AI Prompt Templates for Manufacturing

Quick AI Prompts That Will Jumpstart Your Business Development and Marketing

Artificial intelligence can feel intimidating, **but it doesn't have to**.

Whether you're exploring new business opportunities, analyzing sales data, or brainstorming product ideas, AI tools like ChatGPT and Gemini can do the heavy lifting if you know how to ask the right questions.

We've put together a series of prompt templates for:

- Business Development
- Competitior Research
- Reddit Research
- "Teach Me" to Write Even More Prompts

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signalfire.us
inquire@signalfire.us

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Business Development

Find your ideal clients by providing key details

I am a **[Insert Your Industry] [Describe Your Job Function]** looking for new customers that utilize **[A Service You Provide]**.

Please build a prioritized list of prospective customers. Use **[Company Name] ([website URL])** as the model company.

Find 100 companies that are most similar in terms of industry, company size, revenue, and market focus (e.g., medical devices, automotive parts, data centers).

Limit results to within 200 miles of **[Key Georgraphic Reference (e.g. Chicago, the Midwest, etc.)]**

For each, include company name, revenue, employee count, focus area, and key contacts (e.g., Engineer, Procurement, Purchasing). Then score and rank them based on firmographics, market relevance, growth, and buying signals. Include recent news, acquisitions, or major product launches where relevant.

Format in a clean, sortable table downloadable as a CSV file.

Do you have any questions about this search?

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Competitor Research

Do a deep dive on the competition

I am a **[Insert Your Industry] [Describe Your Job Function].**

I would like to evaluate the marketing activities of **[Competitor Name] ([website URL])**.

What channels do they use (e.g., social media, email, influencers), what is their messaging focus, and how do they position themselves compared to others in the market?

For each marketing channel break down the frequency of activity (i.e. how often email newsletters are sent, how often they post new blogs, how often they post on company pages of social media and which platforms, etc)

- Facebook Business Page Link
- LinkedIn Company Page Link
- Blog URL

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Reddit Research

Skip doomscrolling endless Sub-Reddits

I am a **[Insert Your Industry] [Describe Your Job Function]** looking for discussion topics about **[A Service You Provide]**.

Please review the following Sub Reddits (enter industry relevant Sub Reddits or threads):

[https://www.reddit.com/r/manufacturing/]

[https://www.reddit.com/r/b2bmarketing/]

[https://www.reddit.com/r/business/]

[https://www.reddit.com/r/smallbusiness/]

Would you provide me a summary of discussions and thread links about **[Key Customer Challenge]**.

Do you have any questions about this search?

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“Teach Me” Prompt

Asking AI to teach you better prompt writing

I am a **[Insert Your Industry] [Describe Your Job Function]** interested in **[Task (e.g. obtaining ISO certification, creating a new website, attending a tradeshow, etc.)]**.

Please ask me 10 questions about **[Company Name] [Company Website]**, my products/services, and my customers that will help accomplish **[Task]**.

Do you have any questions about this search?

Use the 10 questions to create a follow-up prompt getting even more details about your task!

You can even ask follow-up questions to get even better instructions from the AI platform!

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Don’t Stop Refining

Reuse Chats For Better Responses

Use existing Chats or AI conversations to build on previous AI responses. This helps keep the answers relevant and in the context of your previous inquiries.

If you are not getting the answers you’d like, rephrase and re-ask your question. Asking the AI platform what it needs to give you a better answer is always helpful.

Add appropriate links, PDFs, images, videos, and other source materials to continue improving the AI’s reference materials. However, don’t share any confidential or proprietary information.

Other Prompt Ideas:

- Summarizing your Google Analytics or marketing data
- Recapping meeting notes, spreadsheets, or other documents
- Brainstorming video ideas based on tradeshow breakout session topics

The sky’s the limit!

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Signalfire Will Help

Need “done for you” level of marketing support?

Signalfire helps sales orientated contract manufacturers create and deploy a successful marketing strategy.

If you’re tired of your marketing being unorganized, inconsistent, or simply nonexistent—Signalfire is the best choice for your small business.

Imagine getting results from a fully customized, data-informed strategy that you can see in your bottom-line.

Ditch inflated service packages that don’t fit your goals or your budget. Get custom strategies scaled to your business reflected in real revenue growth.

Our services include:

- Marketing strategy and planning
- Branding and logo design
- Website design, development, hosting, and maintenance
- Data dashboards and performance consulting
- Content creation
- Digital advertising
- Social media management and advertising
- Brochures, sell sheets, and graphic design
- Email marketing and newsletters

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