

RPA - A MARKETING SHORTCUT

PITCH DECK BY GROUP 5

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“

“What separates good content from great content is a willingness to take risks and push the envelope.

—

Brian Halligan, CEO & Co-founder, HubSpot

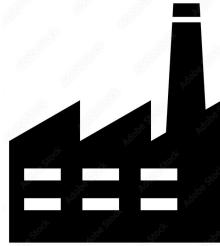
HubSpot

2. PROBLEM

What kind of problem is there that we can solve with our product?



PROBLEM



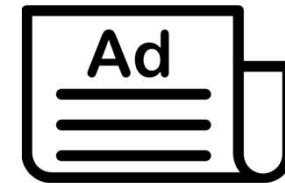
Marketing Department

Most companies have a marketing department for advertising



Budget

The companies reserve a budget for advertising



Images / Product /Sales

- Improve the image
- Make the product and the brand known
- Increase sales



Effectiveness

How effective is the advertising?

Which advertising exactly led to this increase in sales?

PROBLEM

“The effectiveness of advertising cannot be measured exactly”



PROBLEM 1

High marketing Costs:

Marketing campaigns require substantial financial resources

-Personnel costs

PROBLEM 2

Effectiveness of Advertising:

Companies struggle to measure and optimize the impact of their marketing strategies on sales

PROBLEM 3

Time Consumption for Advertising:

Creation and publication of marketing content is time-consuming

3. SOLUTION AND PRODUCT

Our RPA software will help solve your marketing challenges.



SOLUTION



Our RPA platform makes **marketing easy** for all companies.



No more struggling to come up with captions or spending too much effort.

HOW IT WORKS

STEP 1

No Picture	Pfad	Keywords	Produkt	Description	PcPlatform
1	Mountain bike	R_ C:\Users\vedat\Desktop\Mountainbike, 20 inch, Black Mountainbike	Mountainbike	Discover the thrill of	Instagram
2	iphone15.png	C:\Users\vedat\Desktop\Apple iphone 15, 128 GB, Black	iPhone		Facebook

STEP 2

Microsoft Bing SUCHEN COPilot NOTIZBUCH

Write me a product description for a social media post with matching hashtags with these keywords. Just give me the text and no comments and do not give me any sources and no links from you so I can copy it directly. Do also not include any typographic emphasis like bolding. Keywords: Mountainbike, 20 inch, Black, Perfekt for Every Area

Copilot

Discover the thrill of the trails with our sleek 20-inch Black Mountainbike! Engineered for versatility, it's perfect for every area, from winding forest paths to rugged mountain climbs. Embrace the adventure in style and comfort.

#Mountainbike #AdventureAwaits #BlackBike #20InchWheels #AllTerrainBiking #RideTheTrails #BikingLife #

