

# AI-powered writing assistant for marketers

## Part:1 Vibe Creation

### Tweet 1

Me: "i'll just write a quick caption and sleep"  
also me 2 hours later: googling synonyms for quirky

Use this AI tool to go from a blank doc to your name in the appraisal list in 3 mins.

Try it free, cry less.

#AIContent #MarketingTool #AIforMarketers #GenZMarketing

### Tweet 2

Bro: How do you publish 10,000 words every day?

Me: It's not me, it's this AI tool where your boss also can't catch you for AI-written content.

#StartupTools #CreatorTools #AIAssistant #BuildInPublic #CopywritingTips  
#SaaSLaunch #AIforMarketers #GenZMarketing #ContentCreation

### 1 LinkedIn Post

**This post was written by AI. But I bet you didn't notice**

No shade to copywriters (I *am* one),

But this AI writing tool just clapped me with a better hook than I've ever written at 2 AM.

I was tired of:

– Staring at a blank Google Docs

- Fighting for “quirky but professional” vibes
- Writing captions that made *me* cringe

Not gonna lie — it felt illegal.

If you're:

A founder, a marketer juggling or just someone who wants to post more without the mental gymnastics

Try this. And guess what? It's ₹800/year — aka less than my weekend coffee budget .

It's like hiring a copywriter who doesn't ask for coffee breaks.

IYKYK: Your content deserves better than vibes-only. Try this AI + see what it writes for you.

[link to tool or free trial]

#MarketingTools #GenZFounders #BuildInPublic #ContentCreation  
#CopywritingHelp #StartupStack #WorkSmarter #AIt tools

## 1 Story Instagram

**Slide 1 (Black screen, bold white text):**

POV: You opened a Google Doc and forgot how to be funny, smart, AND strategic.

**Slide 2 (Scribbled font over aesthetic pastel background):**

Your brain said no. Your deadline said yes.

**Slide 3 (Glitchy-style text or “loading...” animation):**

So I tried this AI writing tool...

**Slide 4 (Clean layout, mock-up of tool interface):**

Gave me 3 better hooks in 10 seconds

Fixed my tone

Saved me from LinkedIn cringe

### **Slide 5 (CTA):**

Wanna see what you'd write with it?

Swipe up / Link in bio / Try it now

One meme For Instagram:-

#### **Visual:**

Left side = A cartoon brain sweating over a laptop with the caption:

"Me trying to write a caption that's 'funny but insightful'"

Right side = Chill AI robot typing flawlessly with shades on, caption:

"The AI writing assistant I should've used 2 hours ago."

#### **Post Caption:**

Let your brain rest and AI cook.

## **Part 2: Paid Ad Draft**

### **Platform: Meta (Instagram + Facebook Feed + Stories)**

#### **Target Audience:**

- Age 20–35
- Interests: Freelancing, Startups, Digital Marketing, Content Creation, AI Tools, Copywriting
- Behaviors: Engages with SaaS tools, productivity apps, business pages

#### **Ad Headline:**

**Your AI Copy Assistant That *Actually* Gets It**

#### **Body Copy (2 lines):**

Still rewriting the same caption for the 5th time?

Let this AI tool write high-converting copy while you go touch grass.

#### **Suggested Visual:**

A **split-screen meme-style image**( Divided in two parts vertically):

- **Left side:** founder (sweatpants, coffee in hand) staring at a blank Google Doc with a caption bubble: *I Need this post to sound cool, convert, and not be cringe.*

- **Right side:** A sleek AI interface showing the tool in action writing a catchy headline + caption, with a sparkle emoji effect.

Alt: Add a badge on the corner saying: "₹800/year. Ohh, really."

### CTA Button:

Try It Free

## Part 3: Quick Numbers & Thinking

**Q1: If the CAC is ₹300 and the product sells for ₹800/year, is that good? Why or why not?**

Yes, it's generally good, but here's the breakdown:

- You're spending ₹300 to acquire a user who brings in ₹800 revenue in Year 1.
- That gives you a Customer LTV:CAC ratio of ~2.66:1, which is decent (industry benchmark is 3:1 or higher).
- Gross profit per user = ₹500, assuming minimal backend costs.

### When It's Not Ideal (Exceptions for the above answers are given below):

- If churn is high (low renewal in year 2), the model becomes short-term.
- If your customer support or infra costs are high, margins shrink fast.
- If it takes too long to recover the ₹300, it could hurt cash

### Verdict:

Good early-stage CAC, especially if:

- You're acquiring users with potential to renew or upgrade.
- You focus on retention and referrals to increase LTV over time.

**Q2: Suggest one experiment you'd run with a ₹20K ad budget. How would you measure if it worked?**

Experiment Name: Influencer Marketing can be done, as the budget is low so we can do with a Barter system. Provide the person free access to the tool for 2 months, ask for a reel and refer your friends.

## “Founders vs Deadlines” Reels Campaign on Instagram

Objective:

Drive trial sign-ups and build brand awareness among Gen Z founders and marketers.

Budget Split:

- ₹16K → Instagram Reels Ads (video-based)
- ₹4K → Instagram Story Poll Ads (interactive CTA)

Ad Creative:

- Reel Hook: “It’s 11:47 PM. You need to write a LinkedIn post. Your brain? Gone.”
- Visuals: Fast-cut scenes of a founder struggling, then using the AI tool to instantly generate content.
- Caption: Built for marketers with deadlines and zero chill.
- CTA: *Try it free*

How I'd Measure Success:

| Metric                  | Why It Matters                           |
|-------------------------|--|
| CTR > 2%                | Tells us the hook is scroll-stopping     |
| CPC < ₹25               | Keeps CAC within the ₹300 target         |
| Trial Signups ≥ 60      | Proves landing page is converting        |
| Video Completion Rate   | Measures creative engagement             |
| Story Poll Interactions | Signal for audience interest / relevance |

## How to Know If It Worked:

If you get ~60 trial users from ₹20K, and even 25% convert to paid, your CAC = ₹333 — close enough to scale.

If CPC is low but signups are weak? Time to fix landing page or CTA.

If engagement is high but clicks are low? The hook might be great, but targeting needs refining.