

Quirk AI Marketing Agent – Phase 1 Playbook

■ Timeline: 0–90 Days

■ Goal: Establish AI as a trusted assistant. Pilot on Chevrolet brand + Facebook/Instagram channel.

■ Core Agents to Deploy:

- 1. Campaign Planner Agent – Builds campaign calendars, drafts multi-channel plans.
- 2. Content Creator Agent – Generates ad copy, social posts, email snippets, and creative briefs.

■ Tools & Integrations:

Tool / System	Purpose
VinSolutions CRM	Customer data, email campaigns, service targeting
AdCreative.ai	Generate ad variations, A/B test creatives
Meta Business Suite	Publish and manage Facebook/Instagram ads
Dealer CMS (e.g., Dealer.com)	Landing pages, blog publishing
Quirk AI Hub (HTML)	Central knowledge + compliance repository

■ KPIs for Success:

KPI	Target (90 Days)
Content Production Speed	Reduce turnaround from 3 days → 1 day
Social Campaign Coverage	100% of Chevy campaigns active on FB/IG
Engagement Rate	+15% vs. prior quarter
Lead Conversion (Chevy FB/IG Ads)	+10% vs. prior quarter
Team Adoption	≥70% of marketing staff use AI outputs weekly

■ Expected Outcome:

- AI generates campaign-ready assets within hours. - Chevy Facebook/Instagram campaigns fully automated with human review. - Weekly reports show efficiency gains and engagement lift. - Marketing team shifts from production → oversight.