

Ghostart Overview

Ghostart is an evolution of the **Employee Advocacy Accelerator** project, designed to help users create, optimize, and share LinkedIn content while tracking their engagement and improving their personal branding.

The platform is structured around **AI-driven exercises, content creation, brand content management, and LinkedIn analytics**, with seamless integrations to **Supabase (database & authentication)**, **OpenAI (content generation)**, **LinkedIn API (posting & tracking)**, and **Stripe (monetization)**.

Platform Structure

1. Post Writing (Landing Page)

The **post-writing section** is the primary interface users see when they log in. It allows them to draft, generate, and preview LinkedIn posts while pulling in audience insights and brand content.

User Interface

- **Right Side (Preview Panel)**

- Displays a **live preview** of how the LinkedIn post will appear.
- If the user hasn't linked their LinkedIn profile, a **prompt** appears to connect their account.
- **Actions available:** Post to LinkedIn, schedule the post, save as a draft.

- **Left Side (Post Drafting)**

- Users **draft their post** in a text box.
- AI-powered **dropdown options** to customize content:
 - **Choose Audience** → Filters based on Primary, Secondary, Tertiary, All, or General audiences.
 - If users haven't completed audience exercises, defaults to "General" with a prompt to complete the exercise.
 - **Choose Post Type** → Sales post, engagement post, etc. (defined by the superadmin).
 - **Choose Template** → Users select predefined content structures (e.g., "Lessons Learned", "Top 10", etc.).
 - **Brainstorm Hooks** → AI generates **10 different hooks**; users can select one to insert at the top of the post.

Sandpit Column (Left Sidebar - Collapsible)

This section contains additional **content inspiration and tools**:

- **Brand Content (for users in brand teams only)** → Users can view brand-approved posts/assets and create AI-personalized drafts.
- **Ideas Bank** → Users can save and retrieve post ideas (notes, screenshots, website snippets).
- **Generate Ideas** → AI suggests post ideas based on user input or past engagement data.
- **Content Calendar** → Users can schedule drafted posts directly.

AI-Driven Enhancements

- **Post Personalization**: AI generates posts based on **stored user data** (target audience, goals, industry, role).
 - If no data is available → Prompts the user to complete exercises.
 - If partial data is available → Warns users that more exercises improve personalization.
- **Post Resharing (Brand Content & Assets)**:
 - If resharing a LinkedIn post, AI drafts a **personalized commentary**.
 - If sharing an asset (image/PDF), AI drafts a **customized caption**.
- **“Beige-ometer” Score (Post Quality Indicator)**:
 - Rates posts from **“Beige” (generic)** to **“Green” (engaging & personalized)**.
 - Factors in **personalization, storytelling, audience alignment**.
- **Improvement Suggestions**:
 - Displays **“Why This Post Works” + “How to Improve It.”**
 - Users can request AI to **rewrite the post** with improvements.

Content Performance Tracking

- **Tracks LinkedIn API engagement data** (impressions, likes, shares, comments).
 - **AI-driven recommendations** → **“Your last post on X performed 10% better, why not write something similar?”**
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2. Content Calendar

- **Monthly/Weekly/Daily View** → Users can see scheduled content at a glance.
 - **Drag & Drop Scheduling** → Easily move posts to different dates/times.
 - **Edit & Delete** → Users can modify, reschedule, or remove drafts.
 - **Post History & Analytics** → Previously published posts appear with performance metrics (color-coded: Red = Poor, Orange = Average, Green = High Engagement).
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3. Training Hub

Ghostart features a Thinkific-style training bank with courses on content strategy, LinkedIn engagement, and personal branding.

- **Courses Include:**
 - **Video modules**
 - **Text guides**
 - **AI-powered exercises (integrated with the system)**
- **Smart Course Progression:**
 - **Exercises completed in training are recognized system-wide.**
 - **Users are prompted to continue unfinished training modules.**
 - **If a user hasn't been posting regularly, the system suggests training on consistency.**

4. AI-Powered Exercises

- Users complete structured **AI-driven exercises** to personalize their content.
- Data captured from exercises **feeds into post personalisation**.
- Exercises cover:
 - **Audience definition**
 - **Tone & style analysis**
 - **Content themes & industry insights**
 - **Seamless Integration with Training:**
 - Exercises appear in training modules **AND** the “Post Writing” section.
 - If an exercise has been completed elsewhere, it doesn’t prompt again.

5. AI-Personalized Content

AI Content Packs



- Users can **purchase** AI-generated **LinkedIn posts, email templates, or social media prompts**.
- AI content is **personalized based on stored user data**.
- If the user hasn’t completed exercises, they receive **generic templates** with prompts to **complete exercises for better results**.

Monetization Model

- **One-time purchases** (€49–€199 per pack).

- **Subscription options** (€49–€299/month for continuous AI-generated content).
- **Stripe Integration** for seamless payments.

Workflow

1. User selects a **content pack**.
 2. System checks stored **exercise data**.
 -  If data exists → AI generates **personalized** content.
 -  If not → AI provides **generic templates + prompts** user to complete exercises.
 3. AI **delivers content** via dashboard & email.
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6. Dashboard

- **User Progress Overview** → Training completed, exercises done, LinkedIn engagement stats.
 - **30-Day Post Performance Summary** → Impressions, engagement, comments.
 - **Content Insights** → AI recommendations based on **successful past posts**.
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7. User Settings

- **Profile customization** → Name, email, profile image.
- **LinkedIn integration** → Connect/disconnect LinkedIn account.
- **Company & job role settings**.

Backend & Technical Overview

- **Tech Stack:**

- **Frontend:** Next.js (Vercel)

- **Backend:** Supabase (DB & Auth)

- **AI Tools:** OpenAI API

- **Payments:** Stripe

- **Hosting & Security:**

- Cloudflare (DDoS protection)

- Environment Variables for secrets

- **Key Integrations:**

- **LinkedIn API:**

- OAuth-based login

- Post-sharing & analytics retrieval

- **Supabase:**

- Row-Level Security (RLS) to ensure users only see their data

- Automated database updates with AI tools

- **OpenAI:**

- AI-driven content generation, hooks, and improvements

- **Stripe:**

- Payment processing for AI tools & subscriptions

