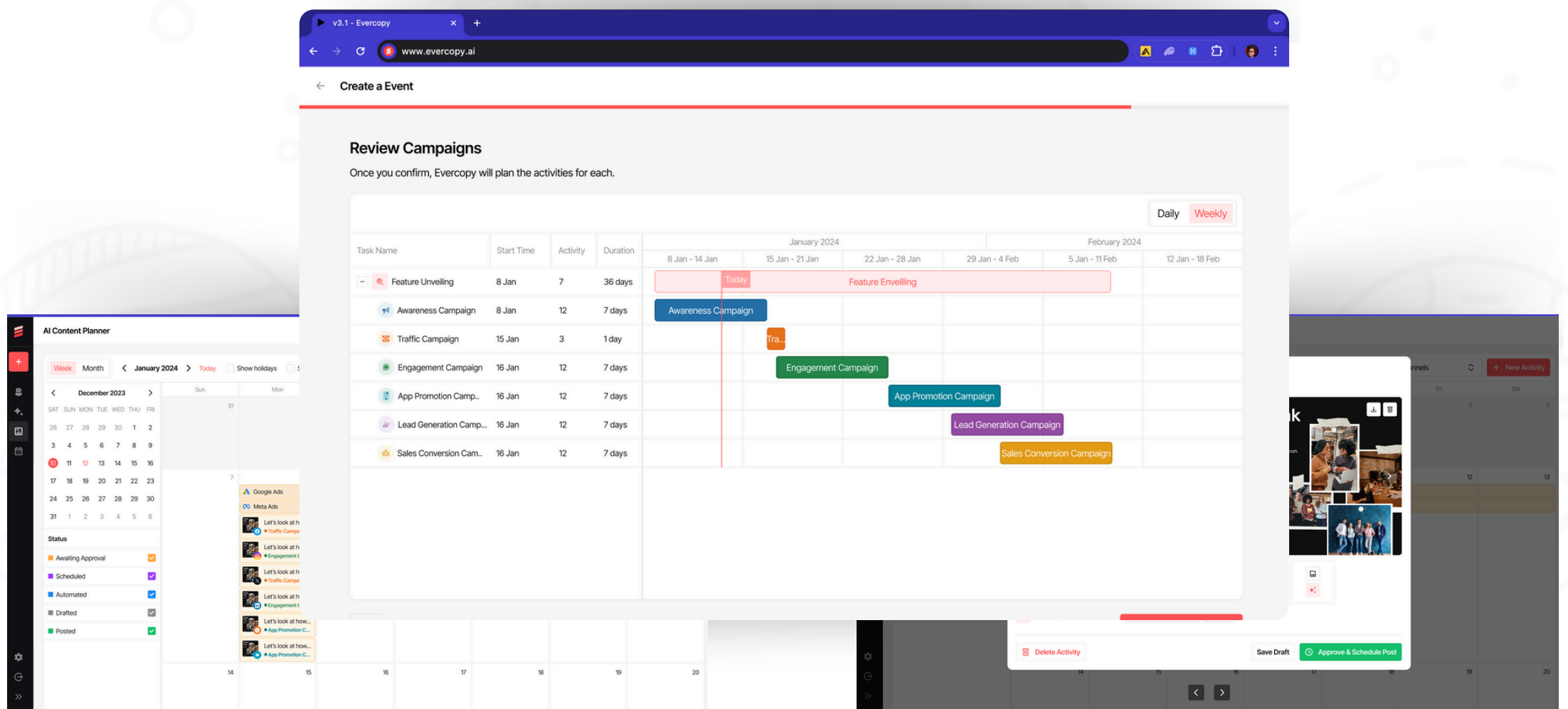


7 STEP AI MARKETING CAMPAIGN



Evercopy AI helps anyone to turn
company events and objectives into
**weeks of campaigns, activating paid
and organic channels in seconds.**



The screenshot displays the Evercopy AI interface, which is used for planning and reviewing campaigns. The main window is titled "Review Campaigns" and includes a sub-header "Once you confirm, Evercopy will plan the activities for each." Below this, there is a table with columns for Task Name, Start Time, Activity, Duration, and a calendar view for January 2024 and February 2024. The table lists several campaigns, including Feature Unveiling, Awareness Campaign, Traffic Campaign, Engagement Campaign, App Promotion Campaign, Lead Generation Campaign, and Sales Conversion Campaign. The calendar view shows the duration of each campaign across the months. On the left side, there is a sidebar with a calendar for December 2023 and January 2024, and a list of tasks with their status (e.g., Awaiting Approval, Scheduled, Automated, Drafted, Posted). On the right side, there is a panel for "New Activity" with a "New Activity" button and a list of activities. At the bottom, there are buttons for "Delete Activity", "Save Draft", and "Approve & Schedule Post".

