



These are links and AI prompts referred to on the course

Engagement – middle of the funnel

Establish goals

I have a website for my hair salon business. When people land on the website I want them to book an appointment or call to enquire. Act like a website conversion expert and tell me the main goals I should set and track for increasing enquiries and sales

GT metrix

<https://gtmetrix.com/>

Write headlines based on an image

Act like a marketing expert and brainstorm 5 headlines for the web page for this product. Focus the headline on the top 3 things customers look for in this type of product

I sell washable dog sofas. Act like a marketing expert and brainstorm 5 headlines for the web page for this product. Focus the headline on the top 3 things customers look for in this type of product

Triggers to purchase – identify the main things people are looking for in your product

I have a product which is a garden kneeler, Act like a marketing expert and tell me the top 5 things customer look for in my product when choosing who to purchase from.

I have a dog grooming business in Dublin, Ireland, Act like a marketing expert and tell me the top 5 things customer look for in my product when choosing who to purchase from.

Have a video on key landing pages

<https://outdoorcanopies.ie/>

<https://themarketingcrowd.ie/>

I have a guest house / B&B business in Limerick, Ireland, I want to create some videos for the main landing pages on my website that will increase engagement and conversion. Act like a video marketing expert and brainstorm ideas for videos and categorise them into those best for engagement and best for increasing conversion

Have an image of your shop if you have one

<https://www.shoescentralonline.com/>

<https://www.shoescentralonline.com/pages/about-us>

<https://www.fabucci.ie/>

<https://themarketingcrowd.ie/contact-us/>

Encourage browsing – clear and clean navigation & site search

<https://www.gifts.ie/>

Conversion – bottom of the funnel

Offers – generate ideas for offer

I have a hair salon business and I want to test different offers for new customers on my website to see which one works best. Act like a marketing expert and brainstorm 10 different offers I can try

Embed Google reviews

Examples : <https://themarketingcrowd.ie/traning-testimonials/>

<https://www.bradshaws.ie/wedding-venue-limerick/>

Free tool: <https://www.trustindex.io/google-reviews-widget/>

Video testimonials:

<https://www.eddieoneill.ie>

<https://themarketingcrowd.ie/traning-testimonials/>

Reassure –Use chat GPT for ideas on What could make you different

I have a guest house / B&B business in Limerick, Ireland, I want to develop some ways to differentiate my business to stand out from competitors. I want to develop some purple cow ideas based on Seth Godin's book. Act like a marketing expert and brainstorm 10 things I could do

Guarantees : Prompt to generate ideas for guarantees

I have a hair salon business in Limerick, Ireland,. Do you think that a money back guarantee is something that is used in my industry? If so, can you give me 5 examples of a money back guarantee I could offer?

Conversion video: prompt to Generate ideas

I have a guest house / B&B business in Galway, Ireland, I want to create some videos for the main landing pages on my website that will increase conversion. Act like a video marketing expert and brainstorm ideas for videos that are best for increasing conversion

Click to chat on WhatsApp – link to instructions

<https://faq.whatsapp.com/5913398998672934>

CXart abandonment instruction for mailer lite

<https://www.mailerlite.com/help/how-to-create-an-abandoned-cart-email-automation>

Signup to monthly email example page

<https://themarketingcrowd.ie/email-signup-following-zoom-course/>