

PROMPT PACK • 45 PROMPTS

Local content marketing prompts for HighLevel agencies

45 AI prompts to plan, produce and measure content for local business clients — strategy, authentic content, local SEO, social, email and the reporting that proves it worked.

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READ THIS FIRST

How to use this pack

These prompts work with any AI assistant — Claude, ChatGPT, Gemini or HighLevel's Content AI. Each one is written for you, the agency, running content on behalf of a local client. The client's edge is authenticity and community connection; your job is to systemize it without sanding it off.

1 Fill every bracket

Replace each [placeholder] with real client detail — their neighborhood, their customers' words, their actual constraints. Vague inputs produce generic outputs.

2 Keep the client's voice

Local content wins on authenticity. Feed the AI real customer comments and the owner's way of talking — then edit outputs until they sound like the shop, not like marketing.

3 Deploy through HighLevel

Posts into Social Planner, blogs onto the client's site, sequences into Workflows, surveys as forms. One platform, every channel.

4 Systemize what works

A content system that works for one med spa works for ten. Save winning prompts, calendars and sequences into your SOP library and snapshots.

Content mission and metrics

Content retainers die when nobody agreed what success looks like. Set the objective, the metrics and the realistic cadence in week one — then every piece of content has a job.

PROMPT 01 SMART content objective

Turns "more visibility" into a measurable target you can report against.

Act as a content marketing strategist. Help me create a SMART (specific, measurable, affordable, relevant, time-boxed) objective for my client's content marketing. The client is [describe client's business], struggling with [specific challenge — slow weekday traffic, low online visibility], and the primary goal is [primary goal]. Transform this into a specific objective with a timeline and success metrics that fit a local business budget.

PROMPT 02 Success metrics that matter

Kills the vanity-metric conversation before it starts.

As a local business analytics expert, identify 3–5 metrics that actually matter for measuring my client's content marketing. Their business is [describe business], main goal: [specific goal — foot traffic, booked appointments, online orders]. For each metric: why it beats vanity metrics, how to track it and what success looks like within [timeframe].

PROMPT 03 One-page content strategy

Your deliverable for the kickoff call — one page the client actually reads.

Act as a content strategist. Create a one-page content strategy for my client's [type of local business]: 1) content mission statement, 2) primary and secondary audiences, 3) top 3 content formats matching their skills and our production capacity, 4) realistic publishing frequency, 5) success metrics tied to business outcomes and 6) one-sentence content guidelines. Client details, capabilities and goals: [your details]

PROMPT 04 **Low-cost tactic selection**

For the small-retainer client: maximum result per dollar of budget and hour of your team's time.

You're a budget-conscious marketing advisor. Based on my client's objective to [specific objective], recommend 3 low-cost content tactics under \$50 each to implement. For each: what it involves, time commitment, required skills or tools, expected outcomes and how to measure success. The client is [describe business] with [available resources].

PROMPT 05 **30-day content experiment**

Frame the first month as an experiment — it sets honest expectations and produces a great first report.

Design a 30-day content marketing experiment to test whether [content tactic] achieves [specific business goal] for my client. Include: baseline metrics to record, exact content pieces and schedule, simple tracking method, a customer feedback mechanism and success criteria. Available resources: [tools, skills, time]

Understanding the local audience

Your client talks to their customers every day — that's research your competitors can't buy. These prompts turn counter conversations, reviews and neighborhood knowledge into a content engine.

PROMPT 06 Customer conversation guide

Give the client's staff natural questions to ask — and a place to log what they hear.

As a customer research specialist, create a one-page guide of questions my client's staff can ask during everyday transactions to gather marketing insights: 5–7 natural-sounding questions revealing motivations, preferences and pain points, a simple system for recording insights and a weekly 10-minute huddle template to turn them into content ideas. The client is [describe business].

PROMPT 07 Two-minute customer survey

Build it as a HighLevel form and send via SMS — response rates triple vs email.

Act as a survey design expert. Create a customer survey under 2 minutes that yields actionable insights for my client's content marketing: 3–5 questions balancing ratings with open-ended responses, a compelling intro that encourages participation and delivery method advice (SMS link, receipt QR code). The client is [type of business] and we want to learn about [topic of interest].

