Generate Marketing Content

The market content generation is a use case scenario where the user

- enters the format (a linkedin post, a blog, etc.)
- enters the topic (Generative AI, web development, etc.)
- enters the length of the generated content
- Chooses the emotion (can choose between 4 emotions: Neutral, Formal, Happy, Sad)

The process:

A function marketing_content is created which takes in format, topic, emotion and length as arguments. This function returns the formatted response from the LLM model.

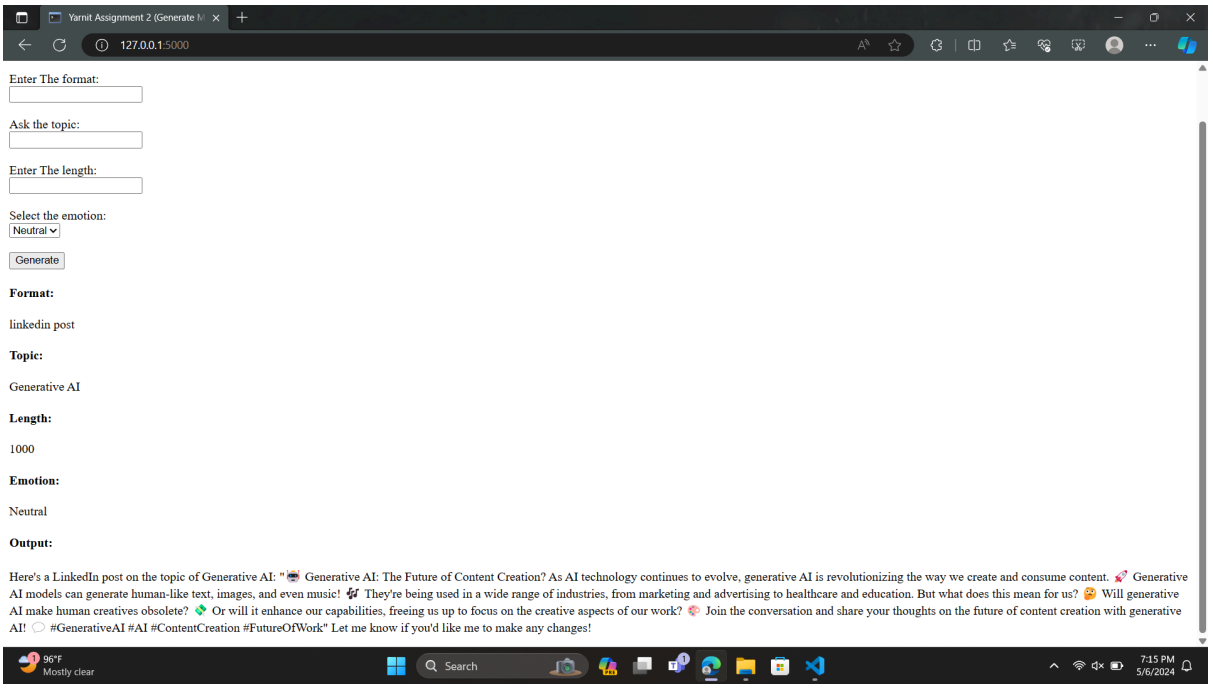
Step 1:
The latest Llama 3 is the model of choice for this assignment. The Llama 3 model is accessed using the Groq API. Specifically, the 8 Billion parameters version of Llama 3 is being used for this assignment.

Step 2:
A prompt is created using ChatPromptTemplate which utilises the user inputted formats,topic,emotion and length to create a prompt. It has 2 elements, one is the system message and the other is the user message. The format, topic, emotion and length are entered by the user and used in the system message that acts as an instruction to the LLM. An output_parser object is created and a chain is formed using the prompt, LLM and the parser.

The API:
The API is created using the flask web framework. It is a simple app with just one route (the root) which handles both GET and POST HTTP methods. A function index() will be called when we access the root path. Using request.form.get("format"), request.form.get("topic"), request.form.get("emotion") and request.form.get("length"), we get the format, topic, emotion and length from the user using a HTML form. These are passed to the marketing_content function. The function returns a string (output from the LLM).
Then the index.html template is rendered using render_template and the values of format, topic, emotion, length and output are passed as variables to the template.

The HTML:
A basic UI is created to interact with the app. The index.html has 3 input text fields for format, topic and length and a drop down for emotion and a submit button. The page displays the format, topic, emotion and length entered by the user and the response (the returned output) from the LLM.

Screenshot:


Yarnit Assignment 2 (Generate M
127.0.0.1:5000
Enter The format:
Ask the topic:
Enter The length:
Select the emotion:
Neutral
Generate
Format:
linkedin post
Topic:
Generative AI
Length:
1000
Emotion:
Neutral
Output:
Here's a LinkedIn post on the topic of Generative AI: "🤖 Generative AI: The Future of Content Creation? As AI technology continues to evolve, generative AI is revolutionizing the way we create and consume content. 🚀 Generative AI models can generate human-like text, images, and even music! 🎶 They're being used in a wide range of industries, from marketing and advertising to healthcare and education. But what does this mean for us? 🤔 Will generative AI make human creatives obsolete? 💸 Or will it enhance our capabilities, freeing us up to focus on the creative aspects of our work? 🎨 Join the conversation and share your thoughts on the future of content creation with generative AI! 💬 #GenerativeAI #AI #ContentCreation #FutureOfWork" Let me know if you'd like me to make any changes!
96°F
Mostly clear
Search
7:15 PM
5/6/2024