DIGITAL MARKETING

Description

The process of the code is to simulate a real-time process automation strategy in supporting Digital Marketing in Social Media platforms. To help carry out the process better, an eclectic range of social media platforms are selected such as LinkedIn, Facebook, WhatsApp, Twitter, and have also given preference for the user to select his platform of interest. The method of recording responses is done through a google form with defined questionnaire pertinent to the platforms to align data ensuring the right content is posted.

Google sheet Link:
https://docs.google.com/forms/d/e/1FAIpQLSdS6o8mqikXUX1Q7MjLVv8uzP2h-utPtzJzXISuRTt7oJaffA/viewform?usp=sf_link

Spreadsheet ID : 13i1DHjxRHyENDTLS-BO2-X8E3JQNXxpRvwRkoW7HECU

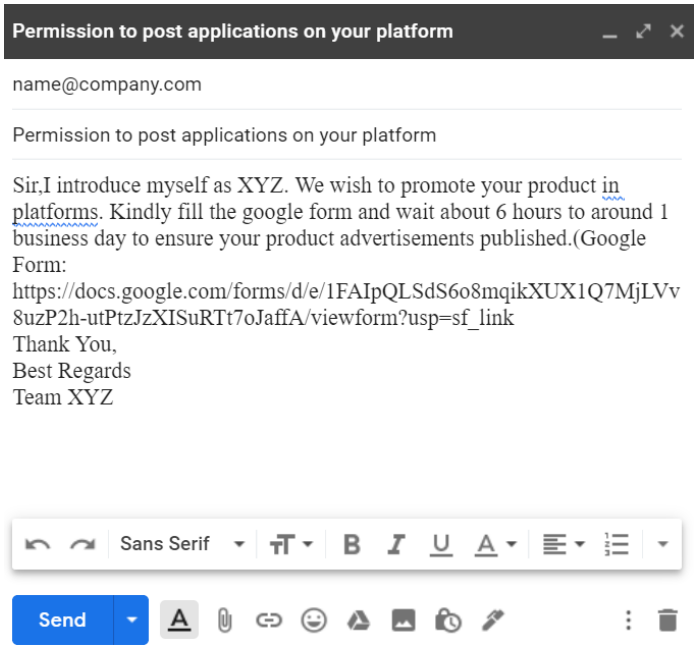
Argument	Type	Required	Default Value	Description
type	Text	Yes		Enter the default browser for opening the webpage [Chrome, Firefox]
email	Text	Yes		Enter the operator's email here
pword	Text	Yes		Enter the operator's password here
to	Text	Yes		Enter the email of the user to whom the message is to be sent
subject	Text	Yes		Enter the title of the message
message	Text	Yes		Draft your email
Id	Text	Yes		Opens up the required google spreadsheet with the required id for performing operations
result	Text	No	❤️result	Name of a variable where the command's result will be stored
if	Bool	No	true	Executes the command if the expected condition is true
timeout	Timespan	No	❤️ timeoutcommand	Specifies time in milliseconds for G1ANT.Robot to wait for the command to be executed

errorcall	Procedure	No		Name of the procedure to be called if an exception is called or timeout has occured
errorjump	label	No		Name of the label to jump to when the command throws an exception or when a given timeout expires
errormessage	Text	No		Message to be shown if an error occurs or timeout exceeds
errorresult	Variable	No		Name of a variable that will store the returned exception. The variable will be of error structure
search	Text	Yes		Indicate the program to search with the necessity arguments (xpath, id, class, etc...)
by	Text	Yes		Gives the program a mode to look for the id for the desired search option

