Digital Bugle

ISSUE 136

The Online Marketing Guide for Small Business

Short Form video...
Reels VS. **TikTok**
VS. **Shorts**
WHERE SHOULD LOCAL BUSINESSES FOCUS?

SMS MARKETING
THAT DOESN'T ANNOY:
GETTING REPEAT CUSTOMERS
WITHOUT BEING PUSHY

THE $50/MONTH MARKETING STACK:
ESSENTIAL TOOLS
SMALL *for* **BUDGETS**

20 ChatGPT
PROMPTS
EVERY LOCAL BUSINESS OWNER SHOULD USE

For over 25 years, Marketing Bugle has been helping small businesses thrive in the ever-changing digital world.

We're here to make marketing easier and more effective for you.

Our mission is simple: to help small businesses connect with more customers online and grow their reach.

Marketing is one of the most important tools for building your business. But let's face it—online marketing can feel overwhelming and confusing if you're just starting out.

And without the right guidance, it's easy to waste time and money on strategies that don't work.

That's why we're here to share proven, beginner-friendly strategies that actually deliver results.

Ready to take the next step? Visit us at https://webfasthosting.com and discover how simple, strategic online marketing can help transform your business.

Welcome to the electrifying world of Digital Bugle Magazine!

Thank you for exploring the content on Digital Bugle, your online marketing resource tailored for small businesses. Each month, we delve into topics specifically relevant to local businesses like yours, providing valuable insights and information.

Our mission is both exhilarating and straightforward: We aim to enhance your online presence and empower you to attain substantial success. Our approach involves unraveling the intricacies of online business marketing, step by step.

Regardless of whether you're a budding entrepreneur or an established local business figure, there's always an opportunity to enhance your brand's online visibility. Get ready for an exciting journey into the digital realm!

To your success,

Martyn Brown - Issue coordinator

Contents

SYSTEME STREAMLINED

www.systemestreamlined.com
The Ultimate All-in-One Online Business System - Join Free!

Short Form Video...

Instagram Reels *vs* TikTok *vs* YouTube Shorts

Where Should Local Businesses Focus?

You know what's annoying?

Being told you need to create short-form videos for TikTok, Instagram Reels, AND YouTube Shorts or your business will die a slow, irrelevant death.

You know what's even more annoying? The fact that it's kind of true.

But here's the thing nobody's telling you: you don't need to be on all three. In fact, spreading yourself across three platforms is a great way to suck at all of them while wasting a ton of time you don't have.

So let's figure out which ONE platform actually makes sense for your business. Because I'd rather see you crush it in one place than post mediocre content everywhere and wonder why nothing's working.

The Real Question Isn't **"Which Platform is Best?"**

Here's what nobody tells you: the "best" platform is the one where your customers are actively looking for businesses like yours. A bakery in downtown Austin has different needs than an HVAC company in suburban Phoenix. So before we dive into the nitty-gritty of each platform, ask yourself: where are your customers hanging out, and what are they looking for?

TikTok: The Wild West of Discovery

Best for: Restaurants, retail stores, salons, fitness studios, anything visual or experience-based

TikTok's algorithm is honestly kind of insane (in a good way). You can have zero followers and your video can still hit 100,000 views if it resonates. The platform doesn't care about your follower count—it cares about engagement in the first few seconds.

The Good Stuff:
- Massive organic reach potential (yes, even in 2025)
- Younger demographic, but that's shifting—40% of users are now over 30
- Built-in trending sounds and effects that make content creation easier
- Local discovery features are getting better (finally)

The Reality Check: You need to post consistently (3-5 times per week minimum) and you need to embrace trends. If that makes you cringe, TikTok might not be your jam. Also, the audience skews younger, so if you're selling retirement planning services... maybe not your first choice.

What Actually Works: Behind-the-scenes content, before/after transformations, "day in the life" videos, and answering common customer questions. The pizza shop showing how they make their dough from scratch? That's TikTok gold. The law firm explaining "5 things never to say to a police officer"? Also crushing it.

Instagram Reels: The Safe Bet That Still Delivers

Best for: Almost everyone, honestly. Especially service businesses, B2C companies, and visual brands

Instagram Reels is what happens when a mature platform (with an existing audience) tries to compete with TikTok. And you know what? They're doing a pretty good job of it.

The Good Stuff:

- ✔ You probably already have an Instagram audience
- ✔ Slightly older demographic (great for businesses targeting 30-55 year-olds)
- ✔ Integrates with your existing Instagram content strategy
- ✔ Shopping features are actually useful for retail

The Reality Check: The algorithm can be... moody. Some weeks you'll get great reach, other weeks it feels like Instagram is punishing you for reasons unknown. Also, Meta keeps changing things, which is annoying but also means they're actively investing in the feature.

What Actually Works: Educational content performs incredibly well. "3 signs you need to replace your roof," "How to choose the right running shoe," "What that dashboard light actually means"—this stuff gets saved and shared. Also, customer testimonials and quick tips (under 30 seconds) crush it.

The key with Reels? Use the text overlay feature. A huge chunk of people watch with sound off, so make your content make sense without audio.

YouTube Shorts: The Long Game Play

Best for: Service businesses, B2B companies, anything educational or tutorial-based

YouTube Shorts is the newest kid on the block, but don't sleep on it. YouTube has 2.5 billion users, and they're pushing Shorts HARD in the algorithm.

