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Research Paper

GENAI MARKETING CONTENT GENERATOR

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Abstract

The GENAI Marketing Content Generator is an intelligent AI-powered system developed to automate and enhance digital marketing content creation using Generative Artificial Intelligence technologies. In modern digital marketing, businesses require large amounts of engaging, high-quality, and personalized content for social media platforms, advertisements, email campaigns, blogs, and product promotions. Creating such content manually is time-consuming, repetitive, and resource-intensive. To address these challenges, the proposed system utilizes advanced Natural Language Processing (NLP) and Large Language Models (LLMs) to generate creative, context-aware, and human-like marketing content automatically.

The system allows users to provide inputs such as target audience, product details, keywords, campaign objectives, content type, and writing tone. Based on these inputs, the AI model generates customized marketing materials including social media captions, advertisements, email campaigns, promotional messages, blog content, and product descriptions. The generated content maintains consistency in brand voice, improves creativity, and supports scalable content production for businesses and digital marketers.

The complete implementation pipeline includes input processing, prompt engineering, AI model integration, content generation, and output customization. The application is developed using Python and modern AI frameworks within the VS Code development environment. Advanced Generative AI models process user requirements and generate relevant content dynamically in real time. The system improves marketing efficiency by reducing manual effort, accelerating content production, and enabling continuous content generation across multiple platforms.

I. Introduction

In the modern digital era, marketing has become highly dependent on continuous and high-quality content creation to attract, engage, and retain customer attention. Businesses and organizations are required to produce large volumes of promotional content across various digital platforms such as social media, websites, blogs, advertisements, email campaigns, and e-commerce platforms. As competition in digital marketing continues to grow, maintaining creativity, consistency, personalization, and speed in content production has become a major challenge for marketers and businesses.

Traditional methods of content creation rely heavily on manual effort, human creativity, and significant time investment. Marketing teams often spend considerable resources generating product descriptions, promotional messages, advertisements, and social media content while ensuring consistency with brand voice and campaign objectives. As the scale of marketing campaigns increases, it becomes difficult to manually create content that effectively matches audience preferences, current market trends, and business goals. This creates a strong need for intelligent systems that can automate and optimize the content generation process efficiently.

Recent advancements in Artificial Intelligence (AI) and Natural Language Processing (NLP) have introduced powerful Generative AI technologies capable of producing human-like text automatically. Generative AI models can understand context, writing tone, semantics, and user requirements to generate meaningful, engaging, and personalized content dynamically. These capabilities make Generative AI a highly valuable tool for transforming modern digital marketing practices by improving efficiency, scalability, and creativity.

The GENAI Marketing Content Generator project is developed to leverage these advanced AI technologies for automated marketing content generation. The system uses powerful language models to generate customized marketing materials based on user-defined inputs such as keywords, target audience, campaign goals, content type, and writing tone. The generated content is tailored to specific business requirements and marketing objectives, ensuring consistency in messaging and brand identity across different platforms.

One of the major advantages of the system is its ability to generate multiple forms of marketing content including social media captions, product descriptions, advertisements, promotional messages, blog content, and email drafts. This versatility allows businesses and marketers to manage multiple digital marketing channels using a single intelligent platform. The system also improves content consistency, which is essential for maintaining strong branding and effective customer communication.

II. Literature Survey

The evolution of marketing content generation has closely followed the advancement of Artificial Intelligence, particularly in the field of Natural Language Processing (NLP). In the early stages, content generation systems were mainly rule-based and depended on predefined templates and manually programmed responses. These systems could generate only limited and repetitive outputs, lacking flexibility and adaptability to different user requirements and marketing contexts. Due to their rigid structure, early systems were not suitable for dynamic digital marketing environments where personalized and engaging content is essential.

With the emergence of Machine Learning (ML) techniques during the early 2000s, statistical language models gradually replaced traditional rule-based systems. These models improved the ability to generate text by learning patterns from large datasets instead of relying entirely on manually defined rules. Machine learning approaches enhanced content generation quality and automation capabilities, but they still struggled with maintaining contextual understanding, coherence, and natural human-like communication. Although these systems improved efficiency, they were limited in generating creative and meaningful marketing content consistently.

A major transformation occurred with the introduction of Deep Learning technologies and transformer-based architectures. The development of advanced language models such as Generative Pre-trained Transformer (GPT) significantly improved the capability of AI systems to understand language semantics, context, and sentence structure. These models were trained on massive datasets, enabling them to generate fluent, context-aware, and human-like text with high accuracy. Transformer-based architectures revolutionized Natural Language Processing by improving long-range contextual understanding and dynamic response generation, making them highly suitable for automated marketing content creation and conversational AI systems.

