1. AI Prompt Engineering

Goal: Write two AI prompts that generate personalized outbound B2B emails using the AIDCA structure and persuasion principles by Cialdini.

◆ Prompt 1: CTO of a D2C Skincare Brand

Persona: CTO of a D2C skincare company struggling with slow website speed and low conversion rates.

AI Prompt:

Write an outbound email to the **CTO of a D2C skincare brand**.

- **Attention**: Start with a stat on how every 1-second delay in load time increases bounce rate.

- **Interest**: Mention how other beauty brands fixed slow load times by streamlining their tech stack.

- **Desire**: Share an example where sales increased by 30% after improving page speed.

- **Conviction**: Include a short quote or testimonial from a happy client.

- **Action**: Offer a free 15-minute tech audit, with a calendar link.

Cialdini Principles:

- Authority (use of client success quotes)

- Reciprocity (offering a free audit)

Negative Prompt: Avoid generic phrases like "boost efficiency" or tech jargon. Keep it simple and results-driven.

◆ Prompt 2: COO of a Pharma SME

Persona: COO of a pharma manufacturing SME dealing with delays in procurement and stock management.

AI Prompt:

Write an outbound email to the **COO of a pharma SME**.

- **Attention**: Start with the hidden costs of inventory delays (e.g., spoilage, downtime).

- **Interest**: Mention how digital tracking helped other pharma companies improve visibility.

- **Desire**: Share a case where a company reduced procurement delays by 35%.

- **Conviction**: Add a mini client story (2-3 bullet points).

- **Action**: Suggest a quick 20-minute call to diagnose operations issues.

Cialdini Principles:

- Scarcity (mention limited consulting slots)

- Social Proof (use similar pharma SME as example)

Negative Prompt: Avoid overpromising or unrelated pharma buzzwords. Stay grounded in real ops problems.

2. Funnel Debugging

Campaign	Leads	MQL's	SQL's	Clients	Response Rate	Drop-off Reasons	Message Summary
A	1500	600	80	10	12%	Lack of trust	Too focused on features, no social proof
B	1200	700	300	50	20%	Weak CTA	Good story but no clear next step
C	1800	900	850	100	15%	Over-engineered	Sounded robotic, too much jargon

🔍 Campaign A – "Lack of trust"

- **Diagnosis**: High MQL, low SQL = Good interest but no trust to move forward

- **Layer of failure**: No case study, too focused on product

- **Fix Prompt**:

Write an email focused on building trust with a mid-size B2B buyer.

- **Conviction**: Include a real customer story with a clear before-and-after.

- **Authority**: Mention brand names or third-party validation (even if small).

- **Action**: Offer a "low-commitment" step like a 10-min no-pressure call.

Cialdini: Authority, Consistency
AIDCA focus: Conviction
This solves the trust drop at SQL by grounding the pitch in proof.

🔍 Campaign B – "Weak CTA"

- **Diagnosis**: High SQL but not converting to client

- **Layer of failure**: They're interested but don't know what to do next

- **Fix Prompt**:

  Create an email that includes a very clear and specific next step.

  - **Action**: Use a single, easy CTA like "Pick a slot here" or "Download the checklist"

  - **Desire**: Show what they'll *get* if they take the action

  Cialdini: Reciprocity, Scarcity
  AIDCA focus: Action
  This fixes the action gap by nudging decision-making clearly.

🔍 Campaign C – "Over-engineered"

- **Diagnosis**: Good numbers, but message feels robotic

- **Layer of failure**: AI-generated tone with too much fluff

- **Fix Prompt**:

  Generate a friendly, human-sounding B2B email that feels like it came from a real person, not AI.
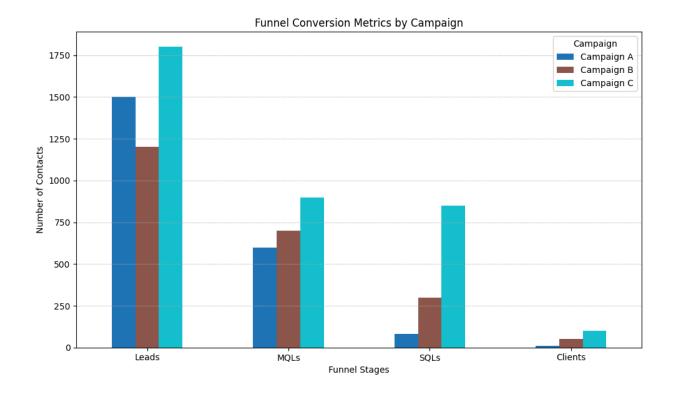
  - **Interest**: Keep it casual but relevant — like you're talking to a peer

