

Use Case Definition

Use Case: Automated Advertising Deployment across Multiple Channels

Goal: Implement Robotic Process Automation (RPA) in the marketing department to deploy automated and pre-written advertising content across various platforms such as TikTok, Instagram, Twitter, and LinkedIn.

Description / Human Path:

Start of the Process: The process begins with opening Instagram in a web browser.

Creating a Post: After opening Instagram, you select the 'Create' option to start a new post.

Selecting an Image: Next, you choose an image of the product from a directory or system that you want to share.

Inserting Description and Hashtags: After selecting the image, you add a description of the post and relevant hashtags.

Reviewing the Post: Before publishing, you carefully review the post to ensure everything is correct.

Publishing and Monitoring: After the review, the post is published. Then, you monitor the reactions and interactions to understand the audience's response.

End of the Process: The process concludes with the monitoring of reactions.

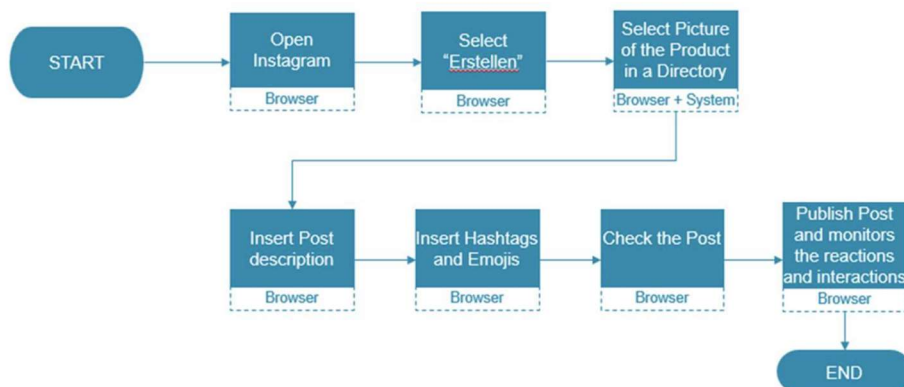


Abbildung 1 - Human Path Use-Case Gruppe 5

Benefits:

- **Efficiency:** Automating the advertising deployment process saves time and resources compared to manual posting on multiple platforms.
- **Consistency:** Using RPA ensures consistent branding and messaging across all advertising channels.
- **Scalability:** RPA allows for the simultaneous deployment of advertising content across a wide range of platforms, enabling scalability as the marketing strategy grows.
- **Data-Driven Decisions:** The monitoring and reporting capabilities of the RPA system provide valuable insights for making data-driven decisions and optimizing advertising performance.
- **Less mistakes:** Humans generally tend to make mistakes that could not happen with RPA. This refers to spelling errors or accidentally incorrect content.