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(57) Abstract :
AI-powered tools have become instrumental in tackling various business challenges, particularly in optimizing sales and marketing strategies. Despite the widespread use of social media marketing campaigns, their success often hinges on specialized expertise and significant human effort, rendering them costly. This expense is particularly burdensome for Small and Medium Enterprises (SMEs), limiting their ability to effectively utilize social media for revenue and brand growth. To address this issue, we propose a system and methodology for automatically generating marketing campaigns using AI models and a data-driven approach. Our approach involves leveraging a Kaggle dataset for supermarket analysis to experiment with Natural Language Generation (NLG) technology, which uses predefined queries for text generation. Additionally, we use Deep Learning-Based Object Detection to retrieve images from a database, enhancing the visual appeal of the campaigns. This method reduces the manual effort required, improves efficiency, and extends the reach of marketing campaigns through enhanced social media publishing. Validation by industry experts has shown promising results and positive feedback on the approach's effectiveness.

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