In recent years, Generative AI technologies have been widely adopted across various digital marketing applications such as automated copywriting, chatbot communication, social media marketing, product description generation, advertisement creation, and email campaign automation. Modern AI-powered marketing tools utilize Large Language Models (LLMs) to generate scalable, engaging, and personalized content efficiently. These systems significantly reduce manual effort and accelerate content production processes for businesses and marketers. In addition, the concept of prompt engineering has become increasingly important, allowing users to guide AI models in generating customized outputs based on parameters such as target audience, tone, keywords, campaign objectives, and writing style.

Several research studies highlight the advantages of Generative AI in digital marketing, including improved content scalability, reduced operational costs, faster content generation, enhanced creativity, and personalized customer engagement. AI-driven systems can process large amounts of information and generate multiple

variations of marketing content dynamically, improving campaign effectiveness and brand communication consistency. These capabilities make Generative AI highly valuable for businesses operating across multiple digital platforms and marketing channels.

Despite these advancements, the literature also identifies several challenges and limitations associated with Generative AI systems. Existing models may sometimes generate inaccurate, misleading, biased, or repetitive content if not properly guided through effective prompts and validation mechanisms. Maintaining factual correctness, relevance, originality, and ethical content generation remains a major concern in AI-based marketing systems. Furthermore, some AI models struggle with understanding brand-specific requirements and maintaining long-term contextual consistency in complex campaigns.

III. System Analysis

The GENAI Marketing Content Generator is an intelligent AI-powered system designed to automate and optimize digital marketing content creation using Generative Artificial Intelligence technologies. The system focuses on generating high-quality, engaging, and context-aware marketing content for platforms such as social media, email campaigns, blogs, advertisements, and e-commerce websites. The application utilizes Natural Language Processing (NLP), Large Language Models (LLMs), and prompt engineering techniques to generate personalized content dynamically based on user-defined inputs such as keywords, target audience, tone, campaign objectives, and content type. The system reduces manual effort and improves marketing efficiency by automating repetitive content creation tasks. It is developed using Python and modern AI frameworks within a scalable software architecture. The backend processes user inputs and communicates with AI models to generate relevant marketing content in real time. The system also supports customization to maintain consistency in brand voice and messaging. Responsive design ensures accessibility across desktops, tablets, and mobile devices. The architecture is scalable and supports future integration of SEO optimization, multilingual content generation, social media APIs, and analytics modules. Overall, the system provides an intelligent and efficient solution for automated digital marketing content generation.

Existing System

In the existing system, marketing content creation mainly depends on manual writing processes performed by marketing teams, content creators, and advertising professionals. Businesses spend significant time and resources generating promotional materials such as advertisements, social media posts, blogs, product descriptions, and email campaigns. Traditional methods require continuous human creativity and effort,

making content production time-consuming and less scalable. Existing rule-based content generation tools provide limited flexibility and often generate repetitive or generic outputs. Many systems lack contextual understanding and cannot effectively adapt content to different target audiences, campaign objectives, or brand tones. Existing content management systems also struggle to maintain consistency across multiple marketing platforms. Manual content creation increases operational costs and reduces efficiency for large-scale campaigns. In many cases, marketers face difficulties in producing personalized content quickly enough to meet market demands and changing customer preferences. Traditional systems also provide limited automation and cannot dynamically generate creative marketing strategies. These limitations created the need for an intelligent AI-driven content generation system.

Disadvantages of Existing System

- High dependency on manual content creation.
- Time-consuming marketing content production.
- Increased operational and staffing costs.
- Difficulty maintaining brand consistency.
- Limited scalability for large marketing campaigns.
- Existing tools generate repetitive content.
- Lack of contextual understanding and personalization.
- Slower response to changing market trends.
- Reduced efficiency in handling multiple platforms.
- Limited automation and intelligent content generation.

