

# AI AND MARKETING AGENT

## CHALLENGES:-

### 1. Figuring Out the Best Workflow Structure

#### **What went wrong:**

In the beginning, I honestly didn't know how to connect all nodes properly. I had multiple ideas—RSS extraction, text formatting, LLM processing, slide generation—but everything felt scattered.

#### **How I fixed it:**

I broke the workflow into clear stages: **Input → Data Fetching → Processing → AI Insights → Slide Building → Output.**

Once the structure was clear, everything fell into place. Naming the nodes properly also helped a lot during debugging.

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### 2. Cleaning & Standardizing RSS Feeds

#### **What went wrong:**

RSS feeds from different sources were inconsistent. Some returned broken formats, different keys, or even empty responses.

#### **How I fixed it:**

I manually selected reliable sources and pushed them into an array using the **Edit Fields** node. Then I used a JavaScript node to split them one by one so the **RSS Read** node could process them smoothly.

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### 3. Getting the LLM to Respond in Structured JSON

### **What went wrong:**

The LLM was giving great responses—but in long paragraphs. Since I needed to parse it further, JSON was mandatory. Without it, the JSON Parser node failed.

### **How I fixed it:**

I refined my prompt and forced it to respond in **strict JSON format**, with fixed keys like:

main\_pain\_point, icp, big\_idea, and slides.

Once I did that, everything became predictable and easy to parse.

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## **4. Creating a Good LinkedIn Caption Automatically**

### **What went wrong:**

Initially, I got random descriptions—sometimes short, sometimes too long. It wasn't looking like a proper LinkedIn caption.

### **How I fixed it:**

I built a JavaScript Caption Builder where I formatted it with emojis and clear sections like:

- Main Pain
- Ideal Customer
- Key Insight

Now every output looks like a ready-to-post carousel caption.

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## **5. API Credits Got Over – Had to Switch to Manual Slide Creation**

**What went wrong:**

The Gemini image API stopped working because I ran out of credits. So image automation suddenly broke.

**How I fixed it:**

Instead of stopping, I used the image\_prompt that my workflow generated and manually created the slides in Canva. So the agent still works — and delivers everything needed to produce the final carousel manually.