Funnel Data:

***This section analyzes 3 funnel stages with drop-offs in a HubSpot campaign. Each diagnosis is followed by a revised AI prompt aligned to AIDCA + Cialdini principles.***

|  |  |  |  |
| --- | --- | --- | --- |
| **Funnel Stage** | **Response Rate** | **Drop-off Reason** | **Campaign Message Summary** |
| Lead → MQL | **62%** | Message too vague | Email focused on “redefining growth”- too abstract |
| MQL → SQL | **45%** | Trust-building too weak | Promised “10x ROI” with no proof or examples |
| SQL → Client | **9%** | Overwhelming CTA & no social proof | Ended with “book a demo, view site, read blog” |

Funnel Diagnosis:

|  |  |  |
| --- | --- | --- |
| Funnel Layer | MMF Diagnosis | AIDCA Stage Failing |
| Lead → MQL | Message lacks clarity or intrigue | Attention / Interest |
| MQL → SQL | No trust anchors — vague claims | Conviction |
| SQL → Client | Too many CTAs, no clear next step | Action |

**Section:**

Funnel Debugging via Prompt Engineering

Revised Prompt for Row 1:

**🔹 Prompt Fix – Lead → MQL**

*Revise the cold email for a pharma SME decision-maker to immediately grab attention with a real-world operational problem (e.g., batch tracking error or inventory mismatch). Use AIDCA framework and target the \*Attention\* and \*Interest\* stages.*

*Do:*

*Start with a sharp, relatable pain point*

*Mention how outdated systems waste hours weekly*

*Don’t:*

*Use generic buzzwords like “disrupt,” “innovate,” or “growth mindset”*

*Persuasion Principle: \*\*Liking\*\* (show empathy)*

*Justification: Sharp pain + clear problem makes it click with readers, turning cold leads into curious MQLs.*

Revised Prompt for Row 2:

**🔹 Prompt Fix – MQL → SQL**

*Revise the email to move MQLs to SQL by adding trust. Focus on the \*\*Conviction\*\* stage of AIDCA.*

*Do:*

*- Mention a named client*

*- Include quantifiable results (e.g., "cut order cycle time by 35% in 6 weeks")*

*- Reference compliance/certifications if applicable*

*Persuasion Principle: \*\*Authority\*\**

*Justification: Adds credibility and trust, solving the trust-drop problem between MQL → SQL.*

Revised Prompt for Row 3:

**🔹 Prompt Fix – SQL → Client**

*Rewrite the end of the email to fix overloaded CTA. Target the \*\*Action\*\* stage of AIDCA.*

*Do:*

*- Offer just ONE call-to-action (e.g., “Book a 15-min audit call”)*

*- Mention that only 5 audit slots are open this quarter*

*Persuasion Principle: \*\*Scarcity\*\**

*Justification: Reduces friction at decision point and adds urgency to convert SQL into paying client.*