

MARKETING AUTOMATION PROMPT GUIDE

25 PROVEN PROMPTS FOR SAAS & TECH MARKETERS



About This Guide

The 37X AI Marketing Automation Prompt Guide is built for SaaS and B2B marketers who want to start using AI to simplify, accelerate, and improve their marketing automation – even if they are just beginning.

You do not need technical AI knowledge or deep RevOps experience to get value from this guide. The prompts inside were created for real marketers who are managing email, content, campaigns, reporting, and customer journeys – and want to leverage AI to automate more of that work.

The goal of this guide is to help you:

- Identify what you can automate
- Build smarter campaigns faster
- Reduce manual repetitive tasks
- Use AI for campaign planning, content creation, and reporting
- Get practical, usable outputs in minutes

You can use these prompts directly inside any major GenAI platform: ChatGPT, Claude, Perplexity, Gemini, or any other LLM-based tool.

How to Use This Guide

Every prompt inside this guide follows the TAG framework:

T (Task):

What you want the AI to help you accomplish.

A (Action):

The role or expertise you want the AI to assume.

G (Guidance):

The full copy-paste prompt including [Insert Here] fields where you add your business information.

The more specific your inputs, the better your outputs will be. Simply copy each prompt, fill in the [Insert Here] fields, and let the AI generate a highly specific work product you can review, refine, and use immediately.

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01. Build My AI Marketing Automation Use Case List

What this does:

Use this to generate a list of areas in your current marketing where AI-powered automation could help.

Prompt:

“You are an AI marketing strategist for SaaS companies.

List 10 possible AI marketing automation use cases for:

- My business: *[Insert Here]*
- Current marketing activities: *[Insert Here]*
- Team size: *[Insert Here]*
- Budget constraints: *[Insert Here]*

Focus on opportunities related to email, content creation, lead nurturing, reporting, segmentation, and data cleanup.

Ask me for more details if you need to customize the list.”

02. Prioritize My Marketing Automation Opportunities

What this does:

Use this to prioritize which automation ideas are easiest and most valuable to implement.

Prompt:

“You are an AI marketing consultant helping prioritize automation projects.

Take my automation use case list: *[Insert Here]*

Organize these into 3 tiers:

- Quick Wins
- Medium Complexity
- Long-Term Automation

Explain why each automation falls into that tier based on impact, cost, and ease of implementation.

Ask me for more inputs on team skill level or tools if needed.”

03. Identify Quick-Win Automations I Can Launch

What this does:

Use this to isolate simple automations that can be launched immediately.

Prompt:

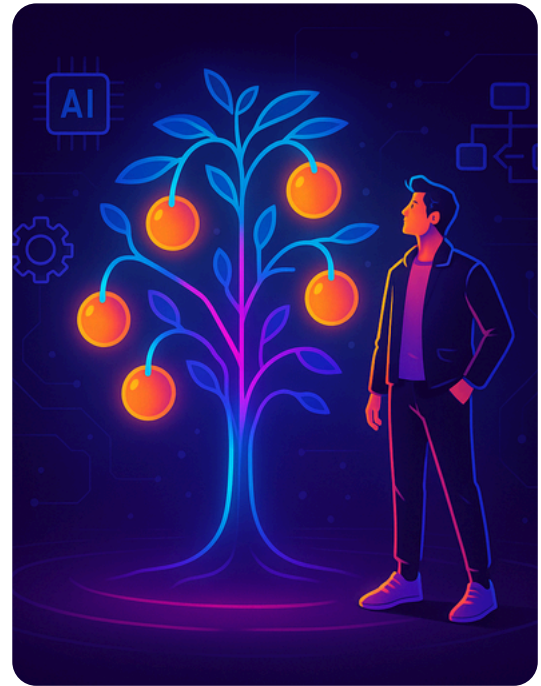
“You are an AI marketing strategist identifying low-hanging fruit.

From my current campaigns: *[Insert Here]*

Identify 5 easy AI-powered automations I can launch this quarter. Prioritize tasks that:

- Don't require developer resources
- Save manual work hours
- Can be executed using GenAI tools like ChatGPT or Zapier

Ask me for more detail on my current workflows if helpful.”



