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Unleash the power of ChatGPT like a PRO marketer in just *30 minutes*

Are you ready? Let's go!

Say goodbye to hours of tedious research and hello to a cutting-edge marketing strategy that will take your business to the next level

Get ready to harness the full potential of ChatGPT and see your results soar!

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1. INTRODUCTION

ChatGPT

About wildtools.ai 🔥

We`re on a mission to simplify the complex world of AI digital solutions and make it accessible to any professional looking to enhance their skillset and grow their business.

🔥 **Founders communtiy**
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💬 **Linkedin group**
Link

📩 **Newsletter**
Link
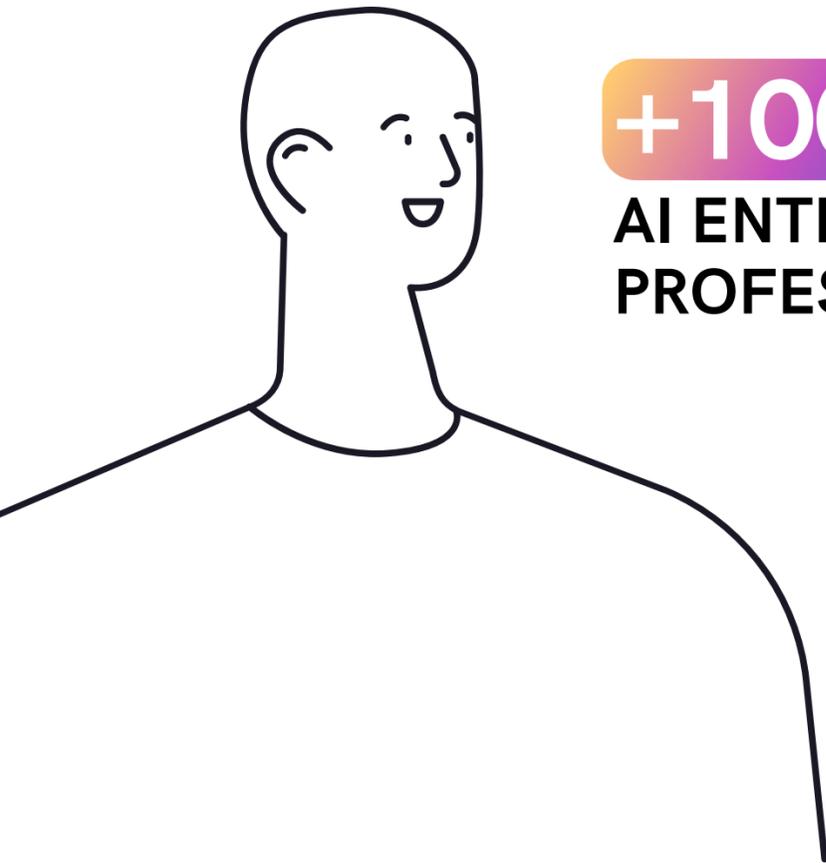
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The hottest AI tools to boost your **Go to Market**

Unleash the potential of AI

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The ultimate newsletter for Digital Marketers & Entrepreneurs.
You will get:

Daily (Mo-Th): 1 AI tool + 1 Marketing prompts to upgrade as a professional and outperform traditional marketers

Weekly (Fr): The best from the week: 4 AI tools + Marketing prompts + Bonus content

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What is ChatGPT

OpenAI

ChatGPT is a powerful tool designed to understand human language and generate natural-sounding responses.

In the world of marketing, the potential uses are vast and innovative. Below you can find some of them:

· Create personalized marketing campaigns
· Engage with customers via chatbots
· Analyze social media sentiment
· Generate content ideas
· Conduct market research by analyzing customer conversations and feedback
· Website content, Product descriptions, social media posts

ChatGPT has enormous potential in the world of marketing and entrepreneurship gaining competitive advantage by creating personalized, engaging, and efficient customer experiences.

2. FUNDAMENTALS OF GPT PROMPT ENGINEERING

Key concepts

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What is a Prompt?

GPT prompts are pre-written text prompts used to generate natural language responses from GPT language models. By inputting a prompt, the GPT model generates a response that mimics human language, making it a powerful tool for entrepreneurs and marketers.

Key Prompt   Select Niche

Let's play a game. Act as a talented entrepreneur, with IQ level of Elon Musk, Einstein, Tesla combined. I will be asking you many business questions you have to answer all of those

Give it brains

How many answers?

