1. introduction - problem? why important? issues of existing solution; our solution; details of difficulties, techniques and why it will work.

Part 1

You are a marketing content specialist. You aim to use LLM and RAG to deliver marketing content that is tailored to your company’s products and services, and at the same time, drive sales for the company.

**Why use LLM and RAG to achieve this purpose? / issues of existing solution**

The process of creating marketing campaign has been relatively manual even in present times. It requires marketing content creators to come up with creative content to promote products and services. However, such write-ups are often time consuming, prone to spelling errors, and may also be too generalized.

**Our solution**

**Details of difficulties**

* hallucination of LLM model
* can look at the research papers and come up with elaborations here.

**Techniques:**

* Prompting: using few-shot prompting/ Chain-Of-thought prompting as the prompt template (Input)
* LLM model/API: chatGpt/Llama2/bert;
* RAG: chromaDB to store the marketing campaigns dataset. These are datasets that contains free-texts of previously executed campaigns in the company, as well as write ups of products and services introduced in the company.
* Langchain: used for the integration of RAG and LLM.
* Evaluation of our techniques: LLM as a judge; human evaluation

A diagram of a process

Description automatically generated

**Why will it work?**

Part 2

**Related work**

* Reference from research papers on the usefulness of LLMs/RAGs.
* Companies that have already used LLM / RAG to help with their marketing