

# Agencies

Prompting guide for agencies using Chirpy: captions, images, designs, image editing, AI video and video editing.

[chirpy.me](https://chirpy.me) · Social Media Operating System

## Introduction

Agencies do not create content for one brand. They create content for many brands at once, each with its own voice, audience, offers and rules. That makes precision in prompting more important for agencies than for any other Chirpy user.

Instead of asking Chirpy to:

"Write a post for my client."

Tell Chirpy:

- Which client the content is for
- What campaign or objective the content serves
- Who that client's audience is
- What verified facts, offers or details must appear
- Where the content will be published
- What tone that client uses
- What action the reader should take
- How many versions you need

Chirpy's BrandKit is the agency's most important tool. Create a separate BrandKit for each client containing their:

- Brand name
- Brand voice
- Logo
- Colours
- Fonts
- Target audience
- Products or services
- Locations
- Standard calls to action
- Brand rules, banned words and mandatory disclaimers

Also maintain a BrandKit for your own agency, used for your case studies, pitches and lead generation.

Your prompt should then focus on the specific campaign, deliverable, offer or asset. Always name the client and the BrandKit at the start of the prompt. This is the single most effective habit for keeping client brands separate. Never let one client's colours, claims, pricing or voice leak into another client's content.

## 1. Post Captions and Written Content

### What to include in a caption prompt

A strong agency caption prompt should include:

Client + BrandKit + content type + platform + campaign objective + audience + verified facts or offer + tone + call to action + number of versions

### Reusable formula

Using the **[client name]** BrandKit, create a **[content type]** for **[platform]** as part of the **[campaign name or objective]** campaign.

The target audience is **[client's audience]** .

Include these verified details: **[facts, offer, dates or product details]** .

Focus on **[main angle or benefit]** .

Use the client's **[tone]** tone.

The goal is to **[objective]** .

End with a call to action asking readers to **[action]** .

Create **[number]** variations so the client can choose.

Keep it **[length or format requirements]** .

#### WEAK PROMPT

Write some posts for our coffee client.

#### IMPROVED PROMPT

Using the Harbour Lane Coffee BrandKit, create three Instagram caption variations announcing their new winter menu, launching Monday 1 June. The audience is office workers and students within walking distance of the Wynwood store. Mention the two new drinks by their exact names: "Spiced Maple Oat Latte" and "Dark Cocoa Cortado." Use the client's warm, playful tone. The goal is store visits during launch week. End each version with "Come try them this week" and include the store location. Keep each caption under 120 words. Label the variations A, B and C for client approval.

## Ready-to-use caption prompts

### Client campaign launch

Using the **[client name]** BrandKit, write launch captions for **[campaign name]** across Instagram, Facebook and LinkedIn. The campaign promotes **[product, service or offer]** to **[audience]**. Include these verified details exactly: **[offer, dates, pricing or terms]**. Adapt length and style for each platform rather than duplicating one caption. End each with the call to action "**[exact CTA]**". Label each version by platform for the approval document.

### Month of content for one client

Using the **[client name]** BrandKit, create a four-week content calendar of 12 caption drafts for **[platform]**. Mix these content types: **[number]** educational posts about **[topics]**, **[number]** promotional posts about **[offer or service]**, **[number]** engagement questions, and **[number]** behind-the-scenes posts. The audience is **[audience]**. Use the client's tone throughout. Give each post a suggested posting day and a one-line description so the client can review the plan at a glance. Do not invent statistics, reviews or company facts.

### A/B variation set

Using the **[client name]** BrandKit, write four caption variations for the same **[platform]** post promoting **[offer or product]**. Variation 1 should lead with a question. Variation 2 should lead with a bold statement. Variation 3 should lead with a customer pain point. Variation 4 should lead with the offer itself. Keep the verified offer details identical in all four: **[exact details]**. Same call to action in each: "**[exact CTA]**". Label them clearly for testing.

### Client promotional offer

Using the **[client name]** BrandKit, write a promotional post for **[platform]** announcing this offer: **[exact offer wording, price and end date]**. Use the supplied wording for the offer exactly and do not alter prices, dates or terms. The audience is **[audience]**. Create urgency without exaggeration. End with "**[exact CTA]**".

### Client announcement

Using the **[client name]** BrandKit, write an announcement post about **[new location, new product, new hire, award or milestone]**. Include only these confirmed details: **[verified facts]**. The audience is **[audience]**. Use a proud but grounded tone that matches the client's voice. End by inviting readers to **[action]**. Create one Instagram version and one LinkedIn version.

