



— FREE AI MARKETING RESOURCE

# AI Prompt Cheat Sheet for B2B Marketing

Steal the practical prompts we use to generate better content ideas, SEO outlines, LinkedIn posts, outreach messages, website copy, and ad campaigns faster.

30+  
PROMPTS

5  
USE CASES

B2B  
FOCUSED

# Prompt categories designed around real marketing tasks.

Use this cheat sheet when you need a faster starting point for content, campaigns, lead generation, and website messaging.

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## How to Get Better AI Outputs

Simple rules for clearer, sharper prompts.

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## SEO & Website Content Prompts

Keywords, outlines, landing pages, and conversion copy.

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## LinkedIn Content Prompts

Hooks, thought leadership posts, and repurposing prompts.

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## Lead Generation & Outreach Prompts

Prospect research, cold emails, and follow-ups.

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## Website Copy & Ad Copy Prompts

Hero sections, CTAs, service pages, and campaign ads.

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# How to write prompts that actually work.

Great AI outputs come from strong context. Before using any prompt in this guide, replace the bracketed fields with your actual service, audience, offer, industry, location, or campaign goal.

## The simple prompt formula

Role + Context + Goal + Format +  
Constraints = Better Output

Example: "Act as a B2B SEO strategist. Create a landing page outline for [service] targeting [industry]. Keep it conversion-focused and include H2 recommendations."

- ✓ Tell AI who it should act as: SEO expert, copywriter, LinkedIn strategist, CMO, sales rep.
- ✓ Describe your audience clearly: industry, job title, pain points, buying stage.
- ✓ Give it a specific output format: table, outline, bullets, email, landing page section.
- ✓ Add constraints: simple language, no jargon, 150 words max, include CTA, write for executives.
- ✓ Ask for variations so you can compare hooks, headlines, CTAs, or messaging angles.

# SEO & website content prompts.

Use these prompts to uncover content opportunities, build stronger page outlines, and improve your website messaging.

## KEYWORD RESEARCH

### Find buyer-intent keywords

Act as an SEO strategist. Generate 20 buyer-intent keywords for a [service] company targeting [industry] decision-makers in [location]. Group them by search intent.

Best for: SEO planning

## BLOG OUTLINE

### Create an SEO article brief

Create an SEO blog outline for the keyword "[keyword]". Include title options, meta description, H2s, FAQs, internal link ideas, and a CTA for [offer].

Best for: Content briefs

## LANDING PAGE

### Build a service page structure

Create a conversion-focused landing page outline for [service] targeting [industry]. Include hero copy, pain points, benefits, proof sections, FAQs, and CTA copy.

Best for: Web pages

## CONTENT REFRESH

### Improve an existing page

Review this website copy and suggest improvements for clarity, SEO, conversion, and positioning. Rewrite weak sections in a more persuasive B2B tone: [paste copy].

Best for: Page updates

# LinkedIn content prompts.

Create useful, non-generic LinkedIn content that positions your firm as a trusted expert.

## POST IDEAS

### Generate content angles

Give me 15 LinkedIn post ideas for a [company type] that helps [audience] solve [problem]. Mix educational, opinion-based, story-driven, and conversion-focused angles.

Best for: Ideation

## HOOKS

### Create stronger openings

Write 20 scroll-stopping LinkedIn hooks about [topic] for [audience]. Make them specific, clear, and relevant to B2B decision-makers.

Best for: Engagement

## REPURPOSING

### Turn one asset into posts

Turn this blog/article/transcript into 5 LinkedIn posts. Each post should have a different angle, short paragraphs, and a clear takeaway: [paste content].

Best for: Content reuse

## THOUGHT LEADERSHIP

### Write like an expert

Write a thought leadership LinkedIn post about [industry trend]. Make it insightful, practical, and opinionated without sounding arrogant or overly promotional.

Best for: Authority

# Lead generation & outreach prompts.

Use these prompts to research prospects, write better outreach, and follow up without sounding pushy.

## PROSPECT RESEARCH

### Find relevant pain points

Act as a B2B sales researcher. Based on this company description, identify likely marketing challenges, buying triggers, and personalized outreach angles: [paste company info].

Best for: Sales prep

## COLD EMAIL

### Write a clear first touch

Write a short cold email to a [job title] at a [company type]. The offer is [service]. Keep it helpful, specific, and under 120 words. Avoid hype and generic claims.

Best for: Outreach

## FOLLOW-UP

### Create a softer follow-up

Write 3 follow-up email options after no response. Make each one polite, value-driven, and easy to reply to. Include one version with a helpful resource offer.

Best for: Nurture

## OFFER ANGLE

### Clarify your value prop

Create 5 messaging angles for selling [service] to [industry]. For each angle, include the pain point, promise, proof idea, and CTA.

Best for: Campaigns

# Website copy & ad copy prompts.

Use these prompts when you need sharper messaging for service pages, landing pages, CTAs, and paid campaigns.

## HERO COPY

### Write a stronger headline

Write 10 hero headline and subheading combinations for a [service] page targeting [audience]. Make the message clear, benefit-driven, and specific to B2B buyers.

Best for: Web design

## CTA COPY

### Improve conversion actions

Generate 15 CTA options for a B2B service page. Include a mix of soft CTAs, consultation CTAs, resource download CTAs, and demo-style CTAs.

Best for: CRO

## AD COPY

### Create campaign variations

Write 5 LinkedIn ad variations for [offer] targeting [audience]. Include primary text, headline, CTA, and the main pain point each version addresses.

Best for: Paid ads

## MESSAGING TEST

### Compare different angles

Create 4 different messaging angles for [offer]: ROI-focused, pain-point-focused, authority-focused, and speed-focused. Keep each one concise and landing-page ready.

Best for: A/B tests



— NEED HELP TURNING PROMPTS INTO PIPELINE?

# AI can speed up your marketing. Strategy turns it into growth.

SmithDigital helps B2B service firms build smarter websites, stronger content systems, better campaigns, and AI-assisted marketing workflows that support real business development.

## Want a better growth system?

Let's review your website, content, and lead generation strategy and identify where AI can help your team move faster without losing quality.

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