Automating Social Media Approval & Publishing for a DTC Startup

Richa Shah
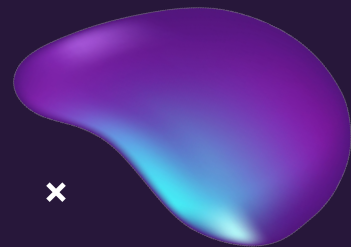*Intelligent Automation, Section 200*
May 1, 2025

AGENDA

01   **THE PROBLEM**

Introducing the
pain point

02   **THE APPROACH**

Discussing builder analysis
and ideal state

03   **STRATEGIC
AUTOMATION PLAN**

How the automation works +
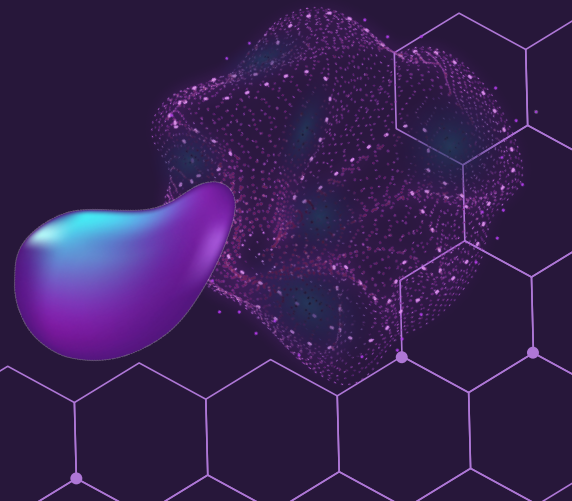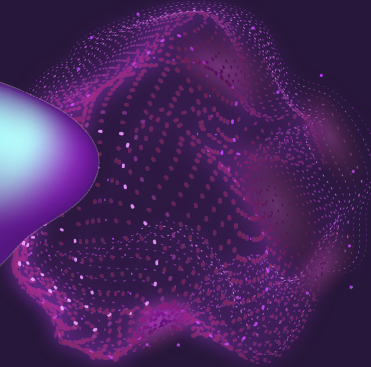quantified benefits
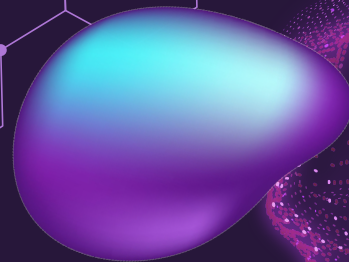
04   **CONCLUSION**

Wrap-up + Q&A

01

THE PROBLEM

THE PROBLEM

DTC Startups Face Fragmented, Manual-Heavy Social Media Workflows

- Social media → vital for *company growth*, *brand credibility*, and *customer acquisition*

- Tools like Google Docs and Slack are used in silos—*no integrated system*

- Manual coordination of post approval and publishing leads to:
    - Delayed posts
    - Inconsistent brand voice
    - Wasted team hours and effort
    - Missed engagement opportunities

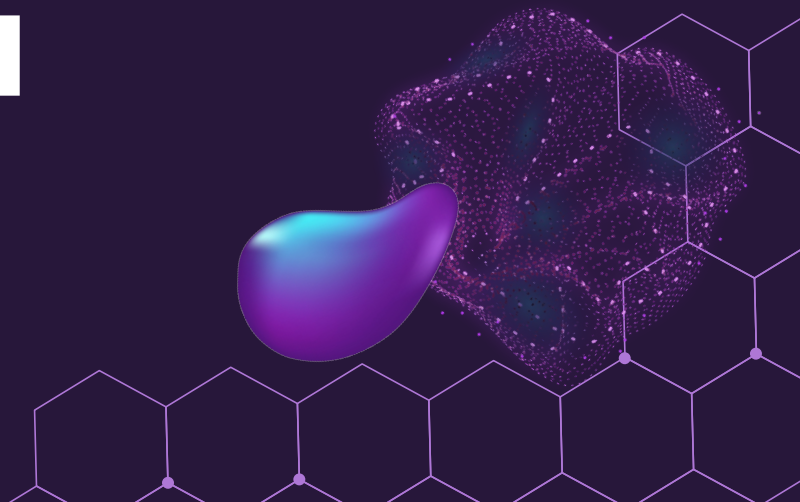> <u>*Bottom Line:*</u> *Current workflows are* *inefficient* *and* *unsustainable.*

02

THE APPROACH

THE APPROACH

BUILDER ANALYSIS

Four Key Gaps Identified in the Current State

1. Content Sourcing

Ideas captured informally;
often lost or duplicated

2. Manual Company Processes

No centralized approval system;
time wasted on manual tasks

3. Customer Interaction

Inconsistent brand voice
hurts engagement

4. Post-Campaign Analytics

No reliable tracking; limits
team-wide learning and reporting

✖

THE APPROACH
IDEAL STATE

**Streamlined, Automated Workflow Using Low-Code Tools**

- Centralized idea capture + calendar via *Airtable*

- Approvals automated with *Slack* alerts (via *Zapier*)