The Good Stuff:

- Gets discovered in regular YouTube search (this is huge)
- Older, more intent-driven audience
- Longer shelf life than TikTok or Reels
- Can drive traffic to your longer YouTube videos or website

The Reality Check: Growth is slower. You're not going to go viral overnight like you might on TikTok. But here's the thing—YouTube Shorts build actual subscribers who stick around. A plumber posting "how to fix a leaky faucet" Shorts is building an audience of homeowners who'll remember them when they need a real plumber.
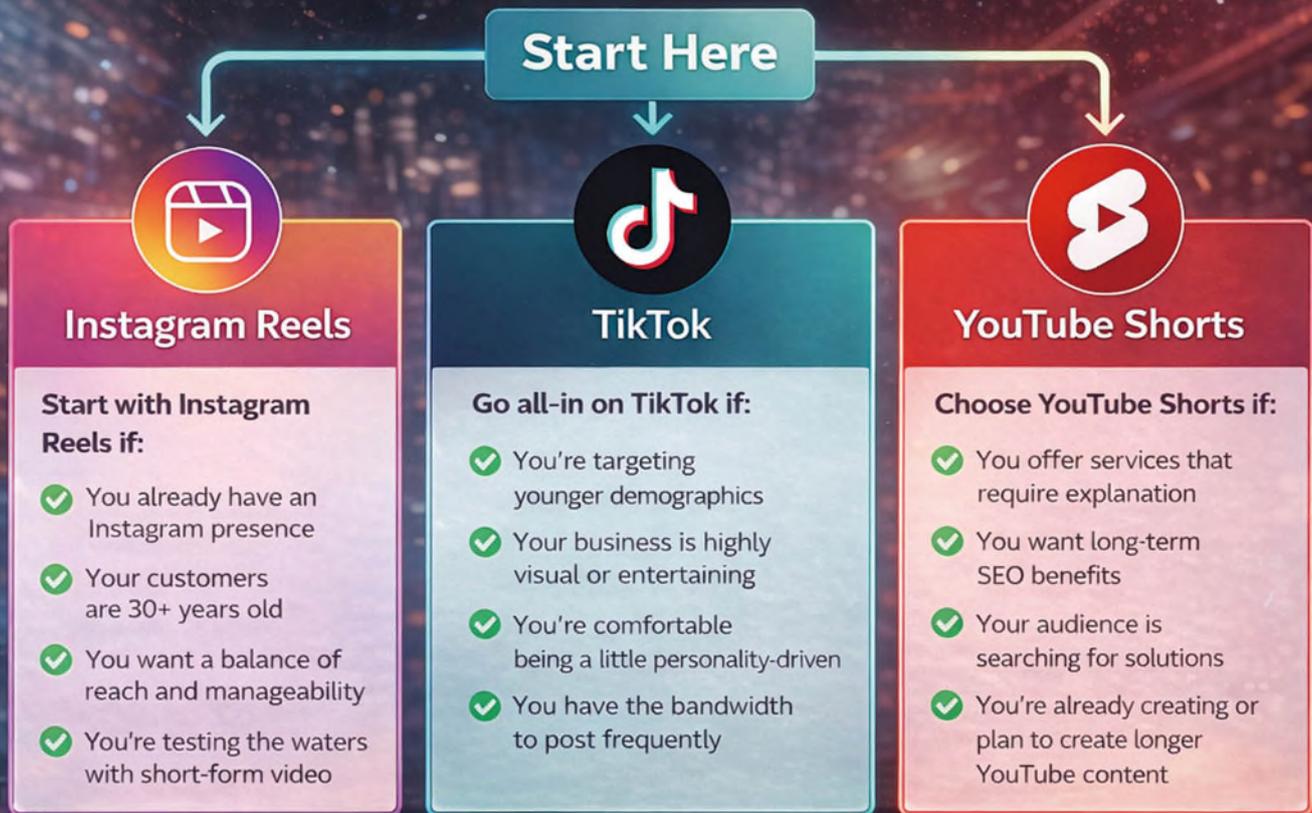
What Actually Works: How-to content, quick fixes, FAQ answers, and myth-busting. YouTube's audience comes to learn something, so give them value. "3 reasons your AC isn't cooling" or "How to parallel park in 60 seconds" will outperform dancing videos every single time.

So... Where Should YOU Focus?

Here's some honest advice after working with hundreds of local businesses:

SHORT-FORM VIDEO STRATEGY

Which Platform is Right for You?

Start Here

Instagram Reels

Start with Instagram Reels if:

- ✅ You already have an Instagram presence
- ✅ Your customers are 30+ years old
- ✅ You want a balance of reach and manageability
- ✅ You're testing the waters with short-form video

TikTok

Go all-in on TikTok if:

- ✅ You're targeting younger demographics
- ✅ Your business is highly visual or entertaining
- ✅ You're comfortable being a little personality-driven
- ✅ You have the bandwidth to post frequently

YouTube Shorts

Choose YouTube Shorts if:

- ✅ You offer services that require explanation
- ✅ You want long-term SEO benefits
- ✅ Your audience is searching for solutions
- ✅ You're already creating or plan to create longer YouTube content

The Multi-Platform Strategy (If You Insist)

Look, I get it. You want to be everywhere. Here's how to do it without losing your mind:

Create ONE good video per week. Post it natively to each platform (yes, you have to upload separately—cross-posting with watermarks kills your reach). Tailor the caption and hashtags for each platform, but the video content can be the same.

Use a free tool like CapCut to add captions and edit. Batch-create content when you can—film five videos in one afternoon, then schedule them out.

The Bottom Line

Stop trying to be everywhere. Pick ONE platform, commit to it for 90 days, and actually show up consistently. A mediocre video posted consistently will outperform a viral video posted once a month.

