**Email & SMS Campaign Builder Module Documentation**

## 📬 Overview

A customizable and automated system for brands to run personalized campaigns via email and SMS. Designed as an optional add-on, this module can:

* Automate messaging for events like restocks, UGC rewards, new blogs, or offer announcements
* Generate campaign copy using GPT with tone/style matching
* Track delivery, opens, clicks, and conversions
* Segment customers based on behavior, tags, past engagement, or mapped identity (from Customer Upload Module)

## 🎯 Key Features

### 1. Prebuilt Campaign Templates

* **Restock Alert**: Notifies when specific product is back
* **UGC Winner Notification**: Informs winners with links to claim rewards
* **Offer Teasers**: Early access or FOMO-driven campaigns
* **New Blog Alerts**: Drives traffic from engaged customers
* **Bundle Suggestions**: Based on recent browsing or purchases

**Admin UI**:

* Pick template → preview → modify content → choose channel (email/SMS) → schedule/send

### 2. Campaign Generator (AI-Powered)

* Auto-fills message content based on:
  + Product name, promo, or blog
  + Tone/voice set by brand
  + Language preference (EN/BN/HI/UR)
  + Channel type (SMS = concise, Email = visual, long-form)

**Prompt Sample:**

"Write a friendly email to notify customers that our Niacinamide 10% Serum is back in stock, ideal for oily skin in humid weather. Mention Lavishta, keep it concise with a button to buy now."

### 3. Audience Segmentation

* Filters:
  + All customers
  + Tagged users (e.g., acne, dry skin, K-beauty lover)
  + UGC participants
  + Users who commented/tagged/replied on a specific post
  + Based on last purchase, last engagement, campaign joins

**How It Works:**

* Customer upload → mapped to phone/email → tagged on behavior → targeted for campaigns

### 4. Automation Engine

* **Trigger-Based**:
  + Product restocked
  + Campaign winner announced
  + New blog published
  + UGC point tier reached
* **Scheduled-Based**:
  + Monthly new arrivals
  + Weekly roundups
  + Birthday messages (optional)

**Workflow UI:**

* Visual drag-drop builder
* IF [event] THEN [send campaign to segment X] → choose timing

### 5. Delivery & Performance Tracking

* **Email**: open rate, click rate, bounce, unsubscribe
* **SMS**: delivery, click-through (via short link)
* **UTM auto-tagging** for blog/product links
* **Conversions**: sync with order sheet or Woo/Shopify order DB

## 🛠️ Technical Stack

* **Backend**: Node.js + Redis + PostgreSQL
* **Email API**: Mailgun (or Sendgrid support)
* **SMS API**: Twilio or BD-based provider (SSL Wireless / Wavy / Robi Axiata)
* **AI**: OpenAI GPT 4o with campaign prompt templates
* **Front-end**: React (Next.js) with drag-drop campaign builder
* **Rate Limits**: Per brand, controlled by Superadmin

## 🧑‍💻 API Endpoints

* POST /campaign/create
* GET /campaign/segments
* POST /campaign/schedule
* POST /campaign/send-now
* GET /campaign/logs

## 🔐 Superadmin Controls

* Enable/disable per brand
* Set max SMS/email sends per month
* Approve custom templates or restrict to defaults
* View per-campaign cost estimate

## 📈 Use Cases

* Increase repeat orders via timely reminders
* Turn blog readers into buyers
* Reward engaged users to increase retention
* Recover inactive users with personalized incentives

## 🧠 AI Prompts Library

Prewritten prompt types per template:

* “Restock notification for X”
* “Campaign win notice”
* “Your skin needs help – read this blog”
* “You earned a new UGC badge”
* “Don’t miss out on this 24hr offer”

✅ All data usage is GDPR-compliant. Consent, unsubscribe, and opt-in required before storing or sending to contacts.