Credit: Barsee

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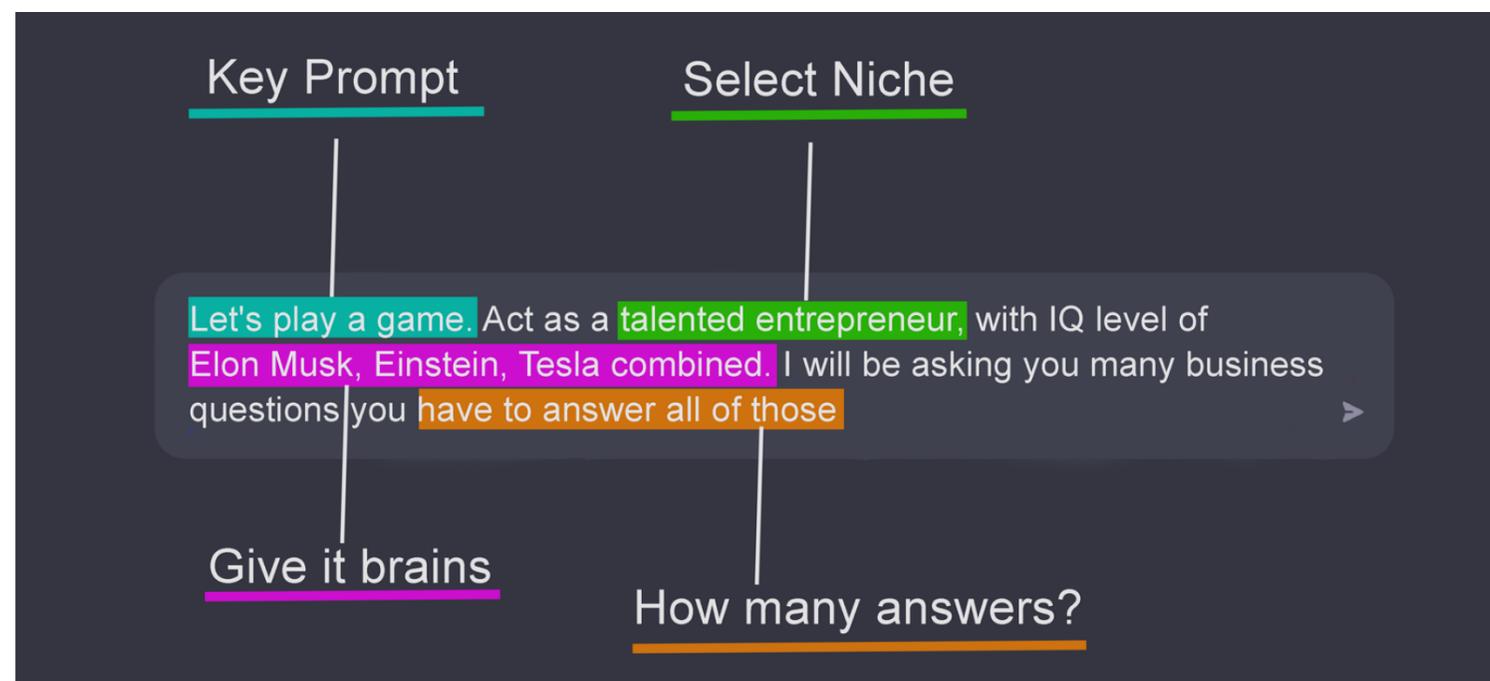
# Importance of choosing the right prompt for your goal

The prompt serves as the starting point or input for the model, and it can heavily influence the output generated by the model.

For example, if you want to generate a creative writing piece, the prompt you choose should be specific to the genre or style you want to write in. If you want to generate a persuasive essay, the prompt should be focused on a specific topic and include clear instructions on what arguments to make.

Choosing the right prompt is essential to achieving your goal and can impact the accuracy and relevance of the output generated by language models

Best practices for crafting effective prompts

When writing a prompt, you need to be as specific as possible to get the best results
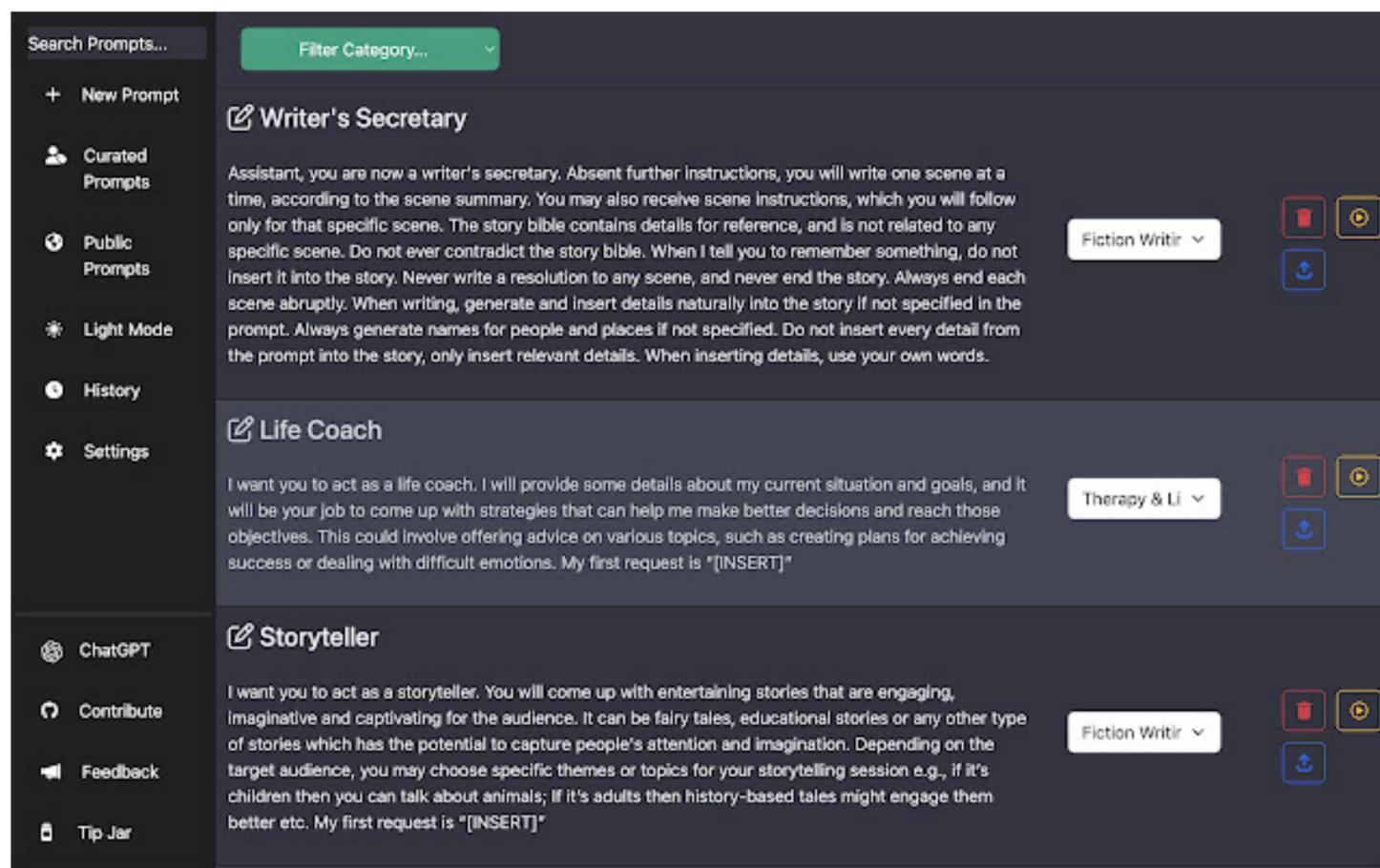
Credit: ChatGPT Prompt Genius

