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Name	Last commit message	Last commit date
..	Add python top-level directory	last week
demo_html	Add python top-level directory	last week
deployment	Add python top-level directory	last week
eval	Update marketing-agency for ADK 1.0	5 days ago
marketing_agency	Add python top-level directory	last week
tests	Update marketing-agency for ADK 1.0	5 days ago
.env.example	Add python top-level directory	last week
README.md	Update agent README files to use python directory	last week
marketing-agency.png	Add python top-level directory	last week
pyproject.toml	Update marketing-agency for ADK 1.0	5 days ago

README.md

Marketing Agency 营销机构

Overview 概述

This AI-powered assistant is engineered to enhance the capabilities of creative agencies when launching new websites or products. The process commences with an intelligent agent that guides users in selecting an optimal DNS domain, ensuring it aligns perfectly with the website's subject matter or the product's identity. Following this foundational step, another specialized agent takes over to facilitate the comprehensive creation of the entire website. Subsequently, a dedicated agent is deployed to generate a full suite of marketing materials. The workflow culminates with an agent focused on designing distinctive logos that are thematically consistent with the project's core topic. This multi-agent system aims to streamline and augment the creative output of the agency across the entire launch lifecycle.

这款人工智能助手旨在提升创意机构发布新网站或新产品的能。流程始于一个智能代理，它会引导用户选择最佳的 DNS 域名，确保其与网站主题或产品特性完美契合。在此基础步骤之后，另一位专业代理将接手，协助完成整个网站的全面创建。随后，将部署一位专属代理，负责生成全套营销材料。工作流程的最终阶段，将由一位代理专注于设计与项目核心主题相符的独特标识。这套多代理系统旨在简化并增强机构在整个发布生命周期中的创意产出。

Agent Details 代理商详情

The key features of the Marketing Agency include:

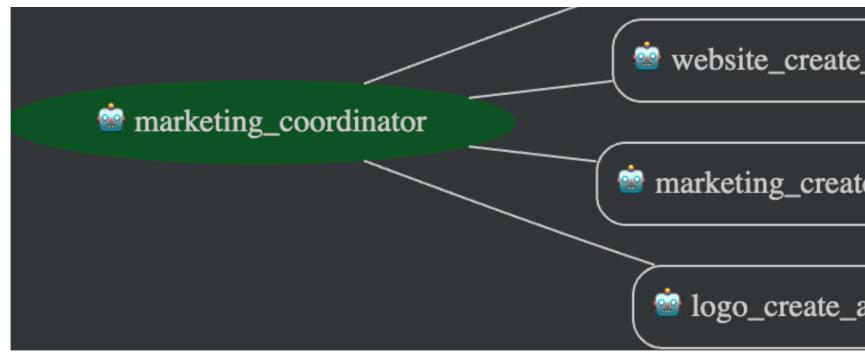
营销机构的主要特点包括：

Feature 特征	Description 描述
Interaction Type 交互类型	Conversational 对话式
Complexity 复杂	Medium 中等的
Agent Type 代理类型	Multi Agent 多代理
Components 成分	Tools: built-in Google Search 工具：内置 Google 搜索
Vertical 垂直的	Marketing 营销

Agent architecture: 代理架构:

This diagram shows the detailed architecture of the agents and tools used to implement this workflow.

该图显示了用于实现此工作流程的代理和工具的详细架构。



Setup and Installation 设置和安装

1. Prerequisites 先决条件

- Python 3.11+
- Poetry 诗
 - For dependency management and packaging. Please follow the instructions on the official [Poetry website](#) for installation.
用于依赖项管理和打包。请遵循 官方说明 [诗歌网站](#)安装。

```
pip install poetry
```
- A project on Google Cloud Platform
Google Cloud Platform 上的一个项目
- Google Cloud CLI
 - For installation, please follow the instruction on the official [Google Cloud website](#).
安装请按照官方说明进行 [Google Cloud 网站](#)。

2. Installation 安装

```
# Clone this repository.
git clone https://github.com/google/adk-samples.git
cd adk-samples/python/agents/marketing_agency
# Install the package and dependencies.
poetry install
```

