# AI-Driven GTM Automation Workflow

## Overview

This workflow automates the process of finding, filtering, and preparing engagement for relevant posts in online communities. It focuses on Reddit but can be extended to LinkedIn. Using Zapier, AI, and Google Sheets, the system enables growth teams to track customer discussions, prioritize opportunities, and engage effectively.

## Workflow Steps

### Trigger: Reddit Post Search

Runs every 2 minutes.  
Searches for new posts that match predefined keywords (e.g., “retention marketing,” “Shopify growth,” “customer churn”).

### Deduplication (Storage by Zapier)

Retrieves the last processed post ID.  
Ensures only new posts move forward.

### Filters (Zapier Filters)

Step 1: Filter out posts older than the last processed ID.  
Step 2: Filter by keywords in title/body.

### AI Processing (AI by Zapier)

Generates a summary of the post.  
Classifies intent (e.g., question, complaint).  
Scores relevance (0–1).  
Analyzes sentiment (positive/negative/neutral).  
Suggests a tailored engagement reply.

### Formatting (Formatter by Zapier)

Cleans up numeric and date values for logging and prioritization.

### Paths (Decision Branches)

Path 1 – Log to Google Sheets: If relevance < 0.85 → row is added to Google Sheets with all details.  
Path 2 – High Priority Slack Alert: If relevance ≥ 0.85 and intent is “question” or “complaint” → sends a Slack DM with post summary + engagement suggestion.

### Storage Update

Updates the last processed post ID in Storage by Zapier to prevent duplicates.

## Output

Google Sheets row includes:  
- Timestamp  
- Subreddit  
- Author  
- Post link  
- Title & Body  
- Summary  
- Intent  
- Relevance Score  
- Sentiment  
- Suggested Engagement Text  
- Week Number

## Requirements

- Zapier (with Reddit, AI, Google Sheets, Slack integrations)  
- Google Sheet (pre-created with headers matching Zap mapping)

## How to Run

1. Copy this Zap into your Zapier account.  
2. Update Reddit search keywords.  
3. Connect your Google Sheets and Slack accounts.  
4. Turn on the Zap.  
5. Check your Google Sheet for logged posts and Slack for high-priority alerts.

## Video Link

<https://youtu.be/ax3a5cDt4io>