  - **Avoid**: buzzwords, corporate phrases, or generic "we help you scale" nonsense

  Cialdini: Liking, Social Proof
  AIDCA focus: Interest
  This fixes the trust drop caused by robotic tone by making the email more human and relatable.

3. Dashboard Designing

Funnel Conversion Metrics by Campaign

Here's the **funnel conversion chart** for all three campaigns — this gives us a visual snapshot of where leads are dropping off at each stage:
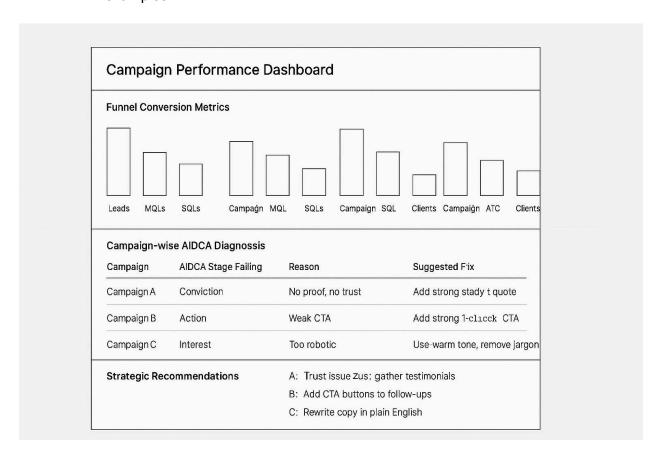
- **Campaign A** drops off heavily after MQL — trust issue

- **Campaign B** has a healthy funnel but slows between SQL → Client — weak CTA

- **Campaign C** is almost smooth, but clients could be higher — tone problem maybe?

Campaign	AIDCA Stage Failing	Reason	Suggested Fix
A	Conviction	No proof, no trust	Add case study , Testimonial
B	Action	Weak CTA	Add direct calendar link
C	Interest	Robotic Tone	Use human language

🔧 Leadership Action Bullets

Strategic Actions for Leadership

- Campaign A: Collect 3 client success stories to boost trust

- Campaign B: Add clear, 1-click CTAs in follow-up emails

- Campaign C: Rewrite robotic emails — use a casual tone with real examples

Campaign Performance Dashboard

Funnel Conversion Metrics

Leads	MQLs	SQLs	Campaign	MQL	SQLs	Campaign	SQL	Clients	Campaign	ATC	Clients

Campaign-wise AIDCA Diagnossis

Campaign	AIDCA Stage Failing	Reason	Suggested Fix
Campaign A	Conviction	No proof, no trust	Add strong stady t quote
Campaign B	Action	Weak CTA	Add strong 1-clicck CTA
Campaign C	Interest	Too robotic	Use warm tone, remove jargon

Strategic Recommendations

A: Trust issue zus: gather testimonials

B: Add CTA buttons to follow-ups

C: Rewrite copy in plain English

"This dashboard wireframe shows how leadership can visually track drop-offs and act fast across campaigns."

📄 Strategic Summary

Before this project, I used to think prompting AI was just about writing instructions. But after working on these campaigns, I realized it's more about asking the right strategic questions—like who we're targeting, where the trust breaks, and what action we want them to take.

By carefully structuring each prompt using AIDCA and Cialdini principles, I was able to rewrite messaging that felt more real, focused, and effective. The data showed me where things were dropping, but the prompts helped me change the story those numbers were telling.

As a growth analyst, I don't want to just read dashboards. I want to design systems that drive real decisions. That means being able to listen to the numbers, spot patterns, and ask smarter questions with AI. It also means owning outcomes, not hiding behind metrics.

This assignment wasn't just about analysis. It was about clarity, responsibility, and building confidence in systems. I'm excited to bring that mindset forward.