

Project title

# **AI Lead Gen DM Automation for Media Company.**

Objective

Automate cold DMs to brand accounts on Instagram, Facebook, and LinkedIn to book qualified leads for content production services.

Target audience

- Location: USA, California.
- Niche: Skin care brands (cosmetics/skincare/beauty).
- Audience size: 50,000–1,000,000 followers.
- Activity: Actively posting in last 7–14 days.
- Contactability: DMs open or message path available.

Core deliverables

- Lead discovery: Find brand accounts matching the criteria on Instagram, Facebook Pages, and LinkedIn Company Pages.
- Qualification: Filter by location, niche keywords, follower range, and recent posting activity.
- Personalized outreach: Send customized first-touch DMs referencing recent posts/campaigns.
- Volume: 1,000–2,000 DMs per day across multiple warmed accounts and platforms.
- Scheduling: Throttled, randomized sending with timezone-aware delivery.
- Inbox: Unified view of replies across platforms.
- Handoff: Auto-route positive replies to a human team member.

- Reporting: Daily metrics on sends, deliveries, replies, positive responses, and account health.

#### Platform scope

- Instagram DMs to brand accounts.
- Facebook Page Messenger to brand pages.
- LinkedIn messages: 1st-degree DMs, post-accept DMs, or InMail where applicable.

#### Safety and compliance

- Use multiple warmed accounts; follow platform rate limits and best practices.
- Randomize timing, templates, and variants to reduce spam flags.
- Immediate backoff on warnings/restrictions.
- Do not scrape or send in ways that violate platform terms.

#### Message requirements

- First-touch DM structure:
  - Personalized opener tied to a recent post.
  - Value prop: content production for skincare brands; outcomes/examples.
  - Soft CTA with two time options; avoid links on first contact.
- Tone: professional, concise, brand-safe.
- Length: keep within platform DM character norms.
- Variants: 3–5 unique versions per target to avoid repetition.

#### Data fields to capture

- Platform, handle/URL.

- Follower/page size.
- Last post date and engagement signal.
- DM/message availability.
- Website and email (if public).
- Location confidence.
- Message thread ID and timestamps.
- Reply classification (interested, follow-up, not now).

#### Workflow outline

- Lead sourcing → Qualification → Message generation → Rate-limited sending → Reply aggregation → AI triage → Human handoff → CRM update.
- Include A/B testing for hooks and CTAs.
- Daily/weekly dashboards and alerts.

#### Tech preferences

- Acceptable: AI agent or n8n workflow or custom microservice—choose what reliably delivers volume and safety.
- Storage: any reliable DB for leads and threads.
- Queue/rate limiting: required to control per-account and per-platform throughput.
- Integrations: optional CRM/webhook for lead handoff.

#### Operational targets

- Ramp-up plan for account warmup and safety.
- Target daily volume: 1,000–2,000 DMs/day after warmup.
- Positive reply baseline target: set and iterate via testing.

- Human response SLA: under 5 minutes during business hours.

#### Access to be provided

- Targeting criteria and keywords.
- Approved message templates and brand voice.
- Accounts and permissions for each platform.
- CRM or handoff channel details (Slack/Email/HubSpot, etc.).

#### Acceptance criteria

- System sends 1,000–2,000 DMs/day without triggering bans or sustained blocks.
- ≥95% daily uptime on sending pipeline.
- Unified inbox live with reply routing.
- Reporting dashboard with daily exports.
- Documented playbook for scaling accounts and handling restrictions.

#### Timeline

- Week 1–2: Prototype + 10 test accounts, 100–300 DMs/day.
- Week 3–4: Scale to 500–1,000 DMs/day, inbox + reporting live.
- Week 5+: Full scale 1,000–2,000 DMs/day with ongoing optimization.

#### Budget and engagement

- Propose fixed-fee for setup and per-month ops/maintenance.
- Include costs for additional accounts, proxies, or third-party tools if required.

#### Risks and constraints

- Platform policy changes and rate limits.
- New account restrictions; requires warmup and content activity.
- Personalization quality impacts deliverability and replies.

#### Deliverables checklist

- Working automation with rate limiting and multi-account support.
- Lead qualification logic implemented.
- Message templates and AI personalization flow.
- Unified inbox + human handoff.
- Analytics dashboard and daily reports.
- Runbook for monitoring, incidents, and scaling.