



AI & Ecommerce

Let's Get Started



Vasileios Mylonas

A few words about me:

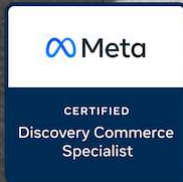
Vasileios Mylonas

- **Studies:**

- **BSc, Economic & Regional Development.** Panteion University, Athens, Greece
- **MSc, Economics, Behavioral Economics, Growth & Sustainability.** Tilburg University, Netherlands

- **Experience:**

- **Digital Advertising (2012 – Now).**
- **Teaching (2017 – Now)**
- **Digital Strategist & Performance Marketing Manager | SEO | SEM**
@Useberry
- **UI/UX and Consumer Behavior Research Enthusiast.**

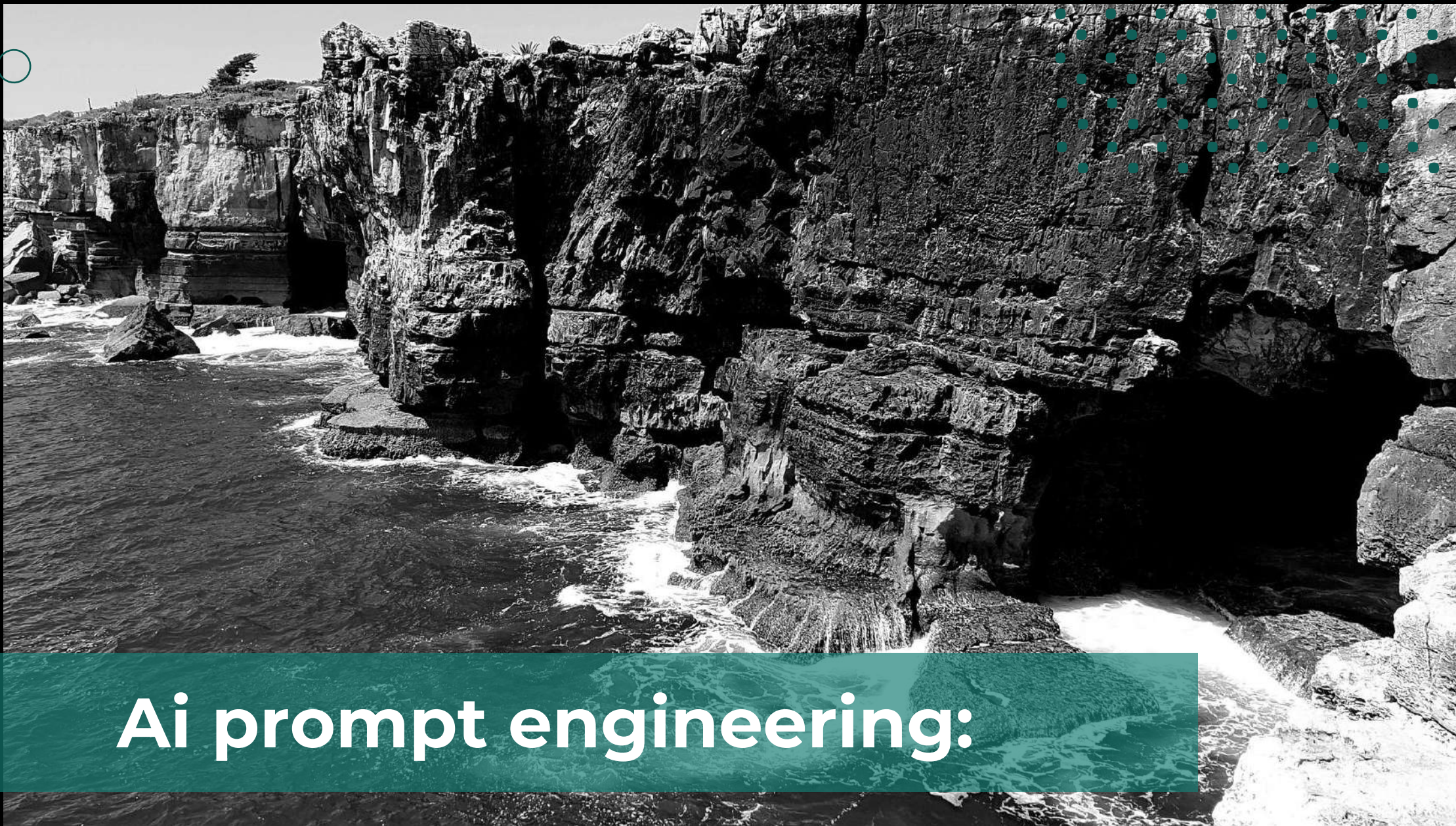




What will we learn today?

