Little Lanterns — Participant Prompt Pack

Three stages | ChatGPT Work

By the end, you will have a marketing recommendation, a short campaign plan, an Instagram image and caption, a working campaign site, and a campaign performance test plan.

Before you begin

- Open a new Work chat. Attach the Little Lanterns business overview and context and sales CSV, or paste the full overview into the chat.
- The CSV repeats the sales table in the overview. They are the same information, not two datasets.
- Keep using the same chat. Send one prompt at a time, read the response and make the indicated decision.
- Replace anything in square brackets with your choice or feedback.
- All business details are fictional. Generated product designs are concept illustrations unless references are supplied.

Business overview and context: https://sme-ai-sprint-preread.vercel.app/downloads/Little_Lanterns_Business_Overview_and_Context.pdf

Stage 1 — Understand and choose

Finish with a recommended business priority and a chosen campaign concept.

Prompt 1 — Understand what is happening

> Act as Little Lanterns' marketing adviser. Review the business overview and context and fictional sales and customer snapshot.
>
> What does the information suggest is happening in the business? What should the owner focus on to improve sales, and what evidence supports your recommendation?
>
> Distinguish supplied facts from hypotheses, and flag missing information that could change your recommendation.

Pause and review

Which figures support the recommendation? What is still unknown? Decide whether to accept it before continuing.

Prompt 2 — Explore campaign ideas

This follows the new-customer priority discussed in the workshop. If your chat recommended something else, first explain which priority you want to explore.

> Based on your recommended priority, suggest three distinct campaign concepts for Little Lanterns to attract new customers.
>
> For each, describe the intended customer, buying need, main message and products to feature. Recommend how to reach them, explain why the concept might fit and flag its main limitation.
>
> Use supplied facts and label assumptions. Don't invent offers, testimonials, urgency or product claims.
>
> Recommend one concept within three hours a week and S$300 a month, then wait for our choice before creating content.

Make a choice

Compare the proposed concepts, their customer needs, suggested channels and limitations. Choose one concept. For the shared exercise, tell ChatGPT you want to develop it as an organic Instagram campaign before sending Prompt 3.

Stage 2 — Plan and create

Agree a short campaign plan, create its image and caption, and build the working campaign site.

Prompt 3 — Develop the chosen campaign

Replace [chosen concept] with the concept you selected.

> Develop [chosen concept] into a practical campaign for Little Lanterns.
>
> Explain who we're trying to reach, their buying needs, our main message and the action we want them to take.
>
> Recommend how to use Instagram to introduce the campaign and follow it up, within three hours a week and S$300 a month. Explain what the first image and caption should communicate.
>
> Use the supplied facts, label assumptions and don't invent offers or product claims. Keep the plan concise and wait for my feedback before creating the image.

Review and agree

Check the audience, message, customer action and follow-up. Give any feedback and confirm the plan before moving on. For example: "Keep the tote and pouch as the focus, and make the follow-up one simple product post. Use this plan for the first image."

Prompt 4 — Create the first image and caption

Create the first Instagram image and caption from our agreed campaign plan.

Follow the audience, message, products and visual direction we chose. Keep on-image text short and readable.

Use supplied product references if available; otherwise label the product designs as illustrative outside the artwork.

Write the caption separately, using confirmed facts and prices and a clear customer action.

Inspect the result

Check text, product appearance, prices and whether the image and caption fit your chosen idea. Without supplied product references, these are illustrations of fictional products.

Prompt 5 — Build the campaign site

Create a working campaign site with the agreed content and image. Use Sites when available; otherwise download the self-contained HTML file and open it in a browser. The workshop site is separate from Little Lanterns' existing shop.

Keep using the same chat. If the site build cannot access your generated image, attach the downloaded image and ask it to use that file.

Create a working campaign site for Little Lanterns using Sites, our agreed plan and Instagram image.

Make it mobile-friendly. Include the campaign headline, a short introduction and featured products with confirmed prices. Add "Explore the products," clickable product details and "Buy — demo only," which confirms no order was placed.

Use supplied facts only. Label it "Fictional workshop prototype" and identify illustrative product images. Don't collect customer information or take payments.

Deploy the site using Sites. Give me the live URL and check its buttons. If Sites is unavailable, provide a self-contained HTML file I can download and open in a browser, with styles, interactions and the image embedded.

Try the customer journey

Read the Instagram caption, then open the site preview or downloaded HTML file in a browser. Click "Explore the products," inspect the product details and try the demonstration purchase action. Check that the message, image and prices match, and that the page is easy to use at a narrow width.

Stage 3 — Improve and test

Improve the post and page, then plan a focused performance test.

Prompt 6 — Give feedback and revise

My feedback is: [describe one specific change to the Instagram image, caption or campaign page, and why it matters].

Revise the affected materials. Keep the message, product facts and prices consistent across the post and page, preserve what already works, and briefly explain what changed. If you change the image, use the revised image on the page too.

Keep the site as a fictional workshop prototype with demo-only purchase actions. Deploy the revised site and give me the updated live URL, or provide an updated HTML download if we used that fallback.

Example feedback: “Move the products and prices directly below the campaign image, and make the caption’s invitation point to those products. Keep the headline, image and prices.”

Recheck the affected content and buttons after the revision.

Prompt 7 — Plan a campaign performance test

Plan a small performance test for our agreed campaign, within three hours a week and S$300 a month.

What should we test first to learn whether it helps attract first-time customers? Recommend one variation, what to keep the same, and one main measure of success.

Explain how to collect the results using the information and tools we actually have, what would support keeping or changing the campaign, and when the evidence would be too limited to decide.

Distinguish first-time purchases from attention or clicks. Flag any setup needed; don’t invent benchmarks, results or tracking capabilities. Treat the website as a prototype until a real purchase destination is ready. Don’t launch ads, post to Instagram or spend money.

Review the test

Is there one clear variation and a business outcome to measure? Can the owner collect that information? What needs to be ready before testing, and what would make the result inconclusive?

Save your work

Save your final image, copy the caption and test plan, and keep the live site URL or downloaded HTML file for review. The site uses fictional workshop content and demo-only purchase actions. Deploy the fictional site using Sites. Do not post to Instagram or spend money.

Try it with your own business

Use appropriate information about your own business to work through all three stages: understand and choose, plan and create, then improve and test.

Share your business context, relevant source data and realistic time or budget. Ask ChatGPT where to focus, check the evidence and choose one marketing goal.

Ask for three ideas and a recommendation. Use your customer knowledge to challenge the advice, then choose one approach and agree the message and customer action.

Create one piece of content, such as a social post with an image and caption or a customer email. Check the facts, product details and prices, then give specific feedback and improve it.

Plan one small test: choose one variation, what to keep the same, one business outcome to measure, how to collect the results and when to review them. Flag missing information or setup; do not invent tracking capabilities or results.

Bring back your content, why you chose the approach, what changed after your feedback, and the test plan. If you ran the test, share what you learned; otherwise, explain what needs resolving before you run it. Creating content and planning the test complete the homework. Publish or spend only when you are ready and authorised.