Proposed System

The proposed GENAI Marketing Content Generator is designed to provide intelligent, scalable, and automated content generation for digital marketing applications using Generative Artificial Intelligence technologies. The system allows users to generate marketing content dynamically by providing inputs such as keywords, target audience, campaign goals, writing tone, and content type. The application utilizes Natural Language Processing, Large Language Models, and prompt engineering techniques to produce context-aware and human-like content automatically. The system can generate various forms of marketing material including social media captions, advertisements, promotional messages, email drafts, blog content, and product descriptions. Unlike traditional rule-based systems, the proposed application generates personalized and creative content tailored to specific business and marketing requirements. The platform ensures consistency in brand messaging and supports rapid content generation across multiple digital channels. Responsive web technologies provide accessibility through desktops, tablets, and smartphones. The modular architecture supports future integration of multilingual support, SEO optimization, analytics dashboards, and social media management systems. The

proposed solution significantly improves productivity, creativity, scalability, and operational efficiency in digital marketing environments. Overall, the system provides a smart and efficient AI-driven solution for automated marketing content generation.

Advantages of Proposed System

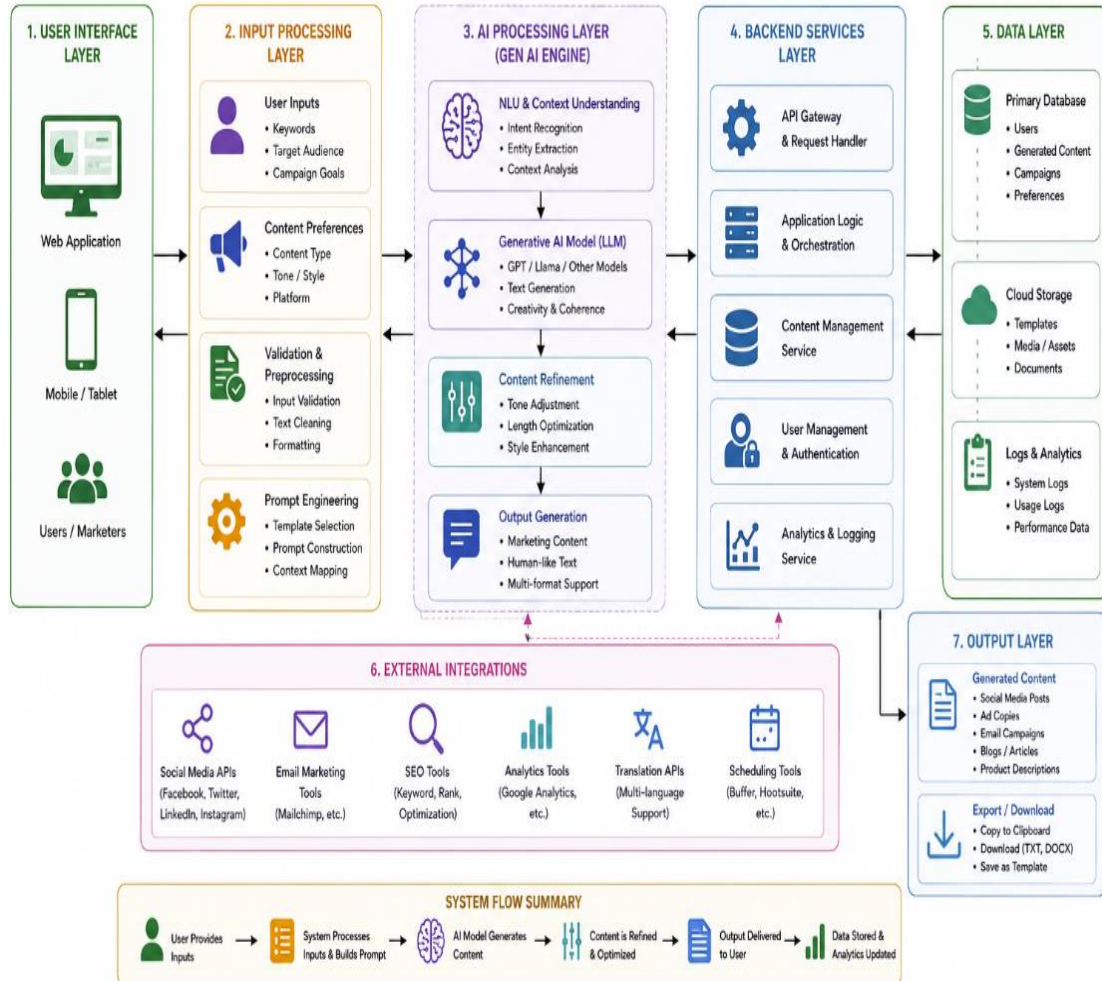
- Automated and faster content generation.
- Reduced manual effort and operational cost.
- Human-like and context-aware marketing content.
- Improved scalability for large campaigns.
- Better consistency in brand messaging.
- Personalized content generation for target audiences.
- Supports multiple marketing platforms and content types.
- Faster adaptation to marketing trends.
- Improved creativity and productivity.
- Scalable for future AI and analytics integrations.

