

YOUR MARKETING COWORKER:

10 CLAUDE PROMPTS FOR GOOGLE & WHATSAPP



DigitalAI

Business Club

Hand Claude the marketing work you keep putting off

Most small businesses already know what they should be doing online: keep the Google profile fresh, run ads that bring the right people, follow up on quotes, ask for reviews. The work gets pushed back because it takes time to write.

This guide gives you 10 copy-and-paste prompts for Claude that do the first draft for you. Each one covers a single marketing job, in the order a customer finds you, clicks, talks to you and comes back.

How to use this guide

1. **Fill in your business brief once** (next page). It tells Claude who you are, so every answer fits your business.
2. **Pick the job that matters most this week.** You don't need all ten at once.
3. **Paste your brief, then the prompt.** Replace everything in [square brackets] with your own details.
4. **Ask for changes.** "Shorter." "More casual." "Add our 90-day warranty." Claude revises in seconds.
5. **Check before you publish.** You know your prices, promises and customers. Claude writes the draft; you approve it.

Strategy before tools. A prompt only works as well as the thinking behind it. Spend five minutes on your business brief and every prompt in this guide gets better.

Where to use it: go to **claude.ai** and sign in (the free plan works for every prompt here). If you use Claude Projects, save your brief in the project instructions so you don't need to paste it each time.

Your business brief

Fill this in, then paste it before any prompt in this guide. The more specific you are, the less editing you do later.

Business name

What we sell

Area we serve

Ideal customer (who, and what problem they have)

Why customers choose us (2–3 real reasons)

Tone

Copy-and-paste version

Business: [name] | What we sell: [products/services] | Area: [e.g. Petaling Jaya]

Ideal customer: [who, and what problem they have]

Why customers choose us: [2–3 real reasons]

Tone: [e.g. friendly, professional, Malaysian English]

Example

Business: Bestari Aircond Services | What we sell: aircond servicing, repair and installation |
Area: Petaling Jaya and Subang Jaya

Ideal customer: homeowners and small office managers whose aircond is leaking, noisy or not cold enough

Why customers choose us: same-week appointments, fixed price list, 90-day service warranty

Tone: friendly, clear, Malaysian English

From first search to repeat customer

The prompts follow the order a customer meets your business. Start where you're losing the most customers today.

Be Found

People nearby search, and your business shows up with a clear, current profile.

- 01** Rewrite your Google Business Profile so nearby customers pick you p.5
- 02** Plan a month of Google Business Profile posts p.6
- 03** Answer the questions customers ask before they buy p.7

Get Clicks

Your ads reach the right people, and the page they land on matches what they clicked.

- 04** Build a Google Ads keyword list, including the words to block p.8
- 05** Write Google Ads headlines and descriptions within the limits p.9
- 06** Check your landing page matches your ad p.10

Follow Up

Quotes and offers get a reply instead of silence.

- 07** Follow up on a quote that went quiet, on WhatsApp p.11
- 08** Write a WhatsApp promotion people won't mute p.12

Come Back

Happy customers leave reviews and buy again.

- 09** Get more Google reviews, and reply to the tough ones p.13
- 10** Win back customers who haven't returned p.14

01

BE FOUND

Rewrite your Google Business Profile so nearby customers pick you

USE THIS WHEN

Your profile description is blank, outdated or vague.

HAVE READY

Your business brief. Your current description, if you have one.

YOUR PROMPT

paste your business brief first

Using my business brief, write my Google Business Profile description (max 750 characters).

Open with what we do and where. Include 3 phrases customers would actually search for.

Give 3 versions: straightforward, warm, and results-focused. No hype words.

Then list the 5 most relevant GBP categories and services I should add.

WHAT A GOOD RESULT LOOKS LIKE

A description a customer understands in one read, with local search phrases worked in naturally.

THEN ASK

"Shorten version 2 to 400 characters and make the first line work on a phone screen."

COWORKER TIP

Google rejects descriptions that contain links, prices or promotions. Keep offers for your weekly posts (Job 2).

02

BE FOUND

Plan a month of Google Business Profile posts

USE THIS WHEN

Your profile hasn't had a new post in weeks.

HAVE READY

Your business brief. Any offer or news for the month.

YOUR PROMPT

paste your business brief first

Plan 4 weekly Google Business Profile posts for [month].
Mix: 1 offer, 1 behind-the-scenes, 1 customer result, 1 useful tip.
Each post: under 150 words, one clear call-to-action button (Call / Book / Learn more),
and a photo idea I can shoot on my phone.

WHAT A GOOD RESULT LOOKS LIKE

Four posts ready to schedule, plus a shot list for the month.

THEN ASK

"Turn post 3 into a WhatsApp Status and a Facebook caption."

COWORKER TIP

Real photos of your team, shop or finished work do better than stock images.
Post on the same day each week so it becomes a habit.

