The Executive Marketing Prompt Pack

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Twenty-eight prompts for marketers and executives who build brands across borders. They work in Grok Bot, Claude or any capable AI assistant. Paste a prompt in, fill in the [brackets], and push back on the first answer: it is a draft, not the finish line.

> Tip: start each chat with a short "About my brand" note: audience, voice, three words that describe you, words you never use. Never paste confidential numbers you would not share publicly, and never let AI invent a statistic. Ask it to mark every figure as [verify].

I. Brand building

1. BRAND POSITIONING IN ONE PAGE

```
Act as a senior brand strategist.
Brand: [name]. Category: [category]. Audience: [who, where].
What we do better than anyone: [2-3 points]. Competitors: [list].
Write a one-page positioning statement: the audience, the tension they feel, our
promise, three proof points, and the personality in five words. Then give me
three tagline options, each under seven words.
```

2. BRAND VOICE GUIDE

```
Here are five pieces of our best writing: [paste].
Build a brand voice guide: four voice traits, each with "we are / we are not",
ten words we love, ten words we avoid, and a before-and-after rewrite of this
weak sentence: [sentence].
```

3. BRAND AUDIT

```
Review these brand touchpoints: [website copy, social bios, email footer, deck intro].
Score each from 1-5 on consistency, clarity and distinctiveness. List the three biggest gaps and the fix for each, ranked by effort versus impact.
```

4. MESSAGE HOUSE

```
Build a message house for [initiative].
Roof: one umbrella message. Pillars: three supporting messages, each with two proof points from this list: [facts]. Foundation: the values that hold it up.
Flag any proof point that needs a source before we publish.
```

5. PERSONAL BRAND BIO SET

```
I am [name], [title] at [company]. Highlights: [list]. Audience: [who].
Write my bio in four lengths: 25 words (social), 60 words (speaker intro), 120 words (press), and a first-person LinkedIn About section. Calm, confident, no buzzwords.
```

II. Global marketing

6. LOCALIZE, DON'T TRANSLATE

```
Here is our English campaign copy: [paste]. Target market: [country/language].
Adapt it for local culture, not word-for-word. Flag idioms, humor, colors, gestures or references that will not land. Suggest local holidays or moments to tie into, and give me a back-translation so I can check the meaning.
```

7. NEW MARKET ENTRY BRIEF

```
We are launching [brand/product] in [country] in [timeframe].
Build a market entry marketing brief: audience profile, cultural considerations, channels that matter locally, partners to approach, legal and trademark checks to confirm, and a T-90 to day-90 timeline. Mark anything I need to verify locally.
```

8. GLOBAL CALENDAR WITH LOCAL FLEX

```
Markets: [list]. Global themes for the quarter: [list].
Build a 13-week content calendar where 70% is global and 30% is local. For each market, suggest the local moments and holidays to plan around, and the approval step for each piece.
```

9. CROSS-MARKET PERFORMANCE REVIEW

```
Here are the results by market: [paste table].
Summarize what worked, what did not, and why it might differ by culture or channel. Give me three formats to scale to other markets and one to retire. Use only the numbers I provided.
```

10. AGENCY AND PARTNER BRIEF

```
Write a brief for [agency/partner] in [market].
Objective: [goal]. Budget range: [range]. Deliverables: [list]. Brand must-haves: [list].
Include what we keep in-house, approval steps, deadlines, and how we will measure success.
```

III. Content

11. CAMPAIGN BRIEF

```
Act as my campaign strategist.
Goal: [goal]. Audience: [who]. Offer or message: [what]. Channels: [list]. Timeline: [dates].
Write a one-page brief with the insight, the big idea, three key messages, deliverables by channel, and the KPIs that show it worked.
```

12. CONTENT PILLARS

```
Brand: [name]. Audience: [who]. Goal: [awareness/leads/community].
Suggest four content pillars with a suggested mix percentage, ten post ideas for each, and the best format for each idea (reel, carousel, article, story).
```