Task Name	Start Time	Activity	Duration	Calendar View
Feature Unveiling	8 Jan	7	36 days	8 Jan - 14 Jan, 15 Jan - 21 Jan, 22 Jan - 28 Jan, 29 Jan - 4 Feb, 5 Jan - 11 Feb, 12 Jan - 18 Feb
Awareness Campaign	8 Jan	12	7 days	8 Jan - 14 Jan
Traffic Campaign	15 Jan	3	1 day	15 Jan
Engagement Campaign	16 Jan	12	7 days	16 Jan - 22 Jan
App Promotion Camp..	16 Jan	12	7 days	16 Jan - 22 Jan
Lead Generation Camp...	16 Jan	12	7 days	16 Jan - 22 Jan
Sales Conversion Cam...	16 Jan	12	7 days	16 Jan - 22 Jan

STEP 1



Choose Company Event.

Launching a product?

Hosting a webinar?

Upcoming sale?

Start by selecting the event you want to promote.

A screenshot of a web application interface titled 'Create a Event'. The interface has a light gray background. At the top left, there is a back arrow and the text 'Create a Event'. Below this, a section titled 'What's happening with your brand?' is followed by the instruction 'Let's start with selecting an event to create your cross-channel marketing plan.' Below this instruction is a grid of 12 event options, each with an icon, a title, and a brief description. The first option, 'Product Rollout', is highlighted with a red border. A dashed blue arrow points from the text 'Start by selecting the event you want to promote.' to the 'Product Rollout' option. The other options are: 'Feature Unveiling', 'Raised Funding', 'Market Expansion', 'Hosting Learning Sessions', 'Seasonal Discount/Sales', 'Event Participation', 'Partnership Initiation', 'Strategic Shift', 'Team Onboarding Celebration', and 'Brand Milestone Celebration'.