Antwort abbrechen

STEP 3



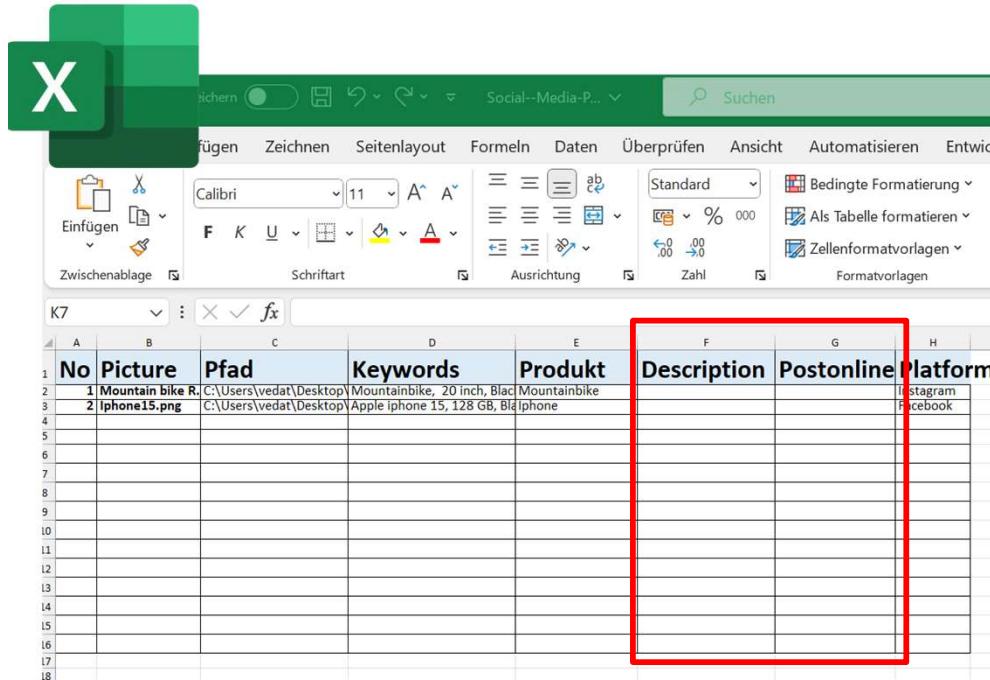
- Initial Data Entry

- Description and Hashtag Generation

- Post Creation and Upload

HOW IT WORKS: INITIAL DATA ENTRY

STEP 1



No	Picture	Pfad	Keywords	Produkt	Description	Postonline	Platform
1	Mountain bike R	C:\Users\vedat\Desktop\Mountainbike, 20 inch, Blac	Mountainbike	Mountainbike			
2	Iphone15.png	C:\Users\vedat\Desktop\Apple iphone 15, 128 GB, Bla	Apple iphone 15, 128 GB, Bla	iPhone		Instagram	Facebook
3							
4							
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9							
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17							
18							

