

AI Landing Page Campaign Brief Workbook

Copy-and-paste prompts, campaign examples, and a pre-publish checklist for turning AI landing page drafts into campaigns people can enter, share, and measure.

Best workflow: write the campaign brief first, generate the page second, then attach referral mechanics, email follow-up, and measurement before you publish.

Inside	Brief worksheet · 8 AI prompts · 6 campaign patterns · launch checklist
Use it for	Giveaways, waitlists, referrals, webinars, product launches, and lead magnets.
Companion post	AI Landing Page Examples: From Prompt to Published Campaign

1. Campaign Brief Worksheet

Fill this in before you ask AI for the page. The tighter the brief, the less generic the draft.

Field	What to write before using AI
Campaign type	Giveaway, waitlist, referral, webinar, product launch, lead magnet, or another focused campaign.
Audience	The specific person this page is for — and who should not respond.
Offer	Prize, early access, discount, bonus, resource, event, or template.
Primary CTA	One conversion action: enter, join, register, claim, download, or request.
Referral mechanic	What someone can share, invite, unlock, earn, or improve by referring others.
Follow-up	Confirmation, referral nudge, deadline reminder, winner/access update, post-campaign offer.
Measurement	Source, signups, referrals, email engagement, lead quality, conversion after campaign.

2. Copy-and-Paste AI Prompts

Use these as starting points. Replace the bracketed placeholders before you generate the page.

Core Campaign Brief Prompt

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Create a landing page for [campaign type].

Audience: [specific audience]
Bad-fit audience: [who should not enter or join]
Goal: [email leads, waitlist signups, demo requests, preorders, referrals]
Offer: [prize, early access, discount, bonus, resource, event]
Main action: [enter giveaway, join waitlist, request invite, register]
Referral action: [share link, invite friends, earn points, unlock rewards]
Tone: direct, useful, not hypey
Required sections: hero, why it matters, how it works, rewards, FAQ, rules/disclaimer, CTA
Avoid: vague claims, fake stats, generic startup language
Measurement: track signups, referrals, lead source, email engagement, conversion after campaign
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Example Prompt 2

Create a giveaway landing page for an independent coffee brand launching a new cold brew subscription.

Audience: coffee drinkers who buy specialty coffee online and care about taste, convenience, and small-batch roasting.

Bad-fit audience: people only looking for generic electronics prizes.

Goal: collect qualified email leads before the subscription launch.

Offer: win a 3-month cold brew subscription bundle plus early access to launch pricing.

Main action: enter with email.

Referral action: invite friends for bonus entries.

Tone: confident, warm, no fake urgency.

Required sections: hero, prize details, how to enter, why cold brew fans will care, referral bonus, launch reminder, FAQ, rules link.

Example Prompt 3

Create a waitlist landing page for a lightweight project planning app for solo founders.

Audience: solo founders and indie hackers who need a simple weekly planning system without enterprise project management clutter.

Goal: collect qualified beta users before public launch.

Offer: early access, founder pricing, and first access to launch templates.

Main action: join the waitlist.

Referral action: move up the list by inviting other solo founders.

Tone: blunt, practical, founder-to-founder.

Required sections: hero, problem, what you get, how the waitlist works, referral incentive, beta criteria, FAQ.

Avoid: enterprise language, productivity buzzwords, fake social proof.

Example Prompt 4

Create a referral landing page for an online course creator launching a new cohort.

Audience: past students and newsletter subscribers interested in improving their freelance sales process.

Goal: drive referred signups for the new cohort.

Offer: give a friend \$100 off; earn a private workshop invite when 3 friends join the interest list.

Main action: claim your referral link.

Referral action: share the link with peers who would benefit from the course.

Tone: helpful, direct, not spammy.

Required sections: hero, how referrals work, reward levels, who to invite, share copy, FAQ, terms.

Example Prompt 5

Create a webinar registration landing page for a B2B SaaS company teaching customer marketers how to launch referral campaigns.

Audience: marketers at SaaS companies with existing customers but no structured referral program.

Goal: drive qualified webinar registrations and demo follow-up interest.

Offer: live training plus a referral campaign checklist.

Main action: register for the webinar.

Referral action: share the webinar with another marketer for access to bonus templates.

Tone: practical, experienced, no guru language.

Required sections: hero, what you will learn, who it is for, agenda, speaker credibility, bonus templates, FAQ.

Avoid: inflated promises, fake attendee numbers, vague transformation claims.

Example Prompt 6

Create a product launch landing page for a new travel backpack designed for remote workers.

Audience: remote workers and digital nomads who travel with a laptop, chargers, headphones, and clothes for 2-4 days.

Goal: collect launch interest and early-bird buyers.

Offer: early access, launch discount, and a packing checklist.

Main action: join the launch list.

Referral action: invite friends to unlock early-bird pricing before public release.

Tone: crisp, practical, premium.

Required sections: hero, product promise, key features, use cases, early-bird offer, referral unlock, FAQ, launch timeline.

Avoid: generic travel cliches, unsupported durability claims, fake reviews.

Example Prompt 7

Create a lead magnet landing page for a downloadable checklist that helps ecommerce brands plan a giveaway.

Audience: Shopify store owners planning their first serious giveaway.

Goal: collect qualified email leads and route them into a giveaway setup sequence.

Offer: a printable giveaway planning checklist.

Main action: download the checklist.

Referral action: share the checklist with another store owner to unlock a prize-planning worksheet.

Tone: direct, useful, no marketing fluff.

Required sections: hero, checklist preview, who it is for, what is inside, bonus unlock, FAQ, privacy note.

Critique Prompt: Pressure-Test the Draft

Review this landing page draft as a skeptical campaign strategist.

Find:

- Any vague claims.
- Any section that does not help conversion.
- Any missing objection.
- Any fake or unsupported proof.
- Any CTA that is unclear.
- Any audience mismatch.
- Any place where referral or follow-up mechanics are weak.

Then rewrite the page to be clearer, more specific, and more direct.

3. Six Campaign Example Patterns

Giveaway	Prize-audience fit, bonus entries, rules, winner workflow.
Waitlist	A clear line worth joining, referral rank, founder/beta fit.
Referral	Specific reward, who to invite, share copy, simple unlock logic.
Webinar	Qualified registration, concrete agenda, bonus template/referral incentive.
Product Launch	Early demand, launch offer, referral unlock, timeline.
Lead Magnet	Narrow promise, checklist preview, follow-up sequence.

4. Pre-Publish Checklist

- One audience
- One offer
- One primary CTA
- A specific reason to act now
- A clear next step after signup
- Referral or sharing mechanic when growth matters
- Plain-English rules or terms
- Thank-you page with share prompt
- Email follow-up sequence
- Source/referral/lead-quality tracking

If the page only collects emails, it is incomplete. The thank-you page, share copy, email sequence, and measurement plan are part of the campaign.

KickoffLabs helps turn the AI draft into a campaign: landing page, form, referrals, rewards, emails, winner workflow, and source/referral tracking.