10. Automation & AI Enhancements Rafiki Pet Hospital

Automation & AI Enhancements

Collected data from Meta Ads Manager, CRM analytics, email marketing platform logs, chatbot flow analytics, and predictive AI tools to track efficiency, lead generation, and conversion uplift.

Objective: Leverage AI and automation to streamline campaign execution, increase lead capture, improve personalization, and maximize efficiency in social media and email campaigns.

Automation & AI Use-Cases

Automation	Effect / Volume
Chatbot Flows	5 distinct flows handling FAQs, booking reminders; 140 chatbot leads / mo
Email Drip Sequences	3 sequences; 8 automated messages per lead cycle targeting engagement, education, and booking
Predictive Scheduling	Optimized posting & ad scheduling; Expected +12% show-rate uplift
Lead Scoring Model	F1 score 0.88 (88% accuracy in predicting high-value leads)

Software & Tools Used

- Meta Ads Manager (FB & IG)
- Google Analytics 4 & GTM
- Zoho CRM (Lead tracking, scoring, and automation)
- HubSpot / Email Marketing Platform (Automated drip sequences)
- Chatbot Platform (Custom 5 flows, integrated with landing pages)
- Predictive AI Tool for scheduling & budget optimization
- Canva / Adobe Creative Suite (content creation automation support)

Strategy

- Automate repetitive tasks: social posting, email follow-ups, lead capture
- Use predictive AI for ad scheduling to maximize CTR and bookings