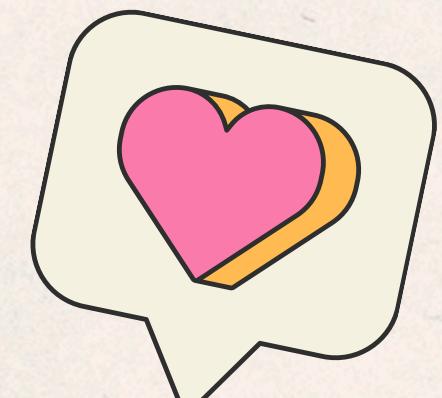
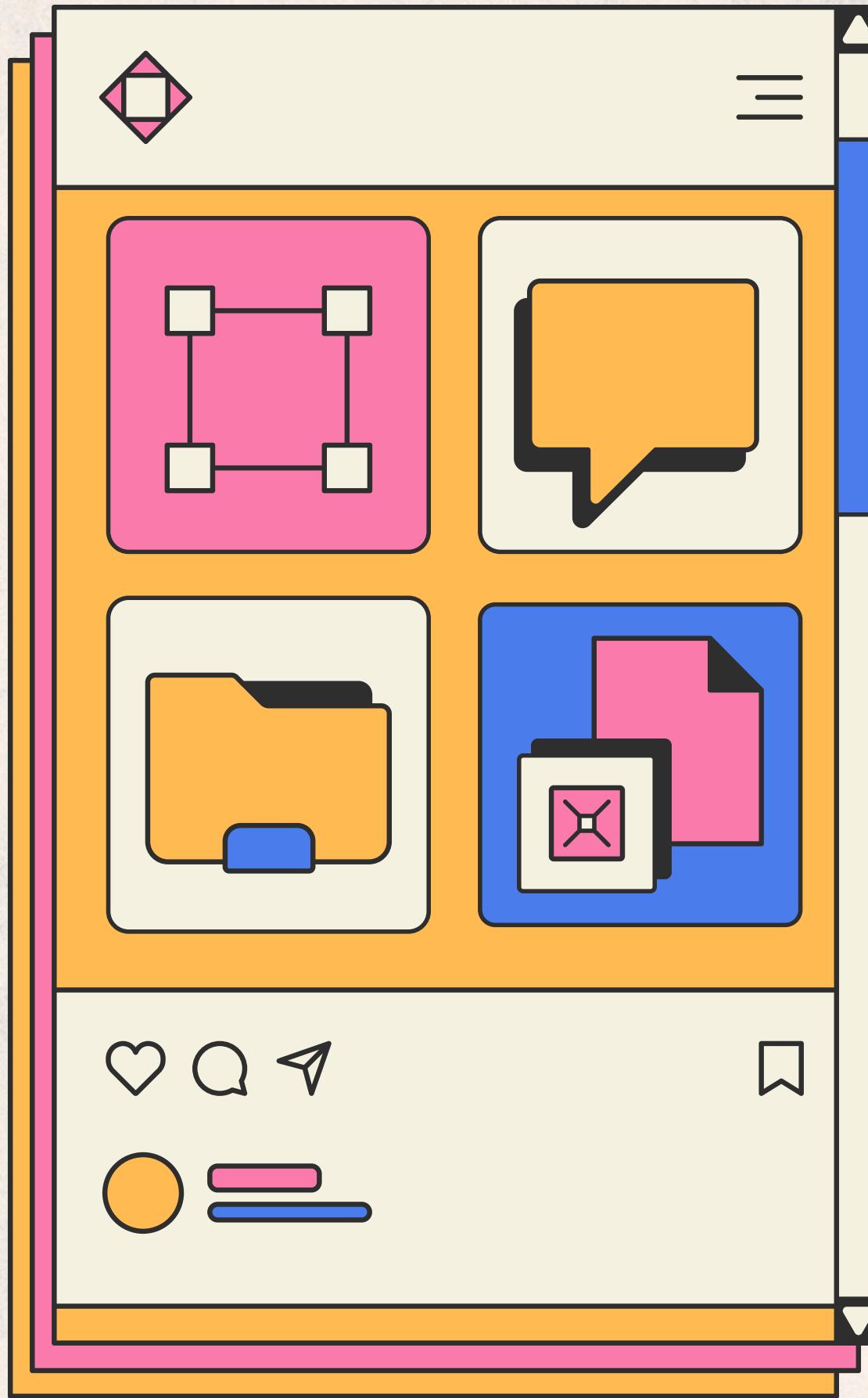


