



## **CLOUD PRO ADVISOR** Smart Integrations.

### An AI Social Media Post Creator

A week of on-brand posts, images and schedules —  
generated from the Google Sheet you already use.



## The challenge

Small businesses know social media matters. What kills them is the content treadmill. Every week needs fresh posts. Every platform — **Facebook, Instagram, LinkedIn, X** — wants something a little different in tone and length. And every post really ought to have an image that still looks like your brand from fifty feet away.

Writing all of that from scratch, every week, for four audiences, is a part-time job on its own. Hiring an agency costs £500–£2000 a month. Off-the-shelf AI schedulers generate copy that sounds like it could be anyone's business — because it is. And none of them really understand your services, your voice, or the specific things you want to be known for.

*“I know I should be posting more. I just don't have an hour a day to write content.”  
— the line that started this build*

## Why not just use Buffer, Hootsuite or Later?

- **Per-seat pricing on top of the AI bill** — two subscriptions for one job.
- **Generic AI** that doesn't know your business, your services, or your brand voice.
- **You still write the content.** The scheduler just queues what you give it.
- **Your calendar lives in their database** — and only leaves with you if you remember to export.

## My approach

Instead of yet another marketing platform, I built a lightweight **Google Sheets** add-on that reads your website, learns your brand, and generates a week — or a month, or a whole campaign — of on-brand posts and images. Each one platform-specific. Each one editable before it goes live. The sheet stays the content calendar. Your OpenAI and Gemini keys stay yours. Meta stays the publishing surface. Nothing is locked inside anyone else's system.



## Key features

Every build follows the same six principles — what I call the **CREATE** framework. It's how a blank content calendar becomes a week of on-brand posts in under ten minutes.

**C**

### **Context-aware**

A deep website scan reads 3–5 sub-pages of your site and feeds that context into every post. An optional menu scanner lifts your specific services or products straight off your navigation bar so they become the topics it writes about — not a generic competitor's.

**R**

### **Ready-to-publish**

Direct Meta Graph integration means a finished post goes from the sheet to your **Facebook page** and **Instagram feed** in one click — image and caption together, no copy-paste between tools.

**E**

### **Every platform, in its own voice**

One idea becomes four captions — Facebook, Instagram, LinkedIn, X — each written for that platform's tone and length. No more running the same quote through four different 'make it sound like...' prompts.

**A**

### **Automated scheduling**

Pick a daily trigger time (6am, 9am, 11am, 2pm, 6pm or 10pm). The sheet wakes up each morning, checks what's due today, generates the image and captions, and emails them to you for approval.

**T**

### **Tailored to your brand**

Brand voice, tone, image style, aspect ratio, language/region and persona are all configurable. The same system powers a playful café and a crisp accountancy firm — same code, different brain.

**E**

### **Editable before it goes live**

Every post lands in the preview sidebar first. Edit captions per platform, tweak the image prompt, regenerate whatever needs regenerating, then approve. Nothing gets posted without you saying so.



## How I built it

The whole system runs on Google's own platform and connects to the AI providers you already pay (OpenAI, Gemini) with **your** keys. Nothing leaves your domain except the calls you'd be making anyway.

1

### Mapped where the time actually goes

Watched small-business owners do it the old way — writing from scratch, reformatting for each platform, hunting stock images. The bottleneck was never the posting. It was the content.

2

### Built the brain before the posts

Wrote a website-scraping layer that reads a handful of your sub-pages, plus a menu scanner that pulls your specific services straight off your navigation. That knowledge is what makes the posts sound like *yours*.

3

### Split the build into three clean pieces

A shared library for sheet I/O and triggers; a private web app that gates access with a licence key and calls OpenAI and Gemini server-side; and a thin bridge in each user's sheet. Each piece updates independently — no user ever has to redeploy anything.

4

### Shipped, licensed, logged

Every call is licence-checked against a central sheet, every request is logged for debugging, and the sidebar UI is fetched live from the server — so I can ship UI improvements to everyone without anyone touching their sheet.

Because the stack is small and owned, a new platform, a new tone, or a new integration is a quick update — not a feature request that takes a month.



## What changed day-to-day

A few of the everyday moments where this build earns its keep.

### Writing a week of posts

*Before:* 4–6 hours staring at a blank doc, writing and rewriting, reformatting for each platform, hunting matching stock images.

*After:* 10 minutes reviewing and approving a week of ready-to-go posts in a sidebar. Captions already written for each platform. Images already generated in your brand style.

### Running a full campaign

*Before:* Brainstorm a theme, write 10–20 posts by hand, manually schedule each one, find a matching image for each, hope it still feels coherent by day 14.

*After:* Set a start and end date, click **Create Full Campaign**, come back to a calendar of on-brand posts with matching images — planned, dated, ready to review.

### Keeping a stream of fresh topics

*Before:* Repeat yourself once a month because it's faster than thinking of something new.

*After:* The AI remembers every topic it has already suggested and steers clear of repeats. The menu scanner keeps feeding in real services and products that haven't been posted about yet.

### Posting to Facebook & Instagram

*Before:* Draft in Google Docs, copy into a scheduler, upload the image, schedule, double-check the right account is selected.

*After:* Click **Post to Facebook** in the sidebar. The sheet talks to Meta directly. The post is live in seconds.



## Could this work for you?

If you're spending hours a week writing for Facebook, Instagram, LinkedIn and X — and you're tired of either paying an agency or settling for generic schedulers — a Post Creator built into your own Google Sheet might be exactly the right answer.

The quickest way in is to book a free consultation call. I'll talk through your brand voice, your platforms, and whether this approach fits what you're trying to do.

### Book a free consultation call

[calendly.com/cloudproadvisor-benbloss](https://calendly.com/cloudproadvisor-benbloss)

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**Signal:** @CloudProAdvisor.72

#### Web

[www.cloudproadvisor.com](http://www.cloudproadvisor.com)

### What a custom build typically includes

- Brand/voice mapping from your website — no manual data entry
- Google Sheet with the full content calendar, already laid out
- Platform-specific captions for Facebook, Instagram, LinkedIn and X
- Image generation with brand-consistent style presets or your own reference image
- Optional direct publishing to Facebook and Instagram via Meta
- Daily automation triggers so new posts appear without you asking
- Hosted and maintained — no server to manage on your side

*Every build is scoped individually. Get in touch for a quote — most small businesses run the completed tool for under \$20/month in OpenAI and Gemini API costs, on top of the one-off build.*