

Project:

Automation of social media

Objective:

Create a tool to automate social media posting, based on certain algorithms.

Parameters:

Tool should be able to do the following:

1. Decide what content type to post.
2. Draw or extract content from site, uploaded info, Whatsapp messages
3. Create and schedule posts for FB/IG/LI
4. Monthly review of post performance and suggested changes in frequency/type of content
5. On approval, change the schematic of content

Content Types:

Product Posts: Images and description in the product pages

New Product Launches: will be listed first

Club Artizen Exclusive: Tagged Exclusive

Maker Information: Information about the artisans who make products (in the Craft Stories tab and in the product page under Craft Story). Videos over Whatsapp

General information on crafts and How-Tos, etc.: Blog pages

Customer Feedback/Reviews: In the Review section of each product and via Whatsapp screenshots

Craft news: From news links

Features:

Client to be able to add:

- New content type and template
- Information on the tool so that it can create posts
- Quick upload of link for post to be created

Can explore:

Creation of videos with subtitles on a few images being given

