# 🎥 Video / Reel Script Auto Generator (from Blogs, Products, and Campaigns)

## ✅ Module Overview

This module generates ready-to-use video or reel scripts from existing content sources like: - Blogs - Product descriptions and highlights - Campaign captions or prompts

The output is designed for short-form platforms like Instagram Reels, YouTube Shorts, Facebook Stories, and TikTok. The goal is to make video marketing effortless for brands, helping them turn every piece of content into highly engaging video scripts.

## 🌟 Goals

* Increase content mileage through multi-format reuse
* Enable brands to create high-conversion Reels without manual scriptwriting
* Reduce dependency on creative teams

## 🧰 Feature Set

### 1. **Input Sources**

* **Blog to Reel**: Extracts tone, CTA, and core story from blog posts
* **Product to Reel**: Pulls ingredients, benefits, usage, and visual highlights
* **Campaign to Reel**: Converts any caption/prompt into a punchy script

### 2. **Script Generation Types**

* **Story-Style**: 3-act format with hook, transformation, and CTA
* **Listicle**: “Top 3 Reasons to Try…”
* **Tutorial**: Step-by-step usage explained visually
* **Before/After**: Transformation narrative
* **Offer-Based**: “Grab This Deal Before It Ends!”

### 3. **Structure of Generated Script**

* **Intro Hook (2-3 sec)**: Grab attention
* **Core Message (5-8 sec)**: Feature/product/benefit explained
* **Visual Instructions (optional)**: Suggestions for B-roll, demo footage
* **Text Overlay Prompts**: On-screen text
* **Voiceover Script**: Optional spoken part
* **End CTA (2-3 sec)**: Swipe, click, follow, shop, etc.

### 4. **Tone & Style Customization**

* Brand voice selector: Formal / Fun / Expert / Trendy / Gen Z
* Language: Supports multilingual output from Localization module
* Platform: Adjust length and format for Instagram, TikTok, etc.

### 5. **Script Preview Modes**

* **Simple Text Preview**
* **Storyboard-style View**: Frame-by-frame description
* **Downloadable Script File** (TXT / JSON)

### 6. **Script-to-Design Integration**

* Push content to Auto Canva Image Generator for visuals
* Send script to Reels/Shorts Auto Posting queue
* Feed into AI Voiceover or animation tools (future phase)

## ⚙️ Technical Architecture

### Tables

* reel\_script\_templates
* reel\_script\_instances
* content\_to\_reel\_map
* brand\_video\_styles
* reel\_usage\_stats

### Services

* Prompt Engine (GPT-4 / Fine-tuned model)
* Content Extractor Engine (for parsing blogs/products)
* Storyboard Generator
* Tone Adapter & Style Mapper

## 📊 Analytics

* Track which scripts got used
* Measure video views and engagement (via IG/TikTok APIs)
* Popular script formats per product/campaign

## 🎨 UI Components (Brand Panel)

* Script Generator Panel
  + Source selector (blog, product, campaign)
  + Script type dropdown
  + Brand tone & language selector
  + Visual idea suggestions (optional AI image prompt)
* Preview & Download Panel
  + Show visual plan with text + voice overlay
  + Option to approve/edit/regen

## 🔒 Permissions

* Brand Admin: Generate/edit/download
* Content Editor: Request regen / mark for posting
* Superadmin: Manage template types

## 📊 Benefits

* Turns every blog or product into a viral marketing script
* No editing or creative knowledge required
* Compatible with future video tools (text-to-video, AI avatars, etc.)

🔄 Ready to connect this with posting engine or Canva-based visual flow.