And here's the real secret nobody talks about: all three platforms want you to succeed. Their algorithms are designed to surface good content. So focus on making content that actually helps your customers, and the platform you choose matters less than you think.

Your customers aren't judging you for not being on all three platforms. They're judging you for not being helpful. So pick your platform, show up, and give them something worth watching.

GETTING REPEAT CUSTOMERS WITHOUT BEING PUSHY

Let's address the elephant in the room: nobody wants more text messages. Your customers' phones are already blowing up with everything from their kid's school to their ex's "hey" texts at 2 AM. So why would you add to that chaos?

Because when done right, SMS marketing has a 98% open rate and customers actually appreciate it. The key phrase there? "When done right."

Why SMS Marketing Still Works (Despite What You Think)

Email open rates are hovering around 20% if you're lucky. Social media organic reach? Don't make me laugh. But text messages? People read them. Usually within three minutes.

The problem isn't SMS marketing itself—it's that most businesses use it like a megaphone instead of a conversation. They blast "20% OFF TODAY ONLY!!!!" every other day and wonder why people unsubscribe faster than they can say "compliance violation."
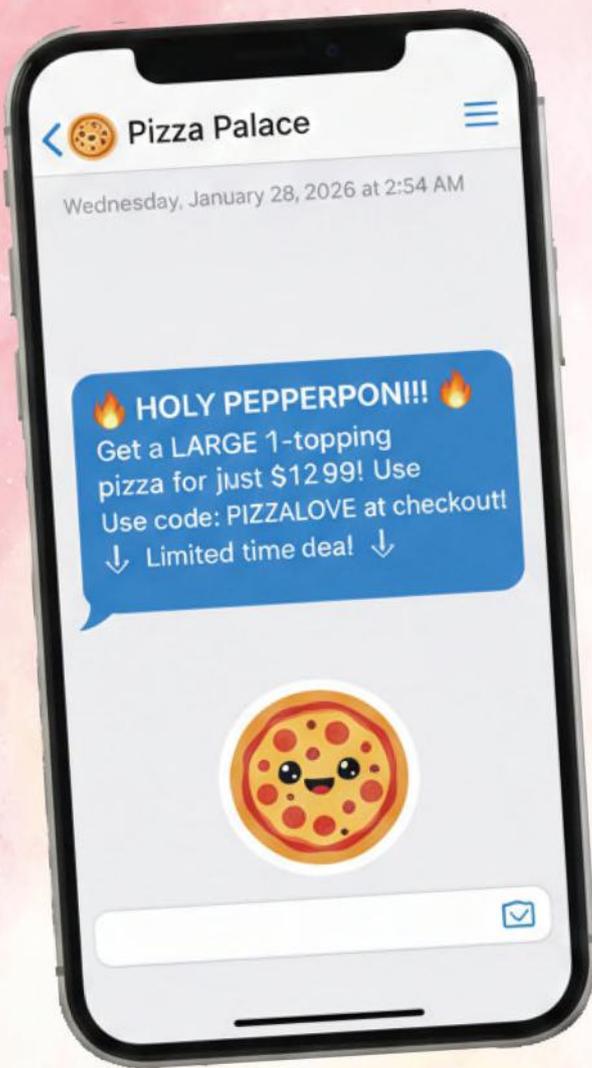
The Golden Rule: Would You Want to Receive This Text?

Before you send anything, ask yourself: if you got this text from a business, would you be annoyed or appreciative? If there's even a hint of annoyance, don't send it.

Here's what passes the test:

- "Your oil change is due—want me to book you for Thursday at 2?"
- "The shoes you looked at just came back in stock in your size"
- "We have one last-minute opening tomorrow if you want it"

Here's what doesn't:

- "FLASH SALE! 50% OFF EVERYTHING! TODAY ONLY!"
- Daily promotional blasts
- Anything that sounds like you're yelling

The Frequency Sweet Spot

Here's the data: businesses that send 2-4 texts per month see the highest engagement and lowest unsubscribe rates. Go beyond that, and you're playing with fire.

The Exception: Appointment reminders and confirmations don't count toward this limit. Nobody unsubscribes from "Your appointment is tomorrow at 2 PM" texts. In fact, they appreciate them.

My recommendation? Plan your SMS calendar like this:

- 1-2 value-based texts per month (tips, useful info, exclusive content)
- 1-2 promotional texts per month (actual good offers, not desperate discounts)
- Unlimited transactional/appointment texts
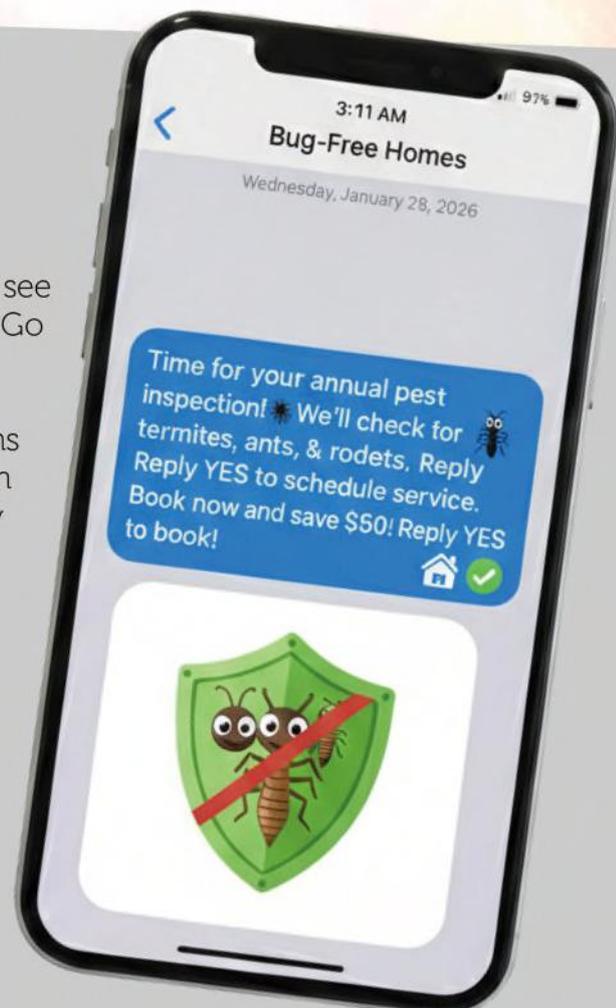
What to Actually Send (The Good Stuff)

