

LOCAL BUSINESS CONTENT MARKETING

This prompt pack is built to help you transform your business storytelling, build genuine connections with customers, and drive measurable results—all without requiring a massive marketing budget or specialized expertise.

Each prompt in this collection is crafted to address key aspects of effective local business marketing, from setting clear objectives and understanding your audience to creating authentic content, optimizing for local search, and measuring your success. These prompts are designed to work with AI assistants to help you implement practical, proven strategies that fit into your existing workflow.

Whether you're just starting to develop your content strategy or looking to refine your current approach, these prompts will guide you toward creating meaningful content that brings new customers through your door and deepens relationships with existing ones. The power of your local business lies in authenticity and community connection—qualities that this prompt collection will help you leverage through strategic content creation.

Setting Your Content Marketing Mission

Create a SMART Content Marketing Objective

1. Act as a content marketing strategist for small businesses. Help me create a SMART (Specific, Measurable, Affordable, Relevant, Time-boxed) objective for my content marketing efforts. My business is [describe your business], and I'm struggling with [specific challenge, e.g., slow weekday traffic, low online visibility, etc.]. I'd like to focus on [your primary goal]. Please help me transform this broad goal into a specific, measurable objective with a clear timeline and success metrics that fit my small business budget.

Define Success Metrics Aligned With Business Goals

2. As a local business analytics expert, help me identify 3-5 key metrics that will actually matter for measuring the success of my content marketing. My business is [describe your business], and my main goal is [specific goal, e.g., increase foot traffic, boost online sales of specific products, etc.]. For each recommended metric, explain why it matters more than "vanity metrics," how I can track it without expensive tools, and what would constitute success within [timeframe].

Content Strategy One-Page Plan

3. Act as a small business content strategist. Create a one-page content strategy document for my [type of local business] that I can reference daily. Include clear sections for: 1) Our content mission statement, 2) Primary and secondary audience definitions, 3) Top 3 content formats

that match our skills and resources, 4) Publishing frequency that's realistic for our team size, 5) Success metrics tied to business outcomes, and 6) One-sentence content guidelines. Here's information about my business, capabilities, and goals: [your details].

Low-Cost Content Marketing Tactics Selection

4. You're a budget-conscious marketing advisor for small businesses. Based on my objective to [specific objective], recommend 3 low-cost content marketing tactics that would cost under \$50 each to implement. For each tactic, explain: 1) What it involves, 2) Estimated time commitment, 3) Required skills or tools, 4) Expected outcomes, and 5) How to measure success. My business is [describe your business] with [describe available resources, e.g., smartphone, basic design skills, etc.].

Content Marketing Experiment Design

5. As a small business marketing expert, help me design a 30-day content marketing experiment to test if [content tactic] will help achieve [specific business goal]. Create a structured plan that includes: 1) Baseline metrics to record before starting, 2) Exact content pieces to create and when, 3) How to track results without complex analytics, 4) A method for gathering customer feedback, and 5) Criteria for determining if the experiment was successful. My business resources include [list available tools, skills, time].

Understanding Your Local Audience

Customer Conversation Question Guide

6. As a customer research specialist, create a one-page guide of powerful questions my staff can ask during everyday transactions to gather valuable marketing insights. Include 5-7 natural-sounding questions that won't disrupt service flow but will reveal customer motivations, preferences, and pain points. Also include a simple system for recording these insights between customers and a template for a weekly 10-minute team huddle to turn these conversations into content ideas. My business is [describe your business].

Very Short Customer Survey Design

7. Act as a survey design expert for small businesses. Create a very short (under 2 minutes to complete) customer survey that will provide actionable insights for my content marketing. Include 3-5 questions that balance numerical ratings with open-ended responses, a compelling introduction that will encourage participation, and advice on the best delivery method (receipt QR code, text message, etc.). My business is [type of business] and I'm specifically trying to learn about [topic of interest].

Online Local Audience Research Plan

8. As a local market research specialist, create a step-by-step plan for me to conduct free online research about my local customers in just 1 hour per week. Include specific instructions for mining insights from: 1) Google Trends for my area, 2) Competitor social media and reviews, 3) Local

Facebook groups or Nextdoor, 4) "People also ask" questions relevant to my business, and 5) Any other free online sources. For each source, explain exactly what to look for and how to record findings. My business is [describe your business] in [your location].

