



CHECKLIST

AI AGENT MARKETING FOR PRODUCT CREATORS

Audience Building Agent

Turn product development into social content automatically

- [*] Feed prototype photos, test results, and milestones into a content dashboard
- [*] Let agents adapt core content into platform-specific posts (Instagram, LinkedIn, X)
- [*] Schedule content to publish automatically across platforms
- [*] Include waitlist signup calls-to-action in every post
- [*] Repurpose YouTube content into shorts and social clips

Market Pain-Point Scanner

Find what customers are complaining about online

- [*] Set up agent to monitor Reddit threads in your product category
- [*] Scan Facebook groups for repeated problems and frustrations
- [*] Monitor YouTube comments on competing product videos
- [*] Collect Amazon reviews for similar products to identify gaps
- [*] Capture emotional language customers use when describing pain points

Waitlist Nurture Emails

Keep subscribers engaged during long development cycles

- [*] Send monthly prototype update emails to waitlist
- [*] Share design decisions and the reasoning behind them
- [*] Include photos and videos of progress in every update
- [*] Turn rough notes into polished email drafts using AI
- [*] Never go more than 2-3 weeks without contacting your waitlist

Outreach & Discovery Agent

Find influencers and partners to amplify your launch

- [*] Identify YouTubers who review products in your category
- [*] Find podcasters and newsletter writers with overlapping audiences
- [*] Compile contact information for outreach targets
- [*] Generate personalized first-draft outreach messages for review
- [*] Prioritize partners whose audience matches your target customer

Implementation Path

Start simple and scale up as needed

- [*] Begin with basic AI chat for one-off tasks
- [*] Set up pre-built project instructions for recurring workflows
- [*] Connect AI to external tools via MCP (Google Sheets, LinkedIn, Buffer)
- [*] Upgrade to full agent system (like OpenClaw) when ready
- [*] Run agents on a dedicated machine without sensitive data

System Integration

Connect all agents into one unified workflow

- [*] Use pain-point scanner output to fuel your content messaging
- [*] Route all awareness efforts to grow your email waitlist
- [*] Connect nurture emails to ongoing product development updates
- [*] Track outreach responses and add new subscribers to waitlist
- [*] Review and personalize all AI-generated content before publishing