### Repurpose client long-form content

Using the **[client name]** BrandKit, turn the following blog post into five social media captions for **[platform]** : " **[paste blog text]** ." Each caption should focus on one distinct idea from the article. Preserve the article's facts exactly and do not add claims that are not in the source. End each caption with a call to action to read the full article at **[link placement instruction]** .

### Client testimonial post

Using the **[client name]** BrandKit, turn this approved customer testimonial into a polished **[platform]** caption: " **[insert testimonial]** ." Preserve the customer's meaning and do not add or exaggerate details. Add a short introduction and end with a call to action for readers who want **[the same outcome or service]** . Note where client approval initials should go before publishing.

### Agency case study post

Using our own agency BrandKit, write a LinkedIn case study post about our work with **[client name, used with permission]** . Use only these verified results: **[approved metrics and outcomes]** . Structure it as: the client's challenge, our approach, the verified results, and one lesson other businesses can take away. Use a confident, practical tone without hype. End by inviting readers to book a discovery call.

### Agency lead generation

Using our own agency BrandKit, write a lead-generation post for **[platform]** aimed at [ideal client type, such as e-commerce founders or franchise groups]. Address a specific problem they face: **[problem]** . Explain briefly how we approach it, without revealing client-confidential details. Use a helpful, expert tone rather than a hard sell. End with an invitation to **[book a call, download our guide or request an audit]** .

### Agency thought leadership

Using our own agency BrandKit, write a LinkedIn thought-leadership post from **[team member name and role]** about **[industry topic or trend]** . Take this position: **[point of view]** . Support it with reasoning and observable industry behaviour, not invented statistics. Use a first-person, direct voice. End with a question that invites discussion in the comments.

### Client seasonal campaign

Using the **[client name]** BrandKit, write a set of three captions for the client's **[holiday or season]** campaign on **[platform]** . The campaign theme is **[theme]** and it promotes **[offer or product]** to **[audience]** . Include the verified campaign dates: **[dates]** . Keep the seasonal angle tasteful and on-brand for the client. End each caption with " **[exact CTA]** ." .

### White-label content set

Using the **[client name]** BrandKit, create five caption drafts for **[platform]** about **[topic set]**. This content will be delivered under the client's name only. Do not reference our agency, our processes or our tools anywhere in the content. Match the client's voice exactly as defined in their BrandKit. Deliver in a clean list format ready to paste into the approval document.

### AGENCY WRITING TIPS

- Name the client and their BrandKit in the first line of every prompt. This is your primary defence against brand leakage between clients.
- Never reuse one client's offer, pricing, claims or turns of phrase in another client's content, even in the same industry.
- Ask for labelled variations (A, B, C) whenever content is going to a client for approval. Clients approve faster when they can choose.
- Keep verified facts in a per-client fact sheet and paste them into prompts, rather than trusting memory across dozens of accounts.
- Distinguish clearly between content for the client's brand and content for your agency's brand, and use the matching BrandKit.
- Get written client permission before naming them in your own case studies or portfolio posts.
- For regulated clients (finance, health, legal), include their mandatory disclaimers in the prompt and instruct Chirpy to reproduce them exactly.

## 2. Image Generation

### What to include in an image prompt

A strong agency image prompt should include:

Client + subject + setting + composition + visual style + lighting + camera angle + mood + brand palette direction + negative space + aspect ratio + exclusions

### Reusable formula

For **[client name]**, create a **[type of image]** showing **[subject]** in **[setting]**.

Use a **[visual style]** style with **[lighting]**.

Show the scene from **[camera angle or perspective]**.

The image should feel **[mood]**, consistent with the client's brand personality.

Use a palette that complements the client's brand colours: **[colours or "from the client BrandKit"]**.

Leave clear space in **[location]** for **[headline, logo or offer]**.

Format it as **[aspect ratio]**.

Do not include **[unwanted elements, including any other brand's marks]**.

### WEAK PROMPT

Make an image for our client's campaign.

### IMPROVED PROMPT

For Harbour Lane Coffee, create a photorealistic lifestyle image of a steaming latte on a timber café table beside a rain-speckled window, with soft morning light and shallow depth of field. Use warm, editorial food-photography styling with tones that complement a cream and deep-green brand palette. Shoot slightly above table level. The mood should feel cosy and inviting for a winter menu campaign. Leave negative space in the top third for the campaign headline. Format it as 4:5 for Instagram. Do not include people's faces, visible brand logos or generated text.