Customer Feedback Pattern Analysis

9. Act as a customer insights analyst. I've collected the following customer comments and questions from the past month of in-store conversations and online reviews: [paste your collection of customer comments/questions]. Please analyze these for patterns and identify: 1) The top 3 recurring themes or pain points, 2) Specific language patterns customers use when describing their needs, 3) Unexpected insights I might have missed, and 4) How these patterns could inform my content creation for the next month.

Neighborhood Interest Mapping

10. As a local market research expert, help me map the specific interests and needs in my business neighborhood. Create a research plan that helps me identify: 1) Demographic composition of my 3-mile radius, 2) Common local search terms related to my business category, 3) Neighborhood-specific events or characteristics that might influence purchasing decisions, and 4) Gaps in local service that my content could address. My business is [type of business] located in [neighborhood/city], and I currently know the following about my local area: [share what you know].

Creating Authentic Content

Phone Video Script Template

11. Act as a video content expert for small businesses. Create a script template for a 60-second smartphone video demonstration that I can use repeatedly for different products or services. The template should include: 1) A powerful 5-second opening hook, 2) A middle section with placeholders for key benefits and demonstration elements, 3) A strong call-to-action closing, and 4) Notes on camera angles and basic visual elements. My business is [describe your business] and these videos will be primarily for [platform, e.g., Instagram Reels, TikTok].

Blog Post from Customer Questions

12. As a content writing expert for local businesses, help me transform common customer questions into a valuable blog post. Here are 3-5 questions customers frequently ask at our counter: [list customer questions]. Create an outline for a 500-word blog post that answers these questions comprehensively. Include a click-worthy headline, suggested subheadings, key points to cover in each section, and a strong call-to-action. The post should showcase our expertise while using natural language that matches how our customers actually talk.

Visual Content Planning Calendar

13. Act as a visual content strategist for small businesses. Create a 4-week visual content plan for my [type of business] that I can execute using just my smartphone.

Include: 1) 12 specific photo/video concepts aligned with my business goals, 2) Simple production tips for each concept, 3) Suggested posting schedule across platforms, 4) Ideas for repurposing each visual into multiple pieces of content, and 5) Ways to encourage customer photo sharing. My business strengths include [describe unique aspects of your business] and my content goal is [specific objective].

DIY Production Quality Improvement

14. As a video production specialist who understands small business constraints, analyze my current content approach and suggest specific improvements. My current setup includes [describe what you use: smartphone model, lighting, audio situation, etc.]. My videos typically show [describe content] but I'm struggling with [specific issue, e.g., poor lighting, unclear audio, etc.]. Provide 3-5 specific improvements I could make for under \$50 total that would significantly enhance my production quality, with exact product recommendations or techniques.

User-Generated Content Campaign Design

15. Act as a UGC (user-generated content) campaign specialist for local businesses. Design a 7-day campaign to encourage my customers to create and share content featuring my [product/service/business]. Include: 1) A compelling campaign concept and hashtag, 2) The exact prompt/challenge for customers, 3) Incentives that won't break my budget, 4) Daily implementation steps, 5) How to legally collect and repurpose the content, and 6) Methods to

measure campaign success. My business is [describe your business] with [describe customer base].

Behind-the-Scenes Content Series

16. As a content strategist specializing in authentic business storytelling, help me plan a month-long "behind-the-scenes" content series. Create a content plan that reveals interesting aspects of my business operations while building customer connection. Include 4-8 specific behind-the-scenes topics that would interest customers, how to capture each (photo/video/text), platform recommendations, and ways to tie each piece back to customer benefits. My business is [describe your business] and some unique aspects include [describe interesting operational elements].

Customer Story Spotlight Template

17. Act as a customer story specialist. Create a template I can use to regularly spotlight customer experiences with my local business. The template should include: 1) Questions to ask customers for compelling stories, 2) A permission form for using their content, 3) A content structure that highlights both emotional and practical benefits, 4) Suggestions for visual elements to include, and 5) Ways to distribute these spotlights across different channels. My business is [describe your business] and typical customer interactions include [describe customer journey].