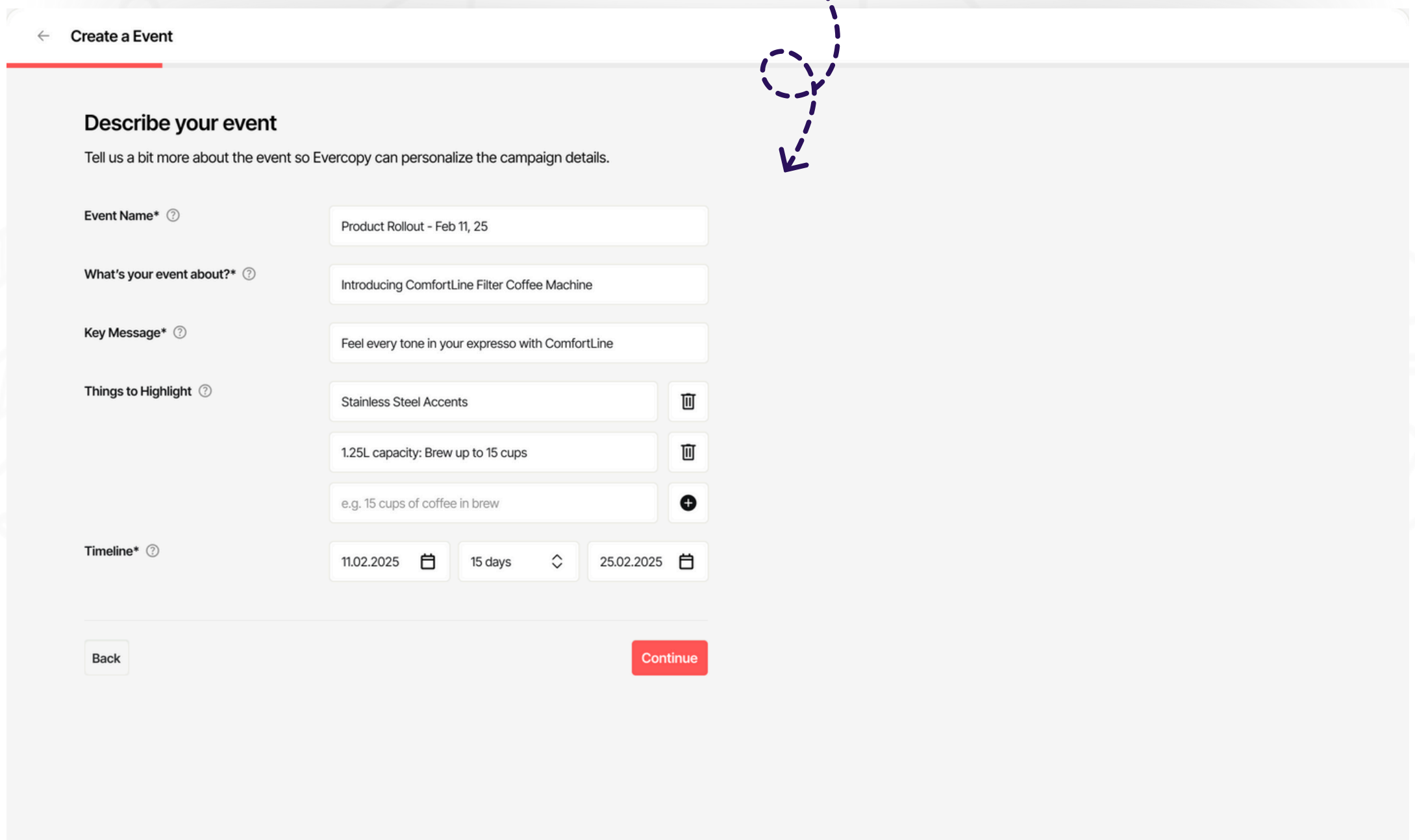
What's happening with your brand?			
Let's start with selecting an event to create your cross-channel marketing plan.			
Product Rollout Launching your innovation to spark market interest.	Feature Unveiling Showcasing enhancements to enrich the product experience.	Raised Funding Celebrating new investment milestones fueling growth.	Market Expansion Broadening your footprint in untapped regions or sectors.
Hosting Learning Sessions Sharing expertise in engaging educational formats.	Seasonal Discount/Sales Boosting revenue with seasonal or theme-based promotional offers.	Event Participation Attending an industry event to expand your network and knowledge.	Partnership Initiation Establishing new alliances to drive innovation and open new market avenues.
Strategic Shift Adapting to market dynamics with strategic pivots.	Team Onboarding Celebration Welcoming a new talent into your corporate community.	Brand Milestone Celebration Commemorating pivotal moments in your brand's journey.	

STEP 2



Describe Event Details.

Provide details about your event like its objectives, timeline, and key highlights. Think of this as a brief consultation with a marketing expert.



← Create a Event

Describe your event


Tell us a bit more about the event so Evercopy can personalize the campaign details.


Event Name* ⓘ


What's your event about?* ⓘ




Key Message* ⓘ

Things to Highlight ⓘ







Timeline* ⓘ   

STEP 3



Select Channels.

Based on your industry and the specifics of your campaign, Evercopy AI will recommend the best channels to utilize, both paid and organic.

Select the ones that best fit your strategy.

A screenshot of a web interface titled 'Create a Event'. The main section is 'Choose channels' with the instruction 'Select to activate the AI-recommended channels for paid and organic reach.' It is divided into 'Social Channels' and 'Paid Channels'. Social channels include Facebook, X (Twitter), Instagram, LinkedIn, Blog, and Newsletter, all of which are selected with red checkmarks. Paid channels include Google Ads and Meta Ads, also selected with red checkmarks. A dashed purple arrow points from the text 'Select the ones that best fit your strategy.' to the 'Choose channels' section. At the bottom, there are 'Back' and 'Continue' buttons.

