BONUS RESOURCE

The Scrappy B2G AI Prompt Bank

10 prompts to work smarter without creating more AI slop.

AI can help B2G marketers move faster. But faster isn't necessarily better. The best results come when AI has something valuable to work with: your customer knowledge, SME expertise, campaign data, market intelligence and point of view.

These prompts are designed to help you use AI as a strategist's assistant—not a substitute for strategy. Use them to mine what you already know, pressure-test what you're about to publish, and decide what's actually worth doing next.

BEFORE YOU PROMPT

For better results, give your AI tool context. Tell it:

01 **WHO YOU ARE**
Your company, capabilities and role in the market.

02 **WHO YOU'RE TARGETING**
Agency, audience, role or market segment.

03 **WHAT YOU KNOW**
Source material, transcripts, research or campaign data.

04 **WHAT YOU WANT**
The business or marketing objective you're trying to accomplish.

05 **WHAT IT SHOULDN'T DO**
Guardrails, unsupported claims, prohibited terminology or assumptions.

One hard rule. Don't upload proprietary, sensitive, customer-controlled or otherwise restricted information into an AI tool unless it's approved for that use by your organization.

01 MINE THE SME INTERVIEW

USE IT FOR — TURNING SME CONVERSATIONS INTO STRONGER SOURCE MATERIAL

Review the following SME interview transcript from the perspective of a B2G marketer. Identify:

- The five strongest original insights or points of view.
- Specific customer, mission or implementation examples.
- Quantifiable outcomes or potential proof points.
- Statements that differentiate this SME's perspective from common industry messaging.
- Themes that would matter most to [TARGET GOVERNMENT AUDIENCE].
- Claims that need additional validation before publication.
- Three follow-up questions I should ask the SME to make the content stronger.

Do not write marketing copy yet. Preserve the SME's meaning and terminology, and do not introduce facts that aren't supported by the source material.

SCRAPPY TIP — Don't immediately ask AI to write the article. First use it to find the material worth writing about.

02 FIND THE REAL DIFFERENTIATOR

USE IT FOR — PRESSURE-TESTING MESSAGING BEFORE IT REACHES THE MARKET

Act as a skeptical government buyer reviewing the following marketing copy. Identify every claim that could reasonably be made by one of our competitors. For each generic claim:

- Explain why it isn't differentiated.
- Identify what evidence, specificity, customer example, metric or proof point would strengthen it.
- Suggest a question I should ask our sales team or SMEs to uncover a more defensible differentiator.

Do not rewrite the copy yet. At the end, identify the three messages that appear genuinely differentiated based only on the information provided.

SCRAPPY TIP — AI is often more useful as a critic than a copywriter.

03 RUN THE AI SLOP TEST

USE IT FOR — REVIEWING AI-ASSISTED CONTENT BEFORE YOU HIT PUBLISH

Act as a highly skeptical B2G editor. Review this draft specifically for signs of generic or low-value AI-assisted marketing content. Flag:

- Clichés and predictable AI phrasing
- Buzzwords without substance
- Vague or unsupported claims
- Unnecessary superlatives
- Repetitive sentence structures
- Generic introductions and conclusions
- Excessive em dashes, rhetorical questions or formulaic constructions
- Statements that could apply equally to almost any government contractor
- Content that summarizes an issue without contributing a point of view
- Places where a real example, experience, metric or observation is needed

For every issue, explain WHY it weakens the content. Then give the draft an AI Slop Risk of LOW, MODERATE or HIGH and identify the three changes that would most improve it. Do not rewrite the entire piece.

SCRAPPY TIP — Before publishing, ask one more question AI can't answer: does this actually sound like us?

04 TURN ONE ASSET INTO A DISTRIBUTION ENGINE

USE IT FOR — GETTING MORE MILEAGE FROM CONTENT YOU'VE ALREADY INVESTED IN

I am a B2G marketer targeting [AUDIENCE]. Review the attached [ARTICLE / EBOOK / CASE STUDY / WEBINAR / RESEARCH / OTHER ASSET]. Build a four-week amplification plan using the strongest ideas already contained in the asset. Consider: corporate social, executive thought leadership, sales outreach, email, OEM/technology partner channels, reseller/channel partners, events or webinars, and website content. For each recommended activity, identify:

- Target audience
- Core message or angle
- Format
- Channel
- Desired action

Do not simply repeat the same message across channels. Adapt the angle based on what each audience would care about while preserving the approved core messaging.

SCRAPPY TIP — Build the distribution plan before you finish the asset. It may change what you create.

05 BUILD THE OEM / PARTNER VERSION

USE IT FOR — MAKING YOUR CONTENT EASIER FOR PARTNERS TO AMPLIFY

We want [OEM/PARTNER] to amplify the following content to its public sector audience. Review the source material and identify the intersection between our company's value, the partner's value, and the government customer's mission or operational need. Develop three potential co-marketing angles. For each, explain why the angle creates value for BOTH organizations and why it would be relevant to the government audience. Avoid forcing the partner into our existing corporate messaging. Flag any claims that require partner approval or validation.

SCRAPPY TIP — Good partner marketing isn't your marketing with another logo added.

