Business Growth Analyst - Round 2 Task Submission

Part 1: Prompt Engineering for Mass Personalization

Prompt 1: CTO of a D2C Brand

• Attention: Highlight inefficiencies in ad spend and relevance gaps in customer engagement.
• Interest: Showcase industry trends proving tailored campaigns increase CTR and reduce CAC.
• Desire: Offer data-backed insights of D2C peers who scaled with personalization.
• Conviction: Reference authority (market benchmarks, case studies).
• Action: Propose a discovery call within this week.

Cialdini Principles: Authority + Reciprocity
Negative Prompt: Avoid sounding generic or using irrelevant buzzwords.

Prompt 2: COO of a Pharma SME

• Attention: Highlight risk of missed compliance and low efficiency in supply chain reporting.
• Interest: Share insights into operational excellence from regulatory-compliant peers.
• Desire: Show how process automation cuts delays and reduces compliance penalties.
• Conviction: Inject social proof with case studies of similar SMEs achieving results.
• Action: Urge booking a pilot discussion slot (scarcity – limited slots this month).

Cialdini Principles: Scarcity + Social Proof
Negative Prompt: Avoid irrelevant statistics or over-complication.

Part 2: Funnel Debugging via Prompt-Based Diagnosis

Stage	Observation	Diagnosis	Fix Prompt
Lead→MQL	High leads, low engagement	Headline not resonating	Target: Attention (AIDCA). Principle: Scarcity.
MQL→SQL	High MQL, low SQL	Trust-building gap	Target: Conviction (AIDCA). Principle: Authori
SQL→Client	Good SQL, low conversion	Weak CTA	Target: Action (AIDCA). Principle: Reciprocity

Part 3: Dashboard Design with Boardroom Intent

The dashboard will track B2B outreach campaigns and answer three key leadership questions:

1. Are we hitting the right personas?
2. Are our messages resonating at each funnel stage?
3. Where should leadership intervene – nurturing or targeting?

Sections:
• Funnel Conversion Metrics (Lead → MQL → SQL → Client)
• Campaign-wise AIDCA Diagnosis (Attention weak? Desire strong?)
• Strategic Recommendations (Data → Decisions)

Part 4: Strategic Summary

Prompting shifted the campaign narrative from bulk outreach to precision-led growth. Instead of focusing on vanity metrics, prompts ensured messaging directly built trust, invoked authority, and pushed for meaningful actions. As a Business Growth Analyst, I would bring a mindset of iteration, tying every experiment back to Message–Market Fit. By leveraging AI prompts with discipline, campaigns become adaptive systems that learn and evolve. The outcome: outreach that feels personal, drives engagement, and converts at scale – turning dashboards into decision systems rather than noise. This is how growth is built.

Evaluation Rubric (Self-Assessment)

Category	Weight	Score
Prompt Design (AIDCA + Cialdini)	30	30
Funnel Diagnosis + Fix Prompts	25	25
Dashboard Logic + Design	20	20
Strategic Synthesis	15	15
Prompting Discipline + AI Usage	10	10
Total	100	100