



SPARK OPUS

AN AI INNOVATION VENTURE BY CREATORS TOUCH

SOCIAL COMMERCE AUTOMATION

Socialopus

Turn DMs & comments into orders

You paid for the reach. The order is lost in an unread inbox and an unanswered comment.

SUBSCRIPTION

MONTHLY

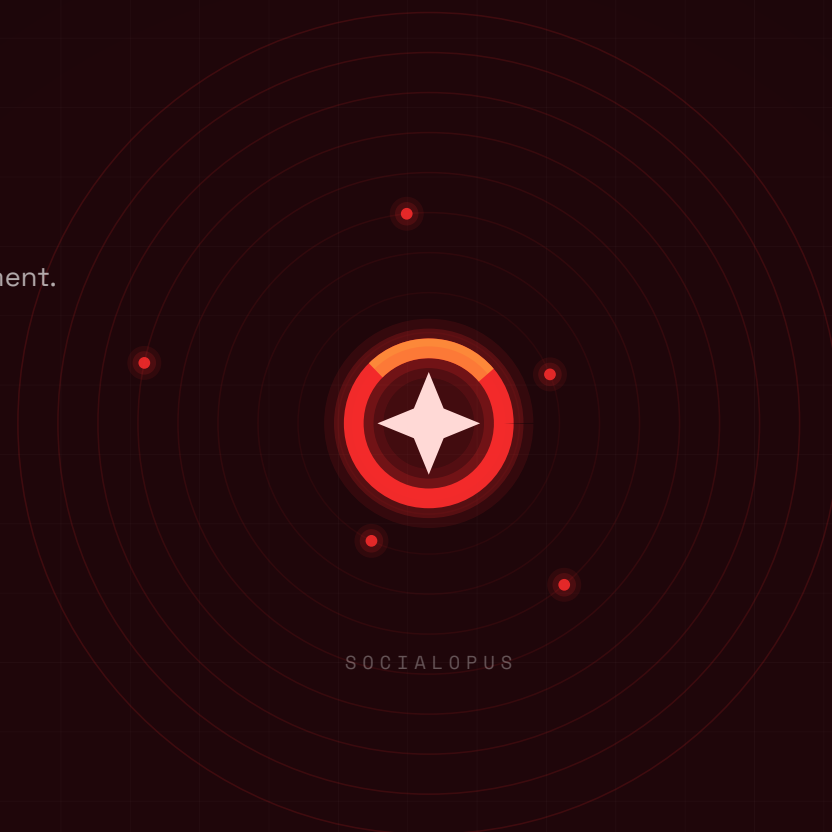
YEARLY

PRODUCT DEMO PACKAGE

15 pages — problem, design, architecture, interface, rollout

sparkopus.com/products

Confidential — prepared for your evaluation



02 CONTENTS

WHAT'S IN THIS PACKAGE

A fifteen-page walkthrough of Socialopus: the problem it removes, how SPARK OPUS designed and engineered it, exactly what it looks like in use, and what it takes to get you live.

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< 10s

REPLY TO A DM

Answered while the buyer is still scrolling your feed.

100%

COMMENTS ACKNOWLEDGED

Every 'price?' gets an answer and a route into DM.

1 inbox

ALL CHANNELS

Instagram, Facebook and WhatsApp in one queue with...

AT A GLANCE

Socialopus

Turn DMs & comments into orders

BUILT FOR

D2C brands, boutiques, creators, restaurants, clinics, local retail

RUNS ON

Instagram, Facebook and WhatsApp — DMs, comments and story replies

DATA IT HOLDS

Conversations, comments, captured leads, order requests, attribution

LANGUAGES

English, Hindi, Telugu, Tamil + transliterated replies

TIME TO LIVE

1-2 weeks from account access and product list

OWNERSHIP

Your accounts, your audience, your captured leads — exportable

PRICING

Monthly or discounted yearly.

MONTHLY

YEARLY

03 — THE PROBLEM

THE PROBLEM IT REMOVES

Social media is where discovery happens and where intent is highest — and it is the channel businesses staff the least. A post performs, the comments fill with 'price?', and nobody has three hours to reply to each one individually.

01

The comment section is a queue nobody is serving

Under every good post sit dozens of buying signals — price, size, availability — answered late, partially, or not at all. Each is a customer who asked publicly and was ignored publicly.