Local SEO Optimization

Local Keyword Research Guide

18. As a local SEO specialist, create a step-by-step guide for conducting keyword research specifically for my [type of local business]. Include: 1) How to identify hyperlocal search terms using free tools, 2) Ways to discover the exact language my customers use when searching, 3) How to evaluate keyword competitiveness in my local market, 4) A template for organizing my findings, and 5) Guidance on prioritizing keywords based on search intent. I'm located in [your city/neighborhood] and want to focus on attracting customers within [radius].

Google Business Profile Optimization Checklist

19. Act as a Google Business Profile expert for local businesses. Create a comprehensive optimization checklist for my GBP listing that will improve my local search visibility. Include specific action items for: 1) Basic profile completion, 2) Category and attribute selection, 3) Photo optimization, 4) Q&A section management, 5) Review strategy, 6) Weekly posting schedule, and 7) Special features relevant to my business type. For each item, explain why it matters for local visibility. My business is [describe your business] in [location].

Hyperlocal Landing Page Structure

20. As an SEO content strategist specializing in local businesses, create a detailed outline for a neighborhood-specific landing page for my website. The

outline should include: 1) H1 heading and subheading recommendations, 2) Local signals to incorporate, 3) Content sections with approximate word counts, 4) Schema markup suggestions, 5) On-page optimization elements, and 6) Local trust signals to include. The page should target customers in [specific neighborhood/area] looking for [your service/product]. My business is [describe your business].

Local Content Calendar with SEO Focus

21. Act as a local SEO content calendar specialist. Create a 3-month content calendar for my [type of business] that aligns with both seasonal relevance and local search opportunities. Include monthly themes, specific content pieces with SEO-optimized title suggestions, recommended formats (blog, video, etc.), target keywords for each piece, and how each content item supports my local visibility. My business serves [describe target area] and key services/products include [list main offerings].

Local Business Schema Markup Generator

22. As a technical SEO specialist for local businesses, help me create the proper schema markup for my business website. Based on the following information about my business, generate the complete JSON-LD code that I can add to my website to improve my local search visibility: Business name: [name], Address: [full address], Phone: [number], Business hours: [hours], Primary services/products: [list], Accepted payment methods: [list], Social profiles: [list URLs], and any other relevant information. Please explain in simple terms where I should add this code to my website.

Social Media Strategy

Platform Selection Analysis

23. Act as a social media strategist for local businesses. Based on my business type and target audience, help me determine which social platforms I should focus on and which I can ignore. Analyze the pros and cons of each major platform for a business like mine, considering factors like demographic match, content format requirements, time investment, and potential for driving local visits. Then recommend a primary and secondary platform with specific reasons. My business is [describe your business] targeting [describe ideal customers] in [location].

One-Hour-a-Week Social Media Routine

24. As a time-management expert for busy business owners, create a detailed one-hour-per-week social media routine that will maintain a consistent presence without consuming my day. Break down exactly how to spend each minute of that hour, including content creation, scheduling, engagement, and analysis. Include specific tools that can help automate parts of the process, and a template for batch-creating content. My business is [describe your business] and I currently have [describe current social media presence].

Local Social Media Engagement Strategy

25. Act as a community manager specializing in local businesses. Create a strategy for meaningful engagement with my local audience on social media that goes beyond

just posting content. Include: 1) How to identify and connect with other local businesses and influencers, 2) Tactics for participating in neighborhood groups without being promotional, 3) Response templates for different types of comments and messages, 4) Ideas for creating two-way conversations rather than broadcasts, and 5) Methods for tracking which engagement activities drive actual business results. My business is [describe your business].

Social Media Content Pillar Development

26. As a content strategist for local businesses, help me develop 3-5 content pillars (recurring themes) for my social media that align with both my business goals and audience interests. For each pillar, provide: a clear theme name, explanation of why it matters to my audience, 3-5 specific content ideas within that theme, suggested formats, and how to tie it back to my business offerings without being overtly promotional. My business is [describe your business] and my primary content objective is [specific objective].

