Comprehensive Documentation for Marketing Content Generation App

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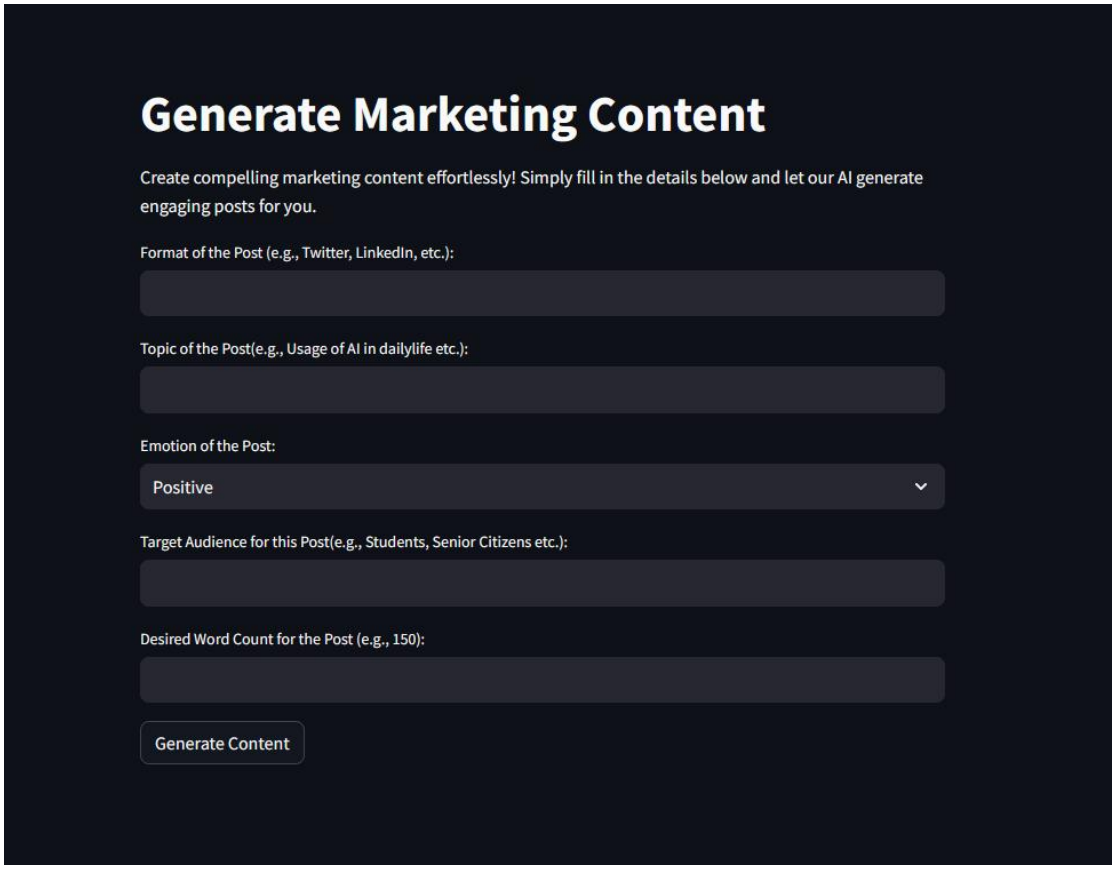
Introduction

This document provides comprehensive guidance on how to use the application, including API usage, authentication, input processing, response generation, and deployment instructions.

We used Streamlit for simple user interface for generating marketing content for social media posts. Users can access the application through a web browser and interact with it.

Local URL: http://localhost:8501
Network URL: http://192.168.1.40:8501



User interface of the app

Input Parameters

format_type: Format of the post (e.g., Twitter, LinkedIn, etc.)

topic: Topic of the post

emotion: Emotion of the post (Positive, Negative, Neutral)

target_audience: Target audience for the post

word_length: Desired word count for the post

This is a sample input given to the application.

The application processes user input to generate marketing content based on the provided parameters.

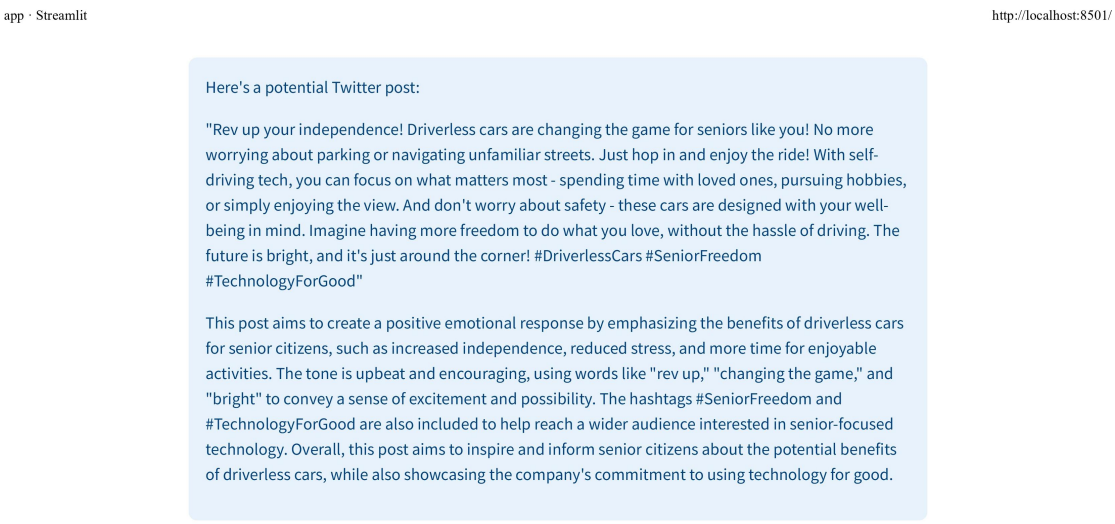
Validation: The input parameters are validated to ensure completeness and correctness.

Formatting: The input parameters are formatted into a prompt template for AI content generation.

Response Generation

The application uses Ollama from the LangChain Community. We used llama3 as the model for content generation.

Content Generation: The input parameters are passed to the AI model, which generates marketing content based on the provided topic, emotion, target audience, and word count.



Sample output generated by the model.

Authentication

This app requires authentication to access the Langchain API. Follow these steps to authenticate:

- Create a Langchain Account: Visit the Langchain website and create an account if you haven't already.
- Generate API Key: After creating an account, navigate to the settings section where you can find the option to generate an API Key. Click on it to create a new API Key.
- Store API Key: Once the API Key is generated, store it securely. We recommend storing it in a dotenv file as an environment variable.
- Load API Key: In the main file of the application, use os.getenv to load the API Key from the dotenv file into a variable.

Deployment Instructions

Deploying the Marketing Content Generation App locally is a straightforward process.

Prerequisites

- Python 3.x installed on your system
- Access to the source code of the application
- Environment variables configured (API key)
- OLLAMA installed on your system

Steps

1. Clone the repository containing the application source code.
2. Install the required dependencies using pip install -r requirements.txt.
3. Set up the environment variables:
4. Run the application using streamlit run app.py.
5. Access the application through the provided URL (e.g., http://localhost:8501).
6. Fill in the input fields with the desired parameters.
7. Click on the "Generate Content" button to generate marketing content.
8. The generated content will be displayed on the interface.