03

BE FOUND

Answer the questions customers ask before they buy

USE THIS WHEN

The same questions keep coming in before people commit.

HAVE READY

Your business brief. A few questions customers have asked you recently.

YOUR PROMPT

paste your business brief first

List the 10 questions customers most likely ask before buying from a business like mine.

Add these real questions I get: [paste 2-3].

Answer each in 2-3 sentences: direct answer first, then one reason to trust us.

Format them twice: (1) for my website FAQ page, (2) as WhatsApp Business quick replies under 50 words.

WHAT A GOOD RESULT LOOKS LIKE

Ten answers for your website, and the same answers saved as quick replies for your team.

THEN ASK

"Which 3 of these answers should go on my homepage, and where?"

COWORKER TIP

Clear question-and-answer text on your website also helps AI search tools such as ChatGPT, Gemini and Google's AI Overviews describe your business correctly.

04

GET CLICKS

Build a Google Ads keyword list, including the words to block

USE THIS WHEN

You're about to start ads, or your ads bring in the wrong people.

HAVE READY

Your business brief. The service you want to advertise and the area you cover.

YOUR PROMPT

paste your business brief first

Build a Google Ads keyword plan for [service] in [area].
Group keywords into 3-5 themes by buyer intent (ready to buy vs still researching).
Mark which to use as phrase match and which as exact match.
Then list 20 negative keywords to block (e.g. free, jobs, DIY, course) so I don't pay for the wrong clicks.

WHAT A GOOD RESULT LOOKS LIKE

Focused keyword groups and a negative list that cuts wasted spend from day one.

THEN ASK

"I can spend [RM__] a day. Which keyword theme should I start with, and why?"

COWORKER TIP

Claude can't see Google's search volumes or prices. Run the list through Google Keyword Planner before you set a budget.

05

GET CLICKS

Write Google Ads headlines and descriptions within the limits

USE THIS WHEN

You need new ad copy fast.

HAVE READY

Your business brief. The offer, and the page the ad will send people to.

YOUR PROMPT

paste your business brief first

Write a responsive search ad for [service / offer].
15 headlines (max 30 characters each) and 4 descriptions (max 90 characters each).
Cover: the problem, the result, proof, location, and a clear action.
Show the character count beside each line. Flag any that go over the limit.

WHAT A GOOD RESULT LOOKS LIKE

Ad copy you can paste straight into Google Ads.

THEN ASK

"Write 3 more headlines using my customers' own words from this review: [paste review]."

COWORKER TIP

AI sometimes miscounts characters. Google Ads will warn you about any line that runs over, so trim it there before you publish.

06

GET CLICKS

Check your landing page matches your ad

USE THIS WHEN

People click but don't call, WhatsApp or buy.

HAVE READY

Your ad text. The text from the page it links to (copy and paste it).

YOUR PROMPT

paste your business brief first

Here is my ad: [paste ad]. Here is my landing page text: [paste page].
Check the match: would someone who clicked the ad feel they landed in the right place within 5 seconds?
Give me: a score out of 10, the 3 biggest gaps, a rewritten headline, and the one change most likely to get more enquiries.

WHAT A GOOD RESULT LOOKS LIKE

A short fix list ranked by impact, so you stop paying for clicks that leave.

THEN ASK

"Rewrite the top section of my page using your suggestions."

COWORKER TIP

Open the page on your phone before and after the changes. Most ad clicks in Malaysia come from mobile.

07

FOLLOW UP

Follow up on a quote that went quiet, on WhatsApp

USE THIS WHEN

You sent a price and the customer stopped replying.

HAVE READY

What they asked for, the amount you quoted and the date you sent it.

YOUR PROMPT

paste your business brief first

A customer asked about [service], I sent a quote of [amount] on [date], and they went quiet.

Write a 3-message WhatsApp follow-up: Day 2, Day 5 and Day 10.

Each under 60 words, friendly, never pushy. Message 2 adds one useful reason to act.

Message 3 closes the loop politely. Give an English and a Bahasa Malaysia version.

WHAT A GOOD RESULT LOOKS LIKE

Three messages that recover deals without sounding desperate.

THEN ASK

"The customer replied "too expensive". Give me 3 calm replies that don't start by cutting my price."

COWORKER TIP

Save the three messages as quick replies in WhatsApp Business (for example /fu1, /fu2, /fu3). Your team can send them in seconds.

08

FOLLOW UP

Write a WhatsApp promotion people won't mute

USE THIS WHEN

You have an offer to share with customers who agreed to hear from you.

HAVE READY

The offer, the end date, and who it is for.

YOUR PROMPT

paste your business brief first

Write a WhatsApp broadcast for [offer], ending on [date], to past customers who opted in.