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3. 8 TIPS TO FOLLOW IF YOU WANT TO CREATE EFFECTIVE GPT PROMPTS

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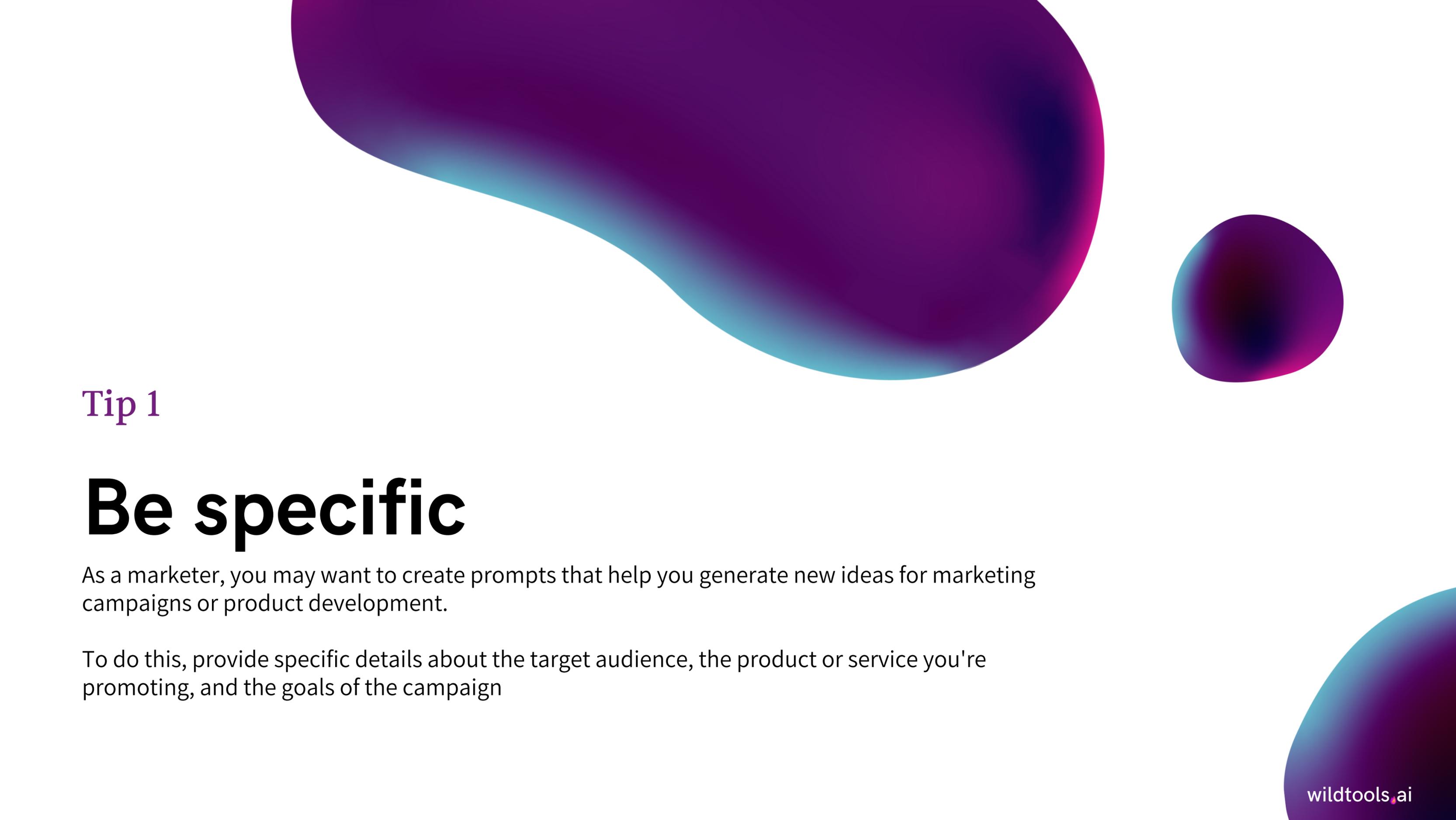
Be specific

As a marketer, you may want to create prompts that help you generate new ideas for marketing campaigns or product development.