Standard Operating Procedure

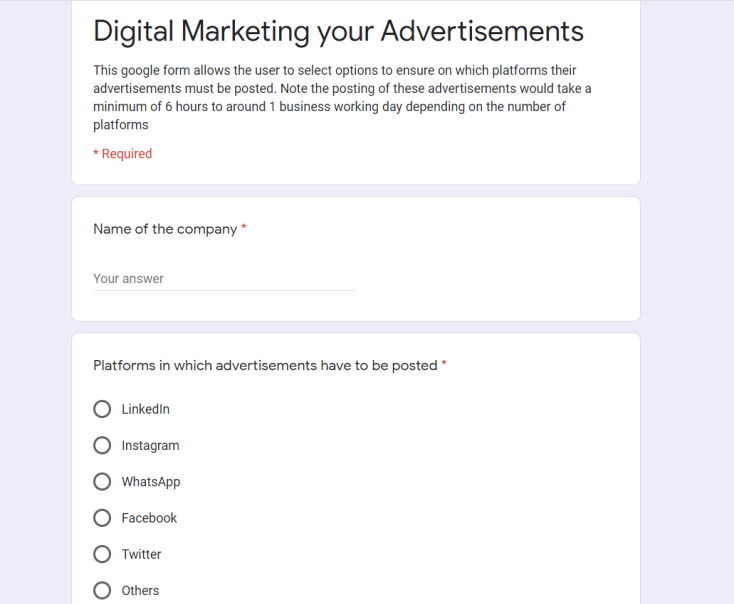
The below mentioned steps indicate the standard protocol for which the program runs:

- The operator first sends a mail to the company/start-up/organization/an external agency requesting for which platforms are to be posted. The responses are collected on a google form which is linked with an inbuilt googledocs spreadsheet. This spreadsheet will be the source of parsing in the values to the robot.



- Using the googlesheet.find option, the robot detects the platforms for which the advertisements are meant to be posted. For multiple platforms, the user has to click for more than one option to ensure accurate reading of all the platforms

GOOGLE DOCUMENT

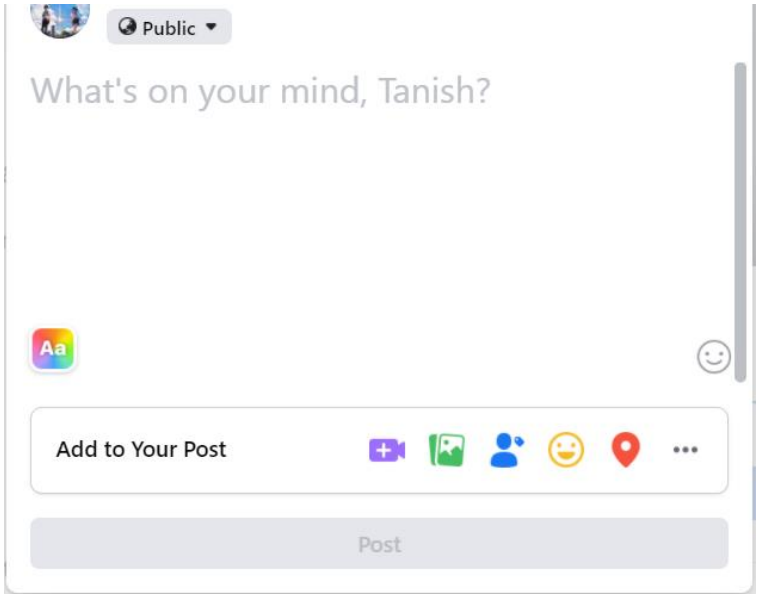


- For the detected platform, the robot starts with performing all the pre-requisite operations starting from posting to adding connections. In an event of adding pictures, the user must provide URL of the ID which will be parsed in with the robot as a picture URL for posting the same on any of the social media website.
- On account of the ID, based on the row and column of the spreadsheet, the robot can detect the content and will post accordingly to minimize errors.
- For generating advertisements, Facebook business ID is being used for which any amount transaction (if any) is done through the mode of payment : PayPal or PayTM. Note: For any unsuccessful transaction, we have ensured the user gets intimated the same, and the necessary steps would be done to ensure a smooth process.
- The cycle then periodically repeats itself to traverse through the google form for the entire day. In order to reduce complexity, once the process is completed, the google spreadsheet will close to erase previous data and creates a new spreadsheet to begin a new process.
- In case of a failure in the internet connection, the delay period mentioned would take care of any unnecessary interruptions during the execution process ensuring simplicity.

