## Task 1: Prompt Engineering for Mass Personalization

For a campaign targeting **B2B decision-makers** across industries (e.g., Pharma, Construction, D2C), you must design **2 AI prompts** that generate personalized outbound email copies using the **AIDCA** model:

Each prompt should:

1. Target one persona (e.g., CTO of a D2C brand / COO of a pharma SME)
2. Be structured using **AIDCA** – clearly annotate which part targets which stage.
3. Tag at least **2 Cialdini persuasion principles** (e.g., Authority, Scarcity, Reciprocity).
4. Include a **negative prompt** to avoid pitfalls (e.g., "Avoid sounding generic" / "Avoid irrelevant stats").
5. Ensure AI is used **strategically**, not superficially — prompt for signal, not fluff

Answers:

### Prompt for AI: A personalized outbound email targeting a CTO of a mid-size D2C skincare brand.

Attention: Begin with a stat or trend highlighting the volatility of D2C consumer behavior over the last 12 months.

Make it specific to the beauty/skincare sector. Interest: Mention a common pain point (e.g., overstocking/understocking or campaign-led traffic spikes).

Desire: Position our AI-powered demand forecasting engine as a solution that integrates with Shopify and Google Analytics, and highlight how it reduces inventory waste and improves campaign ROI.

Conviction: Mention that over 35 D2C brands (name-drop one recognizable brand) saw forecast accuracy improve by 42% within the first quarter.

Action: Close with a crisp CTA offering a 15-min custom audit of their store's demand signals — highlight that it's limited to the first 15 brands this month.

Persuasion principles to include: Authority: Reference credible success metrics or case studies. Scarcity: Emphasize limited availability of the free audit offer.

Avoid sounding generic — do not use broad phrases like "improve business outcomes.

Avoid irrelevant stats — focus only on those related to D2C or skincare.

**Prompt 2: For a COO of a Pharma SME - A compliance automation platform that helps pharmaceutical SMEs stay audit-ready and reduce manual tracking burden**.

Attention: Open with a reference to recent changes in regulatory norms (e.g., GxP/21 CFR Part 11) that are now impacting mid-market pharma players.

Interest: Bring up the stress of maintaining audit trails and SOP compliance across manufacturing sites.

Desire: Introduce our AI-based compliance workflow assistant that auto-generates SOP audit logs, alerts for deviations, and ensures end-to-end traceability — reducing manual intervention by 60%.

Conviction: Mention that our platform is currently being used by 14 GMP-certified units and cite a user testimonial or stat showing reduction in audit red flags.

Action: Invite them to a 20-min walkthrough of how their current SOPs can be auto-mapped into the system — offer to show a compliance risk heatmap customized to their org.

Persuasion principles to include:

Reciprocity: Offer immediate value in the form of a free compliance risk heatmap.

Authority: Cite real-world pharma case usage and certifications.

Avoid overly technical jargon — make sure the benefit is clear to an operations decision-maker.

Avoid surface-level "AI" talk — don't just say "powered by AI," show where and how AI delivers impact.