PROMPT 08 One-hour local research routine

A repeatable weekly research block your VA can own.

As a local market research specialist, create a step-by-step plan for 1 hour per week of free online research about my client's local customers: Google Trends for their area, competitor social and reviews, local Facebook groups or Nextdoor, "People also ask" questions and other free sources. For each: exactly what to look for and how to record findings. The client is [describe business] in [location].

PROMPT 09 Feedback pattern analysis

Paste a month of reviews and comments; get next month's content themes.

Act as a customer insights analyst. Here are customer comments and questions from the past month of my client's in-store conversations and online reviews: [paste collection]. Identify: the top 3 recurring themes or pain points, the specific language customers use, unexpected insights and how these patterns should inform next month's content.

PROMPT 10 Neighborhood interest mapping

Content gaps in the client's 3-mile radius are ranking opportunities nobody's competing for.

As a local market research expert, help me map the interests and needs in my client's neighborhood: demographic composition of their 3-mile radius, common local search terms for their category, neighborhood events and characteristics that influence purchasing, and local service gaps their content could address. The client is [type of business] in [neighborhood/city]. What we know already: [share what you know]

Creating authentic content

A local business can't outspend chains — but it can out-real them. Smartphone video, behind-the-scenes stories and customer spotlights beat polished stock content in local feeds every time. Your job: make it repeatable.

PROMPT 11 Phone video script template

One reusable 60-second template the client fills with a different product each week.

Act as a video content expert. Create a reusable script template for a 60-second smartphone video my client can shoot repeatedly for different products or services: a 5-second hook, a middle section with placeholders for benefits and demonstration, a strong CTA close and notes on camera angles. The client is [describe business]; videos are primarily for [platform — Instagram Reels, TikTok, Facebook].

PROMPT 12 Blog post from customer questions

Questions asked at the counter are questions typed into Google. Publish on the client's HighLevel blog.

As a content writer for local businesses, transform common customer questions into a blog post for my client. Questions customers frequently ask: [list questions]. Create a 500-word post outline answering them: a click-worthy headline, subheadings, key points per section and a strong CTA — in natural language that matches how their customers actually talk.

PROMPT 13 4-week visual content plan

12 shot concepts the owner can execute on a phone, scheduled through Social Planner.

Act as a visual content strategist. Create a 4-week visual content plan for my client's [type of business] executable with just a smartphone: 12 photo/video concepts aligned with their goals, production tips per concept, posting schedule across platforms, repurposing ideas and ways to encourage customer photo sharing. The client's strengths: [unique aspects]. Content goal: [specific objective]

PROMPT 14 Production quality upgrade

\$50 of fixes that make client content look twice as professional.

As a video production specialist who understands small business constraints, analyze my client's current content setup and suggest improvements. Current setup: [smartphone model, lighting, audio]. Videos typically show [describe content]; the struggle is [specific issue]. Provide 3–5 improvements under \$50 total, with exact product recommendations or techniques.

PROMPT 15 UGC campaign design

Customers making the content for you — with the legal permission piece handled.

Act as a UGC campaign specialist. Design a 7-day campaign encouraging my client's customers to create and share content featuring their [product/service/business]: campaign concept and hashtag, the exact customer challenge, budget-friendly incentives, daily implementation steps, how to legally collect and repurpose the content and success measures. The client is [describe business] with [describe customer base].

PROMPT 16 Behind-the-scenes series

The content type local audiences engage with most and businesses post least.

As a content strategist specializing in authentic storytelling, plan a month-long behind-the-scenes series for my client that reveals interesting operations while building customer connection: 4–8 topics customers would find fascinating, capture format for each (photo/video/text), platform recommendations and how each ties back to customer benefit. The client is [describe business]; unique operational elements include [describe].

PROMPT 17 **Customer spotlight template**

A repeatable story format — social proof and content in one deliverable.

Act as a customer story specialist. Create a template for regularly spotlighting my client's customer experiences: interview questions that surface compelling stories, a permission form, a story structure covering emotional and practical benefits, visual element suggestions and distribution across channels. The client is [describe business]; typical customer interactions: [describe journey].

