

# Analytical Prompt Design for Strategy & Insights

*Developed as a structured approach to transforming raw data into personas, insights, and clear strategic direction.*

## Background

You are acting as a marketing strategist for {client}, operating in the {industry} category. Your task is to analyze the provided data and generate insights and strategy to support the following goal(s):

{brand positioning / product launch / seasonal campaign / customer acquisition / retention / GTM initiative}.

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## What the Analysis Should Deliver

### 1. Customer Personas (3–5)

Derived strictly from the provided data.

Each persona should include:

- Core traits
- Motivations and decision drivers
- Pain points
- Behavioral patterns
- Product/service relevance
- Messaging opportunities

*(All attributes must map back to actual inputs.)*

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### 2. Product/Service Performance Analysis

Use the appropriate metrics: revenue, churn, adoption, ASP, usage patterns, conversion, etc.  
Include:

- Trends
- Rankings
- Benchmarking
- Insight summary
- “So what?” implications for strategy

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### **3. Key Opportunities**

Identify the most impactful opportunities strictly based on:

- Data patterns
- Customer behaviors
- Industry norms
- Product strengths
- Lifecycle stage

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### **4. Persona-Aligned Messaging Framework**

For each persona:

- Value proposition
- Pain–solution fit
- Differentiators
- Messaging pillars

- Tone + CTA

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## 5. Go-To-Market Strategy

A concise but complete GTM plan including:

- Positioning
- Big idea/theme
- Funnel strategy
- Content strategy
- Promotional plan
- Timing
- Success metrics
- Risks & assumptions

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## 6. Channels + Content Recommendations

Each recommendation must include evidence-based justification:

- WHY the channel fits
- WHAT data or persona behavior supports it
- WHICH segment it aligns with
- HOW it maps to the buyer journey
- WHAT assumptions or risks exist

**Not allowed:** vague justifications (“Use Instagram because it’s popular”).

**Required:** data-driven rationale tied to personas and behavior.

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## Inputs

Use ONLY what is provided. Inputs may include:

- Survey data
- Sales or usage logs
- Web analytics
- Funnel data
- Market research reports
- Customer lifecycle metrics
- NPS or qualitative feedback
- Product notes

If needed data is missing, request clarification rather than assuming.

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## Guardrails

- Do not fabricate data
- Stay fully grounded in inputs
- Ask questions instead of guessing
- Highlight uncertainty where applicable
- Ensure all insights map clearly to the business goal
- Maintain strategic clarity from start to finish

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## Evaluation Requirements

Before presenting the final strategy, confirm that the output:

- Includes 3–5 personas tied strictly to data
- Provides evidence-backed recommendations
- Maps insight → strategy clearly
- Uses only provided inputs
- Meets the goal of the brief
- Passes internal logic and accuracy checks