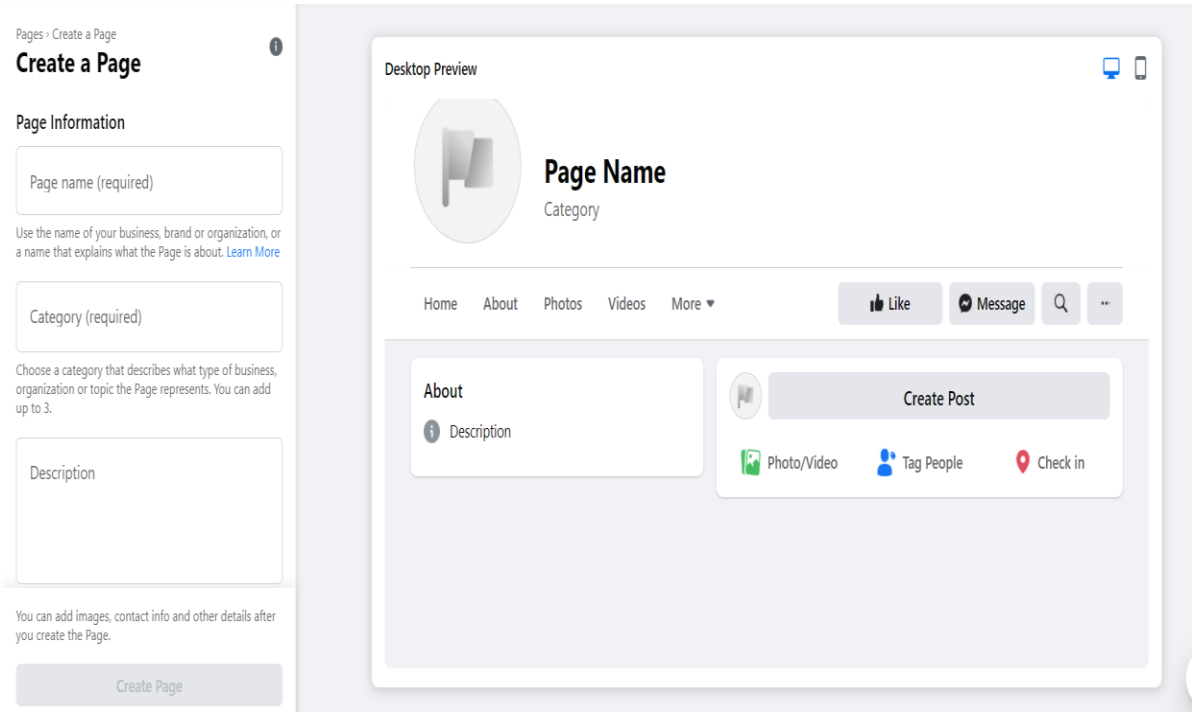
PICTURES TO DEMONSTRATE THE WORKING

FACEBOOK

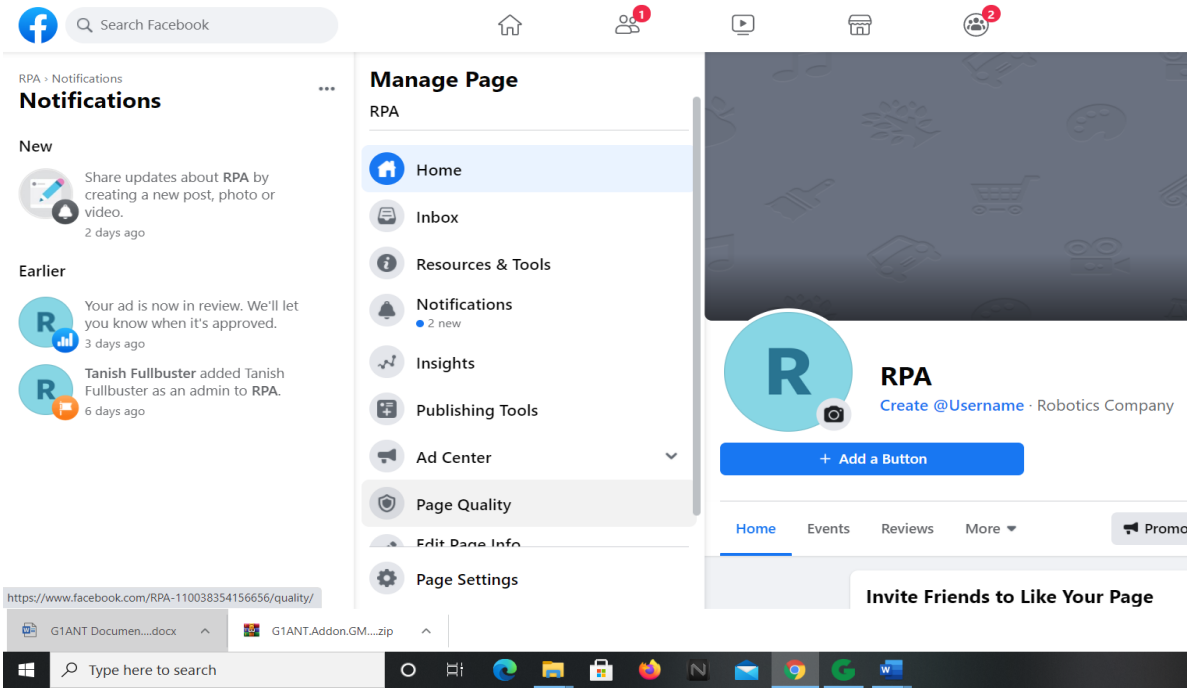
POST



PAGE

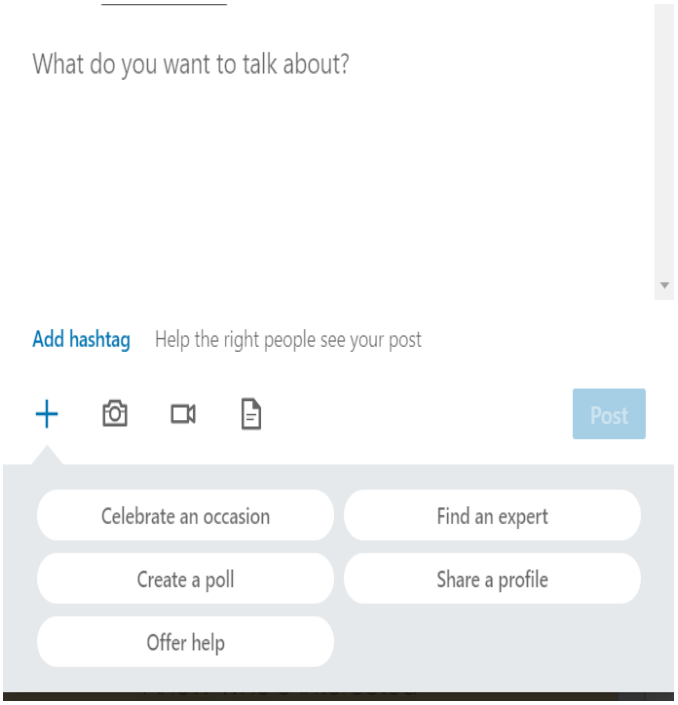


ADVERTISING



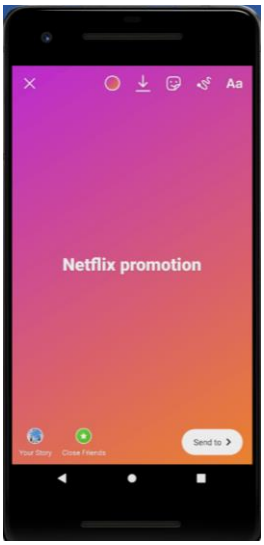
LINKEDIN

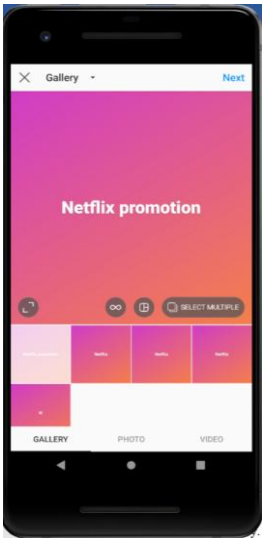
POST

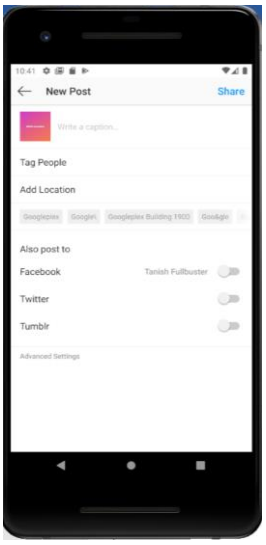


INSTAGRAM

POST







CODE

The code for promoting the product is given below:-

addon selenium version 4.104.0.0

addon googledocs version 4.103.0.0

addon gmail version 1.0.0.0

addon core version 4.107.0.0

addon language version 4.106.1.0

gmail.open type chrome search

♥login = ♥credential⟦gmail:login⟧

♥password = ♥credential⟦gmail:password⟧

delay 10

gmail.login email ♥login pword ♥password search

delay 20

