Quirk AI Marketing Agent Project – Conversation Export

User Goal:

Create an AI agent that can run the entire marketing department for a 20-dealership automotive group (14 brands) on an enterprise level.

Assistant Summary:

The AI Marketing Agent will act as an orchestrator that automates campaign planning, creative generation, publishing, analytics, and compliance across all rooftops. It will integrate with CRM (VinSolutions), ad platforms (Google Ads, Meta), social channels, and OEM co-op compliance rules. Over time, it will evolve from assisting humans to full autonomy, reallocating ad spend and predicting demand.

Phased Rollout Plan:

Phase 1 (0–90 Days): Pilot on Chevy + Facebook/Instagram. Focus on campaign planner and content creator agents. Human-in-the-loop review. Outcome: faster creative generation, trust-building.

Phase 2 (3–6 Months): Add publisher and analyst agents. Expand to 4–6 rooftops, multiple channels (SEO, TikTok, YouTube). Begin automated A/B testing. Outcome: 30–40% AI-run campaigns.

Phase 3 (6–12 Months): Deploy compliance agent, integrate with email/service campaigns, expand to all rooftops. Begin budget optimization. Outcome: 80%+ AI workload automation.

Phase 4 (12–18 Months): Full autonomy with predictive modeling, personalized campaigns, and budget shifts. Outcome: Quirk AI becomes a self-driving marketing system.

Long-Term Vision:

AI functions as Chief Marketing Operator. Humans focus on brand/community. Quirk becomes the first NE dealership group with a fully autonomous AI marketing stack.

Next Step:

Draft Phase 1 Playbook with tools, tasks, and KPIs.