

# How to Write AI Prompts

## A Guide for Higher Education Marketers

### The Recipe

Generative AI can improve your content creation process by helping you brainstorm ideas, research topics, and create content faster and more efficiently. Here is EDDY's secret recipe for generating effective prompts:

|                           |  |
|---------------------------|--|
| <b>1. State the Task</b>  | Create an outline and draft content for a blog post titled "The Power of Nursing Bridge Programs: Advancing Your Education with the Right Degree."   |
| <b>2. Provide Context</b> | Include the primary and secondary target keywords I will provide in a moment. The goal is to educate readers about different types of nursing bridge programs and the benefits they have for working nurses. |
| <b>3. Define Output</b>   | Write in an informative and aspirational tone. Aim for a word count around 1,000.  |
| <b>4. Refine</b>          | Rewrite that to have a more academic tone and use several bulleted lists.  |

### AI Prompts for Marketers

#### Paid Media



"Write 3 Google Ads headlines for ads that drive people to this landing page: [URL]."



"Write a script for a 30-second TikTok ad about [x]. It should be [silly/aspirational/motivating] and appeal to a [Gen Z/working adult/grad student] audience."

#### Social Media



"Reimagine this [Facebook post/Tweet] to be [simpler/funnier/more professional]."



"Summarize this white paper into bullet points for an Instagram caption: [insert whitepaper]."

#### SEO & Organic Search



"Write a title tag and meta description for a blog post titled [title]."



"Generate four title options for a blog post about [topic], using the following keywords: [keywords]."

#### Email Marketing



"Write an email to prospective students of [University] who have not completed their application. Cover the following topics: [topics]."



"Rewrite this email to appeal to [working adults/students seeking a graduate degree/low-income students]: [insert email copy]."

#### Content Generation



"Write an article about [topic] and incorporate the following sub-topics: [sub-topics]."



"Revise this blog to incorporate the following [quote/statistic/example]."



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