

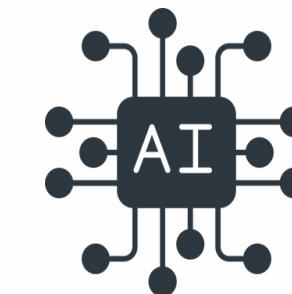


# Tuli

## A Smart SMB Marketing Assistant

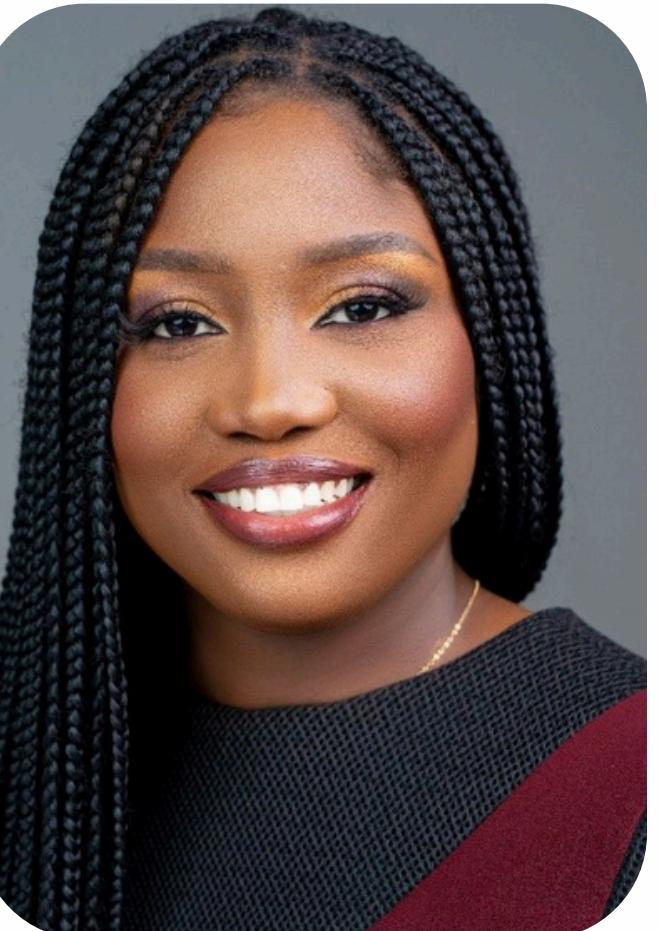
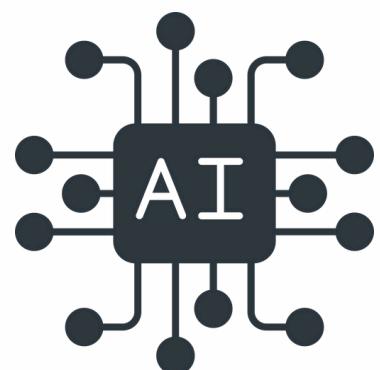
Empowering Small & Medium Businesses  
with AI

WAIPRACTICE  
Gen-AI Cohort  
**MAY 2025**



# Project Overview

- **Goal:** Create a low-code/no-code marketing assistant to enhance growth and customer engagement for small and medium businesses.
- **Problem Statement:** SMBs often struggle to generate consistent, engaging content due to limited resources.
- **Solution:** An AI-driven assistant that automates content creation and is a scalable, adaptable solution.

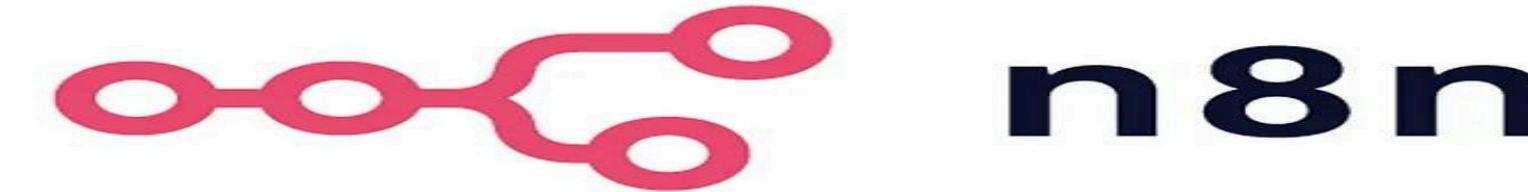


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MARKETING CONSULTANT

# Why



1. Low-Code, No-Code: Suitable for non-technical users, allowing for quick and efficient workflow creation.
2. Cost-Effective: n8n is budget-friendly compared to other automation tools, ideal for small businesses.
3. Highly Customisable: Integrates with a wide range of third-party tools, making it flexible and versatile.
4. User-Friendly Interface: Easy to build and adapt workflows. Open-Source Flexibility: Offers continuous
5. improvements and community support.

