Personalized Marketing Email Generator

CRAFT TAILORED EMAILS EFFORTLESSLY TURN CUSTOMER INSIGHTS INTO IMPACTFUL CONNECTIONS.

Presented by

RUSHIKESH RATHOD

Senior Analyst/ Software Engineer

Capgemini

CONTENT

OVERVIEW

VISION

To revolutionize customer engagement by leveraging AI to craft personalized, impactful, and data-driven email communications that foster meaningful connections, drive conversions, and empower businesses to deliver value at scale.

MISSION

Our mission is to empower businesses and marketers with AI-driven tools to create tailored email communications effortlessly, enhancing customer engagement, streamlining marketing workflows, and driving measurable success through precision and personalization

OVERVIEW

The Personalized Marketing Email Generator leverages Google Generative AI technology to create tailored marketing emails. This app simplifies the process of writing customer-specific emails by allowing users to input customer names, product details, and product features, along with selecting a tone. The output is a ready-to-use, professionally written email that aligns with the user's requirements.

KEY FEATURES

CUSTOMER PERSONALIZATION:

- **Customer Name, Product Name, Product Features:** Allows for the creation of tailored emails addressing customers directly, showcasing specific products, and highlighting key features relevant to them.

TONE SELECTION

- **Customizable Tones:** Choose from Friendly, Professional, or Excited to match the email tone to the audience and purpose.

SUBJECT LINE GENERATION

- **Automated Subject Line:** Generates a personalized subject line based on the product and customer details to boost email open rates.

AI-POWERED CONTENT GENERATION

- **Google Gemini Integration:** Uses AI to generate contextually relevant, high-quality email content based on the provided inputs, ensuring personalization and engagement.

QUICK EMAIL GENERATION

- **Fast Email Creation:** Generate personalized emails instantly, enabling quick reviews and edits, and fast execution for campaigns.

KEY FEATURES

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SEAMLESS INTEGRATION WITH MARKETING PLATFORMS

- **Ready-to-Use Emails:** Generated emails are formatted and ready for immediate use in marketing platforms, streamlining campaign execution.

ERROR HANDLING AND VALIDATION

- **Input Validation:** Ensures that all required fields are filled before email generation, minimizing errors and maintaining content quality.

SCALABILITY

- **Bulk Email Generation:** Supports the creation of large-scale personalized campaigns, enabling marketers to reach multiple customer segments efficiently.

USER-FRIENDLY INTERFACE

- **Intuitive Design:** Easy to use interface for quick input of customer and product details, ensuring a smooth user experience for marketers.

CODE OVERVIEW AND FUNCTIONALITY

```python
marketing.py > ...
You, 2 months ago | 1 author (You)
1   import streamlit as st
2   import google.generativeai as genai
3   import os
4
5   # Load your Gemini API key from environment variable or other secure location
6   gemini_api_key ="AIzaSyApBJ              djLSU8U4ceU"
7   genai.configure(api_key=gemini_api_key)
8
9   st.title("Personalized Marketing Email Generator")
10
11  # Input fields
12  customer_name = st.text_input("Customer Name")
13  product_name = st.text_input("Product Name")
14  features = st.text_area("Product Features (comma-separated)")
15  tone = st.selectbox("Select Tone", ["Friendly", "Professional", "Excited"])
16
17  if st.button("Generate Email"):
18      if not customer_name or not product_name or not features:
19          st.error("Please fill in all the fields.")
20      else:
21          # Create the prompt for Gemini
22          prompt = (
23              f"Write a {tone.lower()} marketing email to {customer_name} promoting the product {product_name}. "
24              f"Highlight the following features: {features}."
25              f"You are writting this email representing a company called Flipzone. do not print [Your Name] after thanking the customer.
26              f"Add subject line without fail at the begining of the email."
27          )
28
29          # Use the Gemini SDK to generate the response of a Email.
30          model = genai.GenerativeModel(model_name='gemini-pro')
31          genai.configure(api_key=gemini_api_key)
32          response = model.generate_content(prompt)
33
34          # Display the generated email
35          if response:
36              st.subheader("Generated Email:")
37              st.write(response.text)
38          else:
39              st.error(f"Error: {response.get('error')}")
```
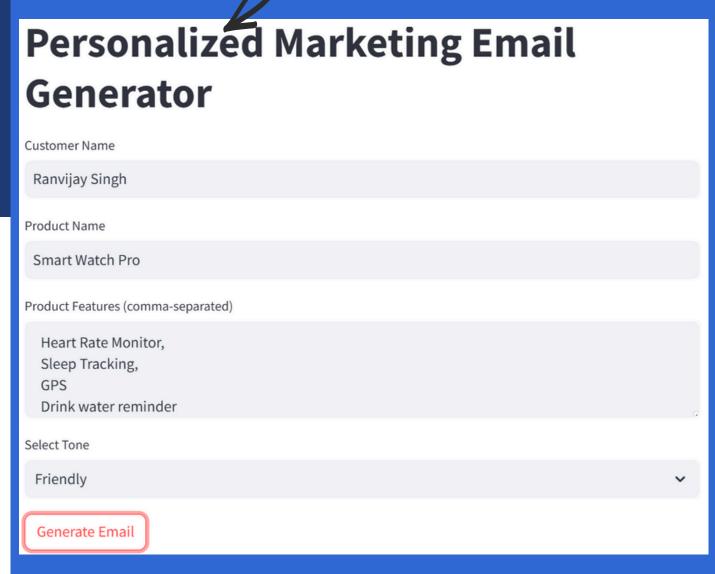
FUNCTIONALITY

Inputs:

- Customer Name
- Product Name
- Product Feature
- Tone (Friendly, Professional and Excited)

Outputs:

- The generated email includes a subject line, body text, and content tailored to the inputs.

