**SCOOPER AI**

# Automation Examples

# for Armance Communication

Concrete workflow automations tailored to PR & Communications.

How AI agents can handle reporting, media tracking, client updates,

and coordination — so your team focuses on strategy and relationships.

# What We Know About Armance

Armance is a Paris-based PR & communications agency (est. 2021) specializing in art, culture, design, lifestyle, and major projects. Led by founder Romain Mangion, the team manages media relations, influencer outreach, event production, editorial planning, and brand strategy for high-profile clients including Art Paris, Galleria Continua, ADIAF (Prix Marcel Duchamp), BNP Paribas Banque Privee, Jeu de Paume, Assouline, and more.
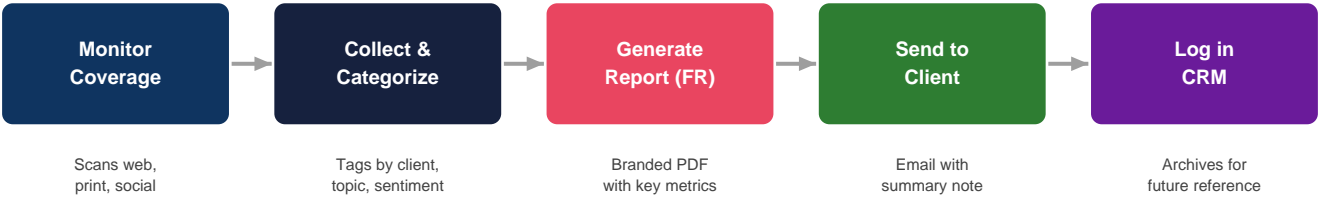
## Where your team's time likely goes today:

**Media Monitoring & Clipping**

Tracking coverage across print, online, and social for each client

**~1-2 hrs/day**

**Client Reporting**

Compiling weekly/monthly reports on media coverage and campaign results

**~3-5 hrs/week**

**Press List Management**

Updating journalist contacts, tracking relationships, managing RSVP lists

**~2-3 hrs/week**

**Event Coordination**

Guest lists, invitations, follow-ups, RSVPs, on-site logistics

**~4-6 hrs/event**

**Status Updates & Follow-ups**

Email updates to clients, internal alignment, deadline tracking

**~1-2 hrs/day**

**Content Calendar & Social**

Scheduling social posts, coordinating with editorial calendar

**~2-3 hrs/week**

**Estimated: 40-60% of productive hours on repeatable tasks**

Based on industry benchmarks for PR agencies of similar size (Davis+Gilbert PR Trends Report, 2024)

# Automated Client Report Generation

An AI agent compiles media coverage, generates branded weekly/monthly reports for each client, and sends them — in French — with zero manual work.

## How it works:

| Monitor Coverage | → | Collect & Categorize | → | Generate Report (FR) | → | Send to Client | → | Log in CRM |
|---|---|---|---|---|---|---|---|---|
| Scans web, print, social | | Tags by client, topic, sentiment | | Branded PDF with key metrics | | Email with summary note | | Archives for future reference |

## Before vs. After:

**TODAY — Manual**

x 3-5 hours/week per client on reporting
x Copy-pasting clippings into documents
x Inconsistent formatting across clients
x Delays when team is busy with events

