

AI-POWERED ARTIST PROMOTION ASSISTANT – FINAL DEMO

PROOF OF CONCEPT

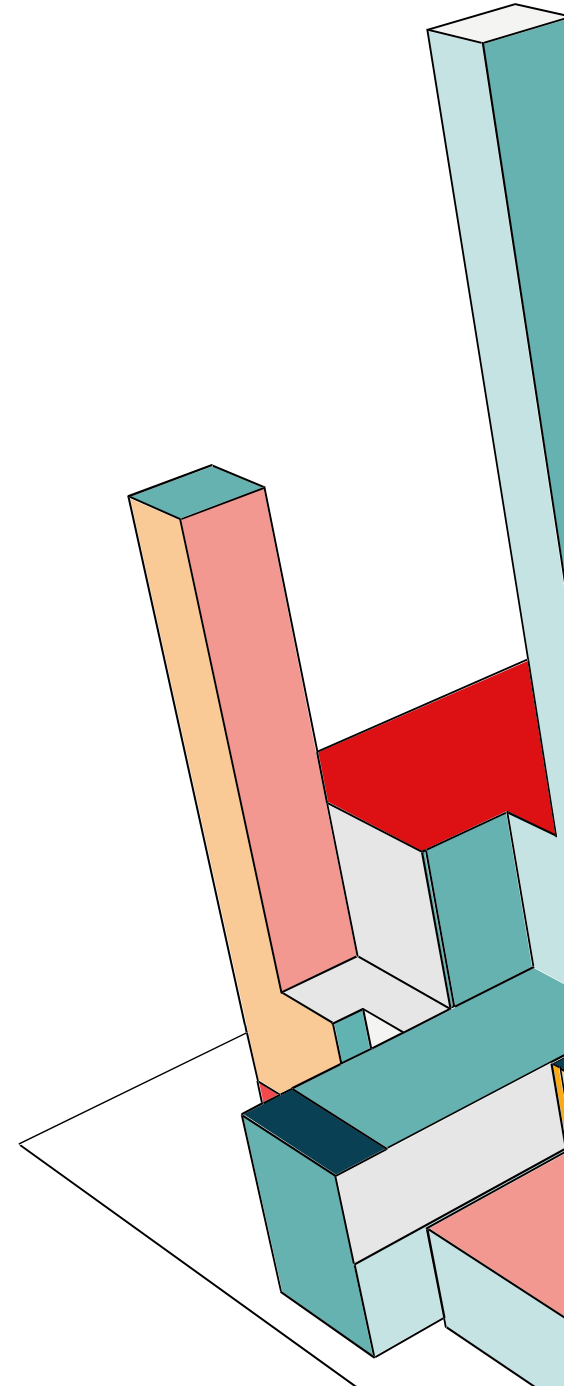
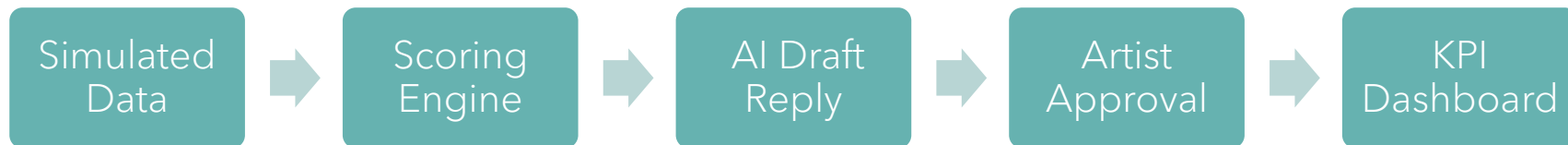
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STANLEY HUYNH**

PROJECT OVERVIEW

Purpose: Help independent artist grow online presence using AI.

