



**Ad
Concepts**



**Audience
Targeting**



Free Guide
**35 Bard
Prompts**



**Ad
Performance**



**Facebook
Ads**



**Instagram
Ads**



**Tiktok
Ads**



**YouTube
Ads**

Best Bard Prompts You Can Use For Ad Concepts and Ideas

Inspire storytelling, enhance brand identity, and explore new trends. Foster collaborative brainstorming and overcome creative blocks.

KEY USE CASES

- Creating a **Content Calendar** for Regular Posting
- Identifying and Partnering with **Influencers**
- Designing an Ad Campaign with **A/B Testing**
- Identifying **Top Competitors** in a Specific Location

SAMPLE PROMPTS

- Create a **[platform]** content calendar that will help me stay on top of my posting schedule for my **[your business / your products or services]**.

***Sample:** Create an **Instagram** content calendar that will help me stay on top of my posting schedule for my **flower shop business**.*

- Generate a list of **[platform]** influencers that I can partner with to promote my **[business/products or services]**.

***Sample:** Generate a list of **TikTok** influencers that I can partner with to promote my **sneaker shoes line**.*

- Create a **[platform]** ad campaign for my **[business / products or services]** that uses A/B testing to optimize results.

***Sample:** Create a **Facebook** ad campaign for my **iPhone Accessories** business that uses A/B testing to optimize results.*

- Who are my top **[platform]** competitors in the **[your business / your products or services]** industry in **[location]**?

***Sample:** Who are my top **LinkedIn** competitors in the **real estate industry development** in **Salt Lake City, Utah**?*

Bard AI Prompts For Audience Targeting

Personalize content, target interests, behaviors, and demographics, improving relevance and engagement.

KEY USE CASES

- Targeting Strategies for Reaching **Location-based Target Audience**
- **Brand Safety** Options for Advertisers
- **Platform Ad Keywords** for Targeting Audience Demographic

SAMPLE PROMPTS

- I am a business owner in **[your location]** who wants to sell **[your products]**. What are some effective **[platform]** targeting strategies that I can use to reach my target audience?
*Sample: I am a business owner in **Miami** who wants to sell **NBA hats**. What are some effective **Facebook** targeting strategies that I can use to reach my target audience?*
- As a **[platform]** advertiser, I want to make sure that my **[your business/your products or services]** ads are only shown with safe content. What brand safety options should I choose?
*Sample: As a **YouTube** advertiser, I want to make sure that my **travel deals** ads are only shown with safe content. What brand safety options should I choose?*
- What **[platform]** targeting should I use to reach audiences of **[age]** in **[location]** that are interested in **[products or services]**?
*Sample: What **LinkedIn** targeting should I use to reach audiences of **40+** in **Atlanta** that are interested in **luxury real estate**?*
- Generate a list of **[platform]** ad keywords that I can use to target my ads to **[audience demographic]**.
*Sample: Generate a list of **YouTube** ad keywords that I can use to target my ads to **travel enthusiasts**.*
- Create a **[platform]** ad campaign for my **[business/product or service]** that uses location targeting to reach people who are in **[location]**.
*Sample: Generate a list of **YouTube** ad keywords that I can use to target my ads to **travel enthusiasts**.*

Find The Bard Prompt To Track Your Ad Performance

Analyze metrics, compare benchmarks, and identify KPIs for optimal campaign success

KEY USE CASES

- Identify **Industry Benchmarks** and Format
- **Track Important Metrics** With a Defined Objective
- **Determine KPIs** Based on the Business and Campaign Goal

SAMPLE PROMPTS

- How do I analyze my ad performance for my [platform + ad format] campaign?
*Sample: How do I analyze my ad performance for my **LinkedIn carousel ad** campaign?*
- What are the current industry benchmarks for [platform + ad format] with an objective of [campaign objective]?
*Sample: What are the current industry benchmarks for **YouTube non-skippable ads** with an objective of **video completion rate**?*
- I am running a [platform] campaign with the objective of [campaign objective - video completion/ clickthroughs/ engagements]. What are the most important metrics that I should track to measure the performance of my campaign?
*Sample: I am running a **TikTok** campaign with the objective of **getting users to watch my full video ads to completion**. What are the most important metrics that I should track to measure the performance of my campaign?*
- Determine the key performance indicators (KPIs) for my [platform + ad format] ads in my [line of business] business, with the objective of [campaign objective].
*Sample: Determine the key performance indicators (KPIs) for my **YouTube Shorts ads** in my **digital marketing agency** business, with the objective of **people clicking through my website at the fastest time**.*

Best Bard Prompts for Facebook Advertisers

Targeted ad copies, social proof with testimonials, retargeting, lookalike audiences, data-driven benefits, and video testimonials for higher conversions and credibility.