- Manage Excel sheet



- Input:
- Picture
 - Path
 - Keywords

HOW IT WORKS: DESCRIPTION AND HASHTAG GENERATION

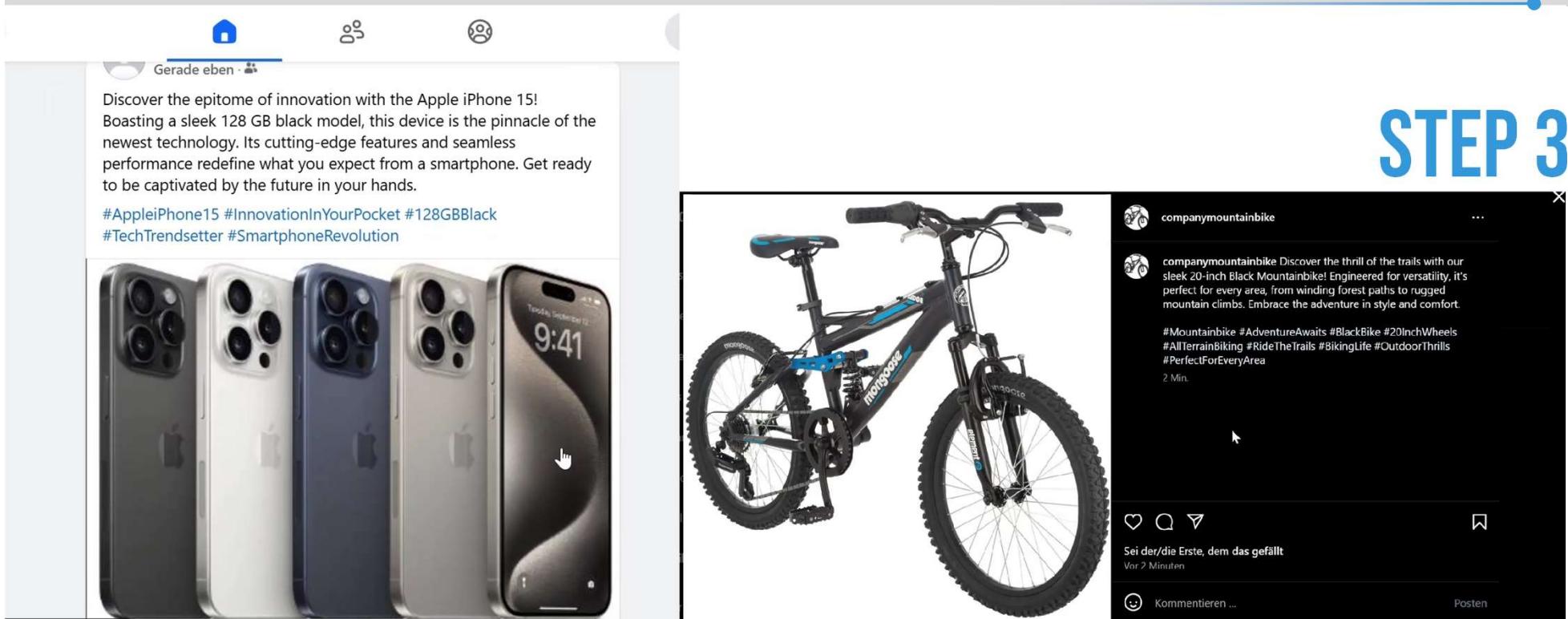
STEP 2

The screenshot shows the Microsoft Copilot Designer interface. At the top, there's a navigation bar with the Microsoft Bing logo, a search bar labeled "SUCHEN", and tabs for "COPilot" (which is selected) and "NOTIZBUCH". Below the navigation, the "Designer" service is highlighted with its logo and name. A sub-headline reads "Jedes erdenkliche Bild erstellen" and "Von Microsoft". Three generated images are displayed: a colorful scene with floating lanterns, two pink flamingos in a cityscape, and an astronaut walking on the moon. Below these images are buttons for "Neues Thema" (New theme) and "Fragen Sie mich etwas..." (Ask me something...). On the right, a sidebar titled "Chats" lists "Copilot-GPTs" with "Copilot" and "Designer" selected. Other options include "Vacation planner", "Cooking assistant", and "Fitness trainer". At the bottom of the sidebar is a "Feedback" button.



- Opens Copilot
- Inserts: Keywords and Prompt
- Generates the Product description
- Saves it in Excel

HOW IT WORKS: POST CREATION AND UPLOAD



Gerade eben ·

Discover the epitome of innovation with the Apple iPhone 15! Boasting a sleek 128 GB black model, this device is the pinnacle of the newest technology. Its cutting-edge features and seamless performance redefine what you expect from a smartphone. Get ready to be captivated by the future in your hands.

#AppleiPhone15 #InnovationInYourPocket #128GBBlack
#TechTrendsetter #SmartphoneRevolution



companymountainbike

Discover the thrill of the trails with our sleek 20-inch Black Mountainbike! Engineered for versatility, it's perfect for every area, from winding forest paths to rugged mountain climbs. Embrace the adventure in style and comfort.

#Mountainbike #AdventureAwaits #BlackBike #20InchWheels
#AllTerrainBiking #RideTheTrails #BikingLife #OutdoorThrills
#PerfectForEveryArea

2 Min.

Sei der/die Erste, dem das gefällt
Vor 2 Minuten

Kommentieren ... Posten

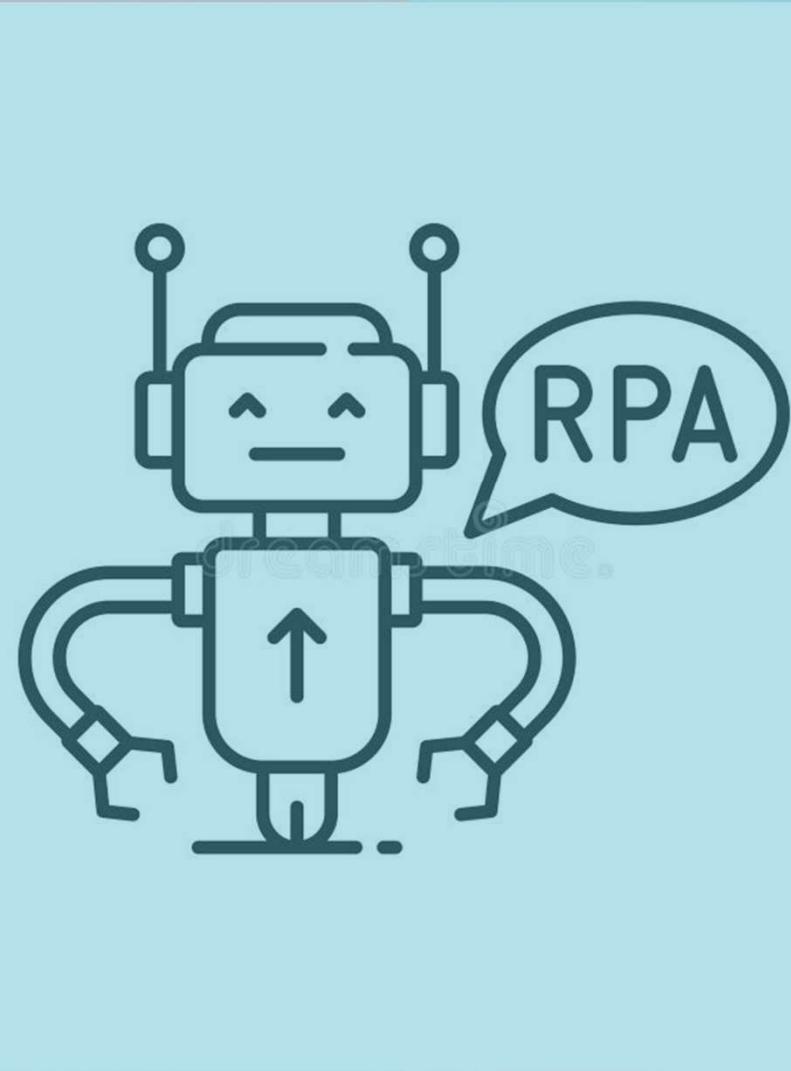


- Chooses the picture
- Automatically upload the post
- Writes 'Finished' in the Column

