

# The Marketing Assistant AI Prompt Pack

6 copy-paste prompts for the content you ship every week

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These six prompts are pulled from the full Ahead at Work guide for Marketing Assistants. They cover the jobs that stack up across the week: writing platform-specific social posts, outlining and starting a blog draft, turning one post into ten assets, writing Google Ads headlines that fit the character limits, planning a month of content, and summarising campaign results for your manager. Swap the bracketed details for your campaign, paste the prompt in, and you get a working draft instead of a blank page. Read it back in your brand voice before anything goes live.

## 1. Social Media Post Generator (Multi-Platform)

Take this [topic/announcement/news]: "[PASTE YOUR CONTENT HERE]"

Create 5 social media posts for different platforms:

- One LinkedIn post (200 words, professional tone, bold opening statement)
- Two tweets (280 characters each, different hooks)
- One Instagram caption (150 words with 5-7 relevant hashtags)
- One Facebook post (100 words, conversational tone)

Each should capture a different key insight and stand alone. My brand voice is [DESCRIBE: e.g., "friendly but authoritative, like a knowledgeable friend"]. Target audience: [DESCRIBE].

## 2. Blog Post Outline + First Draft Starter

Create a detailed blog post outline for "[TOPIC]" targeting [AUDIENCE].

Include:

- 3 compelling title options (with the primary keyword "[KEYWORD]")
- An attention-grabbing introduction with a hook (100-150 words), start with a relatable problem or surprising stat, NOT "In today's fast-paced world"
- 5-7 H2 section headers formatted as questions people actually search for
- 3-4 bullet points under each header summarizing what to cover
- Suggestions for one relevant statistic per section (with a note to verify)
- A conclusion with clear next steps and CTA

Target length: 1,500-2,000 words. Tone: [DESCRIBE]. Write for someone who knows the basics but wants actionable depth.

### 3. Content Repurposing (1 Blog Post to 10+ Assets)

Here's a blog post we just published: [PASTE FULL TEXT OR KEY SECTIONS]

Repurpose this into the following assets:

1. LinkedIn post (200 words), pull the most surprising insight, don't summarize the whole article
2. Twitter/X thread (5 tweets), one key point per tweet, strong hook in tweet 1
3. Instagram caption (150 words) with 5 hashtags, make it personal and relatable
4. Facebook post (100 words), conversational, question-based engagement
5. Email newsletter teaser (75 words), make them click through to the full post
6. 3 standalone quote graphics (under 20 words each), the most shareable lines
7. YouTube Shorts/TikTok script (60 seconds), hook in first 3 seconds, one key takeaway
8. Reddit-style comment (150 words), helpful tone, no self-promotion, naturally reference the insight

Each piece should stand alone, someone should get value from it without reading the original.

### 4. Google Ads Headlines + Descriptions

Act as a Google Ads specialist. Write ad copy for a responsive search ad promoting [PRODUCT/SERVICE].

Target keyword: "[KEYWORD]"

Target audience: [DESCRIBE]

Unique selling proposition: [WHAT MAKES YOU DIFFERENT]

Current promotion (if any): [DETAILS]

Generate:

- 10 headlines (max 30 characters each, including spaces)
- 4 descriptions (max 90 characters each)

Make 5 headlines benefit-focused and 5 curiosity-driven. Include the target keyword naturally in at least 3 headlines. Include numbers where relevant. No exclamation marks. No clickbait.

Also suggest 3 sitelink extensions with descriptions.

## 5. Monthly Content Calendar

Create a month-long content calendar for [COMPANY/BRAND] for [MONTH, YEAR].

Context:

- Industry: [YOUR INDUSTRY]
- Target audience: [DESCRIBE]
- Content pillars (main themes we rotate): [LIST 3-5 THEMES]
- Posting frequency: [e.g., "3x/week on LinkedIn, daily on Instagram, 2x/week on Twitter, 1 blog post/week, 1 newsletter/week"]
- Upcoming events/launches/holidays: [LIST ANY]

Generate:

- Weekly themes that connect to our content pillars
- Specific post topics for each day with platform specified
- 1 blog post per week with title and angle
- 1 newsletter topic per week
- Suggested content format for each post (carousel, video, text, image, poll)
- Notes on which posts can be repurposed from each other

Format as a table: Date | Platform | Content Type | Topic/Hook | Notes

## 6. Campaign Performance Summary for Your Manager

I need to create a campaign performance summary for my manager. Here's the data:

[PASTE YOUR METRICS: campaign name, impressions, clicks, CTR, conversions, spend, revenue, ROAS]

Provide:

1. Executive summary (3 sentences max, what happened, so what, now what)
2. Top 3 wins with specific numbers (what worked and why)
3. Top 2 underperformers with diagnosis (what didn't work and likely reasons)
4. 3 specific recommendations for next month (actionable, not vague)
5. One surprising insight I might have missed
6. A comparison to [PREVIOUS PERIOD] if I provide that data

Format this as bullet points under clear headers. Keep it under 250 words total. My manager doesn't have time for a novel, they need the signal, not the noise.

### This is six of seventeen

The full Marketing Assistant guide has all seventeen prompts, honest reviews of the AI writing, scheduling, and SEO tools with current prices, the workflows that link them, and a 30-day plan to build the habit. One-time purchase, instant download.

**Get the full guide. \$29**

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