← Create a Event

Choose channels

Select to activate the AI-recommended channels for paid and organic reach.

Social Channels

Facebook <input checked="" type="checkbox"/>	X (Twitter) <input checked="" type="checkbox"/>
Instagram <input checked="" type="checkbox"/>	LinkedIn <input checked="" type="checkbox"/>
Blog <input checked="" type="checkbox"/>	Newsletter <input checked="" type="checkbox"/>

☒ **Paid Channels** We'll ask for detailed configuration for paid channels in the next step.

Google Ads <input checked="" type="checkbox"/>	Meta Ads <input checked="" type="checkbox"/>
--	--

[Back](#) [Continue](#)

STEP 4

Review Campaigns.

Take a look at the proposed campaigns, which cover the pre-event, during-event, and post-event phases.

AI GENERATED ✨

[← Create a Event](#)

Review Campaigns

Once you confirm, Evercopy will plan the activities for each.

Daily

Weekly

Task Name	Start Time	Activity	Duration	January 2024				February 2024	
				8 Jan - 14 Jan	15 Jan - 21 Jan	22 Jan - 28 Jan	29 Jan - 4 Feb	5 Jan - 11 Feb	12 Jan - 18 Feb
Feature Unveiling	8 Jan	7	36 days	Today	Feature Enveilling				
Awareness Campaign	8 Jan	12	7 days	Awareness Campaign					
Traffic Campaign	15 Jan	3	1 day		Tra...				
Engagement Campaign	16 Jan	12	7 days		Engagement Campaign				
App Promotion Camp..	16 Jan	12	7 days			App Promotion Campaign			
Lead Generation Camp...	16 Jan	12	7 days				Lead Generation Campaign		
Sales Conversion Cam..	16 Jan	12	7 days				Sales Conversion Campaign		

Back

Create Campaign Events

STEP 5

Review Activities.

Review a comprehensive list of all planned activities under each campaign, including the timing of paid and organic posts and special day highlights.

AI GENERATED ✨

[← Create a Event](#)Your Credits: 250 ⓘ

Review Activities

Once you confirm, Evercopy will start creating the creative assets.

Week

Month

< January 2024 >

Today

☐ Show holidays

☐ Select only high priority activities ⓘ

All Campaigns

Channels

< December 2023 >	Sun	Mon	Tue	Wed	Thu	Fri	Sat
SAT SUN MON TUE WED THU FRI	31	1	2	3	4	5	6
26 27 28 29 30 1 2		Google Ads					
3 4 5 6 7 8 9		Meta Ads					
10 11 12 13 14 15 16		Highlighting Differe...	Highlighting Differe...			FAQs or Common...	
17 18 19 20 21 22 23		Highlighting Differe...	Highlighting Differe...			FAQs or Common...	
24 25 26 27 28 29 30		Highlighting Differe...	Highlighting Differe...			FAQs or Common...	
31 1 2 3 4 5 6		Key functionalities...					
		Key functionalities...					
	7	8	9	10	11	12	13
	Google Ads		Google Ads	Google Ads			
	Meta Ads		Meta Ads	Meta Ads			
			Interactive Quiz	Interactive Quiz		Testimonials from...	
			Interactive Quiz	Interactive Quiz		Testimonials from...	
			Interactive Quiz	Interactive Quiz		Testimonials from...	
	14	15	16	17	18	19	20

