

MARKETINGCOACH.CC

AI Marketing Working Playbook

40 original prompts to understand your audience, shape relevant experiences, plan distribution, and learn from real outcomes.

40 ORIGINAL PROMPTS

Inputs. Working drafts. Review checks. Useful next moves.

Understand / Shape / Reach / Learn

A practical resource for founders, consultants, and small marketing teams with real marketing work to do.

September 2026 | Original instructional resource

No guaranteed outcomes. No automatic publishing or customer contact. Use actual evidence and review the work.

Start with one decision.

Choose the prompt that resolves your nearest uncertainty. You do not need to complete the entire library in order.

- 1. Gather context.** Bring your audience, offer, evidence, approved claims, brand voice, constraints, and the decision you need to make.
- 2. Supply the inputs.** Replace the bracketed descriptions with actual notes or data. If an input is missing, ask the assistant to explain the limitation.
- 3. Draft and review.** Use the prompt, inspect its evidence and assumptions, then edit the output. A persuasive answer is not proof.
- 4. Act and learn.** Save the reviewed output, choose a real next action, and record what happens at your checkpoint.

Start every session with this instruction

Use only supplied evidence or sources you actually retrieve. Separate observations, interpretations, and hypotheses. If a required input is missing, ask for it or state the limitation. Do not invent customer quotes, data, results, source access, or completed actions. Use minimized, appropriate data; do not infer sensitive traits. Produce a reviewable draft, not an external action.

How this resource is different

These are independently authored prompts and worksheets. HubSpot's public Loop Marketing prompt-library page informed the request for a staged resource. We did not access or reproduce its gated prompt collection. Our stage names describe practical jobs, not a proprietary predictive model.

Suggested first path: MC-U01, MC-S01, MC-S02, MC-R01, MC-L01, MC-L10.

Understand

Use the session instruction on page 2 with each prompt.

MC-U01 | Customer-language evidence map

Bring: [anonymized interviews], [offer], [research question]

Group repeated customer situations, desired outcomes, and objections. Preserve contradictions and tie each observation to its supplied source. Count only observed mentions; do not imply population prevalence.

Return: A table of theme, supporting evidence, conflicting evidence, question to investigate, and messaging implication.

Review: Check that each attributed statement exists in the input and that interpretation is labeled.

MC-U02 | Interview guide for a buying decision

Bring: [target situation], [decision], [what we already know]

Design a short interview about the last time the problem occurred, the workaround, alternatives, purchase process, and consequences. Avoid leading questions and hypothetical enthusiasm as the main evidence.

Return: Eight neutral questions, follow-up probes, recruiting criteria, and a note-taking structure.

Review: Remove questions that reveal the desired answer or presume the problem is important.

MC-U03 | Alternative-solution map

Bring: [customer problem], [known alternatives], [source excerpts with dates]

Compare doing nothing, manual work, direct competitors, and adjacent approaches. Distinguish what each source claims from independently observed behavior. Do not infer missing functionality from absent marketing copy.

Return: A sourced alternatives table with tradeoffs, unknowns, and questions for buyers.

Review: Check source dates, comparable scope, and whether a gap is evidence or speculation.

MC-U04 | Differentiation claim check

Bring: [our offer], [approved proof], [competitor material]

Identify claims that are specific, relevant, and supportable. Separate real differences from category requirements and unsupported superlatives. Suggest a way to validate a potentially useful difference.

Return: Three positioning options with evidence, limitations, and a buyer question for each.

Review: Delete any claim of being best, unique, or faster unless evidence supports the comparison.

Understand

Use the session instruction on page 2 with each prompt.

MC-U05 | Journey friction investigation

Bring: [journey steps], [observed behavior], [support questions]

Map the customer goal, action, uncertainty, and handoff at each step. Identify where evidence points to friction and where instrumentation is missing. Separate acquisition from first-use and ongoing value.

Return: A journey table and three prioritized investigation tasks.

Review: Ensure each proposed fix addresses an observed problem or an explicitly labeled hypothesis.

MC-U06 | Audience evidence brief

Bring: [research notes], [CRM field summary], [business objective]

Describe candidate audience situations without inventing demographics. Separate declared needs, observed actions, and inferred intent. Identify what could make each audience a poor fit.

Return: Two audience briefs with evidence strength, exclusions, missing data, and next research step.

Review: Check that a behavioral signal has not silently become a psychological certainty.

MC-U07 | Brand voice operating guide

Bring: [approved writing samples], [positioning], [words to avoid]

Identify repeatable voice choices and turn them into usable instructions. Keep factual claims separate from tone. Write examples showing the same message in an acceptable and unacceptable form.

Return: A one-page guide covering tone, vocabulary, structure, claim boundaries, and three examples.

Review: Have the brand owner approve the choices; do not treat stylistic analysis as authority.