02

DMs arrive at the worst possible times

Peak engagement is evenings and weekends. That is precisely when nobody is at a desk, and a DM answered next morning is a DM answered too late.

03

Story replies vanish

The highest-intent, shortest-lived signal on the platform expires in twenty-four hours, usually unread.

04

Followers never become records

A conversation ends in a sale or silence, and either way no lead, no contact and no history is left behind.

05

Ad spend leaks at the last step

Money buys the click and the comment. The revenue is lost between the comment and the checkout, which is the one gap nobody is measuring.

WHAT IT COSTS RIGHT NOW

Hours

OF UNANSWERED INTENT

Every unreplied comment is a public, dated record of a...

24 hrs

AND STORY REPLIES EXPIRE

The most urgent signal you get has the shortest shelf life.

0

LEADS RETAINED

Conversations end and leave no contact behind for...

04 THE ALTERNATIVES

WHY THE USUAL FIXES FAIL

Most brands have tried to solve this with effort or with tools built for a different problem. Both fail once a single post outperforms.

WHAT BUSINESSES TRY	WHAT ACTUALLY HAPPENS	WHY IT BREAKS
Reply manually, faster	One person is assigned the inbox alongside their real job.	It works until a post performs — exactly the moment volume matters most.
A social-media agency	An external team handles engagement on your behalf.	They can post and reply, but they cannot quote your stock, price or delivery reliably.
Comment-to-DM template tools	A keyword triggers one canned DM.	One rigid template cannot answer size, price, availability or shipping questions.
Link in bio and hope	Every reply points to a website.	The buyer wanted an answer, not a homepage. The click-through collapses at that step.
Ignore comments, focus on DMs	Triage by picking the channel that feels more serious.	Public unanswered questions cost you the buyer and the audience watching them go unanswered.

THE GAP

The gap is a system that can answer accurately, publicly and privately at the same time, keep the conversation moving toward an order, and leave a contactable record behind.

SPARK OPUS BUILT SOCIALOPUS TO CLOSE EXACTLY THIS GAP.

05 — THE SOLUTION

WHAT WE BUILT INSTEAD

IN ONE PARAGRAPH

Socialopus works the whole social funnel: it answers comments publicly, moves the conversation into DM, runs a guided flow to whatever the buyer actually needs, captures the lead, and takes the order request — across Instagram, Facebook and WhatsApp from one inbox.

01**Answer in public, close in private**

A comment gets a real public reply and a private DM with the specifics — so the audience sees responsiveness and the buyer gets detail.

02**Guided, not scripted**

Inquiry flows adapt to what the customer asks — size, price, shipping, availability — instead of forcing a menu tree.

03**Every conversation leaves a record**

Name, handle, number and interest are captured into a lead record and handed to Spark CRM or exported.

THE LOOP IT RUNS, EVERY TIME

Comment / DM / story
reply

→ Understand intent

→ Public reply + DM

→ Guided flow to answer

→ Lead + order request
captured

WHERE WE DREW THE LINE

What it deliberately does not do: mass-DM people who never contacted you, buy followers or engagement, post on your behalf without approval, or violate platform automation policies.

06 — DESIGN

HOW SPARK OPUS DESIGNED IT

Socialopus was designed by watching what happens under a post that performs. Everything in the product exists to serve the ninety minutes after a reel takes off.

P 1

Public replies are marketing

Every comment answer is read by hundreds who never comment. It is written to be useful to the lurker, not just the asker.

P 2

Move to DM with a reason

The jump to DM must give the customer something — a price, a size chart, a stock check — never just 'DM us'.

P 3

Match the platform's grammar

Instagram is not email. Short lines, lower case where it fits the brand, emoji where the brand uses them, no corporate boilerplate.

P 4

Policy-safe by default

Rate limits, messaging windows and platform automation rules are enforced in the product, so growth never risks the account.

THE PROCESS WE RAN

01

Audit the funnel

We read six months of your comments and DMs and count what was asked, answered and lost.

02

Write the voice

Reply patterns are drafted in your brand's actual tone and approved before anything goes live.

03

Build the flows

Inquiry paths for your real top questions — price, size, stock, shipping, custom orders.

04

Shadow mode

The system drafts replies for a week without sending, and your team grades every one.

05

Go live and tune

Automation is enabled in stages, starting with the highest-confidence intents.

