

10. Marketing and content production workflow automation

Project

AI-based content production, campaign preparation, advertising variations and messages tailored to customer segments.

Specific solution

Based on the company's products, target groups, previous campaigns and brand voice, the system produces:

- LinkedIn posts;
- newsletter drafts;
- product descriptions;
- landing page copy;
- advertising variations;
- different messages for each customer segment;
- post-campaign performance analysis.

Measurable results

- faster campaign launches;
- more creative variations;
- lower content production costs;
- greater A/B testing capacity.