Understand

Use the session instruction on page 2 with each prompt.

MC-U08 | Audience preference brief

Bring: [explicit preferences], [content feedback], [sample constraints]

Summarize evidence about preferred depth, format, examples, and objections. Mark uncertain patterns and possible sampling bias. Suggest a small test rather than claiming predictive accuracy.

Return: A preference brief with confidence labels and two testable creative hypotheses.

Review: Confirm preferences are sourced and that unknown readers still receive a useful default.

MC-U09 | Message comprehension research

Bring: [page or ad copy], [intended audience], [research access]

Design a test that asks readers what they think the offer does, whom it serves, what happens next, and what remains unclear. Separate comprehension from purchase intent.

Return: A short test script, observation sheet, and revision criteria.

Review: Do not fabricate participant responses or score copy as tested before sessions occur.

MC-U10 | Research-to-campaign brief

Bring: [reviewed evidence], [offer], [constraints], [goal]

Turn the evidence into one focused campaign hypothesis. Identify the audience, promise, proof, destination, and action. List assumptions that could invalidate the plan.

Return: A campaign brief with evidence links, owner decisions, and a smallest-useful test.

Review: Verify the selected objective is a customer or business outcome rather than asset volume.

Shape

Use the session instruction on page 2 with each prompt.

MC-S01 | Actionable segment specification

Bring: [field dictionary], [goal], [anonymized examples]

Propose at most three groups that should receive different help. Define membership, exclusions, time windows, unknown-value behavior, update cadence, and exit conditions using available fields only.

Return: A segment specification per group with purpose, treatment, success measure, and unsupported requirements.

Review: Reject any segment that cannot be explained, populated, or connected to a different action.

MC-S02 | Segment logic and edge-case review

Bring: [proposed rule], [field meanings], [sample records]

Translate the rule into parenthesized AND/OR logic. Keep permission and suppression outside all qualifying branches. Test qualifying, nonqualifying, missing, overlapping, and stale records.

Return: Readable logic, an edge-case table, and unresolved semantics.

Review: Ensure current customer or opt-out changes cannot leave someone eligible for an inappropriate send.

MC-S03 | Audience overlap and message priority

Bring: [segments], [campaigns], [frequency policy]

Identify where people could qualify for multiple treatments. Propose priority and deduplication rules that protect customer onboarding and current preferences. Distinguish audience membership from send eligibility.

Return: An overlap matrix, precedence rules, and final eligibility checks.

Review: Check that one person cannot receive duplicate versions through retries or separate journeys.

MC-S04 | Segment-specific message workshop

Bring: [approved offer], [segment needs], [brand guide]

Write different explanations of the same truthful offer for each audience. Change examples, objections, and next steps where relevant; preserve price, scope, evidence, and policy facts.

Return: A message matrix with headline, explanation, proof, CTA, and rationale.

Review: Check factual consistency and remove language that reveals intrusive behavioral monitoring.

Shape

Use the session instruction on page 2 with each prompt.

MC-S05 | Landing-page treatment brief

Bring: [base page], [known context signals], [approved variations]

Specify which page elements should vary and why. Keep essential terms consistent, avoid unsupported claims, and provide a complete default when context is absent or tracking is unavailable.

Return: A treatment table with condition, content change, fallback, and measurement.

Review: Verify the default path is useful and that a visitor can understand the offer without personalization.

MC-S06 | Welcome journey with exit rules

Bring: [resource promise], [onboarding milestone], [email permissions]

Plan a helpful welcome sequence that delivers the promise and supports the first useful action. Define timing, entry, exit, suppression, and ownership. Separate resource delivery from optional promotion.

Return: A journey table with trigger, message purpose, CTA, stop rule, and observable success.

Review: Check that completing the milestone stops redundant reminders and that delivery failure is visible.

MC-S07 | Customer activation assistance

Bring: [first-value definition], [product events], [support patterns]

Identify an observable point where new customers stall. Propose a helpful intervention with a fallback for unknown event data. Do not infer dissatisfaction from inactivity alone.

Return: An activation hypothesis, audience rule, intervention draft, and evaluation plan.

Review: Confirm the first-value event represents benefit, not merely a login or page view.

Shape

Use the session instruction on page 2 with each prompt.

MC-S08 | Renewal and expansion relevance

Bring: [renewal dates], [documented outcomes], [service scope]

Prepare a relevant customer conversation based on realized value and unmet needs. Separate renewal risk from an expansion opportunity. Exclude unsupported financial projections and pressure tactics.

Return: A value-review outline, evidence gaps, customer questions, and next-step options.

Review: Check that projected value is not reported as realized revenue or an agreed commitment.

