



Free Guide

# ChatGPT Prompts for Media Buyers



**Audience  
Analysis**



**Social Media  
Channels**



**Budget  
Allocation**



**Content  
Strategy**



**Campaign  
Timing**



**SEO  
Optimization**

# Audience Analysis

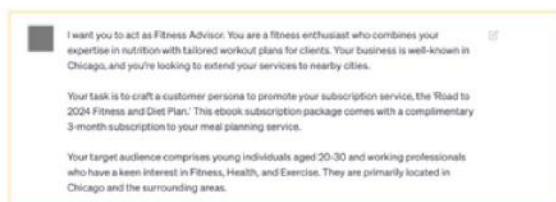
Understanding your target audience is imperative. Who are they? What are their preferences? How do they behave online? These are the media research questions to which ChatGPT can provide assistance.

## KEY USE CASES

- Developing Buyer Personas
- Identifying Audience Segments

## SAMPLE PROMPT

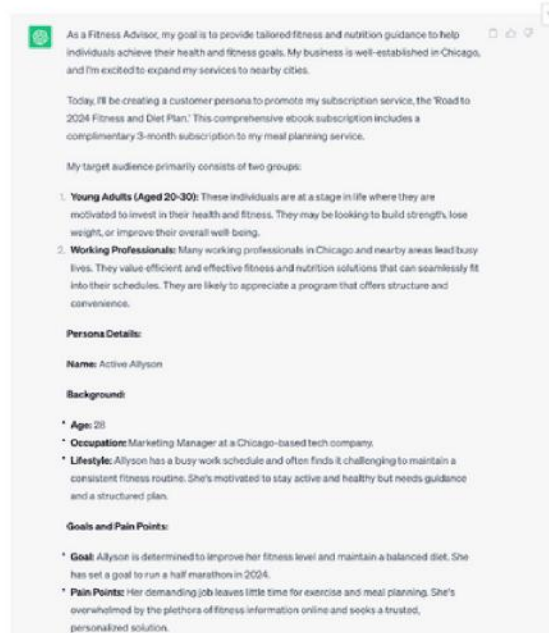
- I want you to act as [company or entity]. You are [provide a brief background of the company or entity you want ChatGPT to embody].
- Your task is to craft a customer persona to promote [product or service]. [Add relevant information about your product or service.]
- Your target audience comprises [include the details of your demographic: age, location, interests, etc.].



I want you to act as Fitness Advisor. You are a fitness enthusiast who combines your expertise in nutrition with tailored workout plans for clients. Your business is well-known in Chicago, and you're looking to extend your services to nearby cities.

Your task is to craft a customer persona to promote your subscription service, the 'Road to 2024 Fitness and Diet Plan.' This ebook subscription package comes with a complimentary 3-month subscription to your meal planning service.

Your target audience comprises young individuals aged 20-30 and working professionals who have a keen interest in Fitness, Health, and Exercise. They are primarily located in Chicago and the surrounding areas.



As a Fitness Advisor, my goal is to provide tailored fitness and nutrition guidance to help individuals achieve their health and fitness goals. My business is well-established in Chicago, and I'm excited to expand my services to nearby cities.

Today, I'll be creating a customer persona to promote my subscription service, the 'Road to 2024 Fitness and Diet Plan.' This comprehensive ebook subscription includes a complimentary 3-month subscription to my meal planning service.

My target audience primarily consists of two groups:

1. **Young Adults (Aged 20-30):** These individuals are at a stage in life where they are motivated to invest in their health and fitness. They may be looking to build strength, lose weight, or improve their overall well-being.
2. **Working Professionals:** Many working professionals in Chicago and nearby areas lead busy lives. They value efficient and effective fitness and nutrition solutions that can seamlessly fit into their schedules. They are likely to appreciate a program that offers structure and convenience.

**Persona Details:**

**Name:** Active Allyson

**Background:**

- **Age:** 28
- **Occupation:** Marketing Manager at a Chicago-based tech company.
- **Lifestyle:** Allyson has a busy work schedule and often finds it challenging to maintain a consistent fitness routine. She's motivated to stay active and healthy but needs guidance and a structured plan.

**Goals and Pain Points:**

- **Goal:** Allyson is determined to improve her fitness level and maintain a balanced diet. She has set a goal to run a half marathon in 2024.
- **Pain Point:** Her demanding job leaves little time for exercise and meal planning. She's overwhelmed by the plethora of fitness information online and seeks a trusted, personalized solution.

