

## ## Module 1 – Cinematic AI Content Creation (for villa & hotel owners)

The **Content Creation Module** of MYHOST Bizmate transforms the videos your team already shoots on their phones into **short, vertical, cinematic clips**, ready for Instagram, TikTok and WhatsApp – without agencies, freelancers or complex productions. In today's Bali market, where booking decisions increasingly happen on social media, having constant, high-quality content is no longer optional: it's what separates fully booked villas from those that get ignored.

“Turn your staff's mobile videos into cinematic, high-converting Instagram and TikTok content – in minutes, without agencies.”

In short, this module is designed so that **your villa is always visible and desirable on social media**, using what you already have (your team, your property, your daily life) and letting AI handle the heavy lifting: analyzing, editing, beautifying and writing.

### ### 1. What this module actually does

Instead of hiring a videographer every time you need new content, your team can:

- Shoot simple mobile videos: rooms, pool, breakfast, staff, sunsets, activities, design details, etc. [web:165][web:169][web:174][web:177]
- Send them to MYHOST Bizmate (e.g. via WhatsApp or your owner dashboard).
- Receive, within minutes, **social-media-ready clips** with enhanced color, lighting and storytelling, plus sales copy and optimized hashtags.

The system uses advanced AI:

- **Content analysis**

A model like Claude analyzes the video, detects what's in it (infinity pool, rice fields, interiors, brunch, family, couple, etc.) and classifies the overall vibe (romantic, family, luxury, detox, digital nomad). [web:169][web:173][web:178]

- **Cinematic visual enhancement**

A video AI engine such as Wan/Wanda 2.6 re-renders the clip to improve color, lighting and motion, while preserving the real architecture and layout of your villa – no fake rooms, no misleading views. [web:15][web:171][web:176]

- **Copy that actually sells the experience**

The AI generates short, punchy copy that highlights what makes your property special for that specific audience (couples, families, nomads, groups, retreats), in the language you choose. It also suggests hashtags aligned with Bali travel trends and your niche.

[web:169][web:170][web:173][web:178]

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### ### 2. How the solution will work (functional view)

The process is designed to be **very simple** for staff and managers, backed by a robust infrastructure:

#### 1. **Staff recording**

- Staff or the owner records a short mobile video (10–30 seconds): villa walkthrough, sunrise by the pool, breakfast being served, the team at work, etc.

[web:165][web:169][web:174]

#### 2. **Sending to MYHOST Bizmate**

- The video is sent via **WhatsApp Business** to a dedicated number for the property, or uploaded via the MYHOST Bizmate interface.

- Along with the video, the user selects:

- Content language (e.g. English, Spanish, French).

- Marketing objective (drive direct bookings, attract couples, families, wellness guests, retreat groups, etc.).

#### 3. **Automatic orchestration**

- MYHOST Bizmate receives the video and triggers an **AI workflow**.

- The flow:
  - Downloads the video.
  - Calls the backend so **Claude** can analyze the content and prepare the “creative plan” (style, script, video-AI prompt, captions, hashtags).
  - Sends the video and instructions to **Wan/Wanda 2.6** to enhance the visuals.
  - Pipes the result through **Shotstack** to add logo, audio and on-screen text when needed.

#### 4. **Review and approval**

- The system generates a **preview link** and sends it to the owner/marketing team (via WhatsApp or web dashboard).
- The owner can approve, request changes, or discard the clip.

#### 5. **Publishing to social media**

- Once approved, the video and text can be automatically published or scheduled on:
    - Instagram Reels / Stories.
    - TikTok.
    - Other supported platforms through **Ayrshare** or a similar social posting API.
- [web:170][web:173][web:175]

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### ### 3. Products / tools required for this module

From a technical standpoint, the Content Creation Module is built on the following components:

**Orchestration & business logic**

- **n8n**

- Orchestrates the entire flow: video ingestion, AI calls, enhancement, post-production and publishing. [web:68][web:72]

- Enables a multi-tenant setup (many villas, one shared infrastructure).

- **MYHOST Bizmate Backend**

- Exposes internal endpoints to:

- Call Claude with the right prompts.

- Manage languages, marketing goals and per-villa configuration.

- Store the full history of generated videos and performance stats.

**Language & vision AI**

- **Claude (API)**

- Analyzes the video (via frames/metadata) and produces:

- Scene description.

- Content “vibe” (romantic, family, luxury, etc.).

- Technical prompt for the video AI engine (style, lighting, motion).

- Copy/caption and hashtags tailored to the goal and language.

- **Claude Code**

- Used internally by the dev team to:

- Generate and refine microservice code.

- Create and evolve n8n workflows faster and more safely.

**Video engine & post-production**

- **\*\*Wan/Wanda 2.6 (via API)\*\***
- Video AI engine that:
  - Enhances color and lighting.
  - Applies a modern cinematic look (perfect for travel/social content).
  - Preserves the real structure of the villa (no fake rooms or misleading views).

- **\*\*Shotstack API\*\***
- Cloud video editing service used to:
  - Add the villa's logo and brand elements.
  - Insert licensed music.
  - Overlay short text (promotions, USPs, calls to action). [web:72]

#### **\*\*Input & output channels\*\***

- **\*\*WhatsApp Business API\*\*** (Twilio, 360dialog, Meta Cloud, etc.)
  - Main channel for staff to send videos and receive previews, using an app they already use daily.
- **\*\*Ayrshare API\*\*** (or similar)
  - For posting and scheduling content on Instagram, TikTok and other networks.

#### **\*\*Storage & delivery\*\***

- **\*\*Object Storage (Supabase, S3 or similar)\*\***
  - Stores:
    - Raw videos uploaded by staff.

- Final videos generated by the AI.
- Provides URLs consumed by n8n, Wan/Wanda and Shotstack during processing.

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#### ### 4. Key benefits for Bali villa marketing

In a destination like Bali, visual competition is intense: every day new villas show infinity pools, floating breakfasts and jungle views.

This module gives you several advantages:

##### - \*\*Speed and consistency\*\*

You can generate new content every week using day-to-day videos, without organizing full shoots or coordinating agencies. You keep a steady stream of Reels, Stories and TikToks, which is exactly what today's algorithms reward.

##### - \*\*Visual quality aligned with the market\*\*

Video AI engines like Wan/Wanda 2.6 are optimized for short, mobile-first clips with smooth motion and strong color, the type of content that performs best for travel inspiration.

##### - \*\*Message tailored to your ideal guest\*\*

It's not just a pretty video: the copy is adapted to your target (romantic couples, families, digital nomads, wellness guests, etc.) and to your source markets (e.g. French, Spanish, Australian), in the right language and tone. -

##### \*\*Lower production costs\*\*

You replace much of the traditional agency work with an automated pipeline:

- Fewer full-day shoots.
- Fewer manual editing hours.
- Less dependency on external creators whenever you need something new.

- **\*\*Smarter use of content you already have\*\***

You unlock the value of all the clips your team is already capturing: check-ins, breakfasts, flowers, cleaning, sunsets... Instead of staying hidden in someone's camera roll, they become polished marketing assets.