IV. Methodology

The development methodology of the GENAI Marketing Content Generator includes requirement analysis, system design, implementation, testing, and deployment phases. Initially, marketing requirements and content generation functionalities were analyzed to identify the types of marketing materials and user customization features needed for the system. Based on the analysis, the system architecture and user interface design were prepared. The frontend interface was developed to allow users to enter campaign details such as keywords, audience type, content tone, and content format. Backend integration included Generative AI models, Natural Language Processing modules, and prompt engineering mechanisms to process user inputs and generate relevant marketing content dynamically. AI frameworks and APIs were integrated to support content generation and contextual response processing. Testing was conducted to evaluate content quality, response accuracy, personalization capabilities, and application performance across different usage scenarios. Security measures and validation techniques were implemented to improve reliability and prevent inappropriate content generation. Performance optimization techniques were applied to ensure fast and scalable operation. Finally, the application was deployed as an AI-powered digital marketing support platform. The methodology ensures scalability, maintainability, efficiency, and intelligent content generation functionality.

System Architecture

The system architecture of the GENAI Marketing Content Generator follows a layered client-server architecture consisting of frontend, AI processing, backend, and database layers. The frontend layer provides an interactive user interface where users can enter campaign details such as keywords, target audience, content type, writing tone, and marketing objectives. Users access the platform through web browsers on desktops, tablets, or smartphones. The AI processing layer integrates Large Language Models, Natural Language Processing modules, and prompt engineering systems to analyze user inputs and generate intelligent marketing content dynamically. The backend layer handles application logic, request processing, API communication, content customization, and response management. The database layer securely stores user inputs, generated content history, campaign details, and system logs for future reference and analytics. When users submit content generation requests, the frontend sends data to the backend, which processes the information through AI models and generates personalized marketing outputs in real time. Security modules ensure safe data handling and system reliability. The modular architecture also supports future integration of multilingual systems, SEO optimization engines, analytics dashboards, CRM integration, and social media publishing tools. Overall, the architecture provides a scalable, intelligent, and efficient framework for AI-powered marketing content generation.



V. Result and Output

Dashboard Learn

What do you want to create?

Specify a writing task Create

LinkedIn post sharing company news	Listicle on the best Hollywood movies of all time
Instagram caption for our new winterwear collection	Facebook Ad promoting a seasonal travel deal

Recent content

<input type="checkbox"/>	NAME	CAMPAIGN	CREATED BY	LAST MODIFIED	STATUS	
<input type="checkbox"/>	Data Digest	-	ME	5 DAYS AGO	DRAFT	⋮
<input type="checkbox"/>	Retention Engagement Analysis	-	ME	26 DAYS AGO	DRAFT	⋮

Get 4 Posts 4 Tasks

Image Post Using Your Media

Your Goodnight glow starts here ✨

Incorporate our 100ml Sensitive Skin Gel into your routine for a smooth, hydrating shave.

Natural ingredients make it suitable for all skin types, ensuring your skin feels protected and soft.

Image Post Generated Media

Switch off and relax in the stunning Island of Murano. 🏝️

This Island just off Venice boasts beautiful canals, world famous glassworks and great restaurants.

Time to put Murano on your travel bucket list!

Graphic Post

Feel joy in every step. Exercise brings a sense of accomplishment and a sense of well-being. Incorporate it into your daily routine and let happiness be your constant companion. #DailyHappiness

Generated Media

weekend
potato.
of outdoor
and he perfect

Graphic Post Generated Media

Own the runway.

It's all about Posture, Balance, Grace.

Walk tall, turn heads, and let every step make a statement. 👠

Image Post Generated Media

Want to shoot lower scores?

Lock in your short-game. 🏌️‍♂️

Book your lesson today and get 25% off – don't hesitate, these spots are filling up quick.

AI Product Description Generator

The screenshot displays the AI Product Description Generator interface. On the left, there is a form with the following sections:

- Upload the product image:** A 'Choose file' button and a file name 'i3-003-wo...'.
- Enter the product details:** A text input field containing 'this dress is silk 100% a vintage one only one'. Below it, a note says 'Please provide the details of the product for which you want to generate the description for better results.'
- Select a writing tone:** A dropdown menu set to 'Inspirational'.
- Description Length:** A dropdown menu set to 'Medium'.

At the bottom left of the form area, there is a 'Schedule a demo?' button.

