

Free Agency AI Prompt Pack

10 practical prompts for small marketing teams

Small marketing agencies can use AI best when it removes repeat admin work without replacing strategy, taste, or client judgment. This prompt pack is built for client intake, reporting, content planning, service page drafts, review requests, SOPs, and project handoffs.

Use every output as a first draft. Keep a human review step before anything goes to a client, prospect, or public website.

1. Client Intake Summary Prompt

Use this after a discovery call, intake form, or onboarding questionnaire.

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Turn the notes below into a clear client intake summary for a small marketing agency. Include: business overview, target customers, current marketing channels, main goals, constraints, risks, unanswered questions, and recommended next steps. Keep it concise and do not invent details. Client notes: [paste notes]

2. Website Audit Notes Prompt

Use this to clean up raw audit notes before sending them internally.

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Organize these website audit notes into a practical internal brief. Group findings into: positioning, homepage clarity, service pages, local SEO, conversion points, trust signals, technical issues, and quick wins. Mark each item as high, medium, or low priority. Avoid exaggerated claims. Audit notes: [paste notes]

3. Service Page Outline Prompt

Use this when building or improving a client service page.

Create a service page outline for a local [business type] offering [service] in [city or service area]. Include sections for headline, problem, service overview, process, proof points, FAQs, and call to action. Keep it local, useful, and easy for a business owner to review. Do not make guarantees or unsupported claims.

4. Content Calendar Prompt

Use this for a simple one-month posting plan.

Create a 4-week content calendar for a [business type] in [city]. Include one blog idea, one Google Business Profile post, one short social post, and one email idea per week. Make the topics practical and tied to customer questions. Avoid clickbait and exaggerated claims.

5. Client Report Summary Prompt

Use this to turn raw metrics into a readable client update.

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Write a plain-English client report summary using the metrics below. Include what changed, what likely contributed to the change, what the agency is watching next, and the recommended next actions. Do not overstate causation. Keep the tone calm, useful, and professional. Metrics and notes: [paste metrics]

6. Revision Request Triage Prompt

Use this when a client sends scattered feedback.

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Turn this client feedback into a clean revision checklist. Separate true change requests from questions, preferences, and items that need clarification. Suggest a polite follow-up message for anything unclear. Client feedback: [paste feedback]

7. Proposal Scope Draft Prompt

Use this to draft scope language before a human reviews pricing and terms.

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Draft a simple scope section for a marketing proposal. Include deliverables, what is not included, assumptions, client responsibilities, and review/approval steps. Keep it clear and conservative. Do not include pricing, legal terms, or guarantees. Project context: [paste context]

8. Review Request Email Prompt

Use this for clients who want more customer reviews.

Write a short customer review request email for a local [business type]. Make it friendly and simple. Include one sentence thanking the customer and one clear next step to leave a review. Do not pressure the customer or offer incentives.

9. SOP Builder Prompt

Use this to document repeat agency work.

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Turn this repeat task into a simple SOP for a small marketing agency. Include purpose, owner, required inputs, step-by-step process, quality checklist, and handoff notes. Keep it short enough for a new team member to follow. Task: [describe task]

10. Internal Handoff Prompt

Use this when moving work from sales to fulfillment or strategy to production.

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Create an internal handoff brief from the notes below. Include client background, project goal, deliverables, deadlines, key preferences, risks, files/assets needed, and first production steps. Flag anything missing. Notes: [paste notes]

Quick Human Review Checklist

Before using any AI-assisted client output:

- Did a person verify the facts?
- Are claims specific and supportable?
- Did it avoid guarantees?
- Did it avoid private customer or client information?
- Does it match the client's voice and offer?
- Is the next step clear?

Best First Workflow

If you only test one prompt this week, start with the client intake summary. It saves time quickly, improves handoffs, and reduces the chance that important details get lost between sales, strategy, and fulfillment.

For a broader implementation plan, use the Local Business AI Starter Kit (<https://aipilottips.com/local-business-ai-starter-kit/>).

Built by AI Pilot Tips. Use AI outputs as drafts, keep a human review step, and avoid guarantees. Full starter kit: <https://aipilottips.com/local-business-ai-starter-kit/>