1. Core Concept

A single platform that assists businesses and marketers in automatically planning, creating, scheduling, analyzing, and optimizing their social media campaigns using AI.

It's essentially an all-in-one dashboard for social media marketing that saves time, increases engagement, and improves ROI.

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2. Main Modules / Features

A. Planning & Strategy

- Content Calendar: Drag-and-drop calendar to schedule posts, stories, and ads across multiple platforms.

- Campaign Planner: Set objectives (brand awareness, lead generation, sales) and track progress.

- AI Suggestions: Recommends posting times, trending topics, and post types based on audience behavior.

B. Content Creation

- AI Caption & Hashtag Generator: Creates catchy captions with trending hashtags.

- AI Visuals & Graphics: Auto-generates posts, banners, and infographics using templates.

- AI Video Clips: Converts long videos into social media-friendly short clips automatically.

C. Posting & Automation

- Cross-Platform Scheduler: Schedule posts on Instagram, Facebook, TikTok, Twitter/X, LinkedIn simultaneously.

- Auto-Reposting: Recycle high-performing content automatically.

- Bulk Uploads: Upload and schedule multiple posts at once.

D. Analytics & Optimization

- Engagement Dashboard: Track likes, shares, comments, clicks, and follower growth.

- Sentiment Analysis: Understand audience sentiment from comments and DMs.

- AI Recommendations: Suggests adjustments to content strategy based on performance.

E. Lead Generation & CRM Integration

- Social Lead Capture: Collect leads from social media interactions.

- Auto Follow-Ups: Send automated messages to engage potential leads.

- CRM Sync: Integrate with popular CRMs like HubSpot, Salesforce, or Zoho.

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3. Unique Selling Points (USP)

- All-in-One Platform: Businesses don't need multiple tools for scheduling, analytics, and content creation.

- AI-Powered Recommendations: Reduces guesswork and increases engagement.

- Time-Saving Automation: Schedules, reposts, and optimizes campaigns automatically.

- Actionable Insights: Shows what's working and what isn't to improve ROI.

4. Monetization Strategy

- Freemium: Limited posts per month and basic analytics for free.

- Subscription Plans:

    o Starter ($15–$30/month): Basic scheduling + analytics.

    o Pro ($50–$100/month): Advanced AI content creation, cross-platform scheduling, and optimization recommendations.

    o Enterprise ($200+/month): Multi-user access, full analytics, CRM integration, dedicated support.

- Add-Ons: Extra AI content credits, premium templates, or additional social accounts.

5. Tech Stack / Implementation Notes

- Frontend: React or Vue.js dashboard.

- Backend: Node.js/Python with REST or GraphQL API.

- AI: Use OpenAI or Hugging Face models for content generation.

- Database: PostgreSQL or MongoDB for users and analytics data.

- Scheduler & Integrations: APIs for Instagram, Facebook, TikTok, LinkedIn, Twitter/X.

- Hosting: AWS, GCP, or DigitalOcean.