Maria

Your digital marketing specialist

From product facts to content in your brand voice.

Introduce your brand and products, then prepare Instagram, email and product-page copy from a campaign brief. Edit, review and export drafts for publication.

WHICH WORK DOES IT HELP WITH?

When brand voice, product information and campaign drafts live in different places, it is difficult to track whether content uses current sources.

KEY WORKING AREAS

Brand voice and verified product facts

Campaign briefs and channel copy

Editing, versions and human approval

TXT export, calendar and recorded results

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How could it help in your role?

These work profiles describe benefits. Account permissions and access scope are configured separately.

Brand owner and marketing lead

Need: Keep brand voice and product facts consistent during content creation.

Daily use: Choose products, audience, channel and content language. Edit headline, copy and call-to-action drafts, then check them against current product facts.

Main benefit: Use the same product facts as a consistent starting point across channels.

Handoff and decision: Brand definition and objectives are human decisions; re-review content after changes.

Content and campaign specialist

Need: Move from a campaign brief to channel-specific first drafts.

Daily use: Select products and the brief; review Instagram, email and product-page drafts. Edit the text and pass visual direction to the production team.

Main benefit: Work from drafts informed by brand and product context instead of starting from a blank page.

Handoff and decision: Visual direction is text, not automatic image generation or channel publication.

A QUESTION TO REVIEW TOGETHER

How should we present this collection in our brand voice across channels?

Working across the team

These work profiles describe benefits. Account permissions and access scope are configured separately.

Product and commercial-information owner

Need: Keep claims about price, stock, composition and care grounded in current records.

Daily use: Review product records and verification status. Check imported CSV records and update changed product information.

Main benefit: Make it easier for content specialists to identify which information can be used.

Handoff and decision: Price and stock are maintained records, not automatic ecommerce synchronisation.

Content reviewer and manager

Need: Assess whether a draft is suitable for publication and review post-campaign observations.

Daily use: Check sources and text, complete human review and export a TXT package. Record scheduling and actual results from externally published campaigns.

Main benefit: Track drafts, approvals and actual publication outcomes as separate stages.

Handoff and decision: Approval is not publication. This work profile does not create a separate approval route or user account.

WHAT SHOULD THE NEXT PERSON RECEIVE?

Current product sources, the selected content version, human approval and the publication task in the external channel.

From a need to everyday use

This is a suggested sequence. Available screens and actions depend on your account access.

01 Prepare the brand

Prepare the brand, audience and product sources; choose the campaign content language separately in the brief.

Does the brand definition fit the campaign objective?

02 Check product information

Organise relevant products and verified technical and commercial facts.

Are price, stock and product claims current?

03 Draft the campaign

Choose the brief and channels, then review drafts and edit copy and visual direction.

Do not fill missing facts with marketing claims.

04 Review and export

Complete human review against current sources and export the copy package.

Re-review approval after a source change.

05 Record the schedule and results

Your team publishes in the external channel and records the schedule and actual results in Maria.

Manual results do not prove causal advertising impact.

