CONTENTS

Discla	aimer(v)
Prefac	ce(vii)
Ackno	owledgements(ix)
Part	1: The Rise of Al and the Prompt
- /	Engineering Revolution in Pharma 1-36
Chap	ter 1: Introduction: The Al Revolution in Pharma Marketing 4
1.1	Why Pharma Needs Al: The Evolving Al Landscape 6
1.2	The Power of Language Models: How AI is Changing the Game 12
1.3	Enter Prompt Engineering The Key to Unlocking Al's Potential in Pharma 15
Chap	ter 2: Demystifying Prompt Engineering 18
2.1	What is Prompt Engineering? 21
2.2	The Anatomy of a Perfect Prompt Instruction: Context and Control 24
2.3	Different Prompt Engineering Techniques: From Simple to Advanced (including chain prompting) 27
2.4	Case Studies: How Pharma Companies are Using Prompt Engineering Today 30
Part	2: Mastering the Art of Prompt Engineering for
	PHARMA BRANDING 37-82
Chap	ter 3: Case Study: Introducing Our Hypothetical Diabetes Medication Brand 42
3.1	Brand Identity: Understanding GlucoWell's Core Values and Messaging 44
3.2	Target Audience: Who Are We Trying to Reach with GlucoWell? 46

(xii) | Contents

Chapter 4: Prompt Engineering for Brand Messaging and Communication 48

- 4.1 Crafting Compelling Brand Taglines and Slogans with Prompts 53
- 4.2 Developing Patient Education Materials Using Al 56
- 4.3 Building Engaging Social Media Content with Prompts 59
- 4.4 Exercises: Write Prompts to Create Brand Taglines for GlucoWell 62
- 4.5 Social Media Posts for GlucoWell Targeting Different Audience Segments (e.g., Patients, Caregivers) 64

Chapter 5: Prompt Engineering for Market Research and Competitive Analysis 67

- 5.1 Using Prompts to Analyze Patient Sentiment and Online Conversations 70
- 5.2 Generating Competitive Intelligence Reports with Al 73
- 5.3 Exercises: Develop Prompts to:
 - Analyze Public Perception of Diabetes Medications on Social Media 76
 - Identify Key Differentiators Between GlucoWell and Competitor Brands 76

PART 3: THE PROMPT ENGINEERING WORKBOOK FOR GLUCOWELL BRANDING 83-130

Chapter 6: Building a Cohesive Brand Narrative with Prompts 87

- 6.1 Crafting the GlucoWell Brand Story: Mission, Vision, and Values 90
- 6.2 Developing a Compelling Brand Voice and Tone with Al 94
- 6.3 Exercises: Write Prompts to: 98
 - Define GlucoWell's Brand Story Elements
 - Establish GlucoWell's Brand Voice and Tone

Chapter 7: Prompt Engineering for Content Marketing and Advertising 109

- 7.1 Generating Website Content for GlucoWell with Prompts 112
- 7.2 Creating Targeted Advertising Copy with Al 114
- 7.3 Exercises: Develop Prompts to Write: 117
 - Website Content Sections for GlucoWell (e.g., FAQs, About us)

- Advertising Copy for GlucoWell Targeting Different Media (e.g., Print, Digital)
- 7.4 Prompts for GlucoWell Advertising Copy (Print & Digital) 120

Chapter 8: Optimizing Your Prompts to Maximum Impact 122

- 8.1 Fine-Tuning Prompts for Better Results 125
- 8.2 Evaluation Metrics: Measuring the Success of Your Prompts 127
- 8.3 The Future of Prompt Engineering in Pharma Marketing 129

Part 4: Conclusion 131

Chapter 9: The Future of Pharma Branding:

A World Powered by Al and Human Creativity 133

- 9.1 The Ethical Considerations of Prompt Engineering in Pharma 136
- 9.2 The Human-Al Partnership: The Future of Successful Pharma Branding 139

Chapter 10: Measuring the Success of Prompts in Pharma Marketing 142

Chapter 11: The Future of Prompt Engineering in Pharmaceutical Marketing: Emerging Trends 145

Conclusion 148

APPENDIX 149

Examples of Prompts for Pharma Brand Management 151

Glossary 177

Resources for Further Learning on Prompt Engineering 179

About the Author 181