

# Hunter - Digital Marketing Assistant Case Study

Understand, Engage, Act

## At a glance

Hunter, our social media assistant doozer, creates tailored social media content for multiple clients by harvesting news and blogs from the web. Hunter learns about each client's business to provide daily LinkedIn posts that engage and educate their audience while promoting their brand.

## Key metrics



**5K**

LinkedIn Posts



**100K**

News Stories Harvested



**2,500**

Scheduled hours saved



**doozer.ai**

understand, engage, act!



Digital Marketing



[www.doozer.ai/hunter](http://www.doozer.ai/hunter)

## CHALLENGES



Many businesses struggle to maintain an active and engaging presence on LinkedIn for the following reasons:

- Creating consistent, high-quality content is time-consuming.
- Ensuring content is relevant and engaging to their specific audience is challenging.
- Creating striking visuals that capture attention and enhance messaging is expensive and time-consuming.

## SOLUTION



DoozerAI implemented Hunter, a Digital Marketing doozer designed to learn about your business, automate tailored content creation, provide striking visuals, and boost brand profile.



**Build Your Brand**



**Knows Your Business**



**Tailored Content**



**Striking Visuals**

## BENEFITS

### Time Saving

1

- Saves an average of 10 hours per week for digital marketing teams
- New content directly delivered to your inbox daily

### Customizable Content

2

- Flexible styles to control tone of posts ensuring alignment with brand voice
- Styles to suit everyone post, blogs, tweets, newsletters...

### Enhance Brand Image

3

- Improved brand perception and thought leadership
- Delivers daily LinkedIn/Blogs/Content that engages your audience and keeps your brand front and center of your audience's mind