



RETAIL VIDEO AUTOMATION THAT DRIVES DAILY SALES

Automate retail video creation to 4X your social reach.

SUMMARY

Our **AI-powered social media video automation** replaces slow, manual content production with a smart, self-running workflow.

From pulling product data and finding trends to writing scripts, generating HeyGen videos, and auto-posting across TikTok, Instagram, and LinkedIn — the system builds a steady stream of shoppable videos automatically.

Retail marketing teams **4X their content output**, cut production time by up to 90%, and maintain consistent, on-brand visibility — every day.

THE CHALLENGE RETAIL CONTENT TEAMS FACE

- **Low Output:** Most retail teams publish fewer than 7 videos per week due to manual scripting and editing.
- **Missed Trends:** By the time trending formats are produced, they're already outdated.
- **Scattered Tools:** Research, scripting, design, and scheduling are managed in separate tools.
- **Inconsistent Branding:** Multiple editors cause mismatched tone, colors, and CTAs.
- **Slow Approvals:** Creative feedback loops across marketing and merchandising delay launches.

These challenges make it nearly impossible to post consistently, hurting campaign reach, product visibility, and sales momentum.

THE SOLUTION

We built a complete video content automation pipeline tailored for the retail industry — managing everything from topic discovery and script writing to HeyGen video production and multi-platform posting.

Instead of juggling research tools, editors, and schedulers, our AI workflow unifies everything: trending insights, visuals, captions, approval, and auto-posting.

- No more editing queues.
- No missed promo windows.
- Every SKU, collection, or campaign becomes a ready-to-publish video.

WHAT RETAIL TEAMS GAIN WITH AUTOMATION

A fully automated content engine that reduces manual work by 80–90%, while multiplying consistent, brand-aligned video output 4X faster than traditional workflows.

Retail brands and e-commerce teams scale social presence, showcase new arrivals, and drive conversions — without expanding their teams.

AI'S IMPACT ON RETAIL MARKETING

80–90% TIME SAVED

Research, scripting, and editing eliminated.

4X CONTENT OUTPUT

From 5–8 videos per week to 35–60 videos per week.

+24% CTR BOOST

Trend-driven video hooks improve engagement and clicks.

2X FASTER TURNAROUND

Slack-based approvals replace multi-day revisions.

HOW AI-DRIVEN VIDEO AUTOMATION WORKS

1. **Capture & Plan:** Pulls product details, offers, or promo focus from your catalog.
2. **Research & Write:** AI identifies trending formats and writes optimized scripts.
3. **Generate & Preview:** HeyGen creates videos with avatars, visuals, and voiceovers.
4. **Approve & Publish:** One-click Slack approval auto-posts videos across TikTok, Instagram, and LinkedIn.
5. **Feedback & Learn:** AI refines future scripts and visuals based on engagement.



PROOF OF VALUE

A fashion retailer scaled social content without increasing headcount.

Before: 7 videos/week, inconsistent posting, slow edits.

After: 52 automated videos/week, +24% CTR, daily posting with trend-backed topics.

Outcome: Reliable content volume, stronger brand engagement, and measurable sales lift — every week.

WHY CHOOSE PHAEDRA SOLUTIONS?

- **10-Day MVP:** From idea to working automation prototype.
- **Retail + AI Expertise:** Deep experience in catalog-based marketing, promos, and seasonal drops.
- **Seamless Integration:** Works with Slack, HeyGen, and your social platforms.
- **Built to Scale:** Supports thousands of SKUs and brand campaigns.
- **Proven Results:** 700+ projects, 300+ clients, 4.9★ Clutch rating.

READY TO POWER RETAIL GROWTH WITH AI?

Move from 7 to 60 videos a week, automate approvals, and dominate every trend cycle — in days, not months. Book your Retail Video Automation Demo today and see how effortless daily visibility can be.

[Schedule a Meeting Today](#)

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