**AUTOMATED**

Reports generated automatically every week
Branded, consistent format every time
Delivered on schedule with no delays
Includes sentiment & reach metrics
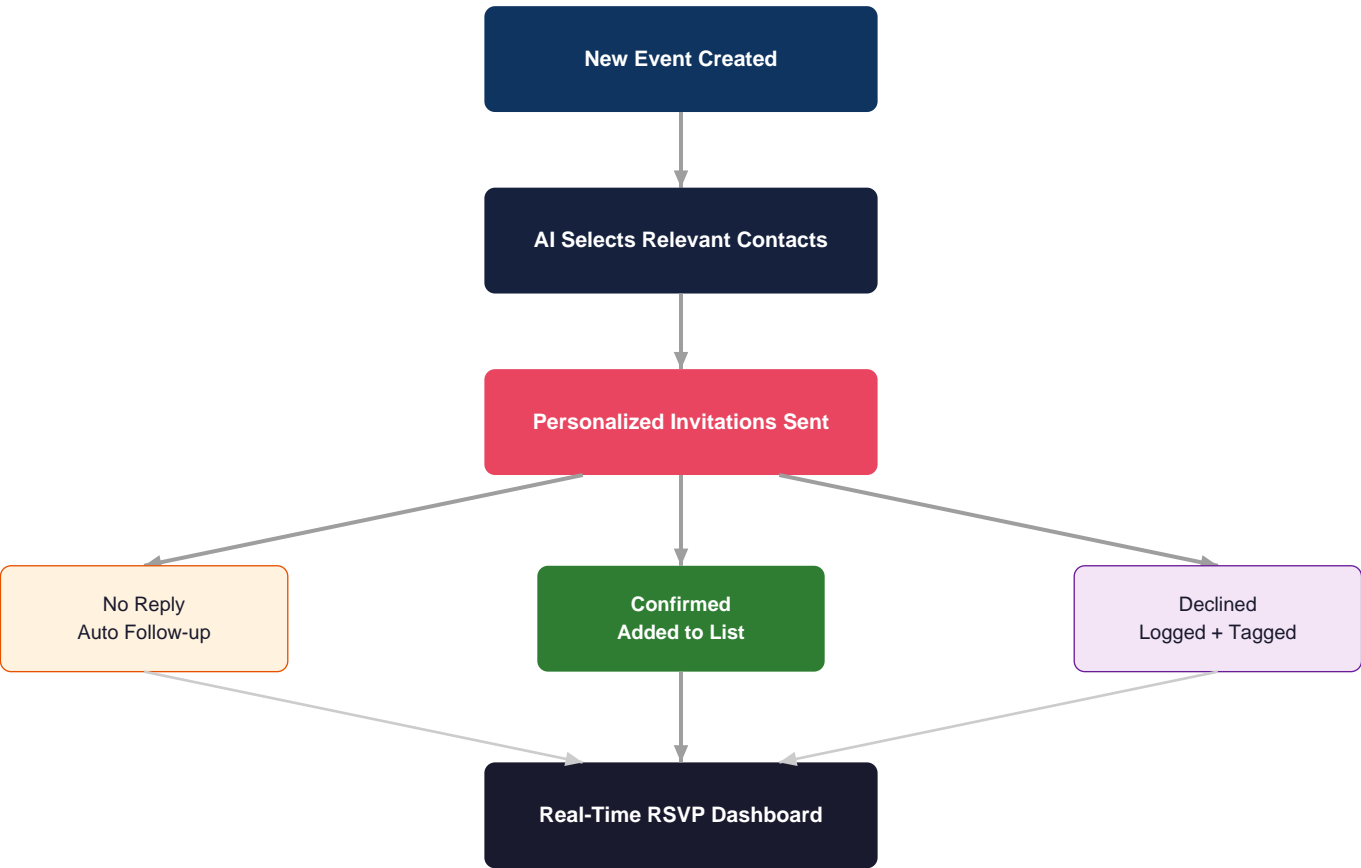
### Est. 12-18 hrs/week saved across all clients

Time redirected to relationship building & strategy

**AUTOMATION 02**

# Press List & RSVP Automation

An AI agent manages your journalist/influencer database, sends personalized invitations, tracks RSVPs in real time, and sends smart follow-ups — all in French.

## Event invitation workflow:

```
            New Event Created
                   |
         AI Selects Relevant Contacts
                   |
         Personalized Invitations Sent
           /       |         \
  No Reply    Confirmed      Declined
  Auto Follow-up  Added to List  Logged + Tagged
           \       |         /
         Real-Time RSVP Dashboard
```

## Impact:

**TODAY — Manual**

- x Manual spreadsheet tracking
- x Individual follow-up emails one by one
- x No real-time RSVP visibility

**AUTOMATED**

Auto-categorized guest lists by event
Personalized follow-ups sent at scale
Live dashboard with RSVP count & status

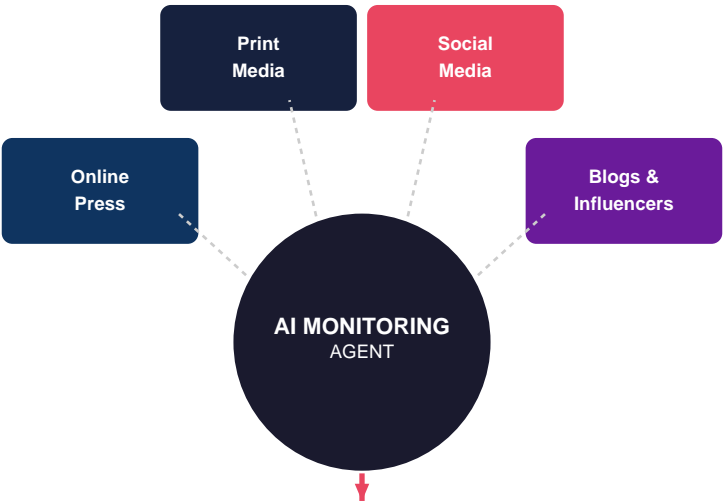**Est. 4-6 hrs saved per event cycle**

Guest management runs on autopilot — your team focuses on the event itself

**AUTOMATION 03**

# Media Monitoring & Smart Alerts

An AI agent continuously scans media for your clients' brand mentions, categorizes them by sentiment and reach, and alerts your team when something important happens.