MC-S09 | Data usefulness and freshness audit

Bring: [field inventory], [source systems], [intended segments]

Assess completeness, freshness, ownership, allowed use, and business relevance for the fields needed. Identify redundant or unnecessary data and the consequence of unknown values.

Return: A field audit with critical fixes and a minimum viable dataset.

Review: Do not recommend collecting sensitive information merely to improve a model score.

MC-S10 | Personalization quality review

Bring: [treatments], [brand guide], [facts], [default experience]

Review relevance, accuracy, accessibility, consistency, and customer control. Identify stereotypes, overconfident inferences, and missing fallback behavior. Suggest precise edits.

Return: An issue list ordered by customer impact, revised passages, and release checks.

Review: Confirm every treatment is independently understandable and truthful.

Reach

Use the session instruction on page 2 with each prompt.

MC-R01 | Channel decision brief

Bring: [audience access], [offer], [budget and time], [prior results]

Compare feasible distribution channels based on the buying situation and evidence. Select one initial channel and one complementary route. Make assumptions about reach and costs explicit.

Return: A channel comparison, selection rationale, first test, and stop conditions.

Review: Do not invent platform benchmarks or spread a small budget across too many tests.

MC-R02 | Search intent content plan

Bring: [real customer questions], [site inventory], [search evidence]

Group questions by intent and propose pages that answer them distinctly. Identify existing pages to improve before creating duplicates. Connect each page to a useful next step.

Return: A topic map with intent, unique value, existing-page relationship, and internal links.

Review: Treat keyword volume as unknown unless a verified source was supplied.

MC-R03 | AI-answer visibility investigation

Bring: [approved queries], [dated answer observations], [site pages]

Separate mentions, citations, and referrals. Compare observed answers with what the site actually explains. Propose improvements to clarity, useful coverage, and source support without promising visibility.

Return: An observation log, content gaps, technical questions, and a repeatable review method.

Review: Preserve engine, query, date, and limitations; never invent an answer-engine scan.

MC-R04 | Partner collaboration fit

Bring: [candidate partners], [verified audience information], [shared topic]

Assess relevance and complementary expertise. Design a useful collaboration that benefits both audiences. List unknown access, cost, rights, and logistics. Draft outreach only for human review.

Return: A shortlist with evidence, collaboration concept, and draft invitation.

Review: Do not invent follower counts, response likelihood, endorsement, or permission to send.

Reach

Use the session instruction on page 2 with each prompt.

MC-R05 | One source, useful formats

Bring: [approved article], [channel], [audience], [brand guide]

Adapt the core insight into an explanation, demonstration, comparison, and email. Give each piece standalone value and a relevant next step. Preserve factual boundaries.

Return: Four channel-suitable drafts with a shared claim check.

Review: Ensure the versions are useful adaptations, not identical snippets with different line breaks.

MC-R06 | Community contribution plan

Bring: [community rules], [observed questions], [expertise]

Propose contributions that answer real questions without requiring a promotional click. Identify when a link would be permitted and when asking an organizer first is appropriate.

Return: Three contribution outlines, context requirements, and an optional resource invitation.

Review: Do not fabricate membership, community permission, or conversations.

MC-R07 | Workshop as a discovery channel

Bring: [audience problem], [teaching skill], [capacity]

Outline a session that creates a useful participant result. Connect the exercise to an optional next step while keeping the lesson complete. Plan accessible materials and follow-up choices.

Return: A session agenda, exercise, invitation copy, and outcome measures.

Review: Check that attendance, satisfaction, and qualified interest are measured separately.

Reach

Use the session instruction on page 2 with each prompt.

MC-R08 | Paid-search intent review

Bring: [offer], [reported search terms], [outcomes], [locations]

Classify queries as relevant, investigate, or exclude. Explain context, suggest narrowly scoped negatives where justified, and flag conflicts with other campaigns.

Return: A query decision table with reasons and data limitations.

Review: Never treat free, reviews, or jobs as universally bad; do not confuse raw leads with qualified leads.

MC-R09 | Campaign activation readiness

Bring: [approved assets], [channels], [integrations], [owners]

Check destination accuracy, consent eligibility, scheduling, segment freshness, deduplication, rollback, and error handling. Distinguish a drafted asset from a working connection.

Return: A release checklist with pass, fail, unknown, owner, and evidence needed.

Review: Do not mark a connection tested without an observed result; do not send or publish.

MC-R10 | Distribution calendar with capacity

Bring: [approved assets], [team availability], [events], [review times]

Create a manageable calendar around dependencies and audience needs. Include review, reuse, and support time. Keep time zones explicit and dates proposed until scheduled in a real system.

Return: A calendar with owner, asset, channel, objective, dependency, and status.

Review: Check that the calendar does not promise more execution than the team can support.

Learn

Use the session instruction on page 2 with each prompt.

