

Automation UseCase

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| Problem statement: | Fully automate the end-to-end content lifecycle for digital creators: from ideation, content creation (text, media, video), platform-specific formatting, scheduling, publishing, to performance analysis and continuous improvement. |
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Strategic agent : Scrape the data from google trends, competitor posts.

- Store the data in a database

o/p - what will be the tone, what will be the goal of the post, who will be the audience etc.

Through these parameters Strategic agent will give a text script which will be passed as the input to the content generation agent

Content generation agent: text, media, video

Platform specific agents: we will be using Agent executor for all platform,
Let's say YT agent will be having,

text agent who will generate hashtags from the targeted audience i/p and from the goal and tone. Similarly it will also generate description for the post.

video agent will generate the text to video from the script as i/p.

Media agent will generate a catchy thumbnail image

Content_check agent: With the help of pre-defined policy the content generated will go through a thorough check and if anything is flagged it will send back to re work.

Scheduling agent: This agent will connect us to the platform APIs and then schedule a post for us.

Feedback agent: from the post matrix (comments, view, engagement) it will re train our prompts gpt and

Past_content_delivery_analysis Agent: This agent will keep the snapshot of every content which we have delivered so far it can keep the summarized versions of the scripts, and then this agent's output we will give to our strategic agent to make something different, better and not so similar from the past data.

Tech Stack:

Agents: LangChain, CrewAI, AutoGen with RAG

Text generation: OpenAI Gpts lets say GPT 4 models

Media generation: DALL E

Video generation: Runway ML/ Sora OpenAI

Memory: Chroma DB