

MARKETING + AI RESOURCE

10 Claude Prompts Every Marketer Should **Steal**

Copy, paste, customise. Real prompts for real marketing work.

These aren't toy prompts.

Each one is **battle-tested on real campaigns** and designed to give Claude enough context to produce genuinely useful output.

The difference between a mediocre AI output and a great one is almost always the prompt. These prompts encode the structure, constraints, and context that transform Claude from a general assistant into a specialist marketing collaborator.

Copy them. Tweak them. Make them yours.

10

READY-TO-USE PROMPTS

5min

AVERAGE TIME SAVED PER USE

6

MARKETING DISCIPLINES COVERED

1

PROMPT = MULTIPLE OUTPUTS

Campaign Brief to Multi-Channel Copy

Turns a single campaign brief into platform-specific copy across LinkedIn, email, Google Ads, and landing pages in one shot. No more rewriting the same message four different ways.

PRO TIP

Paste an existing piece of on-brand copy as your voice reference. Claude mirrors tone far better from examples than from descriptions.

PROMPT

I'm launching [PRODUCT/CAMPAIGN].
Here's the brief: [PASTE BRIEF].

Write copy for:

- 1) A LinkedIn post (hook + 3 short paragraphs + CTA)
- 2) 3 email subject line options (under 50 chars each)
- 3) 2 Google Ads headlines (30 chars) + 2 descriptions (90 chars)
- 4) A landing page hero headline + subhead

Match the tone of [BRAND VOICE REFERENCE].

📄 Copy and customise the gold placeholders

Competitive Positioning Audit

Maps your messaging against competitors to find positioning white space nobody else owns. Surfaces the value propositions, audience signals, and tone of each competitor before identifying gaps you can credibly claim.

PRO TIP

Feed in competitor ad copy or LinkedIn posts alongside URLs for richer, more nuanced analysis.

PROMPT

Analyse these three competitor websites and their positioning: [URL 1], [URL 2], [URL 3].

For each, summarise:

- 1) Their primary value proposition
- 2) Target audience signals
- 3) Key differentiators they claim
- 4) Tone and personality

Then identify 3 positioning gaps none of them own that [MY COMPANY] could credibly claim.

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Blog Post to LinkedIn Carousel Script

Repurposes long-form blog content into a scroll-stopping 10-slide LinkedIn carousel script. Each slide gets a bold headline, supporting copy, and visual direction notes.

PRO TIP

Add "Write in first person from the perspective of [NAME], [ROLE]" for authenticity that resonates.

PROMPT

Turn this blog post into a 10-slide LinkedIn carousel script.

Each slide should have:

- A bold headline (max 8 words)
- 1-2 supporting sentences
- A visual direction note

Slide 1 must be a scroll-stopping hook.

Slide 10 must be a clear CTA.

Blog post:

[PASTE CONTENT]

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Customer Review Mining

Extracts messaging gold from real customer feedback. Surfaces the recurring themes, exact language, pain points, and headline-ready phrases your audience already uses.

PRO TIP

Pull reviews from G2, Trustpilot, or app stores. The more varied the sources, the richer the insight.


PROMPT

Here are 20 customer reviews for
[PRODUCT]:

[PASTE REVIEWS]

Analyse them and give me:

- 1) The top 5 recurring themes (with example quotes)
- 2) The most common words customers use to describe the product
- 3) 3 pain points customers mention that we should address in marketing
- 4) 2-3 headline options using actual customer language

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Email Subject Line A/B Generator

Creates testable subject line variations grounded in behavioural psychology. Each option is labelled with its persuasion principle so you can learn what works for your audience over time.

PRO TIP

Add your historical open rate data and best-performing subject lines for more targeted suggestions.

PROMPT

Generate 10 email subject line options for this campaign:

[DESCRIBE CAMPAIGN]

For each, label which psychological principle it uses (curiosity gap, social proof, loss aversion, specificity, personalisation).

Keep all under 50 characters.

Then recommend your top 2 for A/B testing and explain why.

