

# **Final Project Response Template: AI-Powered Agent for Social Media Campaign Planning**

## **Step 1: Design the AI-powered agent**

### **Workflow Planning Template**

Step Name	Tools/ Agents Used	Input	Output	Purpose
1. Campaign Brief Extraction	Zapier + Google Docs API + GPT-4	Google Doc containing campaign details (product info, launch dates, target audience, key messages)	Structured campaign data (JSON format with product name, launch date, target demographics, key features, budget constraints)	Automatically parse unstructured campaign briefs to eliminate manual data entry and ensure consistent information extraction
2. Content Theme Generation	GPT-4 via OpenAI API + Zapier	Structured campaign data from Step 1	List of 8-10 content themes/angles tailored to wellness brand (e.g., "Morning Routine Integration," "Self-Care Sunday," "Wellness Journey")	Generate diverse, brand-aligned content themes to ensure variety and prevent repetitive messaging across campaign posts
3. Post Content Creation	GPT-4 via OpenAI API + Zapier	Content themes + campaign data + brand voice guidelines	15-20 social media post concepts with captions, hashtags, and platform specifications (Instagram, TikTok, Facebook)	Create platform-optimized content that maintains brand consistency while reducing content team's creative workload by 70%
4. Video Concept Development	GPT-4 via OpenAI API + Zapier	Post content concepts + visual brand guidelines	Detailed video concepts including shot descriptions, props needed, duration, and call-to-action elements for each post	Provide actionable video production guidance to streamline content creation and ensure visual consistency across campaigns
5. Content Calendar Scheduling	Zapier + Google Calendar API + GPT-4	Campaign launch dates + post concepts + optimal posting times data	Recommended posting schedule with specific dates/times for each piece of content	Optimize post timing based on campaign milestones and audience engagement patterns to maximize reach and conversion
6. Output Organization	Zapier + Google Sheets API +	All generated content + schedules + video	Formatted Google Sheet with content calendar and Google Doc with detailed	Centralize all campaign assets in accessible formats for easy team

	Google Docs API	concepts	creative briefs	collaboration and approval workflows
<b>7. Quality Review &amp; Formatting</b>	Zapier + GPT-4	Raw generated content + brand guidelines	Polished, brand-compliant content with consistent tone and formatting	Ensure all generated content meets brand standards and requires minimal human editing before publication
<b>8. Stakeholder Notification</b>	Zapier + Gmail/Slack integration	Completed content calendar and creative assets	Automated email/Slack notification to marketing team with links to generated materials	Streamline approval process by instantly notifying relevant stakeholders when campaign materials are ready for review

### Key Workflow Benefits:

- **Time Reduction:** Reduces campaign planning time from 8-10 hours to 2-3 hours
- **Consistency:** Ensures brand voice and visual guidelines are maintained across all content
- **Scalability:** Can handle multiple simultaneous campaigns without increasing workload
- **Integration:** Works seamlessly with existing Google Workspace tools
- **Optimization:** Uses AI to optimize posting schedules based on campaign objectives and audience behavior

### Success Metrics:

- Campaign planning time reduction of 60-70%
- Increased content variety (8-10 unique themes per campaign)
- Improved posting consistency (100% of scheduled posts published on time)
- Enhanced cross-platform content optimization
- Reduced manual errors in campaign execution