

Nomad AI Marketing Studio Free User Guide

AI campaign creation, image ads, content calendar and organic Facebook/Instagram posting for small businesses.

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Purpose

Nomad AI Marketing Studio Free helps a small business create social media campaign ideas, captions, hashtags and image ads with AI, then manage those campaigns inside a front-end Marketing Studio workspace.

The Free edition is designed for normal organic posting to Facebook Pages and Instagram Business accounts. It does not create paid ad campaigns, manage budgets or access Meta Ad Accounts. Paid Meta Ads belong in Nomad AI Marketing Studio Pro.

Recommended users

Use the Free edition for owner-managed businesses, startups, service businesses, hospitality providers, local retailers and freelancers who want help creating and scheduling Facebook and Instagram content without needing a marketing agency.

The user should already have a WordPress site and should be able to connect an OpenAI API key and a Meta app where organic posting is required.

Edition boundaries

Free includes AI content creation, AI image ads, campaign CRUD, the content calendar, Brand Kit, Visual Studio and organic Facebook/Instagram posting.

Free is intentionally limited to Facebook Pages and Instagram Business organic posting. LinkedIn, TikTok, X, Pinterest, Google/YouTube and multi-client workflows are reserved for the Agency edition. Paid Meta Ads, Meta targeting, performance metrics, lead ads and AI optimisation are Pro features.

Installation

Install Nomad AI Marketing Studio from Plugins > Add New > Upload Plugin. Activate the plugin, then open the Marketing Studio page created by the plugin or create a page manually and add this shortcode:

```
[nomad_ai_marketing_studio]
```

For the best user experience, link this page from the customer dashboard, product documentation or main website navigation.

First-run setup

Open the front-end Marketing Studio page and log in with a WordPress user account that has permission to use the Studio. Complete the first setup steps:

1. Open Settings.
2. Add the OpenAI API key.
3. Complete the Brand Kit.
4. Add Meta App ID and App Secret if organic Facebook/Instagram posting is required.
5. Connect Facebook and Instagram.
6. Sync Pages and select the default Facebook Page.
7. Create the first campaign.

If OpenAI Mock Mode is enabled, the plugin can be tested without real AI calls, but real image ads require a valid image-capable AI model and API key.

Front-end Marketing Studio

The Free edition is designed around a front-end app experience instead of a WordPress admin-table experience. The sidebar includes Dashboard, Campaigns, Create Campaign, Visual Studio, Calendar, Brand Kit, Settings and Logout.

The WordPress admin area should remain mostly for technical plugin management. Day-to-day users should work from the front-end Studio.

Brand Kit

The Brand Kit stores the business identity that guides AI output. Complete the business name, website, target audience, brand tone, preferred call-to-action, colours, logo, hashtags and notes about words or claims the business should avoid.

A good Brand Kit reduces generic AI content. Keep it specific, for example: "friendly local tourism provider on the Wild Coast" or "professional accounting software for South African small businesses".

AI campaign builder

Use Create Campaign to describe the product, service, promotion or announcement. The user can choose the campaign goal, target audience, call-to-action and preferred posting channels.

In Free, the available channels are Facebook Page and Instagram Business. The builder creates campaign posts, captions, hashtags, titles, CTAs and image prompts. Posts can be reviewed before approval, scheduling or publishing.

Image ad generation

The plugin can generate image ads for campaign posts. The image prompt is based on the campaign brief, Brand Kit and post copy.

Generated images are saved to WordPress uploads and attached to the campaign post record. If real AI image generation fails, the user should see an error or local fallback rather than losing the campaign.

Campaigns and reuse

Campaigns are saved records, not one-time output. Use the Campaigns section to list old campaigns, edit the brief, update posts, duplicate campaigns, reuse seasonal campaigns, archive campaigns or delete campaigns.

Duplicating a campaign is useful for monthly specials, repeat promotions, recurring events or similar offers with new dates and updated pricing.

Visual Studio

Visual Studio is the creative asset area. It should be used to review generated image ads, regenerate visuals, attach a different image to a post, download an asset, or prepare creative variations.

Visual Studio is not meant to replace Campaign Builder. Campaign Builder creates the campaign strategy and copy; Visual Studio manages the creative assets.

Content calendar

The Calendar shows scheduled and published campaign posts. Use it to review the planned posting rhythm, confirm that important dates are covered and avoid posting too many ads on the same day.

Scheduled publishing depends on WordPress cron. For reliable publishing on low-traffic websites, configure a real server cron to call WordPress cron regularly.

Facebook and Instagram organic posting

Free can publish normal organic posts to connected Facebook Pages and Instagram Business accounts. This is not paid advertising.

Before publishing, confirm that the Facebook Page is synced, the default page is selected, and the Instagram Business account is linked to the selected Page. Instagram image URLs must be publicly reachable, so local development sites, maintenance mode and blocked image access can cause Instagram publishing to fail.

Meta App setup summary

In Settings, open the Meta setup popup for the required redirect URI and setup steps. In Meta for Developers, create or open an app, configure Facebook Login/OAuth settings, add the redirect URI displayed by the plugin, and request the permissions required for Pages and Instagram publishing.

During testing, the connected Facebook user must usually be an app admin, developer, tester or have the required app review approvals depending on Meta app mode.

Troubleshooting

If campaign generation does nothing, clear caching, disable script optimisation temporarily, and check that the Studio JavaScript is loading on the Marketing Studio page.

If image ads do not generate, confirm the OpenAI API key, image model setting, server outbound HTTP access and that the AI provider account has access to image generation.

If Facebook posting fails, resync the Page, reconnect Meta and confirm the Page access token has publishing permission.

If Instagram posting fails, confirm the Instagram account is a Business or Creator account linked to the Facebook Page, and confirm that the generated image URL is publicly accessible.

Free edition QA checklist

Test login, logout, Brand Kit saving, campaign creation, campaign editing, campaign duplication, image generation, Visual Studio, calendar scheduling, Facebook publishing, Instagram publishing, failed-publish logging and recovery after plugin update.