Creating an AI Influencer Persona for Social Media Monetization

Big Data Final Project
Team: Analytics Avengers





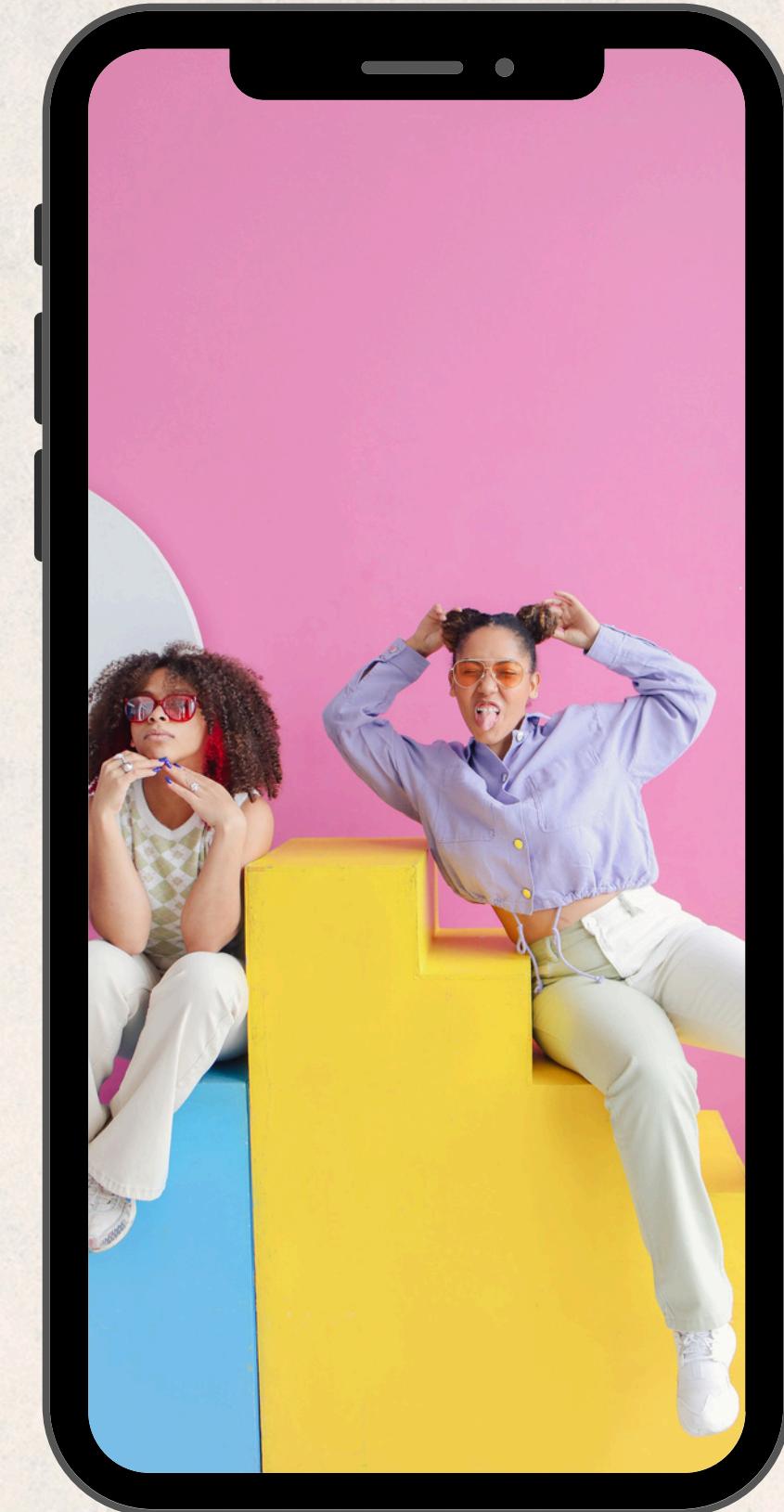
Agenda

#	Topic	Speaker
1	Introduction	Jodie
2	Business Objective and Initiatives	Jodie
3	Data Handling & Preprocessing	Ian
4	Model Development	Ian
5	Monetization Plan	Vania
6	Projection Comparison AI and Real Influencer	Vania
7	Pros and Cons of an AI Influencer	Madhu
8	Conclusion & Future Outlook	Madhu

