

The Ultimate Prompt Guide to Creating Ads

Real examples of how I start an Ad Campaign using prompts

Start Broad

I want you to act as an **experienced advertiser** in the [**Outdoor Industry**]. You will create a **comprehensive campaign** to promote our new [**Olympic-themed running jackets**]. Your task includes:

1. Choosing a Target Audience:

Choosing a Target Audience: [**Women 25+ in the US**], what are their top 5 **interests**?, and top 5 **behaviors** of this target audience.

2. Developing Key Messages and Slogans:

Create **compelling key messages** for that target audience that highlight the unique **benefits** of the [**product or service**]. Develop memorable slogans that resonate with the target audience.

3. Selecting Media Channels:

Identify the most effective media channels to **reach** the target audience, considering **both** digital and traditional platforms.

4. Planning Additional Activities:

Outline any **additional promotional activities or strategies** needed to achieve the campaign goals. These could include events, partnerships, influencer collaborations, contests, video creation, and more.

Acting as **senior creative director** at [**TBWA\CHIAT\DAY**], craft a compelling marketing campaign that leverages **Social Identity Theory** to resonate with the [**casual runner**] identity of [**Women 25+ in the US**].

Emphasize the unique benefits of our [**Olympic running jacket**] and demonstrate how it aligns with their core social identity and values. Incorporate powerful testimonials and relatable examples showcasing members of their social group successfully using the product, fostering a sense of belonging and positivity.

The Visual Story Board Prompt

Next, I prompt, "give me a visual story board for 5 Meta Ads" from the channel you need.

Generating Images for the Storyboard

Once I'm happy with the Ad Set, I prompt, "generate images for the storyboard" and send it off in a Google Doc.

Final Thoughts

5 prompts, exceptional ads, less than 5 minutes, 5% better every week.