

Tailored marketing campaign for Bazam

YOUR PRODUCTS & SERVICES

Bazam AI Marketing Platform

An integrated AI content engine that builds detailed buyer profiles, generates multi-format content, handles multi-language translation, schedules posts across six major platforms, and tracks performance.

Effortlessly publish audience-driven content across social media and blogs

Bazam's guided wizards turn your audiences, offering and brand into campaigns you can plan, write, schedule and publish in minutes.

Create, schedule & publish to

**2**

audiences profiled

12

posts written, in your own voice

20

topics found, ready for future campaigns

INSIDE THIS REPORT

A campaign built from your website

STEP ONE

We mapped the business

What you sell, how you are positioned and how the business sounds.

STEP TWO

We found the audiences

What each group wants, what may hold them back and how they choose.

STEP THREE

We wrote the posts

12 ready-to-review drafts, each aimed at a specific audience and written in your voice.

Why Bazam starts with the audience

Different customers buy for different reasons. Bazam keeps a detailed profile for each audience and gives that context to every content wizard, producing more relevant campaigns than a blank prompt or broad demographic. That focus converts. In Nielsen's analysis of roughly 500 campaigns, the creative drove **47% of sales lift**, compared with **9%** from targeting.

YOUR BUSINESS

What you do

An integrated AI content engine that builds detailed buyer profiles, generates multi-format content, handles multi-language translation, schedules posts across six major platforms, and tracks performance.

PRODUCTS & SERVICES FOUND

Bazam AI Marketing Platform

THE PROBLEM YOU SOLVE

The friction and time cost of adapting content for different platforms, audiences, and languages, and the lack of an unified loop between content creation and analytics.

WHY CUSTOMERS CHOOSE YOU

Closes the full content lifecycle — profiling, writing, translating, scheduling, publishing, and analyzing — in a single automated system, rather than requiring a stack of disjointed tools.

Who you're talking to

These are a few of the details Bazam keeps for each audience. The full profile also holds their behaviours, values, preferences and the context your content wizards use to shape every campaign.



David - agency marketing lead

THEIR BIGGEST CHALLENGE

Producing distinct, high-quality content strategies for different client personas across multiple platforms without doubling the workload.

WHAT THEY WANT

A centralized AI platform that integrates audience profiling, automated multi-platform publishing, translation, and client approval workflows.

WHY THEY MIGHT SAY NO

Concerns about data security for client accounts; integration with existing agency workflows; ensuring the AI respects specific client brand guidelines.



Sarah - small business owner

THEIR BIGGEST CHALLENGE

Inconsistent content publishing and generic messaging that fails to attract or convert their ideal customers.

WHAT THEY WANT

An all-in-one platform that takes their basic customer knowledge and automatically generates a month of tailored, scheduled posts.

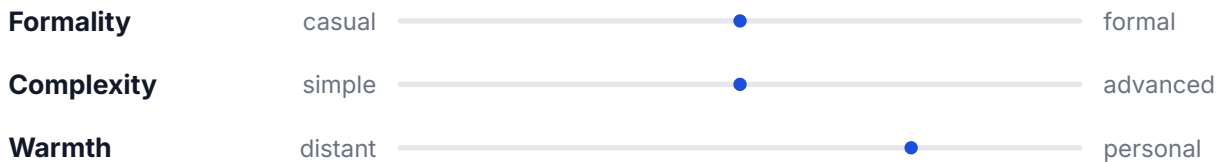
WHY THEY MIGHT SAY NO

Worry that AI content will sound robotic or lack brand authenticity; uncertainty about the subscription cost; learning curve of a new system.

YOUR VOICE

How you sound

We analysed the language on your site and called the result **Brand voice**. Every draft in this report uses it, and future campaigns can use it too.



YOUR THEMES

What to talk about

We found 20 useful angles across 4 themes. They come from what the business knows and what its audiences care about, giving the content wizards a useful starting point for this campaign and the ones that follow.

AI Marketing

AI Marketing AI Tools Generative AI Machine Learning Marketing Automation

Audience Marketing

Audience Research Customer Insights Customer Persona Market Research Target Audience

Content Marketing

Brand Storytelling Content Creation Content Marketing Content Strategy Marketing Content

Social Media Marketing

Facebook Marketing Instagram Marketing LinkedIn Marketing Social Media Marketing
Twitter Marketing

CAMPAIGN SAMPLES

Showing 8 of the 12 posts we've created

Below are two LinkedIn and two X samples for each audience. The other 4 drafts are ready in the workspace too.