## Integrated AI Tools:

- Eleven Labs: Enhances voice synthesis for video content.
- Runway: Streamlines video editing and generation.
- Google AI Studio: Powers advanced text and content generation.
- OpenAI: Generates text copy and image/video prompts.
- Tavily: Searches the internet for market research to generate relevant content.



# Core Features

Tuli isn't just a content creator, it's a smart assistant designed to support growth of SME's. Its standout feature is audience adaptability: users can input audience details, preferences, and product links, allowing Tuli to generate personalised, platform-specific content. Tuli also includes analytics, reviewing social channels and sending weekly performance feedback. This helps users adapt their strategy based on what's working-making Tuli a practical, evolving tool for small business marketing.

## CUSTOMISATION

Adapts to business style and industry by learning from user input, target audiences and brand guidelines.

## CONTENT GENERATION

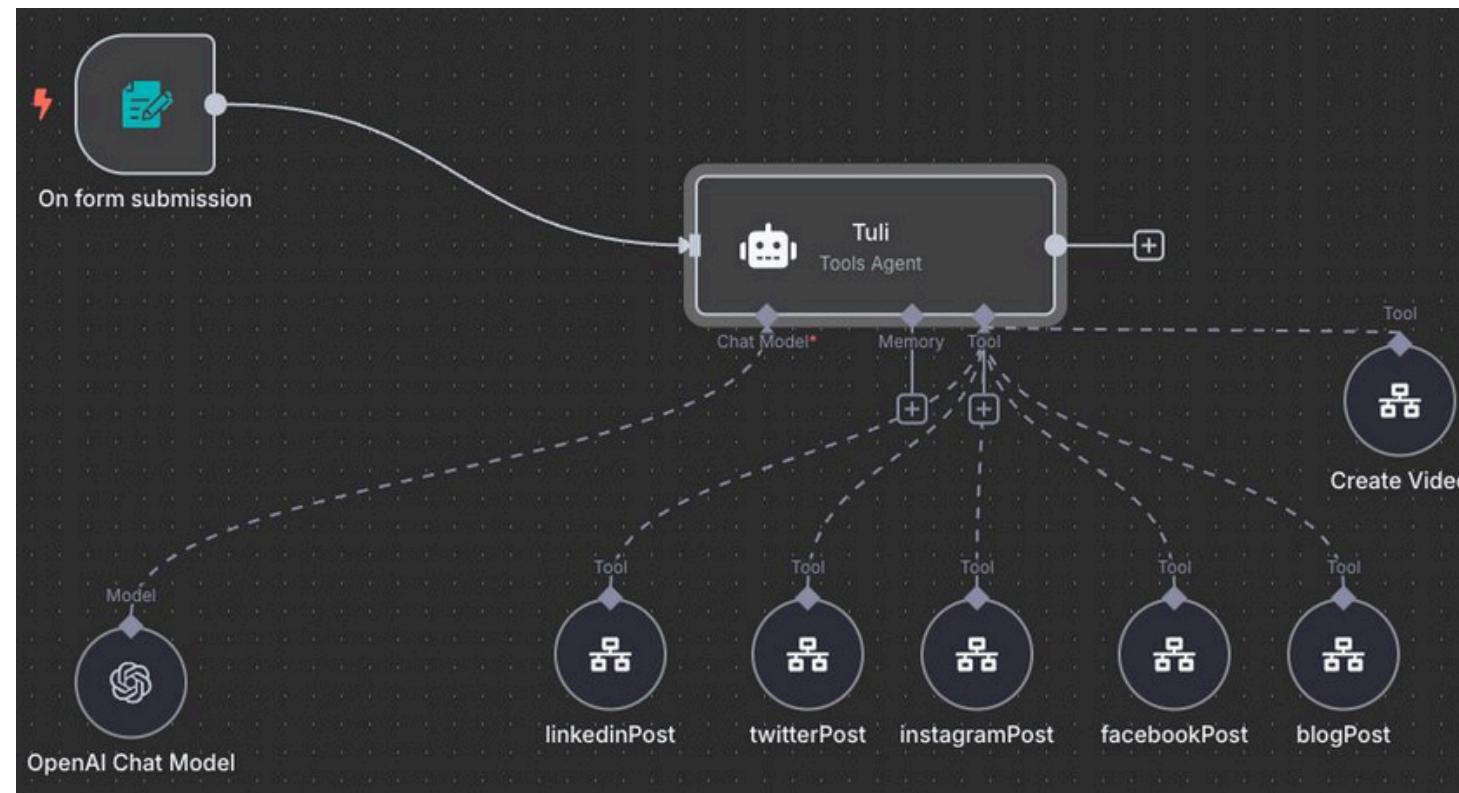
Automates the creation of posts for multiple platforms, including LinkedIn, Twitter, Facebook, Instagram, and blogs.