Key Features

1. Simulated monitoring of social interactions using mock JSON data
2. Rule-based opportunity scoring (sentiment, relevance, priority, engagement probability)
3. AI-generated brand-voice reply suggestions
4. Artist approval workflow for all responses
5. Simulated KPI dashboard showing performance metrics and revenue estimates



BUSINESS CASE

Why it matters:

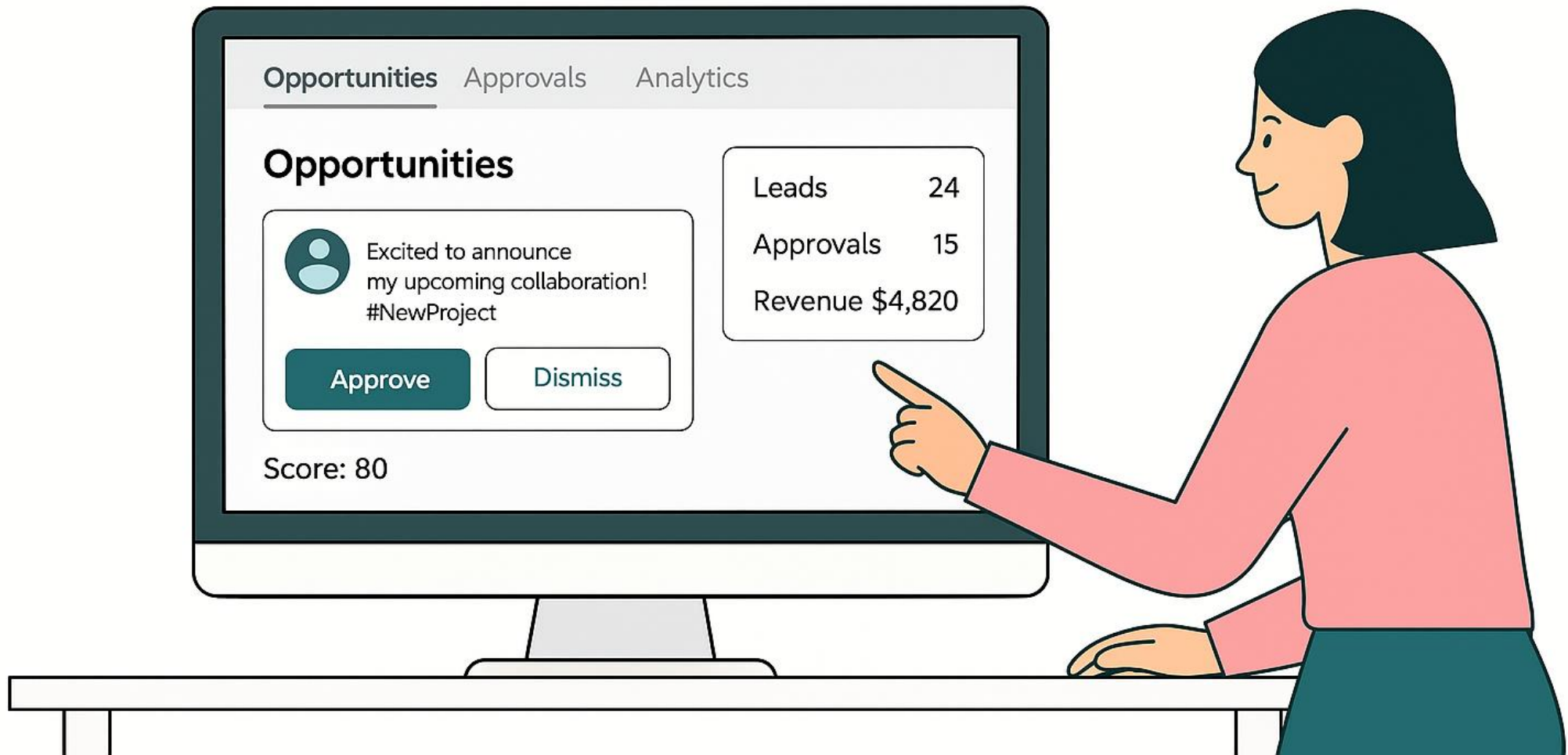
- Artists often lack time and data to make informed marketing decisions.
- Our system identifies high-impact engagement opportunities in real time.

