

Harness AI Prompts to Successfully Launch Your New Shoe Line



SWIPE



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4 Prompts

to explore the marketing strategy for the launch of sustainable running shoes



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Prompt #1

03/12

Customer Persona

- **Prompt**: "Based on our [product/service] and target market, create 3 detailed customer personas. For each persona, include demographics, psychographics, pain points, preferred communication channels, and potential objections to our offering."
- **Expected outcome**: Detailed customer personas to guide marketing and sales strategies.

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Prompt #1

Customer Persona

Outcome

- 3 proposed persona by Chat GPT

PERSONA 1: ECO-CONSCIOUS ATHLETE

PERSONA 2: TECH-SAVVY RUNNER

PERSONA 3: BUDGET-CONSCIOUS FITNESS ENTHUSIAST

- I have selected Tech-Savvy Runner
- See details next page

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Prompt #1

05/12

Customer Persona

Outcome Tech-savvy Runner

PERSONA 2: TECH-SAVVY RUNNER

Demographics:

- **Age:** 35
- **Gender:** Male
- **Location:** San Francisco, California
- **Occupation:** Software Engineer
- **Income:** \$120,000 per year

Psychographics:

- **Values:** Innovation, technology, and sustainability
- **Interests:** Running, tech gadgets, and smart home devices
- **Lifestyle:** Busy professional, tech enthusiast, and fitness-focused

Pain Points:

- Finding running shoes that offer both advanced technology and sustainability
- Limited time to research and shop for new products

Preferred Communication Channels:

- Tech blogs and websites
- Email newsletters
- Social media (Twitter, LinkedIn)

Potential Objections:

- Concerns about the durability and performance of sustainable materials
- Preference for well-known tech brands over new or niche brands

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Prompt #2

06/12

Customer Journey Mapping

- **Prompt**: "Map out the customer journey for our [product/service], from awareness to post-purchase. Identify 5 key touchpoints and suggest how we can optimize each to improve customer experience and increase conversions."
- **Expected outcome**: A detailed customer journey map with optimization suggestions.

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Prompt #2

07/12

Customer Journey Mapping Outcome

1. AWARENESS

Touchpoint: Online Ads and Social Media Campaigns **Optimization:**

- **Targeted Advertising:** Use data analytics to create highly targeted ads that reach eco-conscious consumers based on their interests and demographics. Highlight the sustainability aspects of your running shoes to attract environmentally aware customers.
- **Engaging Content:** Develop visually appealing and informative content, such as videos, infographics, and customer testimonials, to showcase the unique features and environmental benefits of your shoes. Collaborate with influencers who advocate for sustainability to broaden your reach.

2. CONSIDERATION

Touchpoint: Website and Product Pages **Optimization:**

- **User-Friendly Design:** Ensure your website is easy to navigate with clear categories and search functionality. Product pages should include detailed descriptions, high-quality images, and comparison tools to help customers make informed decisions.
- **Live Chat Support:** Implement live chat to provide real-time assistance to customers with questions, helping them navigate through their options and make decisions more confidently.

3. DECISION

Touchpoint: Online Reviews and Customer Testimonials **Optimization:**

- **Encourage Reviews:** Prompt satisfied customers to leave reviews on your website and third-party review sites. Positive reviews build trust and influence purchasing decisions.
- **Respond to Feedback:** Actively respond to both positive and negative reviews. Addressing concerns shows that you value customer feedback and are committed to improving their experience.

4. PURCHASE

Touchpoint: Checkout Process **Optimization:**

- **Streamlined Checkout:** Simplify the checkout process by minimizing the number of steps and offering multiple payment options. Ensure the process is mobile-friendly to cater to customers shopping on their phones.
- **Secure Transactions:** Highlight security features to reassure customers that their payment information is safe, which can reduce cart abandonment rates.

5. POST-PURCHASE

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Prompt #3

08/12

Marketing Campaign Ideas

- **Prompt**: "Generate 5 personalized marketing campaign ideas for our [product/service] targeting [specific customer persona]. For each idea, provide the campaign concept, key messaging, and suggested channels."
- **Expected outcome**: Innovative, personalized marketing campaign ideas.

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Prompt #3

09/12

Marketing Campaign Ideas

Outcome

1. SMART SHOE INTEGRATION CAMPAIGN

Campaign Concept: Highlight the integration of smart technology in your sustainable running shoes, such as built-in fitness trackers or compatibility with popular fitness apps. **Key Messaging:** "Run Smart, Run Green. Experience the future of running with our eco-friendly shoes equipped with cutting-edge technology." **Suggested Channels:**

- Tech blogs and websites
- Social media ads (Twitter, LinkedIn)
- Email newsletters targeting tech enthusiasts

2. VIRTUAL REALITY (VR) EXPERIENCE CAMPAIGN

Campaign Concept: Create a VR experience that allows potential customers to virtually try on your running shoes and explore their features in an immersive environment. **Key Messaging:** "Step into the Future. Virtually experience the perfect blend of technology and sustainability with our running shoes." **Suggested Channels:**

- VR platforms and apps
- Social media (Instagram, Facebook)
- Tech events and expos

3. TECH INFLUENCER COLLABORATION CAMPAIGN

Campaign Concept: Partner with tech influencers who are also fitness enthusiasts to review and promote your sustainable running shoes. **Key Messaging:** "Tech Meets Sustainability. Discover why top tech influencers are choosing our eco-friendly running shoes for their workouts." **Suggested Channels:**

- Influencer social media channels (YouTube, Instagram)
- Tech podcasts and vlogs
- Sponsored content on tech websites

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Prompt #4

10/12

Omnichannel Strategy

- **Prompt**: "Develop an omnichannel engagement strategy for our [product/service]. Include 5 channels and explain how they can work together seamlessly to provide a consistent customer experience."
- **Expected outcome**: A comprehensive omnichannel engagement plan.

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Prompt #4

11/12

Omnichannel Strategy

Outcome

1. WEBSITE

Role: Central Hub **Integration:** Your website should serve as the central hub for all customer interactions. Ensure it is user-friendly, mobile-optimized, and provides comprehensive information about your sustainable running shoes. Integrate it with other channels to offer a seamless experience. **Optimization:**

- **Consistent Branding:** Maintain consistent branding and messaging across all pages.
- **Personalization:** Use data analytics to personalize the user experience based on browsing history and preferences.

2. SOCIAL MEDIA

Role: Engagement and Awareness **Integration:** Use social media platforms like Instagram, Facebook, Twitter, and LinkedIn to engage with customers, share content, and drive traffic to your website. Integrate social media with your website by including social sharing buttons and embedding social feeds. **Optimization:**

- **Interactive Content:** Post engaging content such as videos, polls, and stories to interact with your audience.
- **Customer Support:** Use social media for customer support by responding to inquiries and comments promptly.

3. EMAIL MARKETING

Role: Direct Communication **Integration:** Use email marketing to nurture leads, provide updates, and offer personalized recommendations. Ensure your email campaigns are integrated with your CRM system to track customer interactions and preferences. **Optimization:**

- **Segmentation:** Segment your email list based on customer behavior and preferences to send targeted messages.
- **Automation:** Set up automated email sequences for onboarding, abandoned carts, and post-purchase follow-ups.

4. MOBILE APP

Role: Convenience and Accessibility **Integration:** Develop a mobile app to provide customers with easy access to your products, exclusive offers, and personalized content. Integrate the app with your website and other digital channels for a cohesive experience. **Optimization:**

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