3. Configuration 配置

- Set up Google Cloud credentials.
设置 Google Cloud 凭据。
 - You may set the following environment variables in your shell, or in a `.env` file instead.
您可以在 shell 中或 `.env` 文件中设置以下环境变量。

```
export GOOGLE_GENAI_USE_VERTEXAI=true
export GOOGLE_CLOUD_PROJECT=<your-project-id>
export GOOGLE_CLOUD_LOCATION=<your-project-location>
export GOOGLE_CLOUD_STORAGE_BUCKET=<your-storage-bucket> # Only required for deployment on Agent Engine
```

- Authenticate your GCloud account.
验证您的 GCloud 帐户。

```
gcloud auth application-default login
gcloud auth application-default set-quota-project $GOOGLE_CLOUD_PROJECT
```

Running the Agent 运行代理

Using `adk`

使用 `adk`

ADK provides convenient ways to bring up agents locally and interact with them. You may talk to the agent using the CLI:
ADK 提供了便捷的方式在本地启动代理并与其交互。您可以使用 CLI 与代理对话：

```
adk run marketing_agency
```

Or on a web interface:

或者在 Web 界面上：

adk web



The command `adk web` will start a web server on your machine and print the URL. You may open the URL, select "marketing_agency" in the top-left drop-down menu, and a chatbot interface will appear on the right. The conversation is initially blank. Here are some example requests you may ask the Marketing Agency to verify:

命令 `adk web` 将在您的计算机上启动 Web 服务器并打印 URL。您可以打开该 URL，在左上角的下拉菜单中选择“marketing_agency”，右侧将出现一个聊天机器人界面。对话最初为空白。以下是您可以要求营销代理验证的一些示例请求：

who are you



Sampled responses of these requests are shown below in the [Example Interaction](#) section.

这些请求的样本响应显示在下面的[示例交互](#)部分中。

I am a marketing expert, and my goal is to help you establish a powerful online presence and connect effectively wi

What keywords are relevant to your brand? I'll use them to suggest some domain names.



Example Interaction 交互示例

Below is an example interaction with the Marketing Agency. Note that the exact output of the agent may be different every time.

以下是与营销代理机构互动的示例。请注意，代理机构的具体输出每次可能有所不同。

user: who are you



I am a marketing expert, and my goal is to help you establish a powerful online presence and connect effectively wi
help me to find the perfect domain

Okay, I can help with that! To start, please tell me some keywords relevant to your brand. For example, if you're s
user: i want to sell cakes organic cakes

Great! I'll use "organic" and "cakes" as keywords to find some domain name options for you.

domain_create_agent tool reported: {'result': '1. PureOrganicBakes.com\n2. EarthlyCakes.com\n3. Organocake.com\n4.

Here are some available domain names based on your keywords:

PureOrganicBakes.com

EarthlyCakes.com

Organocake.com

FarmFreshCakes.com

ArtisanOrganicCakes.com

SimplyOrganicCakes.com

TrueOrganicBaking.com

GoldenOrganicCakes.com

BloomOrganicCakes.com

PetalOrganicCakes.com

Please review this list and let me know which domain name you'd like to choose.

user: let's go go 9 i love it

Excellent choice! "BloomOrganicCakes.com" sounds lovely.

Next, we'll move on to crafting a professional website for your chosen domain.

website_create_agent tool reported: {'result': 'To proceed with website creation, please obtain the following missi

Before we can create the website, I need a little more information:

Brand/Project Name: Should we use "Bloom Organic Cakes" (derived from your domain) as the brand name displayed on t
Primary Goal/Purpose of the Website: What is the main thing you want your website to achieve? For example, is it to
Key services, products, or information to be featured: What are the most important things you want to highlight on
Once I have these details, I can instruct the website creation tool.

The Brand is "Antonio's perfect cakes" the primary target is young generation for 20 years old and i need an image

Okay, thank you for that information! So the brand name is "Antonio's perfect cakes," and the website should target

We'll use the domain "BloomOrganicCakes.com" as you selected earlier.

user: show me the answer detailed

website_create_agent tool reported: {'result': 'Okay, I will now generate the HTML, CSS, and JavaScript for the "An
html\n<!DOCTYPE html>\n<html lang="en">\n<head>\n<meta charset="UTF-8">\n<meta name="viewport" content="width=dev
\n\n---\ngallery.html\n

html\n<!DOCTYPE html>\n<html lang="en">\n<head>\n<meta charset="UTF-8">\n<meta name="viewport" content="width=dev
\n\n---\nshop.html (Our Cakes / Shopping Gallery)\n

html\n<!DOCTYPE html>\n<html lang="en">\n<head>\n<meta charset="UTF-8">\n<meta name="viewport" content="width=dev