gmail.sendmails to ‴name@company.com‴ subject ‴Permission to post applications on your platform‴ message ‴ Sir,I introduce myself as XYZ. We wish to promote your product in platforms. Kindly fill the google form and wait about 6 hours to around 1 business day to ensure your product advertisements published.(Google Form:

https://docs.google.com/forms/d/e/1FAIpQLSdS6o8mqikXUX1Q7MjLVv8uzP2h-utPtzJzXISuRTt7oJaffA/viewform?usp=sf_link⋘enter⋙Thank You,⋘enter⋙Best Regards⋘enter⋙Team XYZ‴ search

googlesheet.open 13i1DHjxRHyENDTLS-BO2-X8E3JQNXxpRvwRkoW7HECU result ♥id

googlesheet.getvalue C5:C8 result ♥values

dialog ♥values

♥i=1

for ♥i from 1 to 3

 if ♥values⟦♥i⟧=="F"

  ♥i = ♥i + 9

  ♥login = ♥credential⟦facebook:login⟧

  ♥pword = ♥credential⟦facebook:password⟧

  --post

  selenium.open chrome url https://www.facebook.com/?stype=lo&jlou=Afdgr0DRe0cYT8MppLqH4vFkKyFM5A6ZWa7Z7Mco-CslDTHYzmESJZQdHWi7Q--_6h-Oq2uRCoQxkux1pdSTH2b-cmVKT4Aq1tieQGSpK26hJw&smuh=4398&lh=Ac9mPzSsD86Dze6x

  delay 5

  selenium.type ♥login search //*[@id="email"] by xpath

  delay 5

  selenium.type ♥pword search //*[@id="pass"] by xpath

  delay 5

  selenium.click search //*[@id="u_0_b"] by xpath

  delay 15

  selenium.click search //*[@id="mount_0_0"]/div/div[1]/div[1]/div[2]/div[4]/div[1]/div[3]/span/div/i by xpath

  delay 5

  selenium.click search //*[@id="mount_0_0"]/div/div[1]/div[1]/div[2]/div[4]/div[2]/div/div/div[1]/div[1]/div/div/div/div/div/div/div/div[2]/div[1]/div/div[1]/div[1]/div by xpath

  delay 10

keyboard ‴advertising the product for post....‴

selenium.click search //*[@id="facebook"]/body/div[11]/div[1]/div/div[2]/div/div/div/form/div/div[1]/div/div[2]/div[3]/div[2]/div by xpath

