

# CHAT GPT 4 PRO



ChatGPT-4

**How to go from zero to AI  
prompt expert: a full  
marketing campaign case study**



# STEP #1

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The super prompt.

- ✓ **Who** is GPT?
- ✓ What is it **known** for?
- ✓ What's its **mission**?
- ✓ Who are **you**?
- ✓ What do you **do**?
- ✓ What do you **need**?



# Who's GPT?



Ruben Hassid

**Act like "GPT Marketing", the most renowned digital marketing expert managing one of the biggest companies in the world.**

...the prompt continues →



# What is it **known** for?



Ruben Hassid

You build marketing campaigns for a living. You know how to:

- Define the Goals
- Set a Budget
- Determine the Target Audience
- Select Your Media
- Develop Your Messaging
- Measure the Results
- Compare with the Competition

...the prompt continues →



# What's its **mission**?



Ruben Hassid

You are an expert marketing campaign writer with a deep understanding of human psychology. You understand the nuance of you're industry. You write to capture people's attention, spark emotion and make people react to your campaign. You prioritize creativity and new takes on proven past strategies.

...the prompt continues →



# Who are **you**?



Ruben Hassid

I am a business owner of a clothing brand in the heart of the Marais in Paris.

I sell recycled upcycling pieces of clothes from old & vintage streetwear from the US.

...the prompt continues →



# What do you **do**?



Ruben Hassid

## What is upcycled fashion?

Upcycling is the process of taking old or discarded materials and turning them into something new and more valuable than the original. There are many ways to upcycle clothing, from cutting and sewing to darning and patching. You can also dye or paint old clothes to give them a new look.

...the prompt continues →

# What do you **need**?



Ruben Hassid

More than 80% of my revenues come from Instagram, but I have a hard time selling anything in my store. Hence, I'd love to keep my physical store to make it a hub for upselling.

...the prompt continues →



# What do you **need**?



Ruben Hassid

Let's create a physical marketing campaign that leverages my strong Instagram presence to bring back people to my physical store.

...the prompt continues →

# What do you **need**?



Ruben Hassid

I want the campaign to be as precise as possible, and focus on only 3 strategies to implement — ranked by priority.

...the prompt continues →



# What do you **need**?



Ruben Hassid

Present your ideas in the most compelling way for investors: bullet lists, key points, and one or more tables. Go through all the elements of a successful marketing campaign.

...Let's check GPT's answers →



# STEP #2

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## Qualify the output

- ✓ **Read** ChatGPT's answer carefully
- ✓ **Highlight** the key items
- ✓ The simple prompt to **continue**



# ChatGPT's answer:



Chat GPT

## **Re-Discover Fashion - The Marais Upcycling Experience**

**Goal:** Drive foot traffic to the physical store, leveraging Instagram presence to create a unique in-store experience that promotes upselling.

...the answer continues →

# ChatGPT's answer:



Chat GPT

## Strategy 1: Exclusive In-Store Pop-up Events with Instagram Influencers

- Host monthly pop-up events featuring local and international Instagram influencers
- Influencers create upcycled fashion pieces and share their creations on Instagram
- Offer exclusive discounts and limited-edition items during the event
- Encourage attendees to share their experiences on Instagram using a branded hashtag (e.g. #MaraisUpcycle)

...the answer continues →



# ChatGPT's answer:



Chat GPT

## Strategy 2: In-Store Upcycling Workshops and Fashion Shows

- Organize weekly upcycling workshops and fashion shows in-store
- Promote events on Instagram and through influencers' channels
- Attendees learn upcycling techniques and get a firsthand look at new fashion trends
- Offer exclusive discounts for workshop participants
- Create an Instagrammable setting for attendees to share their creations (e.g. custom photo wall)

...the answer continues →

# ChatGPT's answer:



Chat GPT

## Strategy 3: Instagram-Based Loyalty Program

- Create an Instagram-exclusive loyalty program
- Encourage customers to share their upcycled purchases on Instagram with a branded hashtag (e.g. #MyMaraisStyle)
- Offer tiered rewards based on the number of posts and engagement (e.g. discounts, early access to sales, VIP event invitations)

...the answer continues →

# ChatGPT's answer:



## Chat GPT

### Budget Breakdown:

Strategy	Cost Estimate (EUR)	Percentage of Budget
Influencer Pop-up Events	15,000	50%
Upcycling Workshops & Shows	10,000	33.3%
Instagram Loyalty Program	5,000	16.7%
Total	30,000	100%

...the answer continues →



# ChatGPT's answer:



Chat GPT

## Key Performance Indicators (KPIs):

1. Foot traffic: Increase in-store foot traffic by 25% within 6 months
2. Instagram engagement: Increase branded hashtag usage by 50% and average post engagement by 30%
3. In-store sales: Achieve a 15% increase in in-store sales revenue within 6 months

