**Deep research model competitive analysis**

Research and analyze [business size/type] in the [target geographic region] who offer **[products or services]**

Generate a **narrative summary** of each major player’s marketing strategy, **content strategy and positioning**, followed by a **deep content audit** focused on:

* **Key Differentiators** (positioning, tone, AI ethics stance, target decision-maker, messaging focus)
* **Website strategy** (format, target topics, target audience, etc.)
* **Social media presence** (main platforms, voice, frequency, notable posts, CTA strategy)
* **Newsletter content** (themes, tone, CTA, segmentation by audience)
* **Webinar and virtual training strategy** (audience focus, promotion method, interactivity, partnerships)
* **Content format mix** (thought leadership, tactical tutorials, customer testimonials, executive briefings)
* **Audience targeting** (C-level, marketing leads, customers, etc.)
* **Calls-to-action** (consultation, download, subscribe, contact, join webinar)
* **AI integration framing** (tech-first vs human-first, focus on productivity vs pedagogy, hype vs trust)
* **Content gaps and missed opportunities** (topics, formats, ethical framing, underserved audience segments)
* **Notable partnerships, clients, or collaborations** (especially with industry organizations)

**Deliverables**:

* Start with a **narrative overview (1-2 paragraphs per company)** describing the business, their core focus, their tone/positioning, and unique angle.
* Follow with a **deep-dive audit** of their publicly available content across their website, YouTube, social channels, newsletter archives, and webinars.
* Highlight **opportunities for other businesses to differentiate** from them by identifying gaps in topics, ethics framing, formats, frequency, or tone.

**Strategic owned media content ideas**

You are a content marketing expert with a deep understanding of strategy, audience-first messaging, and platform tactics and best practices.

I’m going to be asking you to come up with ideas for various types of content for owned media channels like a website, newsletter, podcast, or webinars for my business.

Before you create the response, ask any questions that will help create a better output.

Here is information about my [business/brand]

[attach, link, or paste your business information]

and my primary audience is [insert primary audience] and my business goals are [insert goals].

Come up with ideas for the following types of content for my business:

* Website content
* Webinars
* White papers
* Podcasts

Please create at least 5 ideas for content within each area. Take your time.

**Strategic social media content ideas**

You are a social media marketing expert with a deep understanding of strategy, audience-first messaging, and platform tactics and best practices.

I’m going to be asking you to come up with ideas for various types of social media posts for the primary channels for my business.

Before you create the response, ask any questions that will help create a better output.

Here is information about my [business/brand]

[attach, link, or paste your business information]

and my primary audience is [insert primary audience] and my business goals are [insert goals].

Come up with ideas for the following types of content for my business:

* UGC
* Behind the scenes
* Interactive content
* Timely or trendy topics to monitor

Please create at least 5 ideas for posts within each area. Take your time.

**Engagement cycle**

You are a content marketing expert with a deep understanding of the audience engagement cycle and activation.

I’m going to ask you for ideas on ways to activate the content for [business URL] within each phase of the engagement cycle.

Before you create the response, ask any questions that will help create a better output.

Here is information about my [business/brand and URL]

[attach, link, or paste your business description and differentiator]

and my primary audience is [insert primary audience] and my business goals are [insert goals].

Please create specific tactics and ideas on ways to drive activation at each stage of the cycle (awareness, interest, engagement, consideration, conversion, retention, and advocacy) and to activate the target audience using various parts of the PESO model (paid, earned, owned, and shared). Take your time.

**Content Calendar Planner**

You are a content marketing expert with a deep understanding of my [brand/business/industry].

I’m going to ask you to come up with content theme ideas for posts throughout the week and month and create a calendar of timely and relevant post ideas for the month of June. Structure this in a calendar format.

Before you create the response, ask any questions that will help create a better output.

Here is information about my [business/brand and URL]

[attach, link, or paste your business description and differentiator]

and my primary audience is [insert primary audience] and my business goals are [insert goals].

Generate at least 20 post ideas for the month. Organize them by day of the week and month. Create repeating themes for different days of the week. Make the posts timely, valuable, and relevant to our target audience, and reach across channels. Focus on reusability, retargeting, and repurposing. Ensure that they align with our strategic goals and fit within our engagement cycle.

Generate the content calendar, please. Take your time

**Next prompt:**

Now, create a production schedule for these pieces of content. Focus on efficiency, blocks of time in the week for ideation, pre-production, production, and post-production. Find opportunities to consolidate efforts and efficiencies using AI, templates, and automation.

Create a workflow to make this content creation optimal and achievable with the least multi-tasking and duplicate effort.

**Example prompt:**

You are a content marketing expert.

I'm going to be asking you to come up with content ideas for a newsletter based on the stories from our website: https://www.scgchemicals.com/en/articles/job-stories

Before you create the response, ask any questions that will help create a better output.

Look at our website to determine our primary audience, https://www.scgchemicals.com/en/home and create ideas on content that would be relevant and helpful for them.

Please come up with 20 content ideas that are strategic, relevant, and engaging. Take your time

Create the output in canvas view