- Scheduled cross-posting via *Hootsuite*

- Real-time performance metrics tracked back to *Airtable*

Outcome: **Less friction, better collaboration, and consistent brand visibility.**
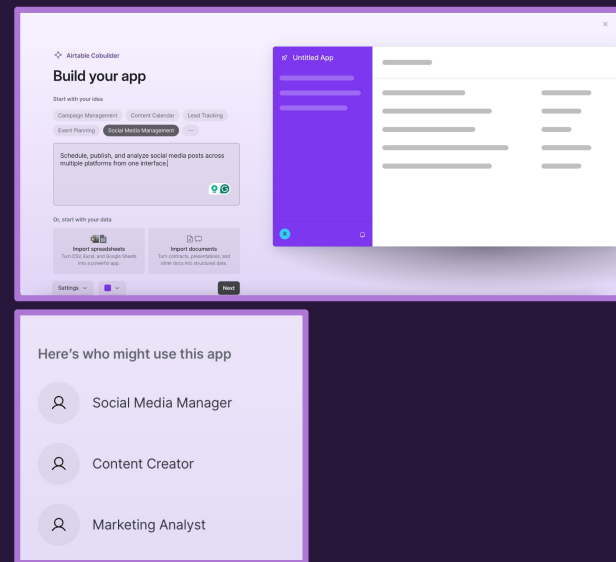
THE APPROACH

AIRTABLE SET-UP SCREEN

03
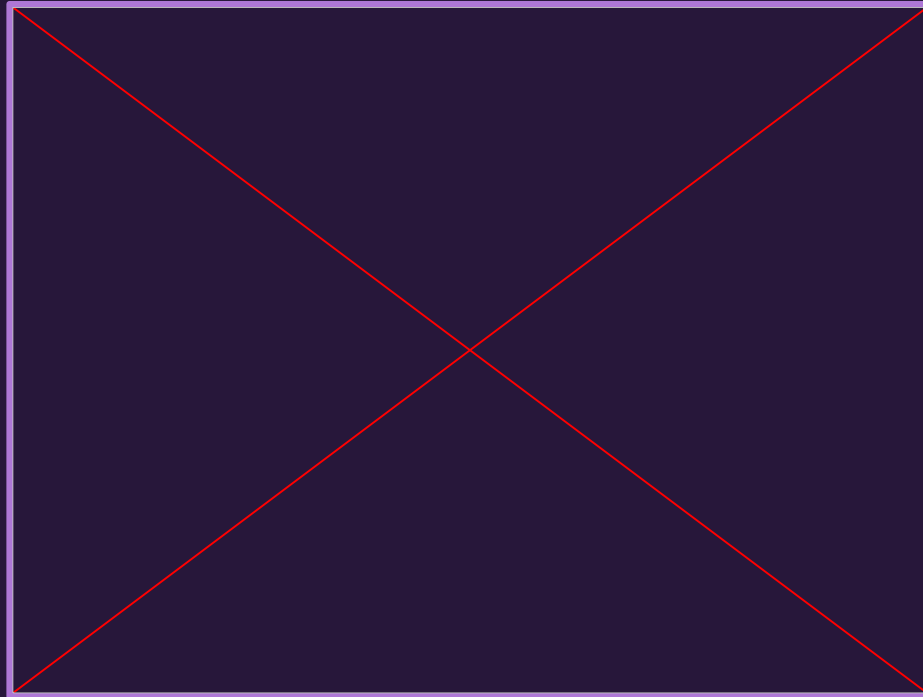
STRATEGIC AUTOMATION PLAN

STRATEGIC AUTOMATION PLAN

TOOL STACK

Tools that Power the Automated Workflow

TOOL	FUNCTION
Airtable	Centralized content calendar and database
Slack	Real-time approval notifications
Zapier	Automation bridge across all tools
Hootsuite	Cross-post scheduling and performance tracking