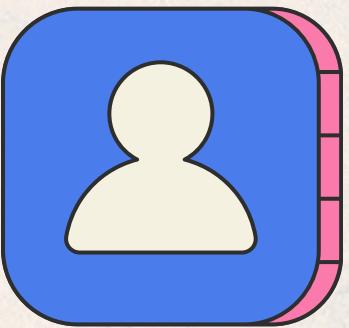
Introduction

Purpose: Introduce the concept of an AI-generated influencer on Instagram.

Goal: Demonstrate how AI can innovate social media strategies and monetization.



Business Objective and Initiatives



Objective

Create a monetizable AI influencer to attract and maintain an engaged follower base.



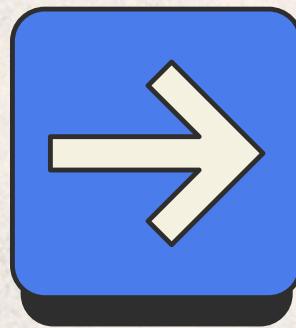
Development

Utilize GANs to produce realistic images of a blonde female interacting with food.



Launch Strategy

Initiate a dedicated Instagram account to deploy AI-generated content.

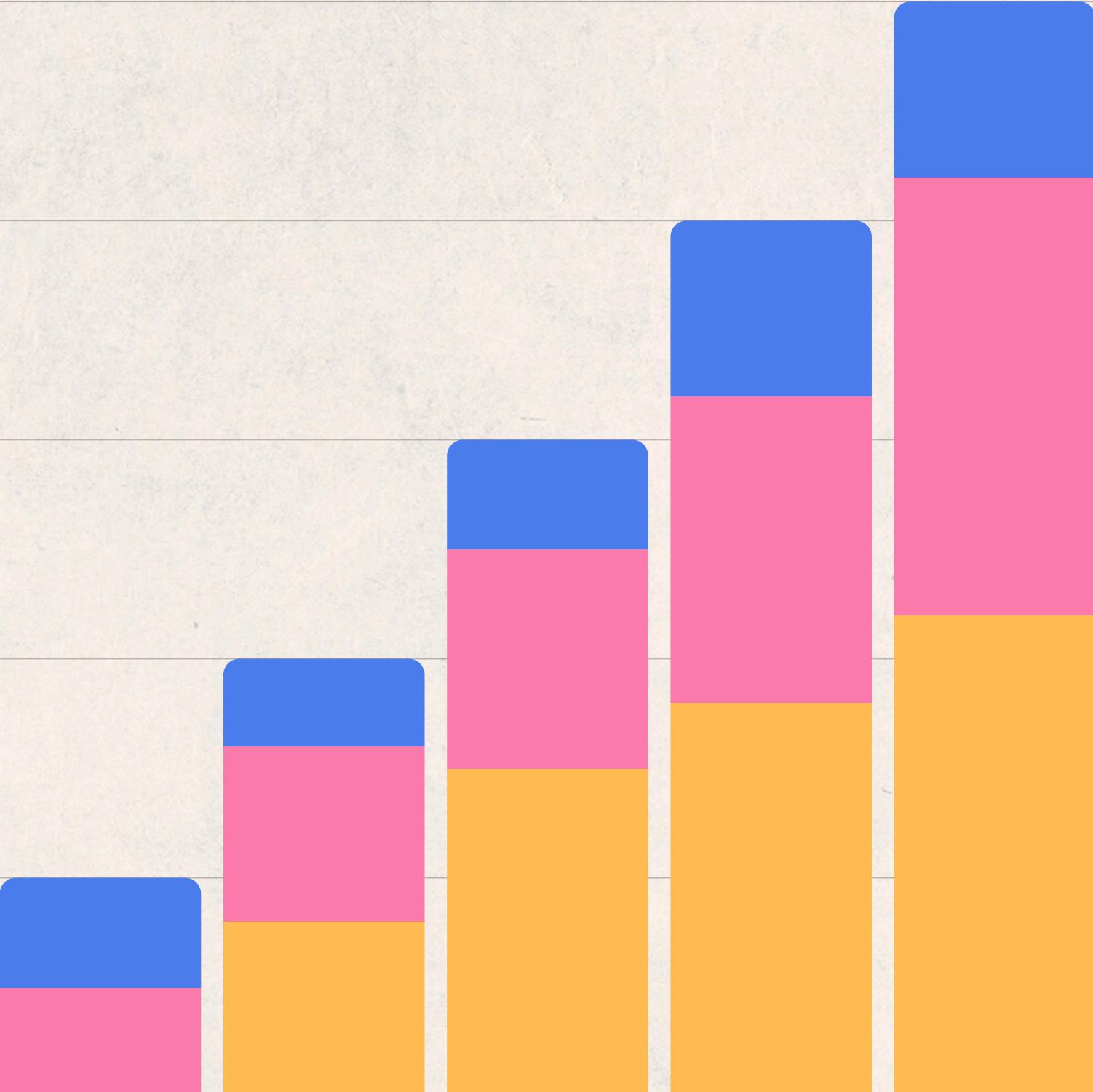


Engagement Strategy

Use insights to optimize content and posting times for maximum interaction.

Data Handling & Preprocessing

- **Data Collection:** Scraped 10,000 images from Getty Images, including 5,000 of blonde females and 5,000 of food items.
- **Data Storage:** Organized and stored images in Google Drive for efficient access.
- **Preprocessed images:** resized to 128x128, normalized to [-1, 1].
- **Computational Setup:** Google Colab with T4 GPU runtime.



Model Development

- **First Model: Standard GAN**

- Generate 128x128 images of blonde female portraits.
- Basic GAN architecture.
- Initial trials, foundational understanding.

- **Second Model: WGAN-GP**

- Improve realism and quality.
- WGAN-GP technique for stability.
- Enhanced image quality.

- **Third Model: Combined Dataset GAN**

- Combine blonde portraits and food images.
- Mixed dataset for diverse outputs.
- Explored creative combinations.



Monetization Plan