THE PRODUCT

UNATTENDED OPERATION

Designed to operate without the need for continuous human monitoring



BENEFITS

Time-Saving:
Employees can focus on strategic task

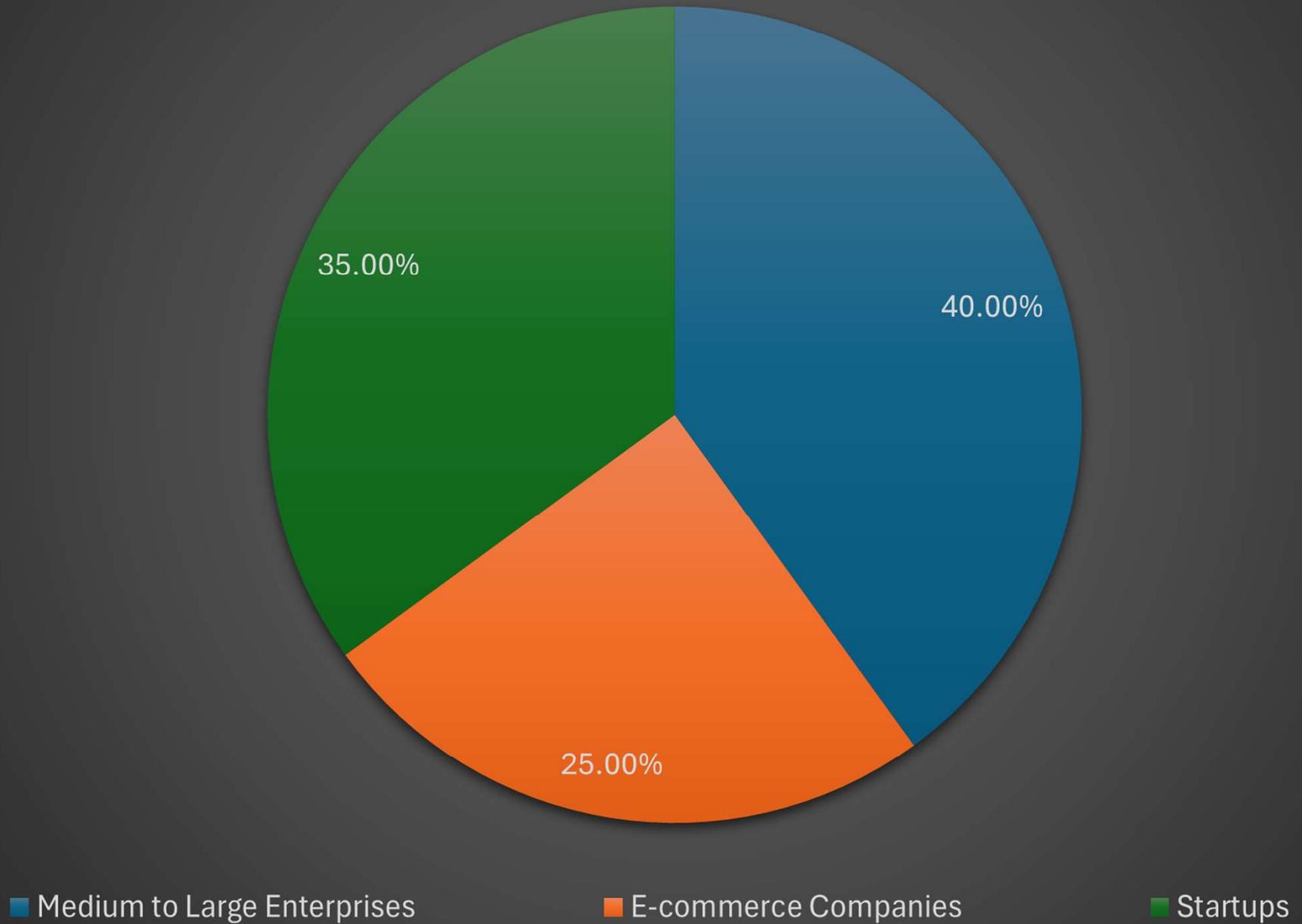
Cost-Effective:
Reduce the need for additional staff