06 TURN LONG-FORM CONTENT INTO EXECUTIVE POV

USE IT FOR — EXECUTIVE THOUGHT LEADERSHIP THAT DOESN'T SOUND LIKE CORPORATE SOCIAL COPY

Review the following long-form content. I need to develop thought leadership for [EXECUTIVE/ROLE] targeting [AUDIENCE]. Do NOT write a LinkedIn post yet. First identify:

- Three ideas where an executive could contribute a meaningful point of view.
- The conventional industry wisdom associated with each, and what this executive could add based on the source material.
- A specific example, experience or observation that would make the perspective credible.
- A strong opening idea that does not rely on clickbait or a generic question.

Tell me which additional information I should get directly from the executive before drafting.

SCRAPPY TIP — The goal isn't to make an executive sound like a thought leader. It's to uncover what they actually think.

07 PRESSURE-TEST FOR GOVERNMENT BUYER RELEVANCE

USE IT FOR — CATCHING COMPANY-CENTRIC MESSAGING

Review this content from the perspective of [FEDERAL / STATE / LOCAL / EDUCATION] decision-makers responsible for [MISSION/PROGRAM/TECHNOLOGY AREA]. Separate the messaging into two categories:

- **About us:** information primarily focused on our company, technology, capabilities or features.
- **About them:** information focused on the customer's mission, challenge, operational environment, risk, outcome or priority.

Identify places where we are asking the audience to care about something without explaining why it matters to them. Then recommend five questions we should answer to make the content more customer- and mission-centric. Do not invent agency priorities or government requirements that aren't included in the provided source material.

SCRAPPY TIP — Your customer shouldn't have to translate your capabilities into "so what does this mean for me?"

08 TURN CAMPAIGN DATA INTO AN EXECUTIVE STORY

USE IT FOR — GETTING BEYOND THE DREADED METRICS DUMP

Analyze the following B2G marketing campaign data. Organize your analysis into:

- **What happened** — what does the data objectively show?
- **What may have contributed** — reasonable hypotheses based on available information.
- **What we don't know** — where claiming causation would go beyond the data.
- **What matters** — which results are most relevant to our stated objectives.
- **What we should do next** — 3–5 actions or tests to consider.

Do not treat correlation as causation. Do not manufacture explanations for performance gaps. Then create a five-bullet executive summary emphasizing outcomes and decisions—not a list of activity metrics.

SCRAPPY TIP — AI can summarize the numbers. You still own what they mean.

09 TURN A MEETING TRANSCRIPT INTO ACTION

USE IT FOR — GETTING THE IMPORTANT STUFF OUT OF ANOTHER 60-MINUTE MEETING

Review this meeting transcript and create an action-oriented marketing brief. Capture:

- Decisions made
- Marketing implications
- Deliverables requested
- Owners, if explicitly identified
- Deadlines or timing discussed
- Dependencies
- Open questions
- Risks or concerns
- Items requiring approval

Then create a prioritized list of next actions. Clearly distinguish between CONFIRMED (explicitly stated in the meeting) and INFERRED (a reasonable interpretation that still needs confirmation). Do not assign owners or deadlines that weren't actually discussed.

SCRAPPY TIP — A great place to save time—but always verify the action list against the source before distributing it.

10 FIND THE NEXT BEST MARKETING MOVE

USE IT FOR — WHEN YOUR TEAM HAS 20 IDEAS AND RESOURCES FOR FIVE

Act as a B2G marketing strategist helping me prioritize our next actions. Our objective is [OBJECTIVE]. Our target audience/accounts are [AUDIENCE]. Our available resources are [BUDGET / PEOPLE / TIME / PARTNERS]. Our current activities are [ACTIVITIES]. Known sales priorities are [PRIORITIES]. Known market/customer intelligence is [INTELLIGENCE]. Evaluate our potential activities based on:

- Alignment to the objective
- Relevance to the target audience
- Ability to support sales
- Ability to leverage existing content or channels
- Level of effort and dependencies
- Measurability

Do not assume that more activity is better. Identify what we should PRIORITIZE, IMPROVE, PAUSE and INVESTIGATE FURTHER, and explain the reasoning behind each recommendation. Identify any missing information that would materially change your recommendation.

SCRAPPY TIP — Sometimes the smartest use of AI isn't figuring out what else to do. It's figuring out what you can stop doing.

The human-in-the-loop check

Before anything AI-assisted goes out the door, ask:

- ☐ **Is it accurate?** Have we verified facts, statistics, customer claims and citations?
- ☐ **Is it ours?** Does it contain our expertise, experience, data or point of view?
- ☐ **Is it differentiated?** Could a competitor swap in its logo and publish the same thing?
- ☐ **Is it relevant?** Does the government audience have a reason to care?
- ☐ **Is it appropriate?** Have we followed organizational policies for AI, data and customer information?
- ☐ **Does it sound human?** Would someone who knows our brand or executive recognize the voice?

If you can't check those boxes, AI isn't finished with the draft—and neither are you.

WANT HELP?

Let's put your expertise to work—before AI gets a say.

Geiger Consulting Group helps B2G teams build strategy, content and campaigns that sound like them and move the mission forward.

Book time to chat
geigerconsultinggroup.com