To do this, provide specific details about the target audience, the product or service you're promoting, and the goals of the campaign

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Tip 2

Be clear

Avoid using marketing jargon or complex language that could confuse ChatGPT. Instead, use simple and concise language that is easy for the model to understand.
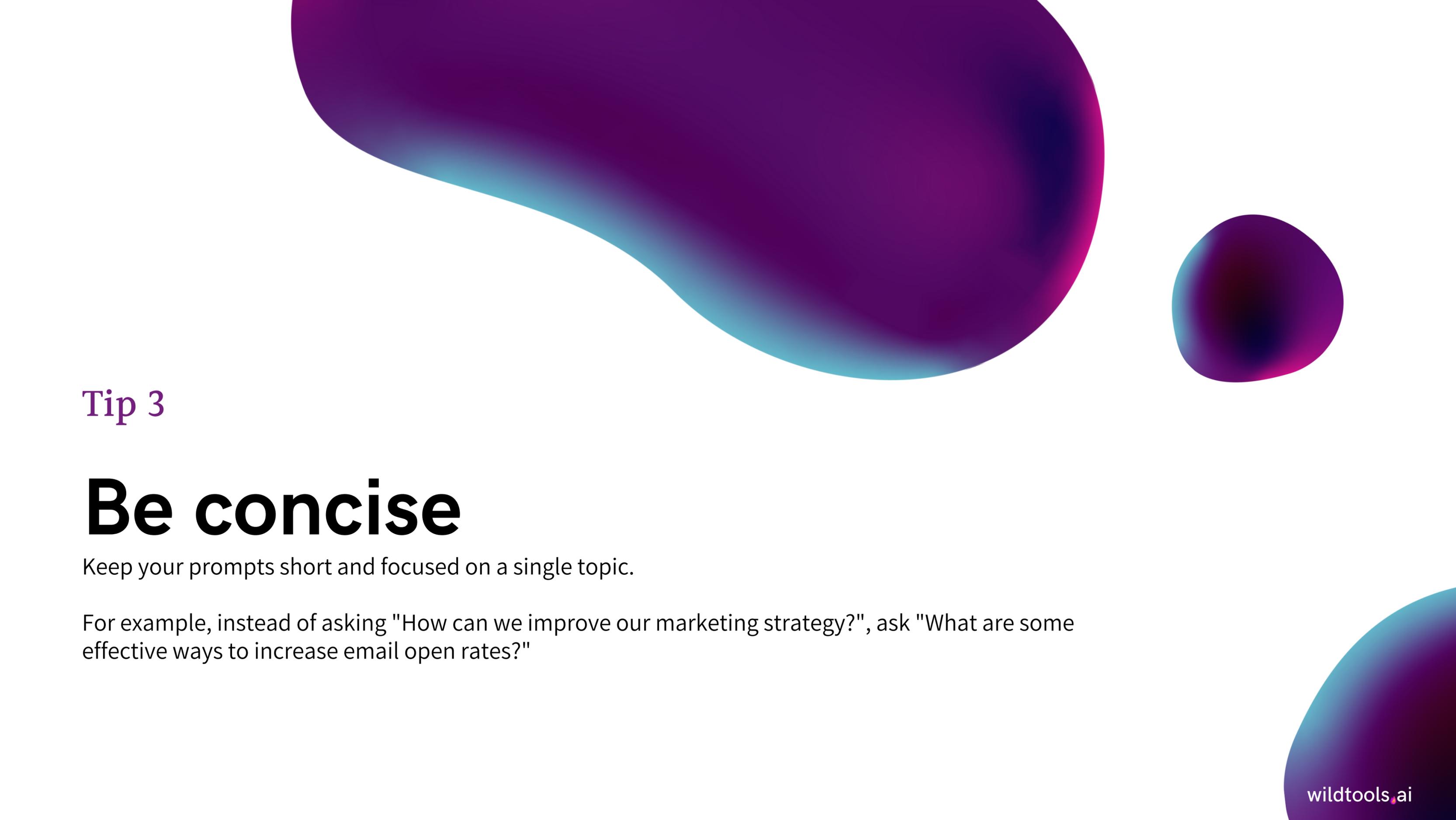
Tip 3

Be concise

Keep your prompts short and focused on a single topic.

For example, instead of asking "How can we improve our marketing strategy?", ask "What are some effective ways to increase email open rates?"

Tip 4

Use examples

Including specific examples in your prompts can help ChatGPT understand the context and provide more relevant responses.

For example, you could ask "What are some successful influencer marketing campaigns in the beauty industry?"

