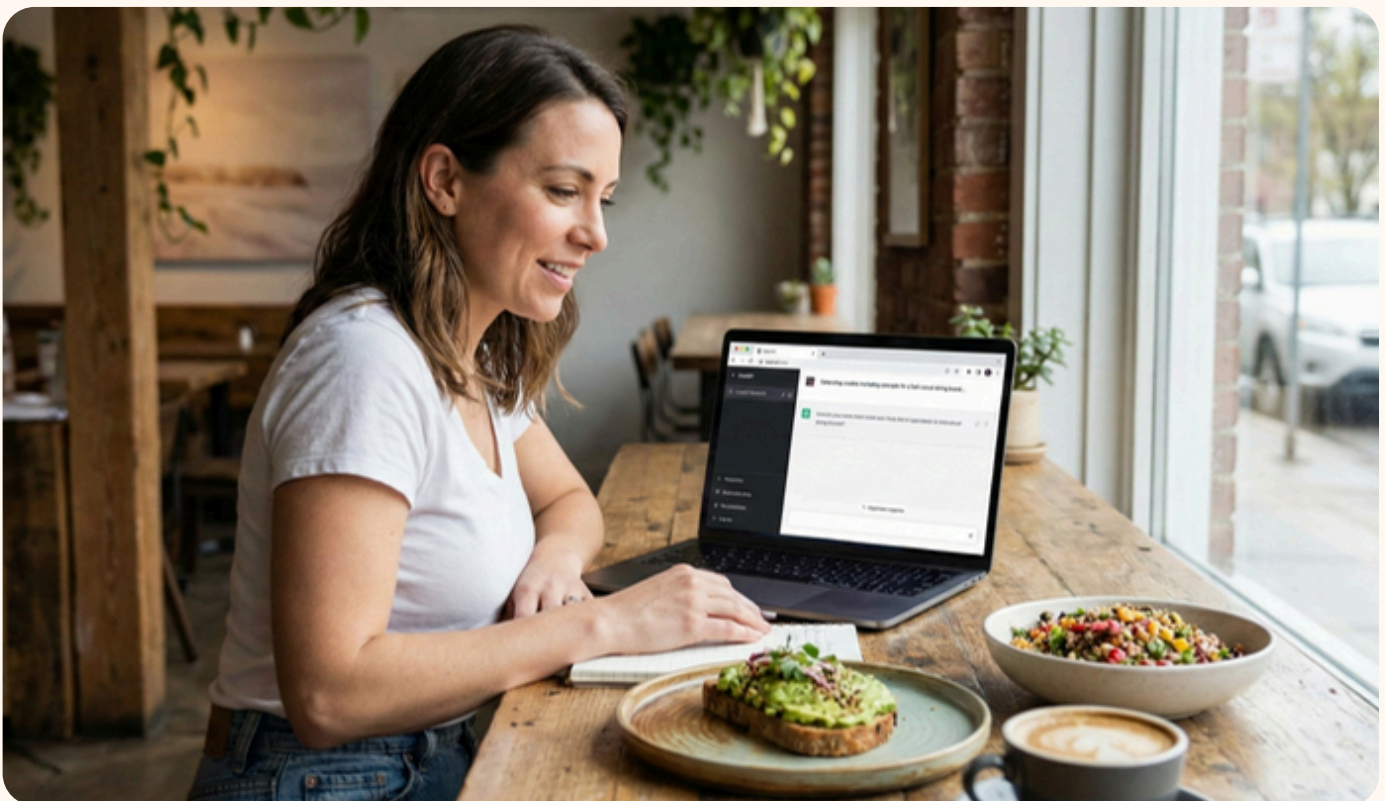




COPY-AND-PASTE
CHATGPT MARKETING
PROMPTS FOR CAFES
GENERATE CONTENT IN MINUTES



Best Practices To Follow

Tip 1: Specify Format & Length

Example:

"Create an [Instagram post caption] that is [~50 words] promoting The Cozy Cafes' new Pistachio latte, using a [casual, fun tone]."

Tip 2: Provide Context & Goal

Example:

"Create an Instagram post caption that is ~50 words promoting [The Cozy Cafes' new Pistachio latte], using a casual, fun tone.

[The Cozy Cafe is a family-owned small Seattle roastery that sells drinks and pastries baked fresh each morning. Our goal with this post is to spread awareness to our followers about our new drink.]"

Tip 3: Give Examples or References

Example:

"Create an Instagram post caption that is ~50 words promoting The Cozy Cafes' new Pistachio latte, using a casual, fun tone.

The Cozy Cafe is a family-owned small Seattle roastery that sells drinks and pastries baked fresh each morning. Our goal with this post is to spread awareness to our followers about our new drink.

[The attached file is an example of an Instagram post we did prior for a different drink. Use this caption as a reference.]"

Fun Fact:

You can train ChatGPT by sharing your brand, menu, audience, and tone, which helps it create on-brand content, without repeating yourself every time.

The "Content Calendar" Prompt

The Goal: To get a full week of social media done in one go without sounding like a robot.

The Photo Prompt:

"Act as a social media manager for my cafe, [Name of Cafe]; we have a [Vibe, e.g., cozy/industrial/fast-paced] atmosphere and we are known for our [Star Product]. Create a 7-day posting plan for [Social Media Platform(s)] that includes a specific photo idea for each day, a caption written in a [Tone] voice, and 5 hashtags that locals in [City] actually follow."

The Short-Form Video Prompt:

"Act as a viral video creator for my cafe, [Name of Cafe]; we have a [Vibe, e.g., cozy/rustic/modern] atmosphere, and we specialize in [Star Product]. Create a 7-day posting plan for [Social Media Platform(s)] where each video is under [Number] seconds. Include a specific video idea for each day, paired with a script in a [Tone] voice, a caption, and a trending audio suggestion that fits our [Vibe, e.g., cozy/industrial/fast-paced]."

The "Collaborator" Prompt

The Goal: To get your cafe mentioned by other local businesses and influencers without feeling pushy.

The Prompt:

"I want my cafe, [Name of Cafe], to partner with other locals in [City] like [Type of Business, e.g., bookstores/influencers]. Write a short, friendly message for [Platform, e.g., Email/Instagram DM] I can send to them that proposes a simple way we can help each other out, and list 3 specific 'collab' ideas that would benefit their [Customers/Followers] and mine."

Tip: Input a background about the specific businesses/influencers you want to reach out to and a background about your cafe to get a more personalized response.

The "Guest Connection" Prompt

The Goal: To move the guest relationship from a physical transaction to a digital connection.

The Prompt:

"Act as a customer loyalty expert for my cafe, [Name of Cafe]. We want to get people who are sitting in our cafe right now to [Goal, e.g., follow us on Instagram/leave a review]. Provide 3 different in-store signage ideas. For each idea, write a 'Hook' that shows [The Deal, e.g., 10% off their next order/a free drink], and a short "Scan this QR code" message, in a [Tone] that matches our [Vibe, e.g., cozy/industrial/fast-paced]."

Tip: Use ChatGPT's image generator feature to quickly produce visuals for the signage, without needing graphic design experience.



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