

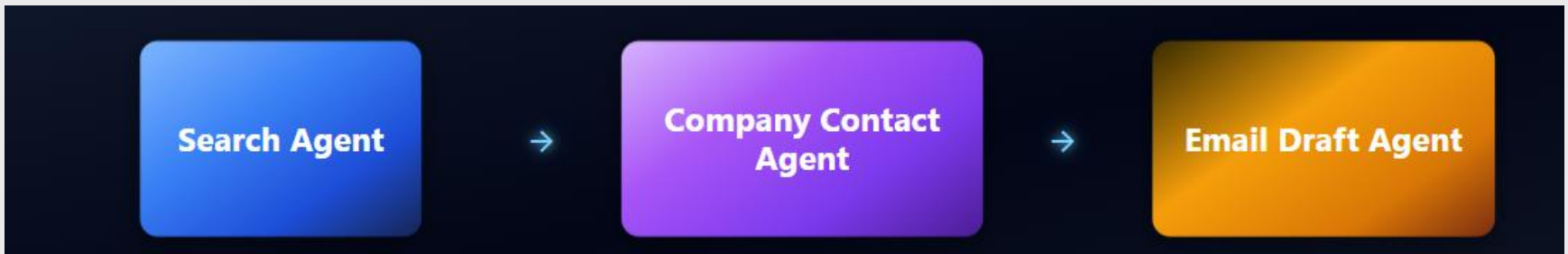
AI Marketing Agent



Why Marketing Agents?

- **Businesses need to find and contact leads (potential new customers)**
- **Searching for leads by hand takes a long time**
- **Mass emailing many leads is probably not effective**
- **Personalizing each email takes a long time**

Marketing Agent Flow



- **Search agent – finds the websites of companies to contact**
- **Company contact agent – collects the contact and other useful information for the company from their webpage or social media page**
- **Email draft agent – drafts a personalized email to the company**

Search Agent Inputs

- **Product template (project_info.json)**
 - Your brand, services offered, geography served, etc.
 - Needed to ground the search agent in your context so results fit your product
- **Target demographic template (target_demographic.json)**
 - Segments ,geography, company size, industries to include or avoid
 - Search query hints – guide model's searches

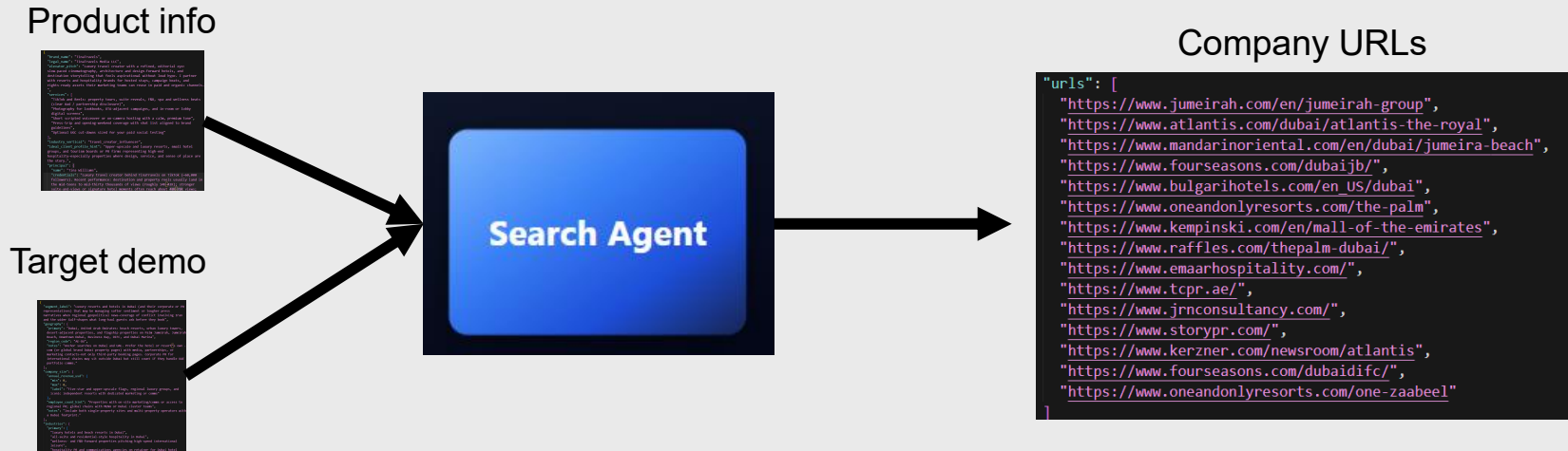
product_info.json

```
{
  "brand_name": "TinaTravels",
  "legal_name": "TinaTravels Media LLC",
  "elevator_pitch": "Luxury travel creator with a refined, editorial eye: slow-paced cinematography, architecture and design-forward hotels, and destination storytelling that feels aspirational without loud hype. I partner with resorts and hospitality brands for hosted stays, campaign beats, and rights-ready assets their marketing teams can reuse in paid and organic channels.",
  "services": [
    "TikTok and Reels: property tours, suite reveals, F&B, spa and wellness beats (clear #ad / partnership disclosure)",
    "Photography for lookbooks, OTA-adjacent campaigns, and in-room or lobby digital screens",
    "Short scripted voiceover or on-camera hosting with a calm, premium tone",
    "Press-trip and opening-weekend coverage with shot list aligned to brand guidelines",
    "Optional UGC cut-downs sized for your paid social testing"
  ],
  "industry_vertical": "travel_creator_influencer",
  "ideal_client_profile_hint": "Upper-upscale and luxury resorts, small hotel groups, and tourism boards or PR firms representing high-end hospitality—especially properties where design, service, and sense of place are the story.",
  "principal": {
    "name": "Tina Williams",
    "credentials": "Luxury travel creator behind TinaTravels on TikTok (~60,000 followers). Recent performance: destination and property reels usually land in the mid-teens to mid-thirty thousands of views (roughly 14K-42K); stronger suite-and-views or signature hotel moments often reach about 48K-78K views;
```