4. MARKET

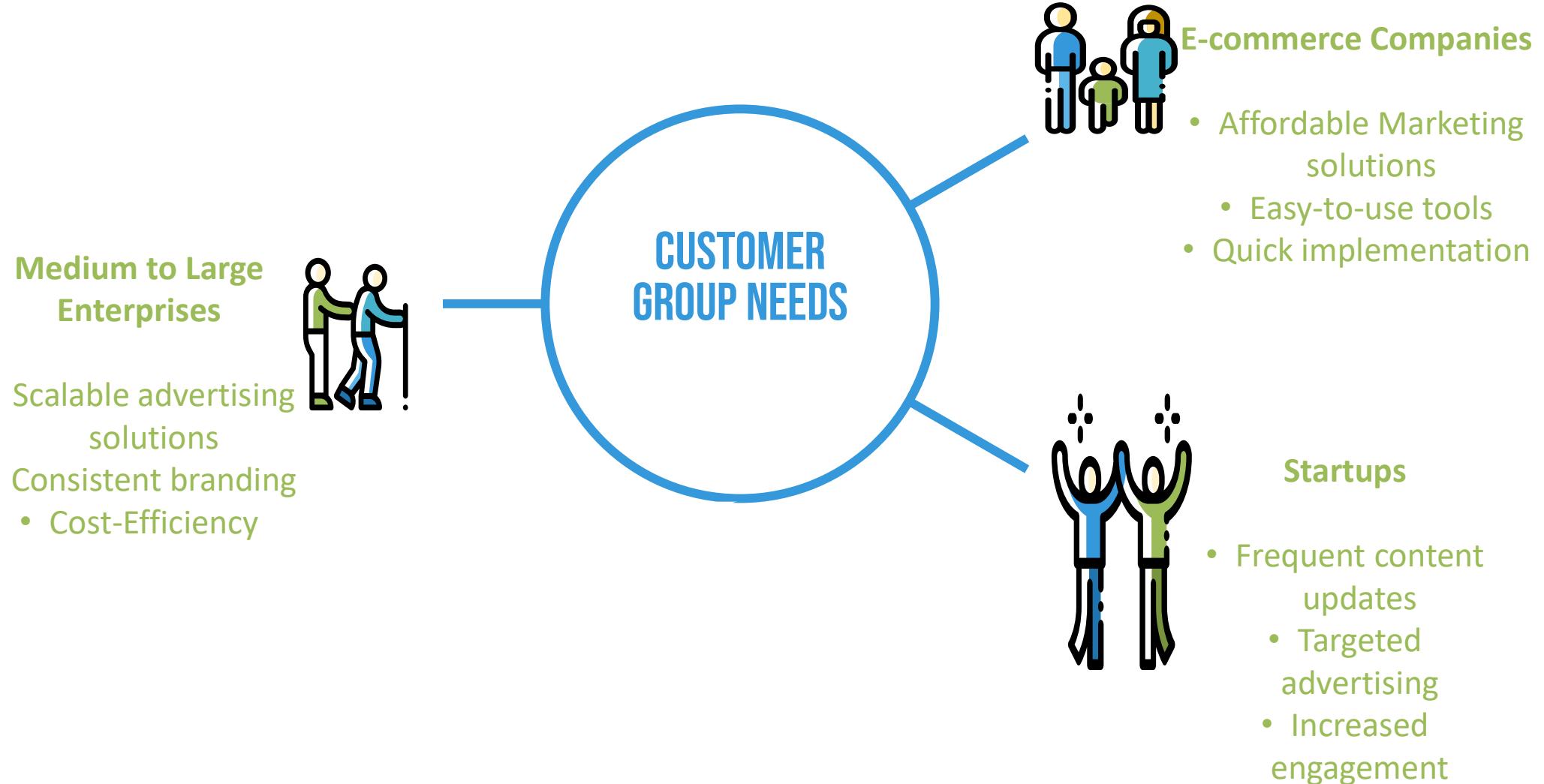
Medium to large enterprises, e-commerce companies, and startups that need marketing solutions across multiple platforms.



