

kitt.

108 prompts for marketing.

(analyzing insights & generating marketing ideas)

explore possibilities with prompts

ChatGPT เป็นหนึ่งในบริการดิจิทัลที่สร้างปรากฏการณ์ใหญ่ให้กับธุรกิจด้วยการแสดงให้เห็นถึงศักยภาพอันน่าทึ่งของ AI ที่จะสามารถโต้ตอบกับมนุษย์ที่ผู้ใช้งานได้อย่างรวดเร็ว ไม่เหน็ดเหนื่อย พร้อมด้วยข้อมูลมากมายที่ตัวมันเองได้ใช้ในการเรียนรู้เพื่อเข้าใจภาษาของมนุษย์และสามารถเป็นคู่สนทนากับผู้ใช้งานในเรื่องต่าง ๆ ได้

ด้วยเหตุนี้เอง จึงไม่แปลกที่ ChatGPT จะถูกนำมาเป็นผู้ช่วยชั้นดีให้กับธุรกิจในงานด้านต่าง ๆ อย่างเช่น งานด้านการตลาดซึ่งสามารถเป็นทั้งคนช่วยตอบคำถามข้อสงสัย วิเคราะห์และสรุปข้อมูล ช่วยทำงานบางอย่าง หรือเป็นคนเสนอไอเดียใหม่ ๆ ให้กับเรา

สิ่งที่เราได้เรียนรู้จากการใช้งาน ChatGPT มาระยะหนึ่งเช่นเดียวกับการทำคลาสดลองกับผู้เรียนที่ dots acadmy คือคนที่สามารถเข้าใจหลักการและใช้ ChatGPT ได้อย่างคล่องแคล่วนั้นจะสามารถขยายศักยภาพในการคิดและทำงานการตลาดของตัวเองไปได้อีกมากด้วยต้นทุนที่ไม่สูงเลยแม้แต่น้อย

เราพบว่าทักษะการคิดของนักการตลาดจะถูกกระตุ้นและสนับสนุนโดยใช้ ChatGPT ทำให้เรามีโอกาสที่จะมองเห็นหลาย ๆ อย่างการตลาดมากขึ้นกว่าเดิม ซึ่งแต่ก่อนอาจจะยากด้วยข้อจำกัดทางด้านเวลา หรือความเหน็ดเหนื่อยที่จะต้องทำงานอื่น ๆ ไปด้วยจนไม่สามารถโฟกัสการคิดได้เพียงพอ

ชุด Prompt ที่ได้รวบรวมไว้ใน kitt นี้เป็น 108 Prompt ที่สามารถนำไปใช้งานกับ ChatGPT ได้บน โจทย์ที่แตกต่างกัน ซึ่งก็ไม่ได้จำเป็นว่านักการตลาดจะต้องใช้ Prompt ทั้งหมดนี้ หากแต่การได้เห็นรูปแบบของ “การถาม” และ “การรับฟ” คู่คิดของเราให้ทำงานที่หลากหลายนั้น เราก็สามารถเรียนรู้ที่เห็นโอกาสใหม่ ๆ ในการทำงานได้มากขึ้นนั่นเอง

ฉะนั้นแล้ว จุดประสงค์สำคัญของการรวบรวม Prompt นี้ขึ้น ไม่ใช่เพื่อเป็นการให้เกิด “สูตรสำเร็จ” ของการเขียน Prompt. ในการตลาด เพราะในความจริงก็จะมีการพัฒนาตัว ChatGPT อยู่อย่างต่อเนื่อง ทำให้สิ่งที่เคยใช้ได้ อาจจะมีตัวเลือกใหม่ที่ดีกว่าในอนาคต แต่หัวใจสำคัญคือการมองเห็น “ความเป็นไปได้” ที่มากขึ้นกว่าเดิม

เหมือนกับที่ ChatGPT จะมาทำให้เราเห็นการตลาดที่กว้างขึ้นกว่าเดิมนั่นเองครับ

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about dots.

dots academy เป็นสถาบันฝึกอบรมและพัฒนาทักษะที่จำเป็นสำหรับการทำงาน โดยมุ่งเน้นพัฒนาหลักสูตรบนหลักสำคัญได้แก่ Practical (นำไปใช้งานได้จริง) Cognitive (เข้าใจในแก่นความรู้ของเรื่องนั้น) และ Personalized (ออกแบบให้เหมาะสมกับผู้เรียน)