## Ready-to-use image prompts

### Client campaign hero image

For **[client name]**, create a photorealistic hero image for the **[campaign name]** campaign. Show **[subject]** in **[setting]** with **[key visual details]**. Use **[visual style]** with **[lighting]**. The mood should feel **[mood]**. Use tones that complement the client's brand colours from their BrandKit. Leave negative space at the **[position]** for the campaign headline and logo. Format it as **[aspect ratio]**. Do not include generated text or third-party logos.

### Pitch concept visual

Create a conceptual campaign image for a pitch to a prospective client in the **[industry]** industry. The concept is "**[campaign idea]**." Show **[subject and setting]** in a **[visual style]** style with **[mood]**. This is a speculative concept, so do not include any real brand's logo, product or trademark. Leave space for a concept headline. Format it as 16:9 for the pitch deck.

### Client lifestyle imagery set

For **[client name]**, create a lifestyle image showing their target customer, **[audience description]**, engaged in **[activity related to the product or service]** in **[setting]**. Use authentic, candid lifestyle-photography styling with natural light. The people should look believable rather than staged or overly polished. Format it as 4:5. Do not include recognisable logos or generated text.

### Product visual for client

For **[client name]**, create a clean product-style image concept representing **[product type]** on **[surface or backdrop]** with **[props or styling details]**. Use studio lighting with soft shadows and a minimal composition. Leave the **[position]** clear for price or offer text to be added afterwards. Format it as 1:1. This is a stylised concept image, so do not attempt to replicate the client's exact packaging or label text.

### Seasonal campaign visual

For **[client name]** , create a **[season or holiday]** campaign image featuring **[subject]** with tasteful seasonal styling such as **[seasonal details]** . Keep the client's product or service context as the clear focus and the seasonal elements secondary. Use **[lighting]** and a **[mood]** mood. Leave negative space for the campaign offer. Format it as **[aspect ratio]** .

### Agency brand campaign image

Using our own agency BrandKit direction, create a conceptual image representing [theme, such as creative collaboration or growth through strategy]. Show **[subject, such as a modern creative workspace mid-session]** in an editorial, confident style with **[lighting]** . Avoid clichés such as handshakes, lightbulbs and rocket ships. Leave space for a short headline. Format it as 16:9 for LinkedIn.

### Case-study concept image

For our agency's case study about **[client industry]** , create a professional conceptual image representing **[the outcome, such as steady growth or a successful launch]** without using fake charts, invented numbers or currency symbols. Use a sophisticated corporate editorial style. Leave the right third clear for the case-study headline. Format it as 1.91:1 for LinkedIn link posts.

### UGC-style concept for client

For **[client name]** , create an image in a casual, user-generated-content style: **[subject, such as the product being used at home]** , shot as if on a phone, with natural imperfect framing and everyday surroundings. The mood should feel genuine and unforced. This is a creative concept, so it must be labelled as a styled image in the client's approval notes, not presented as a real customer photo. Format it as 9:16 for Stories.

### Social background set

For **[client name]** , create a clean abstract background image based on **[texture, pattern or gradient direction]** in tones that complement the client's brand colours. The design must work behind white and dark text, with no focal object in the centre. Keep contrast low and even. Format it as 9:16 for Story and Reel cover backgrounds.

#### AGENCY IMAGE-GENERATION TIPS

- Reference the correct client BrandKit in every image prompt, and describe palette direction in words when precision matters.
- Never include one client's product, packaging or brand marks in another client's imagery.
- For pitches, keep concepts brand-safe: no real trademarks, no real products, and a clear "concept only" label in the deck.
- Leave negative space deliberately so exact offer text can be added afterwards, where spelling and pricing are controlled.
- UGC-style images are concepts, not evidence. Never present a generated image as a real customer photo, in client work or your own.
- Build a saved library of image prompt formulas per client so junior team members produce consistent results.
- When realism matters, specify "photorealistic editorial photography." When the client's feed is illustrated, name the illustration style instead.

### 3. Posters, Carousels and Infographics

#### What to include in a design prompt

A strong agency design prompt should include:

Client + design format + objective + platform + exact required text + slide count and sequence + information hierarchy + visual style + BrandKit reference + call to action

#### Reusable carousel formula

Using the **[client name]** BrandKit, create a **[number]** -slide carousel for **[platform]** about **[topic]** .

The target audience is **[audience]** .

Slide 1: **[hook, under 12 words]** .

Slides 2 to **[number]** : **[content sequence, one idea per slide]** .

The final slide should include the call to action " **[exact CTA]** ."

Use **[visual style]** with the client's colours, fonts and logo from their BrandKit.

Keep each slide under **[word limit]** words and readable on a phone screen.

Format every slide as **[aspect ratio]** .

#### WEAK PROMPT

Make a carousel for the gym client.