Under 80 words. Start with what's in it for them. Avoid "Dear valued customer".

One clear action, one deadline, and an easy way to opt out.

Give me 2 versions and tell me which to send first, and why.

WHAT A GOOD RESULT LOOKS LIKE

A short, personal message that gets replies instead of blocks.

THEN ASK

"Write a short reminder to send the day before the offer ends."

COWORKER TIP

In the WhatsApp Business app, a broadcast only reaches people who have saved your number. Ask customers to save it when they first buy.

09

COME BACK

Get more Google reviews, and reply to the tough ones

USE THIS WHEN

Your review count is low, or a negative review is sitting unanswered.

HAVE READY

Your Google review link. The negative review text, if you have one.

YOUR PROMPT

paste your business brief first

Part A: Write a short WhatsApp message asking a happy customer for a Google review, sent right after [the moment they're happiest, e.g. delivery / completed job]. Include where to put my review link.

Part B: Here is a negative review: [paste]. Draft a calm, professional public reply that acknowledges the issue, doesn't argue, and moves the conversation offline.

WHAT A GOOD RESULT LOOKS LIKE

More reviews coming in, and replies that show future customers how you handle problems.

THEN ASK

"Turn our 5 best reviews into a short "What customers say" section for my website."

COWORKER TIP

Find your review link in Google Business Profile under "Ask for reviews". Google does not allow discounts or gifts in exchange for reviews.

10

COME BACK

Win back customers who haven't returned

USE THIS WHEN

Past customers have gone quiet for 3–6 months.

HAVE READY

What they bought and roughly when. Anything new you can offer them.

YOUR PROMPT

paste your business brief first

Write a win-back WhatsApp message for customers who last bought [product/service] [X] months ago. Remind them of the result they got, mention one thing that's new, and give one easy reason to come back. Under 70 words, personal tone. Suggest the best day and time to send it for my type of business.

WHAT A GOOD RESULT LOOKS LIKE

Sales from people who already trust you. These usually cost the least to win.

THEN ASK

"Here is my list of past customers: [paste names, last purchase, amount]. Who should I message first?"

COWORKER TIP

Start with 20 customers from your invoices or POS records. Send, count the replies, then adjust the message before sending to the rest.

Your 30-minute weekly marketing routine

One prompt saves you an afternoon. The same prompts on a fixed schedule keep your marketing running every week.

Day	Job	Time
Monday	Publish this week's Google Business Profile post (Job 2)	5 min
Tuesday	Send follow-ups on quotes from last week (Job 7)	5 min
Wednesday	Check ad search terms and add new negative keywords (Job 4)	5 min
Thursday	Ask this week's happy customers for a review, reply to new reviews (Job 9)	10 min
Friday	Send win-back messages to 10 past customers (Job 10)	5 min

Once a month

- Plan next month's four posts (Job 2)
- Refresh your ad headlines and check your landing page (Jobs 5 and 6)
- Add new customer questions to your FAQ and quick replies (Job 3)

Copying the same prompt every week gets tiring. In our Claude classes you turn these jobs into saved Skills and workflows, so Claude remembers your business and runs the routine with you.

YOUR NEXT STEP

Go from prompts to a working workflow

Claude AI for Business is a 3-level, hands-on programme for SME owners and teams. Each level is a full day, and you apply everything to your own business in class.

LEVEL 1

Your AI Coworker

Hand Claude real everyday work: enquiry replies, content, customer lists and a weekly dashboard. No tech skills needed.

Thu 15 Oct · Thu 19 Nov 2026

LEVEL 2

Your AI Team

Make your work repeatable with Skills and Plugins, including routines like the ones in this guide.

Fri 16 Oct · Fri 20 Nov 2026

LEVEL 3

Your AI Builder

Build a simple business app with Claude Code. No coding from you.

Fri 23 Oct · Thu 26 Nov 2026

All classes run 9:00 AM – 6:00 PM.

Leave with at least one working workflow, or your money back

Attend the full day and do the in-class exercises. If you don't walk out with a working workflow, you get a full refund for that level. You also get 30 days of WhatsApp coaching and a 1-year DigitalAI Claude Membership.

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digitalaibusinessclub.com/learn-claude-in-3-levels-walk-out-with-a-working-workflow

ABOUT THE AUTHOR

Meet Jane Chew



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Jane helps business owners, leaders and corporate teams move from AI confusion to practical adoption and measurable results. Her approach is simple: rethink the business first, then decide where AI fits.

She brings over 30 years of corporate experience in CRM, loyalty programmes, analytics and data-driven marketing, with roles at OgilvyOne, OCBC Bank and Aimia. Today she designs and delivers AI training for SMEs and corporate teams across Malaysia and ASEAN, and serves as Director of Startup & Digitalization at the E3 Power Team. She is also the author of *Midlife to AI Mastery*.

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