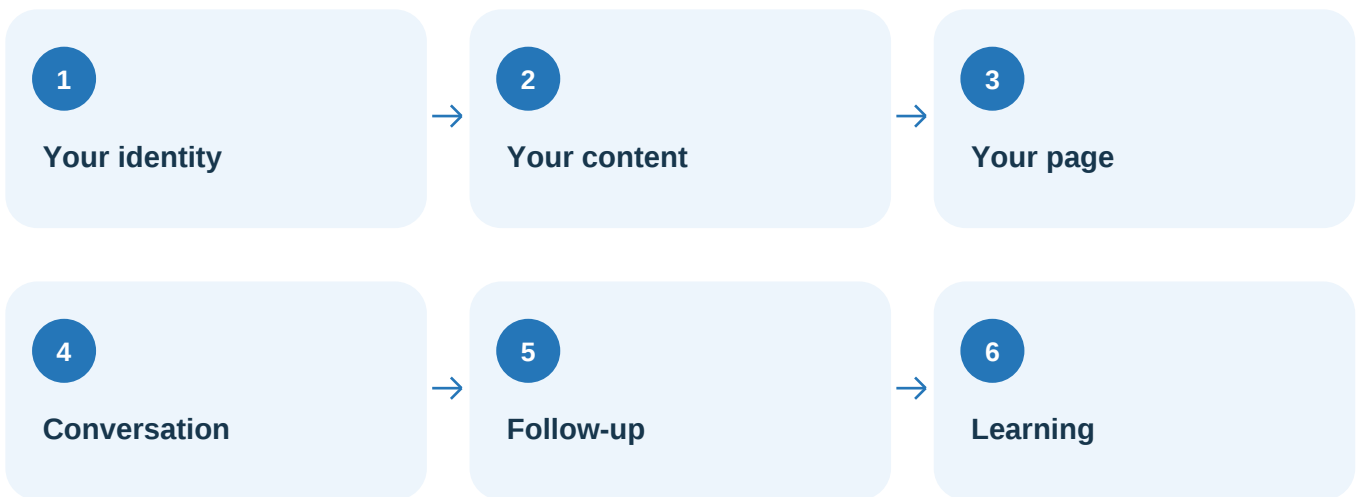


One idea. One campaign. All connected.

Your first AI campaign

A template to decide what you will say, who it is for and what happens next. Includes a brief, seven ideas, a script and a follow-up workflow. The seven assets are content proposals, not included generations.



01 / DEFINE	02 / CREATE	03 / CONNECT
One offer and one specific audience.	Seven assets with a purpose.	A conversation that continues.

Includes examples, a script, follow-up and a worksheet. No invented results: you supply your business context.

A campaign starts with a decision.

Choose one offer. If it takes three calls to action to explain it, narrow the scope before producing content.

Audience	Who do you want to help, and what is their situation? _____
Problem	What is preventing them from moving forward? _____
Offer	What exactly do they receive, and what is outside the scope? _____
Available proof	What can you demonstrate with a sample, a process or real data? _____
Main action	What happens next: read the outline, request information or book? _____
Owner	Who handles the reply and checks the next step? _____

The example throughout this kit

An academy is preparing an introductory smartphone photography course. Its audience wants better photos and wonders whether a professional camera is necessary. The campaign invites people to read the outline and request information. It promises neither results nor places that have not been confirmed.

Complete the brief with information about your business. The people, messages and situations in this example are illustrative.

Do not repeat the same ad seven times.

Each asset answers a different question. Start with the ones you hear most often in conversations and keep the offer consistent.

01 The problem

Why don't my photos show what I see?
Your phone can capture more than you are showing.
Reel with an everyday scene / Read the course outline

02 A practical improvement

What can I try today?
Before changing your camera, change your position.
Demonstration of framing / See the next example

03 The objection

Do I need a professional camera?
Start by learning what to do with the one you have.
Avatar video with your own examples / Check the requirements

04 The process

How will I learn?
One scene, one decision and an exercise to repeat it.
Carousel with three course steps / Read the syllabus

05 The proof

What will I see inside?
Here is how we analyse a photo in a lesson.
An authorised lesson excerpt / Watch a real sample

06 The fit

Is it right for me?
This course starts here. Check whether it is your next step.
Video on requirements and scope / Request information

07 The invitation

How do I take the next step?
Want to explore the course? Here is the outline.
Offer summary with one CTA / Read the course outline

These are not seven mandatory days or a posting frequency for every account. Adapt the order, formats and schedule to your audience.

One promise, from beginning to end.

This script addresses the camera objection. Replace the example with a real customer question and check each claim before recording or generating.

Opening	Do you think you need a professional camera to start learning photography?
Context	In this introductory course we practise with a phone. We start by observing light, choosing a frame and understanding what we want to show.
Demonstration	Look at this scene from two positions. Show a real comparison here and explain the conditions.
Scope	The programme is designed for beginners. Check the requirements, lessons and format to see whether it fits.
Action	The course outline is on the page. Take a look and request information if you still have a question.