SAMPLE POSTS, WRITTEN FOR

Sarah - small business owner

Each draft uses this audience's profile and the brand voice shown above.

Sample LinkedIn posts for this audience

Topic: Content Strategy

Tired of staring at a blank page? Our platform builds a full month of audience-focused posts, then schedules them across every channel. You get consistent messaging, more engagement, and time back for strategy, boosting your reach. Try it today and watch growth.

#ContentStrategy #AI #Marketing

Topic: LinkedIn Marketing

Your LinkedIn followers deserve messages that speak directly to their needs. Our tool analyzes their interests and drafts personal posts, then publishes them at the right times. Drive higher click-throughs and more conversations without extra effort.

#LinkedIn #SocialMedia #AI

Sample X posts for this audience

Topic: Content Creation

Tired of staring at a blank page, wondering what to post today? 😞 Bazam does the heavy lifting for you. Our AI builds detailed audience profiles and generates a full month of tailored posts in just 15 minutes. Get back to growing your business! 🚀

#AI #ContentMarketing #SocialMedia
#SmallBusiness

Topic: Customer Persona

Does your messaging really connect with your customers, or are you just shouting into the void? 📣 Start with the audience. Bazam learns who your readers are and writes copy that speaks directly to their needs, building real relationships and driving conversions. 💡

#AudienceMarketing #BrandStorytelling
#MarketingStrategy #B2B

David - agency marketing lead

Each draft uses this audience's profile and the brand voice shown above.

Sample LinkedIn posts for this audience

Topic: Content Strategy

What if your content spoke to one person instead of shouting at a crowd? 🎯 Your clients deserve messages that feel written just for them. Build detailed buyer profiles first, then let every piece flow from that understanding. Agencies transform results by starting with the audience, not the calendar. Strategy isn't the problem. Execution is. We built Bazam to close that gap. 💡

#ContentStrategy #AudienceMarketing
#MarketingAgencies

Topic: Marketing Automation

Imagine having a month's worth of tailored content ready to go, scheduled across every platform, without burning out your team. ⚡ That's what happens when automation meets audience insight. Bazam builds 30-point buyer profiles, then writes, translates, schedules, and publishes for you. Your strategy stays sharp. Your workload stays light. The results stay consistent. 🤖

#MarketingAutomation #AIContent
#ContentMarketing

Sample X posts for this audience

Topic: Content Strategy

Are you guessing what your audience wants? We've got you covered. A strong content strategy starts with understanding buyers. Our AI builds detailed profiles so every post resonates. Save hours weekly, boost engagement, and watch results grow.

#contentstrategy #aimarketing
#b2bmarketing #socialmedia

Topic: Twitter Marketing

Want to stand out on X? We know consistency is key, but tailoring every tweet to your audience is powerful. Our AI automates your X content so you always have relevant posts ready. Engage followers with messages that truly connect.

#twittermarketing #aimarketing
#socialmedia #contentautomation



Turn this preview into your working marketing plan

We created 12 audience-specific posts in total. This report shows 8 samples; the other 4 drafts are waiting in your workspace. Claim them, then use Bazam's guided wizards whenever you need another campaign. Your business, voice and audiences are already there, so you can create, schedule and publish in minutes.

Use a guided wizard

Pick an audience, angle and format. Bazam guides the decisions and carries your business context into the draft; you do not need to write prompts or become a marketer first.

One idea, every platform

Each channel gets the version built for it — copy, tone and aspect ratio adapted — plus translations into 50+ languages.

Stay visible when work gets busy

Review the drafts, put them on the calendar and Bazam publishes on schedule. Your marketing keeps moving when running the business takes over.

Learn what earns attention

Engagement, reach and growth come back across every channel and roll up by campaign, so the next campaign starts better informed.

Start marketing now

Your profiles, themes and drafts are already waiting.

<http://localhost:8000/l/7b2e5709-a287-4d13-9a3f-2fe9079770ab/>

SCHEDULES & PUBLISHES TO