Local Hashtag and Geotag Research

27. Act as a local social media specialist. Research and recommend effective hashtags and geotags for my [type of business] in [your city/neighborhood]. Provide: 1) 10-15 location-based hashtags ranging from city-wide to neighborhood-specific, 2) 10-15 niche hashtags relevant to my business but not oversaturated, 3) Guidance on which local geotags to use for maximum visibility, and 4) A simple system for testing and tracking which tags perform best for

my business. Also include tips for where to place these tags in my posts for optimal discovery.

Social Media Caption Formula

28. As a copywriting expert for local businesses, create a versatile caption formula I can adapt for different social media posts. The formula should include: 1) Attention-grabbing opening line structures, 2) Middle section templates that highlight benefits or tell micro-stories, 3) Effective call-to-action phrases specific to local businesses, 4) Questions that encourage genuine engagement, and 5) Tips for incorporating local references naturally. Include 3 complete examples showing how this formula adapts to different content types. My business is [describe your business].

Email Marketing Strategy

Email List Growth Tactics

29. Act as an email marketing specialist for brick-and-mortar businesses. Recommend 5 specific in-store tactics to grow my email list without being pushy or interrupting the customer experience. For each tactic, include: the exact implementation steps, suggested incentives that won't break my budget, the wording to use when asking for email addresses, compliance considerations, and how to measure the quality of signups (not just quantity). My business is [describe your business] and typical customer interactions include [describe customer journey].

Welcome Email Sequence Design

30. As an email marketing automation expert, design a 3-email welcome sequence for new subscribers to my local business email list. For each email, provide: 1) Subject line options, 2) The core message and purpose, 3) Content outline with approximate word counts for each section, 4) Specific personal/local elements to include, 5) Timing recommendation, and 6) The call-to-action. The sequence should gradually build trust before making offers. My business is [describe your business] and most subscribers join through [describe how they typically sign up].

Email Segmentation Strategy

31. Act as an email marketing strategist specializing in small business segmentation. Help me divide my current email list into meaningful segments that will allow for more targeted

and relevant messaging. Recommend: 1) 3-5 key segments that make sense for my business type, 2) How to identify which subscribers belong in each segment, 3) The type of content that would resonate with each segment, 4) Simple implementation steps using basic email tools, and 5) How to measure if segmentation is improving results. My business is [describe your business] and my current email approach is [describe current email marketing].

Automated Email Trigger Design

32. As a marketing automation specialist for small businesses, help me design 3 automated email triggers that will nurture customer relationships without requiring daily manual work. For each trigger, specify: 1) The customer action or time point that initiates the email, 2) The content and offer that would be most relevant at that moment, 3) Exact implementation steps in simple email platforms, 4) How to make the automated email feel personal and local, and 5) How to measure its effectiveness. My business is [describe your business] and key customer touchpoints include [describe customer journey points].

Email Content Formula for Local Businesses

33. Act as an email copywriting expert for local businesses. Create a repeatable content formula for my regular email newsletters that balances community building with soft selling. Include: 1) Subject line templates that drive opens, 2) A content structure that begins with neighborhood relevance, 3) Ways to highlight products/services without being pushy, 4) How to incorporate customer stories and

social proof, 5) Effective local call-to-action approaches, and 6) Design considerations for mobile viewing. Provide a complete example based on my business, which is [describe your business].



Measurement and Improvement

Simple Analytics Dashboard Design

34. As a data visualization expert who understands small business needs, design a simple analytics dashboard I can update weekly to track my content marketing performance. The dashboard should: 1) Focus only on metrics that directly connect to my business goals, 2) Be manageable without advanced technical skills, 3) Combine data from my primary channels, and 4) Make trends easy to spot at a glance. Include a template or sketch of the dashboard layout and instructions for weekly updates. My business goals include [list specific objectives] and I currently track data from [list current data sources].