KEY USE CASES

- Creating a **Content Calendar** for Regular Posting
- Identifying and Partnering with **Influencers**
- Designing an Ad Campaign with **A/B Testing**
- Identifying **Top Competitors** in a Specific Location

SAMPLE PROMPTS

- Write a Facebook ad copy that targets [**your target audience**] who are interested in [**your line of business / your products or services**].
*Sample: Write a Facebook ad copy that targets **millennials** who are interested in **travel**.*
- Write a Facebook ad copy that uses social proof to build trust with potential customers who are interested in [**your line of business / your products or services**].
*Sample: Write a Facebook ad copy that uses social proof to build trust with potential customers who are interested in **kitchen organizers**.*
- Create a Facebook ad copy for a retargeting campaign for [**your line of business**].
*Sample: Create a Facebook ad copy for a retargeting campaign for **my travel business**.*
- Create a Facebook ad copy that targets lookalike audiences for [**your line of business**].
*Sample: Create a Facebook ad copy that targets lookalike audiences for **my jewelry business**.*
- Write a Facebook ad copy that uses data to show the benefits of [**your products or services**].
*Sample: Write a Facebook ad copy that uses data to show the benefits of **green tea**.*
- Create a Facebook ad copy for my [**your line of business**] business that uses video testimonials from satisfied customers to build trust.
*Sample: Create a Facebook ad copy for **my jewelry business** that uses video testimonials from satisfied customers to build trust.*

Bard AI Prompts for Instagram Ad Copy and Ideas

Create compelling copy, engage with emotions, target the right audience, and drive sales.

KEY USE CASES

- **CTAs** for Shopping Ads
- **Targeted Hashtags** for Audience Segmentation
- Emotional **Storytelling Ads**
- Ideas to **Promote Business** to Target Audience.

SAMPLE PROMPTS

- Write an Instagram ad copy that uses calls to action to encourage users to shop for **[your products]**.
Sample: Write an Instagram ad copy that uses calls to action to encourage users to shop for beach wear.
- Generate a list of Instagram hashtags that I can use to target my ads to audiences who are interested in **[your line of business]**.
Sample: Generate a list of Instagram hashtags that I can use to target my ads to audiences who are interested in beach accessories.
- Write an Instagram ad copy that uses storytelling to connect with users on an emotional level who are interested in **[your line of business]**.
Sample: Write an Instagram ad copy that uses storytelling to connect with users on an emotional level who are interested in interior design.
- Write an Instagram ad copy that uses scarcity to create a sense of urgency for my **[your promotions or offers]**.
Sample: Write an Instagram ad copy that uses scarcity to create a sense of urgency for my travel deals.
- Write an engaging Instagram Reel ad copy for my **[your line of business]** business that features one of our **[your promotions or offers]**.
Sample: Write an engaging Instagram Reel ad copy for my coffee pods business that features one of our 20% off deal on assorted blends.
- Write an idea for an Instagram Reel ad that promotes my **[your line of business]** business to **[your target audience]**.
Sample: Write an idea for an Instagram Reel ad that promotes my maternity dress business to expecting mothers.

Google Bard Prompts for TikTok Ad Concepts

Boost interaction through gamification, drive clicks with strong calls to action, and resonate with humor to captivate the TikTok community

KEY USE CASES

- **Gamification** for Engagement
- **Creative Concept** for Target Audience
- Hook and Visuals for **Full Video Views**
- **Humor** to Engage TikTok Users

SAMPLE PROMPTS

- Create a TikTok ad copy for my **[your line of business]** business that uses gamification to encourage engagement with my content.
*Sample: Create a TikTok ad copy for my **travel** business that uses gamification to encourage engagement with my content.*
- Come up with a creative TikTok ad concept for my **[your line of business]** business that will capture the attention of **[your target audience]** audiences.
*Sample: Come up with a creative TikTok ad concept for my **women's shoes** business that will capture the attention of **Gen Z** audiences.*
- Write a TikTok ad concept for my **[your line of business]** business that uses a strong call to action to encourage people to click right away and visit my website.
*Sample: Write a TikTok ad concept for my **women's clothing** business that uses a strong call to action to encourage people to click right away and visit my website.*
- Write a TikTok ad concept for my **[your line of business]** business that uses a strong hook and engaging visuals to encourage people to watch my full video ad.
*Sample: Write a TikTok ad concept for my **gaming** business that uses a strong call to action to encourage people to click right away and visit my website.*
- Write a TikTok ad concept for my **[your line of business]** business that uses humor to engage TikTok users.
*Sample: Write a TikTok ad concept for my **pet toys** business that uses a strong call to action to encourage people to click right away and visit my website.*

Bard Prompts for YouTube Ads And Insights

Boost interaction through gamification, drive clicks with strong calls to action, and resonate with humor to captivate the TikTok community

KEY USE CASES

- Utilize **YouTube Shorts Ads** for Specific Campaigns
- Analyze Top **Competitors' Ad Strategies** on YouTube
- **Identify High View Rate Ads** and Replicate Effective Tactics

SAMPLE PROMPTS

- Write a Youtube ad concept for my **[your line of business]** business that will keep viewers engaged and not skip it.
*Sample: Write a Youtube ad concept for my **project management software** business that will keep viewers engaged and not skip it.*
- As a **[your line of business]** business owner, I want to create YouTube ads that will **[your campaign objective]**. What types of in-stream ads should I use?
*Sample: As a **travel** business owner, I want to create YouTube ads that will get to **watch full video**. What types of in-stream ads should I use?*
- As a **[your line of business]** business owner, I want to create YouTube ads that will **[your campaign objective]**. What types of YouTube Shorts Ads should I use?
*Sample: As a **fashion line** business owner, I want to create YouTube ads that will **drive traffic to my website**. What types of YouTube Shorts Ads should I use?*
- What are the top **[your line of business]** on YouTube and what are their advertising strategies?
*Sample: What are the top **retail business** on YouTube and what are their advertising strategies?*
- What are the top **[your line of business]** ads on YouTube that have the highest view rate and what are their strategies?
*Sample: What are the top **software** ads on YouTube that have the highest view rate and what are their strategies?*



Need a guide on creating an effective advertising strategy?

Explore the power of paid media
and discover how to maximize their impact.



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