Benefits demonstrated in testing:

- Increased engagement
- Improved reach and content optimization
- Better ROI on social campaigns

LIVE DEMO

User selects opportunity → Clicks Approve button → KPI updated → Workflow continues



SOLUTION OVERVIEW

ArtAssist.ai
Client: Joe Feishman

Dashboard

Analytics
History
Settings

dashboard
Review & approve AI-suggested replies for real leads

AI Engine Online [Simulate](#)

Live Feed [Export CSV](#)

- IV @interior_visionary** 2m ago • Instagram **92**
This piece would look amazing in a hotel lobby. Do you ship to NYC?
Interior Designer
- OS @office_space_pro** 5m ago • Instagram **86**
We're redesigning our workspace and looking for modern artwork.
Corporate Buyer
- AD @artlover_daily** 8m ago • Instagram **68**
This is beautiful! Do you have prints available?
- RQ @renovationqueen** 12m ago • Instagram **75**
I'm remodeling my living room and this piece would fit perfectly!
- MM @marketing_minds** 18m ago • LinkedIn **83**
We're looking for unique visuals for a brand campaign — do you take commissions?
- GW @gallerywatch** 22m ago • Instagram **72**
Your style is very unique — have you exhibited recently?
- MA @modern_art_hunter** 30m ago • LinkedIn **88**
Looking for contemporary pieces for my gallery.
- HD @home_decorator** 35m ago • Instagram **77**
Need some vibrant artwork for a client's living room.

IV @interior_visionary Instagram • Interior Designer **92%**

This piece would look amazing in a hotel lobby. Do you ship to NYC?

Suggested Response [Edit](#)

Thank you so much! Yes — I absolutely ship to NYC. I'd love to help you find the perfect piece for your hotel project. Would you like dimensions, pricing, or alternative color options?

[Dismiss](#) [Approve & Post](#)

- Real-time monitoring of at least 2 platforms.
- AI identifies trends, engagement spikes, and growth opportunities.
- Scores and ranks actions by potential impact.



ARCHITECTURE / HOW IT WORKS

Data Input (Simulated):

Mock JSON datasets simulate leads from two online platforms.

AI Scoring Engine (Rule-Based):

Custom scoring formula based on sentiment, relevance, priority, and engagement probability.

Brand-Voice Response Generator:

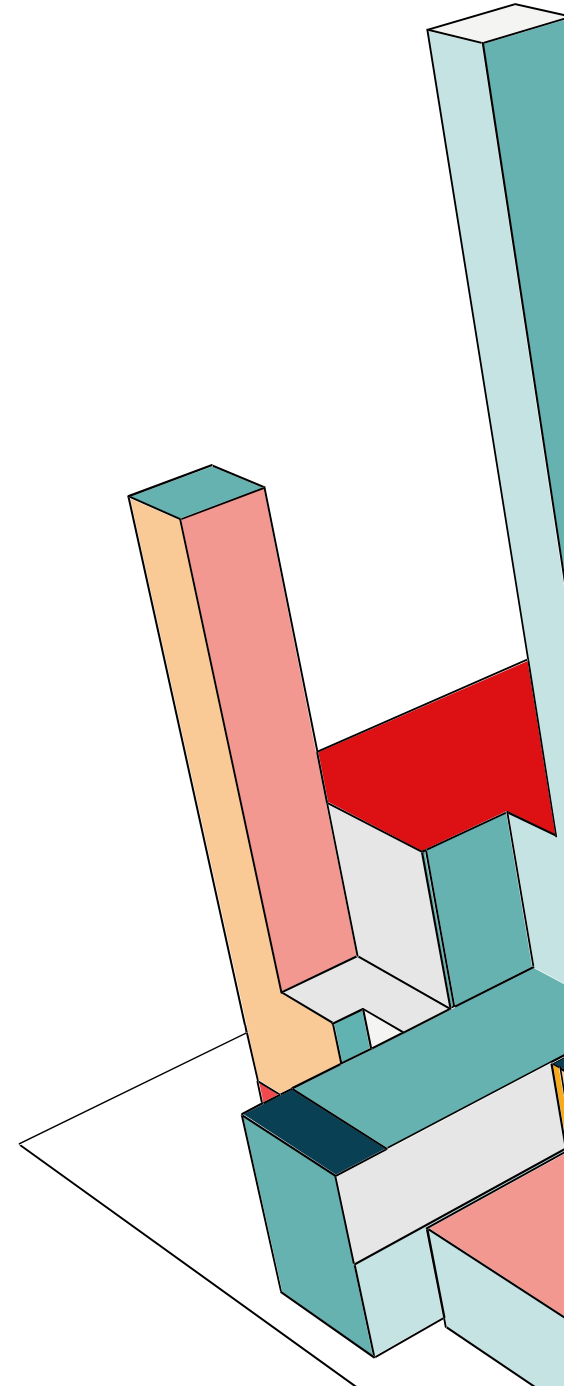
AI produces draft responses aligned with the artist's tone; artist approves/edits.