The page continues the conversation

Headline	Learn the basics of photography with your phone.
What is included	The real syllabus, format, requirements, price and course terms.
Proof	An authorised lesson or exercise sample. Label illustrations clearly.
One action	Read the course outline. Offer an information form where it makes sense.
Questions	Equipment, starting level, lesson access and how to get help.

Review pronunciation, captions, images and the link. If you use an avatar or synthetic content, check the rules of the channel where you publish it.

A reply starts it. Follow-up keeps it moving.

Deliver what the person requested, keep the context and make it clear who handles what comes next. You do not need a long sequence to get started.

First reply	Hi, thanks for asking about the course. Here is the outline: [link]. Would you like to clarify anything about the level, lessons or format?
A specific question	The course starts with a phone. Here are the requirements: [link]. If your situation is not covered, I can pass your question to the team.
Hand-off to the team	I will share your question with the person responsible so they can review it with the context. They will reply through the agreed channel.

Source	The video, page and campaign they came from.
Interest	The offer and the specific question.
Status	New enquiry, in conversation or awaiting review.
Owner	The person or team handling the case.
Next step	The agreed action and date, if any.
Preferences	The requested channel and applicable follow-up permissions.

Identify an AI assistant when it replies. Hand complaints, exceptions, requests for a person and questions without verified information to your team. Having a contact record is not a reason to send a reminder.

Test the whole journey.

Run an internal test with fictitious data before receiving real enquiries. The work does not end when the video looks good.

- ☐ The offer, requirements and terms agree across the video and the page.
- ☐ Samples are yours or authorised and do not imply invented results.
- ☐ The content works with and without sound; captions and titles have been checked.
- ☐ The link works and the page is readable on mobile.
- ☐ The form confirms receipt only when the request is actually saved.
- ☐ The enquiry retains its source, an owner and a next step.
- ☐ The bot recognises its limits and provides a clear path to a person.
- ☐ Events distinguish visits, clicks, confirmed requests and real sales.

Measure what happens next

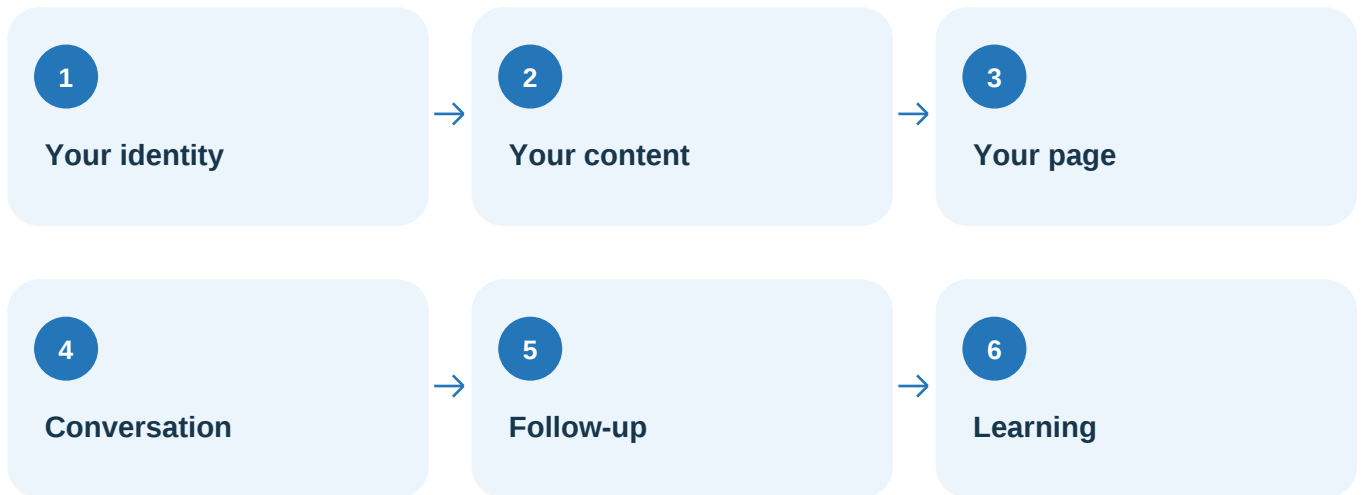
Page	How many visits reach the offer page?
Enquiry	How many valid requests are saved?
Follow-up	How many have an owner and a next action?
Outcome	How many reach the commercial stage you defined?

Your identity is the beginning. Connect the brief to your AI team's work: avatar and content, page and campaign, conversation and CRM. Start with a journey you can review from beginning to end.

This kit prepares the work. It does not publish content, create ads, send messages or include generations or free application access.

From first impression to the next step.

Do not publish disconnected assets. Decide what the person sees next and who follows up.



The connected example

Reel: a smartphone photography tip. Page: an invitation to the workshop. Form: contact details and source. Conversation: answer whether a camera is needed. CRM: an owner and next action. Review: actual sign-ups, not just views.

Before producing

Check that your promise, CTA and page describe the same offer. Choose one metric per stage and test the form before publishing.

Your next campaign starts here.

Complete this sheet before opening the editor. Use the text file if you prefer to write digitally.

The offer

The person

The promise

The proof

The next step

See how to connect it in ContentFlow365

www.contentflow365.com/product