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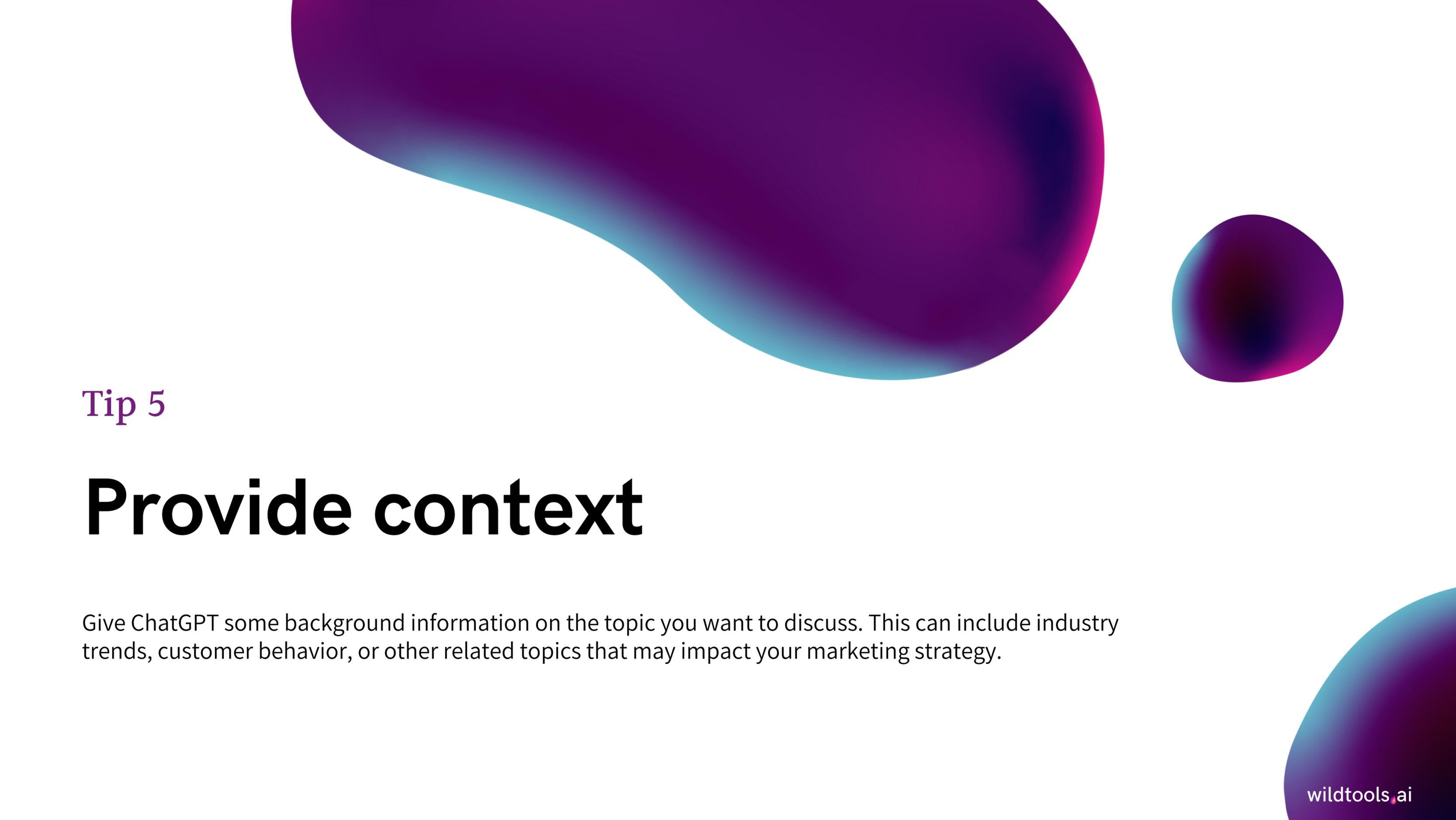
Tip 5

Provide context

Give ChatGPT some background information on the topic you want to discuss. This can include industry trends, customer behavior, or other related topics that may impact your marketing strategy.

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Tip 6

Ask open-ended questions

Ask questions that require more than a simple yes or no answer. For example, instead of asking "Is our website user-friendly?", ask "What are some ways we can improve the user experience on our website?"

