Current scenario

- Sourcing designers — Mukta Tak
- Content brainstorming — Mukta Tak
- Content planning — Mukta Tak
- Frequent to and fro with designer — Mukta Tak
- Posting on all platforms — Mukta Tak

Leading to

- Exhausting + Time Consuming — Mukta Tak
- Inconsistent posting — Mukta Tak
- Costly — Mukta Tak
- Difficulty in maintaining content quality — Mukta Tak

- Affects user engagement
- Hampers business - growth + revenue
- Frustation - affecting their work

New scenario-

- Input idea (Manual)
- The tools generate the content & post (Automatic)
- Quickly review the post (Manual)
- Automatic posting

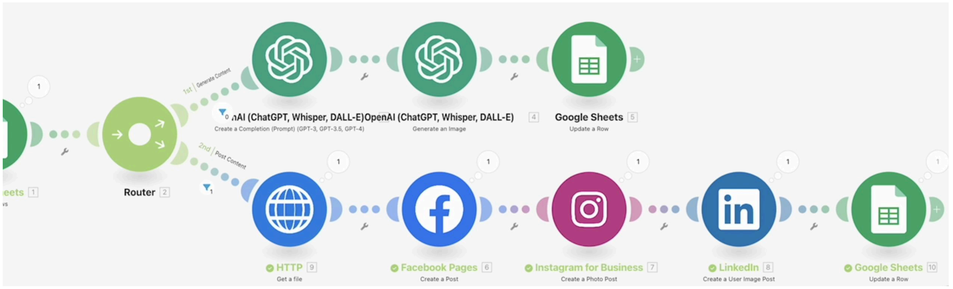
→ Process completed in in 2-3 mins

Tech Stack:

1. Google Sheets - to input idea, store generated content & image link, & control keys.
2. Make.com - a. To aggregate various tools (Google sheets, Open AI, & Social media platform) & create the automation workflow.
3. Open AI - To provide system instructions (prompt) on how to generate the content & post.
4. Social media platform - Business accounts of these platforms for posting.

Automation & post rules -

1. Unique content for each platform.
2. Same image for all platforms.
3. Human review required before posting.
4. Posting generated on demand.

Table1

Post idea	Facebook post content	Linkedin post content	Instagram post content	Image link	Status
Create a social media post to announce the launch of our new festive collection for Janmashtami. Event details: Occasion: Janmashtami Festive Collection Launch Dates: 29th & 30th August Time: 10:00 AM – 6:00 PM Location: Paanchi, Behind Dhanwantri Hospital, Pal Rd., Jodhpur - 342008 Design Guidelines: Use Janmashtami-inspired colours (yellow, peacock blue, saffron, white, gold). Incorporate Janmashtami-specific designs (flute, peacock feather, matki, butter, Krishna silhouette). Keep layout festive, vibrant, yet elegant.	🌟✨ Janmashtami Festive Collec Celebrate Krishna's spirit with our v Join us for a colourful showcase: 📅 29th & 30th August ⏰ 10:00 AM – 6:00 PM 📍 Behind Dhanwantri Hospital, Pal 👗 Discover elegant designs inspir 🪔 A perfect blend of festive charm Bring your friends & family – let's c #JanmashtamiCelebration #Festiv	We're delighted to announce the 📅 Event Dates: 29th & 30th Aug ⏰ Time: 10:00 AM – 6:00 PM 📍 Location: Behind Dhanwantri Inspired by Janmashtami colours We invite you to join us, experien #FashionLaunch #FestiveCollect	✨ This Janmashtami, celebr 📅 29th & 30th August ⏰ 10:00 AM – 6:00 PM 📍 Behind Dhanwantri Hospit From vibrant peacock blues t 👉 Don't miss out – mark you #Janmashtami2025 #Festive	https://oaidalleapiprodscus.blo	Posting done Generate content Ready for review Approved & create post Posting done