STRATEGIC AUTOMATION PLAN

WORKFLOW DIAGRAM

End-to-End Automation Workflow
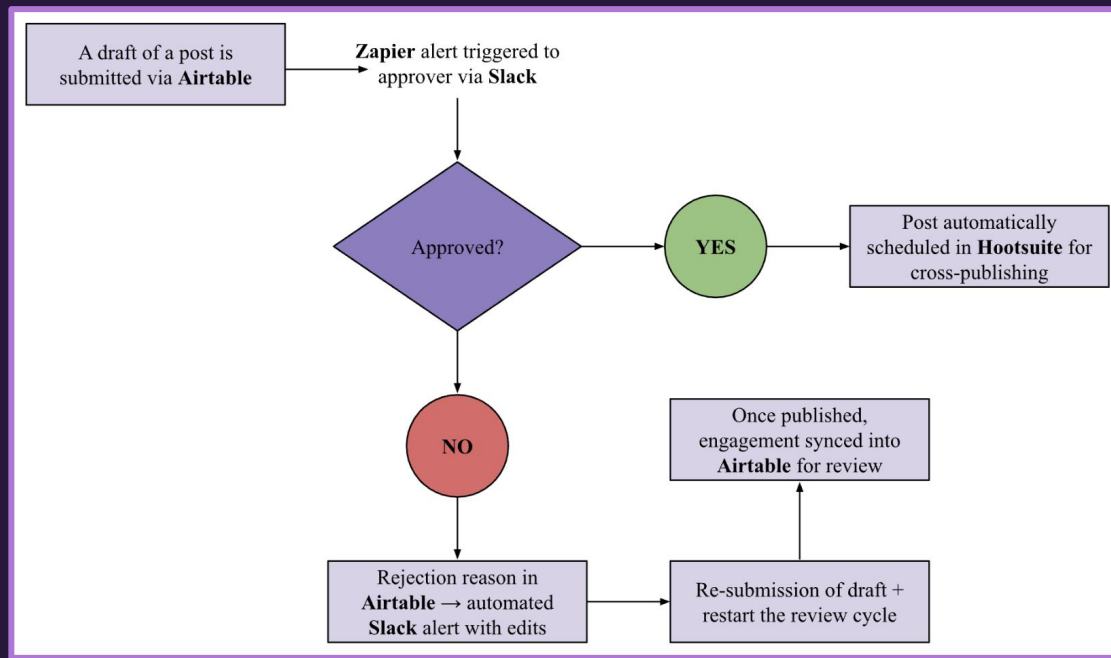
STRATEGIC AUTOMATION PLAN

QUANTIFIED BENEFITS

What this Automation Achieves

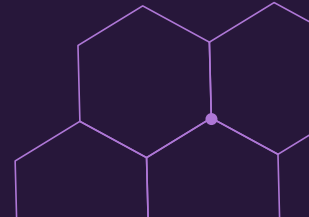### Time Savings

~180 hours/year = ~$7,200 in labor cost saved

Output Gains

2-4x more content published

Engagement Boost

Up to 25% increase from consistent cross-posting

Strategic Impact

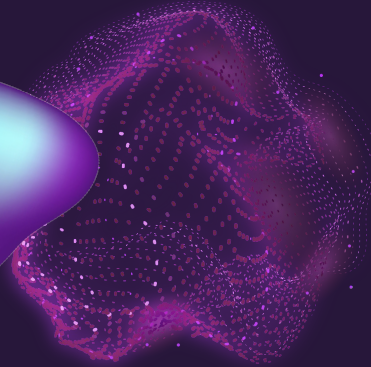**Real-time insights = smarter content decisions**
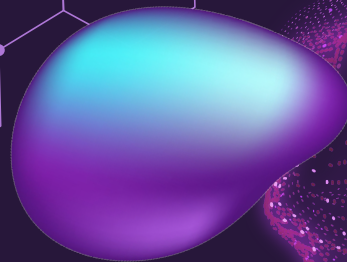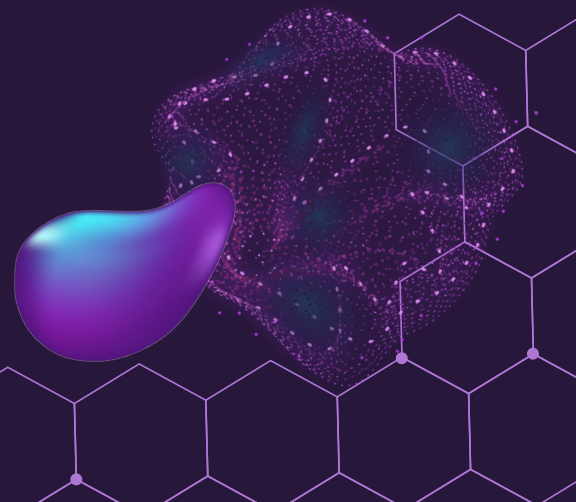
04

CONCLUSION

CONCLUSION

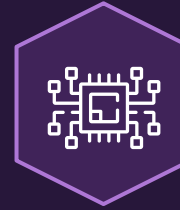**Why Automation is a <u>Competitive Necessity</u>**

ENHANCE

Boosts team efficiency, agility, and brand consistency

ENABLE

Allows teams to focus on high-impact strategy instead of admin work

BUILD

Creates scalable infrastructure for long-term marketing success

THANK YOU!

Any Questions?

REFERENCES

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- Halsey, E. (2024). *10 Management Challenges of Modern Marketing Organizations.* AgileSherpas. *https://www.agilesherpas.com/blog/management-challenges*

- Mantz, O. (2024, March 21). *The Marketing Abyss: Why Startups Struggle and How to Bridge the Gap.* Medium. *https://medium.com/@okmantz/the-marketing-abyss-why-startups-struggle-and-how-to-bridge-the-gap-910528c9b1a0*