PRO TIP · HIGHLEVEL

Set up a shared media folder per client and a monthly "content drop" reminder workflow that texts the owner a shot list. Clients don't fail to send photos because they don't care — they fail because nobody asked at the right moment.

Local SEO

Content without local search intent is a diary. These prompts point every piece at terms the client's neighbors actually type. (For deep Google Business Profile work, grab our dedicated GBP prompt pack.)

PROMPT 18 Local keyword research guide

Hyperlocal terms with free tools — a process your team runs per client.

As a local SEO specialist, create a step-by-step keyword research guide for my client's [type of local business]: identifying hyperlocal search terms with free tools, discovering the exact language customers use when searching, evaluating competitiveness in their market, a template for organizing findings and prioritization by search intent. Location: [city/neighborhood], target radius: [radius].

PROMPT 19 GBP optimization checklist

The profile is where local content pays off — reviews, posts and Q&A all feed it.

Act as a Google Business Profile expert. Create an optimization checklist for my client's GBP: profile completion, categories and attributes, photo optimization, Q&A management, review strategy, weekly posting schedule and special features for their business type. Explain why each item matters for local visibility. The client is [describe business] in [location].

PROMPT 20 Hyperlocal landing page

Build it as a HighLevel funnel page per neighborhood the client serves.

As an SEO content strategist, create a detailed outline for a neighborhood-specific landing page: H1 and subheading recommendations, local signals to include, content sections with word counts, schema markup suggestions, on-page optimization elements and local trust signals. Target: customers in [specific neighborhood] looking for [service/product]. The client is [describe business].

PROMPT 21 3-month SEO content calendar

Seasonal relevance plus search opportunity, planned a quarter ahead.

Act as a local SEO content calendar specialist. Create a 3-month content calendar for my client's [type of business] aligned with seasonal relevance and local search opportunities: monthly themes, content pieces with SEO-optimized titles, formats, target keywords and how each supports local visibility. Service area: [describe area]. Key offerings: [list main services/products]

PROMPT 22 Schema markup generator

Five minutes of JSON-LD most local competitors never bother with.

As a technical SEO specialist, generate complete LocalBusiness JSON-LD schema markup for my client's website. Business name: [name], address: [full address], phone: [number], hours: [hours], services: [list], payment methods: [list], social profiles: [URLs]. Explain in simple terms where to add the code.

Social media

Local businesses don't need to be everywhere — they need to be consistent somewhere. Pick the right platform, build a sustainable routine and schedule everything through Social Planner.

PROMPT 23 Platform selection

One primary, one secondary, ignore the rest — and put the reasoning in the strategy doc.

Act as a social media strategist for local businesses. Based on my client's business type and audience, determine which platforms to focus on and which to ignore. Analyze pros and cons of each major platform for demographic match, content requirements, time investment and potential for driving local visits, then recommend a primary and secondary platform with reasons. The client is [describe business] targeting [ideal customers] in [location].

PROMPT 24 One-hour weekly routine

Whether your team runs it or the client does, one structured hour beats five scattered ones.

As a time-management expert, create a one-hour-per-week social media routine that maintains a consistent presence for my client: a minute-by-minute breakdown covering batch content creation, scheduling, engagement and quick analysis, plus a batch-creation template. The client is [describe business] with [current social presence].

PROMPT 25 Local engagement strategy

Posting is half the job — being a good neighbor online is the other half.

Act as a community manager for local businesses. Create an engagement strategy beyond posting: identifying and connecting with other local businesses and influencers, participating in neighborhood groups without being promotional, response templates for comments and messages, two-way conversation starters and tracking which engagement drives business results. The client is [describe business].

PROMPT 26 **Content pillar development**

3–5 recurring themes end the "what do we post today?" problem forever.

As a content strategist, develop 3–5 content pillars for my client's social media aligned with business goals and audience interests. For each: theme name, why it matters to the audience, 3–5 content ideas within it, formats and how it ties to offerings without being overtly promotional. The client is [describe business]; primary objective: [specific objective].

PROMPT 27 **Hashtag and geotag research**

Build the tag sets once per client, save them as reusable snippets.

