**Voyex Project description**:

* ***Project Initial phase aim***:

Providing users with suggestions to help pick most suitable AI tool required to tackle challenges faced in different phases of marketing and advertising. Develop an application (chatbot/search engine) that assists users in marketing and advertising their products by recommending AI tools tailored to their specific needs.

* ***Understanding the user’s product/service:***

Users will be asked to provide certain details about the product/service that they are looking to market. The details can include product/service description, people/company they are targeting, image/video promotion of the product etc. These are some of the details the user provides in order to seek aid from the application.

* ***How to assess the user requirements?***

From the details of the product/service provided above we frame relevant questions to acquire all the information needed. To provide sound suggestion we need all the details of the product/service as well as understanding of the user marketing needs. Some of the questions that can help understand the user marketing needs better:

* + What are your primary marketing goals?
  + What marketing channels/platform are you preferring?
  + Do you have social media presence for the product?
  + Do you need more detailed insights into campaign performance or customer behaviour?
  + What is your marketing budget?
  + What specific problems are you looking to solve with AI tools?
  + Do you have any preferences for specific types of AI tools or platforms?
* ***Key areas where AI tools will be suggested:***

1. Product description and content generation:

If user needs product description to describe and explain the benefits of the product, we can suggest them with AI tools like: Copy.ai, Writesonic, Jarvis etc.

1. Analytics and performance of the product in the market:

Providing detailed insights into website traffic, user behaviour, and conversion rates. Also offer predictive analytics and anomaly detection: Google Analytics, SEMrush, SpyFu etc.

1. Visual content creation (image/video):

Tools for creating social media graphics and marketing materials.: Canva, Adobe Spark, Crello, Gencraft, invideo etc

1. Social Media Marketing:

Scheduling and posting content at optimal times and analysing social media engagement and sentiment. Identifying influencers and monitoring brand mentions: Hootsuite, Lately, Sprout Social etc

***Factors essential in suggesting the best AI tools:***

Suggesting the best AI tools requires a systematic approach. The suggestions have to be made keeping user marketing needs and match those needs with the most appropriate tools. These aspects play vital role in deciding the most suitable tools:

* + AI tool effectiveness:

How effective is the recommended tool in solving or easing the process for the user? This question needs to be answered before suggesting the tool in order to provide and eek out maximum benefit from the AI tool.

* + Cost:

Keeping in mind the budget of the user recommending AI tools that fit them best.