**AI web researcher for sales**

Workflow Breakdown

1. **Input and Trigger**
   * **Webhook/Manual Trigger**: The workflow starts when a new request is received, e.g., when the workflow is manually triggered or via a webhook.
   * **Input Node**: Captures the input data, which includes a "Briefing" field containing the content description or briefing.
2. **AI Agent for Caption Creation**
   * **AI Agent Node**: This node processes the briefing text using OpenAI’s language model. The agent is configured with a system prompt specifically tailored for creating social media captions for Instagram.
   * **System Prompt**: The prompt instructs the agent to use additional background information (if available) to create a creative, engaging, and audience-targeted caption. The system prompt also directs the agent to output only the final caption without additional commentary.
3. **Context Memory**
   * **Window Buffer Memory**: This node stores the conversation context, ensuring that previous interactions can be referenced if needed.
4. **Language Model Interaction**
   * **OpenAI Chat Model Node**: Interacts with OpenAI's GPT model (gpt-4o or another variant) to generate the caption based on the briefing and any additional context.
   * **Prompt Configuration**: The prompt guides the agent through a structured chain-of-thought, including steps for understanding the briefing, analyzing target audience characteristics, creating a creative caption, and including a call-to-action (CTA).
5. **Updating Airtable**
   * **Get Airtable Record Data Node**: Fetches the existing record from Airtable using the provided record ID.
   * **Post Caption into Airtable Record Node**: Updates the Airtable record with the generated caption. The specific field updated is designated for social media text (e.g., “SoMe\_Text\_KI”).
6. **Output**
   * The final output is the updated Airtable record with the new social media caption, ready for further use or publication.

Key Advantages

* **Automated Caption Creation**: The workflow leverages AI to generate creative and targeted captions without manual intervention.
* **Integration with Airtable**: Seamlessly updates your editorial plan stored in Airtable, ensuring your content calendar is always up-to-date.
* **Contextual Awareness**: By using a detailed system prompt and conversation context, the AI agent generates captions that are both creative and aligned with the target audience.
* **Customizable Workflow**: The system prompt and field mappings can be customized to match different branding or content requirements.

How to Use

1. **Set Up the Environment**:
   * Ensure that your OpenAI and Airtable credentials are correctly configured.
   * Deploy the workflow and connect it to your preferred trigger (manual or webhook).
2. **Input Data**:
   * The primary input should contain the "Briefing" field. This field should include the necessary details or context that the AI will use to generate the caption.
3. **Run and Test**:
   * Trigger the workflow manually via the "Test workflow" node to verify that the AI agent generates an appropriate caption and that the record in Airtable is updated accordingly.
   * Review the updated Airtable record to ensure the caption meets your quality standards.
4. **Customization**:
   * Modify the system prompt as needed to better align with your brand voice or target audience.
   * Adjust field mappings in the Airtable node to ensure proper data synchronization.