MC-L01 | Experiment definition before launch

Bring: [hypothesis], [eligible population], [baseline], [constraints]

Define the primary outcome, guardrails, comparison, observation window, and decision criteria. Identify confounders and whether the available sample can support a causal conclusion.

Return: A prerelease experiment card with measurement and interpretation limits.

Review: Avoid inventing sample sufficiency or statistical confidence.

MC-L02 | Campaign bottleneck diagnosis

Bring: [actual funnel data], [definitions], [time window], [changes]

Locate the observed drop-off and suggest competing explanations. Distinguish tracking failure, poor fit, weak offer, and conversion delay. Prioritize checks before remedies.

Return: A diagnostic table with evidence, alternative explanation, next check, and owner.

Review: Do not claim causation from a correlation or compare incompatible periods.

MC-L03 | Segment outcome review

Bring: [membership snapshot], [treatments], [outcomes], [exclusions]

Compare outcomes using consistent denominators and windows. Account for overlaps and changing membership. Distinguish a valuable audience from a treatment that improved its results.

Return: A segment report with rates, counts, limitations, and one next test.

Review: Do not calculate historical rates from today's dynamic membership.

MC-L04 | Attribution reconciliation

Bring: [CRM outcomes], [analytics], [ad reports], [attribution windows]

Explain discrepancies without adding platform-reported conversions together. Separate attribution rules, unknown source, delayed conversion, and duplicate counting from incremental impact.

Return: A reconciliation plan, discrepancy table, and qualified conclusions.

Review: Do not allocate missing revenue to a channel simply to make totals match.

Learn

Use the session instruction on page 2 with each prompt.

MC-L05 | Retention and revenue movement

Bring: [opening cohort], [MRR movements], [definitions], [period]

Check opening recurring revenue, expansion, contraction, churn, and any reactivation convention. Calculate GRR and NRR only with compatible cohort data; keep new customers outside the opening-cohort ratios.

Return: A calculation trail, missing-input list, and explanation of movements.

Review: Use unknown rather than zero for missing values; state the treatment of reactivation.

MC-L06 | Offer economics review

Bring: [net sales], [variable costs], [spend], [refund assumptions]

Calculate contribution before and after acquisition. Separate observed costs from allowances and fixed overhead. Show how changes in price or returns affect affordable acquisition.

Return: A transparent scenario table with break-even assumptions and decision limits.

Review: Do not label contribution as final profit or forecasts as earned revenue.

MC-L07 | Customer feedback after a campaign

Bring: [anonymized replies], [support issues], [campaign promise]

Group confusion, unmet expectations, useful outcomes, and requests. Preserve minority concerns and distinguish severity from frequency. Tie changes to actual statements.

Return: A feedback summary with example evidence, priority, and proposed response.

Review: Do not fabricate quotes or assume silent customers were satisfied.

Learn

Use the session instruction on page 2 with each prompt.

MC-L08 | Measurement quality check

Bring: [event dictionary], [instrumentation results], [source systems]

Review event meaning, duplicate firing, missing records, time zones, identity boundaries, and reconciliation. Identify which business conclusions are unsupported until tracking is fixed.

Return: A measurement audit and prioritized repair checklist.

Review: Distinguish clicks, submissions, accepted leads, bookings, and paid outcomes.

MC-L09 | Content refresh decision

Bring: [content inventory], [dated performance], [customer questions]

Decide which assets to retain, improve, consolidate, or retire. Consider usefulness, changed facts, overlap, and business relevance rather than traffic alone.

Return: A prioritized refresh plan with reason, dependency, and expected evidence.

Review: Do not change publication dates merely to make content appear recent.

MC-L10 | Learning memo and next move

Bring: [experiment plan], [actual results], [limitations], [constraints]

Write a brief decision memo separating what happened, what it might mean, what remains unknown, and what to do next. Identify evidence that would reverse the decision.

Return: A one-page memo with continue, revise, pause, or investigate recommendation.

Review: Keep unsupported certainty and retrospective changes to success criteria out of the memo.

Your context and audience

Complete the fields that matter to this decision. Keep assumptions separate from verified evidence.

Decision and business goal

Audience situation and evidence

Offer, delivery, and approved claims

Available data and missing information

Brand voice, time, budget, and capacity

Segment card

Purpose | Membership rule | Permission | Exclusions | Unknowns | Refresh | Exit | Treatment |
Default | Measure | Owner

Your experiment and checkpoint

Hypothesis and planned action

Primary outcome, denominator, and guardrail

Observation window, comparison, and limits

Actual result and supporting evidence

What remains unknown

Next move and what would change the decision

Source and attribution

Public format reference: [HubSpot Loop Marketing Prompt Library](#). Checked September 27, 2026. All prompts and worksheets here are original. For technical references, see the accompanying segmentation guide.