07 — ARCHITECTURE

HOW SPARK OPUS BUILT IT

The platform APIs are the constraint that shapes everything: strict rate limits, messaging windows and automation policies. Socialopus is architected to stay comfortably inside them while still feeling instant.

THE SYSTEM, LAYER BY LAYER

CHANNEL

Instagram and Facebook Graph webhooks, WhatsApp Cloud API, story-reply and mention ingestion, media handling.

UNDERSTANDING

Intent classification across short, slangy, multilingual text; emoji and transliteration handling; spam and troll filtering.

RESPONSE

Public comment replies, private DM dispatch, guided flow engine with branch conditions and product-aware answers.

COMMERCE

Product lookup, price and stock grounding, order-request capture, handoff to payment or to a human closer.

LEAD LAYER

Handle-to-contact resolution, lead scoring, deduplication and push to Spark CRM or CSV.

GOVERNANCE

Rate limiting, platform-policy guards, blocklists, escalation queue and a complete audit log of every automated reply.

WHAT IT IS MADE OF

CHANNELS

Instagram Graph API

Facebook Messenger

WhatsApp Cloud API

Webhook ingest

INTELLIGENCE

Intent classifier

Sentiment + spam filter

Product retrieval

Tone-locked templates

SERVICES

Node / Nitro APIs

MongoDB

Rate-limited job queue

Idempotent dispatch

OPERATIONS

Unified inbox

Shadow mode

Escalation queue

Attribution reporting

NOTE 01

Every outbound action passes a policy gate: rate limits, messaging windows and per-account caps are enforced before dispatch, never after.

NOTE 02

Negative sentiment, complaints and press enquiries are routed straight to a human — the system will not attempt to automate a reputational moment.

NOTE 03

Shadow mode is a permanent feature, not just onboarding: new flows always run in draft against live traffic before they are allowed to send.

08 — FEATURE DEEP DIVE

FEATURE DEEP DIVE — 1 OF 2

Every feature on the product page, taken apart: what it does, how we engineered it, and the business reason it exists.

Auto DM replies

WHAT IT DOES

Direct messages and story replies get an accurate, on-brand answer within seconds, at any hour.

HOW WE BUILT IT

Webhook ingest into an intent classifier with product retrieval; low-confidence messages escalate rather than guess.

WHY IT MATTERS

Peak DM volume lands exactly when your team is offline — that gap is where the orders are.

Comment responses

WHAT IT DOES

Public comments receive a genuine public reply, plus a private DM carrying the detail.

HOW WE BUILT IT

Comment webhooks with spam and sentiment filtering, rate-limited public replies, and a paired DM dispatch.

WHY IT MATTERS

The reply is read by everyone who scrolls past. Responsiveness compounds as social proof.

Inquiry flows

WHAT IT DOES

Guided paths for your real questions — price, sizes, stock, shipping, bulk and custom orders.

HOW WE BUILT IT

A branch-condition flow engine with product-aware answers, editable by your team without a developer.

WHY IT MATTERS

A buyer gets a complete answer in one exchange instead of four rounds of back-and-forth.

09 — FEATURE DEEP DIVE

FEATURE DEEP DIVE — 2 OF 2

The second half of the feature set — the parts that turn a working system into a compounding one.

Lead collection

WHAT IT DOES

Name, handle, contact number and stated interest captured into a structured lead record.

HOW WE BUILT IT

Handle-to-contact resolution with deduplication, then pushed to Spark CRM or exported as CSV.

WHY IT MATTERS

A conversation that does not convert today still leaves an asset you can follow up tomorrow.

Order requests

WHAT IT DOES

Interested buyers are converted into a concrete order request with product, variant and quantity.

HOW WE BUILT IT

Product grounding against your catalog, then handoff to a payment link or to a human closer with full context.

WHY IT MATTERS

The distance between 'how much?' and a captured order collapses from days to minutes.

Quick conversions

WHAT IT DOES

The full path — comment to answer to DM to order — designed to complete in a single session.

HOW WE BUILT IT

Flows are optimised for the fewest exchanges to a decision, with attribution tracked at every step.

WHY IT MATTERS

Social intent is perishable. Anything that survives to tomorrow has usually already been spent elsewhere.

