SALSIFY

ECOMMERCE AI PROMPTS

Conduct Competitive Analysis, Build an Ecommerce SEO Plan, and Create Winning Product Page Copy

As artificial intelligence (AI) tools like ChatGPT continue to grow in popularity and the use of these tools is expanded across the industry, many product and retail brands are now testing how they could be implemented into their go-to-market process.

However, their performance is only as good as the prompt. Detailed, specific, and creative AI prompts can help ecommerce teams get the most out of these tools.

These AI prompts will help you complete ecommerce search engine optimization (SEO) research, build engaging product pages, and conduct competitive analysis to equip your team to create a winning digital shelf presence.

How To Use This Cheat Sheet

Step 1: Find the AI prompt you want to use.

Step 2: Copy the text from the box below.

Step 3: Update the text within the brackets to fit your needs.

Step 4: Submit the final text into the AI tool of your choice.

Step 5: Review the generated content to ensure accuracy and edit as needed.

WHAT'S AN AI PROMPT?

An AI prompt is the text instructions you type into an AI tool that instruct it to perform a specific action. This action could include writing text, creating images, and other content generation.

COMPETITIVE ANALYSIS

AI Prompt: Identify Your Top Competitors

Identify the top [NUMBER] competitors of [BRAND NAME] in the [CATEGORY OR SUBCATEGORY] industry

AI Prompt: Compare Competitor Strengths and Weaknesses

Identify the strengths and weaknesses of [COMPETITOR NAME] compared to [BRAND NAME]

AI Prompt: Identify Your Unique Selling Propositions

Identify the unique selling propositions of [BRAND NAME] compared to the following competitors: [COMPETITOR NAMES]

ECOMMERCE SEO

AI Prompt: Identify Ecommerce SEO Keywords

Find relevant keywords for a [PRODUCT TYPE] for an audience of [TARGET AUDIENCE, SUCH AS TECH SAVVY ADULTS OR WORKING PROFESSIONALS] that they might use when searching for this product, using the following parameters: [SEARCH VOLUME RANGE, SUCH AS 500–1,000] monthly search volume and [COMPETITION LEVEL, SUCH AS LOW, MEDIUM, OR HIGH] competition

PRODUCT PAGE

AI Prompt: Write a Product Title

Write a product title under [CHARACTER LIMIT] characters using title case formatting that will capture the attention of shoppers using a [DESIRED TONE, SUCH AS PLAYFUL OR PROFESSIONAL] tone and include the following information: [BRAND NAME], [PRODUCT TYPE], [PRODUCT VARIANT], [PRODUCT COLOR], [PRODUCT SIZE OR QUANTITY], and [SEO KEYWORDS]

TONE TIPS & EXAMPLES

Tone is used to convey feeling in writing, and including tone direction in your AI prompts can help you better shape the outcome of your content generation to fit your brand identity. Test and learn to find the right tone for your brand.

Cheerful	Contemplative	Confident
Funny	Dignified	Enthusiastic
Playful	Formal	Festive
Satirical	Pragmatic	Optimistic
Silly	Professional	Sincere
Whimsical	Reverent	Witty

AI Prompt: Write a Product Summary

Write a product summary that will capture the attention of an audience of [TARGET AUDIENCE, SUCH AS TECH SAVVY ADULTS OR WORKING PROFESSIONALS] using a [DESIRED TONE, SUCH AS PLAYFUL OR PROFESSIONAL] tone, leveraging the following information: [PRODUCT DETAILS, SUCH AS FEATURES AND BENEFITS], incorporating the following SEO keywords: [SEO KEYWORDS]

AI Prompt: Write a Product Specification

Write a detailed and concise product specification, leveraging the following information: [PRODUCT SPECIFICATIONS, SUCH AS SIZE, WEIGHT, MATERIALS USED, AND OTHER RELEVANT DETAILS]

AI Prompt: Write Product Bullet Points

Write [NUMBER] product bullet points, making each bullet point start with a positive verb that will capture the attention of an audience of [TARGET AUDIENCE, SUCH AS TECH SAVVY ADULTS OR WORKING PROFESSIONALS] using a [DESIRED TONE, SUCH AS PLAYFUL OR PROFESSIONAL] tone, using the following information: [PRODUCT DETAILS, SUCH AS FEATURES, BENEFITS, AND SPECIFICATIONS]

AI Prompt: Write a Product Q&A

Write a product Q&A section for [BRAND NAME] that will answer shopper questions about [PRODUCT TYPE] directly and concisely, using the most frequently asked questions listed in the customer reviews section of the linked product page: [PRODUCT PAGE LINK]

AI TOOLS AND THE FUTURE OF COMMERCE

AI tools can empower ecommerce teams to work more efficiently by supporting — not replacing — strategic efforts and helping them build efficiencies. By taking back this time, teams can then focus on developing new plans to stay ahead of the competition and test new technologies as they emerge. AI tools are quickly changing how industries worldwide approach, manage, and solve challenges, and the product and retail brands that embrace them will have a winning advantage.

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