Act as a local social media specialist. Recommend hashtags and geotags for my client's [type of business] in [city/neighborhood]: 10–15 location tags from city-wide to neighborhood-specific, 10–15 niche tags that aren't oversaturated, geotag guidance for visibility and a simple system for testing which perform best.

PROMPT 28 **Caption formula**

A fill-in-the-blanks structure your whole team can write consistent captions with.

As a copywriting expert for local businesses, create a versatile caption formula for my client's posts: attention-grabbing opening structures, middle templates for benefits or micro-stories, local CTA phrases, engagement questions and tips for natural local references. Include 3 complete examples for different content types. The client is [describe business].

Email marketing

The client's email list is the one audience no algorithm can take away. Grow it at the counter, automate the sequences in HighLevel and keep the newsletter neighborly instead of salesy.

PROMPT 29 In-store list growth

Five tactics that don't interrupt the customer experience — with the exact ask wording.

Act as an email marketing specialist for brick-and-mortar businesses. Recommend 5 in-store tactics to grow my client's email list without being pushy: implementation steps, budget-friendly incentives, the exact wording for asking, compliance considerations and how to measure signup quality. The client is [describe business]; typical interactions: [describe customer journey].

PROMPT 30 Welcome sequence

Three emails, built once as a workflow, running for every new subscriber forever.

As an email automation expert, design a 3-email welcome sequence for my client's new subscribers. Per email: subject line options, core message, content outline with word counts, personal/local elements, timing and CTA. Build trust before making offers. The client is [describe business]; subscribers typically join via [signup source].

PROMPT 31 List segmentation

Implement each segment as a tag or smart list; relevance is what keeps open rates up.

Act as an email segmentation strategist. Divide my client's email list into meaningful segments: 3–5 segments for their business type, how to identify who belongs where, content that resonates with each, implementation steps and how to measure whether segmentation improves results. The client is [describe business]; current email approach: [describe].

PROMPT 32 Automated triggers

Three behavior-triggered emails that nurture relationships with zero daily work.

As a marketing automation specialist, design 3 automated email triggers for my client: the action or time point that initiates each, the most relevant content and offer at that moment, implementation steps, how to keep automated email feeling personal and local, and effectiveness measures. The client is [describe business]; key touchpoints: [describe journey points].

PROMPT 33 Newsletter formula

Community first, selling second — the ratio that keeps locals subscribed.

Act as an email copywriting expert. Create a repeatable newsletter formula for my client balancing community building with soft selling: subject line templates, a structure opening with neighborhood relevance, non-pushy product highlights, customer stories and social proof, local CTAs and mobile design considerations. Provide one complete example. The client is [describe business].

Measurement and improvement

The monthly report is where retainers are won or lost. Track the few numbers that connect content to revenue, review in 30 minutes and let the data pick next month's plan.

PROMPT 34 Simple analytics dashboard

Mirror it in the client's sub-account dashboard so they see the same numbers you do.

As a data visualization expert, design a simple weekly dashboard for my client's content performance: only metrics that connect to business goals, manageable without advanced skills, combining data from primary channels, with trends visible at a glance. Include a layout template and weekly update instructions. Goals: [list objectives]. Current data sources: [list sources]

PROMPT 35 30-minute monthly review

A fixed process your account manager runs per client, feeding straight into the report.

Act as a marketing analyst. Create a structured monthly content review process taking 30 minutes or less: questions to ask about last month's content, a framework for what worked and what didn't, a method connecting content metrics to business results, an insights template and how findings adjust next month's plan. Key metrics: [list metrics tracked]

PROMPT 36 A/B tests for local content

Simple tests without special software — small lists just need longer durations.

As a conversion optimization specialist, design 3 simple A/B tests for my client's content: the exact element to test (CTA wording, image type, posting time), setup without special software, minimum duration and sample size, how to call a winner and how to apply the learning. The client is [describe business]; main content goal: [specific objective].

PROMPT 37 **Content ROI calculation**

Approximate ROI beats no ROI — and it's the number that justifies the retainer.

