

Brown Bacon AI - Social Media Automation Social-Sizzle Use Case

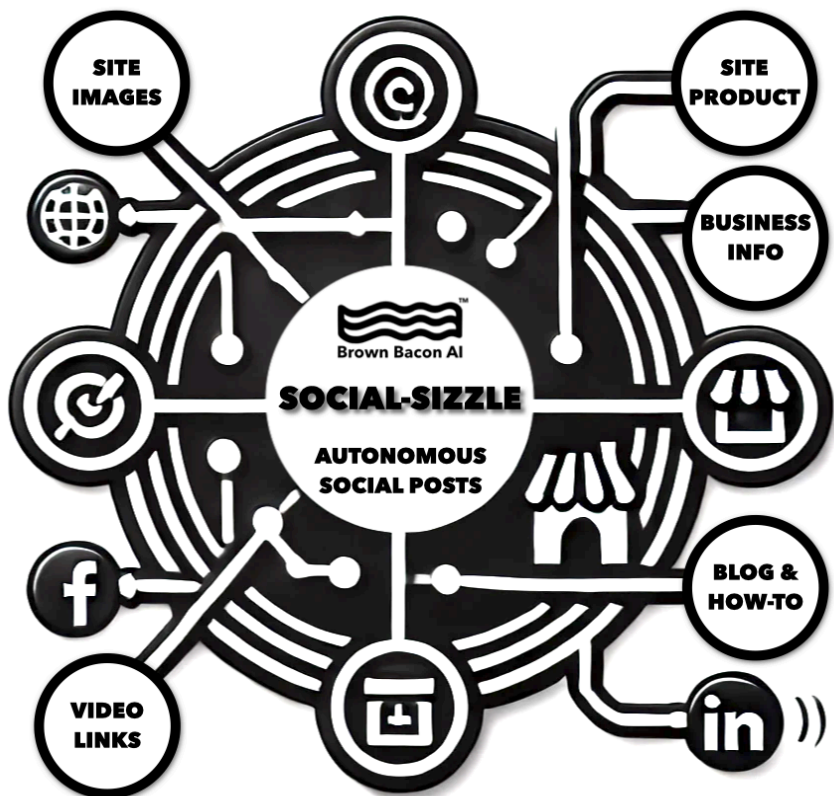
Enhancing Social Media Presence with Brown Bacon AI Social-Sizzle

Results - Average 300% increase in reach of Facebook followers & non-followers

Howdy Owl: A manufacturer of custom wall art and commercial signage, sought to enhance its social media presence with more consistent and efficient engagement.

By leveraging the fully automated Social-Sizzle platform, Howdy Owl achieved significant improvements in its social media metrics.

The platform enabled Howdy Owl to pre-approve over 1000 posts. Brown Bacon AI's Social Sizzle created and posted 2x daily to Facebook resulting in daily content that boosted reach and sales while eliminating the time-consuming burden of manual posting.