Appointment Reminders (The MVP) This is SMS marketing 101 and it works like crazy. Reduces no-shows by 30-40% and customers love them.

Example: "Hi Sarah, this is [Business Name]. Your appointment is tomorrow (Thursday) at 2 PM. Reply YES to confirm or CALL to reschedule."

Exclusive Offers (Not Just Discounts) Stop thinking "sale" and start thinking "exclusive access." Early bird specials, VIP-only appointments, first access to new products—this stuff works.

Example: "Quick heads up—we're opening Saturday appointments next month. Texting you first because you're a VIP. Want one? Reply with your preferred time."

Personalized Recommendations If you know what your customer bought or needs, use that intel. This is where SMS becomes powerful instead of annoying.

Example: "Hey Mike, it's been about 6 months since we did your AC tune-up. Want to get on the schedule before the summer rush? We have a few spots left in early May."

Useful Information (Not Sales-y) Weather alerts for landscapers, seasonal tips for HVAC companies, care instructions for salons—stuff that helps them, not just helps you sell.

Example: "Freeze warning tonight! If you haven't covered your pipes, here's a quick video: [link]. Call us if you need emergency help."

The Technology (Without Getting Complicated)

You don't need a $500/month platform. Here are three options that actually work for local businesses:

Podium ($289/month): Best for review collection + SMS. Pricey, but it does a lot. Great for home services, healthcare, retail.

Salesmsg ($25-$99/month): Solid SMS platform that integrates with most CRMs. Clean interface, good automation options.

SimpleTexting ($29-$449/month depending on volume): Easy to use, good for beginners. Has templates and scheduling built in.

Free Option: If you're just starting, use Google Voice with a spreadsheet. Seriously. It's manual, but it works until you're ready to scale.

Compliance Stuff (Don't Skip This)

I know, I know—boring. But getting this wrong can cost you $500-$1,500 PER TEXT in fines. So pay attention.

You MUST:

- Get explicit consent before texting anyone (no, their email signup doesn't count)
- Include your business name in every message
- Provide a clear way to opt-out (usually "Reply STOP to unsubscribe")
- Honor opt-outs immediately
- Keep records of consent

The Opt-In Language: "By entering your phone number, you agree to receive text messages from [Business Name]. Message frequency varies. Message and data rates may apply. Reply STOP to opt-out."

Yes, it's clunky. Yes, you need it.

Segmentation (Fancy Word for "Don't Text Every-one Everything")

This is where good SMS marketing becomes great. Divide your list into groups:

- New customers (welcome series, onboarding)
- Active customers (re-engagement, new offerings)
- VIP/high-value customers (exclusive stuff)
- Lapsed customers (win-back campaigns)

A new customer doesn't need the same message as someone who's been with you for five years. Segment accordingly.
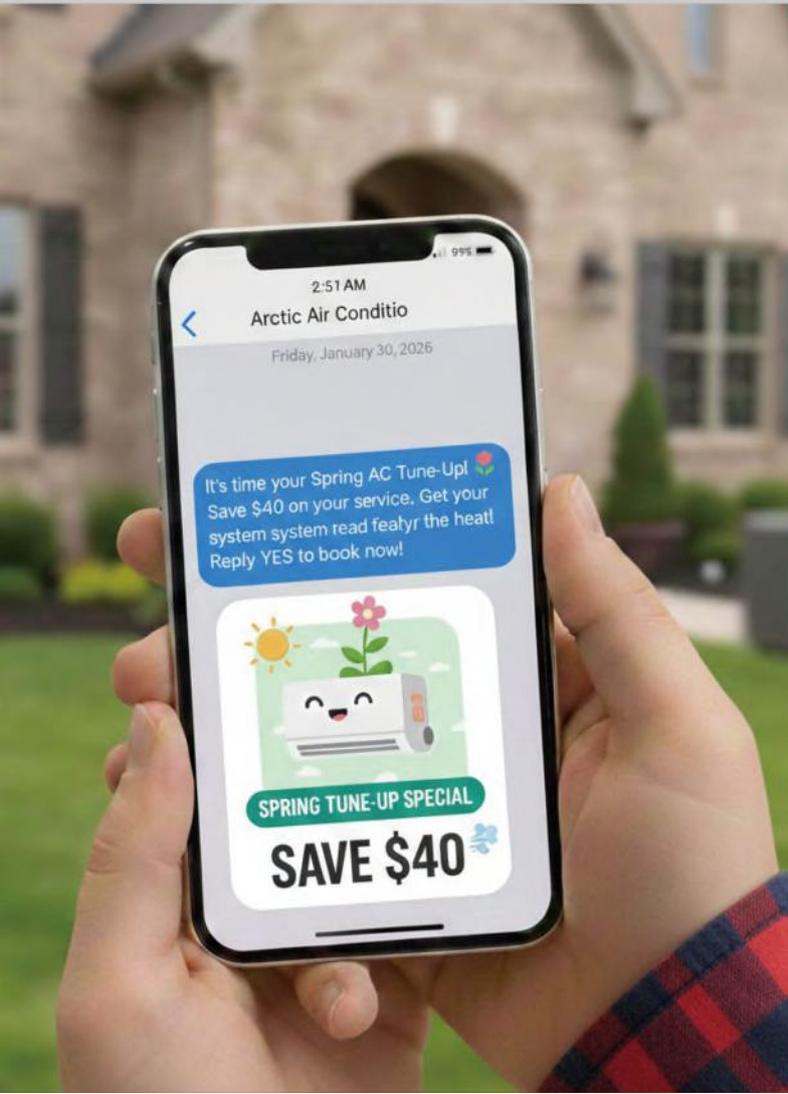
The Templates You Can Steal