Monthly Content Performance Review Process

35. Act as a small business marketing analyst. Create a structured process for my monthly content performance reviews that takes no more than 30 minutes to complete. Include: 1) A list of specific questions to ask about the previous month's content, 2) A simple framework for identifying what worked and what didn't, 3) A method for connecting content metrics to actual business results, 4) A template for documenting insights and decisions, and 5) How to use these findings to adjust the next month's content plan. My key business metrics include [list metrics you track].

A/B Testing Plan for Local Content

36. As a conversion optimization specialist for small businesses, design 3 simple A/B tests I could run on my content to improve performance. For each test, specify: 1) The exact element to test (e.g., call-to-action wording, image type, posting time), 2) How to set up the test without special software, 3) The minimum duration and sample size for reliable results, 4) How to measure which version won, and 5) Ways to apply the learning to future content. My business is [describe your business] and my main content goal is [specific objective].

Content ROI Calculation Method

37. Act as a marketing finance specialist for small businesses. Create a simple method for calculating the approximate ROI of my content marketing efforts without complex attribution models. Include: 1) The basic formula and calculations, 2) Which inputs I need to track, 3) How to assign value to different types of content outcomes, 4) A tracking template, and 5) Benchmarks for what constitutes good ROI in my industry. My business is [describe your business] and my content costs include [describe time/money investments in content].

Content Marketing Pivot Decision Framework

38. As a strategic marketing advisor, create a decision-making framework to help me determine when to pivot my content strategy versus when to stay the course. Include: 1) Warning signs that a content approach isn't working, 2) The minimum time period before making judgment calls, 3) Questions to

distinguish between execution problems and strategy problems, 4) A method for testing small changes before complete pivots, and 5) A decision tree for common content performance scenarios. My current content approach is [describe current strategy] with [describe current results].



Sustainable Growth and Future Planning

Quarterly Content Planning Retreat Guide

39. Act as a strategic planning facilitator for small businesses. Design a structured half-day content planning retreat I can conduct quarterly to maintain momentum and improve results. Include: 1) A detailed agenda with time allocations, 2) Specific exercises to evaluate past performance and set new goals, 3) Templates for documenting decisions, 4) Methods to involve staff or partners in the planning process, and 5) Post-retreat implementation steps. My business is [describe your business] and key stakeholders include [describe team members or partners involved in marketing].

Content Skills Development Plan

40. As a learning and development specialist for marketing teams, create a 90-day skill-building plan to improve my content creation capabilities. Based on my current skills and goals, recommend: 1) The most important skills to develop first, 2) Free or low-cost learning resources for each skill, 3) Practical exercises to implement while creating actual business content, 4) Ways to measure improvement, and 5) A realistic time commitment each week. My current skills include [describe what you're already comfortable with] and I want to improve at [describe skills you want to develop].

Content Repurposing Maximizer

41. Act as a content repurposing strategist for time-strapped business owners. Take one core content piece and show me how to transform it into multiple assets across different

channels with minimal additional work. The core piece is [describe existing content piece or content you plan to create]. Create a detailed plan showing: 1) How to break it into smaller components, 2) Adaptations needed for different platforms, 3) Schedule for releasing each variation, 4) Tools to streamline the process, and 5) How to track which variations perform best. My business is [describe your business].

Content Collaboration Strategy

42. As a local business networking specialist, help me develop a content collaboration strategy with complementary businesses in my area. Include: 1) How to identify ideal collaboration partners, 2) Initial outreach templates that emphasize mutual benefits, 3) Four specific collaboration content formats we could create together, 4) Guidelines for fair cross-promotion, and 5) Methods to track results for all parties. My business is [describe your business] and potential partners might include [list types of complementary local businesses].

Annual Content Calendar Framework

43. Act as a content calendar strategist for local businesses. Create an annual content framework that aligns with both my business seasonality and local community events. Include: 1) A month-by-month theme outline based on my business type, 2) Key seasonal opportunities specific to my location, 3) Content pillars that remain consistent throughout the year, 4) Guidance on content volume for busy versus slower periods, and 5) Annual review milestones. My business is

[describe your business] in [location] with peak seasons during [list busy periods].