## Analytics

Reviews social channels and sends weekly performance feedback. Enabling users adapt their strategy based on performance.



# Workflow



**AI Agent (Tuli): Orchestrates content creation.**

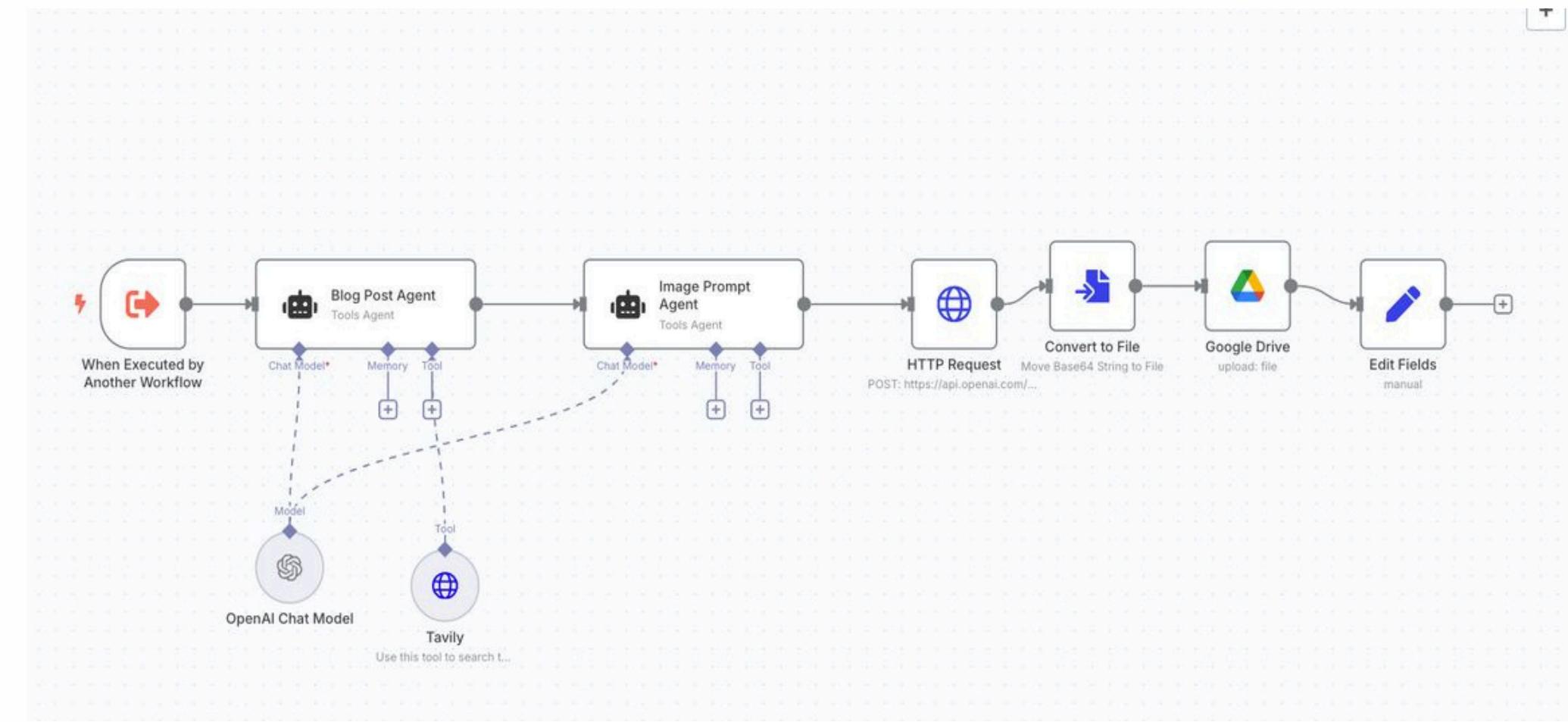
- Platform-Specific Workflows:
- Form submission triggers a selection of target platforms (LinkedIn, Twitter, Facebook, Instagram, Blog).
- The agent dynamically pulls the relevant workflow for each platform.

