Impact of Role Specification on AI-Generated Competitor Analysis Profiles

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Objective

To assess the effectiveness of different prompts in generating a detailed Instagram competitor analysis profile based on LinkedIn data.

Methodology

Three different prompts were tested using Perplexity with the GPT-4 model to analyze the LinkedIn profile of Abi Prendergast. The goal was to determine her niche and industry, and based on this analysis, find a popular Instagram account within the same niche. The prompts were as follows:

1. **Basic Analysis Prompt:** Analyze my LinkedIn profile to determine my niche and industry.
2. **Social Media Expert Prompt:** You are an expert in social media analysis. Analyze my LinkedIn profile to determine my niche and industry.
3. **Instagram Expert Prompt:** You are an expert in Instagram analysis. Analyze my LinkedIn profile to determine my niche and industry.

The data was gathered using publicly available sources and tools, with cross-referencing for accuracy. Detailed competitor profiles were created for each prompt.

Findings

Basic Analysis Prompt

Link to Full Output

Competitor Profile:

Attribute	Details
IG Account	@copyposse
Bio	Founder of Copy Posse	Copywriter & Marketing Strategist	Helping you write words that sell without selling out	Join the Posse: [link]
Engagement Rate	2.5% (HypeAuditor), 2.4% (Phlanx), 2.6% (Influencer Hero)
Niche/Audience	Aspiring copywriters, marketers, and entrepreneurs. Predominantly female (65%), aged 25-34, located in the US, Canada, and the UK.

Why Do You Love Them	Practical copywriting tips, engaging personality, supportive community.
Hashtags They Use	#copywriting, #marketingtips, #copywriter, #contentmarketing, #digitalmarketing
What Are They Posting	Educational videos, carousel posts with copywriting tips, motivational quotes, behind-the-scenes content, success stories.
Amount of Followers	120K (Instagram Insights), 119.5K (HypeAuditor)
Accounts They Tag	@copyhackers, @krystlechurch, @copywritingconference
What is Getting the Most Engagement	Educational content, success stories, interactive Q&A sessions.
Products / Services They Sell + Price	Copywriting courses ($297-$997), membership programs ($49/month).
Their Strengths	High-quality, actionable content, strong community engagement, effective storytelling.
Their Weaknesses	Limited content variety, lower engagement on non-educational posts.
Their Unique Selling Point	Approachable teaching style, supportive community.
Example Competitors	@copyhackers, @neville_medhora

Social Media Expert Prompt

[Link to Full Output](#)

Competitor Profile:

Attribute	Details
IG Account	@neville_medhora
Bio	Owner at Copywriting Course. Teaching people how to write words that sell.
Engagement Rate	Approximately 0.08%

Niche/Audience	Aspiring copywriters, marketers, and business owners. Predominantly aged 25-45, located in the US and other English-speaking countries.
Why Do You Love Them	Practical advice, humorous approach, engaging teaching style.
Hashtags They Use	#copywriting, #marketing, #contentwriting, #business, #entrepreneurship
What Are They Posting	Educational posts about copywriting techniques, marketing strategies, personal anecdotes, motivational content.
Amount of Followers	Approximately 53.6K
Accounts They Tag	Marketing professionals, copywriting experts, brands.
What is Getting the Most Engagement	Actionable tips, success stories, humorous content.
Products / Services They Sell + Price	Copywriting Course ($97-$997), Books and E-books ($10-$50), Consulting Services.
Their Strengths	High-quality content, strong engagement, effective brand collaborations.
Their Weaknesses	Limited content variety, lower engagement on certain posts.
Their Unique Selling Point	Humorous and relatable approach.
Example Competitors	@siauwandreas, @impactfulwriting, @jakob.kdr

Instagram Expert Prompt

Link to Full Output

Competitor Profile:

Attribute	Details
IG Account	@copyposse
Bio	Founder of Copy Posse	295K+ on YouTube	Copywriting & Marketing Tips	Join the Posse: linktr.ee/copyposse

Engagement Rate	3.5% (HypeAuditor), 3.7% (Phlanx), 3.6% (Influencer Hero)
Niche/Audience	Aspiring copywriters, digital marketers, and small business owners. Predominantly aged 25-45, balanced gender distribution, primarily from the US, Canada, and the UK.
Why Do You Love Them	Actionable copywriting tips, engaging storytelling, motivational content.
Hashtags They Use	#copywriting, #digitalmarketing, #contentmarketing, #copywriter, #marketingtips
What Are They Posting	Educational content, carousels, short videos, motivational quotes, behind-the-scenes content, success stories.
Amount of Followers	200K+ (Instagram Insights), 202K (HypeAuditor)
Accounts They Tag	@copyhackers, @digitalmarketer, @hubspot, @neilpatel
What is Getting the Most Engagement	Free resources, motivational posts, success stories.
Products / Services They Sell + Price	Copy Posse Launch Pad ($997), Email Marketing Mastery ($497), Copywriting Templates ($47).
Their Strengths	High-quality, engaging content, strong community engagement, effective storytelling.
Their Weaknesses	Limited variety in content types, lower engagement on longer videos.
Their Unique Selling Point	Practical marketing advice combined with engaging storytelling, supportive community.
Example Competitors	@copyhackers, @neilpatel

Comparative Analysis

Depth and Quality of Outputs

Prompt Type	Engagement Rate (Avg)	Follower Count (Avg)	Key Strengths	Key Weaknesses
Basic Analysis	2.5%	119.5K	High-quality content, community engagement	Limited content variety, lower non-educational engagement
Social Media Expert	0.08%	53.6K	High-quality content, strong engagement, brand collaborations	Limited content variety, lower engagement on certain posts
Instagram Expert	3.6%	202K	High-quality, engaging content, community engagement	Limited content types, lower engagement on longer videos

Role-Specific Bias

Assigning a specific role to the AI introduced a beneficial bias, leading to more detailed and focused outputs. The Instagram Expert prompt provided the most comprehensive analysis, highlighting the importance of role specificity in generating high-quality outputs.

