DT Fellowship Assignment

Task 1: Prompt Engineering for Mass Personalization

Target: CEO of D2C Brand

- ChatGPT writes a personalized outbound email using the AIDCA framework. And keep the tone professional and easy to understand.
A (Attention): Start with a friendly hook about how D2C brands are evolving fast.
I (Interest): Show empathy by mentioning challenges like customer retention or scaling tech.
D (Desire): Explain how our Growth OS can simplify growth and improve repeat sales.
C (Conviction): Add trust by referencing a success story from another D2C brand.
A (Action): Invite them to a short, no-obligation call this week.

Persuasion Principles: Authority (success stories), Scarcity (limited early access).
Negative Prompt: Avoid sounding robotic, salesy, or generic.

Target: COO of a Pharma SME

- ChatGPT writes a personalized outbound email using the AIDCA framework. Keep it human and respectful of the pharma industry's challenges.
A (Attention): Begin with an insight on how pharma SMEs are under pressure to scale faster.
I (Interest): Point out common pain points like compliance, operations, and efficiency.
D (Desire): Show how our Growth OS can save time and reduce bottlenecks.
C (Conviction): Share credibility with an industry trend or a pharma SME case.
A (Action): Suggest a quick strategy chat this week.

Persuasion Principles: Reciprocity (offering helpful insights), Authority (referencing pharma data).
Negative Prompt: Avoid using too much technical jargon or making unrealistic promises.

Task 2: Funnel Debugging via Prompt-Based Diagnosis

- Mock funnel dataset

Persona(role + industry)	Stage focus	Response/Conversion at the stage(%)	Drop-off reason (hypothetical)	Campaign message summary
CTO, D2C brand	Lead → MQL	15%	Headline unclear; too generic	Vague subject line, feature dump, no clear "why now"
COO, Pharma SME	MQL → SQL	9%	Trust gap	No proof, no named example, sounds like claims
Owner, Construction MSME	SQL → Client	12%	Over-engineered; weak next step	Long demo, too many options, no simple de-risked CTA

Row 1 — CTO, D2C brand (Lead → MQL)

1. Message Market Fit: High Lead gen, Low engagement → Headline issue

2. Layer of failure: Wrong tone and Weak CTA.
3. New Prompt to fix the issue: "Write a short, friendly email to a CTO at a D2C brand.

-AIDCA focus: Attention → Interest.
-First line: a clear, specific hook about improving repeat purchases for D2C (no buzzwords).
-One relatable pain: stitching tools for retention/loyalty is messy.
-One simple benefit: we help teams see repeat-rate and LTV lift in one place.
-CTA: 'Worth a 10-min chat to see if this fits your setup?'"

-Cialdini principles: Relevance/Consistency (mirror their pain), Clarity (not a formal principle but key to hook).
-Why this works: A sharp, relevant hook fixes the "I don't care" problem at the very top.

Row 2 — COO, Pharma SME (MQL → SQL)

1.Message Market Fit:High MQL, Low SQL → Misfit in trust-building
2. Layer of failure: Lack of context (no proof) → low credibility.
3. New Prompt to fix the issue: "Write a respectful, clear email to a Pharma SME COO.

-AIDCA focus: Conviction.
-Briefly show you understand compliance and process delays (one line).
-one concrete proof: 'We helped a 120-employee pharma SME cut batch release time by 18% in 6 weeks (SOP unchanged).'
-CTA: a 15-min walk-through of how the improvement was done (no sales pitch, just mechanics).
-End with: 'Happy to send a one-pager first if that's easier.'"

-Cialdini principles: Authority (case data), Reciprocity (offer the one-pager), Social Proof (another SME example).
-Why this works: It directly plugs the trust gap that blocks MQL → SQL.

Row 3 — Owner, Construction MSME (SQL → Client)

1. Message Market Fit: Good SQL, Low close → CTA/Decision-risk issue.
2. Layer of failure: Over-engineered messaging + Weak CTA.
3. New Prompt to fix the issue: "Write a straight-to-the-point follow-up to a construction business owner.

-AIDCA focus: Desire → Action.
-One sentence recap of value in plain talk (e.g., fewer back-and-forths, faster job scheduling).
-Offer a tiny pilot (no long setup, 2–3 days, success = X).
-CTA: 'Reply YES for the pilot; I'll send a 2-line plan.'
-Mention limited pilot slots this month to keep it moving without pressure."

-Cialdini principles: Scarcity (limited pilot slots), Commitment (tiny YES), Simplicity (frictionless step).

-Why this works: It removes decision fatigue and makes the next step easy and safe.