MARKET DISTRIBUTION



CUSTOMERS NEEDS

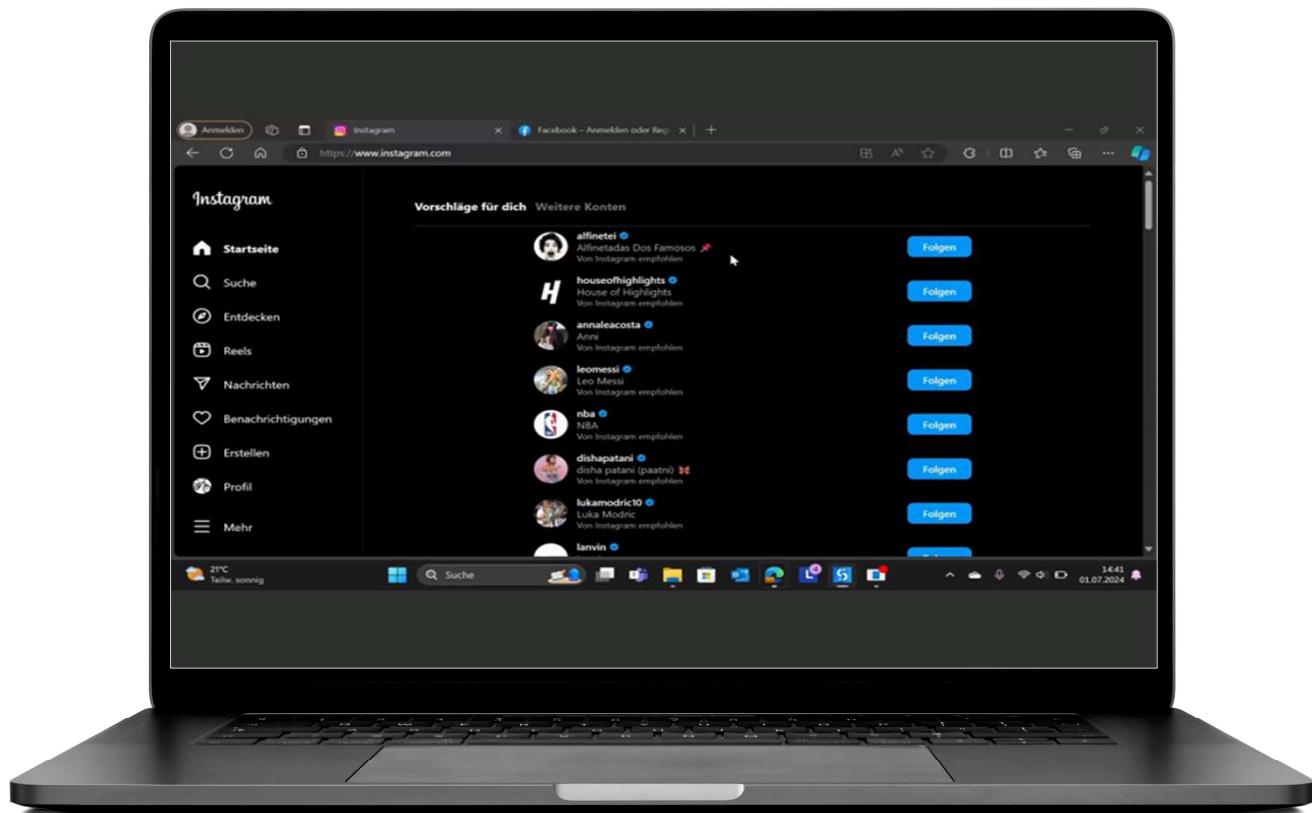




AD-BOOSTER-IQ

Join us today to
get the sales your
company
deserves





Anmelden Instagram Facebook – Anmelden oder Registrieren

https://www.instagram.com

Instagram

Vorschläge für dich Weitere Konten

-  **alfinetei** • Alfinetadas Dos Famosos Von Instagram empfohlen [Folgen](#)
-  **houseofhighlights** • House of Highlights Von Instagram empfohlen [Folgen](#)
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-  **lanvin** •

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21°C Teilw. sonnig

Suche

14:41 01.07.2024



THANK YOU FOR YOUR ATTENTION

LIST OF SOURCES

- <https://blog.hubspot.com/marketing/marketing-quotes> (Quote)
- <https://www.fowlerprinting.com/5-channels-5-ways-to-help-you-grow/marketing-clipart/> (RPA Cover Clipart)
- <https://www.nopio.com/blog/marketing-issues/> (Marketing Issues)
- <https://www.dreamstime.com/illustration/rpa-icon.html> (RPA clipart)
- <https://www.vecteezy.com/vector-art/36360546-define-problem-modern-icon-clipart-illustration> (Problem Clipart)