04. Audit My Current Marketing Process for Automation

What this does:

Use this to review your end-to-end marketing workflow and suggest areas for automation.

Prompt:

“You are a marketing operations consultant.

Review my current marketing process:

- Lead Generation Tactics: *[Insert Here]*
- Email Sequences: *[Insert Here]*
- Campaign Management Tools: *[Insert Here]*
- Reporting Process: *[Insert Here]*
- Team Involvement: *[Insert Here]*

Identify which stages could benefit from AI-powered automation.

Ask for clarification if needed on tech stack or process gaps.”

05. Create an AI Marketing Automation Roadmap

What this does:

Use this to build a 6-month roadmap for rolling out automation.

Prompt:

“You are a SaaS AI implementation advisor.

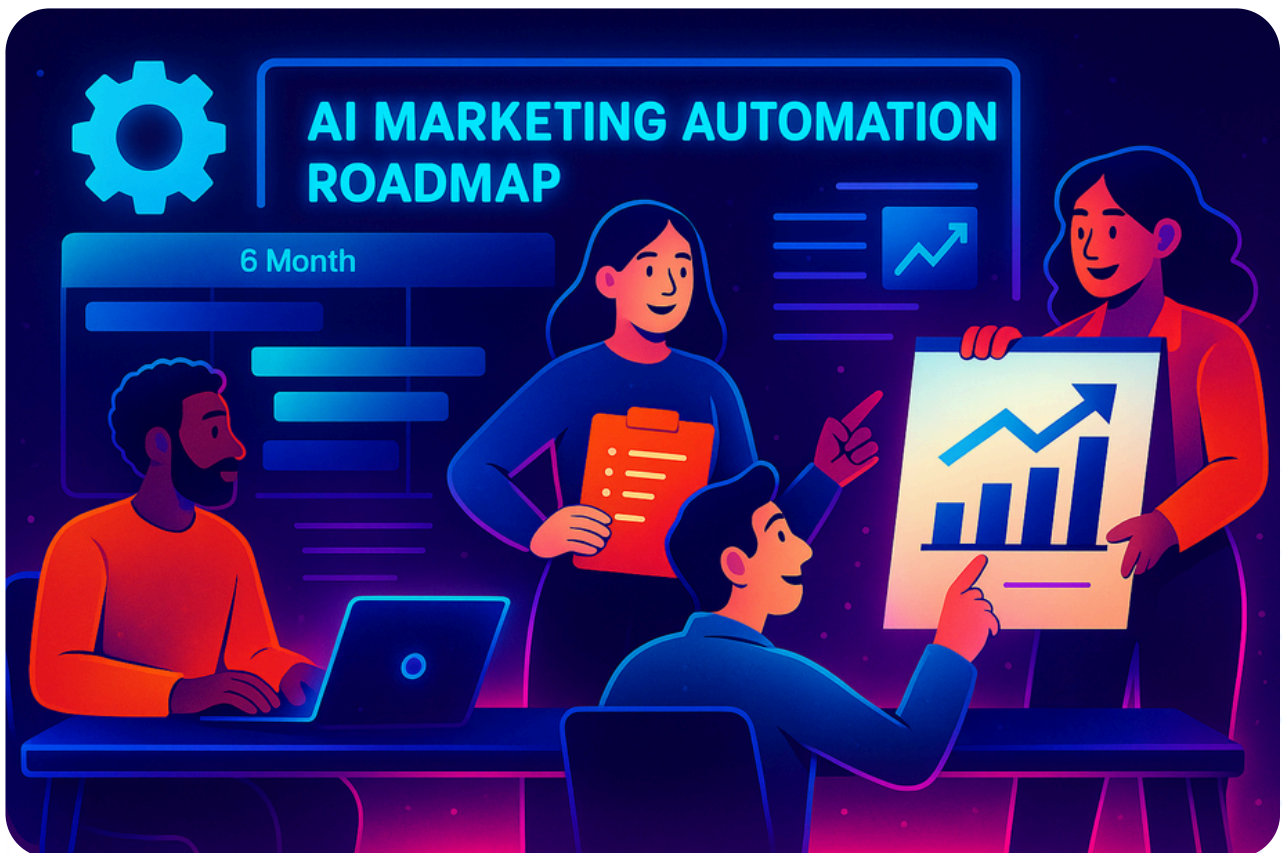
Create a 6-month phased roadmap for launching AI marketing automation across:

- Email & Lead Nurture
- Content Creation
- Reporting & Analytics
- Segmentation & Personalization
- Basic Campaign Automation

Inputs:

- Team Size: [Insert Here]
- Budget: [Insert Here]
- Martech Stack: [Insert Here]

Ask me for company priorities if needed.”



