

Retention Marketing with ChatGPT: A Case Study Approach (Example 1)

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Explorable Exercise: Writing a Personalized Re-engagement Email with ChatGPT

Measurable Learning Objective:

Learners will craft an effective ChatGPT prompt, analyze the AI-generated output, and refine it for personalization and impact to create a re-engagement email.

Scenario:

You are working for "Fit & Active," a fitness app targeting busy professionals. Many users haven't logged a workout in over three months. Your goal is to re-engage these users with an email that motivates them to return.

Target Audience:

- **Persona Name:** Alex, the Busy Parent
- **Description:** Alex, 35, has two young kids and a full-time job. Alex struggles with time constraints but is motivated by actionable plans and small wins.

Instructions:

1. **Define the Challenge:**
Reflect on Alex's situation. What challenges do you think are preventing Alex from engaging with the app? Write down 1–2 key pain points that your email should address.
2. **Craft Your ChatGPT Prompt:**
Write a prompt for ChatGPT, clearly describing Alex's persona and your goal. Include details like tone (e.g., friendly and motivational), content (e.g., addressing time constraints), and a call to action (e.g., try a new 7-day fitness challenge).
Example Prompt:
"Write a motivational re-engagement email targeting Alex, a busy parent who struggles to find time for workouts. The email should be encouraging, address time constraints, and promote a 7-day quick workout challenge."
3. **Generate the AI Output:**
Use your prompt to generate a sample re-engagement email draft.
4. **Analyze the AI Output:**
Assess the email for tone, relevance, and personalization. Identify one specific area for improvement (e.g., clarity, incentives, emotional appeal).

5. **Refine the Email:**

Edit the email to better meet Alex's needs. For example:

- Add a time-saving tip (e.g., 10-minute workouts).
- Include a small incentive (e.g., free trial or reward for completing the first session).
- Ensure the tone feels relatable and motivational.

6. **Submit and Compare:**

Share your prompt, the original AI-generated email, and your refined version. Review examples from other learners to gain insights into different approaches.

Assessment Question:

What was the most effective improvement you made to your refined email?

1. Addressing Alex's time constraints with a specific solution.
2. Adding an incentive to encourage immediate action.
3. Improving the tone to feel more personal and motivational.
4. Clarifying the call to action to make it more actionable.

(Select the best answer based on your edits.)