Artist Dashboard (Frontend):

View leads, approve responses, and track analytics from the mock dataset.

Analytics Module (Simulated KPIs):

Displays approvals, dismissals, CTR, and estimated revenue using mock data.



PERFORMANCE METRICS

analytics

Performance overview & KPI metrics

AI Engine Online [Simulate](#)

Performance Analytics

Total Leads Processed



5

Approved + Dismissed

Estimated Revenue



\$1500

From approved leads

Approval Rate



60.0%

Approved / Processed

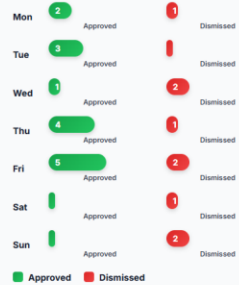
High-Value Opportunities



3

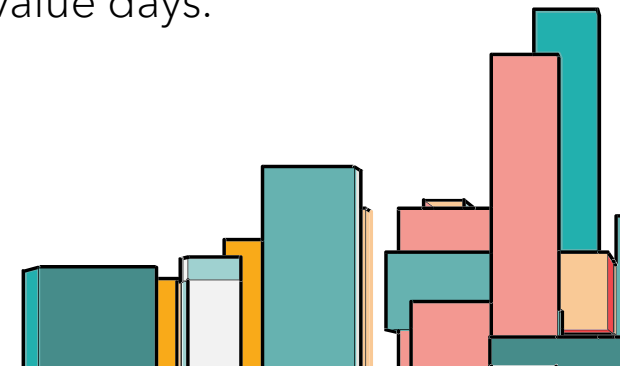
Score >= 80

Weekly Lead Activity



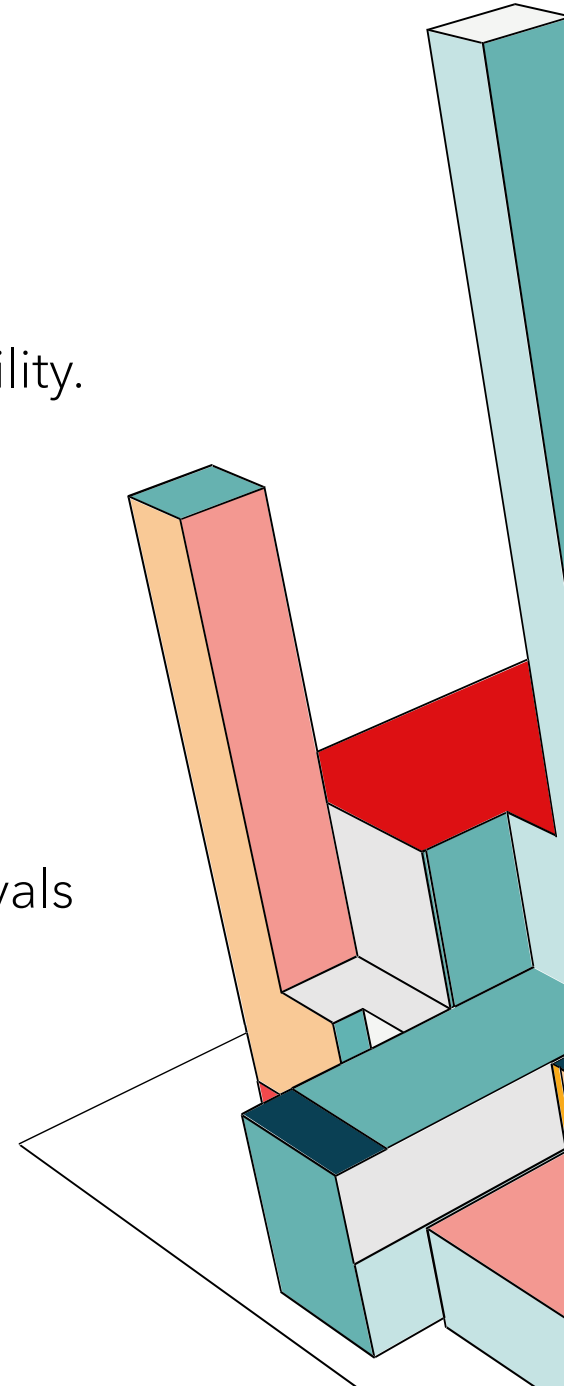
Data is simulated for POC

- Total Leads Processed: 5
- Approval Rate: 60%
- High-Value Opportunities: 3
- Estimated Revenue: \$1,500
- Insights: Fridays yield the highest approval; focus AI recommendations on high-value days.



LESSONS LEARNED

- Challenges encountered: API limitations, real-time scoring, platform variability.
- Solutions & insights:
 - Caching & parallel processing for performance
 - Adaptive scoring models
 - Importance of real-time data validation