ปัจจุบัน dots academy มีการพัฒนาหลักสูตรต่าง ๆ ไม่ว่าจะเป็นด้าน Thinking Skills, Soft Skills และ Marketing Skills โดยทำงานร่วมกับองค์กรต่าง ๆ เพื่อเข้าใจเป้าหมายและปัญหาในด้านการพัฒนาบุคลากรขององค์กรก่อนจะพัฒนาไปสู่หลักสูตรการฝึกอบรม (In-House Training) แผนพัฒนาบุคลากร (People Development Program) รวมถึงการให้คำปรึกษา (Consulting)

องค์กรที่สนใจในเรื่อง Learning & Development สามารถดูรายละเอียดเกี่ยวกับบริการต่าง ๆ ของ dots academy ได้ที่เว็บไซต์ www.dots.academy หรือติดต่อผ่านช่องทาง LINE @dots

Analyzing Customer Insights from User-Provided Data

1. Based on the provided data, what are the most common pain points or challenges that customers face?
2. What are the key motivators for customers to buy the product or service based on the provided data?
3. Based on the provided data, how do customers typically interact with the brand?
4. What are the significant trends or patterns in customer behavior that can be observed from the provided data?
5. What are the most popular channels for customer communication based on the provided data?
6. Based on the provided data, what are the key drivers of customer loyalty for the brand?
7. What are the most common customer complaints or issues based on the provided data?
8. Based on the provided data, what are the most effective ways to communicate with customers?
9. What are the most significant insights that can be gleaned from the provided data about customer behavior and preferences?
10. Based on the provided data, how can the brand improve its customer experience?
11. What are the most effective ways to segment customer data based on the provided data?
12. Based on the provided data, how do customers rate their satisfaction with the product or service?

13. What are the most significant insights that can be gleaned from the provided data about customer demographics?
14. Based on the provided data, what are the most common reasons why customers don't purchase the product or service?
15. What are the most effective ways to analyze the provided customer data to improve the brand's marketing strategy?
16. Based on the provided data, how can the brand improve its customer service?
17. What are the most significant insights that can be gleaned from the provided data about customer preferences?
18. Based on the provided data, what are the most effective ways to target the brand's marketing efforts to reach customers?
19. What are the most significant insights that can be gleaned from the provided data about customer behavior?
20. Based on the provided data, how can the brand improve its product or service offerings?
21. Based on the provided data, what are the most common reasons for customer churn?
22. What are the most significant insights that can be gleaned from the provided data about customer satisfaction with the brand's customer service?
23. Based on the provided data, what are the most effective ways to improve the brand's online reputation?
24. What are the most significant insights that can be gleaned from the provided data about customer perception of the brand's value proposition?
25. Based on the provided data, what are the most effective ways to optimize the brand's website for customer engagement?

26. What are the most significant insights that can be gleaned from the provided data about customer retention?
27. Based on the provided data, what are the most effective ways to improve the brand's social media presence?
28. What are the most significant insights that can be gleaned from the provided data about customer sentiment towards the brand?
29. Based on the provided data, what are the most effective ways to increase customer lifetime value?
30. What are the most significant insights that can be gleaned from the provided data about customer trust in the brand?
31. Based on the provided data, what are the most effective ways to improve customer experience on the brand's mobile app?
32. What are the most significant insights that can be gleaned from the provided data about customer buying behavior?
33. Based on the provided data, what are the most effective ways to increase customer referrals?
34. What are the most significant insights that can be gleaned from the provided data about customer perception of the brand's brand personality?
35. Based on the provided data, what are the most effective ways to improve customer satisfaction with the brand's checkout process?
36. What are the most significant insights that can be gleaned from the provided data about customer engagement with the brand's marketing campaigns?
37. Based on the provided data, what are the most effective ways to improve customer perception of the brand's product quality?

38. What are the most significant insights that can be gleaned from the provided data about customer perception of the brand's customer service responsiveness?
39. Based on the provided data, what are the most effective ways to improve customer satisfaction with the brand's shipping and delivery?
40. What are the most significant insights that can be gleaned from the provided data about customer perception of the brand's reliability?
41. Based on the provided data, what are the most effective ways to improve customer satisfaction with the brand's returns policy?
42. What are the most significant insights that can be gleaned from the provided data about customer expectations of the brand?
43. Based on the provided data, what are the most effective ways to improve customer satisfaction with the brand's loyalty program?
44. What are the most significant insights that can be gleaned from the provided data about customer perception of the brand's social responsibility?
45. Based on the provided data, what are the most effective ways to improve customer satisfaction with the brand's product selection?
46. What are the most significant insights that can be gleaned from the provided data about customer perception of the brand's innovation?
47. Based on the provided data, what are the most effective ways to improve customer satisfaction with the brand's customer service knowledgeability?
48. What are the most significant insights that can be gleaned from the provided data about customer perception of the brand's product design?
49. Based on the provided data, what are the most effective ways to improve customer satisfaction with the brand's payment options?