DEMO'S WITH SAMPLE INPUT AND OUTPUT

INPUT

Personalized Marketing Email Generator

Customer Name

Ranvijay Singh

Product Name

Smart Watch Pro

Product Features (comma-separated)

Heart Rate Monitor,
Sleep Tracking,
GPS
Drink water reminder

Select Tone

Friendly

Generate Email

DEMO WITH SAMPLE INPUT AND OUTPUT

GENERATED EMAIL

Subject: Get Fitter and Smarter with the Smart Watch Pro at Flipzone!

Dear Ranvijay Singh,

We're excited to introduce the all-new Smart Watch Pro, exclusively available at Flipzone. This cutting-edge smartwatch is your perfect companion for staying healthy, connected, and on track.

Track Your Health Like Never Before

- **Heart Rate Monitor:** Keep an eye on your heart rate 24/7 to optimize your workouts and overall well-being.
- **Sleep Tracking:** Monitor your sleep patterns and get personalized insights to improve your sleep quality.

Explore and Connect

- **GPS:** Track your outdoor adventures with precision and never get lost again.
- **Drink Water Reminder:** Stay hydrated throughout the day with customizable reminders.

Other Smart Features

- Receive notifications for calls, messages, and app alerts
- Control your music playback remotely
- Set alarms and check the weather

Upgrade Your Fitness Routine Today

The Smart Watch Pro is the perfect tool to elevate your fitness journey. With its advanced tracking capabilities, convenient reminders, and stylish design, you'll be reaching your goals faster than ever before.

Visit our website at flipzone.com or your nearest Flipzone store to get your Smart Watch Pro today.

Thank you for choosing Flipzone!

BENEFITS

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ENHANCED CUSTOMER ENGAGEMENT

- **Personalization increases the relevance of emails, making customers more likely to open, read, and respond.**
- **Tailored emails foster a stronger emotional connection with customers, improving brand loyalty.**

TIME EFFICIENCY

- **Automates the process of drafting marketing emails, saving time and reducing manual effort for marketing teams.**
- **Allows businesses to focus on strategy rather than content creation.**

CONSISTENCY ACROSS CAMPAIGNS

- **Ensures uniformity in tone, style, and structure of emails, aligning with brand guidelines.**
- **Helps maintain professionalism and avoid errors in messaging.**

SCALABILITY

- **Enables businesses to generate emails for a large audience with minimal additional effort.**
- **Ideal for scaling marketing efforts across diverse customer segments.**

IMPROVED ROI

- **Targeted and relevant emails lead to higher conversion rates, boosting overall campaign ROI.**
- **Reduces the cost of outsourcing copywriting or spending on extensive marketing resources.**

BENEFITS

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CUSTOMIZABLE MESSAGING

- Offers the flexibility to adjust tones (friendly, professional, excited) to suit different campaigns or audiences.
- Empowers marketers to highlight product features effectively.

SPEED IN CAMPAIGN EXECUTION

- Quickly generates high-quality emails, reducing lead times for launching campaigns.
- Allows marketers to respond promptly to opportunities or customer interactions.

FOCUS ON DATA-DRIVEN INSIGHTS

- Frees up time for marketing teams to analyze campaign performance and refine strategies.
- Leverages customer data to create more impactful campaigns.

BENEFITS

ACTIONABLE INSIGHTS

- Analysts can test the effectiveness of personalized emails by tracking open rates, click–through rates, and conversions.
- Provides a feedback loop for refining email content and targeting strategies.

DATA UTILIZATION

- Makes optimal use of customer data (names, behaviors, preferences) collected via analytics platforms like Google Analytics 4.
- Helps analysts identify which product features resonate most with customers.

SEGMENTATION OPTIMIZATION

- Digital analysts can identify key customer segments and create personalized templates tailored to their behaviors and needs.
- Enables A/B testing to determine the most effective tones and structures for emails.

OVERALL IMPACT

- Customer–Centric Communication: Ensures businesses deliver messages that resonate, leading to improved satisfaction and loyalty.
- Informed Decision–Making: By integrating analytics, businesses can continuously optimize campaigns and strategies.
- Competitive Advantage: Personalized and AI–driven emails set businesses apart in a crowded marketing landscape.

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CONCLUSION

The Personalized Marketing Email Generator streamlines the creation of professional marketing emails by automating content generation with AI. This tool ensures personalization, flexibility, and ease of use, helping businesses engage customers more effectively. By adapting to user inputs and preferences, the app delivers impactful emails tailored to specific audiences.