target_demographic.json

```
{
  "segment_label": "Luxury resorts and hotels in Dubai (and their corporate or PR representatives) that may be managing softer sentiment or tougher press narratives when regional geopolitical news—coverage of conflict involving Iran and the wider Gulf—shapes what long-haul guests ask before they book",
  "geography": {
    "primary": "Dubai, United Arab Emirates: beach resorts, urban luxury towers, desert-adjacent properties, and flagship properties on Palm Jumeirah, Jumeirah Beach, Downtown Dubai, Business Bay, DIFC, and Dubai Marina",
    "region_code": "AE-DU",
    "notes": "Anchor searches on Dubai and UAE. Prefer the hotel or resort's own .com (or global brand Dubai property pages) with media, partnerships, or marketing contacts—not only third-party booking pages. Corporate PR for international chains may sit outside Dubai but still count if they handle UAE portfolio comms."
  },
  "company_size": {
    "annual_revenue_usd": {
      "min": 0,
      "max": 0,
      "label": "Five-star and upper-upscale flags, regional luxury groups, and iconic independent resorts with dedicated marketing or comms"
    },
    "employee_count_hint": "Properties with on-site marketing/comms or access to regional PR; global chains with MENA or Dubai cluster teams",
    "notes": "Include both single-property sites and multi-property operators with a Dubai footprint."
  },
  "industries": {
    "primary": [
      "luxury hotels and beach resorts in Dubai",
      "all-suite and residential-style hospitality in Dubai",
      "wellness- and F&B-forward properties pitching high-spend international leisure",
      "hospitality PR and communications agencies on retainer for Dubai hotel
```

Web Search Agent



- Agent returns a list of company URLs
- Use Gemini's Google search grounding
 - No need for another search API
 - Priced separately from text generation \$\$\$

Company Contact Template

- **Contact pathways – emails, phone numbers, and useful links**
- **Named people – leadership or marketing/PR contacts. Allows for a more personalized message**
- **Company facts – tagline, short “what they do”, industry focus, notable products, etc. Allows for a more personalized message**