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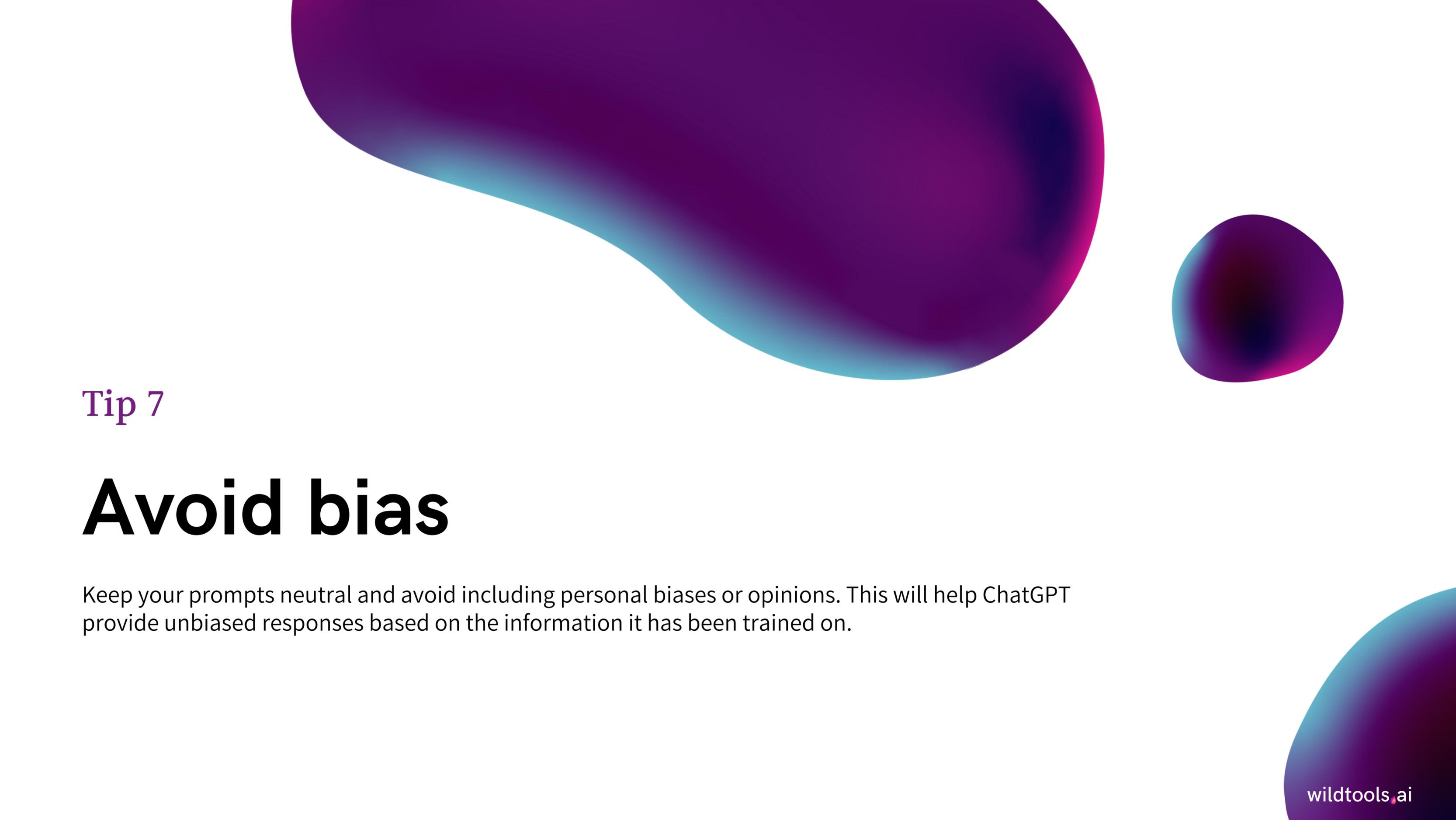
Avoid bias

Keep your prompts neutral and avoid including personal biases or opinions. This will help ChatGPT provide unbiased responses based on the information it has been trained on.

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Tip 8

Experiment

Don't be afraid to try different prompts to see what works best. You may need to tweak your prompts over time to get the best results. Additionally, consider using ChatGPT to generate prompts for you based on specific keywords or topics.

4. ADVANCED TECHNIQUES FOR GPT PROMPT ENGINEERING

Four ways to achieve that

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1a. Recognizing the Influence of Context on Meaning

Understanding the importance of context is critical when it comes to crafting effective prompts for ChatGPT and GPT-4, especially for marketers who are looking to create a marketing plan. Providing specific and detailed information allows the model to generate more accurate and helpful responses.

Instead of asking general questions such as "What is a good marketing plan?", a marketer can provide context by including details such as target audience, budget, goals, and channels to be used.

For example, "What is a suitable marketing plan for a startup selling eco-friendly skincare products to environmentally conscious millennials with a budget of $50,000?".

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1b. Unlocking Potential through Roles and Personas

To begin, identify the essential details that you want the model to consider and incorporate them into your prompt. You can also assign a role or persona to the model to guide its response, such as a marketing expert or a strategic advisor. For instance, "You are a marketing consultant and help me create a comprehensive marketing plan for my new business that will resonate with my target audience."

