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STEER YOUR VISION"

CONTENT SPARK (MARKETING AUTOMATION)

Overview

Content Spark is a marketing automation tool built on the Frappe framework. It helps businesses **save time, automate content creation, and maintain brand consistency** across platforms like LinkedIn.

With AI-powered agents, Content Spark transforms your ideas into **ready-to-publish posts with visuals**—all in just a few clicks.

Workflow Steps

1. **Train your AI Agent**
   Define your brand's **voice, tone, and style** once—so every post feels consistent.
2. **Provide Input**
   Enter **topic, audience, or number of ideas** you want.
3. **Get Ideas Instantly**
   AI suggests **creative directions** tailored to your input.
4. **Create Content**
   Pick an idea → system drafts a **professional LinkedIn post**.
5. **Generate Images**
   AI agents design **branded visuals** to match the content.
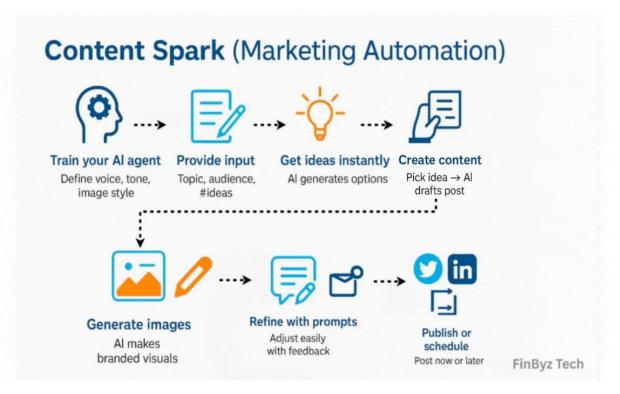6. **Refine with Prompts**
   Adjust with simple feedback until it's perfect.
7. **Publish or Schedule**
   Post instantly or schedule for later—directly from ERPNext.

Content Spark (Marketing Automation)

Train your AI agent
Define voice, tone, image style

Provide input
Topic, audience, #ideas

Get ideas instantly
AI generates options

Create content
Pick idea → AI drafts post

Generate images
AI makes branded visuals

Refine with prompts
Adjust easily with feedback

Publish or schedule
Post now or later

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Benefits

- **Save Time** → No more blank-page struggle; get posts ready in minutes.
- **Consistency** → Every piece follows your brand guidelines.
- **AI-Powered Ideas** → Fresh, creative options for every campaign.
- **Visuals Included** → Posts come with matching branded images.
- **All-in-One in Frappe** → No switching tools; everything happens inside your ERPNext ecosystem.
- **Scale Easily** → Generate and schedule multiple posts effortlessly.

How It Works

1. User provides **topic & audience details**.
2. AI generates **ideas + draft posts**.
3. AI Agents create **matching branded images**.
4. User refines the content with prompts.
5. System publishes or schedules the post to **LinkedIn**.

Output

- A **ready-to-publish LinkedIn post**
- Branded visuals auto generated by AI agents
- Option to **publish now or schedule later** inside ERPNext
- With **Content Spark**, your marketing is faster, smarter, and always on-brand.