

A MARKETING PERSPECTIVE

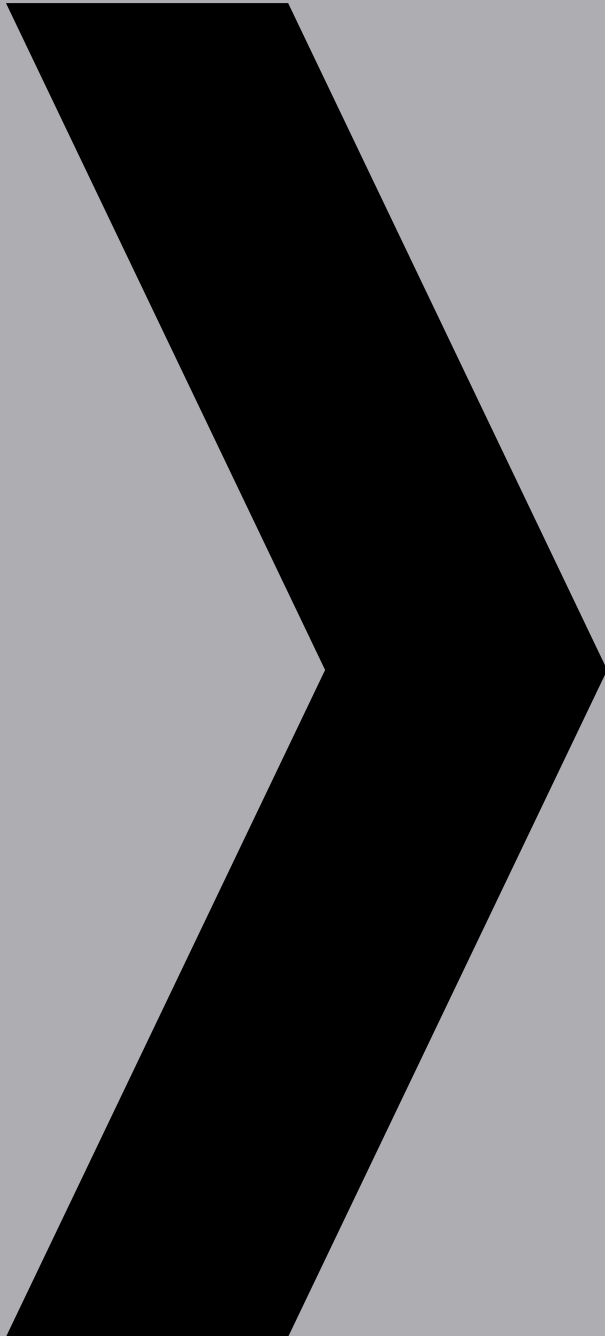
PROMPT ENGINEERING SERIES



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Prompt engineering has made waves in tech headlines after the generative AI boom this past year. It is now a highly sought-after skill; often referred to as an art, a craft, and something possible of mastery.

Enjoy this introductory perspective on prompt engineering, we hope it provides you with valuable insights.



YOU ARE THE SUBJECT MATTER EXPERT

Remember, LLMs are trained on large amounts of data from various sources. It is not always complete.

As a Subject Matter Expert, you can guide the LLM to generate the most accurate and relevant results.

Large Language Models (LLMs) are designed to generate natural language text based on input prompts. Their performance and accuracy vary on quality & relevance of the prompts and the data they are provided.

Generating content without the use of optimized prompts can quickly lead to irrelevant or misleading information, which wastes more time than it saves.

This guide will provide you with suggestions on how to help optimize your prompts.

PROMPT ENGINEERING IS A COMPETITIVE REQUIREMENT

Effective prompt engineering can set you, your team, and your company apart. In these particularly competitive times, knowing how to write effective prompts can be a meaningful game changer.

By optimizing the prompts you use to interact with Large Language Models (LLMs), your teams will benefit from:

1. ENHANCED PROBLEM SOLVING

Focuses on designing actionable prompts for guiding your organization in their decision-making processes. More iterations you use to generate a final result, the more thorough understanding you will gain of the topic at hand. This enables your team to identify potential pitfalls and uncover innovative solutions that might have been overlooked.