### IMPROVED PROMPT

Using the Ironline Fitness BrandKit, create a seven-slide Instagram carousel titled "5 Reasons Your Workouts Stopped Working." Slide 1: the title as a bold hook. Slides 2 to 6: one reason per slide, covering repeating the same routine, skipping progressive overload, poor recovery, undertracking nutrition, and training without a plan. Each slide needs a short heading and one supporting line of no more than 20 words. Slide 7: invite readers to book a free programme review, with the exact text "Book your free programme review" and the gym's phone number **[number]** . Use the client's charcoal and volt-yellow palette, bold condensed typography and simple line icons. Format every slide as 4:5.

## Ready-to-use design prompts

### Client offer poster

Using the **[client name]** BrandKit, create a promotional poster for **[platform]** . Use the supplied campaign image as the main visual. Include this text exactly: headline "**[exact headline]** ," offer "**[exact offer and price]** ," dates "**[exact dates]** ," and call to action "**[exact CTA]** ." Use the client's fonts, colours and logo. Make the offer the most prominent element after the headline. Keep all text readable on mobile and format it as 4:5.

### Educational carousel for client

Using the **[client name]** BrandKit, create a **[number]** -slide educational carousel for **[platform]** titled "**[title]** ." The audience is **[audience]** . Slide 1 is the hook. Each following slide covers one of these points: **[list points in order]** . The final slide invites readers to **[exact CTA]** . Use short practical wording, a maximum of 25 words per slide, and the client's visual identity. Format as 4:5.

### Agency case-study carousel

Using our own agency BrandKit, create a six-slide LinkedIn carousel presenting a client case study. Slide 1: "**[hook stating the verified headline result]** ." Slide 2: the client's situation and challenge. Slide 3: our strategy. Slide 4: the execution highlights. Slide 5: the verified results, using only these figures: **[approved metrics]** . Slide 6: call to action "Book a discovery call." Do not round up, extrapolate or embellish any figure. Use a clean consulting-style design with generous white space. Format as 4:5.

### Client event graphic

Using the **[client name]** BrandKit, create an event announcement graphic for **[platform]**. Include this text exactly:

" **[Event name]** "

" **[Day and date]** "

" **[Start time]** to **[end time]** "

" **[Venue or address]** "

" **[Registration instruction]** "

Make the date and time impossible to miss. Use the client's visual identity and a layout with clear hierarchy. Create one 4:5 feed version and one 9:16 Story version.

### Service package comparison graphic

Using the **[client name]** BrandKit, create a comparison graphic presenting the client's **[number]** service packages side by side. Use only this supplied information for names, inclusions and prices: **[exact package details]**. Do not add, remove or reword any inclusion. Highlight the **[package name]** tier as "Most popular" only if I confirm it. Keep the layout scannable in under ten seconds on mobile. Format as 4:5.

### Data snapshot graphic

Using the **[client name]** BrandKit, create a single statistics graphic for **[platform]** presenting these verified figures only: **[insert figures and their source]**. Include a small source note reading exactly " **[source text]** ". Do not calculate, adjust or invent any number. Use a clean data-visualisation style with one clear takeaway headline: " **[exact headline]** ". Format as 1:1.

### Lead-magnet promotion design

Using the **[client name]** BrandKit, create a lead-generation design promoting the client's free **[guide, checklist, webinar or audit]**. Headline: " **[exact headline]** ". Supporting line: " **[exact supporting copy]** ". Call to action button text: " **[exact CTA]** ". Show a simple mockup-style representation of the lead magnet without inventing its internal pages. Format as 4:5 with a 9:16 Story variant.

### Quote graphic

Using the **[client name]** BrandKit, create a quote graphic featuring this exact quote from **[person's name and role]**: " **[exact quote]** ". Do not paraphrase or shorten the quote. Set the quote in large readable type with the client's fonts and colours, with the name and role in smaller text below. Keep the background subtle. Format as 1:1.

### Agency services one-pager

Using our own agency BrandKit, create a one-page services overview design. Sections: who we help (" **[exact positioning line]** "), our services ( **[list services exactly as supplied]** ), how engagement works in three steps ( **[step one]** , **[step two]** , **[step three]** ), and contact details ( **[exact details]** ). Use a confident, modern layout with clear section hierarchy. Format as A4 portrait for PDF export and a 4:5 social version.

