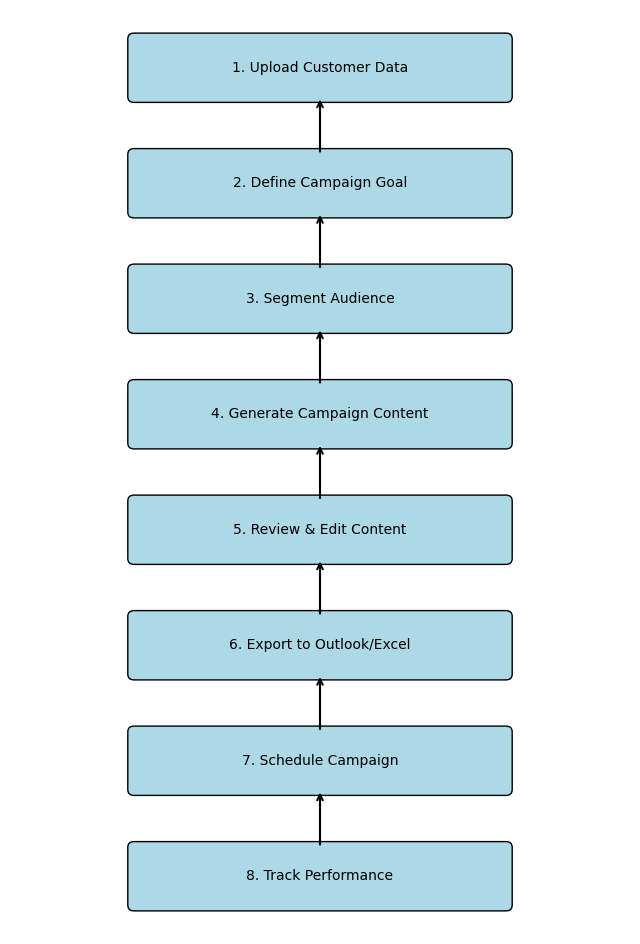
Marketing Agent Notes

Basic Plan



## **Campaign Assistant: Key Features**

### **1. Campaign Planning**

* Define campaign goals (e.g. promote summer tool rentals, launch a new product).
* Suggest campaign types (email, social, SMS, etc.) based on audience and goals.
* Recommend timing based on past performance or seasonal trends.

### **2. Audience Targeting**

* Segment customers by:
  + Rental history
  + Location
  + Business type (DIY vs. trade)
  + Engagement level

### **3. Content Generation**

* Auto-generate:
  + Email subject lines and body
  + Social media captions
  + Promotional banners or taglines
* Tailor tone (professional, friendly, urgent, etc.)

### **4. Scheduling & Automation**

* Export content to Outlook or Excel for scheduling.
* Use Power Automate to trigger email sends or Teams notifications.

### **5. Performance Tracking**

* Visualize open rates, click-throughs, and conversions.
* Compare campaign performance over time.

## **🛠️ How You Could Build It (MVP)**

You could use **Streamlit** as the front-end and integrate with:

* **OpenAI API** for content generation
* **Pandas/Excel** for customer data
* **Outlook API or Power Automate** for scheduling
* **Matplotlib/Plotly** for performance dashboards

## **🧪 Example Workflow (User Journey)**

1. **Upload customer data** (CSV or Excel)
2. **Choose campaign goal** (e.g. “Promote weekend rentals”)
3. **AI suggests audience segment** and **generates content**
4. **Preview and edit** content
5. **Export to Outlook or Excel** for scheduling
6. **Track results** in a dashboard

Functions:

Campaign manager:

* Build LLM with Hireman stock info, website descriptions, weather, seasonal. Tone of voice
* Chat bot to prompt it to create campaigns – give LLM access to Stock figure, Util, ROI, Avail. Etc. To make a decision. Along with weather data for season equipment
* Preload campaign ideas for season, i.e. west, cold, hot weather
* AI create calendar of campaigns – with ability to trigger Mailchimp campaigns and socal posts

Me:

I'm thinking of building a marketing AI agent using Streamlit. I want the AI Agent to be able to write content for my products, check local weather and other public holidays to suggest marketing content ideas. I would also like to to follwo my cometitors to suggest content. I would provide the Agent access to our product catalogue in the form of a spreadsheet with prduct descriptions, so that it can write accurate copy. What other functions do you think it could realistically perform?

**Copilot said:**

**Copilot**

That sounds like a fantastic and very achievable project, Paul — especially with Streamlit, which is great for building interactive AI-powered tools quickly. Based on your goals, here are some **realistic and valuable functions** your marketing AI agent could perform beyond what you've already outlined:

**✅ Core Functions You've Mentioned**

1. **Product-Aware Content Generation**
   1. Pull from your product catalogue to write tailored product descriptions, social posts, email copy, etc.
2. **Weather & Holiday-Aware Suggestions**
   1. Use APIs to fetch local weather and public holidays to suggest timely, relevant content ideas (e.g., “Rainy day? Promote indoor products”).
3. **Competitor Monitoring**
   1. Track competitor content (via RSS feeds, social scraping, or newsletters) to suggest trends or gaps you can fill.

**💡 Additional Functions to Consider**

**1. Content Calendar Generator**

* Automatically generate a weekly/monthly content plan based on:
  + Product launches
  + Seasonal trends
  + Holidays
  + Competitor activity

**2. SEO Optimization**

* Suggest keywords based on product descriptions and current search trends.
* Rewrite content to improve SEO (meta descriptions, headers, etc.).

**3. Tone & Style Customization**

* Allow toggling between tones (e.g., playful, professional, luxury) for different audiences or platforms.

**4. Image Suggestions or Generation**

* Suggest stock images or generate visuals using AI (e.g., product mockups, social banners).

**5. Performance Prediction**

* Use historical data (if available) to predict which types of content perform best on which platforms.

**6. Email Campaign Builder**

* Generate subject lines, preview text, and body copy for email campaigns.
* Integrate with tools like Mailchimp or HubSpot.

**7. Social Media Scheduler Integration**

* Push content directly to scheduling tools like Buffer, Hootsuite, or Later.

**8. A/B Testing Ideas**

* Suggest variations of headlines, CTAs, or images for testing.

**9. Sentiment Analysis on Competitor Content**

* Analyze tone and sentiment of competitor posts to identify positioning strategies.

**10. Trend Detection**

* Pull in trending topics from Twitter, Google Trends, or TikTok to suggest reactive content ideas.

Description text for AI Agent.

I’m looking to build an Marketing AI Agent using Steamlit, as I have used it for other apps. The functionality that I require is:

* Agent has access to our website for product information and descriptions
* Agent has a the capacity to allow us to ask it to write product descriptions for new products
* Agent is able to generate content for eshots given the stock numbers of the products we want to feature
* Agent is able to see the weather to see if any of the products we hire are suitable. i.e. wet weather is coming, suggest an eshot on water pumps and dehumidifiers.
* Agent can access a spreadsheet that gives it season information on these products, can use common sense
* Agent can suggest eshot campaigns for the year, including key events such as Christmas
* Agent has a ‘tone’ document with common phrases and words used by the business
* Agent can monitor marketing content from competitors to suggest similar campaigns or content to help vary our own output
* Agent can write and post social media posts
* Agent will need some sort of memory to refer back to what it has done and to recall events
* Agent will be able to access a spreadsheet of stock information which will give it an insight into utilisation, return on investment etc. to help decide which products should be marketed.