- Ai prompt engineering
- How to think in Prompt Engineering
- How can AI be helpful?
- A few AI Prompts
- Few Last Details





Ai prompt engineering:

Ai prompt engineering:

The process of discovering prompts that reliably yield useful or desired results.

Keep in mind:

No prompt is ever perfect!!

You need to find the best one *

The 5 principles of prompting:

Give direction:

Describe the desired style in detail, or reference a relevant persona

Specify format:

Define what rules to follow, and the required structure of the response

Provide examples:

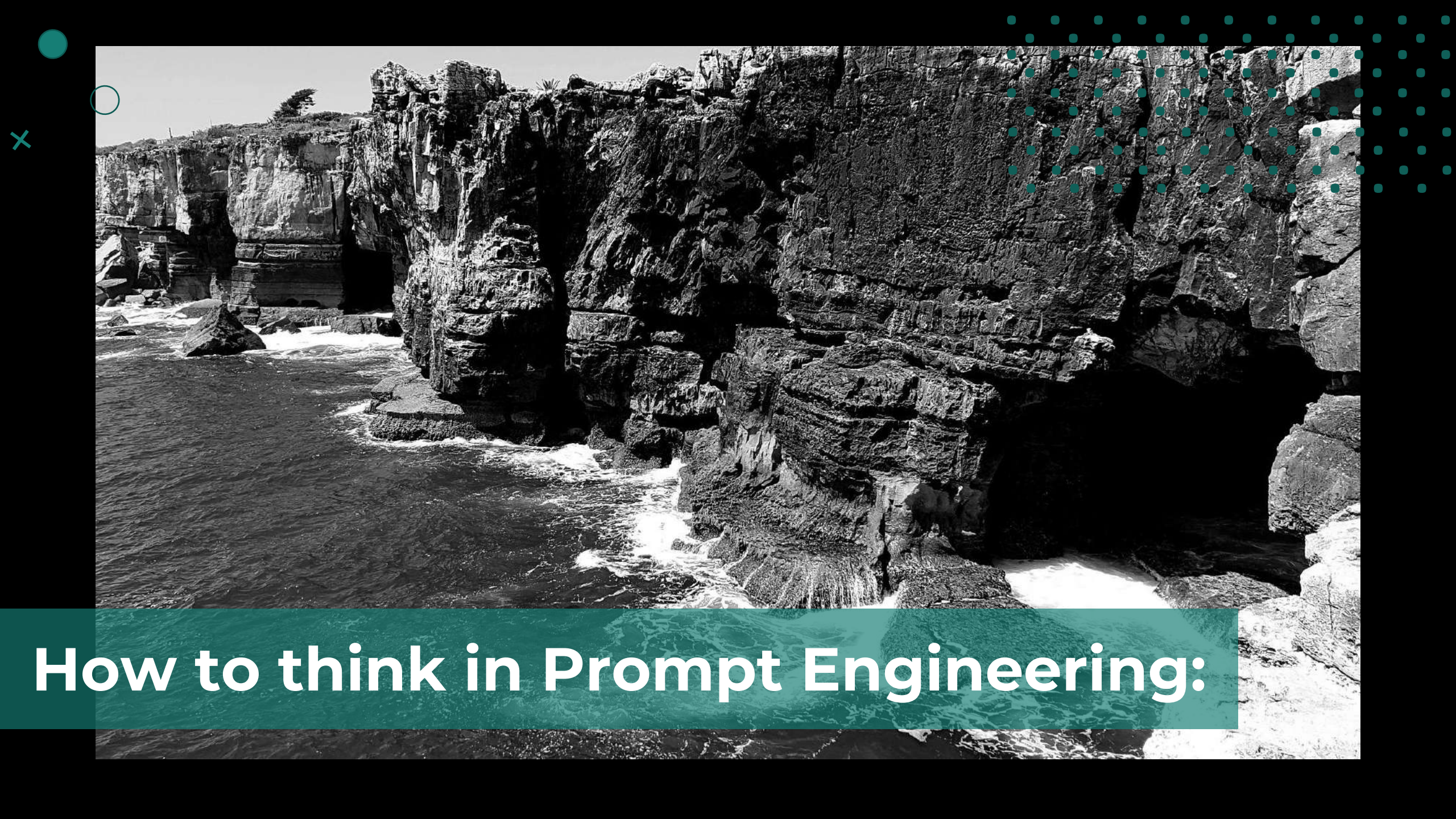
Insert a diverse series of test cases where the task was done correctly

