

Here are some Scenario Based Prompts for Edtech

Lead Engagement / Warm Follow-up

1. Website Visitor Didn't Enroll

"A student visited our website, viewed our 'Digital Marketing Mastery' course, but didn't sign up. Write a follow-up message that highlights how this course can help them build a high-income skill, with a friendly tone and subtle urgency."

2. Abandoned Cart

"A user added our 'Python for Beginners' course to their cart but didn't complete the purchase. Draft a persuasive email reminding them of the value of the course and include a limited-time 15% discount."

3. Interacted on Social Media, Not Enrolled

"Someone liked and commented on our Instagram post about 'IELTS preparation tips' but hasn't joined our program. Write a casual DM inviting them to try a free demo class."

Personalized Sales & Conversion

4. Interested but Budget Concern

"A prospective student mentioned they love our UX Design course but feel it's too expensive. Craft a message offering a flexible payment plan and emphasizing long-term ROI of the course."

5. Returning Visitor, No Action

"Someone visited our course page multiple times in a week. Write a friendly email asking if they have any questions and offer to book a free consultation call."

6. Lead from Webinar

“A lead attended our free webinar on ‘AI Career Paths’ but hasn’t taken further action. Write a follow-up email summarizing key takeaways and offering an exclusive discount on our AI certification course.”

Student Engagement & Retention

7. New Student Not Logging In

“A new student signed up for our ‘Spoken English’ course but hasn’t accessed the content in 4 days. Write a friendly nudge message reminding them to start learning and offering help if they’re stuck.”

8. Mid-course Drop-off

“A student completed the first two modules of our ‘GRE Prep Course’ but hasn’t logged in for a week. Draft a motivating email to bring them back, highlighting how consistency boosts results.”

9. Student About to Finish Course

“A student is on the final module of their ‘Full-Stack Developer’ course. Write a congratulatory message that encourages them to complete the final step and request their certificate.”

Upsell / Cross-sell Prompts

10. Completed Beginner Course

“A student finished the ‘Intro to Data Science’ course. Write a message recommending our ‘Advanced Machine Learning’ course and explain why it’s the logical next step.”

11. Course + Mentorship Offer

“A student completed a course and left a positive review. Write a personalized offer message introducing our mentorship program to help them get hired faster.”

Reactivation / Re-engagement

12. Inactive User for 30 Days

“A user signed up but hasn’t interacted with our platform in a month. Create a re-engagement email that reminds them of their learning goals and shares 2 success stories.”

13. Ex-user New Course Launch

“A past user took our ‘Graphic Design Basics’ course 6 months ago. Write a reactivation email announcing our new ‘Freelancing for Designers’ course with early bird pricing.”

Social Proof + Urgency

14. Use of Student Testimonial

“Write a message using a student testimonial to convince hesitant leads to join our ‘IELTS Mastery’ course. Include a CTA to join before weekend batch closes.”

15. FOMO for Limited Seats

“Write a short WhatsApp message for students who showed interest but didn’t enroll. Mention that only 5 seats are left for this month’s batch of ‘Digital Marketing Pro’ course.”

Tips to improve Results from ChatGPT

Using ChatGPT effectively isn’t just about what you ask — it’s *how* you ask. Here are six simple tips to help you get smarter, more tailored responses that actually move your business forward:

1. Be Clear and Specific

Avoid vague prompts like “*Give me some marketing ideas.*”
Instead, include details about your business, audience, and objective.

✓ Try: “Write 3 social media post ideas for my bakery targeting office-goers looking for weekend treats.”

2. Share Context

The more background you provide, the better ChatGPT can personalize its output.
Mention your business goals, tone of voice, product focus, or audience pain points.

3. Use Examples

If you're unsure how to phrase your request, give a sample or pattern to follow.

✓ Try: “Suggest a subject line similar to ‘This cookie might be your new weekend obsession.’”

4. Follow Up and Refine

Don't settle for the first draft. ChatGPT improves with feedback.
Ask follow-up questions, add new info, or tweak your prompt to get closer to what you want.

5. Break It Down

Big tasks (like “Build me a marketing plan”) can overwhelm any tool.
Break them into steps:

Strategy → Content Ideas → Messaging → Campaign Plan

6. Experiment with Phrasing

Reword your prompt using different angles or keywords.
Even a small change in how you ask can lead to completely new insights.