

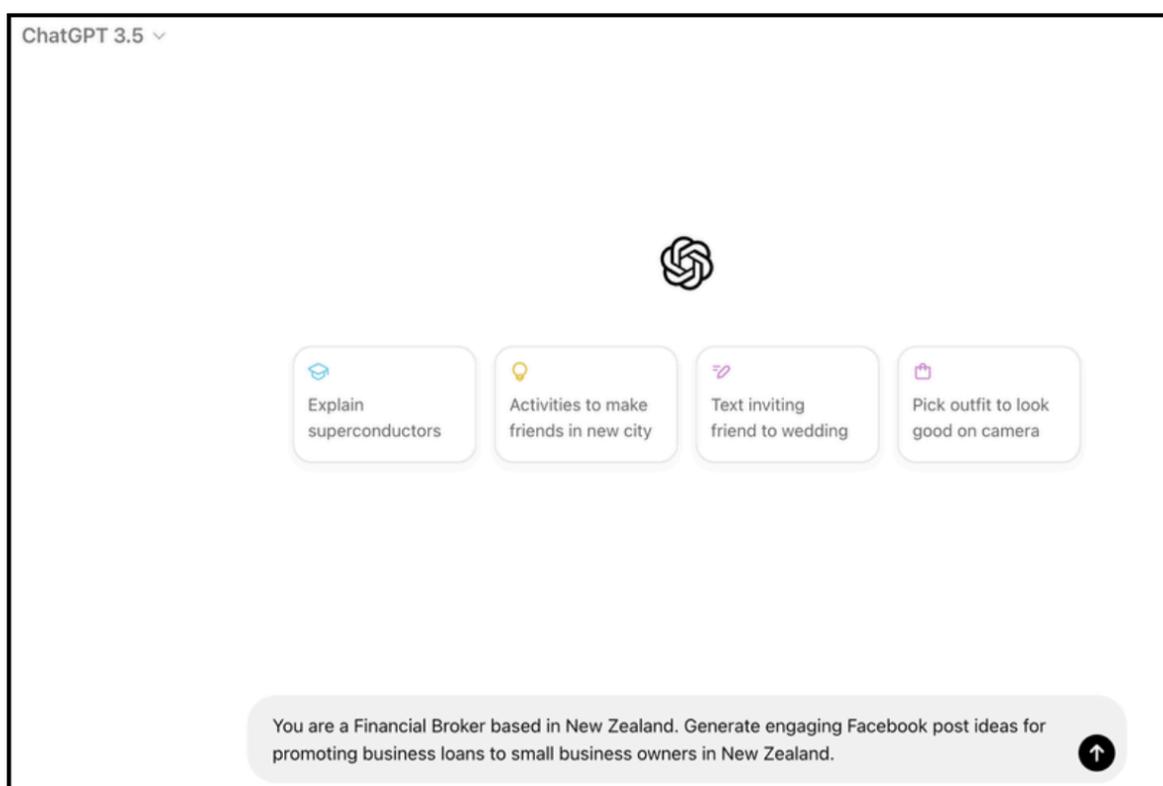
# GUIDE: CONTENT CREATION AND ADS USING GENERATIVE AI (CHATGPT)

Generative AI, like ChatGPT, can assist you in brainstorming and creating content for your marketing campaigns. This technology uses artificial intelligence to generate text based on the prompts you provide, making it a valuable tool for crafting social media posts, advertisements, and more.

## USING CHATGPT FOR SOCIAL MEDIA CONTENT

### Prompts for Facebook and Instagram Content

- Facebook Post Ideas:
  - Business Loan for Small Business:
    - **Prompt:** Generate engaging Facebook post ideas for promoting business loans to small business owners in New Zealand.
    - **Example Output:** Ready to take your small business to the next level? Our tailored business loans can help you expand, upgrade, and achieve your business goals. Apply now and see how easy it is to get funded! #SmallBusinessadvice #BusinessLoans



- Instagram Post Ideas:
  - Business Loans Plus:
    - Prompt: Suggest Instagram post ideas for promoting Business Loans Plus for larger expenses like moving or opening a second location.
- Example Output: Dreaming of expanding your business? Our Business Loans Plus provides the larger sums you need for major upgrades, renovations, or even opening a new location. Let's make those big plans a reality! #BusinessGrowth