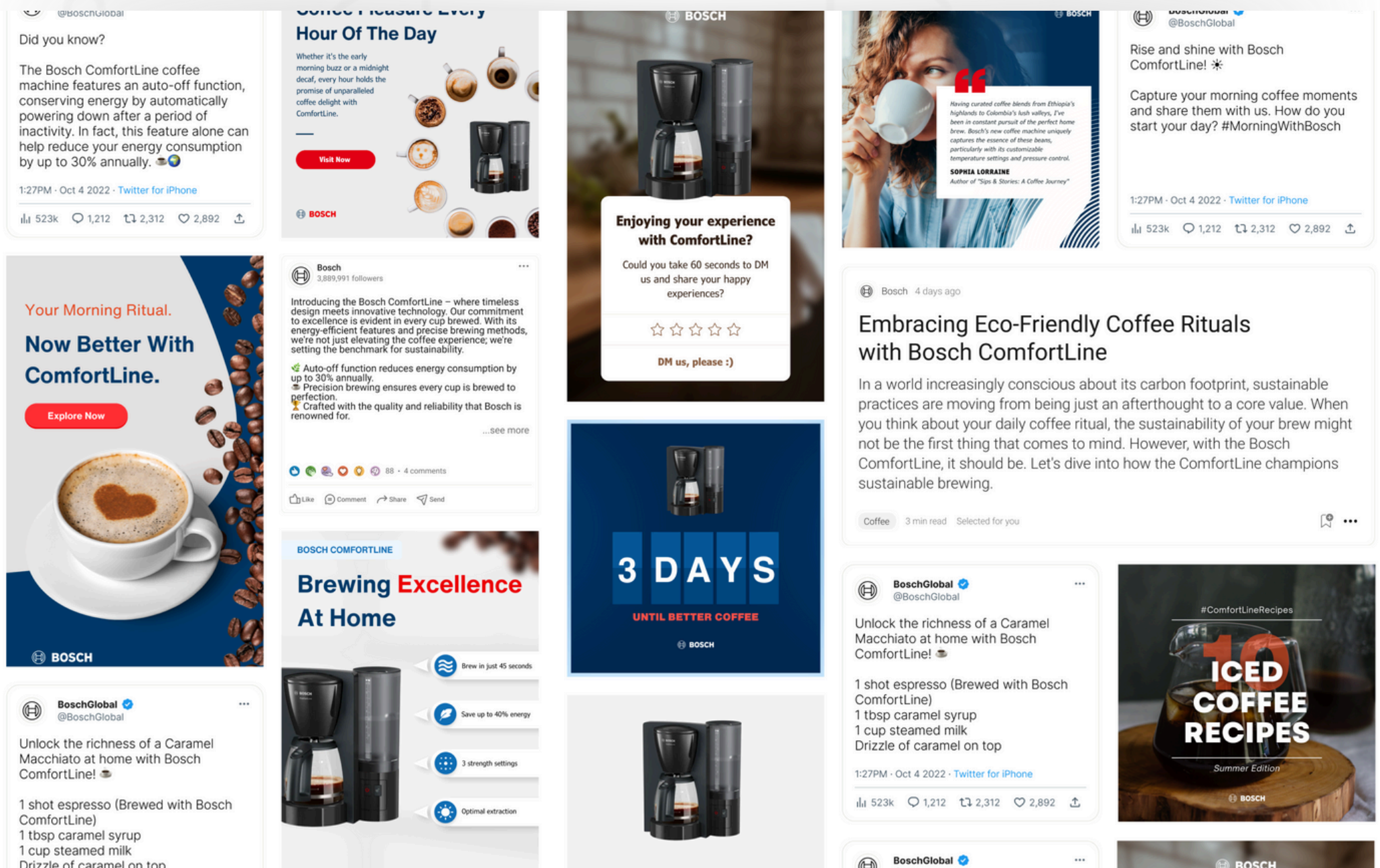
[Back](#)[Confirm \(250 Credits\)](#)

STEP 6

Review Contents.

Within minutes, Evercopy AI prepares all your campaign activities, complete with multimedia content, tailored to reflect your brand's identity.

AI GENERATED ✨



STEP 7



Launch.

All activities are scheduled on your marketing calendar. You can edit, delete, or add new activities as needed. Connect your channels if you want Evercopy to do the posting!