Brown Bacon AI's Report on Business Value Report



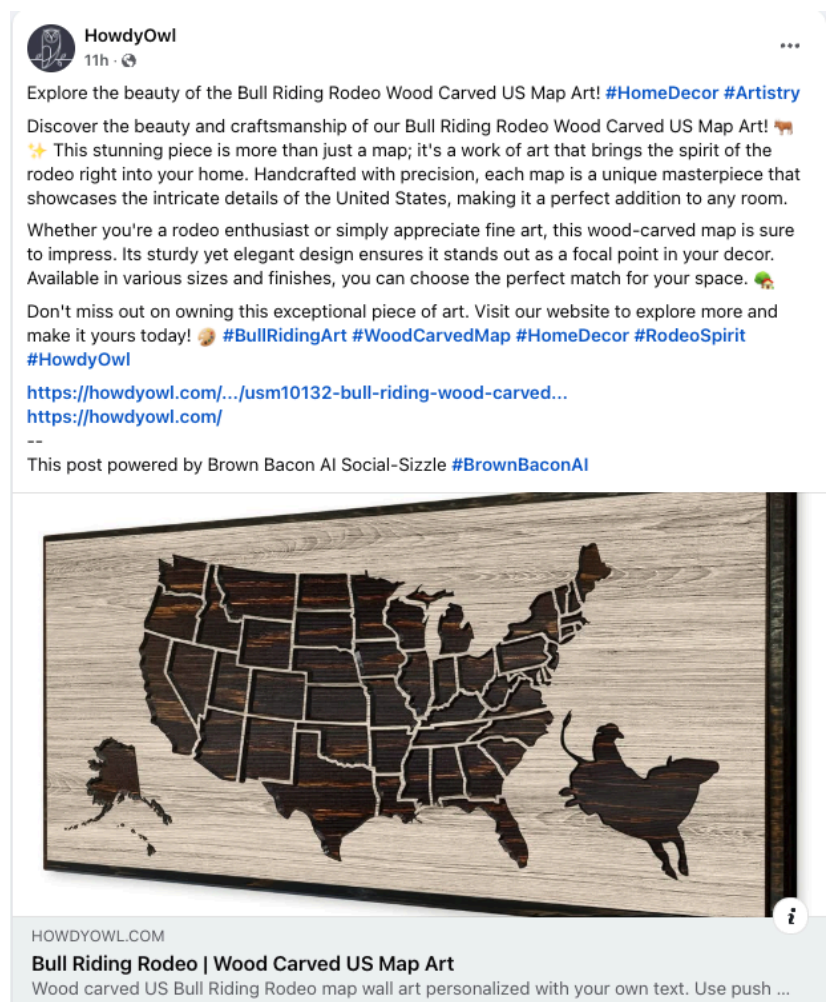
Brown Bacon AI Social-Sizzle Platform: Social-Sizzle is an autonomous hands-off social media posting platform. All content development, scheduling, and posting is completed by Social-Sizzle.

Social-Sizzle autonomously creates, schedules, and posts for social media with content based on a business' existing products & service description, image, and site content. Need engaging content that leverage external content that tracks back to your brand such as fun facts, Social-Sizzle can handle that as well.

The Social-Sizzle posts are compiled to represent fun and informative social media posts which represent your brand, automatically posting each and every day to attract new followers and engage with existing followers.

Brett Lofing, CEO of Howdy Owl - "Brown Bacon AI's Social-Sizzle platform has been a game-changer for Howdy Owl. By automating and optimizing our social media strategy, we've significantly reduced management & advertising costs while simultaneously boosting our sales.

There is a real requirement for business to be socially-present on platforms. Customers do engage and buy based on daily new content that educates customers about our products & services. The reality is this process can be a significant time-consuming cost for any size business. The process of consistent posting becomes an afterthought with more pressing requirements of business. ≈



Brown Bacon AI's Report on Business Value Report



The Social-Sizzle platform automated 100% of social content curation, development & posting for Howdy Owl. We were able to pre-approve over 1000 posts and the platform started delivering content... every day.

The platform's AI powered automation has streamlined our social media operations, allowing us to focus more on engaging with our customers and less on the day-to-day tasks of posting content. The results were immediate, and we couldn't be more thrilled with the impact on our business."

Aimee Arnold, CMO of Brown Bacon AI - "We created the platform to support social media teams, marketers, and business owners. Social media teams can refocus time on creating richer content. Marketers can re-leverage existing content quickly and owners can reduce social media spend. The need to be socially-engaged every day is not something businesses can ignore without the brand and sales suffering.

The challenge is that creating daily existing products and services content is drudgery. The typical option is to look toward social tools, however there is a learning curve, monthly subscription cost, and this process still requires manual post creation.

With Brown Bacon AI Social-Sizzle - our platform precompiles all the posts and goes to work with nothing required of the business other than initial log in and initial post approval. It could not be simpler."

