Quirk AI Marketing Agent – Phase 2 Playbook

■ Timeline: 3–6 Months

■ Goal: Scale AI into execution + analytics across multiple rooftops and channels.

■ Core Agents to Deploy:

1. Publisher Agent – Automates scheduling and distribution across Facebook, Instagram, Google Ads, TikTok, YouTube.
2. Analyst Agent – Tracks KPIs, generates dashboards, recommends optimizations.

■ Tools & Integrations:

Tool / System	Purpose
Google Ads Manager	Paid search & display campaign automation
TikTok Business Center	Short-form video ad distribution
YouTube Studio	Publishing and optimizing Shorts & long-form content
AdCreative.ai	Expanded AI-driven A/B testing across platforms
Notion AI	Campaign calendar + blog drafting for SEO content

■ KPIs for Success:

KPI	Target (3–6 Months)
Campaign Automation Coverage	50% of campaigns auto-scheduled and published
Ad Spend Optimization	Reduce wasted spend by 15%
Engagement & Reach	+20% vs. Phase 1 baseline
Leads from Paid Channels	+15% growth vs. prior quarter
Multi-Rooftop Coverage	4–6 rooftops live with AI-driven campaigns

■ Expected Outcome:

- At least 30–40% of campaigns fully AI-driven (creation → publishing). - Weekly dashboards auto-generated for leadership review. - Ad spend begins shifting automatically toward high-performing channels. - Expansion into TikTok and YouTube creates new lead funnels. - Marketing staff shifts more into strategy and compliance oversight.