FaceBook Ads Text Generator

Purpose:

Will generate compeling text for marketing products from your online store to facebook.

Usage:

Add a custom product by entering its name, description, price, category, key featrues, and target audience. Then press the generate ad copies button and see the magic happen. The tool will give an outline of the ads including their headline, primary text, call to actions, and hashtags.

These can also be downloaded in TXT and CSV formats for easier access and saving for later use.

Requirements:

python

streamlit

pandas

## QA Testing Steps Completed

### 1. Functional Testing

**Core Functionality**

* Tested all 4 ad copy templates (Problem-Solution, Social Proof, FOMO, Value-Focused)
* Verified dynamic content generation based on product category
* Tested with all 5 sample Vigoshop products
* Validated custom product input handling
* Confirmed proper price formatting and emoji integration

**Streamlit Web App Testing**

* Product selection dropdown functionality
* Custom product form validation
* Real-time preview updates
* Copy generation with loading animation
* Tab-based copy display system
* Export functionality (TXT and CSV formats)

### 2. Data Validation Testing

**Input Validation**

* Empty/missing product name handling
* Invalid price format detection
* Category selection validation
* Character limits for headlines (<125 chars)

**Output Quality Testing**

* Headline engagement and clarity
* Primary text readability and persuasiveness
* CTA button effectiveness
* Hashtag relevance and formatting
* Consistent brand voice across all styles

### 3. Cross-Platform Testing

**Environment Testing**

* Python 3.8+ compatibility
* Streamlit deployment readiness
* Package dependencies verification
* UTF-8 encoding for Slovenian characters
* File export across different OS platforms

### 4. Performance Testing

**Speed & Efficiency**

* Copy generation time <2 seconds
* Export file size management
* Responsive UI interactions

## 🚀 Future Enhancements

### Phase 1: AI Integration

* **Product Catalog Integration**: Auto-sync with Vigoshop inventory instead of manual inputs
* **OpenAI GPT Integration**: Dynamic copy generation using product descriptions
* **A/B Testing Variants**: Generate multiple versions for testing
* **Sentiment Analysis**: Optimize copy tone based on target audience
* **Language Support**: Multi-language copy generation (German, Italian, Croatian)

### Phase 2: Advanced Features

* **Image Generation**: AI-powered ad creative suggestions
* **Performance Prediction**: ML model to predict ad engagement rates
* **Competitor Analysis**: Scrape and analyze competitor ads
* **Brand Voice Customization**: Maintain consistent brand personality

### Phase 3: Integration & Automation

* **Facebook Marketing API**: Direct ad creation and publishing
* **Campaign Management**: Full campaign lifecycle management
* **Analytics Dashboard**: Performance tracking and optimization suggestions

### Phase 4: Enterprise Features

* **Multi-brand Support**: Handle multiple online stores instead of just one.