Sustainable Content Habits Formation

44. As a productivity coach for small business owners, help me develop sustainable content creation habits that won't burn me out. Design a realistic routine that: 1) Works around my existing business responsibilities, 2) Builds content creation into my natural workflow, 3) Includes accountability mechanisms, 4) Prevents both perfectionism and procrastination, and 5) Gradually improves quality and consistency over time. My typical week includes [describe weekly schedule] and my content creation strengths/challenges are [describe your situation].

Future-Proof Content Strategy

45. Act as a digital trends analyst for small businesses. Help me develop a content strategy that will remain effective despite changing platforms and algorithms. Include: 1) Evergreen principles that transcend specific platforms, 2) Content assets worth investing in for long-term value, 3) Warning signs of over-dependence on any single platform, 4) Methods for staying current without chasing every trend, and 5) A framework for evaluating new platforms as they emerge. My business is [describe your business] and my current content approach is [describe current strategy].

Implementation Strategy

To make the most of these prompts and create a sustainable content marketing approach for your local business, follow this implementation plan:

1. Start with Foundation-Building Prompts

Begin by using prompts from Category 1 (Setting Your Content Marketing Mission) to establish clear objectives and success metrics. This foundation ensures all your subsequent content efforts align with your business goals. Next, use prompts from Category 2 (Understanding Your Local Audience) to develop deep insights about your customers before creating any content.

2. Implement a Phased Approach

Don't try to use all prompts at once. Instead, follow this 12-week implementation schedule:

Weeks 1-2: Foundation and Planning

- Use Prompt 1 to set your SMART objective
- Use Prompt 2 to define your success metrics
- Use Prompt 3 to create your one-page content strategy

Weeks 3-4: Audience Research

- Use Prompt 6 to develop your customer conversation strategy
- Use Prompt 8 to conduct online local audience research
- Use Prompt 9 to analyze patterns in customer feedback

Weeks 5-6: Content Creation Basics

- Use Prompt 11 or 12 to create your first content piece
- Use Prompt 14 to improve your production quality
- Use Prompt 16 to plan your first content series

Weeks 7-8: Distribution Fundamentals

- Use Prompt 18 to research local keywords
- Use Prompt 19 to optimize your Google Business Profile
- Use Prompt 23 to select your primary social platform

Weeks 9-10: Engagement Systems

- Use Prompt 24 to establish your weekly social media routine
- Use Prompt 29 to implement email list growth tactics
- Use Prompt 30 to set up your welcome email sequence

Weeks 11-12: Measurement and Refinement

- Use Prompt 34 to create your analytics dashboard
- Use Prompt 35 to conduct your first monthly review
- Use Prompt 44 to establish sustainable content habits

3. Establish Regular Content Rhythms

Create three essential routines using these prompts:

Weekly Content Creation Session (1 hour)

1. Use Prompt 24 to follow your one-hour social media routine

2. Repurpose content using strategies from Prompt 41
3. Track basic metrics using your dashboard from Prompt 34

Monthly Review and Planning (30 minutes)

1. Follow the review process from Prompt 35
2. Update your content calendar using frameworks from Prompt 43
3. Plan A/B tests using Prompt 36 to continuously improve

Quarterly Strategic Reset (2-3 hours)

1. Conduct a planning retreat using Prompt 39
2. Evaluate ROI using calculations from Prompt 37
3. Make strategic pivots if necessary using Prompt 38

4. Leverage AI Assistance Effectively

When working with these prompts and an AI assistant:

1. **Provide Specific Context:** Always include detailed information about your business, audience, and specific situation when using each prompt.
2. **Iterate on Responses:** If the initial AI response isn't quite right, refine your request by clarifying what aspects need adjustment.
3. **Combine Prompt Insights:** Take elements from multiple prompt responses to create comprehensive strategies tailored to your unique business.

4. **Save Successful Outputs:** Create a resource library of the best AI-generated content plans, templates, and strategies for future reference.
5. **Focus on Implementation:** Remember that even the best AI advice only works when put into action. Schedule specific implementation time for each prompt's output.

By following this implementation strategy, you'll build a sustainable, effective content marketing approach that leverages your local business strengths without overwhelming your schedule or budget. The key is consistent application of these prompts in service of your clearly defined business objectives.