**Sources monitored:**

Print Media

Social Media

Online Press

Blogs & Influencers

**AI MONITORING** AGENT

Instant Alert
Urgent coverage detected

Daily Digest
Summary of all mentions

Weekly Analytics
Trends, sentiment, reach
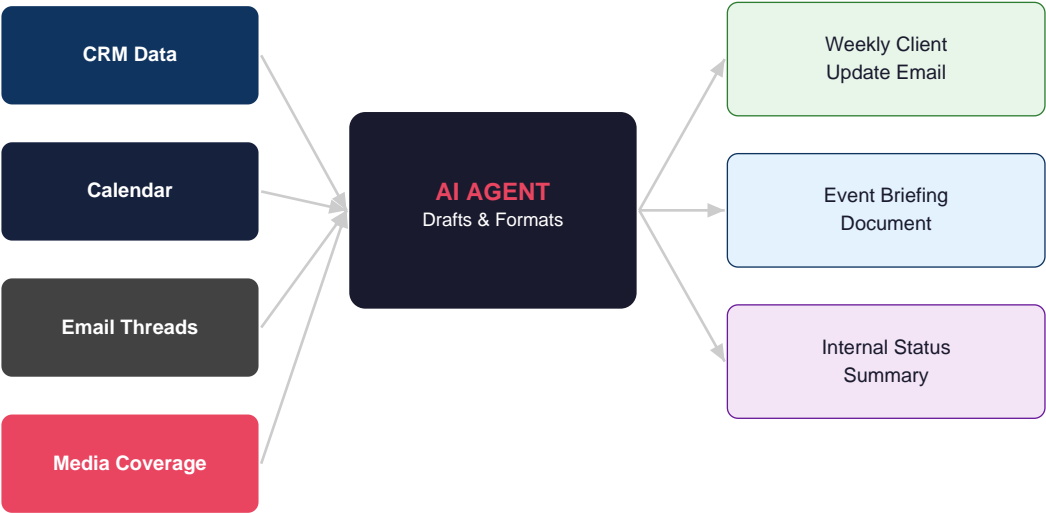
## Coverage detected in minutes, not days

36% of PR professionals cite monitoring as their most time-consuming task (Determ)

**AUTOMATION 04**

# Client Status & Briefing Automation

An AI agent drafts client update emails, event briefing documents, and internal status summaries — pulling from your CRM, calendar, and project tools. In French.

**Workflow:**

| | | |
|---|---|---|
| CRM Data | | Weekly Client Update Email |
| Calendar | **AI AGENT** Drafts & Formats | Event Briefing Document |
| Email Threads | | Internal Status Summary |
| Media Coverage | | |

**Example — automated weekly update (French):**

*"Bonjour [Client],*

*Voici le bilan de la semaine du 3 au 9 fevrier 2026 :*

*- 12 retombees presse (dont 3 dans des publications Tier 1)*
*- Audience cumulee estimee : 850 000 lecteurs*
*- Sentiment general : Positif (92%)*
*- Prochaines echeances : Vernissage le 15/02, dossier presse le 12/02*

*Le rapport complet est en piece jointe. Belle semaine !"*

## Est. 5-8 hrs/week saved on status communication

Clients receive consistent, timely updates — your team reviews and sends with one click

**AUTOMATION 05**

# Content Calendar & Social Sync

An AI agent syncs your editorial calendar with social scheduling, auto-generates post drafts from press releases, and ensures consistent messaging across channels.

## Automated content pipeline:

| Press Release Published | AI Extracts Key Messages | Drafts Social Posts (FR) | Scheduled to Platforms | Performance Tracked |
|---|---|---|---|---|
| Step 1 | Step 2 | Step 3 | Step 4 | Step 5 |

## What gets generated automatically:

**1** **Instagram caption + hashtags**

Adapted from press release key points

**2** **LinkedIn post**

Professional tone, in French, with relevant tags

**3** **Newsletter snippet**

Ready-to-insert paragraph for client newsletters

**4** **X / Twitter thread**

Key quotes and highlights in threaded format

### Content output doubled without extra headcount

Your team focuses on creative direction — the AI handles formatting and scheduling

# Ready to See These in Action?

Each automation is custom-built for your specific workflows and tools.
A short call is the fastest way to see what's possible for Armance.

| | | |
|---|---|---|
| **5** | **20-30+** | **10** |
| **Automations** | **Hours/Week** | **Days** |
| Custom-built for PR workflows | Estimated time saved across team | To deploy your first automation |

### Schedule Discovery Call

cal.com/scooper-ai/discover

## What happens on the call:

| | | |
|---|---|---|
| **1.** | We walk through your current workflows together | **15 min** |
| **2.** | We identify the highest-impact automation opportunities | **10 min** |
| **3.** | We outline a plan — first automation built at no fee | **5 min** |

### SCOOPER AI

AI Automation Agency — Custom intelligent systems for your workflows
We handle everything: design, deployment, and optimization

scooperai.com