



The Ultimate Guide To *ChatGPT* Prompts

→ *For Communications and Marketing*



ChatGPT, OpenAI's conversation chatbot, is spearheading this revolution, and has been the subject of countless online articles and videos which oscillate from demonstrations of relish to terror, or at the very least worry to see AI replace humans in creative industries where workers thought they would be shielded from automation.

ChatGPT is a powerful tool that uses artificial intelligence to **generate all types of written content**. It responds to conversation starters, or prompts, which the human user must enter in the online chat interface to obtain a response.

In this ultimate guide to ChatGPT prompts, we'll explore the many ways this technology can help communications and marketing boost their creativity and productivity.

From creating more **compelling social media content** to generating **fresh ideas** for blog posts and email campaigns, ChatGPT prompts offer a wealth of possibilities for communications departments of all sizes. Along the way, we'll delve into the **technical underpinnings** of this innovative technology, as well as some **best practices** for using it in your day-to-day operations. Whether you're a seasoned marketing pro or just getting started in the field, this guide is your one-stop shop for all things ChatGPT prompts.

Note: *the goal of this guide is not to teach users how to work around ChatGPT's limitations on what it deems to be "inappropriate content." There is already ample content available online about this, and we feel that this knowledge is not useful in a professional context so we are purposefully leaving it aside.*



How does *ChatGPT* work ?

ChatGPT is a chat interface based on a language program named GPT-3, which stands for Generative Pre-trained Transformer 3. In simple terms, GPT-3 is programmed to complete an initial text with other text that is most statistically likely to follow.

For instance, prompted with the simple request:

Give 10 examples of what word can come after "The Catcher In The"

ChatGPT gives the following answer.

ChatGPT



Give 10 examples of what word can come after "The Catcher In The"



1. The Catcher in the Rye
2. The Catcher in the Sand
3. The Catcher in the Meadow
4. The Catcher in the Wheat
5. The Catcher in the Field
6. The Catcher in the Shadows
7. The Catcher in the Rain
8. The Catcher in the Light
9. The Catcher in the Forest
10. The Catcher in the Night

"The Catcher in the Rye" is the title of J.D. Salinger's classic novel, and the other examples are fictional possibilities for book titles or concepts that could be explored in a similar vein.

It is worth mentioning that "**Rye**" came out in a **millisecond**, whereas the other nine took slightly longer (still a fraction of a second total).

This is why ChatGPT, and other generative AIs in general, cannot be considered reliable sources of information: **they are just machines trained on immense amounts of existing content to generate more content**, whether the text is true or not. Therefore, it is essential for any user to double-check whatever content is produced by ChatGPT in response to a prompt.

Nevertheless, because of its ability to provide structured text at will **ChatGPT remains an incredible assistant for any creativity assignment.**

What can you prompt *ChatGPT* about?

This is where things get dizzy, as you can literally prompt ChatGPT about anything and get a decently convincing answer.

For instance, if asked:

Write a face-off between Teenage Mutant Ninja Turtles and Star Wars' Boba Fett

ChatGPT gives the following response.

Chat GPT

CD

Write a dialog between Teenage Mutant Ninja Turtles and Star Wars' Boba Fett



Scene: A dark alley in the city, where the Teenage Mutant Ninja Turtles and Boba Fett are facing each other.

Turtle 1: "Who are you and why are you here?"

Boba Fett: "I am Boba Fett, the greatest bounty hunter in the galaxy. And I've come to claim the reward for capturing you mutants."

Turtle 2: "You won't be taking us anywhere. We defend this city and its citizens."

Boba Fett: "Your bravado is impressive, but it won't save you from me. I've faced tougher opponents than you."

Turtle 3: "We'll see about that. Ready, brothers?"

Turtles: "Yeah!"

(The Turtles and Boba Fett engage in an intense battle. Boba Fett pulls out his wrist-mounted flamethrower, but the Turtles dodge and counter with their weapons. Boba Fett is quick and agile, but the Turtles are relentless, working together to take him down. In the end, Boba Fett is defeated and the Turtles stand victorious.)

Turtle 4: "That was quite a fight. We may have underestimated you, Boba Fett."

Boba Fett: "You may have won this battle, but the war is far from over. I'll be back."

(Boba Fett disappears into the shadows as the Turtles stand triumphantly in the alley.)

Improve your *prompt*

As expected, the piece was a little underwhelming. However, if you insert the simple **two-word prompt**:

Add humor

ChatGPT generates, in 15 seconds this second version.

Chat GPT



Add humor



Scene: A dark alley in the city, where the Teenage Mutant Ninja Turtles and Boba Fett are facing each other.



Turtle 1: "Who are you and why are you here?"

Boba Fett: "I am Boba Fett, the greatest bounty hunter in the galaxy. And I've come to claim the reward for capturing you mutants."

Turtle 2: "Oh, no need to introduce yourself. We're huge Star Wars fans!"

Boba Fett: "Your bravado is impressive, but it won't save you from me. I've faced tougher opponents than you."

Turtle 3: "Yeah, like Darth Vader, right? He was tough, but I heard he had a weak spot for his kids."

Boba Fett: "This is not a joke, turtle. I'll take you down."

Turtle 4: "Oh, we won't go down that easily. We've got pizza on the line."

(The Turtles and Boba Fett engage in an intense battle. Boba Fett pulls out his wrist-mounted flamethrower, but the Turtles dodge and counter with their weapons. Boba Fett is quick and agile, but the Turtles are relentless, working together to take him down. In the end, Boba Fett is defeated and the Turtles stand victorious.)