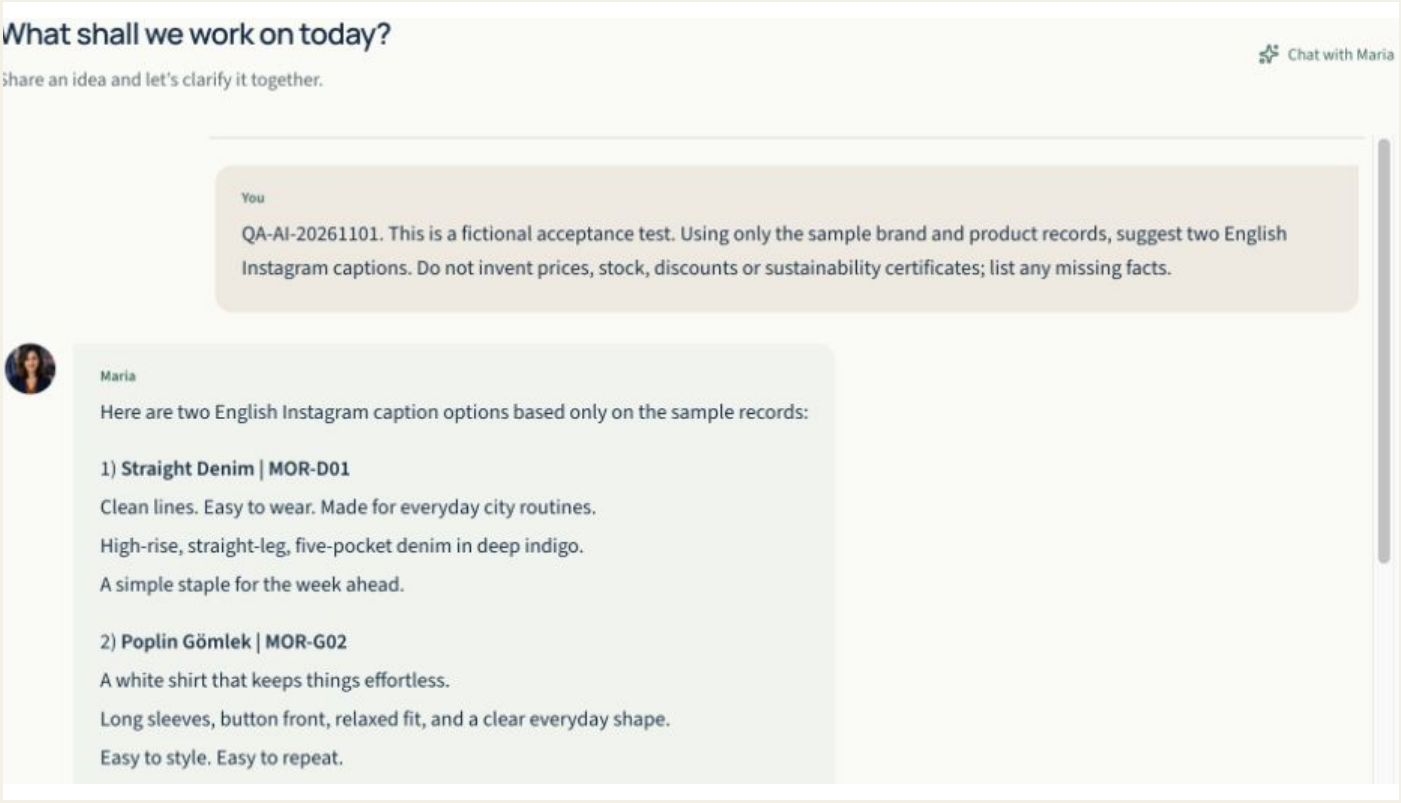
EXAMPLE SCENARIO / FICTIONAL

Prepare two English Instagram captions for a fictional poplin shirt. The content specialist checks the drafts against recorded product facts and avoids unsupported price or stock claims. An authorised person reviews the copy; the team publishes in the external channel.

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Look inside the workspace

Read the example alongside the task and the information you need to check.



Application screen shown with fictional records.

Real English AI copy prepared from fictional brand and product records. Drafts are for the content team to review; this screen does not indicate external publication.

BEFORE MOVING THE WORK FORWARD

01 Check brand voice, campaign language and channel fit separately.

02 Verify price, stock and product claims against recorded sources.

03 Publish in the external channel and record actual results afterwards.

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Plan your first use

Choose a small real task, record the starting point and review the experience with your team.

BEFORE YOU START

01 Choose a product, audience, channel and campaign language.

02 Choose channels and the person responsible for reviewing content.

03 Agree on external publication and how results will be recorded.

HOW COULD YOU ASSESS THE BENEFIT?

- Time from brief to a draft ready for review
- Share of content using current sources
- Actual results recorded after a campaign

These are suggested measures, not achieved performance results or guaranteed savings.

SCOPE AND YOUR TEAM'S DECISIONS

Maria creates content drafts; a visual direction is not a generated image. It does not automatically publish or send email. Your team records calendar entries and results; advertising and sales results are not pulled automatically. Renew approval after source or brief changes.

ACCESS AND NEXT STEP

Invited pilot · sign-in link sent to an invited email address.

Request a guided demo or a scoped pilot. We will review onboarding, usage and support needs together.

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