#### AGENCY DESIGN TIPS

- Supply exact wording for every offer, price, date, name and contact detail, and instruct Chirpy to use it verbatim.
- One idea per slide. If a slide needs a paragraph, it needs to become two slides.
- Case-study numbers are sacred. Publish only figures the client has approved in writing.
- Build carousel skeletons per client (hook style, slide count, CTA style) so campaign series look consistent week to week.
- Check every design against the client's brand rules before it enters the approval round, not after.
- For white-label deliverables, confirm the design contains no trace of your agency's name, watermark or portfolio marks.
- Design for the weakest viewing conditions: a phone, outdoors, three seconds of attention.

## 4. Image Editing

### What to include in an editing prompt

A strong agency editing prompt should identify:

Client + what to preserve + what to change + where the change happens + how it must match the original + what must not be altered

### Reusable formula

For **[client name]** , edit the supplied image while preserving **[protected elements]** .

Change **[specific item]** by **[requested modification]** .

The change should appear in **[location]** .

Match the original image's lighting, perspective, textures and shadows.

Keep the result photorealistic.

Do not alter [elements that must remain unchanged, especially the client's product, logo and packaging].

#### WEAK PROMPT

Fix this client photo.

### IMPROVED PROMPT

For Harbour Lane Coffee, edit the supplied photo of the new store counter. Preserve the counter, menu board, signage, staff member and overall layout exactly. Remove the delivery boxes stacked against the left wall and the charging cable on the counter. Reconstruct the wall and counter surfaces naturally. Brighten the overall exposure slightly to match a warm morning feel without changing the store's actual paint colours or signage. Do not alter the menu board text, prices or the store logo in any way.

## Ready-to-use image-editing prompts

### Background replacement for client product

For **[client name]**, edit the supplied product photo. Preserve the product exactly, including its label text, colours, proportions and packaging details. Replace the current background with **[new setting or backdrop]**. Match lighting direction and add natural contact shadows so the product sits believably in the new scene. Do not modify, sharpen away or regenerate any part of the label.

### Clean up client-supplied photo

For **[client name]**, clean up the supplied photo by removing [specific objects, such as bins, cables, clutter or bystanders]. Preserve the main subject, the space's real layout and all permanent fixtures. Reconstruct hidden areas naturally. Keep the result photorealistic and honest to the real location.

### Recolour campaign asset

For **[client name]**, edit the supplied campaign graphic by changing the background colour from **[current colour]** to the client's brand colour **[colour or BrandKit reference]**. Preserve all text, logos, product imagery and layout exactly. Ensure the text still meets readable contrast against the new colour.

### Add branded frame and logo

For **[client name]**, add their logo from the BrandKit to the **[corner or position]** of the supplied image at a small, unobtrusive size, and apply their standard branded frame treatment. Preserve the photo itself without cropping out important content. Do not place the logo over faces or key subject areas.

### Aspect-ratio adaptation set

For **[client name]**, adapt the supplied 1:1 campaign image into a 9:16 Story version and a 16:9 banner version. Preserve the main subject and its position of emphasis in each version. Extend backgrounds naturally rather than stretching or distorting. Keep all critical elements inside each format's safe area.

### Seasonal refresh of evergreen asset

For **[client name]** , edit the supplied evergreen campaign image to suit **[season or holiday]** . Preserve the product, composition and brand elements exactly. Add subtle seasonal set dressing such as **[details]** in the background only. Avoid effects that change the product's apparent colours.

### Team headshot retouching

For **[client name]** , retouch the supplied team headshots. Preserve each person's genuine appearance, features and skin character. Correct exposure, white balance and stray hairs, and reduce temporary blemishes only. Do not slim faces, change ages, alter expressions or make any person look materially different from real life. Apply a consistent background treatment across the full set: **[background instruction]** .

### Packaging update swap

For **[client name]** , edit the supplied lifestyle photo by replacing the old product packaging with the new packaging shown in the supplied reference image. Match the scale, angle, lighting and shadows of the original scene. Preserve everything else in the photo exactly. The new packaging must match the reference faithfully, with no invented label text.

### White-label cleanup

Edit the supplied image to remove our agency watermark from the bottom-right corner and any file-info text along the lower edge. Preserve the entire remaining image exactly. Reconstruct the corner naturally. The final file must contain no agency identifiers, as it will be delivered under the client's own brand.

### AGENCY IMAGE-EDITING TIPS

- Protect the client's product, logo and label text explicitly in every edit prompt. Regenerated label text is the most common and most embarrassing editing failure.
- Keep edits honest: cleaning and correcting is fine, misrepresenting a client's premises, product or people is not.
- Retouch people conservatively and consistently, and confirm the client is comfortable with the retouching standard.
- When adapting formats, extend backgrounds instead of stretching. Distorted logos and faces destroy client trust.
- Save before-and-after pairs for the client approval trail.
- Never reuse an edited image containing one client's identifiable space or product in another client's content.

