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The Claude AI Facebook Ad Prompt Pack

for Clothing Brands



5 copy-paste prompts from the 30-day experiment – so your AI ads actually convert instead of just sounding like everyone else.

These prompts are exactly what we used in the 30-day Claude AI experiment featured in the video. The difference between AI ads that convert and ones that waste budget almost always comes down to what you feed the AI. Copy the prompts, fill in the brackets with your brand's info, paste into Claude, then spend 10 minutes sharpening the output.

HOW TO USE THIS PACK

1. Open Claude at claude.ai
2. Copy the full prompt (including context fields)
3. Fill in every [BRACKET] with your real brand info
4. Paste into Claude and hit send
5. Use the 10-minute human sharpen at the end of this doc

PROMPT 1

The Master Facebook Ad Generator

This is the foundational prompt. It replaces the useless 'write a Facebook ad for my hoodie' approach by giving Claude everything it needs to write copy that sounds like your brand, speaking to your customer, about a problem they actually have.

MASTER AD PROMPT – COPY AND FILL IN ALL BRACKETS

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You are an expert direct-response copywriter specializing in clothing and apparel brands.
Write a Facebook ad for the following product using the information below. The ad should
feel human, specific, and emotionally resonant – NOT generic or corporate.

--- BRAND CONTEXT ---
Brand name: [YOUR BRAND NAME]
Brand voice & personality: [e.g., bold and unapologetic / warm and community-driven / minimalist and premium]
Target customer: [e.g., women 28-42 who want stylish but comfortable everyday wear]
Customer's #1 desire: [e.g., to feel put-together without sacrificing comfort]
Customer's #1 frustration: [e.g., clothes that look great on the hanger but feel awful to wear]

--- PRODUCT INFO ---
Product name: [PRODUCT NAME]
Key feature: [e.g., 4-way stretch fabric, preshrunk, 100% organic cotton]
Key benefit: [e.g., stays soft wash after wash, never loses shape]
Price: [PRICE]
Offer/promotion (if any): [e.g., 20% off this weekend only / free shipping over $75]

--- AD SPECS ---
Funnel stage: [Cold traffic / Warm retargeting]
Ad format: [Single image / Video / Carousel]
Desired word count: [150-250 words]

--- OUTPUT FORMAT ---
Write the ad in this structure:
HOOK (first 1-2 lines – must stop the scroll)
BODY (3-5 sentences – connect the benefit to the emotional outcome)
CTA (one clear line – tell them exactly what to do next)
Write 2 variations with different hooks.

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TIP The single biggest upgrade you can make: write your customer's #1 frustration in their exact words – pull from reviews, DMs, or comments.

PROMPT 2

The Scroll-Stopping Hook Generator

The first 3 seconds determine everything. This prompt generates 10 hook variations so you can test which one earns the attention — instead of guessing.

HOOK GENERATOR PROMPT

You are a direct-response copywriter who specializes in scroll-stopping ad hooks for social media. Generate 10 different opening hooks for a Facebook ad for a clothing brand. Each hook should be 1-2 sentences maximum and designed to stop someone mid-scroll.

--- PRODUCT & CUSTOMER INFO ---

Product: [PRODUCT NAME & ONE-SENTENCE DESCRIPTION]

Target customer: [WHO THEY ARE]

Their biggest frustration: [WHAT ANNOYS THEM ABOUT CLOTHING]

Their biggest desire: [WHAT THEY WANT TO FEEL OR ACHIEVE]

--- HOOK STYLES TO INCLUDE (write at least 1-2 of each) ---

- Curiosity/intrigue ("This hoodie made me late to work. And I regret nothing.")
- Bold claim ("We think most activewear is lying to you.")
- Customer's voice ("I've never owned a shirt I've washed 50 times and still loved.")
- Pattern interrupt (start with something unexpected or counterintuitive)
- Specific result ("I wore this for 11 hours straight. Still looked like I tried.")

Do NOT use: generic compliments, cliches like 'game-changer' or 'revolutionary', or vague language like 'premium quality.'

List all 10 hooks, numbered, with a one-word label for the style used.

TIP Run your top 3 hooks as separate ads with the same body copy. Meta will tell you which one wins — then double down on that style.

PROMPT 3

The Customer Language Extractor

This is the secret weapon. AI ads flop when they use marketing language. They convert when they use customer language. This prompt turns your raw reviews into ad gold – the exact words and phrases your best customers already use to describe why they love your product.

CUSTOMER LANGUAGE EXTRACTOR PROMPT

You are a conversion copywriter analyzing customer reviews to extract high-converting ad language. I'm going to paste in raw customer reviews for a clothing product.

