Marketing Automation AI Workflow

1. Content Input Collection

- • Gather raw content (ideas, drafts, transcripts, blogs, product info).
- • Identify primary goals (reach, engagement, conversions).
- • Collect brand voice guidelines and past content examples.

2. AI Drafting & Ideation

- • Generate content drafts using AI (posts, emails, captions, scripts).
- • Produce multiple variations for testing.
- • Create topic clusters or campaigns.

3. Human Review & Optimization

- • Review AI drafts for accuracy, tone, and alignment.
- • Refine messaging, fix errors, and ensure brand personality.
- • Approve final versions for distribution.

4. Design & Asset Creation

- • Use Canva or similar tools to generate visuals, thumbnails, or videos.
- • Apply branding (colors, fonts, layouts).
- • Export assets for each platform.

5. Scheduling & Publishing

- • Schedule across platforms (FB, IG, YouTube, LinkedIn, Email).
- • Optimize timing based on audience insights.
- • Ensure captions, hashtags, and links are correct.

6. Performance Tracking

- • Gather analytics (views, reach, CTR, conversions).
- • Identify top-performing content.
- • Track audience engagement trends.

7. Optimization Loop

- • Adjust strategy based on performance.
- • Create more content similar to top performers.
- • Refine prompts and workflows for higher output efficiency.