company_contact_template.json

```
"output_example": {
  "company": {
  },
  "hotel_property": {
    "dubai_area_or_district": "Palm Jumeirah (East Crescent)",
    "property_format": "Beach resort with suites and villas",
    "brand_flag_or_operator": "Example Hotels & Resorts (fictional)",
    "star_rating_or_awards_text": "Five-star; Forbes Travel Guide recommended (example)",
    "room_or_suite_count_text": "132 suites and villas",
    "signature_outlets_and_experiences": "Azure Beach Club, Saffron Room (Levantine), Talise Spa, kids Explorers club, sunset dhow transfers",
    "guest_segments_emphasized": "Couples, families, milestone celebrations; small corporate groups",
    "partnerships_influencer_or_media_note": "Press kit PDF linked from /press, requests via media@",
    "languages_customer_facing": "Arabic and English; concierge lists additional languages"
  },
  "phones": [
    { "label": "Reservations", "number": "+971 4 555 0100" },
    { "label": "WhatsApp", "number": "+971 50 555 0199" }
  ],
  "emails": [
    { "label": "Media / PR", "address": "media@example-palm-dubai.com" },
    { "label": "Marketing", "address": "marketing@example-palm-dubai.com" }
  ],
  "contacts": [
    {
      "full_name": "Sara Al-Mansoori",
      "job_title": "Director of Marketing & Communications",
      "department": "Sales & Marketing",
      "email": "s.almansoori@example-palm-dubai.com",
    }
  ]
}
```


Email Template

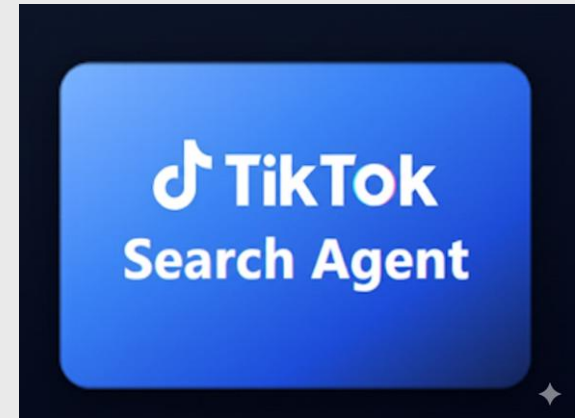
- **Description & purpose — mission statement (e.g. partnership outreach, B2B sales) so the model stays on task**
- **Introduction / voice — how the sender should identify themselves, example of the message vibe (not copy-paste text), and rules to vary wording so drafts don't feel robotic**
- **Compliance - goal (credible, one-to-one), do / don't lists, length, no invented facts, no misleading claims**

email_template.json

```
{
  "document_type": "outreach_email_draft",
  "version": "1.1",
  "description": "Instructions for drafting a single partnership outreach email from Tina (sender in product_info.json) to a hotel, resort, or PR contact (prospect from company_contact_info.json). Professional, personalized, not spammy. The opening should establish who she is in a natural way—see introduction_guide—not a stiff mail-merge.",
  "introduction_guide": {
    "intent": "Early in body_plain (usually right after the salutation), identify the sender clearly: full name, the TinaTravels TikTok presence, and that she is a travel influencer with real luxury-hotel / resort campaign experience across multiple countries—using facts from product_info (name, brand_name, credentials, differentiators).",
    "example_spirit_not_literal": "Think along the lines of: “Hi – this is Tina Williams from the TinaTravels TikTok account. I’m a travel influencer and I’ve worked with luxury hotels and resorts in several countries on campaigns and hosted stays.” That line is a STYLE guide only: paraphrase, reorder, shorten, or split across two sentences so each email feels hand-written.",
    "customize": [
      "Never send the same opening verbatim every time; vary word choice, rhythm, and what you emphasize (e.g. TikTok handle vs. luxury positioning vs. one geography from product_info).",
      "If product_info lists specific past markets (e.g. Antigua, Costa Rica, Oman, Uzbekistan), you may cite a subset when it strengthens credibility—do not invent destinations.",
      "Keep it one tight paragraph for the intro; avoid repeating “TikTok” three times or listing every stat.",
      "Luxury tone: warm, direct, confident—no emoji stacks, no [OMG], no fake familiarity."
    ]
  },
  "inputs": {
    "sender": "Full contents of templates/product_info.json – use principal.name (e.g. Tina Williams), brand_name (TinaTravels), credentials, differentiators,
```


TikTok Search Agent

- **We can also modify the search agent to search TikTok**
- **Elements of TikTok search agent**
 - Custom crawler to use search function
 - Custom crawler to search a user's page and get their data
 - Use screen-shots and multi-model AI
- **This search agent may not be totally legitimate**
 - I still want to teach you how to build it
 - I trust your ethical judgment when using it



Coding Session

- Build an AI marketing agent that uses web search
- Test the agent on a fake (or real) business
- If we have time, build an AI marketing agent that uses TikTok search

