

DT Fellowship Simulation Assignment

Option 3 – Content Creator | Interior Design

Part 1: Prompt Engineering (AIDCA + Cialdini)

Modular Kitchens – Architect

Write an Instagram ad for architects about modular kitchens.

- Attention: Start with a bold statement about saving space.
- Interest: Show flexible design options for homes.
- Desire: Explain how these kitchens improve function and aesthetics.
- Conviction: Include examples or testimonials from other architects.
- Action: Encourage architects to explore our catalog and consult us.

Cialdini principles: Social Proof + Authority

Negative prompt: Avoid sounding too salesy or technical; don't exaggerate claims.

Modular Kitchens – Builder

Create a LinkedIn post for builders who need quick kitchen solutions.

- Attention: Headline about fast, ready-to-install kitchens.
- Interest: Emphasize time-saving features.
- Desire: Show cost efficiency and reliability.
- Conviction: Use verified stats and client feedback.
- Action: Invite them to contact the sales team.

Cialdini principles: Scarcity + Social Proof

Negative prompt: Avoid exaggeration and complex terms.

uPVC Windows – Architect

Make an Instagram Reels ad for architects specifying uPVC windows.

- Attention: Highlight energy efficiency and modern design.
- Interest: Show color and finish options.
- Desire: Stress durability and low maintenance.
- Conviction: Mention awards or certifications.
- Action: Invite them to download the product catalog.

Cialdini principles: Authority + Commitment

Negative prompt: Avoid too much technical language; don't exaggerate.

uPVC Windows – Builder

Write a LinkedIn post for builders needing cost-effective windows.

- Attention: Headline on long-lasting, budget-friendly windows.
- Interest: Highlight easy installation and compliance.
- Desire: Show reduced maintenance and high ROI.
- Conviction: Include delivery timelines and client endorsements.

- Action: Ask them to request a quote.
 Cialdini principles: Scarcity + Social Proof
 Negative prompt: Avoid jargon and unsupported claims.

Part 2: Message–Market Resonance Analysis

Campaign	Views	CTR	Analysis	Misfit	New Prompt Suggestion
Modular Kitchens – Architect	12,000	1.2%	High reach, low clicks	Weak headline	Highlight space-saving and client satisfaction. AIDCA: Attention. Cialdini: Social Proof. Reason: Stronger hook for architects.
uPVC Windows – Builder	8,000	5%	Low reach, high clicks	Limited audience	Emphasize budget-friendly and easy-to-install features. AIDCA: Interest/Desire. Cialdini: Scarcity. Reason: Expands reach while keeping proven interest.
Modular Kitchens – Builder	10,000	0.8%	High reach, low clicks	Weak headline, low urgency	Emphasize turnkey kitchens delivered on time. AIDCA: Action. Cialdini: Scarcity + Authority. Reason: Adds urgency and credibility.

Part 3: Strategic Summary (Max 200 Words)

I learned that content works best when it connects with the audience's needs. High reach without engagement usually means the message is unclear or uninteresting, while high engagement with low reach shows untapped potential.

Good prompt design guides the audience step by step: attention → interest → desire → conviction → action. Using Cialdini principles like social proof, scarcity, and authority makes messages more persuasive.

Analyzing metrics helps identify where content fails and where it succeeds. Iterating based on these insights ensures the message improves over time.

My mindset for messaging at scale is reflection and careful iteration. Every metric is a learning opportunity, and every misfit is a chance to improve. By focusing on clear communication, understanding the audience, and systematic refinement, I can create content that not only reaches people but also resonates with them.