On the right, the **Product Description** section shows the generated text:

Embrace Timeless Elegance in Pure Silk

Step into a world of timeless elegance with this exquisite 100% silk vintage dress. There's only one, making it a unique addition to your wardrobe. Crafted with impeccable attention to detail, this dress promises to be a standout piece for any occasion.

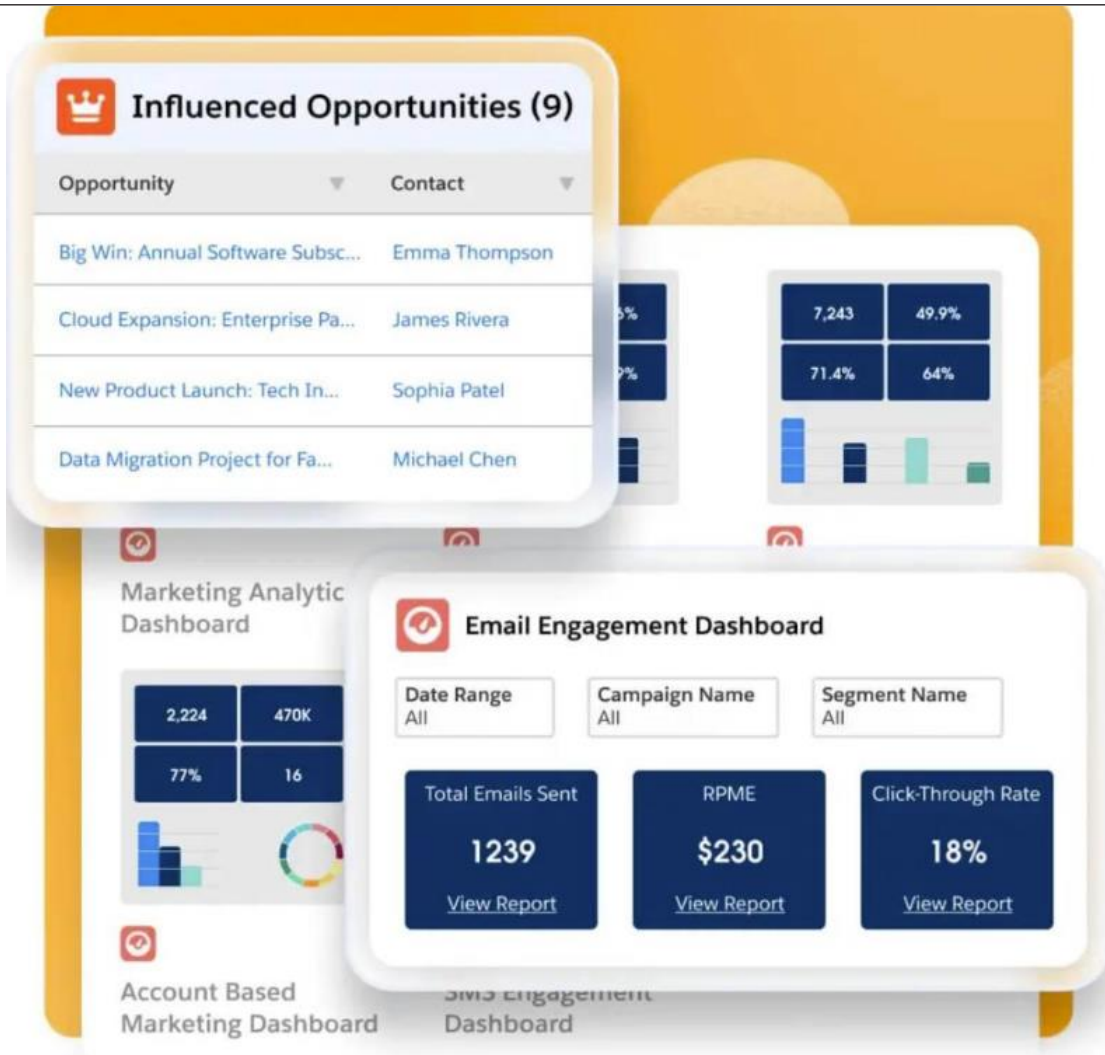
- **100% Pure Silk:** Indulge in the luxurious feel and sophisticated drape of pure silk, ensuring comfort and elegance.
- **Vintage Charm:** This one-of-a-kind dress embodies the charm and grace of a bygone era, offering a touch of nostalgia and exclusivity.
- **Unique Ownership:** Own a singular piece of fashion history. With only one available, this dress guarantees that you'll make a statement wherever you go.