Birthday/Anniversary: "Happy birthday, Jennifer! Stop by this week and mention this text for a free [product/service]. Enjoy your day!"

Re-engagement: "Hey Tom, it's been a while! Miss seeing you. Here's 15% off your next visit if you book by Friday."

Last-Minute Opening: "We just had a cancellation for tomorrow at 3 PM. Want it? First to reply gets it."

Seasonal: "Spring tune-up season is here! Book your AC service in April and save $40. Reply YES and we'll call you to schedule."

When to Send (Timing Matters)

Best Days: Tuesday-Thursday **Best Times:** 10 AM - 1 PM or 5 PM - 7 PM **Worst Times:** Before 9 AM, after 8 PM, Sundays

Test this with your audience, but generally, respect people's time. Nobody wants a promotional text at 7 AM on a Sunday.

Measuring Success (Beyond Open Rates)

Yeah, your open rates will be high. But that's not the point. Track these instead:

- Click-through rates (if you include links)
- Appointment bookings from SMS
- Revenue generated from SMS campaigns
- Unsubscribe rate (should be under 2% per campaign)

The Real Secret

The businesses that win with SMS marketing treat it like a VIP hotline, not a bullhorn. They send fewer messages, but each one is worth opening. They respect their customers' time and attention.

Your goal isn't to send more texts. It's to send texts that people actually want to receive. Do that, and SMS becomes one of your highest-ROI marketing channels.

Stop asking "How often can I text them?" and start asking "What would make this text valuable enough that they'd be glad they subscribed?"

Answer that question right, and you'll never worry about being annoying again.

ESSENTIAL TOOLS *for* SMALL BUDGETS

You know what's wild? Some of the most successful local businesses I know are running their entire marketing operation on less than $50 a month in tools. Meanwhile, their competitors are dropping hundreds on software they log into maybe twice a month.

The difference isn't the tools—it's knowing which ones actually matter and using them every single day.

One important note: This guide assumes you're already paying for ChatGPT Plus ($20/month), Claude Pro ($20/month), or Gemini Advanced ($20/month). If you're not, that should be your first investment. AI tools handle content creation, brainstorming, and copywriting—they're not optional anymore. The $50/month we're covering here is for everything else.

The Free Foundation

Before spending anything, maximize these free tools:

Google Business Profile - This is how customers find you in local search and Maps. Upload photos weekly, respond to reviews, post updates. Fifteen minutes a week for consistent local visibility.

Canva Free - Create social posts, flyers, and graphics without a designer. The free version handles 90% of what you need.

Meta Business Suite - Schedule Facebook and Instagram posts, respond to messages, track analytics. Not pretty, but functional.

The $50/Month Stacks

Pick the option that matches your primary marketing channel:

OPTION 1:
The Multi-Channel Reach Stack ($50/month)

Metricool - $19/month - Schedule to Instagram, Facebook, TikTok, LinkedIn, Twitter, Pinterest, AND YouTube all from one place. Includes analytics, best time to post recommendations, and hashtag suggestions. Way more platforms than Later.

Google Workspace - $6/month - Professional email and storage.

Canva Pro - $13/month - Premium templates and design tools.

LOCAL BUSINESS MULTI-CHANNEL REACH STACK

Everything You Need to Reach Customers Across Platforms

- Google Workspace
- Canva Pro
- AnswerThePublic
- Loom Free
- MailerLite Free
- Beacons Free

One Stack. Multiple Channels. Consistent Reach.

AnswerThePublic - $9/month (individual plan) - Shows you exactly what questions people are searching for in your market. Content goldmine for blogs, videos, and social posts.

Loom Free - $0 - Record video messages and tutorials.

MailerLite Free - $0 - Email marketing.

Beacons Free - $0 - Create a link-in-bio page that's actually useful (better than Linktree's free version).

TOTAL: $47/MONTH

Best for: Businesses that want maximum platform coverage and data-driven content ideas without guessing what to post.

OPTION 2: Social Media Stack ($44/month)

LOCAL BUSINESS GROWTH STACK
LATER STARTER EDITION

Google Workspace

Canva — Canva Pro

Visual. Organized. Powerful
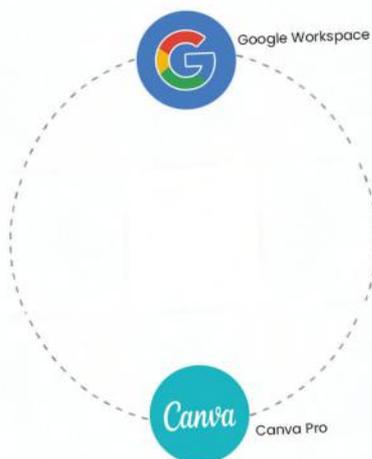
Later Starter - $25/month - Schedule 60 posts monthly across Instagram, Facebook, TikTok, and LinkedIn. Visual calendar and analytics included.

