

PLAYBOOK 03 OF 3

AI UGC at Scale: 100+ Videos/Month

Fully automated production pipeline using Make.com, Airtable, and AI APIs. From brief intake to published ad with zero manual work. Built for agencies and DTC brands doing serious volume.

Output: 100-300+ videos per month

Cost: \$188-1,052/month depending on tier

Margins: 65-90% on video production

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Make.com Automation Architecture

The system consists of 4 linked Make.com scenarios that handle the entire production pipeline. Each scenario triggers the next automatically.

Scenario 1: Brief Intake

Airtable Form / API → Validate Brief → Create Record → Trigger Scenario 2

Client or team member submits a brief via Airtable form. Fields: product name, target audience, key benefits, tone, CTA, video length. The scenario validates required fields and creates a production record.

Scenario 2: Script Generation

Read Brief → Claude API → Generate 3 Variants → Save to Airtable

Takes the brief and sends it to Claude with a structured script-writing prompt. Generates 3 script variants (different hooks, different angles) per brief. Saves all variants to the Scripts table.

Scenario 3: Video Production

Read Script → TTS API → HeyGen API → Creatomate → Save Video

Takes each approved script, generates voiceover via Fish Audio API, creates avatar video via HeyGen API, assembles final video with captions and branding via Creatomate. Saves output URL to Airtable.

Scenario 4: QA & Delivery

Video Ready → Auto-QA Check → Client Notification → Delivery

Runs automated quality checks (video duration, resolution, audio levels). Sends the video for human review if flagged, or auto-delivers to the client via email/Slack with download links.

Airtable Schema

TABLE 1: BRIEFS

FIELD	TYPE	NOTES
Brief ID	Auto-number	Unique identifier
Product Name	Single line	Required
Target Audience	Long text	Demographics + psychographics
Key Benefits	Long text	Top 3 selling points
Tone	Single select	Casual / Professional / Urgent / Friendly
CTA	Single line	Desired call to action
Video Length	Single select	15s / 30s / 45s / 60s
Status	Single select	New / Scripting / Production / QA / Delivered
Client	Link to Clients	For agency use

TABLE 2: SCRIPTS

FIELD	TYPE	NOTES
Script ID	Auto-number	
Brief	Link to Briefs	Parent brief
Variant	Single select	A / B / C
Script Text	Long text	Full script with directions
Hook	Single line	First line (for tracking)

Approved

Checkbox

Gate for production

TABLE 3: VIDEOS

FIELD	TYPE	NOTES
Video ID	Auto-number	
Script	Link to Scripts	Source script
Avatar	Single select	Avatar used
Voice	Single select	Voice profile used
Video URL	URL	Cloud storage link
Duration	Number	Seconds
QA Status	Single select	Pending / Passed / Flagged
Delivered	Checkbox	

TABLE 4: ASSETS

FIELD	TYPE	NOTES
Asset Name	Single line	
Type	Single select	Logo / Product Shot / B-roll / Music
File	Attachment	The actual asset
Client	Link to Clients	

Status Flow

New



Scripting



Production



QA



Delivered

AI Prompts (Core 3)

PROMPT 1: SCRIPT GENERATION

This prompt goes to Claude API via Make.com Scenario 2

You are a direct-response copywriter specializing in video ad scripts.

Write a [VIDEO_LENGTH]-second ad script for [PRODUCT_NAME].

Target audience: [TARGET_AUDIENCE]

Key benefits: [KEY_BENEFITS]

Tone: [TONE]

CTA: [CTA]

Use the PAS (Problem-Agitate-Solution) framework:

- Hook (2 seconds): Stop the scroll with a bold claim or question
- Problem (5-8 seconds): Name the pain point
- Agitate (5-8 seconds): Make it feel urgent
- Solution (10-15 seconds): Present the product as the answer
- CTA (3-5 seconds): Clear next step

Include stage directions in [brackets].

Write exactly 3 variants with different hooks.

PROMPT 2: A/B VARIANT GENERATOR

Used to create additional test variants from a winning script

Here is a winning ad script:

[WINNING_SCRIPT]

Create 5 new variants that keep the core message but change:

1. The hook (first 2 seconds)
2. The emotional angle
3. The specific benefit emphasized

Each variant should be different enough to test as a unique ad, but similar enough that a winning formula stays intact.

Maintain the same length and CTA.

PROMPT 3: AUTO-QA CHECKLIST

Used in Scenario 4 to validate video output

Review this video production metadata and flag issues:

Script: [SCRIPT_TEXT]

Video duration: [DURATION]s (target: [TARGET_DURATION]s)

Resolution: [RESOLUTION]

Audio present: [YES/NO]

Caption file: [YES/NO]

Check:

- Duration within 10% of target
- Resolution is 1080p or higher
- Audio track present and matches script length
- Caption file generated
- No placeholder text in script

Return: PASS or FAIL with specific issues listed.

Cost Tiers

	STARTER	GROWTH	SCALE
Videos/Month	~30	~100	300+
Make.com	\$29 (Pro)	\$29 (Pro)	\$99 (Teams)
Airtable	\$20 (Plus)	\$20 (Plus)	\$45 (Pro)
Claude API	\$15	\$40	\$100
HeyGen	\$29 (Creator)	\$89 (Business)	\$249 (Enterprise)
Fish Audio	\$15	\$15	\$44
Creatomate	\$25	\$75	\$149
Cloud Storage	\$5	\$15	\$30
Slack/Notifications	Free	Free	\$12
Total Monthly	\$188	\$445	\$1,052
Cost Per Video	\$6.27	\$4.45	\$3.51

ROI Calculator

AGENCY MODEL (SELLING TO CLIENTS)

	STARTER	GROWTH	SCALE
Videos produced	30	100	300
Client price per video	\$50	\$35	\$25
Revenue	\$1,500	\$3,500	\$7,500

Production cost	\$188	\$445	\$1,052
Profit	\$1,312	\$3,055	\$6,448
Margin	87%	87%	86%

IN-HOUSE MODEL (DTC BRAND)

If you currently pay \$300-500 per traditional UGC video and produce 20 videos/month:

- Current cost: \$6,000-10,000/month
- AI cost (Growth tier): \$445/month for 100 videos
- **Savings: \$5,555-9,555/month**
- Plus 5x more creative variants for testing

Ready to Scale Your AI UGC Production?

We build and deploy automated AI video pipelines for agencies and brands. From Make.com setup to Airtable schema to API integration -- we handle everything.

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Second Step | A performance marketing agency powered by AI

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