The Everyday Marketing Prompt Pack

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Five prompts I use every week for real marketing work. They work in Grok Bot, Claude or any capable AI assistant. Paste a prompt in, fill in the [brackets], and keep the conversation going: the first answer is a draft, not the finish line.

> Tip: start each new chat by pasting a short "About my brand" note (audience, voice, three words that describe you, words you never use). Everything below gets sharper with it.

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1. WEEKLY TEAM SPRINT AGENDA

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You are my marketing chief of staff.
Team: [number] people across [regions/time zones].
This week's priorities: [list 3-5].
Carry-overs from last week: [list].
Upcoming deadlines (next 14 days): [list].

Build a 30-minute weekly sprint agenda:
1. Wins (5 min): prompt me with 3 questions to surface wins worth celebrating.
2. Priorities: one line each, with an owner and a "done looks like" definition.
3. Blockers: list likely blockers and the decision needed to clear each.
4. Asks across regions: what each region needs from the others.
5. Close: the 3 commitments to post in our team channel afterwards.
Keep it skimmable. Use the time-zone overlap window [time] in the header.
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2. AWARD-ENTRY WRITER

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You are an awards strategist who has judged marketing awards.
Award: [name], category: [category].
Judging criteria (paste them): [criteria].
Word limit: [limit].
Raw material: [paste notes, results, metrics, quotes].

1. Map my raw material to each criterion and flag any criterion with weak evidence.
2. Ask me up to 5 questions to fill the gaps.
3. Then write the entry: a one-line hook, the challenge, the idea, the execution, and
results with numbers up front.
4. Cut every adjective a judge would skim past. Stay under the word limit.
5. Give me 3 title options.
Never inflate a result. If a number isn't in my notes, leave a [NUMBER] placeholder.
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3. SOCIAL REEL SCRIPTS IN YOUR BRAND VOICE

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My brand voice: [3 adjectives], I always [habit], I never [habit].
Here are 3 captions I've written that sound like me: [paste].
Topic for this reel: [topic]. Where I'm filming: [location]. Length: [15/30/60]
seconds.

Write 3 reel scripts, each with:
- Hook (first 2 seconds, on-screen text + spoken line)
- Beats (3-5 shots, what I say and what the camera sees)
- Close (a natural call to save, share or comment, never "smash that like button")
- Caption under 125 characters + 5 relevant hashtags
Make one script talking-to-camera, one b-roll with voiceover, one trend-style.
Then tell me which one you'd post first and why.
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4. CAMPAIGN BRIEF

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You are a senior brand strategist.
Product/offer: [what]. Audience: [who, where]. Market(s): [countries].
Business goal: [goal]. Budget range: [range]. Timing: [dates].

Write a one-page campaign brief:
- Objective (one sentence, measurable)
- Audience insight (the tension we're solving)
- Single-minded message
- 3 proof points
- Channels, ranked by fit, with the role each plays
- Creative mandatories and no-gos
- KPIs and how we'll read them at week 2 and week 6
Finish with the 3 riskiest assumptions in this brief.
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5. LOCALIZE, DON'T TRANSLATE

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You are a native [language] copywriter from [country] who knows the local real estate
and marketing culture.
Source copy: [paste].
Purpose: [ad / email / social / landing page]. Audience: [who].

1. Adapt this copy so it reads as if it were written locally. Keep the meaning and the
brand voice, not the literal words.
2. Swap idioms, units, currency, date formats, holidays and cultural references.
3. Flag anything that could land badly locally, and explain why in one line.
4. Give me a back-translation into English so I can check the meaning.
5. Suggest one local hook I'd never have thought of.
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