WHAT IT LOOKS LIKE

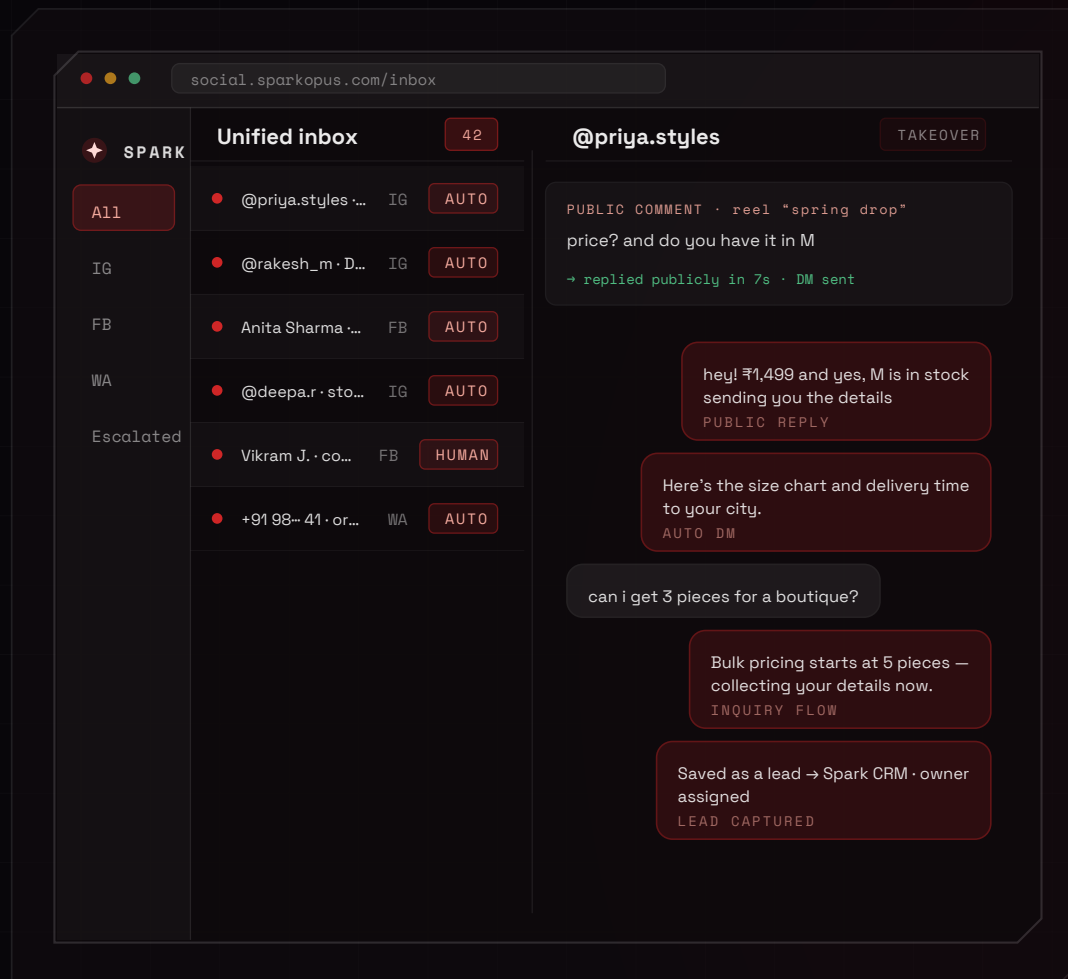
The unified inbox: Instagram, Facebook and WhatsApp in one queue, with automated replies visible and a one-tap human takeover.

WHAT'S HAPPENING ON THIS SCREEN

- **All channels, one thread**
A customer who comments, then DMs, then messages WhatsApp is one person with one history.
- **Automated, but visible**
Every automated reply is shown to your team as it happens — nothing is hidden from you.
- **Escalation lane**
Complaints, press and low-confidence messages are pulled out for a human immediately.
- **Captured leads**
Each conversation leaves a contact record with its source post and stated interest.