Follower and Engagement Growth

Focus on organic growth through high-quality content and strategic engagement.

Brand Partnerships

Collaborate with brands for sponsored posts and promotions.

Merchandise

Create and sell products such as cookbooks, kitchen gadgets, apparel, and digital products to generate additional revenue.

Subscription Tools

Offer exclusive AI-generated cooking videos, recipes, and virtual classes through a subscription model for premium, personalized content.

Projection Comparison

AI and Real Influencer

Criteria	Real Influencer	AI Influencer
Initial Development	N/A	\$50,000 - \$100,000
Operational Costs	\$550,000 - \$1,050,000	\$50,000
Total Costs	\$550,000 - \$1,050,000	\$100,000 - \$150,000
Sponsored Content Revenue	\$360,000	\$300,000
Affiliate Marketing Revenue	\$75,000	\$60,000
Merchandise Revenue	\$100,000	\$75,000
Total Revenue	\$535,000	\$435,000
Net Revenue (Revenue - Costs)	\$15,000 to \$515,000	\$285,000 to \$335,000

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- Combining a \$100,000 primary job with an AI influencer side gig can result in a total annual income of \$435,000, almost 4x the median household income in San Francisco.

Pros and Cons of an AI Influencer

Pros:

- **Consistent, high-volume, cost-effective content creation.**
- **Scalable and consistent audience interaction.**
- **Lower cost and highly efficient.**
- **Growing acceptance with global reach.**

Cons:

- **High initial setup cost.**
- **Ongoing technical challenges.**
- **Potential lack of authenticity.**
- **Ethical concerns.**