Turtle 1: "That was quite a fight. And to think, we were worried about getting our pizza stolen."

Boba Fett: "You may have won this battle, but the war is far from over. I'll be back."

Turtle 4: "Uh, can you come back with extra cheese next time?"

(Boba Fett disappears into the shadows as the Turtles stand triumphantly in the alley, already digging into their beloved pizza.)

Note how relevant ChatGPT's use of humor is, with copious references to both Star Wars and Ninja Turtles universes. This took only **30 seconds** to produce altogether. With additional prompts and a little work, it is easy to see how **writing an entire comic book could take no longer than a day.**

As this guide is dedicated to **communications pros**, we are going to move away from comic books and focus on other **text types that are part of their day-to-day job.**

The Guide

KEY MESSAGING AND BRAND STRATEGY

- 1. Brand name:** List [20] brand names for a [Company / Product] that does [Activity]
- 2. Brand slogans:** Create [20] slogans for [Brand Name].
- 3. Company vision / mission statements:** Create a vision and mission statement for [Brand Name]. The brand values are [Values] and we care about [X].
- 4. Value proposition statements:** Create the value proposition statement for the [Brand / Product]. The brand is unique because it has the following USPs [USPs].
- 5. Marketing personas:** Our product does [product description]. Create [5] consumer personas for it.
- 6. Elevator pitch:** Create the elevator pitch for our [Brand / Product].
- 7. Content marketing ideas:** Generate [20] content marketing ideas to promote the [Brand / Product] to generate [KPI (awareness, traffic, sales...)].
- 8. Ad copy:** Write [5] versions of an ad for [media] to [promote / sell] [product].
- 9. Call-to-action:** Suggest [10] calls-to-action to get people to [take desired action].

SOCIAL MEDIA

- 10. Social media content ideas:** Give me [10] ideas for [social platform] pieces of content about [topic].
- 11. Social media post caption:** Write [5] versions of a [social platform] post about [topic]. The post must mention [X]. You can base the posts on the following facts: [list of facts to include in the post].
- 12. Instagram story:** Create the storyboard for a [3]-screen Instagram story about [topic].
- 13. TikTok / Instagram Reel / YouTube Short:** Create the storyboard for a [60]-second long [TikTok video / Instagram reel / YouTube Short] about [topic].

VIDEO

14. Video ideas: List [10] creative ideas for video content to [marketing objective]. This is for a [brand / product] in [industry] targeting [target audience].

15. Video script: Write a script for a [duration] video about [topic] for [distribution platform].

WEBSITE

16. Home page: Create the copy for the website homepage of [Brand / Product].

17. Landing page: Write the copy for a landing page on [Brand]'s website about [Topic / Product].

18. Lead magnet: Create [5] lead magnet ideas for a landing page about [Topic / Product] and draft the copy for them.

19. FAQ: List [20] questions for an FAQ on [Brand]'s website.

BLOG

20. Blog post ideas: Provide [20] blog article topic ideas for a [brand / product] in [industry] targeting [target audience].

21. Content headlines: Provide [10] headlines for a blog article about [topic].

22. Blog post summary: Write the summary of a blog article about [topic].

23. Introduction paragraph: Write the introduction paragraph of a blog article about [topic].

24. Article: Write a [500-word] article about [topic].

E-MAIL

23. Newsletter topic ideas: Provide [20] newsletter topic ideas for a [brand / product] in [industry] targeting [target audience].

24. Email subject lines: Create [10] marketing email subject lines about [brand / product / sale / news].

25. Email marketing copy: Write the copy for a marketing email about [brand / product / sale / news].

PUBLIC RELATIONS

26. Press release headline: Suggest [15] press release headlines for [announcement] by [company].

27. Press release content: Write a press release about [announcement]. Include those facts: [list of facts].

28. Pitch to a reporter: Write the email pitch to [reporter] at [media outlet] about [announcement].

29. Holding statement: Write a holding statement about [topic]. Include those facts: [list of facts].

30. Q&A: Write a [30]-question Q&A about [topic].

STYLE

30. Make it shorter / longer.

31. Add humor / drama.

32. Add details.

33. Make it as detailed as possible.

34. Mention [X].

35. Don't mention [X].

36. Make it more positive / neutral / negative.

37. Make it catchier.

38. Write in the style of [media outlet / author].

39. Write it as a [poem / song].

40. Make it understandable by a 5-year-old.

41. Add/remove scenes.

That's it! We tried to make the guide as extensive as possible, but of course the possibilities to come up with new prompts are endless. If you think we have overlooked anything major or small, feel free to contact us so we can make the addition. Remember that when it comes to ChatGPT prompts, the only limit is your own imagination.

Thank you for consulting our Guide, and please share your content creating experience using ChatGPT with us!

Eliott Maidenberg



JIN in the US is led by Eliott Maidenberg. Eliott has spent 10 years developing and implementing digital and marketing communication programs for global brands such as Chipotle, eBay, Europcar, Ricoh Imaging, Royal DSM, Roche Pharmaceuticals, Electronic Arts and Euronext, to name a few.

Laser-focused on delivering results, Eliott is known for his strategic thinking and creative eye. He plays an integral role in building brands and their positioning, as well as integrated marketing programs and influencer relationships for leading consumer and B2B brands. Clients rely on Eliott for his keen social media and editorial skills, brand storytelling and dynamic approach to engage audiences and drive consumer awareness via holistic and innovative avenues.

Before founding JIN NYC in 2018, Eliott spearheaded the agency's international presence by launching and growing the UK office from 2014 to 2017. He is currently the Strategic Director of JIN.

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