06. Write an Email Nurture Sequence

What this does:

Use this to write a multi-step email nurture flow.

Prompt:

“You are an email marketing copywriter for SaaS companies.

Write a 5-step email nurture sequence for:

- Product: *[Insert Here]*
- Target Audience: *[Insert Here]*
- Key Pain Point: *[Insert Here]*
- CTA: *[Insert Here]*

Make emails short, conversational, and outcome-focused.”



07. Build a Weekly Newsletter Draft

What this does:

Use this to draft weekly newsletter content.

Prompt:

“You are a SaaS content marketer writing weekly newsletters.

Create a draft for:

- Newsletter Name: *[Insert Here]*
- Audience: *[Insert Here]*
- Topic Focus: *[Insert Here]*
- Key Links to Include: *[Insert Here]*

Use a friendly tone that mixes insight with helpful resources.”



08. Generate Blog Topic Ideas

What this does:

Use this to create a list of blog topics your audience cares about.

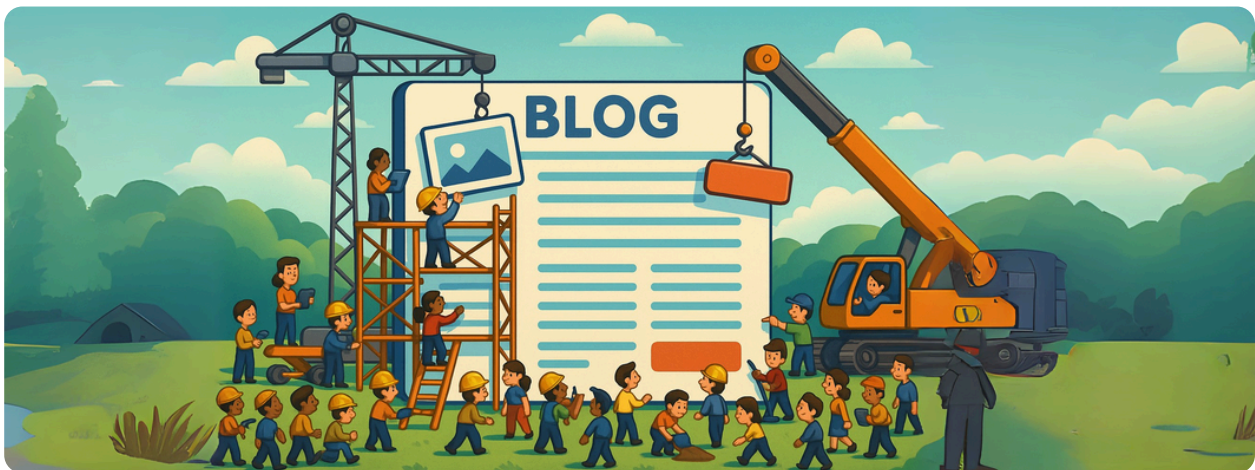
Prompt:

“You are a SaaS content strategist.

Generate 15 blog topic ideas focused on:

- Product: *[Insert Here]*
- ICP: *[Insert Here]*
- Industry: *[Insert Here]*
- Buyer Pain Points: *[Insert Here]*

Prioritize topics that could drive inbound traffic.”



09. Write a Blog Post Outline

What this does:

Use this to create a full outline for a new blog post.

Prompt:

“ You are a SaaS content writer.

Write a blog post outline for:

- Title: *[Insert Here]*
- Target Persona: *[Insert Here]*
- Product: *[Insert Here]*
- Pain Point Solved: *[Insert Here]*

Include intro, 3-5 key sections, and CTA.”

10. Generate Paid Ad Copy Variations

What this does:

Use this to produce multiple variations for paid ads.

Prompt:

“You are a SaaS paid media copywriter.