13. ONE IDEA, TEN ASSETS

```
Here is a core piece of content: [paste article/talk/video transcript].
Turn it into: one LinkedIn post, three short-video scripts, one carousel outline, one newsletter section, five social captions, and three pull quotes. Keep the voice consistent with: [voice notes].
```

14. SHORT-VIDEO SCRIPTS IN MY VOICE

```
Topic: [topic]. Audience: [who]. Length: [30/60/90 seconds].
Write three reel scripts, each with a hook in the first two seconds, three beats, on-screen text and a closing line. Give each a different angle: teach, tell a story, show behind the scenes.
```

15. THOUGHT-LEADERSHIP ARTICLE

```
I want to publish a LinkedIn article on [topic]. My point of view: [1-2 sentences]. Stories I can use: [list].
Draft a 700-word article with a strong opening, three sections, a personal story, and a closing question for comments. Do not invent statistics. Mark any place where data would help as [add source].
```

16. AWARD ENTRY WRITER

```
Award: [name], category: [category]. Criteria: [paste].
Our story: [challenge, strategy, execution, results with sources].
Draft the entry to the word limit of [number], mapped to each criterion, with a strong opening line. Use only the results I gave you.
```

IV. Leadership communications

17. ALL-HANDS TALK TRACK

```
I am speaking to [team size] people across [regions] for [length] minutes.
Key updates: [list]. Wins to celebrate: [list]. What I need from them: [ask].
Write a talk track with an opening, three sections and a close that leaves people
energized. Add two questions to invite from the audience.
```

18. HARD-NEWS ANNOUNCEMENT

```
I need to share [change] with [audience].
What is changing, why, and what stays the same: [notes].
Draft an internal message that is clear, human and honest, under 250 words, plus
a short FAQ with the five questions people will actually ask.
```

19. EXECUTIVE SUMMARY

```
Turn this into a one-page executive summary for [leader/board]: [paste report or
notes].
Lead with the decision needed, then three key points, risks, and next steps.
Plain language, no jargon.
```

20. WEEKLY TEAM UPDATE

```
This week's notes: [paste].
Write a skimmable weekly update for my team: wins, priorities, blockers, shout-
outs. Under 200 words, warm but direct.
```

21. RECOGNITION NOTE

```
Write a short recognition message for [name] who [what they did] and the impact
it had: [impact].
Give me one version for a public team channel and one personal note from me.
```

22. WEEKLY TEAM SPRINT AGENDA

```
You are my marketing chief of staff. Team: [number] people across [time zones].
Priorities: [list]. Carry-overs: [list]. Deadlines in the next 14 days: [list].
Build a 30-minute sprint agenda: wins, priorities with owners, blockers with the
decision needed, cross-region asks, and three closing commitments.
```

V. Events

23. EVENT CONCEPT

```
Event: [name], city: [city], audience: [who, how many], dates: [dates].
Give me three creative concepts, each with a theme name, a one-line idea, a stage
moment people will film, and how the host city's culture shows up.
```

24. EVENT RUN OF SHOW

```
Build a run of show for [event] on [date], [start-end time].
Sessions: [list with speakers]. Include walk-in music cues, transitions, host
lines, buffers, and who owns each cue.
```

25. SPEAKER BRIEF

```
Write a brief for [speaker] at [event]. Session: [title, length]. Audience:
[who].
Include the goal of the session, key messages to land, timing, tech set-up,
rehearsal time and three things to avoid.
```

26. EVENT SOCIAL PLAN

```
Event: [name], [dates], [city]. Hashtag: [tag].
Plan content for pre-event (two weeks), each event day, and the week after.
Include who captures, which formats, captions in our voice, and a same-day recap
reel outline.
```

27. POST-EVENT RECAP

```
Here are my notes and highlights from [event]: [paste].
Write a recap for three audiences: attendees (thank you + highlights), leadership (results + learnings), and social (a carousel outline and a caption). Use only the facts given.
```

28. LESSONS LEARNED

```
Here is feedback from our team and attendees: [paste].
Run a lessons-learned review: keep, change, stop, and try next time. Turn it into a checklist for the next event.
```

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