



# AI PROMPT SERIES FOR DEMOGRAPHIC & AUDIENCE RESEARCH

# START HERE

## GREAT MARKETING STARTS WITH UNDERSTANDING PEOPLE.

Before your brand picks colors, launches campaigns, or builds a website, the most important question must be answered first: **Who are we speaking to, and what actually matters to them?**

This guide was created to help you conduct deeper audience research using AI as a thinking partner. Instead of relying on assumptions or surface-level demographics, these prompts help uncover the behavioral, cultural, and psychological factors that influence how people make decisions.

Each step walks through a different layer of audience insight, from basic demographic context to motivations, values, and lifestyle patterns. When used together, these prompts can help marketers move beyond guesswork and develop messaging that is grounded in real human insight.

The result is stronger storytelling, more relevant positioning, and marketing that resonates because it reflects how people actually think and behave.

## HOW TO USE THIS GUIDE

This guide is designed to function as a step-by-step research workflow for marketers.

Each section includes a prompt that can be used with AI tools such as ChatGPT or Claude to generate insights about a specific audience segment. Rather than using the prompts once and moving on, treat them as part of a larger research process.

Start with Step 01: Baseline Demographic Profile to establish the foundational characteristics of your audience. From there, move into deeper layers of understanding, including motivations, behaviors, lifestyle patterns, and decision drivers.

### For best results:

- Replace the example audience in each prompt with your specific target segment
- Run prompts multiple times to compare insights
- Combine the results with real-world research, customer interviews, and market data
- Capture key insights and patterns as you move through each step

By the end of the process, you will have a clearer picture of who your audience is, what motivates them, and how your brand can speak to them in a way that feels relevant and authentic.

*Happy researching!*

STEP

01

## BASELINE DEMOGRAPHIC PROFILE

**GOAL:**

***GET THE "WHO"  
CLEAR FIRST.***



**Prompt:**

Give me a demographic profile of [specific audience, e.g., Gen Z Black women entrepreneurs in the U.S.]. Include age ranges, education, income levels, geography, family status, and employment trends. Summarize the top 3 most important demographic factors marketers should know.

STEP

02

## PSYCHOGRAPHICS & MOTIVATIONS

### GOAL:

***UNDERSTAND VALUES,  
MOTIVATIONS, AND  
LIFESTYLE CHOICES.***



### Prompt:

For [audience], describe their psychographics. What are their top values, goals, and fears? What motivates their buying decisions? Include insights on their lifestyle habits (media consumption, hobbies, spending patterns). Summarize with 3 key takeaways for marketers.

STEP

03

## CULTURAL & BEHAVIORAL TRIGGERS

**GOAL:**

**MAP TO  
PSYCHOLOGY +  
CULTURAL TRENDS.**



**Prompt:**

What cultural trends or behavioral triggers are shaping how [audience] interacts with brands in 2026? Include references to buyer psychology principles like loss aversion, reciprocity, social proof, and belonging. Provide 2–3 real-world brand examples of campaigns that resonated with this group.

STEP

04

## CHANNELS & PLATFORMS

**GOAL:**

***KNOW WHERE TO REACH THEM.***



**Prompt:**

Where does [audience] spend most of their time online? Rank their top 5 platforms and explain how they use each (e.g., TikTok for discovery, LinkedIn for networking, Instagram for community). Suggest 2 content types that work best on each platform.

STEP

05

## FRICION POINTS & BUYING BARRIERS

**GOAL:**

***IDENTIFY HESITATIONS TO ADDRESS IN MESSAGING.***



**Prompt:**

What are the most common objections, pain points, or hesitations this audience has before buying [product/service category]? Give me ways to reframe or address these hesitations using trust-building strategies.

STEP

06

## TURNING RESEARCH INTO STORYTELLING

### GOAL:

**CONVERT DATA  
INTO ACTIONABLE  
MESSAGING.**



### Prompt:

Based on everything you know about [audience], write 3 short brand storylines that could be used in campaigns. Each should include:

- The audience's pain point
- The brand's solution
- The transformation they experience
- Frame each story using emotional language that builds trust and urgency.

STEP

07

## CAMPAIGN INSPIRATION (OPTIONAL)

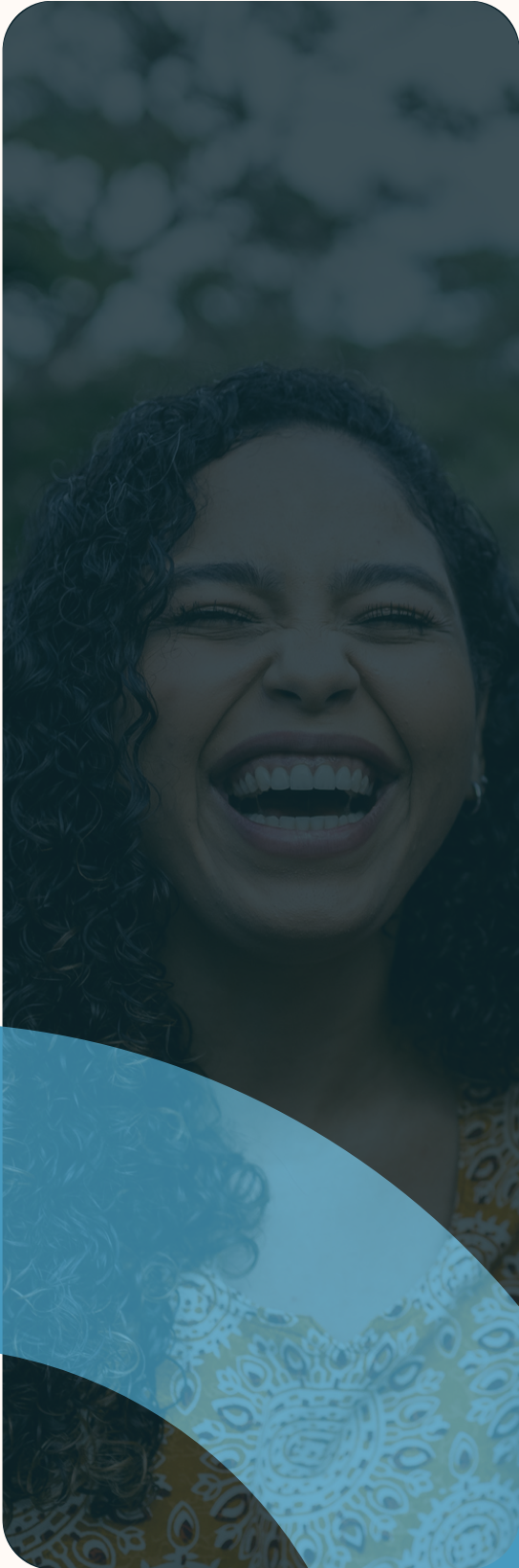
**GOAL:**

***SHOW THEM WHAT  
GOOD LOOKS LIKE.***



**Prompt:**

Find 2–3 recent campaigns (2022–2026) that successfully engaged [audience]. Break down what worked, why it resonated, and how behavioral psychology principles were applied.





**NOW THAT YOU  
KNOW YOUR  
AUDIENCE, LET'S  
REACH THEM  
WITH A STRONG  
BRAND STORY!**



**BOOK YOUR  
DISCOVERY CALL**