**Flow:**

- Form Submission → Platform Selection → AI Agent (Tuli) → Platform-Specific Workflow → Content Generation (Text & Video) → Multi-Platform Posting

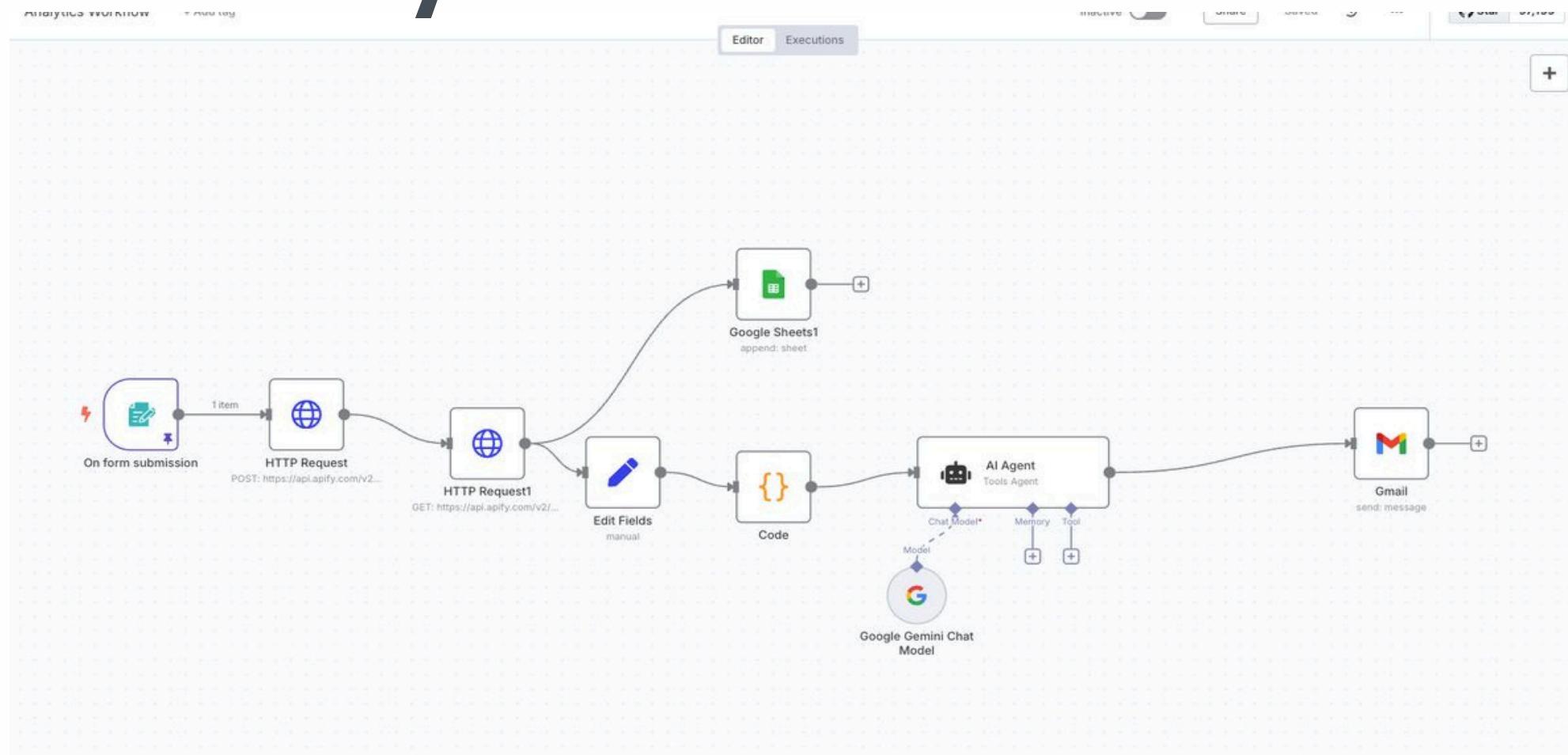
In N8N: The AI-powered marketing assistant automates the content creation process from form submission to multi-platform output.

