

Don't Be Shy with AI - ChatGPT Example Prompts

Strategy

Ask ChatGPT to develop a persona that includes the main goals and pain points of your target audience.

- Generate an audience persona for [your target audience], including the main goals and challenges they face.
- Can you help me create a detailed audience persona for [business type] targeting [specific audience]?

Brainstorming & Content Planning

- Can you give me 10 blog post ideas for [destination/company] targeting [audience]?
- Can you help me organize these blog post ideas into a 4-week content plan, publishing one blog per week?

Blogs

- We are destination marketers and we are going to re-optimize and refresh a blog for our website. Please do the following for this blog:
 1. List 2-3 main themes
 2. Give potential SEO focus keywords based on those themes
 3. Give 3-5 short titles based on those themes and focus keywords
 4. Suggest 3-5 improvements for the blog using the existing content [copy/paste blog content]
- You are a marketer working for [organization]. We are optimizing a blog titled "[title]" – found here: [link to blog]. Provide recommendations for improving the blog and then draft a new version that implements these recommendations. Keep in mind SEO, well-written content and ensuring the blog is evergreen.
- Format this press release on [topic] into a blog post [attach press release document]. Provide recommendations for improving the blog and then draft a new version that implements these recommendations. Keep in mind SEO, well-written content and ensuring the blog is evergreen.

Itineraries

- Create a 3-day itinerary for [your destination] focusing on [theme, audience, or activities]

Website Copy

- Can help me update the CTA on this page to encourage more [desired action]?
- Can you help me reoptimize this destination page for the keyword [relevant keyword].

Email Marketing

- You are a marketer working for [organization]. Personalize this email to [target audience segments]
- Create 3 engaging subject lines for this email
- Can you help me create engaging subject lines for an email promoting [your product or service]?

Social Media

- Can you help me create a series of social media posts promoting [topic] in [destination]?
- You are a marketer working for [organization]. Draft a selection of social media posts based on [blog or blog topic].

Public Relations

Researching Journalists and Influencers: AI can help identify journalists or influencers who cover specific topics relevant to the tourism industry, such as eco-tourism, luxury travel, adventure travel, etc.

For this prompt, use the CustomGPT called “Media List Building”

- Can you help me build a media list for [organization]?

Answer the follow-up questions when prompted by the GPT to build your list.