



AI PROMPTS
TO ACCELERATE YOUR
MARKETING STRATEGY
VOL. 2

NetElixir™

10 Weeks of Giving: AI Prompts to Accelerate your Marketing Strategy

SCAN TO
DOWNLOAD VOL. 1





As an AI-First Digital Agency, we actively test and harness AI to discover its full optimization and revenue generation potential.

Over the past decade, our product engineers have been continuously experimenting with AI from building our proprietary technologies to leveraging the latest platforms.

At NetElixir, your success and efficiency lie at the heart of our mission. Our team is committed to providing a tailored plan to meet your goals, with each experiment tested to bring you one step closer to your next breakthrough.

Together, we're future-ready.

1. Campaign Planning

Strategic Audience Targeting

Overview:

Improve targeted customer outreach in your industry and specific advertising channels by generating innovative audience ideas using specific methods.

Expected Benefits:

- **Precise Audience Reach:** Develop targeted audience segments to maximize relevance and engagement.
- **Types of Customers:** Segment different audiences according to the provided scenarios to address their unique needs and interests.
- **Services of Interest:** Decipher audience interests by analyzing the preferences and behaviors of segmented audience groups.
- **Methods to Reach Target Groups:** Generate content ideas tailored to each audience segment, optimizing engagement and resonance on the advertising channel.
- **Remarketing Campaigns:** Gain remarketing campaign ideas to effectively re-engage with users who have previously interacted with your content.

AI Prompt 1:

Domain: {Your_Domain_name}

Industry: {Industry_name}

Channel: {Advertising Channel}

Target Country: {target_country}

Please suggest audience ideas, allowing you to reach targeted customers effectively.

Generate scenarios for the business, mentioning types of customers and the services they'd be interested in, in a table format.

Specify which methods we could use to reach target groups mentioned in your table.

Offer only specific suggestions, including targeting locations to leverage in remarketing campaigns.

Use statistics from publicly available data where applicable.

2. Campaign Setup

Trademark & Non-Trademark Campaigns

Overview:

Create 4 non-trademark campaigns and 1 trademark campaign with relevant ad groups and seed keywords.

Expected Benefits:

- **Diversified Campaign Portfolio:** Create a mix of non-trademark and trademark campaigns to cover various aspects of your business.
- **Enhanced Visibility:** Expand reach through distinct campaign themes and ad groups.
- **Legal Protection:** Safeguard your trademark by incorporating it into a dedicated campaign.
- **Improved Ad Relevance:** Tailor ad groups and keywords to specific campaign themes for better engagement.

AI Prompt 2:

Domain: {Your_Domain_name}
Industry: {Industry_name}
Channel: {Advertising Channel}
Target Country: {target_country}
Trademark: {trade_mark}

Please suggest 4 non-trademark campaigns (non-trademark campaign names should have prefix COMPANY_NTM), and 1 trademark campaign (trademark campaign names should have prefix COMPANY_TM).

Suggest the relevant ad groups for each campaign and seed keywords.

Provide in a table format.

3. Experimentation

A/B Testing Analysis

Overview:

A guide to A/B testing and evaluating results to inform data-driven decision-making.

Expected Benefits:

- **Data-Driven Decision-Making:** Utilize statistical analysis to make informed decisions based on A/B test results.
- **Performance Optimization:** Identify winning variations to optimize campaigns, user experience, or product offerings.
- **Resource Efficiency:** Direct resources towards strategies with proven statistical significance, maximizing ROI.
- **Risk Mitigation:** Minimize the risk of implementing changes without clearly understanding their impact.
- **Objective Evaluation:** Establish a robust framework for objectively evaluating the success of different variations.

AI Prompt 3:

You are advising me on running an A/B testing and evaluating the results. I have the following data:

[Control:

Sessions = {Control_Sessions_count}, conversions = {Control_conversions},

Variation 1:

Sessions = {variation1_Sessions} , conversions = {variation1_conversions} ,

Duration of the test : {test_duration } days]

Give me step by step calculations to find the winner with statistical significance.

4. Reporting & Optimization

Optimizing Advertising Channel Performance

Overview:

This report analyzes key metrics using Google and Bing data, to provide insights and strategic recommendations to enhance advertising channel performance in your industry.

Expected Benefits:

- **Informed Decision-Making:** Equip yourself with valuable data-driven insights to make informed decisions for optimizing future advertising strategies.
- **Resource Allocation:** Identify areas of strength and weakness to allocate resources effectively and maximize return on investment.
- **Strategic Recommendations:** Receive actionable recommendations based on the analysis to enhance campaign effectiveness.
- **Performance Benchmarking:** Establish a baseline for future performance evaluations and benchmarking against industry standards.

AI Prompt 4:

You are data Analyst and helping me in analyzing and preparing a performance analysis of the following data.

...

Industry: {Your_Industry_Name}
Account Name: {Account_name_if_any}
Channel: {Advertising Channel}

Account:

Date From, Date To, Impressions-Google, Impressions-Bing, Impressions-Total, Clicks-Google, Clicks-Bing, Clicks-Total, CTR-Google, CTR-Bing, CTR-Total, Cost (\$) -Google, Cost (\$) -Bing, Cost (\$) -Total, Cost (\$) -

{Your_data-under_as_per_the_above_column_heads,}

...

Outline the structure of a formal business report that analyzes the performance from the table. Begin with an executive summary, followed by an introduction to the performance context, detailed analysis of performance data, discussion of factors influencing performance trends, recommendations based on findings, and a conclusion summarizing key points.



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