

AI-Powered Marketing Team with CrewAI Agents



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AI-Powered Marketing Team with CrewAI Agents

Leveraging Crew AI with AI/ML
capabilities of DataRobot

Agenda

- **Problem Statement**
- **Business Value**
- **Agents & Responsibilities**
- **System Architecture & Workflow**
- **What's More**
- **Next Steps**

Problem Statement

Small and Medium Enterprises (SMEs) builds great products but fail to sell big – because they can't afford strong marketing team

- SMEs can't afford heavy marketing investments.
- Lack of structured marketing leads to weak brand presence.
- Inconsistent communication reduces customer trust.
- Result: low sales despite having excellent products and delivery.

Business Value

Affordable, structured marketing that builds brands and boost sales.

- Provides expert marketing support for budget-conscious SMEs.
- Consistent brand presence across channels.
- SEO-optimized content to reach more customers.
- Builds credibility and trust with customers.
- Turns strong branding into measurable sales growth.

Agents

Marketing Team Members

- **Marketing Head**
- **Content Writer Social Media**
- **Content Writer Blogs**
- **SEO Specialist**

Tasks

Tasks for Marketing Team Members

- **Market Research**
- **Marketing Strategy**
- **Content Calendar**
- **Post Drafts**
- **Scripts for Reels/Shorts**
- **Content Research Blogs**
- **Draft Blogs**
- **SEO Optimization**

System Architecture & Workflow



Market Research

Role of Marketing Head

- **Identify Trends.**
- **Opportunities and Challenges.**
- **Customer Needs and Market Dynamics.**
- **Competitive Strategies.**

Marketing Strategy

Role of Marketing Head

- Target audience Segmentation.
- Posting and Messaging on Marketing Channels.
- Optimum Budget Utilization
- SEO Specialist

Content Calendar

Role of Marketing Head and Content Writer Social Media

- **Schedule for publish.**

Post Drafts

Role of Content Writer Social Media

- Engaging
- Brand voice
- Optimized
- LinkedIn, Twitter, Instagram

Scripts for Reels/Shorts

Role of Content Writer Social Media

- Instagram Reels
- LinkedIn Shorts
- Engaging and concise
- Tailored to target

Content Research Blogs

Role of Content Writer Blogs

- **Keyword analysis**
- **Competitor blogs**
- **Industry trends**
- **Suggest blogs**

Draft blogs

Role of Content Writer Blogs

- Engaging
- Well structured
- Ready for review
- SEO Optimized

SEO Optimization

Role of SEO Specialist

- **Optimized**
- **Keyword rich**
- **Meta descriptions**
- **Internal links**

Marketing Head



- **Strategic goals and drive brand growth.**
- **Researching, planning and building a marketing strategy.**
- **Marketing professional with a track record of leading successful marketing campaigns.**
- **Deep understanding of market trends and consumer behavior.**

Content Writer Social Media

- Engaging and innovative content.
- Researching, planning and building a content strategy.
- Creative professional with a passion for storytelling and content creation.
- Producing high-quality content.



Content Writer Blogs



- **Researching and planning based on a content strategy.**
- **Compelling and persuasive blogs that aligns with the brand's voice.**
- **Skilled writer with a talent for crafting engaging and informative content.**
- **Produce high-quality blogs that drive traffic and engagement.**

SEO Specialist

- **Optimize the blogs and content for search engines.**
- **Improve visibility and drive organic traffic.**
- **SEO expert with a deep understanding of search engine algorithms and ranking factors.**
- **improving website visibility and driving organic.**



What's More

- **RAG Chatbot for Enhanced Information Retrieval**
- **Sales Predictor Application**