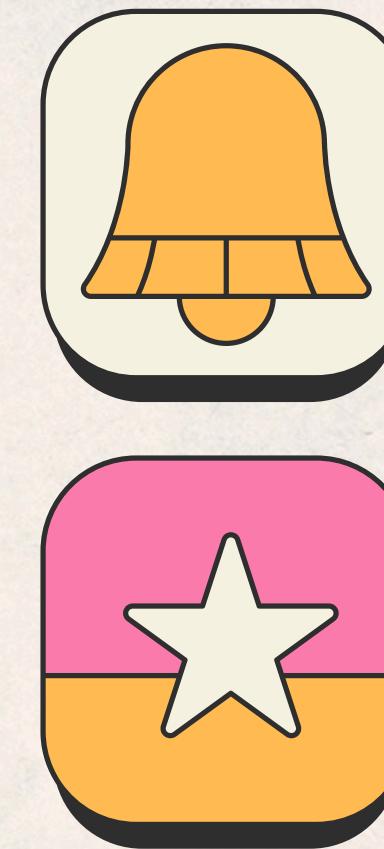
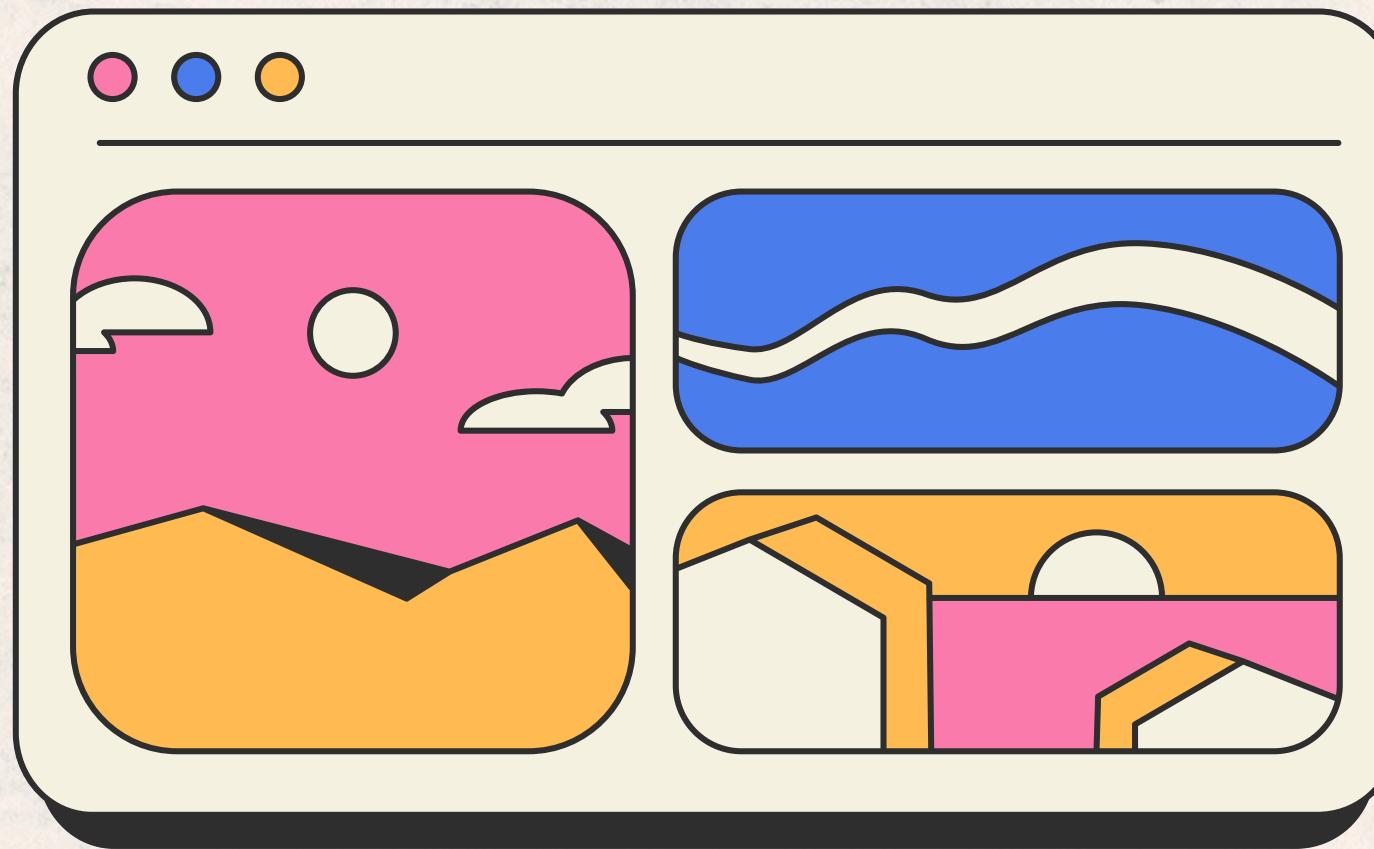
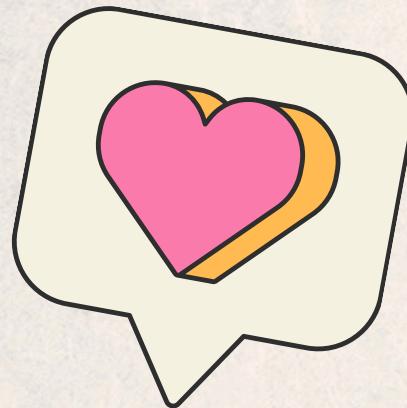