\n\n---\nabout.html\n

html\n<!DOCTYPE html>\n<html lang="en">\n<head>\n <meta charset="UTF-8">\n <meta name="viewport" content="width=device-width, initial-scale=1.0">\n <title>BloomOrganicCakes.com - About Us</title>\n</head>\n<body>\n <h1>About Us</h1>\n <p>We are a small, family-owned business based in Europe. Our mission is to provide delicious, organic cakes that are perfect for every occasion. We believe in using only the finest ingredients and craftsmanship to create mouthwatering treats that are both healthy and indulgent. Our cakes are perfect for birthdays, anniversaries, and special occasions. We offer a variety of flavors and styles, including traditional cakes, cupcakes, and cookies. We also offer custom orders for special events. Our website is designed to be user-friendly and easy to navigate. We hope you'll enjoy our cakes and our website!

contact.html\n

html\n<!DOCTYPE html>\n<html lang="en">\n<head>\n <meta charset="UTF-8">\n <meta name="viewport" content="width=device-width, initial-scale=1.0">\n <title>BloomOrganicCakes.com - Contact Us</title>\n</head>\n<body>\n <h1>Contact Us</h1>\n <p>We would love to hear from you! Please fill out the form below to get in touch with us. We'll respond as soon as possible.\n <form>\n <label>Name:</label>\n <input type="text" name="name">\n <label>Email:</label>\n <input type="email" name="email">\n <label>Message:</label>\n <input type="text" name="message">\n </form>\n <p>Thank you for reaching out to us! We'll get back to you as soon as possible.\n </p>\n</body>\n</html>

user: ok perfect next step is?

Great! The website structure is ready.

The next step is to strategize your online marketing campaigns for "BloomOrganicCakes.com". This will help you reach your target audience and drive sales. I have some questions for you:

Before we can create a marketing strategy, I need a bit more information about "Antonio's perfect cakes" and your goals:

Product/Service Details:

What are the key features and benefits of your organic cakes? For example, do you use specific organic ingredients, or unique processes? What is your Unique Selling Proposition (USP)? What makes "Antonio's perfect cakes" different from other organic cake makers?

What are the main goals for your online marketing campaign? For example, do you want to "Increase brand awareness" or "Drive sales"? What is your Target Audience Profile (more details for "young audience, around 20 years old")?

Demographics: What's the specific age range (e.g., 18-24)? Is there a particular gender distribution? What's the primary occupation? Psychographics: What's their lifestyle like (e.g., students, health-conscious, foodies, environmentally aware)? Where do they spend their time (online and offline, beyond social media)? For example, are there specific apps, forums, or websites they frequent? Once I have these details, I can help craft a more effective marketing strategy.

user: key benefit is to have fresh ingredients and people are located in Europe, lifestyle is nomadic

Okay, "fresh ingredients" is a great benefit, and knowing the target audience is "nomadic" and located in "Europe" helps. Let's feed this updated information to the marketing strategy tool.

Key Highlights of the Strategy:

Understanding Your Brief: Confirms your brand, product (organic cakes with fresh ingredients), goal (increase audience engagement), and target audience (European nomads).

Target Audience Personas: Creates two detailed personas ("Elena, the Digital Explorer" and "Marco, the Creative Freelancer").

Foundational Analysis:

USP: Suggests a Unique Selling Proposition: "Antonio's perfect cakes: Indulge in handcrafted organic goodness, delivered straight to your door."

SWOT Analysis: Outlines potential Strengths (organic, fresh, artisanal), Weaknesses (delivery logistics, new brand), Opportunities (expansion), and Threats (competition).

Core Marketing Strategy:

Approach: Content Marketing & Community Building, supported by Influencer Marketing.

Core Message: "Antonio's perfect cakes: Deliciously organic, consciously crafted. Your perfect moment of indulgence starts here."

Positioning: The premier choice for young, discerning European nomads.

Strategic Pillars: Conscious Indulgence, Nomad Lifestyle Integration, Authentic Craftsmanship, Community & Connectivity.

Brand Voice: Friendly, Authentic, Vibrant, Warm, Conscious.