## 5. AI Video Generation

### What to include in a video-generation prompt

A strong agency video prompt should include:

Client + objective + platform + duration + aspect ratio + opening hook + scene sequence + subject and camera movement + visual style + lighting + pacing + music + voice-over + text requirements + final frame + call to action + exclusions

### Reusable formula

For **[client name]** , create a **[duration]** **[aspect ratio]** video for **[platform]** promoting **[campaign, product or message]** .  
Scene 1: **[opening hook visual]** .  
Scene 2: **[next visual]** .  
Scene 3: **[next visual]** .  
End with **[final frame]** , leaving space for " **[exact CTA]** ."   
Use **[camera movement]** , a **[visual style]** style and **[pacing]** .  
Include **[music direction]** and **[voice-over instruction]** .  
The mood should match the client's brand personality: **[mood]** .  
Do not include [unwanted elements, other brands' marks, or generated text where exact wording matters].

#### WEAK PROMPT

Make a video ad for the client.

#### IMPROVED PROMPT

For Ironline Fitness, create a 15-second 9:16 Instagram Reel promoting their 6 Week Kickstart programme. Scene 1: a close, energetic shot of chalk dust and a barbell being gripped under moody gym lighting. Scene 2: quick cuts of three different everyday members training hard, not fitness models. Scene 3: a coach adjusting a member's form with an encouraging nod. End on a dark frame with clear space for the text "6 Week Kickstart. Starts **[date]** ." Use punchy handheld-style camera movement, high-contrast lighting and fast pacing with beat-matched cuts. Add driving percussion music, no voice-over. Do not include any real brand logos, invented pricing text or unrealistic physiques.

### Ready-to-use video-generation prompts

#### Client product launch teaser

For **[client name]** , create a **[duration]** **[aspect ratio]** teaser video for the launch of **[product or service]** . Scene 1: an intriguing close-up detail of **[element]** without revealing everything. Scene 2: **[build-up visual]** . Scene 3: the reveal of **[subject]** . End with a clean frame and space for "Launching **[date]** " and " **[exact CTA]** ." Use **[visual style]** , **[pacing]** and **[music direction]** . Do not show invented product details that differ from the real product.

### Client brand-awareness video

For **[client name]** , create a **[duration]** brand video for **[platform]** communicating **[brand promise or feeling]** . Show a sequence of [three to five scenes reflecting the client's world, customers and craft]. Use **[visual style]** with **[lighting]** and unhurried pacing. No voice-over; let the visuals and **[music style]** carry the mood. End with space for the client's logo and tagline " **[exact tagline]** ."

### Educational explainer for client

For **[client name]** , create a **[duration]** animated explainer for **[platform]** walking through **[process or concept]** in **[number]** steps. Use clean modern motion graphics in tones that complement the client's palette, simple visual metaphors and a friendly pace. Leave space for accurate step text to be added afterwards rather than generating text in the animation. Use light, positive background music and space for a voice-over.

### UGC-style ad concept

For **[client name]** , create a **[duration]** 9:16 ad in a casual, phone-shot style. Scene 1: a person discovering or unboxing **[product type]** at home. Scene 2: the product in genuine use in **[setting]** . Scene 3: a satisfied natural reaction, no exaggerated acting. Keep lighting and framing believable rather than polished. End with space for " **[exact CTA]** ." This is a styled concept and must be identified as such in the client approval notes, not presented as real customer footage.

### Seasonal campaign video

For **[client name]** , create a **[duration]** **[aspect ratio]** video for their **[season or holiday]** campaign. Open with **[seasonal hook visual]** , move through **[scene sequence tying the season to the client's offer]** , and end with space for the campaign offer text " **[exact offer]** " and " **[exact CTA]** ." Keep seasonal styling tasteful and the client's product or service as the hero. Use **[music direction]** .

### Pitch concept video

Create a **[duration]** 16:9 concept video for a new-business pitch in the **[industry]** industry, visualising the campaign idea " **[concept name]** ." Show **[scene sequence expressing the idea]** . Use a **[visual style]** treatment. Include no real brand logos, products or trademarks, and add space for the label "Concept visualisation" on the final frame. The goal is to make the idea feel real in the room without claiming produced work.

### Animated data video

For **[client name]** , create a **[duration]** animated video for **[platform]** presenting these verified figures only: **[figures and context]** . Visualise each figure with simple, honest motion graphics, one statistic per scene, leaving space for the exact numbers to be overlaid as text afterwards. Do not generate numeric text within the animation. End with the takeaway message "**[exact message]** " space and "**[exact CTA]** " space.