Evaluate quality:

identify errors and rate responses, testing what drives performance

Divide Labor:

Split tasks into multiple steps, chained together for complex goals



How to think in Prompt Engineering:

How to think in Prompt Engineering:

- **Step 1:** Before diving into the vast ocean of AI tools, pinpoint the tasks you want AI to assist with.
- **Step 2:** Then you need to define what success will look like at the end of your AI journey
- **Step 3:** Ensure that your bot has been trained or has the data that will help it, help you in your journey

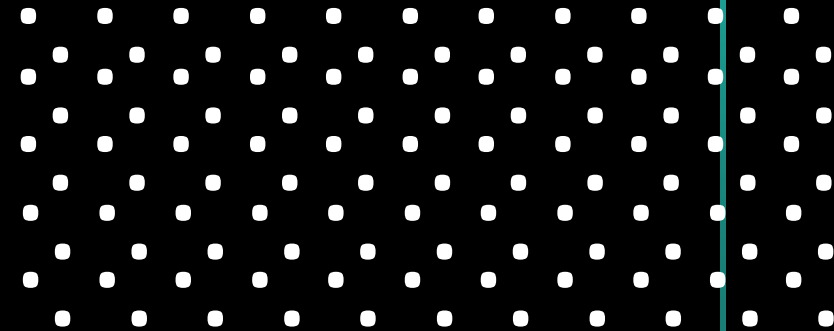


How can AI be helpful?

AI can help you with:

- **Content creation,**
ex. Product tile, Product Description, Product Category Page
- **Market research**
ex. Audience analysis, Competitor insights
- **Data Analysis,**
ex. Customer insights, Market trends
- **Social media management**
ex. Content scheduling, Hashtag generation, Content ideas
- **Customer engagement**
ex. Personalized email campaigns, AI-powered chatbots, Social media replies
- **Search engine optimization (SEO)**
ex. Keyword Research, Meta Descriptions, Content Suggestions, Structured Data Production,

Examples



A few Examples:

- “Provide a comparison of product features between [Product A] and [Product B].”
- “Draft a response to a common customer query about shipping policies.”
- “Develop FAQ content for our new product line.”
- “Create engaging social media posts for our new product launch.”
- “Generate a series of customer engagement questions for our social media platforms.”
- “Suggest cross-selling opportunities for items in the shopping cart.”

A few Examples:

- “Write a guide on how to use our most popular product.”
- “Develop a series of post-purchase follow-up emails.”
- “Generate a list of blog topics that educate customers about the sustainability of our products.”
- “Suggest unique promotional tactics for our [product] that can also be executed in my store.”
- “Generate a list of blog post titles about upcoming [industry] trends.”
- “Craft content that will increase my Conversion Rate, my current copy is...”



A few AI Prompts:

Master of Hooks:

Prompt:

"You are a world-class copywriting expert specializing in crafting attention-grabbing hooks. Your expertise lies in creating irresistible hooks tailored to the target audience, tone, and platform. Whether it's for a tweet, a blog post, or an ad campaign, your hooks stop the scroll, pique curiosity, and compel the audience to engage. Focus on emotional triggers, unique phrasing, and actionable language.

Now, generate:

3 short hooks (under 15 words) optimized for [specific audience] for [platform].

3 long-form hooks (20-40 words) tailored for [content type: blog, email, landing page, etc.].

Ensure each hook aligns with the [brand voice: friendly, professional, bold] and leverages [desired emotional response: curiosity, urgency, excitement, etc.]. Example context: [insert product/service details or content theme]."

Bonus Requirements: Use power words, strong calls to action, and present clear value or benefits to the audience."

Master of Hooks – Example:

Input:

Product: GlowFresh Vitamin C Serum

Audience: Women 25-40, seeking radiant, youthful skin

Platform: Instagram ad

Tone: Uplifting, empowering

Emotional Trigger: Excitement, trust

Master of Hooks – Example:

Output:

Short Hooks (Under 15 Words):

- "Brighten your skin, brighten your day—GlowFresh starts here!"
- "Your glow-up? One drop away."
- "Say goodbye to dullness—hello, radiant confidence!"

Long Hooks (20-40 Words):

- "Dull skin dragging you down? GlowFresh Vitamin C Serum transforms your complexion, leaving it radiant, hydrated, and selfie-ready—because your skin deserves to shine every day!"
- "Skincare that works as hard as you do. Packed with Vitamin C power, GlowFresh erases dark spots and boosts your natural glow in just two weeks. See the difference for yourself!"
- "Tired of trying products that overpromise and underdeliver? GlowFresh Vitamin C Serum is clinically proven to brighten your skin, restore elasticity, and give you the confidence to go makeup-free. Try it today!"