Your job is to:

1. Identify the 5 most emotionally charged phrases customers use (exact words – do not paraphrase)
2. Identify the top 3 problems/frustrations customers mention
3. Identify the top 3 outcomes/feelings customers describe after buying
4. Write 3 ad-ready sentences using ONLY the customers' own language – no marketing spin

--- PASTE YOUR REVIEWS BELOW ---

[PASTE 10-20 CUSTOMER REVIEWS HERE – copy from Amazon, your website, Etsy, or DMs.
The more raw and unedited, the better.]

--- OUTPUT FORMAT ---

POWER PHRASES (exact customer words): [list of 5]
TOP FRUSTRATIONS MENTIONED: [list of 3]
TOP OUTCOMES/FEELINGS: [list of 3]
AD-READY SENTENCES USING CUSTOMER LANGUAGE: [3 sentences]

TIP The ad-ready sentences this generates can be used almost word-for-word as your ad body or as social proof hooks. This is the fastest way to make AI copy sound human.

PROMPT 4

Cold Traffic CTA Generator

Cold audiences don't know you. They need curiosity and low commitment – not urgency. This prompt generates CTAs built for people who've never heard of your brand.

COLD TRAFFIC CTA PROMPT

You are a direct-response copywriter writing calls-to-action for cold traffic Facebook ads for a clothing brand. This audience has never seen this brand before. They are discovering it for the first time.

--- CONTEXT ---

Brand name: [YOUR BRAND NAME]

Product being advertised: [PRODUCT NAME]

Landing page destination: [e.g., product page / collection page / quiz / lookbook]

Brand personality: [e.g., laid-back and authentic / bold and premium / fun and playful]

--- INSTRUCTIONS ---

Write 8 CTA options for cold traffic. They should:

- Create curiosity rather than pressure
- Feel low-commitment (browsing, exploring, discovering)
- Match the brand voice
- Be 5-12 words maximum

Do NOT use: "Buy Now," "Shop Today," "Limited Time Only," "Don't Miss Out" – these feel like pressure tactics to cold audiences and reduce trust.

Label each CTA with the psychological trigger it uses (e.g., curiosity, identity, social proof).

TIP Cold traffic CTAs should invite, not push. 'See why 4,000 people wear this every week' outperforms 'Shop Now' on cold audiences almost every time.

PROMPT 5

Retargeting CTA Generator

Warm audiences already know you – they just haven't pulled the trigger yet. These CTAs address hesitation, create urgency, and remind them why they were interested in the first place.

RETARGETING CTA PROMPT

You are a direct-response copywriter writing retargeting ad calls-to-action for a clothing brand. This audience has already visited the website or engaged with the brand. They are warm – familiar with the product but haven't purchased yet.

--- CONTEXT ---

Brand name: [YOUR BRAND NAME]

Product being advertised: [PRODUCT NAME]

Price point: [PRICE]

Offer/incentive (if any): [e.g., free shipping, 15% off, limited stock warning]

Most common objection for this product:

[e.g., "Is it worth the price?" / "Will it fit me right?" / "Is it really that soft?"]

--- INSTRUCTIONS ---

Write 8 retargeting CTA options. They should:

- Address the most common hesitation or objection
- Create a reason to act now (without being desperate or spammy)
- Feel like a helpful nudge from a brand that gets them
- Be 5-15 words maximum

Label each CTA with what objection or hesitation it addresses.

TIP Name the objection in your prompt – 'Is it worth the price?' gets you completely different (and better) CTAs than a vague retargeting request.

BONUS

The 10-Minute Human Sharpening Checklist

AI gives you the first draft. A human who knows the brand spends 10 minutes on this — and that's the difference between ads that blend in and ads that convert.

- 1 Read it out loud.** Does it sound like a real person or a press release? If stiff, rewrite the first sentence in your own voice.
- 2 Check the hook.** Would YOU stop scrolling? If not, swap it with one of the Hook Generator variations.
- 3 Kill generic words.** Scan for: 'premium,' 'high-quality,' 'game-changing,' 'revolutionary,' 'stylish.' Replace every one with something specific.
- 4 Add one specific detail.** A number, a texture, a scenario. 'Worn by 3,000+ customers' beats any adjective.
- 5 Match the funnel stage.** Cold traffic = curiosity CTA. Retargeting = urgency CTA. Don't mix them up.
- 6 Check the brand voice.** Read your last 5 social posts. Does this ad sound like the same brand? If not, adjust the tone.
- 7 One ask only.** Every ad should have exactly one call to action. If you have two, cut one.

Want us to build this system for your brand?

Full setup: brand voice doc, customer avatar, prompt library, and human review process. That's what we do for clothing brands at BitBranding.

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