### Client event trailer

For **[client name]** , create a **[duration]** 9:16 trailer for their upcoming **[event type]** . Scene 1: an energetic atmosphere-building shot of **[setting]** . Scene 2: glimpses of **[what attendees will experience]** . Scene 3: rising pace toward a final frame with space for the exact event name, date and "**[exact CTA]** ." Use **[music style]** that builds. Do not generate readable date or venue text within the scenes; leave space for exact overlays.

### Agency showreel-style video

Using our own agency BrandKit direction, create a **[duration]** 16:9 brand video expressing how we work: [three to four scenes, such as strategy on the wall, creative in progress, a launch moment, a team celebrating quietly]. Use a confident editorial style, real-workplace lighting and rhythmic pacing. End with our logo space and the line "**[exact positioning line]** ."

### AGENCY VIDEO-GENERATION TIPS

- Brief video like a director: hook, scenes, movement, pace, mood, end frame. Vague briefs produce generic footage no client will approve.
- Keep exact wording out of generated footage. Reserve dates, prices, names and CTAs for text overlays added afterwards, where spelling is controlled.
- Generate platform-native: 9:16 for Reels, TikTok and Stories, 1:1 or 4:5 for feeds, 16:9 for YouTube and decks.
- Label concept videos clearly in pitches and approvals. Never present generated footage as the client's real premises, staff, product or customers.
- Match pacing to the client's brand: a wellness studio and an energy drink should not cut at the same rhythm.
- Create one master concept, then request duration and format variants, rather than reinventing the idea per placement.

## 6. Video Editing

### What to include in a video-editing prompt

A strong agency video-editing prompt should include:

Client + source footage + target duration + platform + clips to keep + clips to remove + sequence + pacing + captions + music + branding + call to action + export formats

## Reusable formula

For **[client name]** , edit the supplied footage into a **[duration]** video for **[platform]** .  
Open with **[strongest hook moment]** .  
Keep **[important footage]** .  
Remove **[unwanted footage]** .  
Arrange the clips in this order: **[sequence]** .  
Use **[pacing and transition style]** .  
Add **[captions, music, client logo or overlays from their BrandKit]** .  
End with " **[exact CTA]** ."   
Export as **[aspect ratio and versions needed]** .

### WEAK PROMPT

Cut this client footage into something for socials.

### IMPROVED PROMPT

For Ironline Fitness, edit the supplied 40-minute open-day footage into a 30-second Instagram Reel. Open with the loudest crowd-energy moment as the hook. Keep the coach demonstrations, member attempts with cheering, and the group photo at the end. Remove setup footage, empty-gym shots, long pauses and any clips where non-consenting members of the public are clearly identifiable. Use fast beat-matched cuts and add energetic music. Add burned-in captions for every spoken line and the client's logo in the top-right corner from their BrandKit. End with "Next open day: **[date]** . Link in bio." Export in 9:16, plus a 1:1 version for the feed.

## Ready-to-use video-editing prompts

### Long-form to short-form set

For **[client name]** , review the supplied **[webinar, podcast or presentation]** recording and create **[number]** short vertical clips of **[duration]** each. Choose moments that each make one complete, compelling point. Give each clip its own hook in the first two seconds, accurate burned-in captions, the client's branding, and the end card " **[exact CTA]** ." Do not cut sentences in ways that change the speaker's meaning. Export all clips in 9:16 and provide a one-line description of each for the approval sheet.

### Client founder or spokesperson edit

For **[client name]** , edit the supplied talking-head footage into a **[duration]** video for **[platform]** . Open with the strongest statement. Remove pauses, filler words, repeated takes and off-topic tangents without altering the speaker's meaning or splicing words into sentences they did not say. Add accurate captions, subtle punch-in cuts for rhythm and low background music. End with the speaker's name, role and " **[exact CTA]** ."

### Raw client footage to branded post

For **[client name]** , edit the supplied raw phone footage from their **[shoot, workday or event]** into a **[duration]** **[platform]** video. Select the most stable, well-lit and interesting clips. Colour-correct for consistency across clips. Add the client's logo, brand fonts for captions and their standard end card from the BrandKit. End with " **[exact CTA]** ." Export in 9:16.

### Client testimonial edit

For **[client name]** , edit the supplied customer testimonial footage into a **[duration]** video. Preserve the customer's exact words and natural tone. Remove pauses and repetition only. Open with their strongest sentence, add accurate captions, and use gentle supporting b-roll from the supplied footage where it matches what is being said. Do not add claims, results or product shots that the customer did not mention. End with the client's logo and a soft " **[exact CTA]** ."

