

PLAYBOOK

8 CLAUDE PROMPTS

to Build Your

INSTAGRAM GROWTH ENGINE

Research. Create. Grow. Convert.



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Instagram x Claude

01 AUDIENCE RESEARCH ENGINE

Know who you are talking to.



Prompt

Act as an expert audience researcher and consumer psychology strategist. Analyze this audience: [audience] and create a deep understanding of who they are, what they care about, and what drives their decisions. Identify their biggest frustrations, hidden struggles, goals, dreams, fears, objections, buying triggers, emotional desires, and the outcomes they are trying to achieve. Then transform these insights into practical content opportunities by generating topics, angles, messaging ideas, and content themes that naturally attract their attention, build trust, create emotional connection, and position me as the person who understands their problems and can help them achieve their goals.



Example

Example input:

Audience = beginner fitness coaches who want more online clients.

Example output:

Frustrations: low reach, inconsistent leads, fear of sounding repetitive.

Objections: 'I do not have enough followers.'

Content angles: client mistakes, pricing mindset, simple authority posts, DM conversation tips, and before-after content themes.



Start with audience psychology
before content creation.



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02 VIRAL CONTENT GENERATOR



Create ideas people want to share.



PROMPT

Act as a viral content strategist specializing in Instagram growth. Generate 50 highly engaging content ideas for [niche] targeting [audience]. Do not create generic ideas. Focus on topics that trigger curiosity, emotion, conversation, and shares, including common mistakes, unpopular opinions, myths, surprising insights, industry trends, hidden opportunities, beginner problems, expert lessons, frameworks, and actionable strategies. Each idea should have a strong content angle, explain why people would care about it, and be designed to maximize reach, saves, comments, and audience growth.



EXAMPLE

Example input:

Niche = personal branding.

Audience = freelance designers.

Example outputs:

- 1 Why talented designers stay invisible on Instagram.
- 2 Three portfolio mistakes that kill trust fast.
- 3 The unpopular truth about posting pretty work with no strategy.



Good growth starts with better content angles.



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03 HOOK AND REEL BUILDER

Turn one idea into a Reel worth watching.

PROMPT

Act as a short-form video strategist and retention expert. Take this idea: [idea] and transform it into a high-retention Instagram Reel script designed to keep viewers watching until the end. Create a powerful opening hook that immediately stops the scroll, followed by a clear story flow with valuable insights, examples, and curiosity gaps that maintain attention. Structure the reel for maximum watch time, engagement, and shares. End with a memorable conclusion, actionable takeaway, or strong CTA that encourages viewers to interact, follow, or take the next step.

EXAMPLE

Example input

Idea = Why generic prompts produce generic content.

Example output

Hook: Your AI caption is vague because your brief is vague.

Value: Add your audience, their problem, and one clear goal.

Payoff: Compare “Write a caption” with “Write a caption for new fitness coaches struggling to find clients.”

CTA: Save this and improve your next content brief.

04 INSTAGRAM GROWTH BLUEPRINT

Build a complete strategy.



PROMPT

Act as an Instagram growth consultant who helps creators and brands build sustainable audiences. Create a complete Instagram growth strategy for [niche] targeting [audience]. Analyze the audience psychology, current content trends, competitive landscape, content gaps, positioning opportunities, and growth levers that can be used to stand out. Build a detailed strategy covering content pillars, posting themes, ideal formats, engagement methods, audience attraction systems, profile optimization, and growth experiments. The strategy should be practical, repeatable, and focused on consistently increasing views, followers, engagement, and authority.



EXAMPLE

Example input:

Niche = AI content creation.

Audience = solo creators.

Example output:

Content pillars: tutorials, case studies, myths, tools.

Formats: Reels, carousels, stories.

Growth experiments: collaborator posts, save-focused carousels, CTA testing, and pinned post optimization.



A clear system beats random posting.



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05

CONTENT REPURPOSING ENGINE

Turn one idea into many assets.



PROMPT

Act as a content repurposing strategist who understands how to adapt ideas across different platforms and formats. Take this content: [content] and transform it into multiple high-performing content assets, including Instagram Reels, carousel posts, captions, Stories, threads, short-form scripts, and educational posts.

For each format, restructure the content based on how people consume that type of content while preserving the original message, value, and positioning. Improve the hooks, storytelling, and presentation so every version feels native to the platform and has the highest chance of engagement.



EXAMPLE

Example input: Content = a post about 3 reasons creators stay stuck on Instagram.

Example output:

- **Reel** = 30-second talking-head script.
- **Carousel** = 5 slides with one mistake per slide.
- **Stories** = 4-frame teaser with poll.
- **Caption** = short insight plus CTA.
- **Thread** = 6-post educational breakdown.



Repurpose the message, not just the format.



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06 SALES CONTENT GENERATOR



Create content that leads to sales.



PROMPT

Act as a content marketing strategist focused on generating leads and sales through Instagram. Create 20 valuable content ideas designed to attract potential customers for this offer: [offer]. Research the audience's biggest pain points, frustrations, doubts, objections, goals, and desired transformations. Create content that educates, builds trust, demonstrates expertise, handles objections, and naturally positions the offer as the best solution. Every idea should provide real value first while strategically moving the audience closer to becoming buyers.



EXAMPLE

Example input: Offer = 1:1 Instagram strategy sessions for service businesses.

Example outputs:

1. Why your content gets attention but no inquiries.
2. Three reasons followers do not become leads.
3. What to fix before you try another content calendar.



Good sales content **solves doubts** before the pitch.



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07 CONTENT OPTIMIZER

Fix weak content before you publish.



PROMPT

Act as an elite content editor and conversion-focused copywriter. Analyze this content: [content] and identify everything reducing its performance, including weak hooks, unclear messaging, boring sections, generic wording, poor structure, lack of emotion, weak positioning, and missed opportunities for engagement. Then rewrite the content to make it more attention-grabbing, valuable, clear, and persuasive while keeping the original idea intact. Improve the storytelling, flow, emotional impact, and retention so the final version feels more compelling and share-worthy.



EXAMPLE

Example input: Content = 'Here are 5 Instagram tips for growth.'

Example output:

Weak hook. Generic advice. No story. No CTA.

Better version:

'Posting every day and still not growing?

Here are 5 fixes that get more saves and replies.'



Optimization turns average ideas
into **better-performing posts.**



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08 INSTAGRAM GROWTH SYSTEM

Build a simple 60-day roadmap.



PROMPT

Act as an Instagram growth strategist and creator business consultant. Build a complete 60-day Instagram growth and monetization system for [niche]. Create a practical roadmap covering content strategy, audience research, content pillars, weekly posting structure, Reel ideas, engagement workflows, community building, lead generation methods, monetization opportunities, repurposing systems, and performance tracking. Design the system specifically for a solo creator with limited time and resources. Make it simple, scalable, and focused on building an audience, increasing authority, and turning attention into measurable business results.



EXAMPLE

Example input: Niche = digital marketing for small business owners.

Example output:

- Weeks 1 and 2 = audience research and profile positioning.
- Weeks 3 and 4 = pillar content and Reels.
- Weeks 5 and 6 = lead magnets and DM workflow.
- Weeks 7 and 8 = optimization and monetization review.



Systems create repeatable growth.



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