Case Study

Automating Content Creation Success

Improved Marketing Content Effectiveness Using Gen AI for a Fortune 500 Manufacturing Leader

Client background

An American multinational specializing in heating, ventilation, air conditioning, refrigeration, and fire and security equipment. To stay competitive in a digital-first world, the company needed to automate and optimize its marketing content creation across various platforms, including email, LinkedIn, and blogs.

Challenges

- Leveraging Gen AI to automate the creation of marketing content tailored for different platforms

- Developing best practices for marketing content to ensure alignment with each platform's specific requirements and nuances

- Fine-tuning the Gen AI model to optimize key elements of marketing content such as title, tone and style, structure, and length

- Aligning Gen AI output with platform-specific best practices to ensure content effectiveness and resonance with the target audience

Our work

- Designed and developed an end-to-end application for generating marketing content based on user inputs

- Implemented an automated Q&A generation module to collect relevant information, enhancing content context

- Utilized Prompt Engineering techniques to customize Large Language Models for optimal performance across different mediums

- Applied Retrieval-Augmented Generation (RAG) to extract additional information from user-uploaded documents

Tools & Technologies

AWS Lambda | AWS Bedrock | AWS S3 bucket | AWS ECR | DynamoDB

Business benefits

- Achieved approximately a **40%** reduction in writing costs compared to traditional methods due to faster automated content creation

- Increased platform traffic by around **10%** across email, LinkedIn, and blogs with higher quality content

- Improved alignment with brand guidelines and strategy
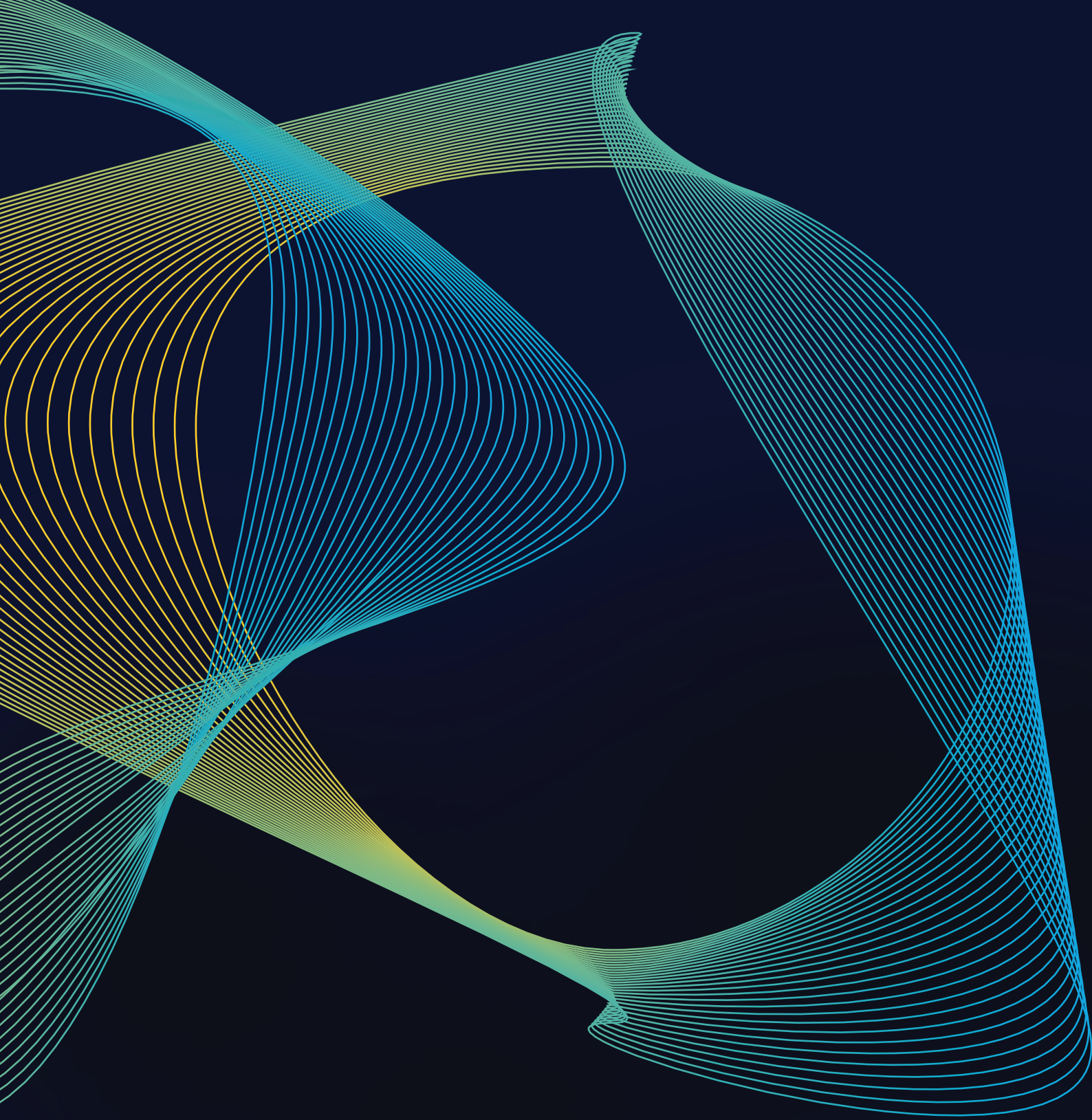
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About LTIMindtree

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