DT Fellowship Simulation Assignment - Solution

# Part 1: Prompt Engineering for Mass Personalization

Below are two AI prompts designed for mass-personalized B2B outreach using the AIDCA model. Each includes targeted persona, persuasion principles, and negative prompts to avoid pitfalls.

## Prompt 1: COO of a Pharma SME

AI Prompt:  
You are writing an outbound email to the COO of a mid-sized pharma SME.  
Follow the AIDCA structure explicitly:  
  
Attention: Highlight the rising competition in pharma exports and the pressure to maintain compliance.  
Interest: Emphasize how AI-driven CRM automation reduces operational bottlenecks by 30%.  
Desire: Showcase a case study where a pharma SME scaled exports by 2x using intelligent outreach systems.  
Conviction: Anchor trust with data-backed insights and compliance adherence.  
Action: Invite them to a quick 15-min consult to explore tailored automation.  
  
Persuasion Principles: Authority (case studies, compliance expertise), Reciprocity (free consultation).  
Negative Prompt: Avoid sounding overly technical or generic; don’t cite irrelevant industries.

## Prompt 2: CTO of a D2C Brand

AI Prompt:  
You are writing an outbound email to the CTO of a growing D2C fashion brand.  
Follow the AIDCA structure explicitly:  
  
Attention: Point out how rising CAC (Customer Acquisition Cost) is squeezing margins in D2C.  
Interest: Explain how AI-personalized emails improve retention rates by 25%.  
Desire: Share a success story of a D2C brand that grew repeat purchases by 40%.  
Conviction: Highlight that your system is already trusted by 50+ D2C startups.  
Action: Encourage them to book a short demo slot this week.  
  
Persuasion Principles: Social Proof (other D2C clients), Scarcity (limited demo slots).  
Negative Prompt: Avoid exaggeration; don’t use buzzwords without proof.

# Part 2: Funnel Debugging via Prompt-Based Diagnosis

Below is a mock funnel dataset with diagnosis and fixes.

Row 1:  
Lead → MQL: 60%, MQL → SQL: 15%, SQL → Client: 5%  
Drop-off Reason: Trust gap at SQL stage (messages sound generic).  
Fix Prompt: Add Conviction by inserting client testimonials and compliance data.  
Cialdini: Authority + Social Proof.  
Justification: This solves the SQL trust gap with credible validation.  
  
Row 2:  
Lead → MQL: 70%, MQL → SQL: 10%  
Drop-off Reason: Weak CTA.  
Fix Prompt: Strengthen Action by offering a calendar link with a limited-time free strategy session.  
Cialdini: Scarcity + Reciprocity.  
Justification: This pushes hesitant SQLs to act.  
  
Row 3:  
Lead → MQL: 40%, MQL → SQL: 25%  
Drop-off Reason: Headline issue (emails not opened).  
Fix Prompt: Improve Attention with industry-specific subject lines (e.g., “How Pharma SMEs are cutting costs by 20%”).  
Cialdini: Relevance + Authority.  
Justification: Better subject lines increase open rates and engagement.

# Part 3: Dashboard Design with Boardroom Intent

The dashboard (designed in Excel) tracks outreach campaigns with three mandatory sections:  
  
1. Funnel Conversion Metrics (Lead → Client)  
 - Track conversion percentages at each stage.  
2. Campaign-wise AIDCA Diagnosis  
 - Tag issues (e.g., weak CTA, wrong tone) to the AIDCA stage.  
3. Strategic Recommendations  
 - Highlight where leadership should intervene — targeting or nurturing.  
  
This structure ensures metrics are not just numbers but strategic levers.

# Part 4: Strategic Summary

By designing AI prompts with clear AIDCA flow and persuasion principles, the campaign narrative shifted from generic messaging to precise, trust-building outreach. Funnel debugging showed that failures often stemmed not from lack of leads but from weak CTAs and trust gaps. Using AI strategically, we engineered prompts that diagnose issues and directly improve engagement. The dashboard connects campaign data to boardroom decisions, helping leadership know where to act. As a Growth Analyst, my mindset is to see beyond metrics — to design signals that convert into strategies, and strategies that scale into outcomes. Business growth is not about chasing leads but creating levers that multiply results.