SOCIAL MEDIA POST IDEAS CHATGPT PROMPTS

INITIAL POST IDEA GENERATION PROMPT

Acting as my expert social media strategist, generate 10 social media post ideas for Fulshear Floral Design. The focus is on Instagram.
Here are the details:

- Business Name: [BUSINESS NAME]
- Location: [LOCATION]
- Specialties: [e.g. Wedding arrangements, unique flower varieties, eco-friendly practices]
- Brand Style and Tone: [e.g. Elegant and modern]
- Target Audience: [e.g. Brides, event planners, everyday flower enthusiasts]
- Unique Selling Points (USPs): [e.g. Eco-friendly flower sourcing, exclusive flower varieties, personalized service]
- Upcoming Events or Promotions: [e.g. Summer sale on all bouquets, upcoming flower arrangement workshop]
- Key Services Offered: [e.g. Custom floral arrangements, flower delivery, floral design workshops]

Make sure the posts highlight different aspects of the business, such as bouquet arrangements, seasonal flowers, behind-the-scenes looks, floral tips, customer testimonials, and special events.

ADDING HOOKS, CAPTIONS AND HASHTAGS PROMPT:

For each of the 10 post ideas generated, create a compelling hook, caption and include 5 relevant hashtags. The hook should be a short, engaging statement designed to grab the audience's attention immediately.

SUGGESTING VISUAL CONTENT PROMPT:

For each post idea, suggest whether to use a video or a picture, and describe what the video or picture should include..

SERVICE LIST REQUEST PROMPT:

Provide a list of at least 15 SEO-optimized services that [Business Name] should add to their Google Business Profile. Ensure these services are relevant to their offerings and include local search terms.

CREATING DALL-E 3 PROMPTS (OPTIONAL)

For each post idea, write a detailed prompt that can be used with DALL-E 3 to create an image for the post.

COMPILING INFORMATION INTO A TABLE PROMPT

Compile the following information into a table: Post Idea, Hook/Caption, Hashtags, Suggested Visual Content (Video/Picture), and Description of Visual Content.

ABOUT BRANDY

Brandy Ferrer AIFD CFD, founder of Bloom with Brandy, brings a unique blend of educational expertise and floral artistry to the floral industry. Initially thriving in a 15-year career as an educator and administrator, Brandy's lifelong passion for flowers and design led her to a pivotal career shift.

In 2017, she transformed a modest flower shop in Gilmer, Texas, into the flourishing Simply Beautiful Floral Company. Recognized for her innovative approach, Brandy seamlessly integrates technology and traditional floral design, empowering fellow florists through coaching and mentorship.

Her dedication extends to community involvement, notably contributing to local FFA programs and floral competitions. Brandy's journey from a teacher to a floral business leader is marked by her unwavering commitment to growth, creativity, and empowering others in the floral community.

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"Empowering flower shop owners to blend artistic floristry with savvy business practices, through practical mentorship, innovative strategies, and technology integration, ensuring their growth, profitability, and community contribution."

Bloom with Brandy