



12 GPTs you should build to boost your marketing

1- Marketing strategy GPT:

Generates comprehensive marketing plans, identifies target audience, analyzes market trends, and provides strategic direction. Helps in aligning marketing objectives with business goals, streamlines decision-making, and ensures a cohesive and effective marketing strategy.

What should you provide:

"I want an assistant that helps in crafting comprehensive marketing strategies."

Files:

- Business objectives
- Target audience details
- Market research
- Past marketing strategies
- Any unique selling propositions (USPs)

2- Branding and Identity assistant and criticizer:

Offers insights on brand positioning, critiques branding efforts, suggests improvements, and maintains brand consistency. Establishes a strong and recognizable brand in the market, fostering trust and recognition.

What should you provide:

"I want an assistant to analyze and critique our brand identity."

Files:

- Brand guidelines
- Brand mission
- Visual assets (logos, color schemes)
- Brand voice
- Any current branding efforts

3- Social media marketing GPT:

Suggests content ideas, optimal posting times, and engagement strategies, and analyzes social media performance metrics. Enhances social media presence, improves user engagement, and maximizes the impact of social media efforts.

What should you provide:

"I want a GPT for managing social media."

Files:

- Details about social media platforms used
- Past performance metrics
- Content calendars
- Target demographics

4- Email marketing writer

Generates compelling email content, and subject lines, and suggests segmentation strategies.

What should you provide:

"I want an assistant to generate email content."

Files:

- Previous email campaign data
- Subscriber demographics
- Any specific promotional details
- Successful past email templates

5- SEO assistant and suggester:

Provides keyword suggestions, on-page SEO recommendations, and content optimization tips.
Boosts website visibility improves search engine rankings, and drives organic traffic.

What should you provide:

"I want a GPT that helps optimize our content for search engines."

Files:

- Keywords
- Content drafts
- Target audience

- Website analytics
- SEO performance reports for analysis

6- Paid advertising consultant:

Uses: Optimizes ad campaigns, suggests ad copy, targeting strategies, and budget allocation for maximum ROI.

Benefits: Maximizes ad performance, reduces ad spend wastage and improves conversion rates.

Impact: Increases sales and leads through targeted, cost-effective advertising.

What should you provide:

"I want a consultant to guide my paid advertising campaign decisions"

Files:

- Advertising budget
- Target audience details
- Past ad campaign data
- Preferred ad platforms
- Specific marketing goals

7- Marketing analytics and data analysis GPT:

Analyzes marketing data, creates visual reports, identifies trends, and interprets insights.

Facilitates data-driven decision-making, highlights performance metrics, and tracks campaign success.

What should you provide:

"I want a GPT to interpret marketing data."

Files:

Spreadsheets with:

- Sales
- Engagement
- Website traffic data

- Analytics platforms
- Past data reports
- Marketing performance metrics
- Specific KPIs for analysis.

8- Influencer marketing advisor:

Identifies potential influencers, suggests collaboration strategies, and measures influencer campaign success.

What should you provide:

"I want an advisor that helps me determine which influencer I should collaborate with"

Files:

- Preferred influencer categories
- Target influencer demographics
- Past influencer collaboration results
- Influencer outreach strategies

9- Market research and trend analysis assistant:

Assists in gathering market research data and trends and also analyzes market shifts and suggests adaptation strategies.

What should you provide:

"I want an assistant that helps me with my research and trend analysis"

Files:

- Market reports
- Competitor analysis, and trends in our industry
- Historical market performance data

10- Competitor analysis GPT:

Analyze competitors' strategies, identify market gaps, and benchmark your brand's performance against competitors. Helps in identifying strengths and weaknesses, enabling smarter competitive strategies and staying ahead of industry trends.

What should you provide:

"I want an assistant that helps me analyze competitors' data and

give me guidance to stand out”

Files:

- Competitor URLs
- Past competitor analysis reports
- Your brand's performance data
- Specific metrics for comparison

11- Content ideation GPT:

Provides content ideas, formats, and curation suggestions based on audience preferences. Enhances content quality, relevance, and consistency across platforms.

What should you provide:

“I want a content ideas generator to help me create engaging content on social media”

Files:

- Content calendars
- Preferred content types
- Industry-related content
- Audience preferences
- Content creation tools used

12- AI for marketing Consultant:

Offers guidance on incorporating AI and emerging tech into marketing strategies. Suggests tools and platforms for better marketing automation.

What should you provide:

“I want a GPT for integrating AI into marketing.”

Files:

- Tech specifications
- Current automation tools used
- Data on AI experimentation
- Case studies on successful AI integrations

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Made by: Mohamed Sakr (AI consultant and ChatGPT prompt engineer)