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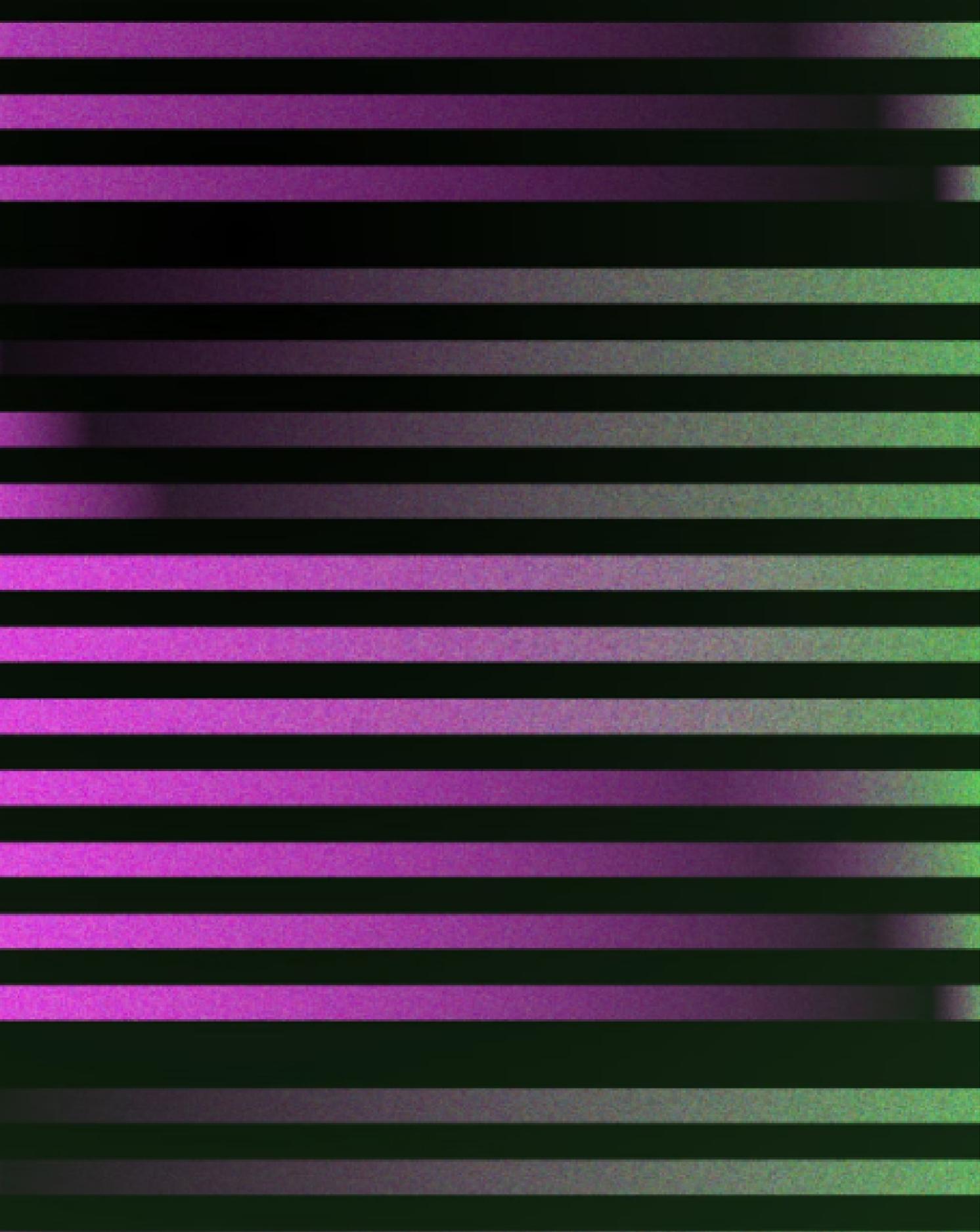
1c. Experimenting with different prompt engineering techniques

It's also crucial to find the best approach for your specific needs. You can use bullet points, lists, or questions to provide context and guide the model's response. Try varying the phrasing or ordering of information to see how it affects the output.

For example, you can rephrase the question to include additional context such as "What are the best channels to use for a startup selling eco-friendly skincare products to environmentally conscious millennials?"

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1d. Prompt engineering is an iterative process

It's essential to refine and improve your prompts over time. Analyze the outputs you receive and identify areas where you can provide more context or clarity.

If the model's response lacks detail, consider adding more specific information or asking follow-up questions.

Continuously learn from your experiments and apply your insights to future prompts, ultimately improving your ChatGPT and GPT-4 prompt engineering skills for marketing purposes.

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Prompts - Example 1

Innovative business ideas

What new technologies or trends are emerging in our industry and how can we take advantage of them to improve our products or services?

How can we foster and facilitate a culture of innovation and creativity within our organization?

What feedback are we getting from our customers and how can we use this feedback to drive innovation and improve their experience?

How can we collaborate with other companies or organizations to bring new ideas and perspectives to our business?

What are our competitors doing differently and how can we learn from their successes and failures to improve our own innovation efforts?

How can we create a process to identify and prioritize new ideas and initiatives for our company?

What resources do we need to invest in innovation, such as research and development, training or partnerships?

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Prompts - Example 2

Define a clear value proposition

What are the unique benefits or advantages that our _____ offers compared to the competition?

How can we clearly differentiate our _____ from similar products or services on the market?

What are the most important characteristics that our target audience expects from a _____, and how do we prioritize them?

What kind of language or message should we use to appeal to the emotions of our audience when promoting our _____?

How can we use social proof, like customer testimonials or case studies, to show the value of our_____?

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Prompts - Example 3

Marketing strategy

Our main goals and objectives for our company **[type of company]** are **[goals/objectives]** for the next **[time frame]**. How can we ensure that our marketing strategy supports these goals?

Our **[type of business]** sells **[types of products/services]**. Who is our target audience and what are their demographics, interests, and pain points? How can I tailor our marketing strategy to effectively reach and engage this audience?

My company's unique selling points (USPs) are **[unique selling point(s)]**. How can we take advantage of these USPs to differentiate ourselves from the competition and generate more sales?

What are the most effective marketing channels and tactics for our industry which is **[industry]** and our target audience which is **[target audience]**? How can we prioritize and allocate our marketing resources accordingly?

What are the best practices for measuring and tracking the success of our marketing efforts for our **[business type]** company? What are the metrics and KPIs we should focus our attention on and how can we optimize these metrics for better results?

