DT Fellowship Simulation Assignment

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Mission: Boardroom Lab – Growth Engineering via Prompted Strategy

Role: Growth Analyst (future AVP/CEO in training)

# Part 1: Prompt Engineering for Mass Personalization

## Prompt 1 – Email for CTO of a D2C Brand

Goal: Push SQLs closer to becoming clients by building trust.  
Framework: AIDCA + Cialdini Principles (Authority + Social Proof)

Persona: CTO of a growing D2C brand (₹50–200 Cr range), worried about scaling infra without blowing up costs.  
Tone: Friendly-professional, insightful, not salesy.  
  
AIDCA Flow:  
• Attention: Start with a short insight about D2C infra pains – like high CAC + slow tech scaling.  
• Interest: Talk about how other D2C brands fixed similar issues with plug-and-play solutions (CRM, automation).  
• Desire: Show real numbers – 20% faster order process, 15% less cost.  
• Conviction: Drop a mini case study or quote from another CTO (Authority + Social Proof).  
• Action: Invite them for a short 15-min call this week to check where we can save them time + cost.  
  
Persuasion:  
• Authority: Case study from respected CTO.  
• Social Proof: Mention 10+ D2C peers already using it.  
  
Negative Prompt:  
• Don’t use boring lines like “Hope this email finds you well.”  
• Skip heavy jargon that makes it sound like a whitepaper.

## Prompt 2 – Email for COO of a Pharma SME

Goal: Move MQL → SQL by creating trust and value first.  
Framework: AIDCA + Cialdini Principles (Reciprocity + Scarcity)

Persona: COO of a pharma SME, focused on efficiency + compliance.  
Tone: Empathetic, compliance aware, slightly consultative.  
  
AIDCA Flow:  
• Attention: Begin with their pain point (batch tracking, audits).  
• Interest: Explain how dashboards cut human errors + audit risks.  
• Desire: Paint a picture – compliant supply chain, faster approvals.  
• Conviction: Mention that our solution supports govt compliance framework (Authority).  
• Action: Offer a free “Pharma Ops Readiness Checklist” and say demo slots are limited this month (Scarcity).  
  
Persuasion:  
• Reciprocity: Give free checklist first.  
• Scarcity: FOMO by saying limited slots.  
  
Negative Prompt:  
• Don’t use random examples from other industries.  
• Avoid claiming “guaranteed compliance” – just say it helps.

# Part 2: Funnel Debugging & Fix Prompts

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| --- | --- | --- | --- | --- | --- | --- |
| Stage | Response Rate | Drop-Off Reason | What’s Happening | Diagnosis | Failure Layer | Fix Prompt |
| Lead → MQL | 35% | Open rates low | Subject line too boring | High Leads, Low Engagement | Tone issue | Write subject lines that use curiosity + industry keywords. Tag with AID (Attention). Add Scarcity: ‘3 Trends Your Industry Can’t Ignore This Quarter’. |
| MQL → SQL | 15% | Lack of trust | Emails too feature-heavy | Trust-building gap | Context missing | Make a follow-up email using Desire + Conviction stage. Add mini case study + testimonial. Use Social Proof (Cialdini) to build trust. |
| SQL → Client | 8% | Weak CTA | No urgency | SQL low conversion | CTA weak | Make email focused on Action stage. Add urgency with ‘limited slots’ (Scarcity) + ROI proof (Authority). Tie urgency to upcoming regulation deadline. |

# Part 3: Dashboard Design – Boardroom View

Wireframe Idea:  
(To be built in Notion/Excel/Figma)  
  
Key Sections:  
1. Funnel Metrics – Lead → MQL → SQL → Client % conversions + trend view.  
2. AIDCA Diagnosis Panel – shows which stage has most drop, which persuasion works best.  
3. Persona Engagement – open rate, CTR, reply rate by persona.  
4. Strategy Box – actionable insights + recommendations for boardroom decisions.

# Part 4: Strategic Summary

The way we changed prompting has shifted the whole game — earlier it felt like just sending bulk mails, now every email is a small story leading the person closer to a call. By using AIDCA properly, each step feels intentional: grab attention → show relevance → build desire → back with proof → push to act. Adding Cialdini’s principles made it even sharper — case studies, social proof and scarcity make people respond faster.  
  
If I’m working as a Growth Analyst, my approach will be more “what’s next?” than “what happened?” Every number on a dashboard should tell me where to fix — if SQL is dropping, I won’t just tweak subject lines, I’ll add trust-building steps and maybe a testimonial carousel. AI is not just to send mails faster — it’s to make them personal, relevant, and contextual. My mindset is to turn dashboards into boardroom decisions — where leadership clearly sees where to act (targeting vs nurturing) and we keep iterating till results start compounding.