...the answer continues →

# ChatGPT's answer:



## Chat GPT

### Competitive Advantage:

- Unique in-store experiences, driving foot traffic and reinforcing brand positioning as an upcycling fashion hub
- Strengthened relationships with influencers and customers through exclusive events and loyalty programs
- Combination of online and offline marketing strategies, capitalizing on Instagram presence and driving in-store sales

...here, ChatGPT stopped →



# The simple prompt to **continue**



Ruben Hassid

# continue

...Yes, it was this simple aha →

# ChatGPT's answer:



## Chat GPT

### Success Factors:

1. Leverage Instagram presence: Utilize the existing strong Instagram following to maximize reach and impact of the campaign
2. Collaboration with influencers: Partner with local and international influencers to amplify the campaign message and attract a wider audience
3. Unique in-store experiences: Offer differentiated, memorable experiences that encourage customers to visit the physical store and share their stories on Instagram
4. Strong brand positioning: Emphasize the brand's focus on upcycling, sustainability, and fashion innovation to create a loyal and passionate customer base

...the answer continues →



# ChatGPT's answer:



## Chat GPT

### Risks and Mitigation:

1. Influencer partnerships: The success of the campaign relies heavily on influencer collaborations. To mitigate risks, choose influencers with a strong alignment to the brand and monitor their impact on key metrics.
2. Event execution: Ensuring well-organized and engaging events is critical. To mitigate risks, allocate sufficient resources for event planning, staffing, and promotion, and gather attendee feedback for continuous improvement.
3. Economic fluctuations: Changes in economic conditions could affect customers' willingness to spend. To mitigate risks, closely monitor market trends and adjust promotional strategies, pricing, and inventory accordingly.

...the answer continues →

# ChatGPT's answer:



## Chat GPT

### Timeline and Milestones:

Month	Milestones
Month 1	Identify and secure influencer partnerships
Month 2	Plan and promote first influencer pop-up event
Month 3	Launch Instagram loyalty program
Month 4	Host first upcycling workshop and fashion show
Month 5	Evaluate campaign effectiveness and adjust strategies
Month 6	Host second influencer pop-up event and measure KPI progress

...Jump into step #3 →



# STEP #3

---

## Prompt deeper.

- ✓ Choose a **strategy**.
- ✓ Pick a **framework**.
- ✓ Call out the **mistakes**.



# Choose a **strategy**.



Ruben Hassid

Great. Let's review the first strategy "Exclusive In-Store Pop-up Events with Instagram Influencers".

Share a Pirate Metrics framework for it.

Pirate Metrics or "AARRR!" framework allows you to see how a customer may travel on their buying journey and what areas you need to improve.

...the prompt continues →

# Pick a framework.



Ruben Hassid

**Acquisition:** Where are prospects finding you? Facebook ads, blog content, a paid search, etc.

**Activation:** What step did a prospect take once they arrived at your website? Depending on the business, this could include signing up for an account, downloading a free giveaway in exchange for their email, filling out a profile, etc.

**Retention:** Once they've left your site, do prospects or customers come back? How often?

**Revenue:** How do you earn money from your customers? Consider reviewing metrics such as conversion rates, shopping cart size, and the LTV or customer lifetime value.

**Referral:** When customers are happy, they tell other people, and you end up with more customers. This lowers your CAC or customer acquisition cost because your loyal customers will attract new prospects for you.

...the prompt continues →



# Ask for some **details**.



Ruben Hassid

I want the most extensive answer, with a long text, headings, subheadings, and a table for each letters of the framework.

...Let's check the answer →



# TRICK

---

Call out the mistake.

ChatGPT's answer was good...but I needed something better.

**Let's call out the mistake together →**



# Call out the mistake.



Ruben Hassid

You did a good job, but I need an upgraded version.

Could you go in much more details?

Also, could you share everything in one big compelling table?

...Let's check the answer →



# ChatGPT's answer:



Chat GPT

Certainly! Here's a more detailed breakdown of the Pirate Metrics framework for Strategy 1, along with a comprehensive table.

**Strategy 1: Exclusive In-Store Pop-up Events with Instagram Influencers**

...the answer continues →

# ChatGPT's answer:



## Chat GPT

### Acquisition

#### Promotion Channels:

1. Instagram influencer posts and stories
  - Sponsored posts featuring exclusive items
  - Behind-the-scenes content during the event preparation
2. Brand's Instagram account
  - Event teasers and announcements
  - Collaborative content with influencers
3. Instagram ads
  - Local and regional targeting
  - Ad creative featuring influencers and event highlights
4. Email marketing
  - Event invitations to existing customers
  - Exclusive offers for email subscribers
5. Cross-promotion on other social media platforms
  - Influencers sharing event details on TikTok and YouTube
  - Facebook event page for RSVPs and updates

...the answer continues →

# ChatGPT's answer:



## Chat GPT

### Activation

#### In-store Activation Steps:

1. Welcome and registration
  - Greet attendees and collect their information for follow-up communication
2. Influencer meet-and-greet
  - Attendees have the opportunity to interact with influencers and take photos
3. Product showcase and demonstrations
  - Influencers present their upcycled creations and share the creative process
4. Exclusive shopping experience
  - Attendees can purchase limited-edition items or access special event discounts
5. Instagrammable moments
  - Photo opportunities with influencers, branded backdrop, or interactive installations

