

Project Report: AI-Powered Marketing Campaign Generator

Project Title

AI-Powered Marketing Campaign Generator with Template Customization and Export Features

Problem Statement

In the digital marketing industry, businesses often struggle to create engaging, goal-specific campaigns quickly. This tool solves that by providing AI-generated marketing content based on minimal inputs.

Objective

To build a web-based application that generates complete marketing campaigns including slogans, ad copy, and campaign descriptions using AI. The tool should allow users to:

- Generate campaign content using AI
- Choose from styled templates
- Export campaigns as PDF or text
- Save and manage campaigns via a dashboard
- Use a modern dark theme UI

Technologies Used

Frontend: HTML, CSS, JavaScript, AOS (Animate on Scroll)

Backend: PHP (PDO), MySQL

Database: phpMyAdmin (MySQL)

AI Integration: OpenRouter API (Text Generation)

Export: jsPDF

Server: XAMPP (Apache + MySQL)

System Architecture & Modules

1. Login / Signup System
2. Dashboard with sidebar navigation
3. Campaign Generator (Text only)

Project Report: AI-Powered Marketing Campaign Generator

4. Template Customization
5. Export Options (PDF, Text)
6. My Campaigns History
7. Settings Page (User Info, Preferences)

Database Schema

Table: users

- id, name, email, password, created_at

Table: campaigns

- id, user_id, industry, company, objective, output, created_at

Key Features

- AI Text Generation using OpenRouter API
- Multiple unique outputs per campaign
- Campaign export as PDF/Text
- Save and manage past campaigns
- User login and dashboard interface
- Dark theme with pastel highlights
- AOS scroll animations for modern UI
- Shareable campaign links

Flowchart

User Login/Signup

Dashboard Access

Input Campaign Details

Project Report: AI-Powered Marketing Campaign Generator

AI Text Generation

Preview Template

Edit + Export

Save to DB + Share Link

Testing & Validation

- Form inputs validated with JS & PHP
- AI API tested with sample prompts
- Export and saving functionality verified
- UI tested across devices and browsers

Challenges Faced

- Maintaining prompt consistency for AI text
- Designing responsive UI with animation
- Implementing real-time export to PDF
- Managing user-specific campaign history

Future Enhancements

- Add AI image generation
- Export campaigns as GIF/MP4
- Collaborative editing features
- Add campaign analytics and performance

Conclusion

This project demonstrates a scalable and efficient solution for automated text-based marketing content creation. With a user-friendly dashboard, export tools, and AI capabilities, it serves as a powerful tool for

Project Report: AI-Powered Marketing Campaign Generator

startups, freelancers, and marketing teams.