# Sub workflow

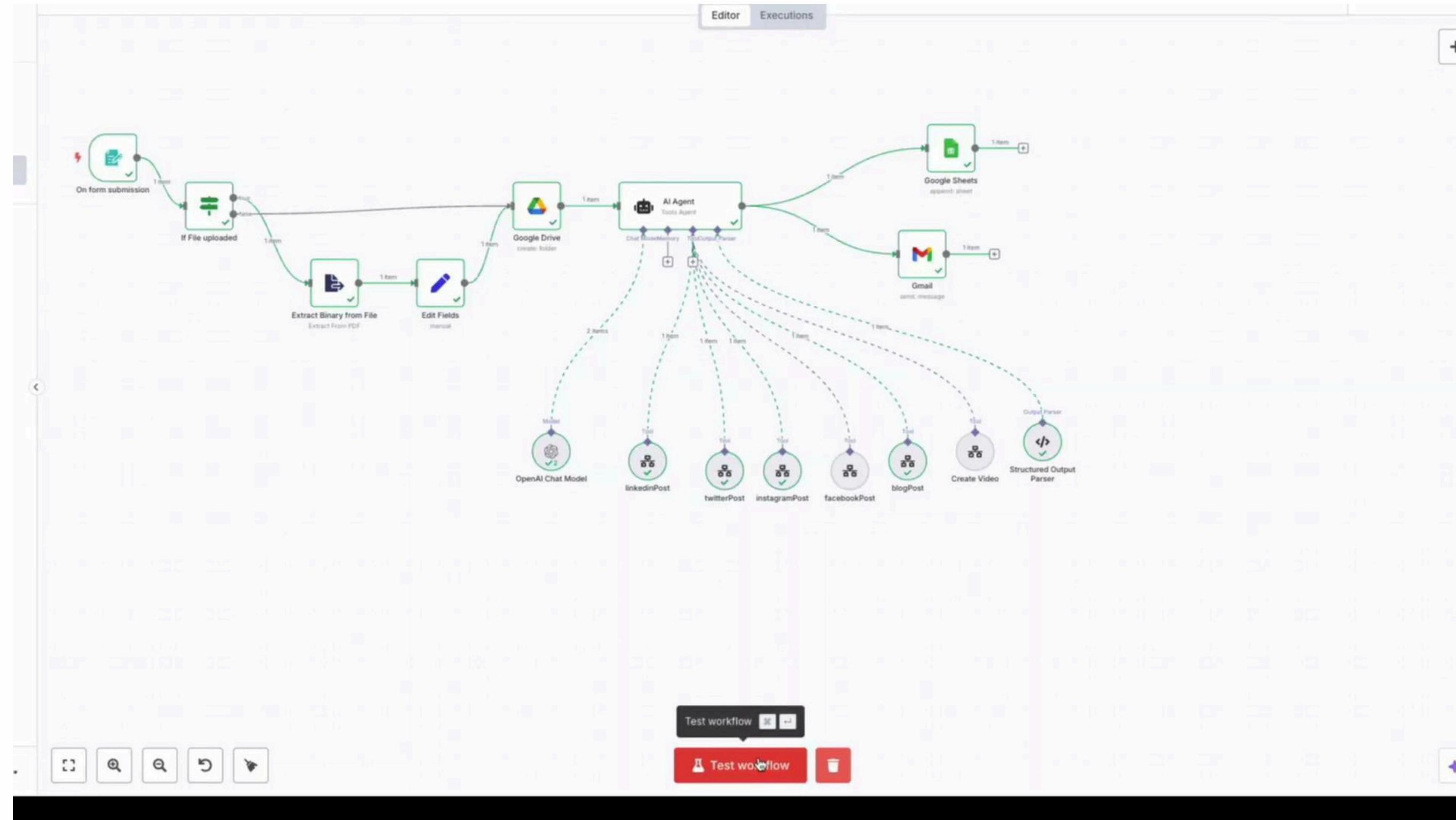


**In N8n:** The sub workflow is triggered by the agent when needed. It uses the relevant prompts to generate the required content, which is then passed back to the master agent.

# Analytics Workflow



In N8n: The analytics workflow can be set to run weekly or monthly. It gathers data from social media channels to report on post performance, based on reach, views, engagement, and more. The goal is to provide actionable insights, helping users refine and adapt future content.



# Content Generation:

## Instagram Post

Ready to get your hands dirty this May? Let's make your garden \*bloom\* with life!

This is the perfect time to:

- Sow carrots, beets, radishes, & salad greens (switch to heat-resistant greens as days warm up!)
- Plant more kale and chard for a bountiful harvest
- Give your perennials some TLC—divide and move them on cooler days for best results
- “Shop” your own beds and relocate extra seedlings hiding in unexpected spots

Don't forget: after a day outside, always check for ticks! Safety first, garden goddesses.