**Don't forget to add who your target audience is, where you are located, what are your goals with that post (or content generation piece). The more information/detail you add to the tool, the better your results.**

# USING CHATGPT FOR SOCIAL MEDIA CONTENT

## Example Prompts for Generating Content

### Facebook Post:

- Business Line of Credit:
  - Prompt: Create a Facebook post for promoting a business line of credit to manage seasonal fluctuations for small businesses in New Zealand.
  - Example Output: Keep your cash flow steady with our Business Line of Credit! Perfect for managing seasonal ups and downs, covering supplier invoices, and more. Apply today to keep your business running smoothly all year round. #BusinessCredit #CashFlowManagement

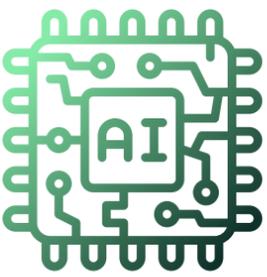
### Instagram Caption:

- General Awareness:
  - Prompt: Generate an Instagram caption for a post about the benefits of using Prospa's financial services for small businesses.
  - Example Output: From flexible business loans to lines of credit, Prospa has the financial solutions to support your small business every step of the way. Explore our services and find out how we can help you grow! #SmallBusinessSupport #FinancialFreedom"

### Other prompt ideas:

- Create a few Instagram post ideas for financial brokers promoting business loans to small business owners, highlighting ease of application and quick approval.
- Generate a Facebook post for a financial broker promoting business loans for entrepreneurs and small business owners.

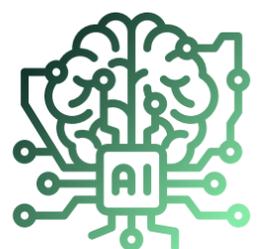
## GOOGLE ADWORDS TEXT AD:



- Prompt: Create a Google AdWords text ad for promoting Prospa's Business Loans Plus in New Zealand.
- Example Output: Need a larger loan for your business? Get Prospa's Business Loans Plus! Quick approval & competitive rates. Apply now!

## KEYWORD SUGGESTIONS:

- Prompt: Generate a list of keywords for a Google AdWords campaign targeting businesses looking for a line of credit in New Zealand.
- Example Output: Business line of credit NZ, small business credit line NZ, flexible business credit NZ, Prospa business credit, business financing NZ.



### **Be Specific with Prompts:**

- **The more specific your prompt, the more tailored the output will be. Include details like target audience, key benefits, and desired outcomes.**
- **Example Prompt: Generate a Facebook post targeting small business owners in Wellington looking for business loans to expand their operations.**

### **Iterate and Refine:**

- **Use the AI-generated content as a foundation. Personalize and tweak the suggestions to fit your brand's voice and message.**
- **Example: Adjusting the tone and details of an AI-generated Instagram post to better match your's style.**

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## **LINKEDIN PROMPTS**

### **Promoting Professional Services:**

- Create a LinkedIn post idea for a financial broker promoting their professional mortgage services to first-time homebuyers in New Zealand.

### **Highlighting Industry Insights:**

- Generate a LinkedIn post idea for a financial broker sharing insights on the current mortgage market trends in New Zealand.

### **Encouraging Networking:**

- Create a LinkedIn post for a financial broker encouraging connections with other professionals in the real estate and financial industries.

### **Showcasing Expertise:**

- Generate a LinkedIn post for a financial broker showcasing their expertise and successful client stories in securing mortgages.

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## **BLOG AND GUIDE PROMPTS**

### **Blog Post on Mortgage Tips:**

- Generate a blog post outline for a financial broker on 'Top 5 Tips for First-Time Homebuyers in New Zealand.'

### **Guide on Business Loans:**

- Create a guide outline for financial brokers on 'Understanding Business Loans: A Comprehensive Guide for Small Business Owners in New Zealand.'

### **Blog Post on Financial Planning:**

- Generate a blog post outline for a financial broker on 'How to Plan for Long-Term Financial Stability.'

### **Guide on Mortgage Process:**

- Create a guide outline for financial brokers on 'Navigating the Mortgage Process: A Step-by-Step Guide for First-Time Homebuyers.'

Thank  
you!

## Contact

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# ChatGPT

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