

DT Fellowship Simulation Assignment

Part 1: Prompt Engineering for Mass Personalization

- Prompt 1: Targeting CTO of a D2C Brand

Persona: CTO of a growing D2C brand

Objective: Encourage them to explore an AI-powered CRM system to improve customer retention

AI Prompt: Write a personalized outbound email for a CTO of a D2C brand introducing an AI-powered CRM system.

Structure the email using the AIDCA framework:

- Attention: Begin with an insight or statistic about retention challenges in the D2C space.
 - Interest: Explain how automation and AI can help streamline customer engagement.
 - Desire: Add proof points like results from similar D2C companies that achieved measurable ROI.
 - Conviction: Highlight credibility by referencing our expertise or success stories.
 - Action: End with a strong, clear CTA to schedule a quick demo or call.
- Apply Cialdini's principles of Authority (showing expertise) and Social Proof (mentioning trusted brands or client examples).
- Avoid sounding generic or overly salesy - make the tone data-driven, confident, and personalized for a tech leader.

- Prompt 2: Targeting COO of a Pharma SME

Persona: COO of a mid-sized Pharma company

Objective: Convince them to consider digital workflow optimization for better efficiency

AI Prompt:

Write a personalized email for a COO of a small-to-medium pharma company, encouraging them to explore digital workflow optimization.

Follow the AIDCA model:

- Attention: Start with a short fact or observation about inefficiencies or compliance challenges in pharma operations.
 - Interest: Connect it to how digital automation can improve accuracy and reduce costs.
 - Desire: Use a brief case study or example of how another pharma SME improved productivity.
 - Conviction: Add credibility by mentioning industry experience or relevant certifications.
 - Action: Invite them to a free consultation or audit call.
- Use Cialdini's principles of Reciprocity (offering a free audit or consultation) and Scarcity (limited consultation slots available).
- Avoid using technical jargon - keep it simple, clear, and focused on solving operational pain points.

Part 2: Funnel Debugging via Prompt-Based Diagnosis

Stage	Response Rate (%)	Drop-off Reason	Campaign Message Summary	Diagnosis (MMF Logic)
Lead → MQL	60%	Headline didn't grab attention	Subject line too generic	Headline issue (Attention stage)
MQL → SQL	35%	Trust not established	Too focused on features, not credibility	Trust-building misfit (Conviction stage)
SQL → Client	20%	Weak CTA	Didn't push next step strongly	CTA problem (Action stage)

1. Fixing Headline Issue (Attention stage)

Failure Layer: Weak subject line, not catching interest
AIDCA Stage: Attention
Cialdini Principle: Curiosity + Social Proof

Fix Prompt: Write an email subject line for a B2B campaign that instantly grabs attention by sharing a powerful growth insight. Mention how 200+ similar brands improved efficiency using our solution. Keep it under 10 words and avoid clickbait. The tone should be professional yet intriguing.

Justification:
This prompt helps fix the drop-off at the attention stage by creating curiosity while adding credibility through social proof. It ensures the subject line sounds relevant and trustworthy, not clickbait-y.

2. Fixing the Trust Drop (Conviction Stage)

Failure Layer: The message didn't build enough credibility or trust with potential clients.
AIDCA Stage: Conviction
Cialdini Principle: Authority + Social Proof

Fix Prompt: Write a follow-up email for mid-funnel leads who are uncertain about our credibility. Include a short client success story, a testimonial, and mention any awards or certifications we've received. Keep the tone confident but humble.

Justification:
This revised prompt focuses on strengthening trust by using authority and social proof. It helps potential clients feel reassured about the brand's credibility and reliability, especially at the SQL stage.

3. Fixing the Weak CTA (Action Stage)

Failure Layer: The call-to-action was weak and didn't create enough urgency for the reader to act.
AIDCA Stage: Action
Cialdini Principle: Scarcity + Reciprocity

Fix Prompt: Write a closing paragraph for an outreach email that encourages an immediate response by offering a limited-time free consultation. Create a sense of urgency without being pushy, and make the call-to-action short, clear, and motivating.

Justification:
This prompt improves conversions at the SQL → Client stage by combining a limited-time offer (scarcity) with added value (reciprocity). It gives the reader a reason to take action now instead of delaying.

Part 3: Dashboard Design with Boardroom Intent

Section 1: Funnel Overview

Funnel Stage	Conversion Rate (%)	Drop-Off Reason	AIDCA Stage	Key Insight
Lead → MQL	60%	Weak subject lines; not grabbing attention	Attention	Need stronger hooks to improve open rates.
MQL → SQL	35%	Trust not established	Conviction	Include case studies and testimonials to build credibility.
SQL → Client	20%	Weak or unclear CTA	Action	Add urgency and clarity in final call-to-action.

Section 2: Campaign-Wise Performance

Campaign	Open Rate	Response Rate	Conversion Rate	Issue Identified	Recommended Fix
Pharma	65%	22%	15%	Weak trust factor	Add authority and certifications.
D2C	70%	30%	18%	CTA not strong enough	Add scarcity and clear next step.
Construction	55%	20%	10%	Overly generic tone	Personalize content to the industry.

Section 3: AIDCA & Cialdini Diagnosis

Stage	Problem Identified	Persuasion Principle to Apply	Strategic Fix
Attention	Low email opens	Social Proof + Curiosity	Highlight success of similar companies.
Conviction	Low trust	Authority + Liking	Include testimonials and relatable tone.
Action	Weak CTA	Scarcity + Reciprocity	Offer limited free consultation or demo.

Section 4: Strategic Recommendations -

After analysing the campaign data and connecting it with the AIDCA model, here’s what I found and what I’d suggest going forward:

- Make subject lines more personal and curiosity-driven so people feel compelled to open the emails. Even small personalization (like mentioning industry pain points) can make a big difference.
- Show real proof of results — use short client stories, testimonials, or numbers that build credibility and trust.
- Keep the call-to-action simple and specific. Instead of generic CTAs like “Let’s connect,” use clear ones like “Book your 15-min strategy call today.”
- Focus more on the middle part of the funnel (MQL → SQL) where most drop-offs happen - this is where trust-building content works best.
- Track which psychology triggers (Cialdini principles) - like scarcity, authority, or reciprocity - actually work best for your audience and use those more often in future campaigns.

Section 5: Summary Insight -

This dashboard isn't just about showing performance numbers - it's about understanding the story behind the numbers. It helps identify where leads lose interest, where trust breaks, and what messaging can fix it.

By mapping each funnel stage with AIDCA and persuasion psychology, the dashboard gives a clear view of what's working and what's not. In simple terms, it helps the leadership team make smarter decisions - not based on guesses, but based on behavioural insights.

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