



One system. Every channel. In your voice.

WHAT SOCIALTREND.AI IS

SocialTrend.ai is a complete marketing operating system: social posts, video, newsletters, blogs, engagement, lead capture, and reporting — ten components that run as one engine, trained once on your business and working in your voice. You approve; it publishes. Underneath it all sits a built-in CRM where every captured lead lands, and the Complyx™ compliance engine that checks content before it goes out and archives everything after.

It is built for business owners who know consistent marketing wins — and who have watched it lose to the actual job, week after week. The system does the producing. You keep the approval.

THE HEARTBEAT: THE SIFI™ SYSTEM — PATENT-PENDING, PROPRIETARY

The SIFI™ System is the proprietary, patent-pending engine at the core of every SocialTrend.ai plan. Instead of handing you another dashboard to babysit, SIFI™ does the work: it monitors 168 live market signals daily — trending topics, industry news, cultural conversations, and niche-specific shifts — and identifies which ones are worth turning into content before your competitors notice.

From there, SIFI™ drafts on-brand posts, emails, blog content, and video — UGC, clone, avatar, and faceless YouTube — using your trained Brand Voice Profile, then coordinates publication across every connected channel from a single approval. No manual research. No content calendar to fill in. No separate tools for social, email, blog, and video that don't talk to each other.

This is the structural difference between SocialTrend.ai and everything else on the market: point tools and schedulers wait for a human to feed them. SIFI™ doesn't.

WHAT IT REPLACES

The fragmented stack most service businesses run today — typically 4 to 7 separate tools plus a VA or agency, running into thousands per month — replaced by one autonomous system that keeps producing whether or not anyone logs in that day. SIFI™ is patent-pending, proprietary to SocialTrend.ai, and unavailable anywhere else.

THE TEN COMPONENTS — IN THE ORDER YOU MEET THEM

01 Knowledge Base

Everything in the platform runs on this. Point it at what you already have — your website, blog, social profiles, brand books, past winning posts, even shared folders from Google Drive or Notion that it reads in place — then answer fifteen guided questions across four categories: voice and personality, audience reality, offer, positioning and proof, and strategic direction, with AI-drafted suggestions under every question. A Voice Score from zero to one hundred climbs as you train, and every upload is scanned for sensitive data before it enters the system — flagged content is masked and held until you clear it. Quick Start has you generating in under thirty minutes; Deep Training takes about an hour. Both save as you go, and the library stays fully editable: replace files, revise answers, or delete a source completely.

02 Idea Lab

Set a brief — content type, niche, tone, goal, length — and Idea Lab returns a batch of distinct, channel-shaped ideas in seconds: captions, hooks, and carousel topics for social; article titles, outlines, and keyword angles for blog; subject lines and campaign concepts for email; script topics and calls to action for video. Or paste any URL — an article, a competitor's page — and it extracts the concepts and builds original takes from them. Not summaries: fresh angles your audience has not seen. Every idea lands in a permanent, searchable history — save the winners, dismiss the misses, mark ideas used so you never pitch yourself the same one twice, and refine a promising angle into sharper variations instead of starting from zero.

03 Post Frame

Every piece of content comes from one of three sources: trending — news, current events, and viral topics in your niche; evergreen — guides, tips, and timeless themes; or your own brand data. Post Frame sets that ratio: three dials always totaling one hundred, or a one-click preset — Balanced, Trending-First, Evergreen-Heavy, or Brand-First when you are launching. The mix is applied upstream, at the point topics are selected, so every piece is framed correctly the moment it is created. Each channel keeps its own control — your newsletter can run timeless while social rides the news cycle. The trending share is fed by SIFI's 168 daily signals, and a change applies from the next generation onward without disturbing anything already queued.

04 Social Posting

The platforms are not the same room: LinkedIn rewards a story with a lesson, Instagram wants the visual first and a tight caption, Facebook favors conversation, X wants one sharp thought. Social Posting takes each idea and writes a separate native version for every platform you are on — in your voice, from your Knowledge Base. Every post is built against nineteen proven posting objectives — lead generation, brand loyalty, thought leadership — and sharpened with a library of over two hundred behavioral-science triggers, then paired with AI-generated visuals or a curated image library more than one hundred thousand strong. Published on the schedule you set, so your calendar stays full even the weeks you never show up.

05 Video Reels

Four formats, and none of them needs a camera: a clone of you — your face and voice, recorded once, used for anything in any language; a presenter avatar for explainers, FAQs, and updates; UGC-style with the phone-shot look that performs in the feed because it does not look like an ad; and faceless long-form built for YouTube search. A common script opens with a hook — a question, a number, a claim — then makes three points: one that proves you know your business, one the viewer can use today, and one easy next step, closing on a call to action that sends viewers to your site, your offer, or your booking link. Finished videos publish sized and formatted for Instagram, TikTok, YouTube Shorts, and Facebook, on the steady schedule the algorithms reward.