### Ad cutdown set

For **[client name]** , edit the supplied 60-second master advertisement into a 30-second version, a 15-second version and a 6-second bumper. Preserve the core message and the mandatory elements in every version: **[offer text, disclaimer text, logo]** . The 6-second bumper should contain only the hook, the brand and the CTA. Keep all mandatory text within safe areas and long enough on screen to be read. Export each in 9:16 and 1:1.

### Event highlight reel

For **[client name]** , edit the supplied event footage into a **[duration]** highlight video. Structure: arrival energy, [two or three key moments, such as the keynote, the product demo and audience reactions], and a closing celebration shot. Remove any footage where attendees who did not consent to filming are prominent. Add captions naming speakers accurately using only the supplied name list. End with " **[exact next-event CTA]** ." Export in 9:16 and 16:9.

### Photos to video for client

For **[client name]** , turn the supplied photo set into a **[duration]** video for **[platform]** . Arrange the photos in this order: **[sequence]** . Use subtle motion on each image and clean transitions, without warping or distorting the subjects. Add the client's brand fonts for any supplied text overlays, exactly as written: **[exact text]** . Add **[music direction]** and end with the client's logo and " **[exact CTA]** ."

### Voice-over match edit

For **[client name]** , edit the supplied footage to match the supplied approved voice-over script and audio. Select visuals that accurately illustrate each spoken point, in the same order as the narration. Remove clips that contradict or do not support the narration. Keep music under the voice, add accurate subtitles matching the script exactly, and end with the client's contact details as supplied.

### Multi-platform adaptation

For **[client name]** , adapt the supplied master video into three versions: a 9:16 Reel, a 1:1 feed video and a 16:9 YouTube version. Reframe each shot so the main subject stays composed and no captions, logos or CTAs fall outside each platform's safe area. Preserve the message, mandatory disclaimer " **[exact text]** " and end card in every version.

### White-label delivery edit

Edit the supplied final video to prepare it for white-label delivery to **[client name]** . Remove our agency's logo animation from the intro and any watermark. Replace the intro with the client's logo animation from their BrandKit. Preserve every other element of the edit exactly, including captions, music and the CTA. Export in **[formats]** .

### AGENCY VIDEO-EDITING TIPS

- Editing may tighten, reorder and polish, but never change what a speaker or customer actually meant or said.
- Keep a per-client caption style (font, colour, position) defined once in the BrandKit and referenced in every prompt.
- Always request captions. Most social video is watched on mute, and captions are an accessibility requirement for many enterprise clients.
- Confirm consent and usage rights for every face in client footage before it is published, especially event footage.
- Deliver labelled versions (platform, ratio, duration) so client-side teams publish the right file in the right place.
- For cutdowns, list the mandatory elements that must survive every version: disclaimers, offer terms, logos and end cards.

## Agency Prompt Checklist

Before generating content, check that the prompt includes:

- ✓ The client's name and their BrandKit (or your agency's own BrandKit)
- ✓ The campaign or content objective
- ✓ The client's target audience
- ✓ The product, service, offer or subject
- ✓ Verified facts, figures, prices, dates and names, written exactly
- ✓ The publishing platform
- ✓ The client's tone
- ✓ The desired format and aspect ratio
- ✓ The call to action, word for word where it matters
- ✓ The number of variations needed for approval
- ✓ Client-specific restrictions, banned words and mandatory disclaimers

- ✓ Anything Chirpy must not change or invent, especially other clients' details
- ✓ Whether the deliverable is white-label

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## Suggested Chirpy Interface

Each Agencies template in the Prompt Academy should have:

Prompt title

Example: Client Campaign Launch Caption Set

Best for

Instagram, Facebook, LinkedIn and TikTok

Editable fields

- Client (selects the client BrandKit)
- Campaign name
- Objective
- Target audience
- Offer or product details
- Verified facts
- Tone
- Platform(s)
- Call to action
- Number of variations
- White-label toggle
- Restrictions and mandatory wording

Actions

- Use this prompt
- Customise
- Copy
- Generate caption
- Generate image
- Generate design
- Edit image
- Generate video
- Edit video
- Save to BrandKit
- Add to content calendar

### Example interactive template

Using the **[client]** BrandKit, create **[number]** **[platform]** caption variations for the **[campaign name]** campaign promoting **[offer or product]**. The target audience is **[audience]**. Include these verified details exactly: **[details]**. Use the client's **[tone]** tone. End each with the call to action **[call to action]**. Label the variations for client approval and keep each under **[word count]** words.