--page

delay 15

selenium.click search //*[@id="mount_0_0"]/div/div[1]/div[1]/div[2]/div[4]/div[1]/div[3]/span/div/i by xpath

delay 15

selenium.click search //*[@id="mount_0_0"]/div/div[1]/div[1]/div[2]/div[4]/div[2]/div/div/div[1]/div[1]/div/div/div/div/div/div/div/div[2]/div[4]/a/div[1]/div[1]/div/i by xpath

delay 5

selenium.click search //*[@id="mount_0_0"]/div/div[1]/div[1]/div[3]/div/div/div[1]/div[1]/div[1]/div/div[2]/div[1]/div[2]/div/div/div[1]/div/div[2]/label/div/div by xpath

keyboard ‴Page name‴

delay 5

selenium.click search //*[@id="mount_0_0"]/div/div[1]/div[1]/div[3]/div/div/div[1]/div[1]/div[1]/div/div[2]/div[1]/div[2]/div/div/div[2]/div/div[1]/label/div/div/div/div/div/div by xpath

keyboard ‴Category⋘ENTER⋙‴

delay 5

selenium.click search //*[@id="mount_0_0"]/div/div[1]/div[1]/div[3]/div/div/div[1]/div[1]/div[1]/div/div[2]/div[1]/div[2]/div/div/div[3]/div/div/label/div/div by xpath

keyboard ‴Description‴

delay 5

selenium.click search //*[@id="mount_0_0"]/div/div[1]/div[1]/div[3]/div/div/div[1]/div[1]/div[1]/div/div[3]/div[2]/div/div/div[2] by xpath

--fb advertising

selenium.newtab chrome url https://www.facebook.com/business/ads timeout 10000

delay 10

selenium.click search //*[@id="u_0_g9"]/div[3]/div[1]/div[2]/div by xpath timeout 10000

delay 20

selenium.click search //*[@id="mount_0_0"]/div/div[1]/div[1]/div[3]/div/div/div[1]/div[1]/div[2]/div/div/div/div/div[2]/div[1]/div/div/a/div[1]/div[1]/div by xpath timeout 10000

delay 10

selenium.click search //*[@id="mount_0_0"]/div/div[1]/div[1]/div[4]/div/div/div[1]/div/div[3]/div[2]/div/div/div[3]/div/div[3]/div/div[1]/span[1]/div/div/div/div/div/div[2]/div[1]/div/div/label/div/div by xpath timeout 10000

keyboard ‴⋘enter⋙Hi‴

-run ad continuously

-selenium.click search //*[@id="mount_0_0"]/div/div[1]/div[1]/div[4]/div/div/div[1]/div/div[3]/div[2]/div/div/div[3]/div/div[3]/div/div[1]/div[1]/div/div/span[1]/div/div/div[2]/div/div[2]/div/div[1]/div/div[2]/div/div/i by xpath timeout 10000

-run for n days continuously

-selenium.click search //*[@id="jsc_c_48"] by xpath timeout 10000

-keyboard ‴⋘backspace 2⋙n‴

selenium.click search //*[@id="mount_0_0"]/div/div[1]/div[1]/div[4]/div/div/div[1]/div/div[3]/div[2]/div/div/div[3]/div/div[4]/div/div/div/div/div/div[2]/div by xpath timeout 10000

delay 5

-GST

selenium.click search //*[@id="mount_0_0"]/div/div[1]/div[1]/div[4]/div/div/div[2]/div/div/div[1]/div/div[2]/div/div/div/div/div[1]/div[3]/div/div[1]/div[2]/div[1]/div/div/div/div/div/label/div/div[1] by xpath timeout 10000

keyboard ‴GST‴

delay 5

-PAN

selenium.click search //*[@id="mount_0_0"]/div/div[1]/div[1]/div[4]/div/div/div[2]/div/div/div[1]/div/div[2]/div/div/div/div[1]/div[3]/div/div[1]/div[2]/div[2]/div/div/div/div/div/label/div by xpath timeout 10000

keyboard ‴PAN‴

delay 5

-Business name

selenium.click search //*[@id="mount_0_0"]/div/div[1]/div[1]/div[4]/div/div/div[2]/div/div/div[1]/div/div[2]/div/div/div/div[1]/div[3]/div/div[2]/div[2]/div/div/div/div/div/label/div/div[1] by xpath timeout 10000