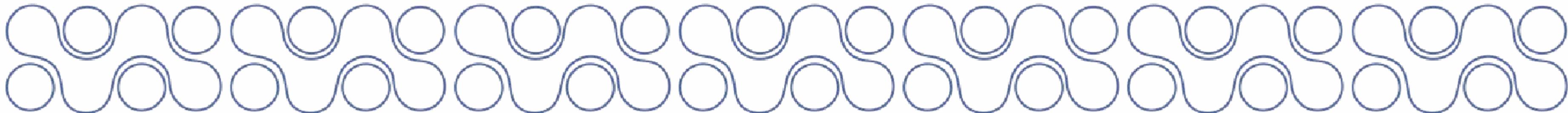
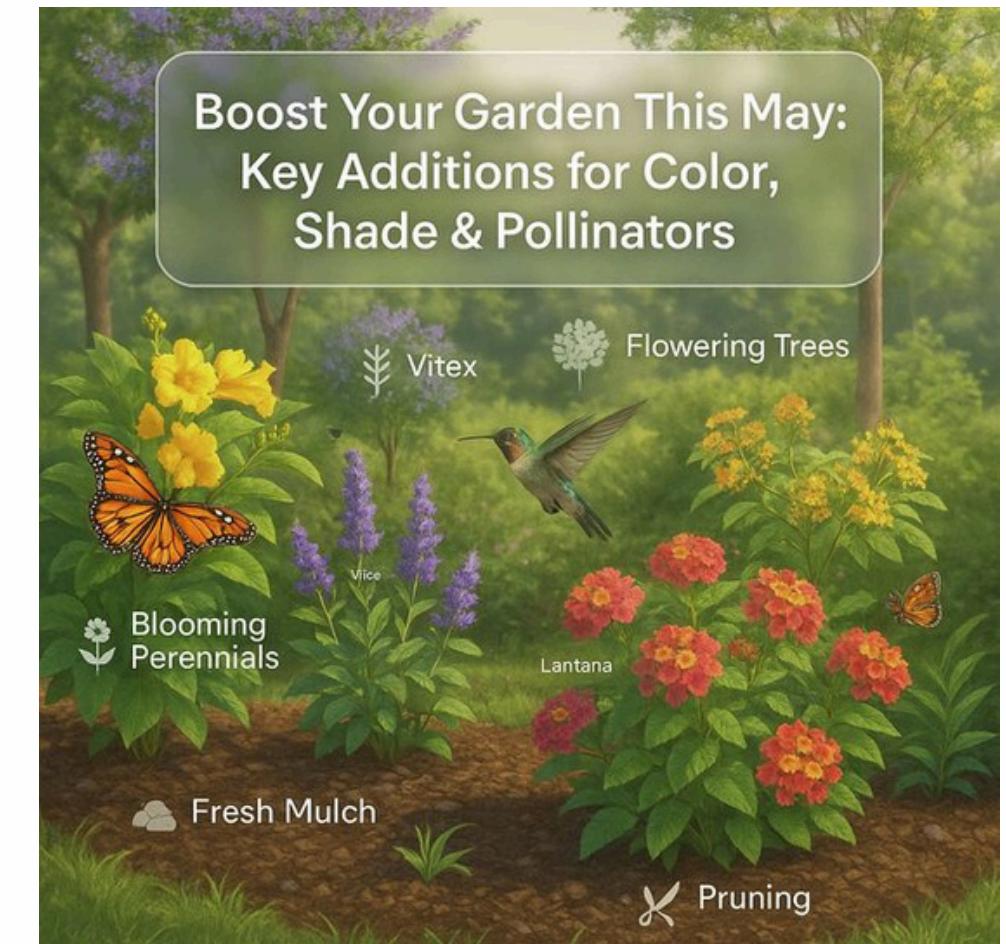
What's topping your to-plant list this month?



# Content Generation:

## LinkedIn Post

May Jobs for the Garden: Calling all beginner gardeners! 🌸🌿 Whether you have a balcony or a backyard, May is the perfect time to start transforming your garden. This month, focus on planting colourful bedding plants, preparing soil for summer veggies, and refreshing containers with vibrant blooms. Don't forget to try a bit of upcycling—reuse old planters or jars for eco-friendly pots. Share your May gardening progress in the community and tag #WeekendGardener to inspire others! Let's make our gardens bloom together!

