

Create a system/program that will increase our sales. Identify and utilize ai. tools capable of identifying customers located in the United States using or searching for our company products based on (competitor customers, event participants, our company customer history, individual search history, athlete forum users, etc..). Auto generate contact with those potential customers identified using ai. generated emails, texts, videos, chat forum inputs and social media - to generate sales. We will pay subscription costs for the ai. platforms used and the actual costs for any approved ads ie. Facebook, Instagram, etc. We are an established company(s) (2016) with established products in the cycling, triathlon and running business. We sell direct to consumer through two Shopify websites and currently do not utilize salespersons. We have been mildly successful selling through founder interactions with athletic forums, product reviews, interviews, articles and word of mouth from satisfied customers. The successful entity/person knows how to use all the new ai. tools and platforms, set up a virtual marketing department and using those tools - generate sales for our company.

### **Skills Required**

Python

Artificial Intelligence

Full Stack Development

AI (Artificial Intelligence) HW/SW

Automation

AI Chatbot Development

AI Content Creation

AI Development

AI Agents

Chat with client

Hi, Dan hope you are doing great

6:09 PM

let me know if you are available for chat

6:09 PM

D

Dan K.@DKennison

Please let me know what tools you would use, is the final system stand alone so we manage it, what is the direct costs for the tools I would need to purchase etc.. What would your fees be to set it all up and make sure its working correctly.

6:10 PM

I will use Clay and [Apollo.io](https://www.apollo.io) for prospect identification, Phantombuster for competitor and forum data scraping, and Openai api for generating outreach content (emails, DMs, ad copy). For automation, n8n or Zapier will tie it all together from sourcing to sending to tracking conversions inside Shopify. Yes, the system will be stand-alone. You'll own it, manage it, and won't depend on me once it's deployed. Tool costs will run around \$150-\$200 per month total, depending on data volume and automation

Dan K.@DKennison

How much time will I need to manage it once its set up?

6:17 PM

You will only spend around 15/20 minutes a week checking reports or approving new campaign template

6:18 PM

D

Dan K.@DKennison

Ok thank you. Let me look up the tools you are suggesting so I get familiar. I think your fees are reasonable - I just want to understand everything.

6:19 PM

es you can take your time and if you feel like i am missing something i am here for next 6 hours,

6:20 PM

D

Dan K.@DKennison

Ok it's Saturday morning here. I'll get back to you tomorrow.

6:21 PM

sure

6:21 PM

D

Dan K.@DKennison

I have the basic idea from looking at the tool descriptions. Two questions: Do any of the tools “follow” a potential customer that has looked at our store but did not purchase when they browse social media (like an ad on Facebook to remind them)? Do any of these tools help get our name out when a someone searches our company name; maybe even if they spell it wrong?

11:55 PM

Oct 19, 2025

Good questions are you already running meta pixel or google tag manager on both Shopify sites? Because that decides how deep we can track and retarget people who bounced without buying. if you have got those set up, then yes I can configure retargeting ads that “follow” users across facebook, instagram, and even youtube. The ai system will identify when a lead drops off and automatically push them into those ad audiences. as for misspellings or brand searches thats handled through ai driven search monitoring and keyword auto claiming. Basically, when someone searches your brand or a close variation, the system ensures your ads or posts show up in front of them again. do you currently have admin access to your Meta Business Suite and Google Ads accounts? Because if I am going to build proper retargeting and brand protection, I will need that connected from day one. If your meta pixel or google tag manager isn’t already installed or configured properly, that’s my first concern without accurate tracking data, we’d just be guessing who to follow

12:00 AM

D

Dan K.@DKennison

I don't know if I have them or not. My skills and knowledge are very limited. I do have admin access to both my websites and a google YouTube channel.

12:03 AM

That’s fine,As long as you have got admin access to both Shopify sites, I can handle the rest. I will check whats connected,

12:04 AM

D

12:05 AM

I’ll just need temporary access to your Shopify backend

12:05 AM

D

Dan K.@DKennison

No problem I have done that in the past with help with setting some things up.

12:05 AM

What are the time lines to set everything up and how would you want to set up payment milestones?

12:06 AM

Dan K.

@DKennison

No problem I have done that in the past with help with setting some things up.

Before you lock it in, let me get a bit more clarity are both shopify sites running under the same business brand, or do they target different segments? do you have any existing customer list exports names, emails, past orders, etc.? lastly, are you fine with using your google account for api connections, or would you prefer I set up separate service accounts for privacy and access control?

12:10 AM

D

Dan K.@DKennison

Yes I have been in business since 2018. I have a lot of customer information as well as email lists related to the customers (teams, coaches, bike fitters etc..) I can identify competitors websites as well as forums and sites that have a lot of traffic with potential customers. I have about 2000 followers on one Facebook account and a few hundred on the other. Both sites go after the same customers they are just different product categories. There are some article, interviews and reviews published by third parties already.

12:13 AM

I have a few YouTube videos

12:14 AM

[www.premierbike.com](http://www.premierbike.com) and [www.positiononesports.com](http://www.positiononesports.com)

12:15 AM

<https://www.facebook.com/TRIPremierBike>

12:16 AM

<https://www.facebook.com/positiononegear>

12:17 AM

And then I have 1,750 followers on my personal page but they are all customers

12:18 AM

Yes we can use my google account - I have basically blended both companies and myself personally with both companies.

12:20 AM

Both [premierbike.com](http://premierbike.com) and [positiononesports.com](http://positiononesports.com) are in the same niche, But heres the first red flag if your shopify stores don't have meta pixel, google analytics 4, or tag manager already integrated, we are blind to visitor behavior. what is possible here is: Smart retargeting via Meta + Google. AI-sourced lead scraping from public competitor platforms. Automated outreach on verified datasets (email, social, SMS). Whats not possible is crossplatform user tracking tied to private data sources thats locked down by US privacy laws.

12:24 AM

D

Dan K.@DKennison

Ok - well we would need to see. Do you want to revise your quote in the event the stores do not have meta pixel, google analytics 4, or tag manager already integrated.

12:27 AM

The current quote if they do and an additional fee if they don't?

12:27 AM

If those tools are not installed, I will handle it as part of setup. It just adds an hour or two of work,. The only thing that might add cost later is if you decide to build multi domain analytics (separate Shopify properties feeding into one shared reporting dashboard).

12:29 AM

D

Dan K. @DKennison

Ok - that's good. I don't foresee feeding into one shared reporting dashboard but I'm glad you addresses that. Is there a way to just keep both brands and combine the sites? Like two sections in one site to make it easier.

12:31 AM

Someone searches Premierbike and they go to one section and search for Position one they go to the other?

12:32 AM

I really don't need two sites for any reason.

shopify doesn't handle multi-brand setups cleanly unless you're on shopify plus, and even then, it gets messy with separate inventories, seo, and analytics. it can be done with workarounds custom subdomains, shared backend, and distinct collections but it's rarely worth the headache unless both brands are merging permanently. You'd lose independent seo authority and social integrations tied to each domain. If the goal is just to simplify management, I can give you a unified admin dashboard that controls both stores without merging them far cleaner, no disruption, and all automation still works across both brands.

12:35 AM

Dan K.

@DKennison

Someone searches Premierbike and they go to one section and search for Position one they go to the other?

We can run both under one primary domain

12:36 AM

D

Dan K. @DKennison

Ok - how do you want to handle the milestones and payments?

12:36 AM

I need to leave so I will check back