2. COLLABORATIVE THINKING

Collaborating with your model and your teams will encourage solving complex problems and incorporating valuable perspectives. By leveraging the diverse expertise within your team, prompt engineering fosters a dynamic environment where ideas can be shared and built upon, resulting in more effective and comprehensive solutions.

3. STRUCTURED DECISION-MAKING CAPABILITIES

Minimize biases and personal preferences by using an iterative approach to obtain data based on evidence. Prompt engineering helps to establish well-defined decision-making criteria, ensuring that decisions are driven by objective data rather than individual biases. This approach boosts the credibility of your decision-making process and increases the likelihood of making sound and informed choices.

4. CONTINUOUS LEARNING-AS-A-CULTURE

The more often you interact with your LLM, the more likely you are to learn new approaches for obtaining your data. This continual engagement with prompt engineering not only enhances your team's knowledge and understanding of prompt techniques but also cultivates a culture of continuous learning and improvement. By regularly analyzing prompt outcomes and exploring alternative methods, your team becomes adept at adapting and refining their prompt engineering skills.

5. INCREASED PRODUCTIVITY & CREATIVITY

Obtain quicker results based on more accurate decisions. Collaboration is vital when it comes to effective prompt inputs and subsequent outputs. By actively engaging in prompt engineering, your team can streamline their decision-making process, allowing them to make timely and informed choices. Furthermore, through collaborative brainstorming and problem-solving, prompt engineering fuels creativity, leading to innovative and out-of-the-box solutions that drive productivity and achieve better results.

DRAFTING AN EFFECTIVE PROMPT REQUIRES INTENTIONAL STRUCTURE.

What role should you assign to the LLM to provide context?

Are they a marketing expert? A seasoned lawyer? A writing critic?

What do I want to tell the model about myself and what I need to achieve?

I'm looking to create an effective email/marketing/social media campaign...

What format should the model deliver the drafted output as? An email? A blog?

This will impact the response given.

Who is this for?

Does it require an 'authoritative or persuasive tone?'

(You are not always the intended audience; who are you trying to communicate with or attract?)

INPUT EQUALS OUTPUT.

1

Let's start with a basic and very general prompt:

“I am attempting to market my firm's services. What are some marketing strategies?”

“

There are numerous marketing strategies that can be effective in promoting a firm's services. Here are some commonly used strategies:

1. Define your target audience: Understand who your ideal customers are and tailor your marketing efforts to reach them effectively.
2. Develop a strong brand: Create a distinct and memorable brand identity that reflects your firm's values, expertise, and unique selling propositions.
3. Utilize digital marketing: Leverage various digital channels such as websites, social media, search engine optimization (SEO), content marketing, email marketing, and online advertising to reach a wider audience.

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5. Networking and partnerships: Build relationships with complementary businesses, industry influencers, or referral partners who can help promote your services to their networks.

9. Collect and showcase testimonials and reviews: Encourage satisfied clients to provide testimonials and positive reviews on your website, social media platforms, or review sites. This builds trust and credibility for your firm.

10. Leverage the power of email marketing: Develop a targeted email list and send regular newsletters or promotional emails to stay connected with potential and existing clients.

Remember, the most effective marketing strategy will depend on factors like your target audience, industry, budget, and overall business goals. It's important to experiment, adapt, and continuously refine your marketing efforts to achieve the best results.

The lack of specific details, tone, or context will provide you with a generic top ten list at best, akin to a general search engine result.

2 Let's try that again.

Now that we've gotten a first set of outputs from the model, let's try and refine the prompt a little further. Now we will provide the LLM with a Role to influence how the model responds. We also want fewer potential strategies to review this time, so let's also ask the LLM to limit the number of strategies it suggests.

"I am attempting to market my firm's services. As a marketing expert, please suggest three innovative marketing strategies for promoting my firm's services."

