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ChatGPT prompts for B2B marketing



Introduction

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Social media

Planning

Acting as my social media strategist, create a 30 day social media content calendar.

The focus is on LinkedIn. The content should revolve around five central content pillars
[insert your pillars]

For each day, please provide:

1. The day number
2. The content pillar it aligns with, rotating through the five pillars
3. The content type, alternating between **[for example, borrower tips, inspirational quote, personal story, how-to guide, success story]**
4. A compelling hook for each post. The hook should be a short, engaging statement designed to grab the audience's attention immediately. **[Insert hook. For Example, 'POV: how I manifested a 6 figure business' or ' This is me telling you your intuition is your most underused business tool.']**
5. A 'how to' section for each post. This should provide more detailed information on what my community will learn in that post.

The goal is to create a balanced and engaging mix of content that aligned with my brand's focus on business and personal development, targeting clients seeking commercial finance. The content should be insightful and action oriented, suitable for a social media audience seeking advice on commercial lending. Here is my website **[insert URL]** and LI page **[insert link]** to gather more information about my business.

Content

Generate lead magnet topics for clients wanting to access services of a commercial finance broker.

[These can be used to develop short or long form content for social media and/or email marketing]

Client engagement

Content for emails

What are the latest trends in commercial finance that can benefit my clients?

[Staying updated with industry trends helps in advising clients on the most advantageous finance options. This can inform the content you share with clients via emails, webinars, events]

Creating a content calendar

You are a content producer for a commercial finance broker.

Create a 30 day content calendar for emails targeting small business owners.

The objective is to engage the reader in the content and have them reach out to the commercial finance broker for advice. The content should revolve around four central content pillars: **[insert four categories of content that align to your business' purpose]**

For each day please provide:

1. the day number
2. the content pillar it aligns with, rotating through the four pillars
3. content type, alternating between **[insert the type of content you'd like to share for example 'Business growth strategies', 'How-to-guide', 'Client success story']**
4. A compelling hook for each content piece. The hook should be short, engaging statement designed to grab the audience's attention immediately. For example 'Are you wondering how to finance your business growth?' or 'Does your business have growing pains? I can help'
5. A link to an article of interest for each piece of content for the audience to learn more.
6. Request a referral from the audience at the end of each piece of content.

The goal is to create a balanced and engaging mix of email content that aligns with the commercial finance brokerage's goals of helping small to medium enterprises grow. The content should be insightful and action oriented, suitable for small business owners seeking commercial finance.

Testimonials

Create a 150 word client testimonial using the following information:

1. Introduction of the Client:
[Begin by introducing the client to establish credibility. Include relevant details like the client's name, title, and company. This helps to personalize the testimonial and makes it more relatable to your audience.]
2. Context of the Relationship:
[Briefly describe the nature of the relationship with the client. Mention the services or products provided, and the duration of the engagement if applicable. This sets the stage for understanding the impact of the interaction.]
3. Problem or Need:
[Outline the specific problem or need the client faced that led them to seek your services or products. This part is crucial as it connects with potential clients who might be facing similar issues.]
4. Solution Provided:
[Discuss how your product or service addressed the client's problem. Be specific about what you did and how you approached the situation. This highlights your method and effectiveness.]
5. Results Achieved:
[Showcase the outcomes of your solution. Quantifiable results, like performance metrics or milestones reached, are very persuasive. If specific numbers aren't available, qualitative success stories can also be very effective.]
6. Client's Testimonial:
[This is the actual quote or statement from the client expressing their satisfaction with the service or product. It should be authentic and capture the client's genuine sentiments about their experience.]
7. Conclusion with a Call to Action:
[Conclude the testimonial by reiterating the client's satisfaction and potentially inviting the reader to engage with your service or learn more. This could include a link to your services page, a contact form, or another point of conversion.]
8. Visuals (optional but effective):
[Including a photo of the client, their company logo, or visuals of the results achieved can enhance the trustworthiness and appeal of the testimonial.]

Supporting clients

What are the most common pitfalls in commercial finance applications and how can I help clients avoid them?

[Identifying frequent mistakes and preparing strategies to avoid them can significantly improve approval rates.]

What are the best practices for maintaining clear and transparent communication with clients throughout the finance process?

[Ensuring clear communication can build trust and help manage clients' expectations effectively.]





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