Write:

- 5 Headline Variations
- 3 Primary Text Variations
- 3 CTA Options

Inputs:

- Product: *[Insert Here]*
- Audience: *[Insert Here]*
- Pain Point: *[Insert Here]*
- Offer: *[Insert Here]*”



11. Build a Campaign Launch Plan

What this does:

Use this to create a simple launch plan for any marketing campaign.

Prompt:

“You are a SaaS marketing campaign planner.

Create a campaign launch plan for:

- Campaign Type: [Insert Here]
- Product: [Insert Here]
- Audience: [Insert Here]
- Goal (Leads, Pipeline, Awareness, etc.): [Insert Here]
- Budget: [Insert Here]
- Launch Date: [Insert Here]

Include prep tasks, launch week tasks, and 30-day post-launch follow up tasks.”

12. Map Out a Content Calendar

What this does:

Use this to create a full content publishing schedule.

Prompt:

“You are a SaaS content marketing manager.

Build a 90-day content calendar for:

- Product: [Insert Here]
- ICP: [Insert Here]
- Blog Frequency: [Insert Here]
- Newsletter Frequency: [Insert Here]
- Social Posting Cadence: [Insert Here]

Include suggested topics and content types.”

13. Create a Webinar Promotion Plan

What this does:

Use this to generate a promotional checklist for your next webinar.

Prompt:

“You are a SaaS event marketer.

Build a webinar promotion plan for:

- Webinar Topic: *[Insert Here]*
- Target Audience: *[Insert Here]*
- Date of Webinar: *[Insert Here]*
- Goal: *[Insert Here]*

Include pre-event, during event, and post-event promotion tactics.”

14. Build a Product Launch Marketing Checklist

What this does:

Use this to organize your marketing activities for an upcoming product launch.

Prompt:

“ You are a SaaS product marketing manager.

Build a product launch checklist that includes:

- Internal Readiness (Sales Enablement, FAQs, etc.)
- Marketing Launch (Email, Social, PR, Website Updates)
- Paid Media Activation
- Content Creation
- Customer Communication

Inputs:

- Product Name: *[Insert Here]*
- Launch Date: *[Insert Here]*
- ICP: *[Insert Here]*

15. Generate ABM Campaign Ideas

What this does:

Use this to build simple ABM campaign concepts.

Prompt:

“You are a SaaS ABM strategist.

Generate 5 ABM campaign ideas for:

- ICP: *[Insert Here]*
- Target Account List Size: *[Insert Here]*
- Sales Support Available: *[Insert Here]*
- Budget: *[Insert Here]*

Include messaging angles, channels, and personalization ideas.”



16. Map My Customer Journey Stages

What this does:

Use this to create a simple customer journey map.

Prompt:

“You are a SaaS customer journey mapping expert.

Map out my customer journey across:

- Awareness
- Consideration
- Decision
- Post-Sale
- Expansion

Inputs:

- Product: *[Insert Here]*
- Sales Model (PLG, Sales-Led, Hybrid): *[Insert Here]*

Include sample touchpoints for each stage.”

17. Build a Basic Lead Nurture Flow

What this does:

Use this to create a simple nurture sequence for new leads.

Prompt:

“You are a SaaS lead nurture architect.

Build a 4-step nurture flow that includes:

- Lead Source: *[Insert Here]*
- Product: *[Insert Here]*
- ICP: *[Insert Here]*
- Desired CTA: *[Insert Here]*

Include recommended email topics and timing.”

18. Create Welcome Email Sequence for New Leads

What this does:

Use this to generate onboarding emails for new subscribers or leads.

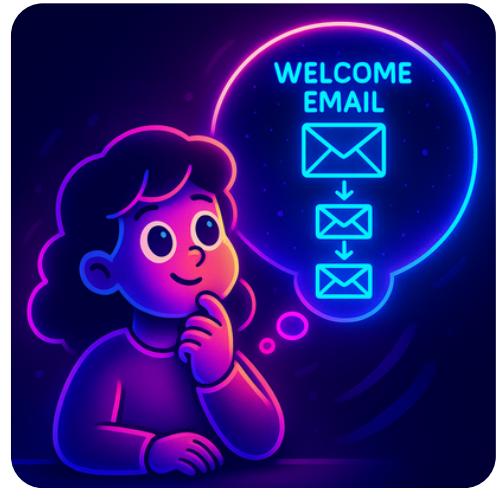
Prompt:

“You are a SaaS onboarding copywriter.

