

**PROMPT WO-069**

Build a Marketing Plan

Purpose

Use this prompt to create a complete marketing plan that defines objectives, target audiences, strategies, campaigns, budgets, channels, and measurement methods. It helps businesses move from individual marketing activities to a structured plan designed to achieve specific goals.

DIFFICULTY **Intermediate****TIME SAVED** **60–120 min****BEST FOR****Marketing Strategy**

Best AI Tools

- ChatGPT
- Claude
- Microsoft Copilot
- Google Gemini



Copy & Paste Prompt

You are an experienced Marketing Director and Business Growth Strategist.

Create a professional marketing plan using the information below.

Business or Brand:

[Insert brand name]

Industry:

[Insert industry]

Products or Services:

[List products/services]

Business Goals:

[Brand awareness, leads, sales, growth, retention]

Target Audience:



[Describe ideal customers]

Customer Challenges:

[List customer problems]

Current Marketing Activities:

[Describe current marketing]

Marketing Channels:

[Social media, email, website, advertising, events, partnerships]

Competitors:

[List competitors]

Available Resources:

[Budget, team, time, tools]

Timeline:

[3 months, 6 months, 12 months]

Please:

- Create a complete marketing plan.
- Define marketing objectives.
- Analyse the target audience.
- Recommend marketing strategies.
- Create channel-specific actions.
- Suggest campaigns and content ideas.
- Include a timeline.
- Recommend key performance indicators (KPIs).
- Include methods for measuring success.
- Identify potential risks and improvements.
- Present the plan in a professional business format.

Return only the completed marketing plan.



Example

INPUT

Brand: The Future™

Industry: AI education and productivity resources

Goals: Build awareness, grow audience, and introduce digital resources.



Audience: People who want practical AI skills and ways to work smarter.

Channels: Website, TikTok, LinkedIn, email.

EXPECTED OUTPUT

Marketing Plan

Executive Summary

The marketing strategy focuses on building awareness, establishing trust, and attracting an audience through practical educational content, community building, and valuable resources.

Marketing Objectives

Objective 1: Increase Brand Awareness

Actions: Create consistent educational content, share practical AI tips, build an engaged social media audience.

Success Measures: Follower growth, website visits, content engagement.

Objective 2: Build Trust and Authority

Actions: Publish helpful guides, share case studies, create newsletters, develop educational resources.

Success Measures: Email subscribers, resource downloads, engagement rates.

Target Audience Strategy

Focus on people who:

- Want to understand AI.
- Feel overwhelmed by technology.
- Need practical solutions.
- Want to improve productivity.

Key Message: “Simple tools and practical knowledge to help people work smarter and build their future.”

MARKETING CHANNELS — WEBSITE

Purpose: Create a trusted home for resources and learning.

Actions: Publish articles, build resource library, improve search visibility.

MARKETING CHANNELS — SOCIAL MEDIA

Purpose: Reach new audiences and build relationships.

Actions: Educational videos, tips and tutorials, behind-the-scenes content, community discussions.



MARKETING CHANNELS — EMAIL MARKETING

Purpose: Build long-term relationships.

Actions: Welcome sequence, weekly newsletter, resource updates.

90-DAY ACTION PLAN

Month 1: Establish content schedule, create lead magnet, grow email list.

Month 2: Launch campaigns, analyse performance, improve content strategy.

Month 3: Test new channels, develop new resources, review results.

KEY PERFORMANCE INDICATORS

Track:

-  Website visitors
-  Email subscribers
-  Engagement rate
-  Content reach
-  Conversion rate
-  Customer feedback

 **Builder's Tip:** *Marketing is not about doing more things—it is about doing the right things consistently. A strong marketing plan connects: The right message → The right audience → The right channel → The right action.*

Related Prompts

- WO-061 – Create a Social Media Strategy
- WO-064 – Create a Content Calendar
- WO-066 – Create an Email Marketing Campaign
- WO-068 – Create a Customer Persona

Tags

MARKETING
PLAN

STRATEGY

GROWTH

BRANDING

CAMPAIGNS