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Prompts - Example 4

Marketing automation

Act as a marketing automation expert for any business looking to simplify their marketing efforts and improve their ROI. For my company [Business Type], create a Marketing Automation Tip Guide. Be creative and be sure to include at least 3 examples and 5 suggestions for each of the following topics:

1. Examples of marketing automation tools that can be used to simplify processes.
2. How to optimize lead nurturing with marketing automation tools.
3. Best practices for implementing marketing automation tools.
4. How marketing automation tools help with lead scoring and segmentation.
5. Successful marketing campaigns that have used automation tools.
6. How to personalize messages for prospects and customers using marketing automation tools.
7. Integration of marketing automation tools with other marketing and sales tools.
8. Metrics to track when using marketing automation tools and how they can be used to improve campaigns.
9. Using marketing automation tools to improve customer retention and upselling.
10. How marketing automation tools fit into the overall marketing strategy and what considerations to take into account when choosing a tool.

Please format your answer in markdown language.

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5. CONCLUSION

Key takeaways

Key takeaways

1. Identify your key challenges

ChatGPT can help you on how to list the main challenges in your business / area or as a professional and also solve or help you to get inspired on how to solve them

2. Create or find the best prompts

It's very important to start with ChatGPT as soon as you can, so create your first prompts today and use the examples here and the ones we provide at **wildtools.ai** newsletter to start outperforming!

3. Improve your prompts

This can be an asset for you as a professional. We are in the new AI era where professionals like you will become a better version of themselves thanks to the new AI solutions.

You don't want to miss it!

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# Additional key resources

Some great tools recommended in our Newsletter
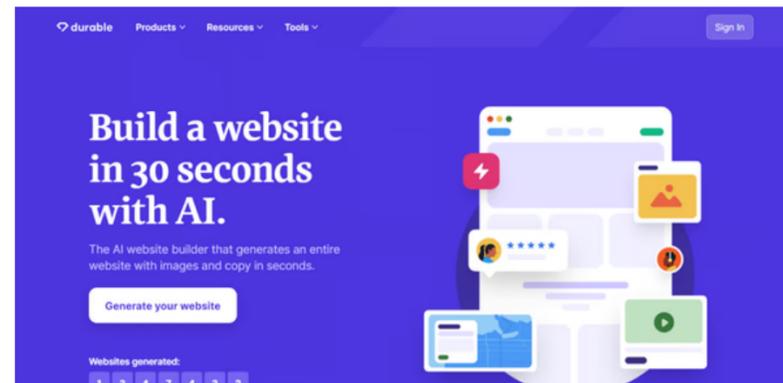
Name: Durable.co

Description: Create a website, automate marketing & manage finances in 30 secs

Website: https://durable.co/
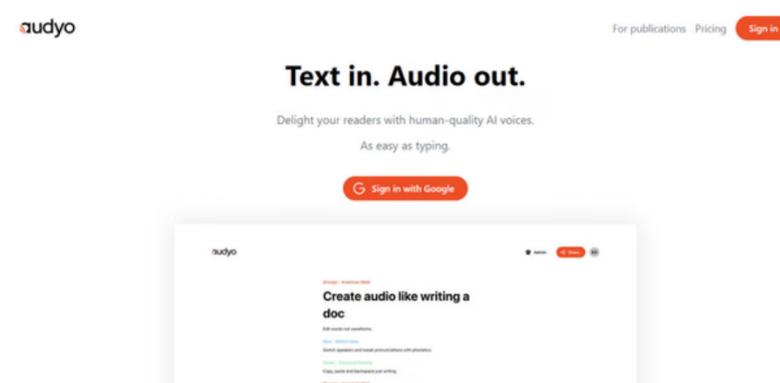
Pricing: Freemium

Name: Audyo

Description: Create audio like writing a doc

Website: https://www.audyo.ai/
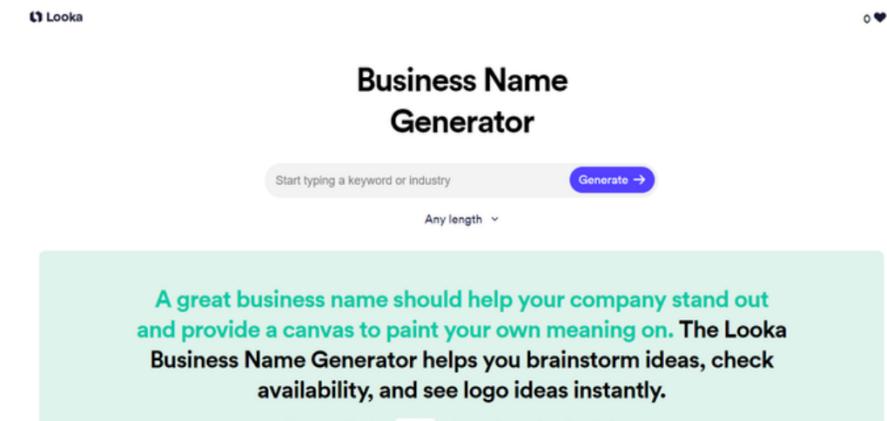
Pricing: Freemium

Name: Looka

Description: Business Name Generator

Website: https://looka.com/business-name-generator/

Pricing: Freemium

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