



AI VISUAL CREATIVE PROMPT GUIDE

10 REALISTIC IMAGE PROMPTS FOR SAAS & TECH MARKETERS

About This Guide

The 37X AI Visual Creative Prompt Guide is designed for tech marketers, SaaS founders, startup teams, agencies, and growth operators who want to create high-quality, realistic visuals using Generative AI tools. This guide simplifies image prompting for real business use cases – not artistic experiments.

You don't need design experience or advanced AI prompt engineering to use this guide. Each prompt was created to generate brand-safe, conversion-ready images you can confidently use for:

- Paid ads
- Websites
- Sales decks
- Social content
- Webinars
- Customer case studies
- Founder positioning

Compatible AI Platforms:

- Midjourney (preferred for ultra-realistic detail and lifestyle imagery)
- DALL-E (excellent for product shots, app mockups, ads, and simple brand visuals)
- Adobe Firefly (strong for commercial-safe outputs, text overlays, and corporate use)
- Stability AI (creative flexibility, open-source style fine-tuning)
- ChatGPT (for building and refining image prompts before generation)
- Claude & Perplexity (for assisting with structured prompt creation and prompt engineering)

How to Use This Guide

Every prompt inside this guide follows the TAG framework:

T (Task):

The type of image you're generating.

A (Action):

The creative lens AI should apply when generating your visual.

G (Guidance):

The fully structured prompt you can copy, paste, and customize using simple [Insert Here] placeholders.

Simply copy any prompt, fill in your business information, and drop it into your GenAI image tool. The more detail you provide inside the [Insert Here] fields, the better your results will be.

This guide is intentionally built for speed, simplicity, and operator-level execution – not theory.

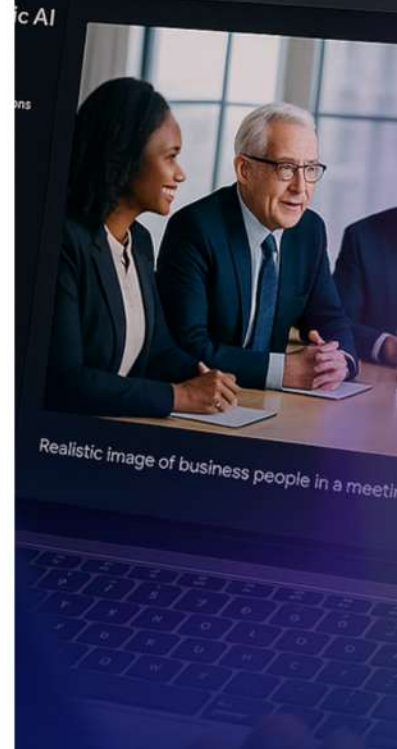




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01. Homepage Hero Image

Prompt Template:

“Generate a homepage hero image for a B2B tech company targeting [INSERT target persona]. The image features [INSERT people, abstract tech, or data visual]. Scene conveys [INSERT desired emotion]. Use brand colors: [INSERT brand colors]. Leave space for headline text and CTA.

Insert Here:

- Target Persona: [INSERT target persona]
- Where Image Will Be Used: Homepage
- Business Outcome: [INSERT business goal]
- Emotion / Brand Feeling: [INSERT emotion]
- Brand Colors: [INSERT brand colors]
- Text Overlay Space: [INSERT yes/no]”

Suggested Camera Type: DSLR, wide-angle 24-35mm

Suggested Lighting: Studio softbox lighting

Suggested Resolution: 4K or higher

02. Product UI / Platform Visualization

Prompt Template:

“Create a realistic SaaS or tech platform dashboard showing [INSERT product feature]. Design in a clean SaaS style with [INSERT brand colors]. Include realistic navigation, filters, buttons.

Insert Here:

- Target Persona: [INSERT target persona]
- Where Image Will Be Used: Product marketing / demo
- Business Outcome: [INSERT business goal]
- Emotion / Brand Feeling: [INSERT emotion]
- Brand Colors: [INSERT brand colors]

Text Overlay Space: [INSERT yes/no]”

Suggested Resolution: 5K ultra-HD for sharp UI detail

02. Facebook Ad Image

Prompt Template:

“Generate a high-converting Facebook ad image for B2B targeting [INSERT job title]. Feature [INSERT pain point visual]. Use bold headline space, scroll-stopping colors, and click-driven layout.

Insert Here:

- Target Persona: [INSERT target persona]
- Where Image Will Be Used: Facebook paid ads
- Business Outcome: [INSERT business goal]
- Emotion / Brand Feeling: [INSERT emotion]
- Brand Colors: [INSERT brand colors]
- Text Overlay Space: [INSERT yes/no]”

Suggested Camera Type: DSLR, 35mm

Suggested Lighting: Studio lighting, sharp contrast

Suggested Resolution: 1200x1200px or 1080x1350px

04. LinkedIn Ad Image

Prompt Template:

“Generate a LinkedIn ad creative targeting [INSERT decision maker]. Show [INSERT professional scene or abstract data visual]. Leave space for bold headline.