# Determining Social Media Channels

As a media buyer, you must also select the right paid advertising channels. Which platforms will be most effective? Will it be YouTube, TikTok, Facebook Reels, or a combination of these?

## KEY USE CASES

- Channel Recommendations
- Generating Reports

## SAMPLE PROMPT

- Based on the customer persona [choose the persona that ChatGPT previously provided] that you have developed, please craft a [duration] social media advertising plan for the [scenario] of [product or service]. Be sure to outline the specific media channels we should focus on to effectively reach and engage with this customer persona.

Based on the customer persona 'Active Allyson' that you have developed, please craft an advertising plan for the soft launch of the 'Road to 2024 Fitness and Diet Plan.' Be sure to outline the specific media channels we should focus on to effectively reach and engage with this customer persona.

To effectively reach and engage with the customer persona "Active Allyson" for the soft launch of the "Road to 2024 Fitness and Diet Plan," we should develop an advertising plan that leverages media channels aligned with her preferences and lifestyle. Here's an advertising plan tailored to her needs:

**Advertising Plan for 'Road to 2024 Fitness and Diet Plan' Soft Launch**

**1. Social Media Advertising:**

- \* **Platform:** Facebook and Instagram
- \* **Content:** Engaging and inspirational posts featuring Allyson's journey, success stories, and snippets of the program.
- \* **Targeting:** Use detailed targeting to reach users in the Chicago area aged 20-30, with interests related to fitness, running, nutrition, and wellness.

**2. Influencer Partnerships:**

- \* Collaborate with fitness and wellness influencers in the Chicago area who resonate with Allyson's profile.
- \* Influencers can share their experiences with the program, driving trust and authenticity.

**3. Email Marketing:**

- \* Create a series of personalized email campaigns targeting subscribers interested in fitness and nutrition.
- \* Highlight the program's benefits, including the structured workout plans and meal planning service.
- \* Offer exclusive early access or discounts to encourage sign-ups.

**4. Content Marketing:**

- \* Develop informative and actionable blog posts and videos on fitness, nutrition, and goal setting.
- \* Optimize content for SEO to attract organic traffic from individuals searching for fitness solutions.
- \* Promote the "Road to 2024 Fitness and Diet Plan" within the content.

**5. Online Communities:**

- \* Participate in and contribute valuable content to relevant online fitness and running communities, such as local running clubs and forums.
- \* Engage in discussions, offering advice and solutions that align with the program's benefits.

# Media Plan Optimization

Now that you've identified where to advertise, the next piece for media planning with AI is budget allocation. How will you distribute your budget across various media channels to maximize reach and ROI?

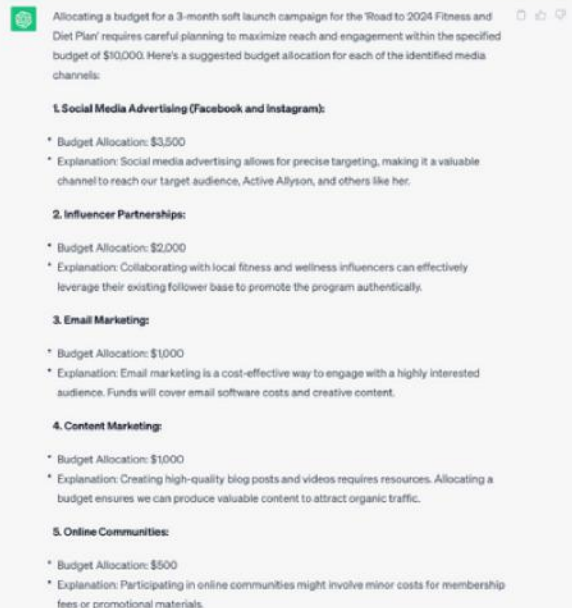
## KEY USE CASES

- **Optimizing Budgets:** ChatGPT employs data-driven recommendations so you can astutely allocate your budgets.

## SAMPLE PROMPT

- Considering the media channels you've identified, please proceed to allocate the budget for the upcoming [campaign duration, type of campaign]. The total budget available for this campaign is [your desired budget].

Considering the media channels you've identified, please proceed to allocate the budget for the upcoming 3-month soft launch campaign. The total budget available for this campaign is \$10,000.