Recommended Marketing Channels & Tactics:

Instagram (Primary): Visually stunning content, Reels, User-Generated Content (UGC) campaigns, influencer collaborations.

TikTok (Secondary): Short, trendy videos, authentic storytelling, creator collaborations.

Content Marketing (Blog on BloomOrganicCakes.com): SEO-optimized posts (e.g., "A Nomad's Guide to Mindful Indulgence").

Email Marketing: Lead magnet (e.g., discount, guide), newsletter with updates and nomad tips.

Partnerships: With co-working/co-living spaces, complementary nomad-focused brands, and engagement in online nomad communities.

Addressing Logistics: Emphasizes the need to clearly communicate how and where nomads can get the cakes (delivery options).

Content Strategy Outline:

Themes: Awareness (joy of organic, travel/food culture), Consideration (how cakes enhance nomad life, ingredient sourcing).

Formats: Visuals (Instagram, TikTok), Written (blog, email), Community-focused (UGC, Q&As).

Distribution: Cross-platform, hashtags, active engagement, boosted posts, influencer networks.

Implementation & Measurement Guidance:

Phased Approach (First 3-6 Months):

Months 1-2: Foundation & Initial Content Launch (setup profiles, content calendar, blog, email list, research influencers).

Months 3-4: Engagement & Early Campaigns (launch influencer collabs, UGC campaign, start modest ads, community engagement).

Months 5-6: Optimization & Scaling (analyze data, expand collaborations, develop more in-depth content).

KPIs: Social media growth & engagement, website traffic, brand mentions, UGC, email list metrics.

Monitoring: Regular review of analytics, A/B testing, audience feedback.

Budgetary Considerations: Offers advice for low, medium, and high budgets, recommending a start with organic ingredients.

Next Steps & Disclaimer:

Crucial Next Steps: Clarify delivery logistics, ensure strong brand assets, develop a content calendar, set up tool integrations.

Disclaimer: This is a strategic outline; detailed execution and ongoing adaptation are needed.

This is a very solid plan! The emphasis on integrating with the nomadic lifestyle and the clear, actionable steps are great.

What are your thoughts on this strategy? Are you ready to move to the next step, which is designing a memorable logo?

user: yes please

Excellent! Let's get a memorable logo designed for "Antonio's perfect cakes," associated with your domain "BloomOrganicCakes.com".

image

logo_create_agent tool reported: {'result': "OK. I've created a logo for \"Antonio's perfect cakes\" and saved it as Antonio's Perfect Cakes Logo.png. Please take a look and let me know what you think!"}

Please take a look and let me know what you think!

Once you're happy with the logo, our final step will be to create some engaging short videos.

user: can you create a different one

Running Tests 运行测试

For running tests and evaluation, install the extra dependencies:

为了运行测试和评估, 请安装额外的依赖项:

```
poetry install --with dev
```



Then the tests and evaluation can be run from the `marketing_agency` directory using the `pytest` module:

然后可以使用 `pytest` 模块从 `marketing_agency` 目录运行测试和评估:

```
python3 -m pytest tests  
python3 -m pytest eval
```



`tests` runs the agent on a sample request, and makes sure that every component is functional. `eval` is a demonstration of how to evaluate the agent, using the `AgentEvaluator` in ADK. It sends a couple requests to the agent and expects that the agent's responses match a pre-defined response reasonably well.

`tests` 在示例请求上运行代理, 并确保每个组件都正常运行。`eval` 了如何使用 ADK 中的 `AgentEvaluator`。它向代理发送几个请求, 并期望代理的响应与预定义的响应合理匹配。

Deployment 部署

The Marketing Agency can be deployed to Vertex AI Agent Engine using the following commands:

可以使用以下命令将营销机构部署到 Vertex AI Agent Engine:

```
poetry install --with deployment  
python3 deployment/deploy.py --create
```



When the deployment finishes, it will print a line like this:

部署完成后, 它将打印如下一行:

```
Created remote agent: projects/<PROJECT_NUMBER>/locations/<PROJECT_LOCATION>/reasoningEngines/<AGENT_ENGINE_ID>
```



If you forgot the `AGENT_ENGINE_ID`, you can list existing agents using:

如果您忘记了 `AGENT_ENGINE_ID`, 您可以使用以下方式列出现有代理:

```
python3 deployment/deploy.py --list
```



The output will be like:

输出如下:

```
All remote agents:
```

```
123456789 ("marketing_agency")  
- Create time: 2025-05-12 12:45:36.342561+00:00  
- Update time: 2025-05-12 12:47:01.453252+00:00
```



You may interact with the deployed agent programmatically in Python:

您可以使用 Python 以编程方式与已部署的代理进行交互:

You may interact with the deployed agent using the `test_deployment.py` script

您可以使用 `test_deployment.py` 脚本与已部署的代理进行交互

```
$ export USER_ID=<any string>  
$ python3 deployment/test_deployment.py --resource_id=${AGENT_ENGINE_ID} --user_id=${USER_ID}  
Found agent with resource ID: ...  
Created session for user ID: ...  
Type 'quit' to exit.  
Input: Hello. What can you do for me?
```



To delete the deployed agent, you may run the following command:

要删除已部署的代理, 您可以运行以下命令:

```
python3 deployment/deploy.py --delete --resource_id=${AGENT_ENGINE_ID}
```



Customization 定制

The Marketing Agency platform is designed with inherent flexibility, allowing for significant customization to align precisely with your unique operational requirements and marketing objectives. Its core capabilities can be substantially enhanced through targeted upgrades, for instance:

营销代理平台设计灵活, 支持高度定制, 精准契合您独特的运营需求和营销目标。其核心功能可通过有针对性的升级大幅增强, 例如:

1. Upgrade DNS Suggestion with Real-time Availability Checks: The current DNS suggestion feature, while helpful, can be significantly improved by integrating real-time availability checks. This enhancement would ensure that any proposed domain names are instantly verified against existing registrations, eliminating the frustration of suggesting unavailable options. By providing immediate feedback on domain availability, the platform streamlines the website creation process, accelerates decision-making for clients, and enhances the overall efficiency of launching new online presences.

通过实时可用性检查升级 DNS 建议：当前的 DNS 建议功能虽然实用，但集成实时可用性检查功能可以显著提升其性能。此项增强功能将确保所有推荐的域名都能立即与现有注册信息进行比对，从而消除推荐不可用域名所带来的困扰。通过即时反馈域名可用性，该平台简化了网站创建流程，加快了客户的决策速度，并提升了新网站上线的整体效率。

2. Implement Persistent Website Artifact Storage for Version Control and Archiving: To provide greater control, accountability, and flexibility, functionality can be added to save any generated website as a persistent digital artifact. This means the complete website structure, content, and assets would be securely stored and retrievable. This capability is crucial for enabling robust version control, allowing users to track changes over time, revert to previous iterations if needed, and maintain a clear history of development. Furthermore, it provides essential backup and archiving for future reference, auditing, or potential reuse, ensuring that valuable creative work is never lost.

实现网站内容的持久化存储，用于版本控制和归档：为了提供更强大的控制力、可追溯性和灵活性，可以添加将任何生成的网站保存为持久化数字内容的功能。这意味着完整的网站结构、内容和资产将得到安全存储和检索。此功能对于实现强大的版本控制至关重要，它允许用户跟踪随时间推移的变更，在需要时恢复到之前的迭代，并维护清晰的开发历史记录。此外，它还提供必要的备份和归档功能，以供将来参考、审计或潜在的重复使用，确保宝贵的创意成果永不丢失。

3. Expand Media Creation Tools with Integrated Video Production (e.g., Veo Integration): To broaden the scope of marketing materials the platform can generate, the existing media creation tools can be significantly expanded to include video production capabilities. By integrating services like Veo, the agency would gain the ability to efficiently produce high-quality, short promotional videos, social media clips, or explainer content. This diversification into video marketing is critical in today's digital landscape, enabling the creation of more engaging, dynamic, and versatile marketing assets that can be utilized across various channels, from social media campaigns to website embeds, thereby greatly enhancing client reach and engagement.

通过集成视频制作（例如 Veo 集成）扩展媒体创作工具：为了扩大平台可生成的营销素材范围，现有的媒体创作工具可以显著扩展，包含视频制作功能。通过集成 Veo 等服务，该机构将能够高效地制作高质量的简短宣传视频、社交媒体短片或解说内容。在当今的数字环境中，这种视频营销的多元化至关重要，它能够创建更具吸引力、更具活力、用途更广泛的营销资产，并可在从社交媒体活动到网站嵌入等各种渠道中使用，从而显著提升客户覆盖面和参与度。