keyboard ‴Business name‴

delay 5

-Street address 1

selenium.click search //*[@id="mount_0_0"]/div/div[1]/div[1]/div[4]/div/div/div[2]/div/div/div[1]/div/div[2]/div/div/div/div[1]/div[3]/div/div[3]/div[2]/div[1]/div/div/div/div/div/label/div/div[1] by xpath timeout 10000

keyboard ‴address1‴

delay 5

-Street address 2

selenium.click search //*[@id="mount_0_0"]/div/div[1]/div[1]/div[4]/div/div/div[2]/div/div/div[1]/div/div[2]/div/div/div/div[1]/div[3]/div/div[3]/div[2]/div[2]/div/div/div/div/div/label/div/div by xpath timeout 10000

keyboard ‴address2‴

delay 5

-City

selenium.click search //*[@id="mount_0_0"]/div/div[1]/div[1]/div[4]/div/div/div[2]/div/div/div[1]/div/div[2]/div/div/div/div[1]/div[3]/div/div[3]/div[2]/div[3]/div/div/div/div/div/label/div/div[1] by xpath timeout 10000

keyboard ‴city‴

delay 5

-State

selenium.click search //*[@id="mount_0_0"]/div/div[1]/div[1]/div[4]/div/div/div[2]/div/div/div[1]/div/div[2]/div/div/div/div/div[1]/div[3]/div/div[3]/div[2]/div[4]/div/div/div/div/div/div/label/div/div[1] by xpath timeout 10000

keyboard ‴state‴

delay 5

-Pin code

selenium.click search //*[@id="mount_0_0"]/div/div[1]/div[1]/div[4]/div/div/div[2]/div/div/div[1]/div/div[2]/div/div/div/div/div[1]/div[3]/div/div[3]/div[2]/div[5]/div/div/div/div/div/label/div/div[1] by xpath timeout 10000

keyboard ‴pincode‴

delay 5

-paytm

selenium.click search //*[@id="facebook"]/body/div[5]/div[2]/div/div/div/div/div/div/div[2]/div/div[4] by xpath timeout 10000

delay 5

selenium.click search //*[@id="facebook"]/body/div[5]/div[2]/div/div/div/div/div/div/div[3]/span[2]/div/div[2]/button by xpath timeout 10000

delay 5

selenium.click search //*[@id="AdsPaymentDisclaimerAcceptButton"] by xpath timeout 10000

delay 5

selenium.click search //*[@id="u_a_2"] by xpath timeout 10000

delay 5

selenium.click search //*[@id="app"]/main/div[2]/div[3]/section/div/span[1]/label/input by xpath timeout 10000

delay 5

selenium.click search //*[@id="inp"] by xpath timeout 10000

keyboard ‴number<<<enter>>>‴

selenium.click search //*[@id="facebook"]/body/div[5]/div[2]/div/div/div/div/div/div/div[2]/div/div[4] by xpath timeout 10000

else if ♥values⟦♥i⟧=="L"

♥i = ♥i + 8

♥login = ♥credential⟦linkedin:login⟧

♥pword = ♥credential⟦linkedin:password⟧

selenium.open type chrome url https://www.linkedin.com/login?fromSignIn=true&trk=guest_homepage-basic_nav-header-signin

delay 2

selenium.type text ♥login search //*[@id="username"] by xpath

delay 2

selenium.type text ♥pword search //*[@id="password"] by xpath

delay 2

selenium.click search //*[@id="app__container"]/main/div[2]/form/div[3]/button by xpath

delay 20

selenium.click search //*[@id="ember45"]/div/div[1]/button by xpath

delay 2

keyboard ‴advertising the product....‴

delay 2

selenium.click search //*[@id="ember547"] by xpath

else if ♥values⟦♥i⟧=="I"