Conclusion & Future Look

AI influencers represent a transformative approach to social media engagement and monetization. We will explore further technological advancements and market expansion opportunities.



Thank you!



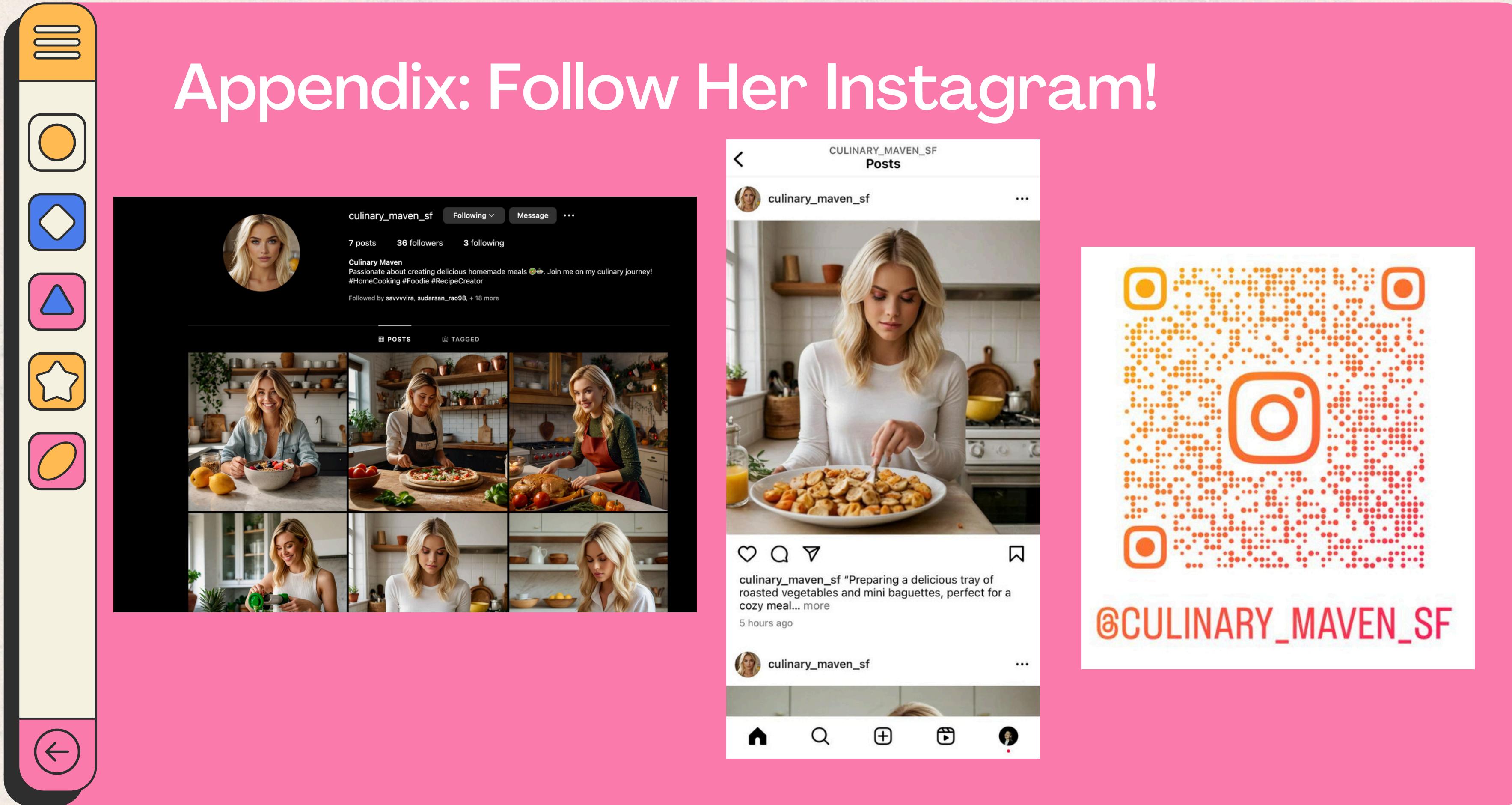
Appendix: More of Our AI Influencer...

