

## **Project Roadmap**

### **Objective**

- Build an AI-driven platform powered by a large language model (LLM) that:
  - Extracts posts from LinkedIn targeting companies with fewer than 5,000 employees.
  - Generates and publishes AI-crafted comments on relevant posts.
  - Sends tailored connection requests to potential leads.
  - Automates follow-up actions based on the sentiment of responses.
  - Logs all leads and interactions systematically in Google Sheets.
  - Sends email alerts for replies categorized as positive or neutral.

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### **1. Tech Stack**

- **Programming Language:** Python, reactJS
- **Tools:**
  - **3<sup>rd</sup> Party Tools:** Make.com, Phantombuster, OpenAI, and LinkedIn automation

- **LLM-based translation:** OpenAI's GPT API
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## 2. System Overview

### 1. Identify Target Posts:

- Used Phantombuster to scrape LinkedIn posts matching specific hiring-related keywords (e.g., "we're hiring") from companies with fewer than 5000 employees.
- Logged the scraped data into Google Sheets (your CRM).

### 2. Engage with Posts:

- Posted AI-personalized comments using OpenAI ChatGPT.
- Tracked engagement in Google Sheets.

### 3. Send Connection Requests:

- Generated personalized connection requests using OpenAI ChatGPT based on scraped profile data.
- Automated the sending of connection requests.

### 4. Automate Follow-Ups:

- Triggered automated personalized follow-up messages as soon as a connection request is accepted.
- Managed responses based on sentiment:
  - **Positive:** Book a call.
  - **Neutral:** Share more information (e.g., case studies or Synapse services).
  - **Negative:** Archive the lead.

### 5. Track Leads:

- Maintained a complete record of all leads, their statuses, and interactions in Google Sheets.

### 6. Email Notifications for Replies:

- Whenever a **positive** or **neutral** reply is received on LinkedIn, trigger an **email notification** (via Gmail) to inform the team with the response details and suggested next steps.
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### 3. Step-by-Step Implementation

#### A. Identify Target Posts

- **Phantombuster Setup:**

- Used Phantombuster's LinkedIn Post Search API to find posts with keywords like:
  - "We're hiring."
  - "Looking for [role]."
  - "Join our team."
- Filtered posts from companies with fewer than 5000 employees using LinkedIn Recruiter filters or Phantombuster configurations.
- Scraped data:
  - Post Text.
  - Author Name.
  - Company Name.
  - Profile URL.
  - Post URL.
- Saved this data to Google Sheets.

- **Automation in Make.com:**

- **Trigger:** Scheduled Phantombuster API to run daily or weekly.
  - **Action:** Pushed the scraped data directly into Google Sheets.
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#### B. Post AI-Personalized Comments

- **Generate Comments Using OpenAI:**

- Prompted OpenAI with the scraped post details to create a comment:

#### **Example Prompt:**

Craft a LinkedIn comment for this post:

Post Text: "We're hiring a Senior Software Engineer at [Company]."

Author Name: John Doe.

Objective: Engage with the post and offer Synapse's recruitment services.

### Example Output:

"Exciting opportunity at [Company]! If you're looking for pre-screened, top-tier candidates, we'd love to assist. Let me know how we can help streamline your hiring process!"

- **Automate Comment Posting:**

- Used Make.com to send the generated comment back to LinkedIn via Phantombuster's Comment API.
  - Logged the comment status in Google Sheets.
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### C. Send Connection Requests

- **Personalized Connection Requests:**

- Generated requests using OpenAI based on the scraped profile data.

### Example Prompt:

Write a LinkedIn connection request for:

Name: John Doe

Role: CTO

Company: Techify

Post: "We're hiring a Senior Developer."

### Example Output:

Hi John, I saw your post about hiring a Senior Developer at Techify. At Synapse, we specialize in connecting companies like yours with top-tier talent. Let's connect to explore how we can assist!

- **Automate Sending Requests:**

- Used Phantombuster's API to send connection requests automatically.
  - Tracked connection request status in Google Sheets.
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## **D. Automate Follow-Ups**

- **Trigger:** As soon as a connection request is accepted.

### **First Follow-Up Message:**

Hi [First Name], thanks for connecting! I noticed you're hiring for [specific role]. At Synapse, we specialize in helping high-growth companies like [Company Name] quickly find top-tier talent. Are you currently looking to scale your team? Let's chat!

- **Handle Responses Based on Sentiment:**

- **Positive Response:**
  - Detect phrases like "Let's talk" or "I'm interested."

Automated Reply:

That's great to hear! Here's my Calendly link: [Calendly link]. Looking forward to discussing how we can support your hiring efforts.

- Updated Google Sheets status to "Call Booked."
- **Neutral Response:**
  - Detected phrases like "Send me more details" or "What do you offer?"

Automated Reply:

We've helped companies like [Example Client] and [Example Client] hire [specific roles] quickly. Here's a case study: [Link]. Let me know if this resonates!

- Updated Google Sheets status to "Info Sent."
  - **Negative Response:**
    - Detected phrases like "Not interested" or "We're all set."
    - Action: Archive the lead in Google Sheets.
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## E. Track Leads in Google Sheets

- **Columns to Include:**
    - Scraped Data: Post Text, Author Name, Company, Profile URL, Post URL.
    - Outreach Data: Comment Status, Connection Sent, Connection Accepted, Follow-Up Status.
    - Response Tracking: Sentiment (Positive, Neutral, Negative), Next Follow-Up Date, Final Status.
  - **Automation in Make.com:**
    - Updated Google Sheets dynamically as comments, connection requests, and responses are processed.
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## F. Email Notifications for Replies

- **Trigger in Make.com:**
  - Detected responses in LinkedIn (via Phantombuster or LinkedHelper) or updates in Google Sheets for positive/neutral sentiment.
- **Automate Email Notifications:**
  - Sent an email to the team via Gmail when a positive or neutral reply is received.

- Include:
  - Lead Name and Profile Link.
  - Response Text.
  - Suggested Next Action.

### Example Email:

Subject: New Response from [Lead Name]

Body:

Hi Team,

[Lead Name] from [Company] has responded on LinkedIn:

Reply: "[Response text here]"

Sentiment: [Positive/Neutral]

Suggested Action: [Book a Call/Send More Info]

LinkedIn Profile: [Profile URL]

Please take the next step in the process.

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## G. Final Workflow in Make.com

### 1. Post Scraping:

- **Trigger:** Phantombuster finds new posts.
- **Action:** Log post data in Google Sheets.

### 2. Comments:

- **Trigger:** New post added to Google Sheets.
- **Action:** Generate comment via OpenAI and post to LinkedIn.

### 3. Connection Requests:

- **Trigger:** Post or profile scraped.

- **Action:** Generate and send personalized connection requests via Phantombuster.

#### 4. **Follow-Ups:**

- **Trigger:** Connection request accepted.
- **Action:** Generate and send follow-up messages using OpenAI.

#### 5. **Response Handling:**

- **Trigger:** Response received.
  - **Action:** Analyze sentiment, update Google Sheets, and send email notifications.
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