...the answer continues →



# ChatGPT's answer:



## Chat GPT

### Retention

#### Post-Event Retention Strategies:

1. Personalized follow-up emails
  - Thank you message and recap of event highlights
  - Exclusive offers and incentives for future visits
2. Engaging Instagram content
  - Sharing user-generated content from the event
  - Highlighting future events and in-store promotions
3. Customer feedback and surveys
  - Collecting insights to improve future events and customer experience
4. Influencer collaborations
  - Continuously partnering with influencers for content and promotions

...the answer continues →

# ChatGPT's answer:



## Chat GPT

### Revenue

#### Revenue Generation Opportunities:

1. Exclusive item sales
  - Limited-edition products co-created with influencers
2. In-store sales during the event
  - Offer event-specific discounts or promotions
3. Upselling and cross-selling
  - Recommending complementary items or personalized styling advice
4. Long-term customer loyalty
  - Cultivating relationships that lead to repeat purchases and higher lifetime value

...the answer continues →

# ChatGPT's answer:



Chat GPT

## Referral

### Referral Strategies:

1. User-generated content
  - Encourage attendees to share their event experiences using the branded hashtag
2. Influencer giveaways and contests
  - Incentivize followers to engage with the brand and attend future events
3. Referral program
  - Reward event attendees for referring friends to the store or future events

...the answer continues →



# ChatGPT's answer:



## Chat GPT

Comprehensive Pirate Metrics Table for Strategy 1:

Metric Stage	Key Metrics	Sub-Metrics and Strategies
Acquisition	Impressions, reach, new followers, traffic	Influencer posts, brand's Instagram, ads, email marketing, cross-promotion
Activation	Event attendees, conversion rate	Welcome, influencer meet-and-greet, product showcase, exclusive shopping, Instagrammable moments
Retention	Repeat visits, engagement rate	Follow-up emails, engaging Instagram content, feedback, influencer collaborations
Revenue	Sales revenue, average transaction value	Exclusive item sales, in-store sales, upselling, long-term customer loyalty
Referral	Referral customers, hashtag usage, contest participants	User-generated content, influencer giveaways, referral program

...I can't leave without a bonus →



# BONUS

---

3 completely new ideas

- ✓ Go back to the first answer.
- ✓ **Edit your prompt.**
- ✓ Ask for 3 completely new & fresh ideas.



# Go back on the 1st answer:



## Chat GPT

Competitive Advantage:

- Unique in-store experiences, driving foot traffic and reinforcing brand positioning as an upcycling fashion hub
- Strengthened relationships with influencers and customers through exclusive events and loyalty programs
- Combination of online and offline marketing strategies, capitalizing on Instagram presence and driving in-store sales



Continue



...Now for the prompt you input →



# Edit your prompt:



Ruben Hassid

I would like you to share 3 completely new strategies.

Each of them must be tackling a completely different angle to solve the same problem I was referring to in my first prompt.

Prioritize creativity and uncommon ideas that drive the most results.

Share only the strategies.

...Let's check the answer →

# ChatGPT's answer:



## Chat GPT

### **Strategy 1: Street Art Collaboration and Fashion Treasure Hunt**

- Collaborate with local street artists to create murals around the Marais, featuring upcycled clothing and unique designs
- Organize a treasure hunt event where participants find and photograph the murals
- Participants share their photos on Instagram using a branded hashtag (e.g., #MaraisFashionHunt)
- The first participants to complete the treasure hunt get exclusive in-store rewards, driving foot traffic and sales

...the answer continues →

# ChatGPT's answer:



## Chat GPT

### **Strategy 2: Fashion Swap Parties with Live-streamed Makeovers**

- Host monthly fashion swap parties in the physical store, where attendees bring their old clothes to exchange with others
- Offer live-streamed makeovers and styling sessions with professional stylists, using both swapped and upcycled items
- Encourage attendees to share their new looks on Instagram, tagging the store and using a branded hashtag (e.g., #MaraisFashionSwap)
- Drive foot traffic by promoting the event as a unique opportunity to revamp one's wardrobe and learn new styling techniques

**...the answer continues →**



# ChatGPT's answer:



## Chat GPT

### Strategy 3: Upcycled Fashion Window Display Challenge

- Create a rotating window display challenge where local fashion students, designers, and artists create eye-catching upcycled fashion installations
- Promote the installations on Instagram and encourage followers to vote for their favorite display by visiting the store and sharing photos
- Offer in-store incentives for voters, such as discount coupons or entry into a raffle for a free upcycled outfit
- Generate buzz and foot traffic with this engaging and interactive campaign that showcases the creativity of upcycled fashion

...Be better than 99% of people →



# Voilà!



## Upgrade your AI skills in 3 steps:

1



**Ruben Hassid** • 2nd

Master A.I. before it masters you  
1d •



2

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3

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