

## Twitter Thread by Marketing Max

Marketing Max

@MarketingMax



**They said it couldn't be done**

**But I just replaced my entire 5 person marketing team with the amazing new ChatGPT technology.**

**Here are the 5 jobs on my team that I replaced with ChatGPT & the exact prompts I'm using instead (I'm 100% serious):**

1/ Ad copywriter

This one is obvious because all tools built with this tech so far are copywriting tools but still...

I was paying a very expensive ad copywriter so I just replaced them with this prompt for ChatGPT:



Can you write 5 funny Facebook ad taglines for my client which sells lingerie?



Sure, here are five funny taglines for a lingerie company:

1. "Get ready to unleash your inner seductress."
2. "Put the va-va-voom back into your bedroom."
3. "Because you're worth it, and so is your lingerie."
4. "Why wear ordinary underwear when you can wear extraordinary lingerie?"
5. "Lingerie so hot, it should come with a warning label."

Yes! I actually fired one of my advisors and took back his advisor equity shares because I could replace him with this prompt:

MA

You are an ad sales executive whose job is to sell ads in a marketing newsletter. You have 10 years experience and have sold millions of dollars worth of ads in various newsletter. What's a good pricing strategy I can use to make more money from my ad partners?



There are a few pricing strategies that you can use to make more money from your ad partners:



1. **Value-based pricing:** In this approach, you charge your ad partners based on the value that they receive from your newsletter. This could be based on things like the size of their target audience, the type of ad placement (e.g. banner ad vs. sponsored content), and the level of engagement that the ad generates.
2. **Tiered pricing:** In this approach, you offer different pricing tiers for your ad partners based on the size of their budget or the level of exposure that they want. This allows you to cater to different types of ad partners and can help you maximize your revenue.
3. **Auction-based pricing:** In this approach, you hold an auction for your ad space and let your ad partners bid on it. The highest bidder gets the ad placement. This can be a good way to maximize your revenue, but it can also be risky if you don't get enough bids or if the winning bid is too low.

It's also important to keep in mind that pricing is just one aspect of ad sales. Building strong relationships with your ad partners and providing them with valuable insights and support can also be key to driving more revenue.

### 3/ Project Manager

I was paying this project manager \$150,000 a year to manage difficult clients so now I'm saving \$150,000 a year with this ChatGPT prompt:

MA

Please write an email to annoying client putting them in their place for getting their ad videos back a week late and asking them to make sure they get their videos in on time next time!



Hi [Client],



I hope this email finds you well. I wanted to follow up on the ad videos that were due last week. Unfortunately, we have not received them yet, which has caused delays in our campaign planning and execution.

I understand that things can come up and deadlines can be missed, but it's important to remember that timely delivery of materials is a crucial part of our agreement. When materials are not delivered on time, it can have a ripple effect on the rest of our work and may impact the overall success of the campaign.

I kindly request that you make sure to get your materials to us by the agreed-upon deadline in the future. If you foresee any issues or challenges that may impact your ability to meet the deadline, please let us know as soon as possible so that we can work together to come up with a solution.

Thank you for your understanding and cooperation.

Best,  
[Your Name]

#### 4/ Hiring Manager

The business has been great lately leading me to need to hire like 140 new people every month so I hired a new talent manager to help us find new hires fast. I onboarded them last week but just fired them thanks to this ChatGPT script:

MA

Can you write a detailed job description for a facebook ad video editor / producer based in Texas, making \$90k a year, with at least 3 yers of relevant experience in under their belt?



Job Description: Facebook Ad Video Editor/Producer (Texas)



We are seeking an experienced and talented Facebook Ad Video Editor/Producer to join our team in Texas. The successful candidate will be responsible for creating engaging and effective video content for our Facebook ad campaigns, working closely with our marketing team to understand the needs of our clients and deliver high-quality video assets on time and within budget.

This is a full-time, in-office position based in Texas, with a salary of \$90,000 per year. The ideal candidate will have at least 3 years of relevant experience in video editing and production, with a strong portfolio of work to showcase their skills.

Key Responsibilities:

- Collaborate with the marketing team to understand the needs of our clients and develop creative concepts for video content
- Edit and produce high-quality video assets for Facebook ad campaigns, including short-form video ads, carousel ads, and video stories
- Work with the marketing team to ensure that all video content aligns with brand guidelines and messaging

5/ Myself

Yea that's right, I just fired myself!

Every week I feature one Growth Hack in my Growth Hacks Weekly newsletter. Sometimes that Growth Hack is featuring a famous marketing campaign and breaks down what we can learn from it. I don't need to write it anymore:

MA

Can you write a short blurb about one of the greatest marketing campaigns of all time that had an actual attributable ROI and also mention what we can learn from it as marketers?



One of the greatest marketing campaigns of all time with an actual attributable ROI was the "Got Milk?" campaign launched by the California Milk Processor Board in 1993. The campaign, which featured celebrities and everyday people with milk mustaches, was designed to increase milk consumption in the state of California.



The campaign was a huge success, leading to a significant increase in milk sales and a positive return on investment. In fact, the campaign has been credited with increasing milk sales in California by 7%, which represents an estimated additional \$500 million in revenue for the state's dairy industry.

As marketers, we can learn a few key lessons from the success of the "Got Milk?" campaign:

1. Simplicity can be powerful: The "Got Milk?" campaign used a simple, yet memorable, slogan and visual element (the milk mustache) to grab people's attention and drive home the message.
2. Celebrity endorsements can be effective: The campaign featured a range of celebrities, from athletes to actors, which helped to increase its reach and credibility.
3. Humor can be a powerful tool: The "Got Milk?" ads used a lighthearted and humorous approach, which helped to make the campaign more memorable and engaging.

If you wanna help other people save money by firing their whole marketing team (and themselves) and hiring ChatGPT instead, please:

1. Follow me [@MarketingMax](#) for more insights like this
2. Like/Retweet the first tweet below to share exactly how I did it with your audience: <https://t.co/YFgNzwevpD>

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— Marketing Max (@MarketingMax) [January 10, 2023](#)