Allocating a budget for a 3-month soft launch campaign for the 'Road to 2024 Fitness and Diet Plan' requires careful planning to maximize reach and engagement within the specified budget of \$10,000. Here's a suggested budget allocation for each of the identified media channels:

- 1. Social Media Advertising (Facebook and Instagram):**
  - \* Budget Allocation: \$3,500
  - \* Explanation: Social media advertising allows for precise targeting, making it a valuable channel to reach our target audience, Active Allyson, and others like her.
- 2. Influencer Partnerships:**
  - \* Budget Allocation: \$2,000
  - \* Explanation: Collaborating with local fitness and wellness influencers can effectively leverage their existing follower base to promote the program authentically.
- 3. Email Marketing:**
  - \* Budget Allocation: \$1,000
  - \* Explanation: Email marketing is a cost-effective way to engage with a highly interested audience. Funds will cover email software costs and creative content.
- 4. Content Marketing:**
  - \* Budget Allocation: \$1,000
  - \* Explanation: Creating high-quality blog posts and videos requires resources. Allocating a budget ensures we can produce valuable content to attract organic traffic.
- 5. Online Communities:**
  - \* Budget Allocation: \$500
  - \* Explanation: Participating in online communities might involve minor costs for membership fees or promotional materials.

# Content Strategy

Explore a range of content formats, including articles, infographics, and podcasts, and define your content strategy.

## KEY USE CASES

- **Great Arsenal of Content:** ChatGPT is a goldmine of content ideas. Whether it's content prompts, attention-grabbing headlines, or complete articles, it tailors them to your audience's preferences.

## SAMPLE PROMPT

- Based on the social media advertising channels you have identified, please create a comprehensive content strategy for [media channel/s] for the [campaign duration, type of campaign].

Based on the social media advertising channels you have identified, please create a comprehensive content strategy for Facebook and Instagram for the upcoming 3-month prelaunch period.

Creating a comprehensive content strategy for Facebook and Instagram for the 3-month prelaunch period of the 'Road to 2024 Fitness and Diet Plan' is crucial for engaging the target audience, including Active Allyson. Here's a content strategy that combines a variety of content types and themes to build excitement and anticipation:

**Month 1: Awareness and Teasers**

Week 1: Campaign Launch

- **Content:** An attention-grabbing video teaser showcasing snippets of the program and its benefits.
- **Caption:** "Get ready to embark on a transformative fitness journey with us! Stay tuned for exciting updates and exclusive offers. 🏃‍♀️ #RoadTo2024Fitness"

Week 2-4: Introduction to Program Features

- **Content:** A series of carousel posts explaining program features such as tailored workouts, meal plans, and community support.
- **Caption:** "Discover what makes our 'Road to 2024 Fitness and Diet Plan' unique and effective. Swipe through to learn more about our personalized workouts, nutrition guidance, and the supportive community that awaits you. 🥗💪 #FitnessJourney"

**Month 2: Expert Insights and User Stories**

Week 5-6: Expert Advice

- **Content:** Share tips and insights from fitness and nutrition experts related to marathon training, nutrition, and goal setting.
- **Caption:** "Benefit from expert knowledge as we bring you valuable insights to help you on your journey. Stay tuned for tips on marathon training, nutrition hacks, and more! 🏃‍♀️ #ExpertAdvice"

Week 7-8: User Stories

- **Content:** Highlight success stories of individuals who have achieved their fitness goals with our program.
- **Caption:** "Real people, real results. Meet individuals who transformed their lives with our program. Get inspired by their stories of determination and success. 🏃‍♀️ #FitnessSuccess"

**Month 3: Countdown to Launch**

Week 9: Program Sneak Peek

- **Content:** Provide a sneak peek into the program materials, showing a sample workout and meal plan.

🔄 Regenerate

# Campaign Timing

Timing is the unsung hero of marketing. These are the critical questions you need to ask:  
When will you launch your campaigns? How long should they run?

## KEY USE CASES

- Identifying Peak Seasons
- Analyzing Historical Data

## SAMPLE PROMPT

I want you to act as [company or entity]. You are [provide a brief background of the company or entity you want ChatGPT to embody].

Your task is to analyze the campaign data from [social media advertising channels] to pinpoint the optimal timing for these campaigns.

[Paste your campaign data here.]