Canva Pro - $13/month - Premium templates, background removal, platform-specific resizing, full image library. Combined with your AI tool for captions, you've got a complete content system.

Google Workspace - $6/month - Still need that professional email.

TOTAL: $44/MONTH

Best for: Visual businesses (restaurants, retail, salons, fitness), B2C companies, anyone targeting younger demographics.

OPTION 3: LEAN STACK ($19/MONTH)

LOCAL BUSINESS SOCIAL & EMAIL STACK
Essential Free-Tier Apps for Marketing

Google Workspace

Canva Pro

MailerLite Free

Meta Business Suite

Buffer Free

Connect. Create. Grow. For Free!

Google Workspace - $6/month - Professional email and cloud storage.

Canva Pro - $13/month - Your AI tool writes it, Canva designs it.

Everything else: Use free versions (MailerLite free, Buffer free, Meta Business Suite).

TOTAL: $19/MONTH (BANK THE EXTRA $31 OR TEST PAID ADS)

Best for: New businesses testing channels, solopreneurs willing to do manual work, anyone who wants budget flexibility.

OPTION 2: Email Power Stack ($48/month)

LOCAL BUSINESS CREATOR STACK
A Complete App Stack for Running Local Businesses

ConvertKit Creator

JotForm

Google Workspace

Calendly

Canva Pro

Ignite Your Creativity. Simplify Your Workflow.

ConvertKit Creator - $25/month - Better automation than Mailchimp, includes landing pages, can sell digital products. Up to 1,000 subscribers with unlimited sends.

Google Workspace - $6/month - Professional email infrastructure.

Canva Pro - $13/month - Design email headers, lead magnets, social graphics.

Calendly Basic - $10/month - Convert email clicks to booked appointments. Jotform Free - Create forms and surveys (5 forms, 100 submissions/month free).

TOTAL: $48/MONTH

Best for: List-building businesses, digital product sellers, anyone focused on email as primary revenue driver.

When You Can
Stretch to $75–100/Month

Zapier Starter ($20/month) - Automate workflows between tools. New subscriber → add to sheet → send welcome SMS. This is where tools become powerful.

Notion Plus ($10/month) - Content calendar, project management, client portal in one place.

HoneyBook Starter ($16/month annual) - Proposals, contracts, invoices that look professional.

What to Skip (For Now)

Premium CRMs - HubSpot, Salesforce, Pipedrive cost $20-100/month. Use Google Sheets or HubSpot's free CRM until you're doing serious volume.

SEO tools - Ahrefs ($99/month) and SEMrush ($129/month) are overkill. Use Google Search Console (free), Ubersuggest (limited free), and your AI tool for keyword research.

Expensive scheduling tools - Anything over $30/month is unnecessary until you're managing multiple brands or posting 100+ times monthly.

Adobe Creative Cloud ($60/month) - Canva Pro handles everything unless you're a professional designer.

20 ChatGPT Prompts

Every Local Business Owner Should Use

Alright, we need to have a serious talk about AI. Specifically, ChatGPT. Because half of you are ignoring it thinking it's complicated tech stuff, and the other half are using it to write blog posts that sound like a robot wrote them (because... they did).

Here's the truth: ChatGPT is like having a marketing intern, copywriter, and brainstorming partner all rolled into one—for free. But only if you know how to talk to it.

Let me give you the prompts that'll actually save you time and make you money.

How to Use These Prompts (Read This First)

Don't just copy and paste these word-for-word. Replace the [brackets] with your actual business info. The more specific you are, the better the output.

Also, ChatGPT isn't magic. If it gives you something generic or off-target, tell it to try again with more details. Think of it like talking to a new employee—you've got to train it a bit.

Social Media Content
(Stop Staring at a Blank Screen)

Prompt 1: Monthly Social Media Calendar

I run a [type of business] in [location] serving [target customer]. Create a 30-day social media content calendar with post ideas for Instagram and Facebook. Include a mix of educational, promotional, and engaging content. Format it as a table with columns for date, post type, caption idea, and visual suggestion.

Why it works: You get a month's worth of ideas in 30 seconds. Customize the good ones, skip the weak ones.

Prompt 2: Engaging Captions

Write 5 Instagram captions for a [type of business] announcing [specific offer/ service/update]. Make them conversational, include a call-to-action, and keep them under 150 characters. Include relevant hashtags.

Example: "Write 5 Instagram captions for a pizza restaurant announcing a new happy hour special from 3-6 PM on weekdays. Make them conversational, include a call-to-action, and keep them under 150 characters."

Prompt 3: Engagement Posts That Actually Get Comments

Give me 10 "fill-in-the-blank" or "this or that" style posts for a [business type] to increase engagement on social media. Make them fun and relevant to my industry.

These are the posts that get your audience actually interacting instead of just scrolling past.

Email Marketing
(Because You Know You Should Be Doing This)

Prompt 4: Welcome Email Sequence

Create a 3-email welcome sequence for new customers of a [business type]. Email 1 should welcome them and set expectations. Email 2 should provide value and tips. Email 3 should include a soft sell for [specific service/product]. Keep each email under 200 words and include subject lines.

Prompt 5: Re-engagement Email

Write an email to win back customers who haven't visited my [business type] in 6+ months. Make it friendly, not desperate. Include a special offer and a clear call-to-action. Subject line should be intriguing but not clickbait-y.

Prompt 6: Monthly Newsletter Framework

Create a template outline for a monthly newsletter for a [business type]. Include sections for: company update, helpful tip/how-to, customer spotlight, and special offer. Give me example content for this month.

