

PROMPT ENGINEERING:

Scenario:

Develop a 30-day go-to-market strategy for a B2B SaaS tool targeting mid-size companies.

Chain-Of-Thought prompts:

1. You're an AI chatbot specialising in Cyber and Data Security with over 2 decades of experience in it.

write an internal memo to all the staff so that there is no panic among them.

Start your thinking with what kind of words you will use.

Then how will you structure it.

Then understand hierarchical structure of the organisations.

Which people will receive this memo first so that they can manage it if anything happens.

You need to think in a structured way so that the memo sent will not cause any panic in them.

I would like for you to show that structured thinking before generating the memo. After generating the memo, think about the response that you generated and suggest improvements on it.

Scenario 2: Draft an internal memo addressing a data breach incident, keeping staff informed without causing panic.

2. I need to develop a 30-day-go-to market strategy for a B2B SaaS platform targeting mid-size companies.

To ensure high quality output follow the below process:

Step 1: segments and persona : identify the main problems of the organizations compared to startup and Define a primary decision maker.

Step 2: Create a proposal that emphasizes efficiency and ROI, as mid-size companies are often focused on scaling without adding massive overhead.

Step 3 : The 30-Day Roadmap: Break the strategy into four weekly phases:

Week 1: Preparation and development .

Week 2: Lead Generation & Outbound .

Week 3: Content & Social Proof .

Week 4: Feedback Loop & Closing .

Step 4: Resource Allocation: Suggest which 2-3 channels will provide the highest channel to profit from mid-sized companies.

Please walkthrough each step before providing the 30-day calendar.