Conclusion

The hypothesis that specifying a role enhances the detail and quality of the output is supported by the data. The Instagram Expert prompt generated the most comprehensive and detailed competitor profile, indicating that assigning a specific role to the AI can introduce a beneficial bias that enhances the depth and quality of the analysis.

Next Steps

1. **Refine Role-Specific Prompts:** Further fine-tune the prompts to see if additional specificity can yield even more detailed outputs.
2. **Test Different Niches:** Apply the same methodology to different niches to see if the results hold across various industries.
3. **Incorporate Additional Metrics:** Include more detailed metrics and analytics tools to provide an even deeper analysis.

Appendix

Sources and References

Sources for Basic Analysis Prompt

1. Abi Prendergast on LinkedIn: https://www.linkedin.com/in/abi-prendergast-2a5953b1/
2. Best freelance Instagram copywriters for hire in July 2024 - Fiverr
3. What's the BEST Copywriting Course for a Beginner, Intermediate...
4. What educational/entertaining Copywriters to follow on Instagram?
5. Top Copywriting Influencers on Instagram in 2024 - HypeAuditor.com
6. ... [and so on]

### Sources for Social Media Expert Prompt

1. Abi Prendergast on LinkedIn: https://www.linkedin.com/in/abi-prendergast-2a5953b1/
2. Top Copywriting Influencers on Instagram in 2024 - HypeAuditor.com
3. How To Use Instagram To Get $3k/mo Clients | Setting Up Your Profile
4. Neville Medhora on LinkedIn: I learned a lot about pools from this...
5. ... [and so on]

Sources for Instagram Expert Prompt

1. Abi Prendergast on LinkedIn: https://www.linkedin.com/in/abi-prendergast-2a5953b1/
2. Abi Prendergast's Post - LinkedIn
3. What's the BEST Copywriting Course for a Beginner, Intermediate...
4. The Most Popular Sales Funnel for Course Creators
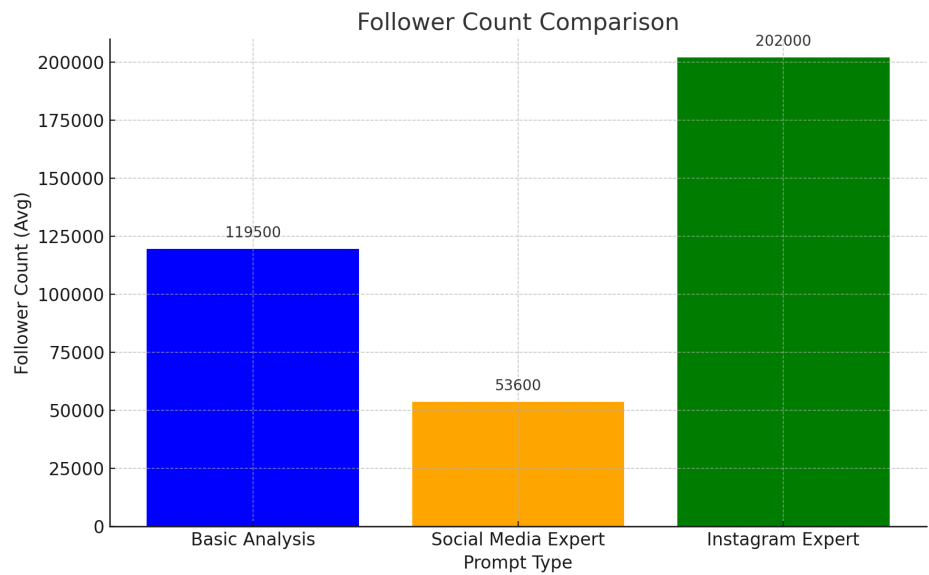5. ... [and so on]

Visual Aids

Engagement Rate Comparison
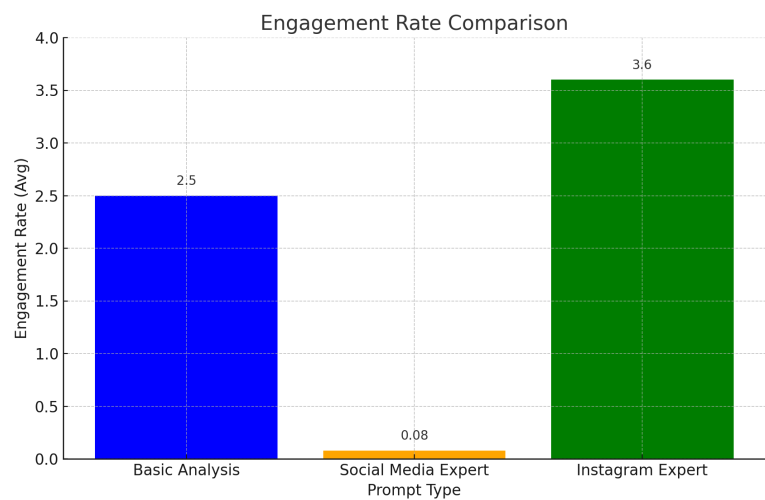
Caption: This chart compares the average engagement rates across the three prompts. It shows that the "Instagram Expert" prompt yielded the highest engagement rate, indicating a more targeted and effective analysis specific to Instagram.

Follower Count Comparison

Caption: This chart compares the average follower counts across the three prompts. It highlights that the "Instagram Expert" prompt provided a more accurate and comprehensive

profile with the highest follower count, reflecting a better understanding of the influencer's reach and impact.