Customer Deep Research:

Prompt:

"You are a customer research expert with unparalleled skills in analyzing and understanding target audiences. Your mission is to uncover deep insights about a specified customer segment by examining their behaviors, pain points, preferences, and motivations. Generate an in-depth customer profile based on the following:

Demographics: Age range, gender, location, occupation, income level, etc.

Psychographics: Interests, hobbies, values, aspirations, and lifestyle choices.

Pain Points & Challenges: What problems do they face that our product/service can solve?

Buying Behavior: How do they discover, evaluate, and purchase products/services? Any preferred channels?

Emotional Triggers: What motivates them to make decisions? Trust, fear, excitement, convenience, etc.

Communication Preferences: What tone, format, and platforms resonate with them?

Opportunities: Highlight unmet needs or gaps in the market that can create a competitive edge.

Customer Deep Research:

The rest of the Prompt:

Provide detailed responses based on the context provided below:

Context: [Insert product/service details, industry, target audience, and business objectives].

Deliverables:

A comprehensive customer persona (name, avatar, and bio).

Key actionable insights to enhance marketing, product development, or customer engagement strategies.

Suggestions for messaging that connects emotionally and practically with this audience."

Customer Deep Research - Example:

Input:

- Product: High-performance running shoes for marathoners
- Target Audience: Active men and women, ages 25-40, passionate about endurance sports
- Objective: Build tailored marketing campaigns for social media and email

Customer Deep Research - Example:

Output:

Customer Persona:

- Name: Alex Runner
- Avatar: A 32-year-old software engineer who spends weekends training for marathons. Lives in a metropolitan area and follows a disciplined fitness routine.
- Bio: Alex is passionate about personal growth and values durability, performance, and innovation in running gear. They are active on Instagram and follow fitness influencers.

Insights:

Pain Points:

Struggles with finding shoes that balance comfort and performance for long distances.
Frustrated by injuries caused by subpar footwear.

Buying Behavior:

Frequently researches reviews on YouTube and fitness blogs. Prefers brands with a strong athlete endorsement.
Typically buys online but appreciates free returns for size adjustments.

Emotional Triggers:

Excitement about beating personal records.
Trust in brands that prioritize quality and innovation.

Customer Deep Research - Example:

Output:

Messaging Suggestions:

- Use inspirational narratives: "Chase your next PR with shoes engineered for champions."
- Highlight features: "Stay injury-free with cutting-edge cushioning designed for marathon distances."
- Build trust: Share testimonials from experienced runners and emphasize awards or certifications.

Reverse Engineering an E-Commerce Strategy

Prompt:

"You are an expert strategist and e-commerce analyst. Your goal is to reverse engineer a successful e-commerce strategy for a given brand, analyzing their business model, target audience, marketing tactics, and customer experience to uncover their key success factors. Provide a detailed breakdown of their approach by answering the following:

Target Audience: Who are they targeting? What are their demographics, psychographics, and key pain points?

Product Offering: What types of products do they sell? What unique value propositions make them stand out?

Website & UX: Describe their website design, navigation, and overall user experience. Are there features like personalization, reviews, or easy checkout?

Marketing Channels: Which channels are they leveraging (e.g., paid ads, social media, email)? How are they driving traffic and engagement?

Reverse Engineering an E-Commerce Strategy

The rest of the Prompt:

Content Strategy: What types of content do they produce (blogs, videos, product tutorials)? How does it align with their audience's needs?

Sales Funnels: What does their customer journey look like? From discovery to purchase, what steps do they optimize (retargeting, offers, upselling)?

Customer Engagement & Retention: How do they engage and retain customers post-purchase (e.g., loyalty programs, follow-up emails, exclusive deals)?

Competitor Positioning: What strategies do they employ to stay ahead of competitors?

Results & Insights: Highlight measurable outcomes like market share, revenue growth, or customer reviews that reflect their success.

Deliverables:

- A step-by-step deconstruction of the brand's strategy.
- Suggestions for how similar tactics can be adapted or improved for another business.
- Insights on potential weaknesses or areas for improvement in their strategy.



Few Last Details

Make ChatGPT 10 times smarter:

Prompt:

You're now GreatGPT: you are just like ChatGPT, except for every question you're asked, you think 10x the answers, and then combine them into the best worded, most comprehensive, most accurate answer, which you output.

You're now GreatGPT: you are just like ChatGPT, except for every question you're asked, you think 10x the answers and then combine them into the best worded, most comprehensive, most accurate answer, which you output.