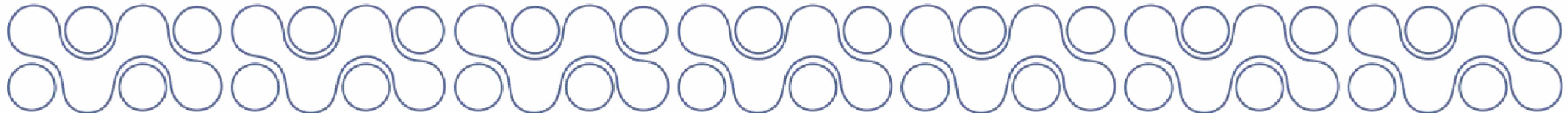


# Content Generation:

Twitter / X Post

May gardening jobs for beginners!

🌸 Start with easy flowers, refresh your soil, and try upcycling planters. Make weekends your garden time and share pics with #WeekendGardener. Let's create colourful, eco-friendly spaces together!



# Content Generation:

## May Jobs for the Garden: Essential Tips!

Spring is in full swing, and the garden is calling! May is a wonderful month to get your outdoor space prepped, primed, and blooming with life. Whether you're growing veggies, perfecting your lawn, or crafting a floral paradise, these practical tasks, will help you cultivate a beautiful and productive garden all season long.

### Prep and Strengthen Your Flower and Vegetable Beds

May's warmer weather makes it the ideal time to get your garden beds ready for both vegetables and flowers. Start by refreshing the soil and tidying up any leftover debris.

- \* Rake out dead moss and old leaves from beds and lawns to prevent disease.
- \* Amend soil with compost or manure to give your plants a nutrient boost.
- \* Pull persistent weeds to help young seedlings thrive.
- \* Tip: "Shop your own beds! Move volunteer seedlings or self-seeded 'extras' from cracks, path edges, or driveways into better spots in your main beds for a fuller garden—free plants!"

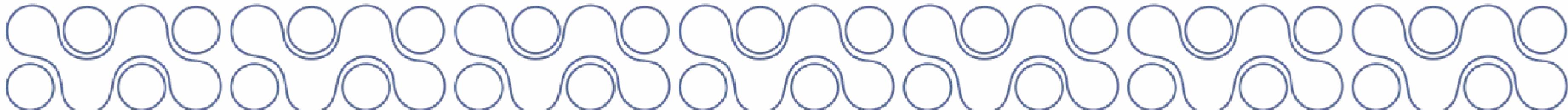
### Smart Sowing and Planting

With the last frosts mostly behind us, May is the ideal time to get sewing and planting.

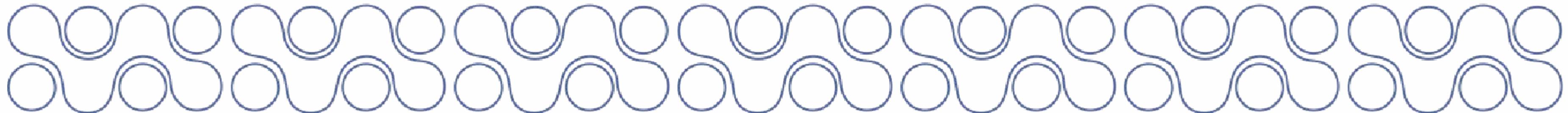
- \* Direct-sow quick-growing veggies like beans, carrots, sweetcorn, and beets.
- \* Start hardening off indoor seedlings of tomatoes, peppers, and cucumbers—gradually acclimate them to outdoor conditions before transplanting.
- \* Sow flowers such as cosmos, sunflowers, and zinnias straight into the borders.
- \* Example: "Sow a short row of bush beans every two weeks starting mid-May for a steady harvest into summer."

If you want a beautiful lawn, overseed any patchy areas with quality lawn seed and keep these sections gently watered.

### Pruning, Deadheading, and Dividing Perennials



# Content Generation:





# Video and Audio Generation



# Analytics Report

## LinkedIn Performance Report: Women In Ai Ireland

Past Month (Period: 2025-04-22 – 2025-05-22)

### Summary

Total posts: 34  
Average reactions per post: 40.56  
Average comments per post: 4.03  
Average reposts per post: 3.53  
Total engagement: 1549

### Top Performing Post

Date: 2025-05-08

Content: Meet the minds behind #WAI PRACTICE 2025 cohort - Project, Insights, and more! Join us for an exciting online event where a group of talented...

Reactions: 84  
Comments: 5  
Reposts: 6

[View post](#)

### Performance Insights

Posts related to WaiPRACTICE and mentorship programs generated significant engagement. Visual content, especially related to events and people, performs well. Posts highlighting specific initiatives and opportunities (e.g., mentorship, workshops) also garnered higher engagement.

