

Marketing & Advertising Prompts

Analyze a target market and uncover the frustrations, objections, emotional triggers, and hidden motivations that drive buying behavior — so your marketing speaks to real human concerns instead of generic demographics.

Difficulty: Beginner

Model: ChatGPT / Claude

Use Case: Market Research

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Why This Prompt Exists

Most marketing problems are not copy problems.

They are understanding problems.

Businesses often know what they sell, but they do not fully understand what their customers are worried about, frustrated by, skeptical of, or secretly hoping for.

As a result, their marketing sounds technically correct but emotionally disconnected.

This framework forces the AI to analyze the psychology behind buying behavior before generating messaging ideas.

The goal is not better wording.

The goal is deeper customer understanding.

The Prompt

Assume the role of a senior market research strategist and consumer psychology analyst.

Your task is to deeply analyze a target audience and extract the emotional, psychological, and practical pain points influencing their buying decisions.

Before generating any marketing recommendations, analyze the audience carefully.

Identify:

- primary frustrations
- daily operational pain points
- emotional stressors
- fears and anxieties
- desired outcomes
- hidden aspirations
- skepticism toward existing solutions
- buying objections
- language patterns commonly used by this audience
- motivations that influence purchasing behavior

Then organize the analysis into the following sections:

1. CORE PAIN POINTS

Identify the audience's most urgent and emotionally significant problems.

2. EMOTIONAL DRIVERS

Explain the emotional states influencing their decisions:

stress, fear, ambition, frustration, pride, convenience, security,

etc.

3. BUYING OBJECTIONS

List the most likely reasons they hesitate before purchasing.

4. FAILED ALTERNATIVES

Describe solutions they may have already tried and why those solutions disappointed them.

5. DESIRED TRANSFORMATION

Describe what success or relief looks like from the audience's perspective.

6. MARKETING LANGUAGE INSIGHTS

Generate phrases, themes, emotional wording, and communication styles likely to resonate with this audience.

7. STRATEGIC MARKETING RECOMMENDATIONS

Suggest messaging angles, positioning strategies, and emotional themes marketers should emphasize.

INPUTS:

Product or Service:

[INSERT PRODUCT OR SERVICE]

Target Audience:

[INSERT AUDIENCE DESCRIPTION]

OUTPUT RULES:

- Avoid generic business clichés
- Prioritize psychological realism over marketing jargon
- Focus on emotional truth, not stereotypes
- Make insights specific and actionable
- Write like a real market strategist, not a motivational speaker
- Use concise, organized analysis

How To Use It

- The more specific the audience description, the stronger the insights become.
- Describe customer situations, frustrations, and environments — not just age or occupation.
- If the results feel too broad, add:
“Focus on highly specific real-world frustrations.”
- Use these outputs before writing ads, landing pages, email campaigns, or offers.
- Pair this framework with ad-angle prompts for significantly stronger campaign development.

Example Input

Product: AI-powered scheduling assistant for local service businesses

Audience: Small business owners overwhelmed by missed calls, inconsistent follow-ups, and difficulty managing incoming leads while handling daily operations

Why It Works

Strong marketing rarely comes from creativity alone.

It comes from accurately understanding the emotional reality of the customer.

This framework improves marketing strategy by forcing:

- psychological analysis before copywriting
- clear identification of customer resistance points
- emotionally relevant positioning
- specific messaging themes grounded in real-world frustration

When businesses finally understand what customers are actually feeling, better marketing becomes significantly easier to create.

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