Constant Contact

Master the Art of AI Prompts

A strategic guide to generating content that will engage your audience and grow sales

We get it – using AI can be intimidating, and it is frustrating if you don't see the results you want from a content generator. This guide provides sample prompts and best practices to help you talk to AI to get the content you need.

Pro Tip: Even when AI generates content that you love, it is important to double check the information, proofread, and make any necessary changes to keep the tone true to your brand.

New Product or Sale Announcement

Goal: To promote a new product, service, or sale.

Sample Prompt: Write an engaging email to announce our new [pumpkin spice latte] available starting October 1, highlighting the [medium roast, notes of cinnamon and spice, and [limited-time deal until October 10 that includes a free muffin with purchase]. Include a call-to-action to visit us in store.

Client Testimonial Post

Goal: Spread positive brand awareness by sharing success stories from past customers.

Sample Prompt: Write a social media post using this testimonial from [Customer Name]: [All or Muffin is my go-to for my morning pick-me-up! I can't get enough of their sausage and egg breakfast sandwiches].

Event Invitation

Goal: Invite customers to a free coffee tasting event.

Sample Prompt: Draft an email invitation for a [free coffee tasting] on [Saturday, September 12, from 10 a.m. to noon]. Highlight that we are [featuring our new flavors] and [hosting a raffle with exciting prizes].

Local Partner Spotlight

Goal: Highlight a partnership with another local business.

Sample Prompt: Write a blog post about a collaboration with local business [Handmade Tees], promoting that [All or Muffin] is partnering with them to offer [limited-edition t-shirts with the All or Muffin logo]. Mention the [quality of the t-shirts] and [discounted price]. Include a link to the [Handmade Tees website] where customers can make a purchase.

New Staff Member Spotlight

Goal: Highlight a new staff member on the team, which helps your customers feel connected to you and your business.

Sample Prompt: Draft a social media post introducing [Staff Member Name], the new [barista] who is excited to meet everyone and get started. Include a [fun fact] about [Staff Member Name] and invite followers to say hi when they see them in store.

Holiday Greetings with a Personal Touch

Goal: Connect with clients during the holidays without being too salesy.

Sample Prompt: Write a warm holiday greeting email for [Thanksgiving] wishing customers a [wonderful festive season] and briefly thanking them for their loyalty. Remind them of [updated holiday hours].

Anniversary Greeting

Goal: Thank your customer for a year of loyalty on the anniversary of signing up for your email list.

Sample Prompt: Draft an email thanking a customer for [1] year of loyalty. Include their name and an offer of [25%] off their next purchase.

Nurture Flow

Goal: Nurture customers through an email campaign to drive a call to action

Sample Prompt: Write a three-email nurture campaign promoting a new product. The first email includes [product name] and [launch date], the second email includes a [reminder about the launch date], and the last email includes a call-to-action to [purchase] with a [link].

Newsletter

Goal: Keep subscribers updated with news about your business.

Sample Prompt: Write an email newsletter that includes our [flavor of the month], a recap of [our free coffee tasting event] with photos, and a call-to-action to [visit the store for live music on Saturday, June 1]. Make the tone conversational and informative.

Thank You Email with Survey

Goal: Gather feedback from attendees after an event.

Sample Prompt: Write a series of three emails. Draft an email thanking attendees for attending the [free coffee tasting] event. Include this [survey link] and a call-to-action to provide feedback.

Need something different?

Here are some tips to properly prompt AI so you get exactly what you need.



Keep your goal in mind

It's important to have a clear idea of what want to achieve. This helps identify keywords and phrases that will get results closer to what you need.



Be clear and specific

Clearly state your request, providing as much detail as possible. Include what you are asking for and follow with specific details or constraints.



Provide context or examples

Provide relevant background information and context — this helps AI generate more accurate and tailored responses.



Try different phrasings

If you're not satisfied with the initial response, try rephrasing your request. A slight variation can sometimes yield better results.



Use complete sentences

Prompts should be complete sentences rather than fragments or individual words. This helps AI generate more coherent responses.



Be patient

AI is constantly improving, so if the initial answer is not what you expect, be patient and try rephrasing or providing additional information to help improve the outcome.

Try Constant Contact content generator today.

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