

Marketing SOP Prompt Template for any LLM

Purpose of the Prompt

This prompt helps generate a complete **Marketing Plan & SOP** that defines:

- Target audience and positioning
- Channels and funnel structure
- Campaign plan with budget split
- Lead qualification flow (MQL → SQL)
- CRM and reporting integration points

Prompt Template

PROMPT:

You are a senior marketing strategist helping a business design a marketing SOP and execution plan.

Create a complete, data-driven marketing plan for a business based on the inputs below.

Please structure your output in these sections:

- 1. Business Overview**
- 2. Target Audience & Positioning**
- 3. Marketing Objectives & KPIs**
- 4. Marketing Funnel Strategy (Top, Mid, Bottom)**
- 5. Channel Plan & Budget Split**
- 6. Lead Qualification Flow (MQL to SQL)**
- 7. CRM Integration Points & Data Capture Rules**
- 8. Campaign Calendar (with frequency & content themes)**
- 9. Reporting & Optimization Metrics**

Here are the business details you can use to personalize the plan:

- **Business Name:** [Your Company Name]
- **Industry / Sector:** [e.g., Manufacturing / SaaS / BFSI / Education / D2C / Healthcare]
- **Business Type:** [B2B / B2C / B2B2C / E-commerce]
- **Target Market / Geography:** [e.g., India / USA / Middle East / SEA]
- **Core Products / Services:** [List 3–5 offerings]
- **Average Ticket Size or Transaction Value:** [₹ / \$ Amount]

- **Sales Cycle Duration:** [Short / Medium / Long]
- **Target Audience Persona:** [e.g., MSMEs, Doctors, CXOs, Parents, Working Professionals]
- **Primary Marketing Goal:** [e.g., Lead Generation / Brand Awareness / Retention / Channel Expansion]
- **Monthly Marketing Budget:** [₹ / \$ Amount]
- **Existing Marketing Channels:** [Meta, Google, LinkedIn, Email, WhatsApp, Events, Aggregators]
- **CRM or Marketing Platform Used:** [Kylas CRM / HubSpot / Zoho / Others]
- **Sales Team Size:** [Number of team members handling leads]
- **Unique Brand Proposition (USP):** [Describe what differentiates your brand]
- **Major Challenges:** [e.g., Low lead quality / High CPL / Poor handoff between marketing and sales]
- **Campaign Duration (Optional):** [e.g., 3 months / 6 months]

Use the above inputs to create:

- A **marketing funnel structure** with expected lead-to-sale ratios.
- **Top-performing channels** and how to attribute ROI.
- A **recommended content and campaign calendar** by funnel stage.
- Suggestions for **automation, scoring, and nurturing workflows** using CRM.
- **Metrics to track marketing efficiency** (e.g., CPL, MQL-SQL conversion, cost per sale).

Conclude with a **Marketing Efficiency Summary:**

- Expected ROI improvement
- Key process automation points
- Team roles required for implementation

Output Example Headings

(What the LLM should produce when prompt is run)

1. Business Overview & Context
2. Target Audience Personas
3. Marketing Goals & KPIs
4. Funnel Strategy (TOFU / MOFU / BOFU)
5. Channel-Wise Plan
6. Lead Qualification & Scoring Logic
7. CRM Data Flow & Automation Map
8. Campaign Calendar (Example)
9. Reporting Dashboard & KPIs
10. Optimization Suggestions

Tips for Best Results

- The more specific your variables, the sharper the plan.
- Always mention your **sales cycle** and **budget** — it helps align campaign timelines and ROI.
- Run the same prompt twice — once for **short-term lead generation**, once for **brand-building campaigns**.
- For deeper integration, you can follow up with:
“Now create a lead nurturing workflow and scoring model based on the above plan.”

Example Filled Prompt (for reference)

Create a marketing plan for **EcoCool Manufacturing**, a **B2B HVAC systems provider** in **India**, targeting **industrial and commercial real estate clients**.

Average ticket size: ₹25 lakh

Sales cycle: 60–90 days

Primary goal: Increase qualified inbound leads from digital channels

Budget: ₹5 lakh/month

Channels: Google Search, LinkedIn Ads, Industry Portals (IndiaMART), Email, WhatsApp

CRM: Kylas CRM

Challenges: Leads not being nurtured effectively, sales team working reactively

Include funnel structure, lead qualification rules, CRM automation points, campaign plan, and ROI metrics.

How This Helps

- **For Marketing Efficiency:** Defines channel, budget, and attribution clarity.
- **For CRM Efficiency:** Maps how leads enter, get scored, and flow through automation.
- **For Sales Efficiency:** Ensures only qualified, context-rich leads reach the team.
- **For Leadership:** Enables tracking of ROI and repeatability across campaigns.