06 Newsletter

Every send reaches the whole list you own — no algorithm decides who sees it, and email remains the highest-return channel in marketing, at an industry-average \$36 back for every \$1 spent. Newsletters build the same way as everything else in the engine: from trending data and RSS feeds, evergreen topics, or your brand data in the Knowledge Base — subject line, opener, and your voice throughout, with strategically placed calls to action driving readers back to your site. Set it up once — contact list, schedule, design — with branded headers, footers, and layout generated for you, or use your own. Fully automatic, or step in whenever you have something to say. Your list stays warm, and you never start from an empty email again.

07 Blog

Same engine, longer form. Articles build from trending data and RSS feeds, evergreen topics, or your brand data — researched and written in your market's own words, with formatting, tagging, and search optimization handled automatically, then published to your connected site on the schedule you set. Blogs are your search presence: when your customers search for answers, articles are what rank — and almost none of your competitors are writing them. Unlike ads that stop the moment the budget runs out, every article keeps working, drawing readers and leads for months or years after it publishes. The result: customers find you through search instead of you chasing them. That is how a small shop outranks the big names — one definitive answer at a time.

08 Auto Engagement

It monitors comments and DMs on every connected account and replies in your voice, 24/7 — trained on your past conversations plus example Q&As you provide, with a visible confidence score that climbs as training deepens. Every incoming message is classified by intent — pricing, booking, support, a compliment, a complaint — and answered accordingly. Guardrails are on by default: negative sentiment, political, controversial, and profane content is never answered automatically — it escalates to you. Configurable reply delays and daily caps keep the pacing natural. When it detects buying intent, it sends your booking link or lead form right in the conversation — some leads book on the spot — and captures the contact with the full conversation attached, while an activity feed logs every reply it has ever sent.

09 Command Center

Every scheduled post, blog, newsletter, and video — every platform, one calendar, planned two to three months ahead in Month, Week, Day, or List view. It suggests the number and type of post per platform for the entire month, warns you before you overload a platform on a single day, and flags empty slots where your schedule expects content — one click opens Idea Lab with the date and content type pre-filled. A Mix Balance Score from zero to one hundred shows how closely your actual schedule tracks the recommended blend for your niche, with specific rebalance recommendations when one content type takes over. And the Post Analyzer reads your results in plain English: which platforms to scale, which post styles to cut. The discipline of a paid campaign, applied to your organic content.

10 MCP Plugin

Built on MCP — the Model Context Protocol, the open standard created by Anthropic that lets an AI assistant securely operate software from inside a normal conversation. Connect the SocialTrend plugin to Claude or ChatGPT — whichever assistant you already use — and type: “make me a reel about today's industry news, in my voice.” The platform executes it end to end: script written from your Knowledge Base, video produced, waiting in your approval queue with the same rules as everything else. You authorize the connection once and can disconnect at any time, and content initiated through the plugin never skips your review settings. No API keys, no custom code, no dashboard hunting — and full control of the entire platform from inside a conversation is on the public roadmap.

THE FOUNDATION UNDERNEATH

SocialTrend CRM — Built In, or Bring Your Own

Your captured leads need somewhere to go. Two options, both ready on day one.

SocialTrend CRM is free with your account: every captured lead lands in a ready-made pipeline with contact record, conversation history, and custom marketing sequences and workflows. No setup, nothing to maintain.

Already running GoHighLevel? Connect it once. Every captured lead pushes straight into your existing pipeline, and your workflows and follow-up sequences fire exactly as they do today. No double entry, no migration.

Complyx™ Compliance Engine

Complyx™ reviews content before it publishes — checking claims and required elements against your industry's rules — and flags issues in plain language, with a corrected version ready for your review. Then it archives every published piece with the check attached, so if anyone ever asks, the answer is one search rather than weeks of screenshots.

To be clear: Complyx™ is not legal advice and does not replace your compliance professional. It keeps the obvious things right and everything you publish on file.

YOU STAY IN CONTROL

YOU APPROVE. IT PUBLISHES.

Nothing publishes without you. Posts, videos, blogs, and newsletters each have their own Automation section where finished content waits for your review — status counts across the top, filters for what needs attention, and one-click Approve or Reject on every piece. You set the level of control per format and per account: run it fully automatic once you trust it, or keep every piece behind your approval. Automation you control, not automation you chase.

WHAT DAY ONE LOOKS LIKE

THIRTY MINUTES, GUIDED, DONE

One guided setup session with an actual person — not a help doc. You point the platform at your website, answer the guided questions, and connect your channels. There is nothing to install and nothing to configure alone: your channels, your voice profile, and your content mix are live before the session ends.

Then the engine starts building. Content begins landing in your approval queue while you are still in the session, and by the end of day one you have ten to fifteen pieces queued — built for your niche, in your voice, tied to what is moving in your market this week. From day two, SIFI™ keeps producing on schedule: posts, video, email, and blog, all waiting on your one-click approval.

Not “here is your login, good luck.” Not a tutorial library. A working queue on day one — with a 7-day free trial of the whole platform, no contracts, and a team that sets it up with you.