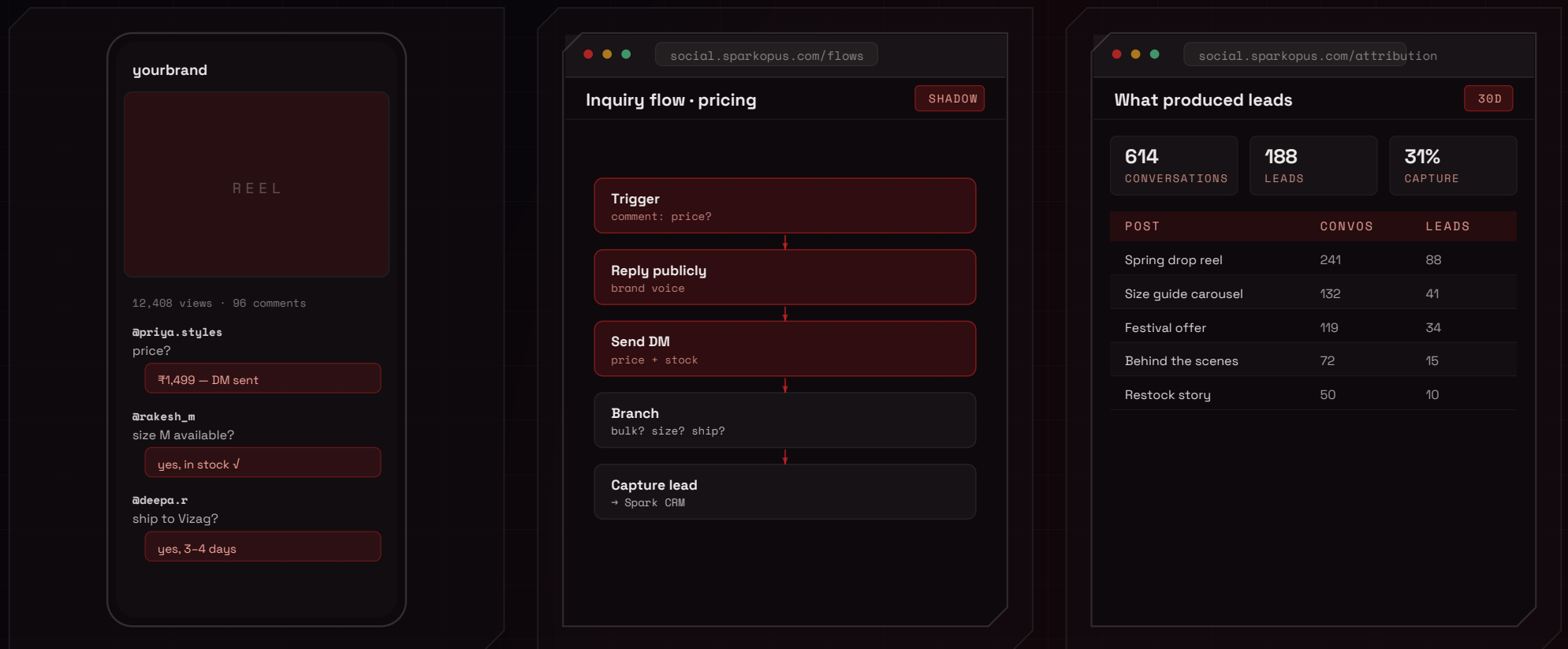
NOTE

These are design representations of the shipped interface. Final screens carry your brand, your terminology and your catalogue.



11 — INTERFACE

THE SUPPORTING SCREENS



01 Comment automation — a public reply under the post and a private DM with the specifics, within seconds.

02 Flow builder — inquiry paths your team can edit without a developer, tested in shadow mode first.

03 Attribution — which post, which reel, which ad produced the conversation and the captured lead.

12 — IN PRACTICE

A DAY IN THE LIFE

Ninety minutes after a reel takes off — the window that decides whether the reach becomes revenue.

20:12

The reel lands

Engagement climbs and the comment section fills with 'price?', 'available?' and size questions.

20:13

Public answers begin

Each comment gets a real public reply with the price and a nudge to check DMs.

20:13

Private detail follows

A DM goes out with the size chart, live availability and delivery timeline.

20:26

Guided to a decision

A buyer asks about bulk pricing; the flow collects quantity and city, then produces an order request.

20:31

Human moment

Someone comments a complaint about a previous order. Sentiment routing escalates it to a person immediately.

21:40

The residue

Ninety minutes later: comments answered, DMs handled, and a batch of contactable leads pushed to Spark CRM.

WHAT THAT ADDS UP TO

Without automation the same ninety minutes produces a full comment section and an empty lead list. The reach was identical; only the capture differed.