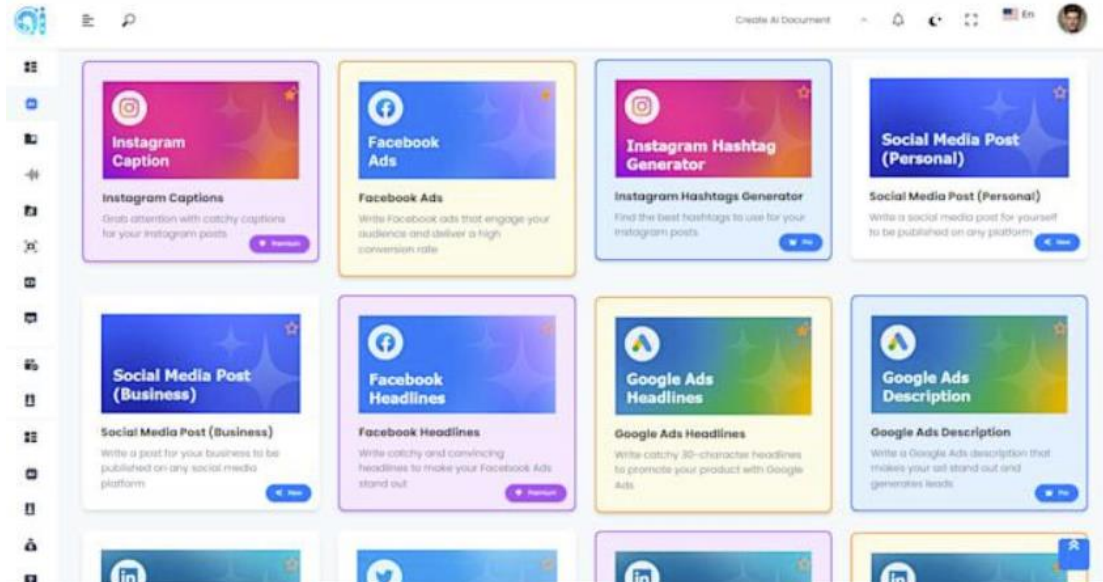
Elevate your style and captivate attention with this stunning vintage silk dress. Don't miss the chance to own this exclusive piece – act now and make it yours!

A 'Click to Copy' button is located at the top right of the description box.

Below the main interface, there is a secondary screenshot of a dashboard with the following elements:

- Step 1:** A section with two subject options, 'A Your Subject 1' (active) and 'B' (inactive), each with a toggle and a trash icon.
- Auto optimize A/Z testing:** A section with a 'Select' dropdown menu.
- Provider Matching:** A section with a dropdown menu showing 'Reply Rate', 'Click Rate', and 'Open Rate'.
- Days:** A section with a toggle and a 'Days' label.
- Subject:** A section with a 'Preview' button and a plus icon.
- AI Tools:** A list of AI tools: 'AI Sequence Writer', 'AI Spintax Writer', and 'AI Spam Words Checker'.
- Save:** A blue 'Save' button with a dropdown arrow.
- Navigation:** A row of icons for home, list, grid, print, and back.





VI. Conclusion

The GENAI Marketing Content Generator project successfully demonstrates the application of Generative Artificial Intelligence in modern digital marketing and automated content creation. The system effectively utilizes Natural Language Processing, Large Language Models, and prompt engineering techniques to generate high-quality, engaging, and context-aware marketing content across multiple platforms. By automating repetitive content creation tasks, the system significantly reduces manual effort, improves productivity, and accelerates marketing campaign execution.

The developed platform is capable of generating diverse types of content including social media posts, advertisements, product descriptions, promotional messages, email campaigns, and blog content based on user-defined inputs such as keywords, target audience, tone, and campaign goals. The generated outputs maintain consistency in brand messaging and provide personalized communication suitable for different marketing requirements and audiences.

The project also highlights the advantages of AI-driven automation in improving scalability, creativity, and operational efficiency in digital marketing environments. Real-time content generation and intelligent customization enable businesses and marketers to manage multiple campaigns more effectively while reducing dependency on manual writing processes. The responsive and modular architecture ensures flexibility for future enhancements and integrations.

Although the system demonstrates strong performance and practical usability, challenges such as maintaining factual accuracy, avoiding repetitive outputs, ensuring ethical AI usage, and handling highly specialized content still require continuous improvement. Future enhancements may include multilingual content generation, SEO optimization, analytics integration, sentiment analysis, voice-based interaction, and direct integration with social media management platforms.

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