Act as a marketing finance specialist. Create a simple method for calculating approximate content marketing ROI for my client without complex attribution: the formula, required inputs, how to value different content outcomes, a tracking template and industry benchmarks. The client is [describe business]; content costs include [time and money invested].

PROMPT 38 **Pivot decision framework**

Distinguishes execution problems from strategy problems before you tear anything up.

As a strategic marketing advisor, create a decision framework for when to pivot my client's content strategy versus stay the course: warning signs an approach isn't working, minimum time before judgment, questions separating execution from strategy problems, small tests before full pivots and a decision tree for common scenarios. Current approach: [describe strategy] with [current results].

Sustainable growth

Content programs fail from burnout, not bad ideas. These prompts build the routines, skills and repurposing systems that keep the machine running quarter after quarter — for you and your client.

PROMPT 39 Quarterly planning session

A structured half-day per client per quarter — also your best upsell moment.

Act as a strategic planning facilitator. Design a half-day quarterly content planning session for my client account: agenda with time allocations, exercises to evaluate past performance and set goals, decision templates, ways to involve the client's staff and post-session implementation steps. The client is [describe business]; stakeholders: [team members involved].

PROMPT 40 Team skills development

90 days to level up whoever produces the content — your team or the client's.

As a learning and development specialist, create a 90-day skill-building plan for content creation: the most important skills to develop first, free or low-cost resources for each, practical exercises using real client content, ways to measure improvement and a realistic weekly time commitment. Current skills: [describe]. Skills to develop: [describe]

PROMPT 41 Repurposing maximizer

One core piece becomes ten assets. This is how a small retainer fills every channel.

Act as a content repurposing strategist. Take one core content piece for my client and show how to transform it into multiple assets: how to break it into components, adaptations per platform, a release schedule for each variation, tools to streamline the process and how to track which variations perform. The core piece: [describe content]. The client is [describe business].

PROMPT 42 Local collaboration strategy

Cross-promotion with complementary local businesses — free reach for both sides.

As a local business networking specialist, develop a content collaboration strategy for my client with complementary businesses nearby: how to identify partners, outreach templates emphasizing mutual benefit, 4 collaboration content formats, fair cross-promotion guidelines and results tracking for all parties. The client is [describe business]; potential partners: [types of complementary businesses].

PROMPT 43 Annual content framework

A year of themes matched to the client's seasonality and the town's calendar.

Act as a content calendar strategist. Create an annual content framework for my client aligned with business seasonality and local community events: month-by-month themes, seasonal opportunities specific to their location, year-round content pillars, volume guidance for busy vs slow periods and annual review milestones. The client is [describe business] in [location]; peak seasons: [list busy periods].

PROMPT 44 Sustainable content habits

For the client who has to produce their share of raw material without burning out.

As a productivity coach for business owners, design a sustainable content creation routine for my client: works around existing responsibilities, builds capture into their natural workflow, includes accountability, prevents perfectionism and procrastination, and gradually improves quality and consistency. Their typical week: [describe schedule]. Strengths and challenges: [describe situation]

PROMPT 45 Future-proof strategy

Platforms change; owned channels and evergreen assets survive.

Act as a digital trends analyst. Develop a content strategy for my client that stays effective despite platform and algorithm changes: evergreen principles, content assets worth long-term investment, warning signs of over-dependence on one platform, staying current without chasing trends and a framework for evaluating new platforms. The client is [describe business]; current approach: [describe strategy].

IMPLEMENTATION • YOUR FIRST 12 WEEKS

Weeks 1–2: objective, metrics and one-page strategy (01–03). **Weeks 3–4:** audience research (06, 08, 09). **Weeks 5–6:** first content pieces (11–13). **Weeks 7–8:** local SEO foundation (18–19) and platform choice (23). **Weeks 9–10:** weekly routine (24) plus email growth and welcome sequence (29–30). **Weeks 11–12:** dashboard, first monthly review and sustainable habits (34, 35, 44). Then run the monthly and quarterly rhythms from sections 07–08 — and package the whole system as a repeatable offer for the niche.



THIS PACK IS JUST THE START

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Nexus Hub is the community for HighLevel agencies ready to scale, optimize and connect. Members get:

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