Google Business Profile Posts
(Free Visibility)

Prompt 7: Weekly GBP Posts

Write 4 Google Business Profile posts for a [business type] this week. Include: 1 tip/educational post, 1 promotional offer, 1 FAQ answer, and 1 engagement question. Keep each under 100 words with a clear call-to-action.

Why it matters: These show up in Google Search and Maps. Free real estate you're probably ignoring.

Customer Service Responses
(Save Your Sanity)

Prompt 8: Review Response Templates

Create response templates for a [business type] for: 5-star reviews (2 variations), 3-star reviews with specific complaints about [common issue], and 1-star reviews. Keep responses professional, brief, and authentic. Don't be overly apologetic.

Prompt 9: FAQ Answers

I run a [business type]. Write clear, friendly answers to these common questions: [list 3-5 questions]. Keep answers under 100 words each and end with a soft call-to-action to contact us or book.

Ad Copy (For When You Actually Run Ads)

Prompt 10: Facebook Ad Variations

Write 3 versions of a Facebook ad for a [business type] promoting [service/offer]. Target audience is [demographic]. Include headline, primary text, and call-to-action for each version. Variation 1: benefit-focused, Variation 2: problem-solution, Variation 3: social proof/testimonial angle.

Prompt 11: Google Ad Headlines

Create 10 Google Search ad headlines (under 30 characters each) for a [business type] targeting people searching for [service] in [location]. Make them specific and actionable.

Website Copy (Your Site Probably Needs This)

Prompt 12: Service Page Descriptions

Write a compelling service page description for [specific service] offered by a [business type]. Include: what it is, who it's for, benefits (not just features), and why choose us. Keep it under 300 words and conversational.

Prompt 13: About Page That Doesn't Suck

Write an "About Us" page for a [business type] that's been in business for [X years] in [location]. Include our story, what makes us different, and why customers should trust us. Make it personal and authentic, not corporate. Under 400 words.

SEO & Content Ideas (Get Found on Google)

Prompt 14: Blog Post Topics

Generate 20 blog post ideas for a [business type] serving [target audience] in [location]. Focus on topics that answer common customer questions and would help with local SEO. Format as a numbered list with a brief description of each.

Prompt 15: SEO-Optimized Blog Post Outline

Create a detailed outline for a blog post titled "[your topic]" for a [business type]. Include H2 and H3 subheadings, key points to cover, and suggested word count for each section. Target keyword is "[keyword]".

Lead Generation
(Turn Browsers Into Buyers)

Prompt 16: Lead Magnet Ideas

Suggest 10 lead magnet ideas (free downloads, checklists, guides) that a [business type] could offer to collect email addresses. Make them valuable and specific to [target customer's problem/goal].

Prompt 17: Landing Page Copy

Write landing page copy for a [business type] offering [specific lead magnet or service]. Include: attention-grabbing headline, 3-4 benefit bullets, social proof section, and strong call-to-action. Keep the total under 400 words.

Brainstorming & Strategy
(When You're Stuck)

Prompt 18: Competitor Analysis

I run a [business type] in [location]. My main competitors are [list 2-3 competitors or types of competitors]. Suggest 5 ways I could differentiate my business and stand out in the market.

Prompt 19: Promotion Ideas

Give me 10 creative promotion ideas for a [business type] to run in [specific month/season]. Consider my target customer is [demographic] and I want to increase [specific goal: foot traffic, bookings, sales, etc.]. Be specific and actionable.

Prompt 20: Content Repurposing

I just [wrote a blog post / created a video / ran a promotion] about [topic]. Give me 10 ways to repurpose this content across different marketing channels: social media, email, Google Business Profile, and paid ads.
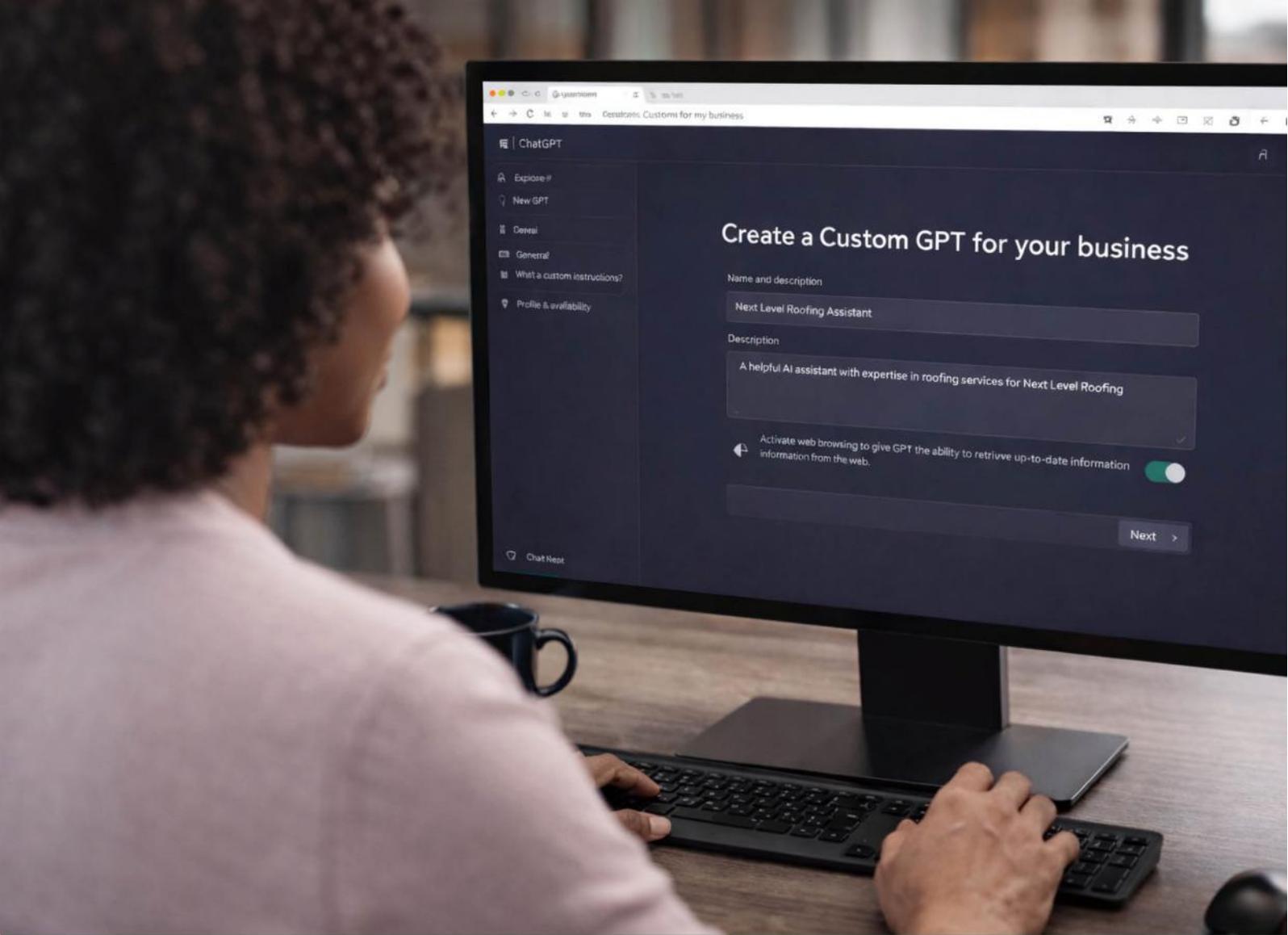
The Advanced Move:
Creating a Custom GPT