Write a 3-email welcome sequence for:

- Product: *[Insert Here]*
- Target Persona: *[Insert Here]*
- Key Benefit to Highlight: *[Insert Here]*

Keep emails short, friendly, and conversion-focused.”



19. Build a Lead Re-Engagement Campaign

What this does:

Use this to create a simple reactivation sequence for inactive leads.

Prompt:

“You are a SaaS lifecycle marketer.

Create a lead re-engagement campaign that includes:

- Audience Criteria: *[Insert Here]*
- Offer or Incentive: *[Insert Here]*
- Email Sequence (3 steps)
- Subject Lines
- CTA Options

Inputs:

Product: *[Insert Here]*”

20. Generate Automated Upsell Sequences

What this does:

Use this to build simple automation flows to upsell existing customers.

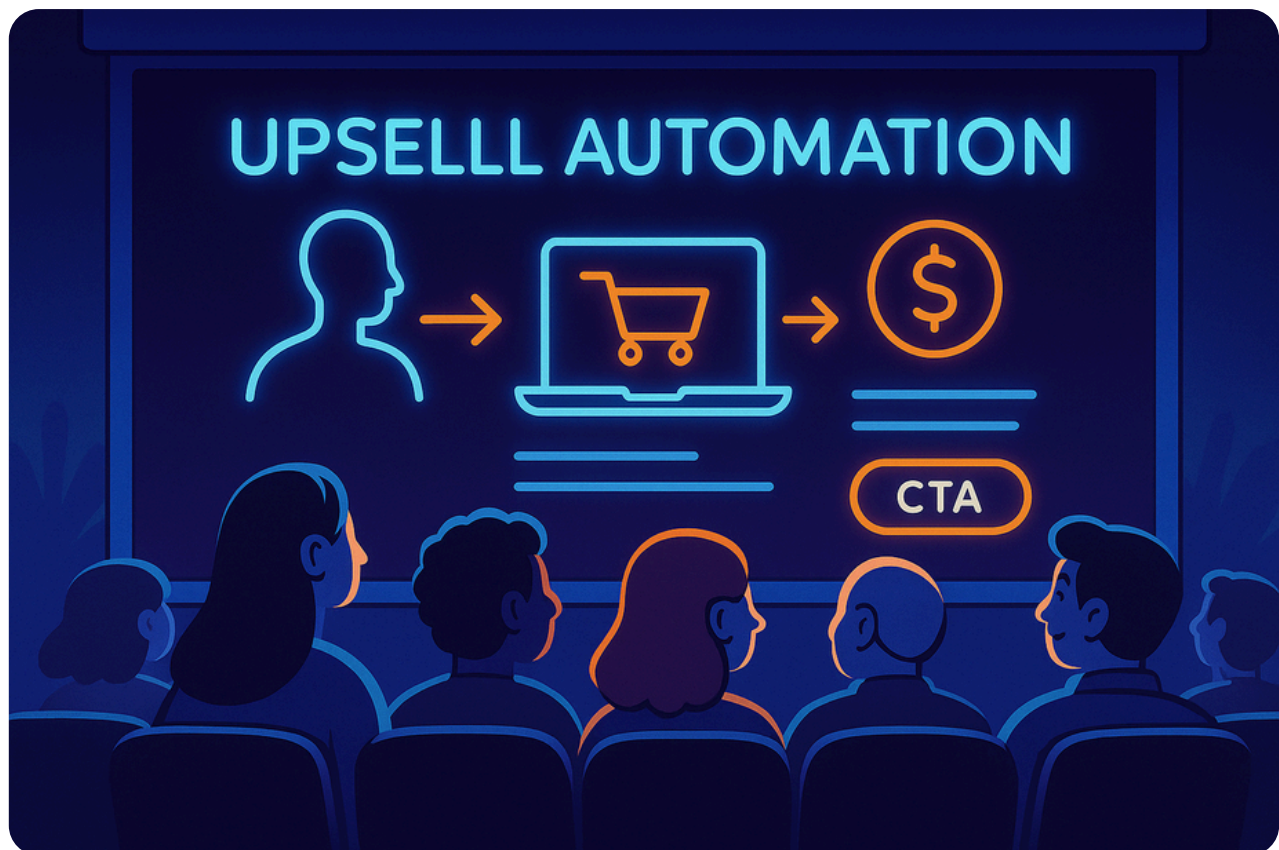
Prompt:

“You are a SaaS customer expansion strategist.

