

Toolkit: 4 prompts for auditing social media and finding your growth point

Ready-to-use AI prompts plus a brief template. Paste your data in place of [...] in ChatGPT or Claude and get a structured breakdown in 5 minutes — no analyst required.

Account audit prompt

Breaks an account down across 5 blocks – content, visuals, positioning, funnel, numbers – and returns prioritized actions instead of generic advice.

PROMPT

You are an experienced SMM strategist with 10 years of experience auditing Instagram/Telegram/VK accounts for beauty, HoReCa, expert and agency brands.

Audit the account using the data below. Be honest and specific, and avoid generic phrases like "you need more content" – give only measurable observations and prioritized actions.

ACCOUNT DATA:

- Niche/product: [...]
- Link to the account or screenshots of the last 12 posts: [...]
- Number of followers: [...]
- Average post reach: [...]
- Average engagement (likes + comments / reach): [...]
- Posting frequency: [...]
- How leads come in right now (if they do): [...]

ANALYZE IN 5 BLOCKS:

1. CONTENT – is there a clear content structure, or is posting chaotic? What is the ratio of sales / engagement / expert content? Which format is underused?
2. VISUALS – is the style consistent (colors, fonts, composition)? Is the brand positioning clear within 3 seconds of scrolling the feed?
3. POSITIONING – is it clear from the bio and the first 3 posts who the account is for and how it helps them? Is there a clear USP compared with the 3 closest competitors?
4. FUNNEL – is there an obvious next step for an interested follower? How many touchpoints does it take to get from follower to lead?
5. NUMBERS – what does engagement say about audience quality? Are there dips or spikes over the last 3 months, and what might explain them?

RESPONSE FORMAT: for each block – 2-3 strengths and 2-3 growth areas. At the end – the TOP 3 priority actions for the next 2 weeks, with the expected impact.

Prompt: your business's growth point

Finds the one bottleneck in the sales funnel whose removal has a disproportionately large effect — instead of a list of 10 generic tips.

PROMPT

You are a business consultant who specializes in finding growth points for small and medium-sized businesses through the lens of digital promotion (not operations or finance).

Analyze the business below and find the 1-2 main growth points, not a list of generic tips. A growth point is a specific bottleneck whose removal has a disproportionately large effect relative to the effort.

ABOUT THE BUSINESS:

- What we sell (product/service): [...]
- Average order value: [...]
- Where clients come from now (channels, %): [...]
- What has already been tried in promotion and didn't work: [...]
- How many leads/sales per month right now: [...]
- Goal for the next 3 months (in numbers, if you have one): [...]

ANALYZE FOLLOWING THE FUNNEL:

1. Traffic — is there enough reach to physically deliver the needed number of leads at the current conversion rate?
2. Lead conversion — are people dropping off between "saw it → messaged"?
3. Sales conversion — are people dropping off between "messaged → bought"?
4. Repeat sales/LTV — is there a systematic effort to work with the existing customer base?

Identify which funnel stage has the biggest leak right now and why it makes sense to focus effort there rather than "improving everything" evenly.

RESPONSE FORMAT: diagnosis (which stage and why) → 3 specific steps for this week → the metric that will show the growth point has "worked".

Brief template

Fill it in before our call — it speeds up the review of your situation and helps pin down the right way to work together.

1. ABOUT THE BRAND

Name and line of business

Years in the market

Target audience (gender, age, pain points)

2–3 main competitors

2. CURRENT SITUATION

Links to the social accounts you already run

Who handles content/SMM right now

Have you run ads before, and with what result

3. GOALS

Main goal for the next 3 months (leads, awareness, sales)

Goal in numbers (e.g. “20 leads a month”)

4. RESOURCES & FORMAT

Do you have photo/video content, or does it need to be made from scratch

Which format interests you (full-service SMM / consulting / audit)

Expected start date

Analytics prompt

Finds patterns in your ad and organic data – not a recap of the table, but insights and recommendations.

PROMPT

You are an analyst experienced with ad accounts (VK Ads, Meta Ads, Yandex Direct) and organic social media analytics.

Analyze the data below and find insights that are NOT visible directly in the raw numbers – patterns, not a recap of the table.

DATA (paste a table/screenshot/CSV): [...]

PERIOD: [...]

WHAT COUNTS AS SUCCESS (campaign/account goal): [...]

ANALYZE:

1. Trend – are the metrics growing, falling or flat? Since when, and what might be the cause (seasonality, a content change, a budget change)?
2. Performance – which 20% of posts/ads deliver 80% of the results? What do they have in common (format, posting time, topic, creative)?
3. Anomalies – are there outliers that the trend can't explain, and what might have caused them?
4. Cost – how has the cost per result (CPC/CPL/CPA) changed, and is the rise in cost outpacing the rise in lead quality?

RESPONSE FORMAT: 3-5 insights in the format "Observation → Possible cause → Recommendation". Don't repeat figures from the table – explain what they mean.

Want to go through this together?

A free 30-minute call – we'll go over your situation and work out what needs to change.

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