RAG Chatbot for Enhanced Information Retrieval

Problem Statement

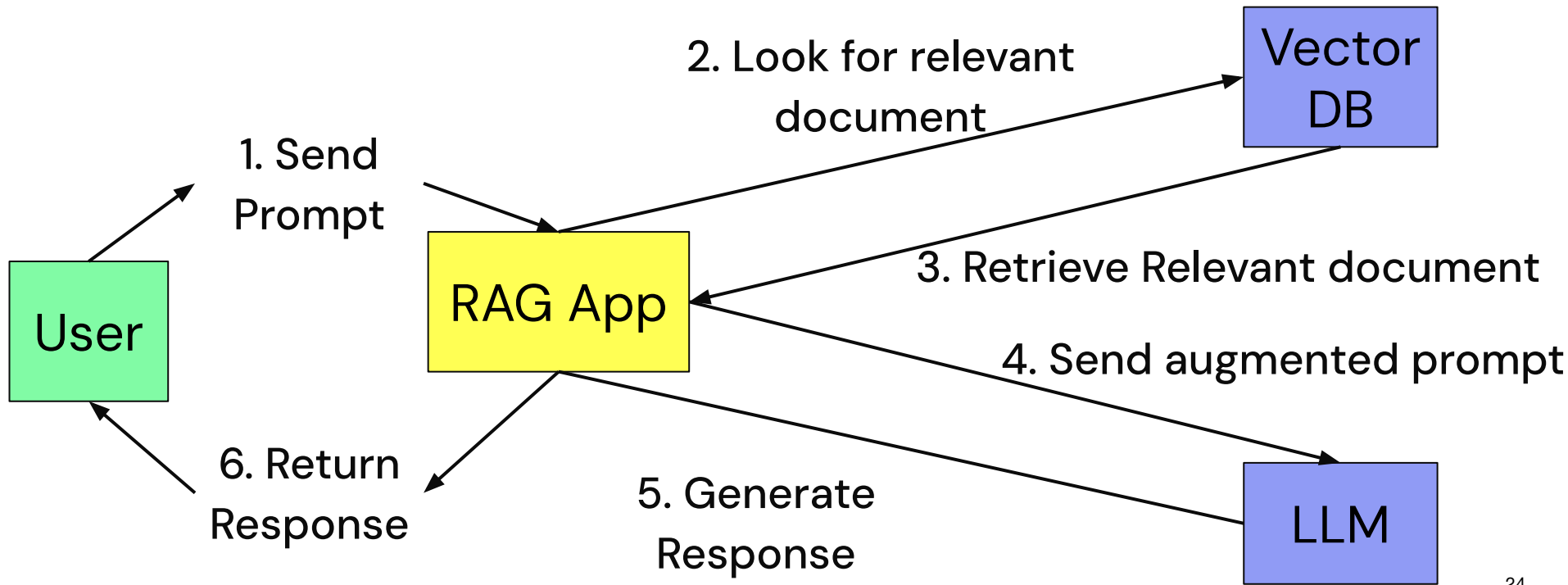
- **Users face difficulty accessing relevant insights from large document repositories.**
- **Traditional keyword-based search is limited and often inaccurate.**
- **Need for an intelligent conversational interface that retrieves precise and contextual information.**

RAG Chatbot for Enhanced Information Retrieval

Business Value

- **Faster Decision Making**
- **Improved Productivity**
- **Accuracy**
- **Scalability**
- **Ease of Use**

System Architecture & Workflow



Sales Predictor Application

Problem Statement

- Company invests in multiple marketing channels (LinkedIn Ads, Conferences, Referrals, Webinars)
- Budget are allocated based on intuition rather than data.
- No clear understanding of which marketing channel drive the most revenue.
- Missed opportunities for growth due to inefficient budget allocation.


Sales Predictor Application



Business Value

- Budget Optimization
- Revenue Forecasting
- Marketing Mix Strategy
- Scenario Planning
- Competitive Advantage

Sales Predictor Application

No code Application – Make Predictions

 **Sales/Revenue Forecast on Marketing Expense** [Create Prediction](#) Build Share ? DM

Leads_Generated Usually between 427 and 1203 	Conversion_Rate Usually between 0.15 and 0.3	Tech_Conferences Usually between 0 and 14892
Referral_Marketing Usually between 3004 and 9971	Content_Marketing Usually between 4114 and 11903	LinkedIn_Ads Usually between 8064 and 19990
Webinars Usually between 0 and 7999	Month YYYY-MM-DD 	

Add Cancel

Next Steps

- **Generate photos and videos for the posts directly over providing prompts.**
- **Experiment with multiple LLMs.**
- **Advanced APIs to gather real time data with better hardware resource.**
- **Access of Sales Prediction application to the Marketing Head directly to create a budget or miscellaneous activities.**

Thanks

Q&A