Create an upsell automation sequence for:

- Existing Customer Segment: [Insert Here]
- Upsell Product: [Insert Here]
- Key Benefit: [Insert Here]

Include email timing, messaging angle, and CTA.”



21. Generate a Weekly Marketing Summary Report

What this does:

Use this to automatically summarize key marketing metrics.

Prompt:

“You are a SaaS marketing analyst.

Generate a simple weekly report covering:

- Total Leads: *[Insert Here]*
- New Pipeline Created: *[Insert Here]*
- Website Traffic: *[Insert Here]*
- Top Performing Channels: *[Insert Here]*
- Ad Spend vs. Pipeline Generated: *[Insert Here]*

Make recommendations if any red flags appear.”

22. Summarize My Top Performing Campaigns

What this does:

Use this to highlight which campaigns are working best.

Prompt:

“You are a SaaS lead nurture architect.

Build a 4-step nurture flow that includes:

- Lead Source: *[Insert Here]*
- Product: *[Insert Here]*
- ICP: *[Insert Here]*
- Desired CTA: *[Insert Here]*

Include recommended email topics and timing.”

23. Identify Underperforming Channels

What this does:

Use this to quickly spot channels dragging down performance.

Prompt:

“You are a SaaS channel optimization specialist.

From my recent campaign data: [Insert Here]

Identify:

- Lowest ROI channels
- Underperforming audiences
- Potential reasons for poor performance

Give 3 quick win optimization recommendations.”



24. Build a Simple Attribution Model

What this does:

Use this to generate a basic attribution framework to track pipeline.

Prompt:

“You are a SaaS revenue attribution expert.

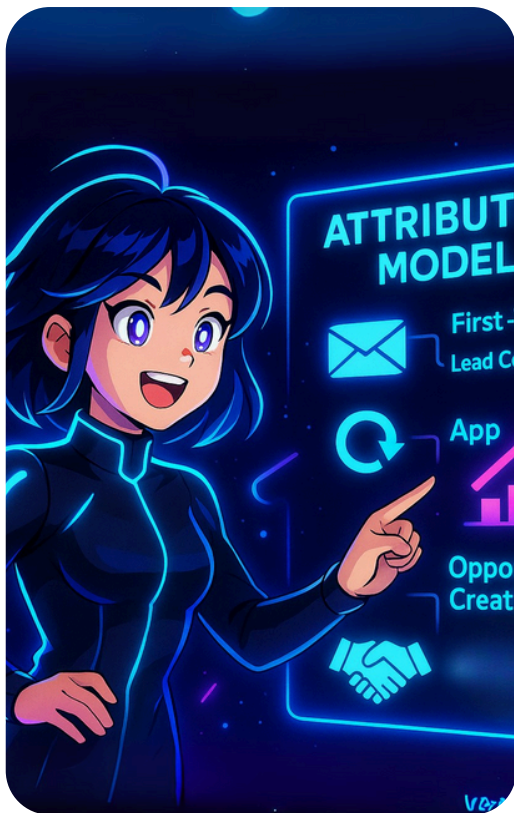
Build a simple multi-touch attribution model that includes:

- First-Touch
- Lead Conversion
- Opportunity Creation
- Closed-Won Attribution

Inputs:

- CRM Data Export (optional): [Insert Here]

Main Channels Used: [Insert Here]”



25. Recommend Next Optimization Steps

What this does:

Use this to ask AI for clear next actions based on your data.

Prompt:

“You are a SaaS growth advisor reviewing my marketing results.

Based on my current marketing report: *[Insert Data Summary Here]*

Recommend:

- 3 immediate optimization steps
- 1 experiment to test next
- 1 potential risk to watch”