- ❑ Rule-based scoring can quickly approximate opportunity value.
- ❑ Brand-voice AI generation increases speed of engagement. Human approvals remain essential for authenticity.
- ❑ Simulated KPI tracking helps model real business workflows
- ❑ Full production features require API access + database + security
- ❑ Ethical transparency (simulated data, human-in-the-loop) builds trust



FUTURE ROADMAP

Phase 1 – Production Readiness

- Add secure login & user authentication
- Connect to Instagram, TikTok, YouTube APIs
- Implement real database (MongoDB / PostgreSQL)
- Build real-time analytics engine

Phase 2 – AI Intelligence

- ML-based scoring model
- Sentiment analysis using NLP
- Buyer intent prediction
- Predictive ROI modeling



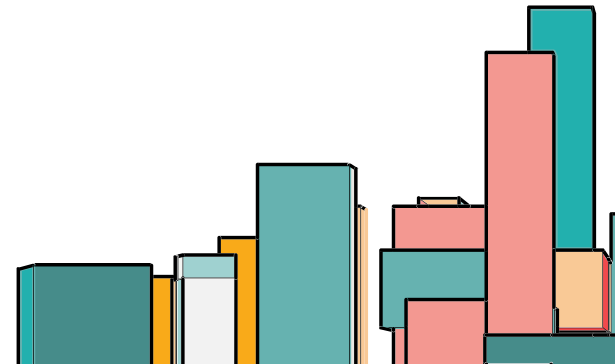
FUTURE ROADMAP

Phase 3 – Automation & Scaling

- Auto-response delivery (human-approved)
- CRM integration (HubSpot / Salesforce)
- Multi-artist portfolio management
- Campaign performance optimization

Phase 4 – Commercialization

- Subscription-based SaaS product
- White-label dashboards
- Data visualizations for agencies
- Enterprise security upgrade



THANK YOU