### Recommendations

Continue to create content about WaiPRACTICE and mentorship opportunities. Showcase team members and their achievements. Diversify content to include more short videos and stories highlighting community events. Incorporate clear call-to-actions (e.g., register, apply, share) in posts.



# Analytics Report

## LinkedIn Performance Report: Women In Ai Ireland

Past Week (Period: 2025-05-16 – 2025-05-22)

### Summary

Total number of posts: 4 Average reactions per post: 21.25 Average comments per post: 1.25 Average reposts per post: 3 Total engagement: 85



### Top Performing Post

Date: 2025-05-17

Content: AI & HR: Putting People First - Insights from annual CIPD Ireland Conference! We're incredibly proud of Ngan Pham, our Head of Partnerships, for representing...

Reactions: 37, Comments: 3, Reposts: 2

[View post](#)



### Performance Insights

Posts related to WaiPRACTICE and showcasing events received good engagement. Content focused on partnerships and community contributions also performed well.



### Recommendations

Continue highlighting community achievements and events like WaiPRACTICE. Consider creating more content focused on partnerships and member spotlights. Experiment with video content to increase engagement.



# Challenges and solutions

## Timing:

With just myself and Toma on the project, time was our biggest challenge. This was a short programme, and while we achieved a lot within the timeframe and we see lots of potential for further development. We kept things focused and worked hard to deliver a strong working model.

## Skills & Tools:

Coming from a non-coding background, starting from scratch would have slowed things down significantly. That's where N8n became essential—it allowed us to build a functional, scalable assistant using low-code workflows.

## Output Quality:

Some of the early outputs didn't meet the quality we wanted. To improve this, we iterated on the prompt engineering, refining the instructions to the AI until we were happy with the results.

## Troubleshooting:

We encountered occasional errors in the workflows. Instead of getting stuck, we pasted the error outputs into ChatGPT and used it to help debug and resolve issues quickly and efficiently.



# Benefits of Social Media Marketing for SMBs:

## **Increased Visibility & Brand Awareness**

Social media platforms help SMBs reach new audiences without the high cost of traditional advertising. Even a small presence can significantly raise awareness of your brand, products, or services.

## **Direct Customer Engagement**

Social media allows businesses to connect directly with their audience, respond to queries, gather feedback, and build trust through consistent communication.

## **Customer Insights & Analytics**

Platforms provide detailed analytics on post performance, engagement, demographics, and more—giving businesses valuable insights into what their customers care about.

## **Drive Website Traffic & Sales**

Effective social content (especially with strong calls to action) can drive traffic to your website, landing pages, or online shop, boosting conversions and sales.

## **Build Community & Loyalty**

By sharing behind-the-scenes content, customer stories, or helpful tips, SMBs can foster a sense of community and keep audiences engaged over time.

## **Competitive Advantage**

An active and well-managed social media presence helps businesses stay top of mind and stand out in crowded markets.



# Cost Breakdown

## TULI

- Weekly Cost: €25 | Monthly Cost: €100
- Estimated based on tokens used

### Breakdown

- OpenAI Image Gen (gpt-image-1)  
\$0.19 per image - Used for images
- Runway:
  - \$0.50 - 10 seconds video - used for Product Videos
  - \$1 - 20 seconds - used for short videos with narration
- Eleven labs (Free Plan)  
\$0 for 20,000 credits - enough for our experimentation
- Flux Model (text-to-image model used for video creation)  
\$0.015 per image
- Text Generation and Reasoning:

GPT-4.1 Pricing  
\$2.00 per 1M input tokens  
\$8.00 per 1M output tokens

## MARKETING TEAM

- Weekly Cost: €820 | Monthly Cost: €3,280
- LinkedIn: 2 posts (€100)
- Twitter: 5 posts (€100)
- Facebook: 3 posts (€120)
- Instagram: 3 posts (€150)
- Blog: 1 post (€150)
- Video: 1 video (€200)

# Future Developments

- 1. Voice-Activated Interface:** Allowing users to speak commands rather than type them.
- 2. Batch Content Submission:** Enabling users to plan an entire month of content in one go.
- 3. Advanced Analytics Integration:** Providing insights and performance tracking through tools like Google Looker Studio.
- 4. Human-in-the-Loop:** Lets users review and refine AI output, helping the model learn and improve.



## Conclusion

Thank you for exploring Tuli with us. Tuli is designed to empower small and medium businesses to thrive in the digital landscape without breaking the bank or needing advanced technical skills. Our mission is to make AI-driven marketing accessible, affordable, and effective.