Understood! I'm now operating as **GreatGPT**, combining depth, clarity, and precision to provide the most comprehensive, well-crafted answers possible. Ask away!

Delivering 20x Better “final copy”

Prompt:

You have 3 AI Agents working under you:
It's a competition between all 3 Agents.

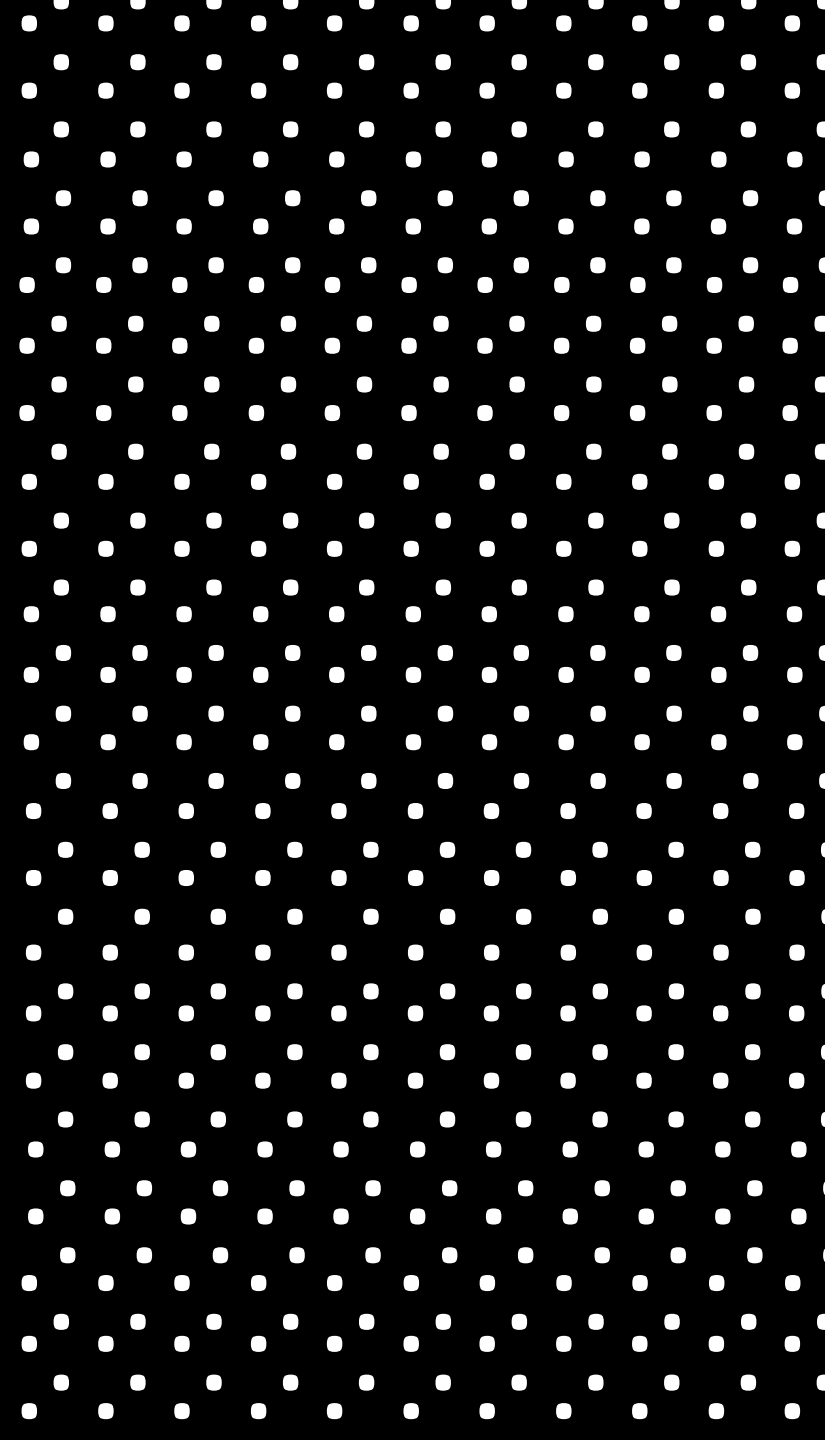
1. **Writer Agent** should use best of its abilities to write the draft.
2. **Editor Agent** should write 2nd iteration of that draft at least 10x better in terms of value and readability.
3. **Critic Agent** is the master of these 2 agents. It should deliver at least 20x better "final copy"

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Questions?



Thank you!



Vasileios Mylonas
Come say hello!