INTEGRATIONS, DATA & SECURITY

It has to fit the tools you already run, and it has to be safe with the data you are handing over. Both are product requirements, not afterthoughts.

SOCIAL

- Instagram Graph API
- Facebook Messenger
- Story replies & mentions
- Comment webhooks

MESSAGING

- WhatsApp Cloud API
- Approved templates
- Click-to-WhatsApp ads

COMMERCE

- Catalog / product feed
- Payment links
- SparkObot handoff
- SparkPOS menus

PIPELINE

- Spark CRM
- CSV export
- Google Sheets
- Webhook out

HOW YOUR DATA IS HANDLED

S1

Platform-policy first

Rate limits, messaging windows and automation rules are enforced in the product to protect your accounts.

S2

No unsolicited outreach

The system only replies to people who contacted you. It never mass-DMs a follower list.

S3

Human-only moments

Complaints, refunds, press and negative sentiment are routed to a person, never automated.

S4

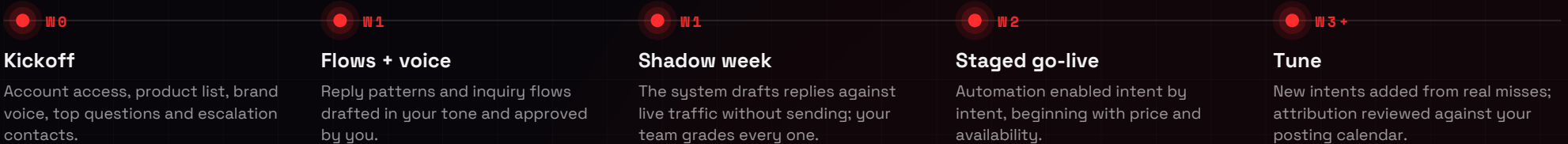
Full audit trail

Every automated public reply and DM is logged with its trigger, timestamp and confidence.

14 — ROLLOUT

HOW WE GET YOU LIVE

We turn automation on in stages, highest-confidence intents first, with a shadow week before anything is sent. Your account's standing is not something we experiment with.



WHAT'S INCLUDED, AT NO EXTRA COST

- Six-month comment and DM audit
- Brand-voice reply pattern authoring
- Inquiry flow design and build
- Instagram / Facebook / WhatsApp connection
- Shadow-mode grading week
- Unified inbox training for your team
- Spark CRM or CSV lead handoff
- Monthly attribution and misses review

AND AFTER YOU'RE LIVE

Named contact

Someone who knows your brand voice and your product line.

Campaign prep

New drops, sales and festival campaigns get their flows built in advance.

Policy watch

We track platform API and policy changes so your automation never falls out of compliance.

WHAT GOOD LOOKS LIKE

< 10s

REPLY LATENCY

Design target for DMs, comments and...

100%

INTENT ACKNOWLEDGED

Every buying-signal comment gets a...

1 record

PER CONVERSATION

Contactable lead captured, deduplicated...

Staged

AUTOMATION ROLLOUT

Nothing sends until it has passed a...

	HOW IT WORKS TODAY	WITH SOCIALOPUS
Comments under a post	Answered late or not at all	Answered publicly within seconds
Evening DMs	Read tomorrow morning	Answered while the buyer is still online
Story replies	Expire unread	Handled inside the 24-hour window
What is left behind	A conversation and nothing else	A contactable, attributed lead record
Ad attribution	Reach and clicks	Which post produced which lead and order request

These are engineering targets we design and monitor against, not a guarantee of business results. Your current reply rate and comment-to-DM conversion are measured during the audit so improvement is judged against your own baseline.

PRICING

Monthly Full product with onboarding, audit and shadow week included. No lock-in.

Yearly Discounted, with campaign-prep support and quarterly attribution reviews.

Add-on Pairs directly with SparkObot for WhatsApp commerce and Spark CRM for the pipeline.

NEXT STEPS

01 Discovery call

Twenty minutes on your channels, your volumes and your top ten questions.

02 Free funnel audit

We read six months of your comments and DMs and show you exactly what was lost.

03 Shadow week

Live traffic, drafted replies, nothing sent — you grade the quality yourself.

04 Staged go-live

Automation enabled intent by intent as confidence is proven.



You will grade a week of real drafted replies to your own customers before a single automated message is sent.

hello@sparkopus.ai

sparkopus.com/contact — or tap “Call back in 2 mins”