Insert Here:

- Target Persona: [INSERT target persona]
- Where Image Will Be Used: LinkedIn ad
- Business Outcome: [INSERT business goal]
- Emotion / Brand Feeling: [INSERT emotion]
- Brand Colors: [INSERT brand colors]
- Text Overlay Space: [INSERT yes/no]”

Suggested Camera Type: DSLR, 50mm

Suggested Lighting: Soft corporate lighting

Suggested Resolution: 1200x627px

05. Webinar Promo Banner

Prompt Template:

“Create a webinar banner featuring [INSERT speaker details]. Include abstract tech shapes (data nodes, AI visuals). Leave space for webinar title and CTA button.

Insert Here:

- Target Persona: [INSERT target persona]
- Where Image Will Be Used: Webinar promo
- Business Outcome: [INSERT business goal]
- Emotion / Brand Feeling: [INSERT emotion]
- Brand Colors: [INSERT brand colors]
- Text Overlay Space: [INSERT yes/no]”

Suggested Camera Type: DSLR, 85mm

Suggested Lighting: Studio lighting, backlit

Suggested Resolution: 1920x1080px

06. Podcast Cover Art

Prompt Template:

“Design a podcast cover for [INSERT podcast topic]. Include [INSERT host details]. Use bold fonts with text space for show name.

Insert Here:

- Target Persona: [INSERT target persona]
- Where Image Will Be Used: Podcast platform
- Business Outcome: [INSERT business goal]
- Emotion / Brand Feeling: [INSERT emotion]
- Brand Colors: [INSERT brand colors]
-

Text Overlay Space: [INSERT yes/no]”

Suggested Resolution: 3000x3000px

06. Podcast Cover Art

Prompt Template:

“Design a podcast cover for [INSERT podcast topic]. Include [INSERT host details]. Use bold fonts with text space for show name.

Insert Here:

- Target Persona: [INSERT target persona]
- Where Image Will Be Used: Podcast platform
- Business Outcome: [INSERT business goal]
- Emotion / Brand Feeling: [INSERT emotion]
- Brand Colors: [INSERT brand colors]

Text Overlay Space: [INSERT yes/no]”

Suggested Resolution: 3000x3000px

07. YouTube Thumbnail

Prompt Template:

“Create a high-performing YouTube thumbnail for [INSERT video topic]. Include [INSERT person, emotion, or data visual]. Use bold text overlay, high contrast, mobile-friendly colors.

Insert Here:

- Target Persona: [INSERT target persona]
- Where Image Will Be Used: YouTube
- Business Outcome: [INSERT business goal]
- Emotion / Brand Feeling: [INSERT emotion]
- Brand Colors: [INSERT brand colors]
- Text Overlay Space: [INSERT yes/no]”

Suggested Camera Type: DSLR, 35mm

Suggested Lighting: Bright studio lighting

Suggested Resolution: 1280x720px

08. Case Study Visual

Prompt Template:

“Create a landing page case study image showing [INSERT client persona OR growth visual]. Use growth charts, arrows, glowing KPIs. Clean space for testimonial text.

Insert Here:

- Target Persona: [INSERT target persona]
- Where Image Will Be Used: Landing page
- Business Outcome: [INSERT business goal]
- Emotion / Brand Feeling: [INSERT emotion]
- Brand Colors: [INSERT brand colors]
- Text Overlay Space: [INSERT yes/no]”

Suggested Resolution: 4K landscape (3840x2160px)

09. Growth Visuals / Infographics

Prompt Template:

“Create an abstract growth visual showing [INSERT revenue/pipeline increase]. Include charts, arrows, KPIs, futuristic data flows. Use [INSERT brand colors].

Insert Here:

- Target Persona: [INSERT target persona]
- Where Image Will Be Used: Decks, reports, ads
- Business Outcome: [INSERT business goal]
- Emotion / Brand Feeling: [INSERT emotion]
- Brand Colors: [INSERT brand colors]
- Text Overlay Space: [INSERT yes/no]”

Suggested Camera Type: DSLR, 35mm

Suggested Lighting: Bright studio lighting

Suggested Resolution: 1280x720px

10. Retargeting Display Ad

Prompt Template:

Design a retargeting display ad for B2B prospects. Show [INSERT growth visual or offer outcome]. Include clean CTA button space and headline area.

Insert Here:

- Target Persona: [INSERT target persona]
- Where Image Will Be Used: Programmatic display ads
- Business Outcome: [INSERT business goal]
- Emotion / Brand Feeling: [INSERT emotion]
- Brand Colors: [INSERT brand colors]
- Text Overlay Space: [INSERT yes/no]

Suggested Camera Type: DSLR, 35mm

Suggested Lighting: Bright studio lighting

Suggested Resolution: 1280x720px