1. Influencer Partnerships:

Collaborate with relevant influencers or industry experts who have a strong online presence and a significant following in your target market.

This strategy can help you tap into their audience and leverage their credibility to promote your firm's services. Consider partnering with influencers for sponsored content, guest blog posts, social media takeovers, or even co-creating valuable content such as webinars or podcasts. This approach can increase brand visibility, credibility, and reach among your target audience.

2. Interactive Content:

Engage your target audience through interactive content that goes beyond traditional marketing approaches. Interactive content encourages active participation from your audience and creates a memorable experience.

For example, you could develop interactive quizzes, assessments, calculators, or online tools that provide personalized insights or solutions related to your firm's services. This approach not only captures attention but also helps position your firm as an expert while providing value to your potential clients.

3. Virtual Events and Webinars:

Host virtual events or webinars to showcase your firm's expertise and educate your target audience. This strategy allows you to reach a wider audience regardless of their location, and it provides an opportunity for direct engagement with potential clients. Create informative and interactive sessions that address common pain points or offer solutions related to your firm's services. Ensure your webinars provide valuable insights, practical tips, or actionable advice that attendees can implement in their own businesses. Additionally, consider partnering with complementary businesses or industry experts to co-host webinars, expanding your reach and credibility.

***Remember to tailor these strategies to align with your firm's unique strengths, target audience, and industry. It's essential to continually evaluate and adapt your marketing efforts based on the feedback and results you receive.*

This prompt generates a more sophisticated recommendation from the model, narrowed down to a top 3 vs. the top 10 it provided earlier. It also includes a helpful reminder in addition to those top 3, since it's been given the role of a 'marketing expert.'

INPUT EQUALS OUTPUT.

3 “Would you revise these 3 innovative strategies if I shared that the firm’s services were technology-related, focusing on digital transformation and risk, security, and privacy?”

“

Certainly! Based on the specific nature of your firm’s services in technology, focusing on digital transformation and risk, security, and privacy, here are revised versions of the three innovative marketing strategies:

1. Thought Leadership Content:

Position your firm as a thought leader in the field of digital transformation, risk management, security, and privacy by creating high-quality content.

Example strategy:

Develop blog posts, white papers, case studies, or research reports that offer valuable insights, industry trends, best practices, and practical tips related to these areas. Share this content on your website, social media channels, and relevant industry publications to establish credibility and attract your target audience.

Consider leveraging data analytics, emerging technologies, and real-world examples to showcase your expertise in solving complex challenges.

2. Interactive Demonstrations and Simulations:

Instead of traditional product demonstrations, consider creating interactive experiences that allow potential clients to explore and understand the benefits and risks associated with digital transformation, security, and privacy.

Example strategy:

Develop interactive demos or simulations that showcase how your firm’s solutions address specific challenges and help clients achieve their goals securely. These can be web-based experiences, virtual reality (VR) environments, or interactive walkthroughs that provide an immersive understanding of your services’ effectiveness and value proposition.

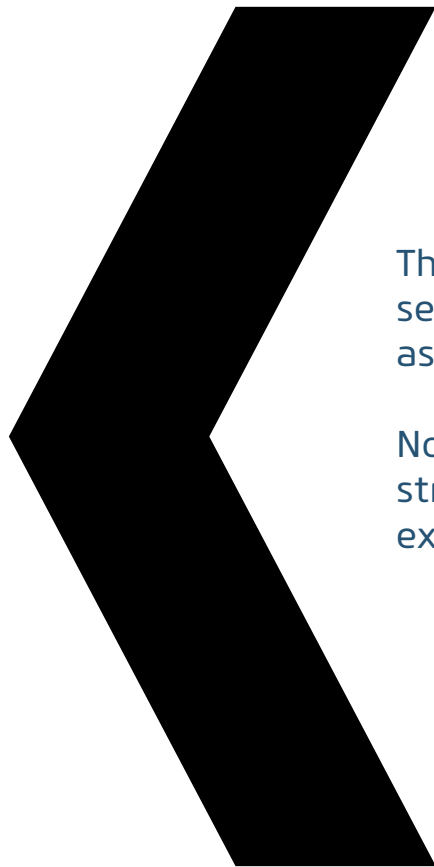
3. Collaborative Industry Events:

Organize or participate in collaborative industry events focused on digital transformation, risk management, security, and privacy.