Here's something most people don't know: you can create a custom version of ChatGPT trained on your business specifically.

The Prompt to Build Your Business Assistant:

I want to create a custom GPT to help with marketing for my business. I run a [business type] in [location] serving [target customer]. Our brand voice is [describe: professional, casual, funny, etc.]. Our main services are [list]. Our unique selling points are [list].

Please help me create a detailed instruction set for a custom GPT that can help with social media posts, email marketing, ad copy, and customer service responses while maintaining our brand voice.

Then save that custom GPT and use it for all your marketing content. It'll stay consistent with your brand voice.

Pro Tips for Better Results

Be Specific: "Write a social media post" = garbage. "Write an Instagram caption for a plumbing company announcing 24/7 emergency service with a 2-hour response time guarantee" = gold.

Give Examples: If you have a writing style you like, paste an example and say "write in this style."

Iterate: First result is meh? Tell ChatGPT what you didn't like and ask it to try again.

Combine Prompts: Use one prompt to generate ideas, then use another to write the actual content.

What ChatGPT CAN'T Do (Don't Get Carried Away)

- Replace your expertise and personal touch

- Know your local market specifics (unless you tell it)

- Create truly original creative ideas (it remixes what exists)

- Replace human connection with customers

- Make strategic decisions for your business

Think of it as a tool that handles the grunt work so you can focus on the stuff that actually requires your brain.

The Bottom Line

You've now got 20+ prompts that'll save you hours every week. Bookmark this page. Actually use them. Tweak them for your business.

The businesses winning with AI aren't using it to replace human creativity—they're using it to speed up the boring, time-consuming stuff so they can focus on serving customers and growing their business.

Stop overthinking it.

Copy a prompt, fill in the brackets, see what happens. Worst case? You delete it and try again. Best case? You just saved yourself two hours of staring at a blank screen.

Your move.

Streamline Your **Content Generation** Using the Power of AI with **No API Fees** & No-Limit Features!

https://social.imbugle.com/script-atlas

INTRODUCING SCRIPT ATLAS

Get Instant Access to Endless Content Using 16+ Built-in Powerful Tools & Features

Your AI Content Toolbox

Catalyze Your Content Creation: Leverage Unprecedented Efficiency and Quality with Script Atlas

Zero API Fees

Unlike other platforms, with Script Atlas, you don't have to worry about API fees. Generate limitless AI content without additional costs.

Multiple AI Engines

Use any AI engine you want! Don't be limited by only ChatGPT. Harness the power of Google Bard, Bing Chat, You.com Chat, LLaMA by Meta, Perplexity, Claude AI or even create your own custom Ora chatbot!

No Limits

There is no elite, pro, or upgraded option with Script Atlas. You get everything with absolutely NO LIMITS what so ever and no hidden fees to worry about!

Your Data .. is Yours

Always have full control of your AI generated content on your own computer. Don't lose your data to the cloud and make sure your data is actually yours!

Boost Efficiency

Streamline your workflow by unifying content creation tasks in one platform, reducing the time spent switching between different applications and tools.

Improve Quality

Generate content that is grammatically correct, stylistically consistent, and tailored to your specific needs. This results in more engaging and effective content that can significantly enhance your marketing efforts.

What can you do with systeme.io?

Build sales funnels

Run your affiliate program

Automate your marketing

Send marketing emails

Sell online courses

Build your blog

Build websites

Host evergreen webinars

Sell physical and digital products

Join Free!

Every feature in systeme.io is **built to work together** seamlessly. Saving you time and effort, so you can focus on what's important — growing your business

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