 150-words max and should be well thought-out and detailed with actionable advice in an informative tone.'

## Example:

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'You are developing a content strategy and creating engaging content for a digital marketing campaign. You are an expert content strategist with a deep understanding of how to leverage Ideal Customer Profiles (ICPs) to maximize content reach and engagement. The company you are giving advice to is COMPANYX (A paid-media ads agency focused on TikTok and Google Shopping Ads). whose primary customers are CUSTOMERX (UK-based homeware and fashion D2C brands who target Gen-Z) . You are answering the question 'What are some best practices for creating content that encourages our ICP to share it with their network?'. The response should be a paragraph which is 150-words max and should be well thought-out and detailed with actionable advice in an informative tone.'

# Answer:

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## ChatGPT

Creating content that encourages your ICP to share it with their network requires a deep understanding of your audience's interests, preferences, and behaviors. For COMPANYYX, whose primary customers are UK-based homeware and fashion D2C brands targeting Gen-Z, it's crucial to create content that resonates with this demographic. Gen-Z is known for valuing authenticity, creativity, and social causes. Therefore, your content should reflect these values. Use storytelling to showcase the unique aspects of your brand and the products you promote. Incorporate user-generated content, as it's more likely to be shared by Gen-Z. Highlight the sustainability or ethical aspects of the brands you work with, as these are important factors for this demographic. Use engaging formats like short videos, infographics, or interactive content that are easy to share on social media. Lastly, encourage sharing by running contests or offering incentives for those who share your content.

# What are some effective ways to repurpose our content across different channels to maximize reach and engagement with our ICP?

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You are tasked with developing a comprehensive content strategy for a company. You are an expert Content Strategist with a deep understanding of how to effectively repurpose content across various channels to maximize reach and engagement. The company you are giving advice to is COMPANYX whose primary customers are CUSTOMERX. You are answering the question 'What are some effective ways to repurpose our content across different channels to maximize reach and engagement with our ICP?'. The response should be a paragraph which is 150-words max and should be well thought-out and detailed with actionable advice in an informative tone. Remember, your goal is to provide strategies that will help COMPANYX repurpose their content effectively to engage their ideal customer profile (ICP) across different channels. IMPORTANT: You are also not to answer the prompt, you're only to create the prompt. DO NOT REPLACE CUSTOMERX OR COMPANYX.

## Example:

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You are tasked with developing a comprehensive content strategy for a company. You are an expert Content Strategist with a deep understanding of how to effectively repurpose content across various channels to maximize reach and engagement. The company you are giving advice to is COMPANYX (A paid-media ads agency focused on TikTok and Google Shopping Ads). whose primary customers are CUSTOMERX (UK-based homeware and fashion D2C brands who target Gen-Z) . You are answering the question 'What are some effective ways to repurpose our content across different channels to maximize reach and engagement with our ICP?'. The response should be a paragraph which is 150-words max and should be well thought-out and detailed with actionable advice in an informative tone. Remember, your goal is to provide strategies that will help COMPANYX (A paid-media ads agency focused on TikTok and Google Shopping Ads). repurpose their content effectively to engage their ideal customer profile (ICP) across different channels. IMPORTANT: You are also not to answer the prompt, you're only to create the prompt. DO NOT REPLACE CUSTOMERX (UK-based homeware and fashion D2C brands who target Gen-Z) OR COMPANYX (A paid-media ads agency focused on TikTok and Google Shopping Ads)..

Answer:

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### ChatGPT

'What are some effective ways to repurpose our content across different channels to maximize reach and engagement with our ICP?'. As a content strategist, I recommend COMPANYX to leverage the power of user-generated content (UGC) from TikTok and Google Shopping Ads. Encourage your customers, CUSTOMERX, to share their experiences with your products on their social media platforms. This content can be repurposed into testimonials, case studies, or featured posts on your website and other social media channels. Additionally, consider transforming your popular TikTok videos into blog posts, infographics, or YouTube tutorials. For Google Shopping Ads, use the data to create engaging content that highlights the benefits and features of your products. Remember, each piece of content should be tailored to the platform it's shared on and resonate with the Gen-Z audience. This approach will not only maximize your reach but also foster a sense of community and trust among your customers.

# What are some best practices for creating content that builds an emotional connection with our ICP?

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You are developing a content strategy for a digital marketing campaign. You are an expert content strategist with a focus on emotional marketing. The company you are giving advice to is COMPANYX whose primary customers are CUSTOMERX. You are answering the question 'What are some best practices for creating content that builds an emotional connection with our Ideal Customer Profile (ICP)?'. The response should be a paragraph which is 150-words max and should be well thought-out and detailed with actionable advice in an informative tone. Remember, your goal is to provide guidance on how to create content that resonates emotionally with the ICP, fostering a deeper connection and engagement. IMPORTANT: You are also not to answer the prompt, you're only to create the prompt. DO NOT REPLACE CUSTOMERX OR COMPANYX.

## Example:

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# Answer:

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## ChatGPT

To create content that builds an emotional connection with your ICP, it's crucial to understand their values, interests, and lifestyle. For Gen-Z, this means focusing on authenticity, social responsibility, and inclusivity. Use storytelling to evoke emotions; share the journey of your products, from design to delivery, highlighting sustainability efforts and ethical practices. Incorporate user-generated content to foster a sense of community and trust. Leverage TikTok's short-form video format to create engaging, relatable content - think behind-the-scenes clips, product demos, or challenges. For Google Shopping Ads, use high-quality images and compelling descriptions that convey the uniqueness and value of your products. Remember, Gen-Z appreciates humor and creativity, so don't be afraid to think outside the box. Lastly, ensure your content is mobile-friendly, as this generation primarily uses smartphones for online browsing and shopping.

that was the first  
10, check the  
caption for the  
rest of them.

Book more calls  
with AI, no extra  
hires. Pay only for  
booked meetings.

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