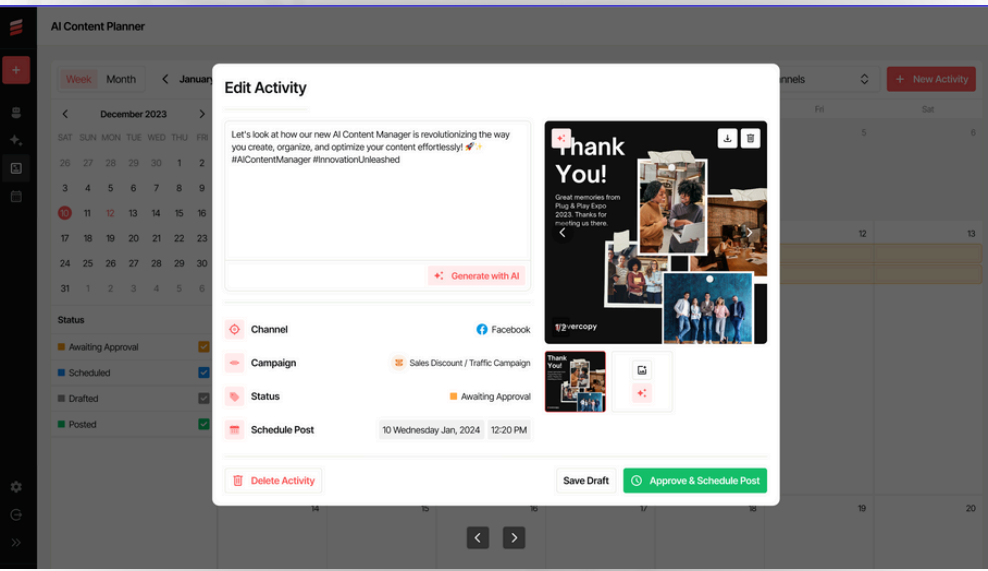
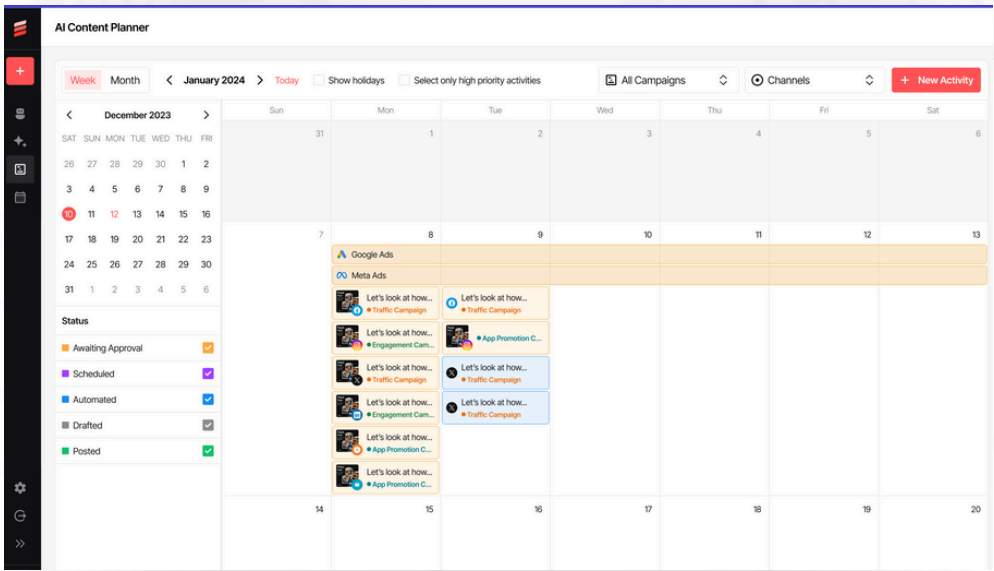
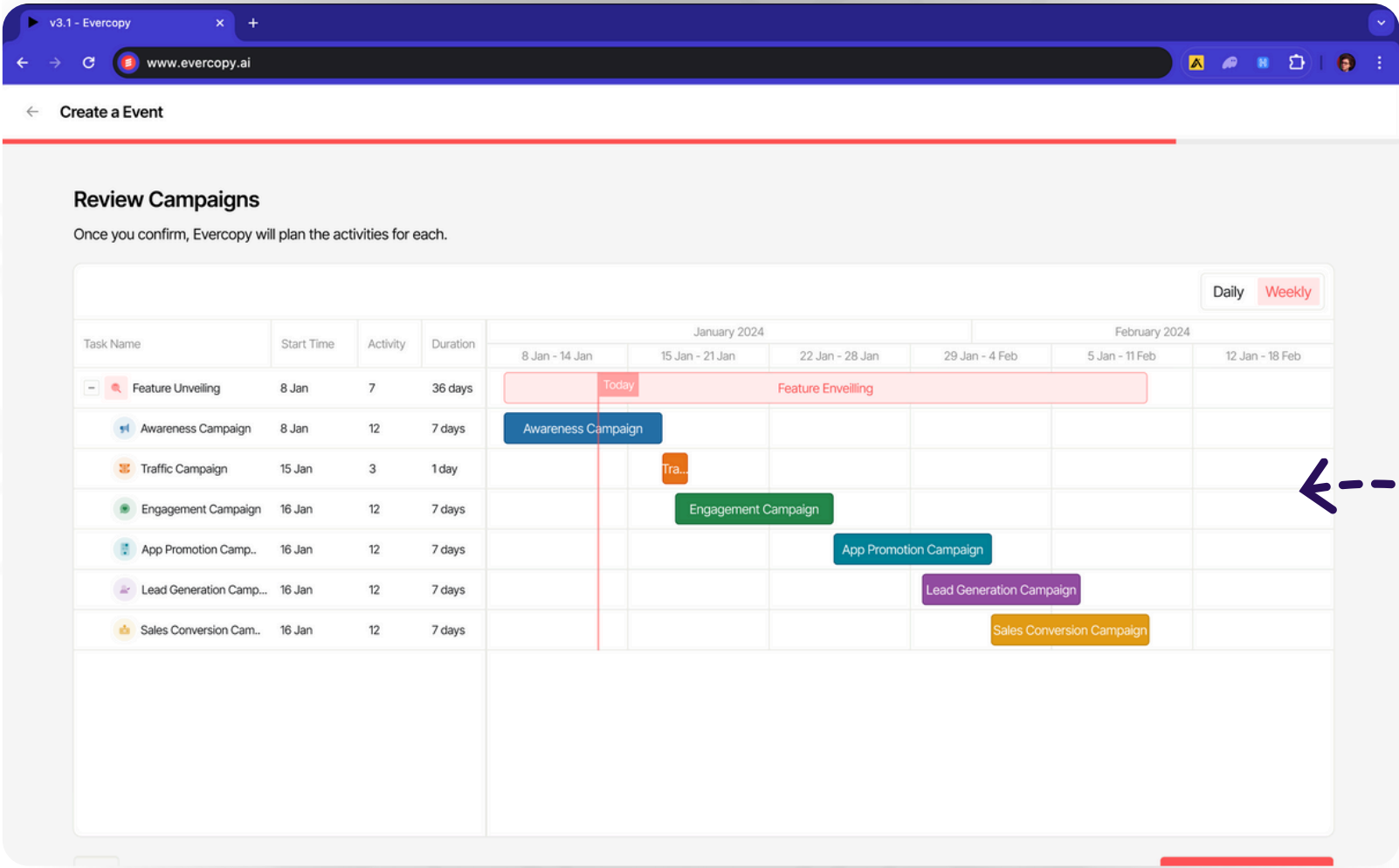
AI GENERATED ✨

