DT Fellowship Simulation Assignment - Option 2

Role Applied: Data Champion | Assignment: Growth Analyst - Mass Personalized Messaging

Part 1: Prompt Engineering for Mass Personalization

Prompt 1 - Persona: CTO of a D2C Brand

AIDCA:

- Attention -> Talk about scaling problems with tech.

- Interest -> Mention AI automation for cost + speed.

- Desire -> Show example of other D2C brands saving 30%.

- Conviction -> Add that 50+ brands already use it.

- Action -> Ask for a 20-min call.

Cialdini: Authority, Social Proof

Negative Prompt: Don't make it sound like a generic cold email or fill it with buzzwords.

Prompt Text:

Write a personalized outbound email for a CTO of a growing D2C brand. Use AIDCA. Start with tech scaling problems, then show how AI helps cut downtime (Attention + Interest). Mention other D2C brands saving 30% (Desire), say 50+ brands trust this already (Conviction), and ask for a 20-min call (Action). Add authority + social proof. Avoid generic sales tone or irrelevant tech jargon.

Prompt 2 - Persona: COO of a Pharma SME

AIDCA:

- Attention -> Compliance/documentation pain points.

- Interest -> Say automation reduces errors 40%.

- Desire -> Show that it helps SMEs meet global standards.

- Conviction -> ISO certified, used by exporters.

- Action -> Offer 15-min demo.

Cialdini: Scarcity, Authority

Negative Prompt: Avoid vague promises or overused words like 'revolutionary.'

Prompt Text:

Draft a short outbound email for a COO of a mid-sized pharma SME. Use AIDCA. Start with compliance/document issues (Attention), explain automation reducing errors by 40% (Interest), and show how it helps SMEs win bigger contracts (Desire). Add ISO certification + exporter adoption (Conviction). End with invite for a 15-min demo (Action). Mention scarcity - limited pilot slots this quarter. Avoid vague claims or generic buzzwords.

Part 2: Funnel Debugging via Prompt-Based Diagnosis

Mock Funnel Dataset:

Stage | Response Rate | Drop-off Reason | Campaign Message Summary

Lead -> MQL | 45% | Headline too generic | "Boost your business with AI tools."

MQL -> SQL | 30% | Weak trust signals | "Our solution can help improve workflows."

SQL -> Client | 10% | Over-engineered message | "Our AI-driven architecture integrates 12 frameworks."

Diagnosis + Fix Prompts:

1. Row 1: Headline too generic -> Fix: Subject lines with clear pain points. AIDCA: Attention. Cialdini: Scarcity, Specificity.

2. Row 2: Weak trust signals -> Fix: Case studies + ROI data. AIDCA: Conviction. Cialdini: Authority, Social Proof.

3. Row 3: Over-engineered message -> Fix: Simplify into business outcomes. AIDCA: Desire + Action. Cialdini: Reciprocity.

Part 3: Dashboard Design with Boardroom Intent

The dashboard should show:

1. Funnel Conversion Metrics - % drop at each stage.

2. Campaign-wise AIDCA Diagnosis - identify weak stages.

3. Strategic Recommendations - fix subject lines, add trust signals, simplify CTA.

The Excel file includes Dashboard + Instructions sheets and a funnel chart.

Part 4: Strategic Summary (~180 words)

Working on this exercise showed me how prompts can actually shape campaign outcomes. Before, I thought of email outreach as just writing content. But once I broke it down with AIDCA, I saw where messages were weak - some grabbed attention but didn't build conviction, others explained too much but lost clarity. By tagging persuasion principles like authority and social proof, I learned how small changes in wording can rebuild trust and push people further down the funnel.

As a Growth Analyst, I wouldn't just stare at conversion numbers. I'd ask why they dropped, and then design prompts to test new approaches. For example, if SQLs are low, it probably means trust is weak, so I'd build case studies into the narrative. This mindset makes data more than just numbers - it becomes signals for strategy.

For me, AI is not about replacing work but helping me run faster experiments. The right prompt doesn't just generate content; it reveals where the lever is to actually move growth.