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SEO Content Brief Builder

Creates a structured brief that a writer (or Claude itself) can execute against for SEO-optimised content. Covers intent analysis, heading structure, link opportunities, and meta descriptions.

PRO TIP

Run this prompt first, then feed the brief back into Claude to draft the full article. Two-step for better results.

PROMPT

Create an SEO content brief for the keyword **[TARGET KEYWORD]**.

Include:

- 1) Search intent analysis
- 2) Suggested H1 and title tag
- 3) 5-7 H2 subheadings with 1-sentence descriptions
- 4) 3 internal link opportunities to **[SITE URL]**
- 5) 3 external authority sources to reference
- 6) Word count recommendation
- 7) A 2-sentence meta description

Target audience: **[DESCRIBE AUDIENCE]**

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Tone of Voice Translator

Rewrites the same piece of copy across three distinct brand voices, highlighting exactly which word choices create each tone. Perfect for building or refining your brand voice guidelines.

PRO TIP

Use the output to build your own tone of voice guide with concrete before/after examples your team can reference.

PROMPT

Here's a piece of marketing copy:

[PASTE COPY]

Rewrite it in three different tones:

- 1) Corporate/enterprise (formal, trust-building, precise)
- 2) Startup/challenger (bold, conversational, urgent)
- 3) Premium/luxury (understated, aspirational, refined)

Keep the core message identical.

Highlight the specific word choices that shift the tone in each version.

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Event / Webinar Promotion Sequence

Builds a complete 4-email multi-touch promotional sequence with subject lines, preview text, body copy, and CTA button text for each touchpoint. From announcement to day-of reminder.

PRO TIP

Add "Include a LinkedIn post to accompany each email" for a full multi-channel promotional sequence.

PROMPT

Create a 4-email promotion sequence for this event:

[EVENT NAME, DATE, TOPIC, SPEAKERS, AUDIENCE]


Email 1 (3 weeks out): Announcement + early registration hook

Email 2 (1 week out): Social proof + agenda highlights

Email 3 (2 days out): Urgency + last chance

Email 4 (day of): Final reminder + logistics

Each email needs: subject line, preview text, body copy, and CTA button text.

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Quarterly Report Narrative

Turns raw marketing metrics into a compelling 1-page executive summary that tells the story behind the numbers. Opens with the headline, highlights wins, owns underperformance, and sets priorities.

PRO TIP

Include previous quarter data so Claude can calculate trends, growth rates, and quarter-over-quarter comparisons automatically.

PROMPT

Here are our marketing metrics for [QUARTER]:

[PASTE DATA – leads, pipeline, spend, conversion rates, top channels]

Write a 1-page executive summary that:

- 1) Opens with the headline result
- 2) Highlights 3 wins with context on why they matter
- 3) Acknowledges 1–2 areas of underperformance with proposed actions
- 4) Ends with 3 priorities for next quarter

Tone: confident but honest.

Audience: [CMO / CEO / Board]

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Landing Page Teardown & Rewrite

Critiques existing landing page copy with scores for clarity, persuasiveness, and CTA strength. Then delivers a complete hero section rewrite with alternative headline angles.

PRO TIP

Include competitor landing pages for comparative analysis. Claude will identify what they do better and where you can differentiate.

PROMPT

Review this landing page copy and provide:

- 1) A score out of 10 for clarity, persuasiveness, and CTA strength (with reasons)
- 2) The 3 biggest weaknesses
- 3) A complete rewrite of the hero section (headline, subhead, CTA button, supporting bullet points)
- 4) 2 alternative headline options using different angles

Landing page copy:

[PASTE COPY]

Target audience: [DESCRIBE]

Primary conversion goal: [DESCRIBE]

 Copy and customise the gold placeholders

NEXT STEP

Want prompts built for **your** team?

These are general-purpose prompts. Imagine what's possible with prompts engineered specifically for your products, your customers, your data.

Freshwater Futures helps marketing teams build custom AI workflows that save hours every week.

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