50. What are the most significant insights that can be gleaned from the provided data about customer perception of the brand's brand image?
51. Based on the provided data, what are the most effective ways to improve customer satisfaction with the brand's online experience?
52. What are the most significant insights that can be gleaned from the provided data about customer preferences for the brand's products or services?
53. Based on the provided data, what are the most effective ways to improve customer satisfaction with the brand's customer support?
54. What are the most significant insights that can be gleaned from the provided data about customer perception of the brand's trustworthiness?
55. Based on the provided data, what are the most effective ways to improve customer satisfaction with the brand's product information and descriptions?
56. What are the most significant insights that can be gleaned from the provided data about customer perception of the brand's social media marketing?

Ideation in Marketing Activities

57. What are some unique value propositions that the brand can offer to customers?
58. What are some innovative ways to engage with customers through social media?
59. What are some creative promotional strategies that can be used to increase sales?
60. How can the brand leverage influencers to reach a wider audience?
61. What are some unconventional advertising channels that the brand can explore?
62. What are some experiential marketing activities that can create a memorable customer experience?
63. What are some ways to leverage customer data to personalize marketing campaigns?
64. How can the brand create a sense of urgency to encourage customers to take action?
65. What are some creative packaging designs that can grab customer attention?
66. What are some ways to optimize the brand's website for better user experience and engagement?
67. How can the brand leverage user-generated content to increase engagement and loyalty?
68. What are some ways to leverage partnerships with other brands to increase reach and visibility?
69. What are some creative ways to use email marketing to increase sales and customer engagement?
70. What are some ways to optimize the brand's content marketing strategy to increase engagement and lead generation?

71. How can the brand use gamification to engage customers and create a sense of fun?
72. What are some innovative ways to use augmented reality or virtual reality in marketing campaigns?
73. How can the brand leverage chatbots or AI-powered customer service to improve the customer experience?
74. What are some ways to leverage user reviews and ratings to increase trust and credibility?
75. What are some creative ways to use video content in marketing campaigns?
76. How can the brand leverage location-based marketing to increase foot traffic and sales?
77. What are some creative ways to use humor in marketing campaigns?
78. How can the brand use interactive content to increase engagement and lead generation?
79. What are some creative ways to use nostalgia in marketing campaigns?
80. What are some ways to leverage customer feedback to improve the product or service offering?
81. How can the brand use data visualization to communicate complex information to customers?
82. What are some ways to leverage customer advocacy to increase brand loyalty and visibility?
83. How can the brand use social listening to stay on top of customer sentiment and trends?
84. What are some creative ways to use audio content in marketing campaigns?

85. How can the brand leverage personalized retargeting to increase sales and engagement?
86. What are some ways to optimize the brand's mobile app for better user experience and engagement?
87. What are some ways to leverage user-generated videos to create a sense of community and authenticity?
88. How can the brand use emotional storytelling to create a strong brand identity and connection with customers?
89. What are some innovative ways to use interactive displays in brick-and-mortar stores to increase customer engagement?
90. How can the brand leverage micro-influencers to create a more targeted and authentic influencer marketing strategy?
91. What are some creative ways to use virtual events and webinars to connect with customers and generate leads?
92. How can the brand use personalized messaging to increase open rates and engagement in email marketing campaigns?
93. What are some ways to leverage humor and entertainment to create viral marketing campaigns?
94. What are some creative ways to use chat marketing to engage customers and increase sales?
95. How can the brand use sentiment analysis to understand and respond to customer needs and preferences?
96. What are some ways to leverage user-generated content to increase social proof and credibility?

97. How can the brand use gamification in loyalty programs to increase engagement and retention?
98. What are some creative ways to use outdoor advertising to increase brand visibility and reach?
99. How can the brand use cross-promotion to leverage partnerships with complementary brands and increase reach?
100. What are some ways to optimize the brand's customer referral program to increase word-of-mouth marketing?
101. How can the brand use customer loyalty data to create personalized upselling and cross-selling opportunities?
102. What are some creative ways to use influencer marketing to generate buzz and excitement around a product launch?
103. How can the brand use data-driven marketing automation to increase efficiency and personalization in campaigns?
104. What are some ways to leverage social media analytics to optimize the brand's social media strategy?
105. How can the brand use email drip campaigns to nurture leads and increase conversion rates?
106. What are some creative ways to use chatbots to provide personalized and efficient customer service?
107. What are some creative ways to make our marketing messages more engaging?
108. What are some unconventional marketing channels that we can explore to reach our target audience

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