The screenshot displays the 'AI Activity Planner' interface. On the left is a sidebar with navigation icons. The main area shows a calendar for January 2024. A small calendar for December 2023 is visible on the left side of the main calendar. The main calendar has columns for days of the week and dates. Activities are scheduled for January 7th and 8th. A dashed blue arrow points from the 'AI GENERATED' text to the calendar area. A notification at the bottom right states 'Your content is scheduled!'.

Week	Month	< January 2024 >	Today	Show holidays	Campaigns	Channels	+ New Activity
December 2023							
SAT	SUN	MON	TUE	WED	THU	FRI	
26	27	28	29	30	1	2	
3	4	5	6	7	8	9	
10	11	12	13	14	15	16	
17	18	19	20	21	22	23	
24	25	26	27	28	29	30	
31	1	2	3	4	5	6	
January 2024							
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
31	1	2	3	4	5	6	
7	8	9	10	11	12	13	
Google Ads							
Meta Ads							
Let's look at how our new...							
Let's look at how our new...							
Let's look at how our new products work w...							
Let's look at how our new products work w...							
Let's look at how our new...							
How coffee maker can make your life easier...							
How coffee maker can make your life easier...							
14	15	16	17	18	19	20	

✓ Your content is scheduled! ✕

Launch your first campaign with AI.





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