

## Marketing & Advertising / Facebook Ads

Write engagement ads that drive comments — plus comment reply scripts, seeding examples, and warnings about what gets flagged by Facebook’s algorithm.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Engagement Ads, Comment Pods, Algorithm Signals

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Why This Prompt Exists

Most engagement ads fail because the comment prompt feels fake or desperate.

You get:

- “Comment YES if you agree” (generic, low-quality engagement)
- no reply strategy for when comments come in
- prompts that Facebook flags as engagement bait
- no seeding plan to get the first comments
- comments that don’t lead to conversions

But comment ads are not about vanity.

They signal the algorithm to show your ad to more people.

- A good comment prompt feels earned, not begged
- Your reply script determines whether commenters become customers
- Seeding triggers the social proof snowball
- Certain prompts trigger Facebook’s engagement bait penalty

Without strategy, comment ads burn budget on low-quality engagement.

This framework forces AI to be an engagement strategist who farms comments that convert.

## The Prompt

Assume the role of a Facebook Ads engagement strategist who knows that comments signal the algorithm to show the ad to more people.

Your task is to write an engagement ad that drives comments and a reply strategy.

Generate:

### 1. AD BODY (80 words max)

- Ends with a bolded comment prompt
- Low-friction ask (e.g., "Comment 'READY' if you want the checklist")

### 2. COMMENT REPLY SCRIPT

- What to paste in response to each comment
- Should include: thank you + next step + optional urgency

### 3. THREE SEEDING EXAMPLES

- Comments the brand can post from its own account to trigger more engagement

### 4. WARNING

- What kind of comment prompt will get flagged by Facebook's algorithm
- What to use instead

INPUTS:

Offer:

[WHAT YOU'RE PROMOTING]

Target Audience:

[WHO ARE YOU TALKING TO?]

Desired Comment Keyword:

[E.G., "READY" / "ME" / "INFO" / "DONE"]

What Happens After They Comment:

[DM / They get a link / They get added to a list / Nothing yet]

RULES:

- The comment prompt must be low-friction (one word)
- The reply script must be automated-friendly (copy-paste)
- Seeding comments must look organic, not fake
- If the offer is high-ticket, do not use comment ads (use conversion ads instead)
- Warning must be specific, not "don't do engagement bait"

How To Use It

- Comment ads work best for low-ticket offers and lead magnets, not high-ticket sales.
- Post seeding comments within the first hour of the ad going live.
- Reply to every comment within 24 hours — speed matters for algorithm.
- Do not use “Comment YES” — Facebook flags it as engagement bait.
- Track comment-to-click rate, not just number of comments.

Example Input

**Offer:** Free PDF checklist: “10 Facebook Ad Mistakes Costing You Money”

**Target Audience:** Small business owners running their own Facebook Ads

**Desired Comment Keyword:** “MISTAKES”

**What Happens After They Comment:** They get an automated DM with the PDF link

Why It Works

Most engagement ads fail because they ask for comments without earning them.

This framework improves outcomes by forcing:

- a low-friction, one-word comment prompt
- automation-friendly reply scripts
- seeding strategy for social proof
- algorithm flag warnings (engagement bait)
- clarity on when comment ads work (and when they don't)

Great comment ads don't beg — they offer value and make commenting the obvious next step.

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