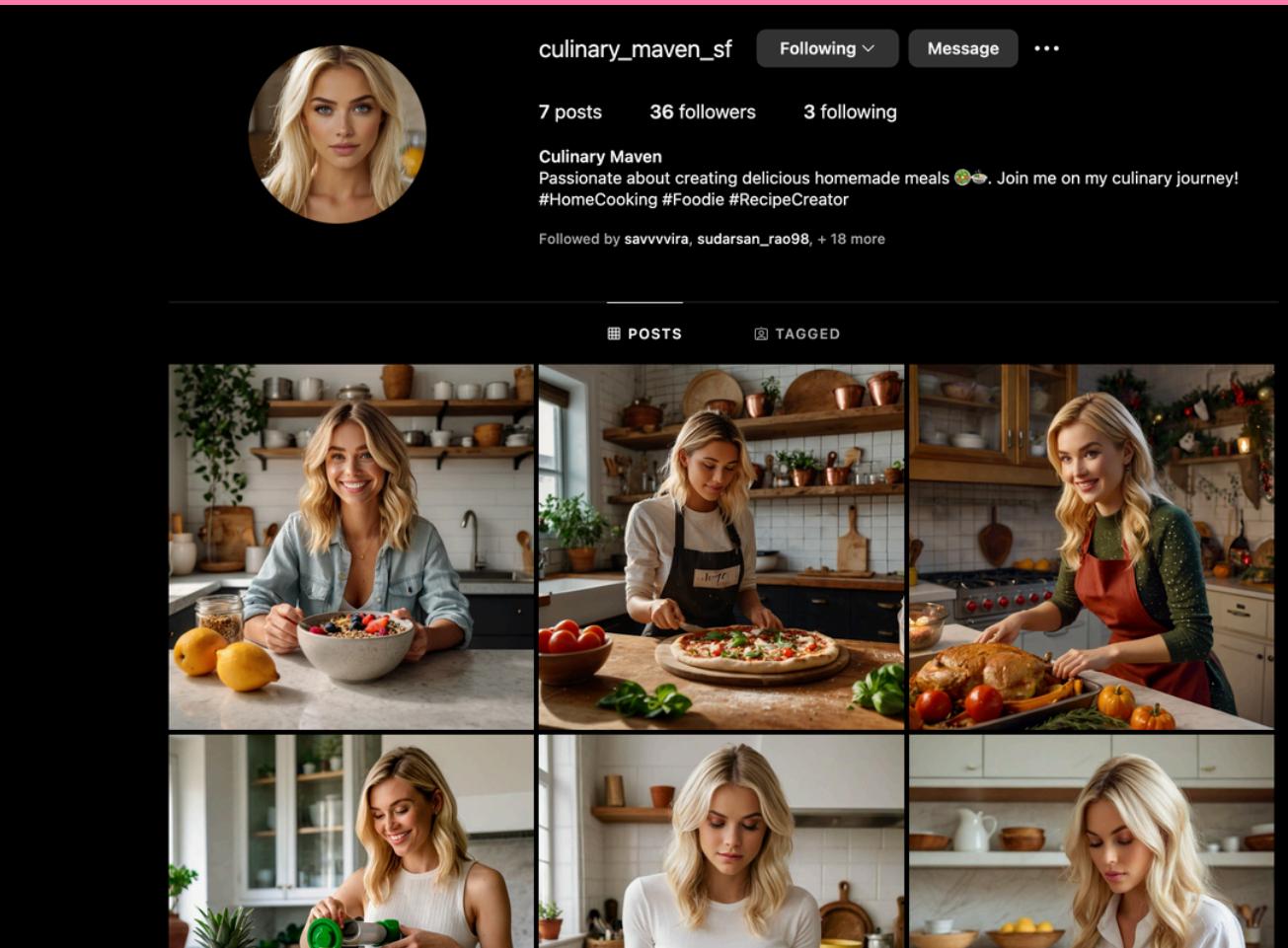


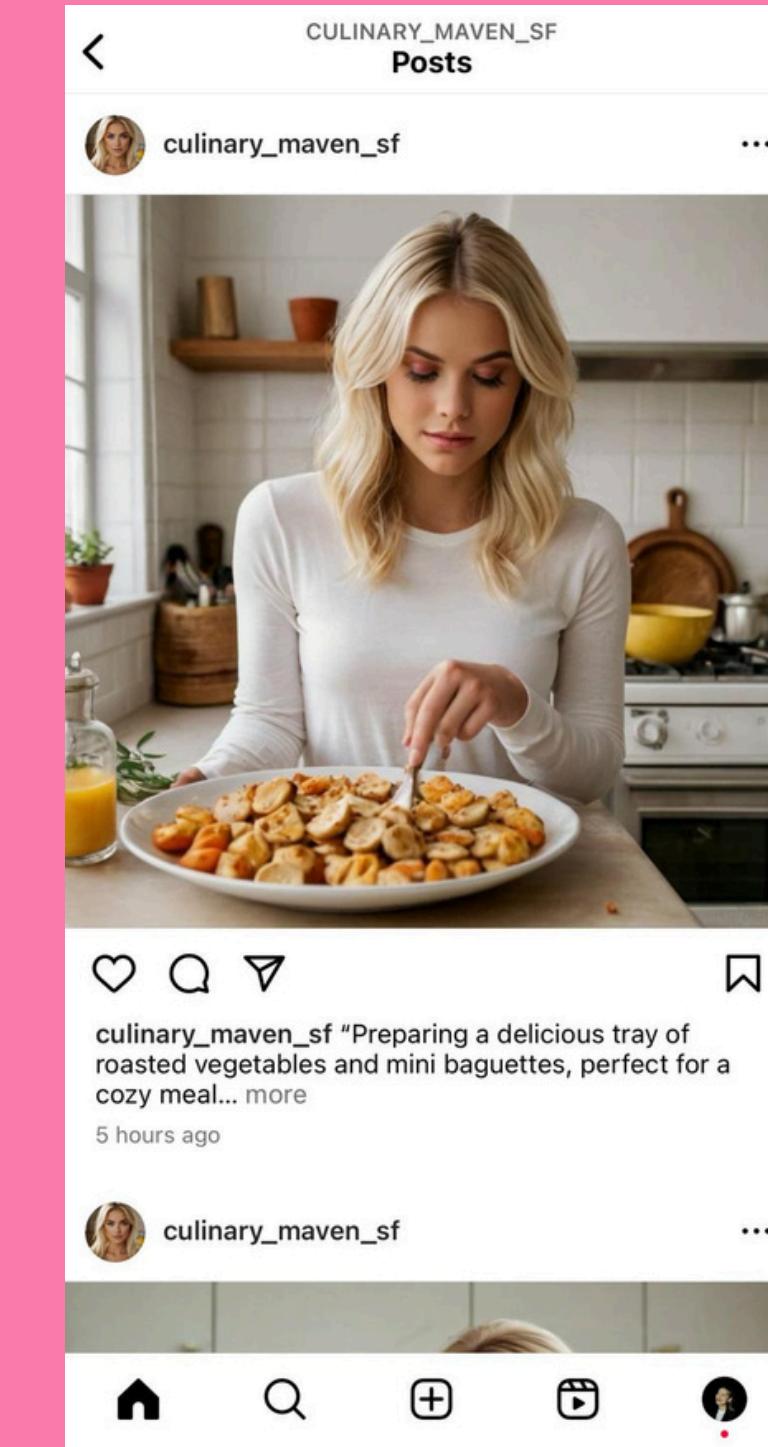
Appendix: More of Our AI Influencer...



Appendix: Follow Her Instagram!









@CULINARY_MAVEN_SF