The DICE AI Prompt Framework

As AI becomes integral to marketing, its effectiveness hinges on the quality of prompts provided. Our comprehensive framework for crafting effective prompts is crucial for marketers to maximize AI potential. By defining the purpose, understanding the audience, designing conversations, and testing and refining, marketers can transform their AI tools into strategic assets for enhancing customer experience, increasing engagement, and driving conversions, thereby leveraging AI's power to its full potential.

01 DEFINE

What do you want the AI to do? Do you want the AI to generate content, answer questions, provide recommendations, or something else? The clarity of objective in your prompts is essential for receiving the desired output.

02 IDENTIFY

Consider your audience. Use your understanding of your established buyer persona to shape your AI prompts. This helps ensure the AI's responses align with your audience's context, enhancing relevance and engagement.

03 CRAFT

This step involves crafting the actual prompt. It's important to be explicit and clear. If the prompt is too vague, the AI might not produce the desired results. Experiment with different formulations and see which ones work best.

04 EVALUATE & REFINE

Assess the AI's reply. If unsatisfactory, revisit your objective, context, and prompt. The AI learns from training data patterns, not prior interactions, so reiterate necessary information as needed.