

Learning Materials: Prompt Framework Use Case- Marketing

Marketing: Use Cases & Frameworks

This cheat-sheet provides quick guidance for marketing professionals. Each row lists a common use case, the best-fit frameworks to tackle it, why they work, typical failure modes, and a starter prompt.

Use case	Best-fit frameworks	Why these work	Failure modes	Prompt sample
Email marketing (lifecycle, activation, win-back)	DEPTH, CARE, BAB, APE, AIDA, PAS	DEPTH adds metrics and multi-role views; CARE ensures on-voice copy; BAB/AIDA/PAS drive persuasion; APE executes quickly	Over-personalization, vague KPIs, too many CTAs	**DEPTH:** You are a lifecycle strategist, data analyst and copy lead. **Metrics:** day-7 activation 22%→30%. **Context:** B2B HR SaaS. **Tasks:** audit → hypotheses → draft → tests. **Self-critique:** iterate to 9/10+.
SEO content & editorial calendars	RISE, P.R.O.M.P.T., RTF, COAST	RISE structures multi-week plans; P.R.O.M.P.T. defines outputs/metrics; RTF creates asset lists; COAST clarifies scope/tests	Keyword stuffing, ignoring intent, unrealistic cadence	**RISE:** Role: SEO strategist. Input: ICP = HR ops; topics: payroll accuracy, AI in HR. Steps: map intents → cluster keywords → 8-week plan. Expectations: table (week, query, H2/H3, internal links, KPI).
Paid social / ads	RTF, TAG, AIDA, PAS	RTF speeds variant creation; TAG locks goals;	Channel mismatch, compliance misses, weak CTAs	**RTF:** Act as a performance marketer. Create 12 LinkedIn ad variants

		AIDA/PAS drive persuasion		promoting a demo. Show as a table: hook, copy, CTA, angle, compliance notes.
Landing pages & CRO	BAB, AIDA, RACE, COAST	Persuasion patterns; guardrails; scoped test plans	Multi-CTAs, unclear value prop, untestable hypotheses	**BAB:** Before: manual payroll audits; After: automated accuracy. Bridge: draft hero (headline + sub), 3 benefits, proof module, single CTA.
Product marketing briefs	P.R.O.M.P.T., CARE, ERA	Clear outputs/metrics; voice fidelity; explain–reason–answer transparency	Unclear audience, misaligned tone, scope creep	**P.R.O.M.P.T.:** Purpose: 1-page PMM brief for “HR AI Insights.” Role: PMM. Output: who, pain, value, differentiators, proof, CTA. Metrics: stakeholder sign-off in 1 review. Parameters: 350–450 words. Tone: clear.
Voice/brand alignment	CARE, ROSES, TRACE	Exemplars and safeguards reduce drift; explicit example usage	Over-fitting, ignoring compliance style rules	**CARE:** Context: voice = confident, human, concise. Action: rewrite this intro. Result: 30-sec skim, clear takeaway. Example: [paste 2 on-brand paragraphs].
GTM plans & launch orchestration	RISE, APE, COAST	Stepwise planning, immediate execution,	Unclear ownership, missing risk plan, no measurement	**RISE:** Role: GTM lead. Input: launch = “Payroll Accuracy AI,” window = 6 weeks.

		scoped tests & owners		Steps: audiences → channels → timeline → owners → risks. Expectations: Gantt-style table + risk register.
Customer feedback synthesis	P.R.O.M.P.T., ERA, RTF	Defined outputs; rationale; tabular formats	Over-summarization, missing minority themes, actionless insights	**P.R.O.M.P.T.:** Purpose: synthesize 500 NPS comments. Role: CX analyst. Output: table (theme, frequency, severity, owner, fix). Metrics: 80% coverage. Parameters: ≤500-word narrative. Tone: neutral.
Competitive analysis & positioning	ERA, DEPTH, RACE	Transparent reasoning, metrics, constraints	Confirmation bias, feature lists without outcomes, unverifiable claims	**ERA:** Explain our market position vs. Competitor X and Y, reason with evidence (G2, pricing, outcomes), answer with a positioning statement + proof bullets.

Tip: When in doubt, start with **RISE** for multi-step plans or **P.R.O.M.P.T.** for briefs with clear outputs and metrics. Mix persuasion frameworks (BAB, AIDA, PAS) to strengthen your copy.