The screenshot displays a ChatGPT interface with a user prompt and an AI response. The prompt asks the AI to act as a fitness advisor and analyze campaign data for optimal timing. The response provides a detailed analysis of engagement, impressions, and clicks, along with specific timing suggestions for two ad sets: a video teaser and a carousel.

**User Prompt:**

I want you to act as Fitness Advisor. You are a fitness enthusiast who combines your expertise in nutrition with tailored workout plans for clients. Your business is well-known in Chicago, and you're looking to extend your services to nearby cities.

Your task is to analyze the campaign data from Facebook and Instagram to pinpoint the optimal timing for these campaigns.

Here is the campaign data:

**AI Response:**

As a Fitness Advisor, I will analyze the campaign data for the "Road to 2024 Fitness and Diet Plan" from Facebook and Instagram to pinpoint the optimal timing for these campaigns based on engagements, impressions, clicks, and website leads. Here's a breakdown of the data:

**Campaign Name:** Road to 2024 Fitness and Diet Plan

**Ad Set:** Video teaser

**Ad Set:** Carousel

**Analysis:**

- Engagement Peak:** The highest engagement across both ad sets (Video teaser and Carousel) occurs consistently at 10:00 PM. This time slot receives the most clicks and website leads.
- Impressions:** The highest number of impressions is also seen around 10:00 PM, indicating that this time slot has a broader reach.
- Clicks and Website Leads:** While 10:00 PM is the peak time for engagement, 10:00 AM in the Carousel ad set also shows high clicks and website leads.

**Optimal Timing Suggestion:**

Based on the data, it's advisable to run your campaigns, particularly the Carousel ad set, during the following optimal times:

- 10:00 PM:** This is the peak engagement time and receives the most clicks and website leads.
- 10:00 AM:** For the Carousel ad set, 10:00 AM also shows high clicks and website leads, so consider running campaigns at this time as well.

By scheduling your campaigns during these optimal times, you can maximize engagement and increase the effectiveness of your advertising efforts for the "Road to 2024 Fitness and Diet Plan."

# SEO Optimization

You can employ ChatGPT's content generation abilities to refine your meta descriptions and title tags.

## KEY USE CASES

While ChatGPT isn't a replacement for dedicated media planning tools for keyword research, it can offer suggestions to kickstart the process.

## SAMPLE PROMPT

I want you to act as **[role]**, You are a **[role and expertise]**. Your business is **[business nature]** in **[location]**, and you're looking to extend your services to **[target location]**

Your task is to compile a list of the top 20 keywords to use in the ad campaign. These keywords should ensure that the ad for the "**[campaign title]**" appears prominently in search results on **[platform of choice]**.

I want you to act as Fitness Advisor. You are a fitness enthusiast who combines your expertise in nutrition with tailored workout plans for clients. Your business is well-known in Chicago, and you're looking to extend your services to nearby cities.

Your task is to compile a list of the top 20 keywords to use in the ad campaign. These keywords should ensure that the ad for the "Road to 2024 Fitness and Diet Plan" eBook guide appears prominently in search results on both Facebook and Instagram.

Certainly, here's a list of the top 20 keywords for your ad campaign to promote the "Road to 2024 Fitness and Diet Plan" eBook guide on Facebook and Instagram. These keywords are chosen to enhance the visibility of your ad in search results and resonate with your target audience:

1. Fitness journey
2. Workout plan
3. Nutrition guide
4. Marathon training
5. Healthy eating
6. Weight loss
7. Wellness program
8. Exercise routine
9. Body transformation
10. Nutrition tips
11. Fitness goals
12. Health and wellness
13. Balanced diet
14. Achieving fitness goals
15. Meal planning
16. Lifestyle fitness
17. Fitness challenge
18. Fitness eBook
19. Wellness journey
20. Fitness motivation

These keywords cover a range of topics related to fitness, nutrition, goal achievement, and healthy lifestyles. By incorporating these keywords into your ad campaign on both Facebook and Instagram, you can increase the chances of your "Road to 2024 Fitness and Diet Plan" eBook guide appearing prominently in search results and effectively reaching your target audience in nearby cities.



Need a guide on creating an effective advertising strategy?

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



**SCAN THE QR CODE AND TALK TO OUR EXPERTS.**

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Interested in collaborating on content  
and data with us?

**BECOME A CONTENT PARTNER**