♥i = ♥i + 9

-need to have a facebook account to open instagram and which is already connected

appium.open apppackage com.instagram.android appactivity com.instagram.mainactivity.MainActivity

delay 10

appium.click search /hierarchy/android.widget.FrameLayout/android.widget.LinearLayout/android.widget.FrameLayout/android.widget.LinearLayout/android.widget.FrameLayout/android.widget.FrameLayout/android.widget.FrameLayout/android.widget.FrameLayout/android.widget.LinearLayout/android.widget.LinearLayout/android.widget.TextSwitcher by xpath

delay 25

appium.click search //android.widget.ImageView[@content-desc="Camera"] by xpath

delay 8

appium.click search /hierarchy/android.widget.FrameLayout/android.widget.FrameLayout/android.widget.FrameLayout/android.widget.ScrollView/android.widget.LinearLayout/android.widget.LinearLayout/android.widget.LinearLayout[2]/android.widget.Button[1] by xpath

delay 5

appium.click search /hierarchy/android.widget.FrameLayout/android.widget.FrameLayout/android.widget.FrameLayout/android.widget.ScrollView/android.widget.LinearLayout/android.widget.LinearLayout/android.widget.LinearLayout[2]/android.widget.Button[1] by xpath

delay 5

appium.click search /hierarchy/android.widget.FrameLayout/android.widget.FrameLayout/android.widget.FrameLayout/android.widget.ScrollView/android.widget.LinearLayout/android.widget.LinearLayout/android.widget.LinearLayout[2]/android.widget.Button[1] by xpath

delay 5

appium.click search /hierarchy/android.widget.FrameLayout/android.widget.FrameLayout/android.widget.FrameLayout/android.widget.ScrollView/android.widget.LinearLayout/android.widget.LinearLayout/android.widget.LinearLayout[2]/android.widget.Button[1] by xpath

delay 8

appium.click search ‴//android.view.View[@content-desc="Create mode button"]‴ by xpath

delay 5

appium.click search /hierarchy/android.widget.FrameLayout/android.widget.LinearLayout/android.widget.FrameLayout/android.widget.LinearLayout/android.widget.FrameLayout/android.widget.FrameLayout/android.widget.FrameLayout[1]/android.widget.FrameLayout/android.widget.FrameLayout/android.widget.FrameLayout/android.widget.FrameLayout[2]/android.widget.FrameLayout[3]/android.widget.FrameLayout/android.widget.FrameLayout/android.widget.FrameLayout/android.widget.FrameLayout[2] by xpath

delay 5

--advt

keyboard ‴advt about product...‴

appium.button back

delay 2

appium.click search ‴//android.widget.ImageView[@content-desc="Save to Device"]‴ by xpath

delay 15

appium.button back

delay 5

appium.click search /hierarchy/android.widget.FrameLayout/android.widget.FrameLayout/android.widget.FrameLayout/android.widget.FrameLayout/android.widget.LinearLayout/android.widget.FrameLayout[1]/android.widget.TextView by xpath

delay 5

appium.button back

delay 5

appium.click search //android.widget.FrameLayout[@content-desc="Camera"] by xpath

delay 5

appium.click search //android.widget.TextView[@content-desc="Next"] by xpath

delay 5

appium.click search //android.widget.TextView[@content-desc="Next"] by xpath

delay 5

appium.click search /hierarchy/android.widget.FrameLayout/android.widget.LinearLayout/android.widget.Frame

```
Layout/android.widget.LinearLayout/android.widget.FrameLayout/android.widget.FrameLay
out/android.widget.FrameLayout[1]/android.view.ViewGroup/android.widget.ScrollView/an
droid.widget.LinearLayout/android.widget.LinearLayout[1]/android.widget.FrameLayout[1]/
android.widget.LinearLayout/android.widget.EditText by xpath
    delay 5
    -caption
    keyboard ‴caption‴
    delay 5
    appium.click search //android.widget.TextView[@content-desc="Next"] by xpath
   else
    break
  end
end
```

NOTES:

- The above code will create a post on the platform specified by the customer in the google docs.
- If **Facebook** platform is chosen, then the customer need to give further details for creating a page and advertising the product given as a paragraph option in Google forms.