Example strategy:

This can include hosting panel discussions, a 2-day summit, workshops, or conferences where experts, thought leaders, and professionals from the technology industry gather. Engage in partnerships with other firms, industry associations, or academic institutions to co-host these events and showcase your firm’s expertise.

By actively participating in these events, you can establish connections, demonstrate your firm’s capabilities, and build relationships with potential clients in a collaborative and educational environment.



The LLM's focus now shifts to the specific services offered because it's been asked to.

Note the descriptive nature of the strategies and examples provided. It also explains the "why" behind the strategy.

**Steps 1 & 2 are different examples of 'starting prompts' for a conversation, where steps 3 & 4 can be considered 'follow-up prompts' to further refine the outputs.*

4 What about the intended audience?

“Would the 3 innovation strategies you produced change if I shared that our objective is to inform, engage, and suggest a call to action for both current and prospective clients?”

*** Note that we don't restate the revised question from our 3rd prompt- we are interacting with the model as though it is in an advisory role. After all, we've assigned it a role and given it a wider breadth of context through this iterative process.*

“ *Considering your objective to inform, engage, and suggest a call to action for both current and prospective clients, I've revised the three innovative marketing strategies accordingly:*

1. Micro-webinars with Actionable Takeaways:

Host a series of short, focused webinars (15-20 minutes) on specific topics related to digital transformation, risk management, and security. At the end of each session, provide actionable takeaways and a clear call to action that encourages clients to connect with your firm for further assistance.

Example strategy:

Develop a “Digital Security Quick Wins” micro-webinar series that delivers practical advice on topics like improving privacy compliance or identifying potential security risks. Conclude each session with an invitation to schedule a consultation with your firm to discuss tailored solutions for the client's business.

2. Interactive Content with Built-in Calls to Action:

Create engaging, interactive content like quizzes, assessments, or scenario-based challenges that educate clients on relevant topics and encourage them to take the next step with your firm.

Example strategy:

Design an online “Cybersecurity Maturity Assessment” that allows clients to evaluate their organization's security posture. After completing the assessment, provide personalized recommendations and a clear call to action to contact your firm for further guidance on improving their security infrastructure.

3. Targeted Case Study Campaigns:

Share success stories and case studies through targeted email campaigns or sponsored social media posts. Highlight the benefits and outcomes your firm has delivered for clients and include a compelling call to action for recipients to explore your services.

Example strategy:

Develop an email campaign showcasing case studies that demonstrate your firm's expertise in digital transformation and security. Include a call to action inviting recipients to download an exclusive whitepaper or register for a complimentary consultation to discuss their organization's unique needs and challenges.

KEY TAKEAWAYS:

What role should you assign the LLM?

The LLM serves as the primary point of contact between the organization and the ChatGPT model. They have the responsibility of ensuring effective and responsible use of the model within the organization. The LLM should be familiar with both the capabilities and limitations of the model and have a good understanding of the organization's goals and values. They should also have the ability to communicate effectively with both technical and non-technical stakeholders.

Who are you?

The person making the prompts plays a crucial role in guiding the AI model's responses. Their understanding of the desired outcome, subject matter expertise, and ability to communicate effectively with the AI model will influence how the model shapes its outputs.

What is it about your role that will help the model determine how to shape the output?

Your role is an important element to provide the model with. Are you a student looking to understand a new topic? Are you a seasoned executive wanting to appeal to a new audience? This layer of context will help tailor the style of feedback you are provided with. that is most applicable to your unique perspective.

Who is your intended audience?

Again, context is key. Are you looking for an email format that is easily absorbed by new prospect? Is what you're working on intended for a panel of experts?

For more information about Prompt Engineering, contact Online today!