# 🧩 Campaign Templates Marketplace + Persona-Based Suggestions

## ✅ Overview

The **Campaign Templates Marketplace** is a shared library of pre-approved, high-performing gamification campaign templates available to all brands within the platform. Combined with **Persona-Based Suggestions**, it allows each brand to:

* Browse from proven campaign styles
* Get automated recommendations tailored to their brand voice, tone, and audience
* Instantly clone, edit, and deploy campaigns

This enables rapid growth, engagement, and UGC generation without needing to constantly invent from scratch.

## 🎯 Goals

* Provide ready-to-use gamified campaign templates
* Increase campaign diversity, creativity, and success rates
* Help brands discover new campaign ideas by persona
* Reduce friction in campaign launch cycles
* Offer community-vetted formats with proven results

## 🧠 Feature Set

### 1. **Template Library (Shared by Superadmin)**

* Curated list of templates, each with:
  + Campaign Type: Comment Prompt / Tag Prompt / Quiz / Photo UGC / Video Entry / Poll
  + Example Caption
  + Suggested Visual Style (Canva template)
  + Reward Suggestions
  + Metrics from other brands (likes/comments/CTR if shared)
* Metadata fields:
  + template\_id, title, campaign\_type, language, persona\_fit, conversion\_score, created\_by, times\_used

### 2. **Persona-Based Campaign Recommender**

* Based on the brand’s persona (from AI Setup Wizard), recommend:
  + Top 3 matching templates per campaign type
  + Past successful templates for similar audiences
* Recommender logic uses:
  + Audience match (Gen Z, Moms, Teens, Men)
  + Tone style (Formal, Fun, Friendly)
  + Language preference (Bangla, English, etc)
  + Engagement signals from historical usage

### 3. **Template Preview + Clone/Edit Flow**

* Preview full sample post with dummy visuals, hashtags, rules
* Click “Use Template” to:
  + Auto-fill Campaign Builder form
  + Optionally modify: Title, Caption, CTA, Reward logic
  + Customize schedule and publishing plan

### 4. **Template Contribution (Optional)**

* Brands can submit successful campaigns back to the marketplace
* Submitted templates reviewed by Superadmin before publishing
* Earn badges (e.g., Top Contributor, Most Cloned)

### 5. **Smart Filters + Tags**

* Filter by:
  + Persona type
  + Engagement type (photo, comment, quiz)
  + Visual complexity (Simple vs Designed)
  + Reward level (No reward / Coupon / Bundle)

### 6. **Template Metrics Dashboard**

* Track:
  + Templates with highest engagement
  + Most-used by other brands
  + Avg campaign lifespan
  + Contribution leaderboard

## 💡 Example Templates

| Template Title | Type | Target Persona | Language | Reward | Visual | CTR |
| --- | --- | --- | --- | --- | --- | --- |
| “Guess the Product!” | Quiz | Gen Z | Bangla | Coupon | Canva | 6.8% |
| “Tag Your Skin Twin” | Tag Prompt | Women 18-30 | English | Bundle | Image | 8.2% |
| “Before/After Challenge” | UGC Photo | Moms | Bangla | Gift Set | Visual-heavy | 10.5% |
| “My Festive Glow Look” | Reels Prompt | Gen Z Women | English | Coupon | Reels | 7.4% |

## ⚙️ Technical Design

### Backend Tables

* campaign\_templates
  + id, title, type, persona\_fit, language, template\_body, preview\_url, metrics\_json, created\_by, shared, times\_used, reviewed, tags[]
* template\_usage
  + brand\_id, template\_id, date\_used, performance\_data
* persona\_index
  + brand\_id, audience\_type, tone\_style, language

### Services

* **Template Recommendation Engine** (uses persona index)
* **Template Builder Renderer**
* **Admin Approval API**
* **Usage Tracker + Metrics Collector**

### Frontend Modules

* Library UI: Cards with Preview + Clone
* Filters/Tags Component
* Suggestion Box (“Best for your audience”)
* Edit-in-Builder flow
* Usage stats page for each template

## 🔐 Roles

* **Superadmin**:
  + Create/edit global templates
  + Review & approve community submissions
  + Moderate inappropriate entries
* **Brand Admin**:
  + Clone/edit templates
  + Submit new campaign formats

## 📊 Metrics to Track

# of times each template used

* Avg engagement per campaign type
* Brand satisfaction rating post-usage
* Template performance index (likes/comments/CTR per 1k impressions)
* Reuse rate (how often same brand repeats a template type)

## 🎯 Benefits

* Dramatically speeds up campaign creation
* Builds consistency in performance
* Encourages creative experimentation
* Enables knowledge sharing across brands
* Supports multilingual, persona-driven engagement

✅ Document ready. Let me know if you’d like to export it or begin the next module (e.g., Developer Toolkit, Smart Search Widget, or Fallback Engine).