AIT-MARKI

Marketing Artificial Intelligence

PROJECT		
AIT-MARKI	Aye-Tee - Mar - Key	
	https://aitrailblazer.com/ait-marki/	
MARKETING ARTIFICIAL INTELLIGENCE		

DATE	AUTHOR
AUG 26, 2023	**CONSTANTINE VASSIL, AITRAILBLAZER, LLC.**

Describe This Picture:

Image Insights

flowers, spheres,

Keywords

abstract, magical springtime, gentle light, no person, flowers, shining, art, season, card, festive, celebration, sparkle, glow, wonderland, flowers, sphere, whimsical

Colors

Thistle, lavender, gold

Description

A delicate flower blossoms in a whimsical wonderland, bathed in gentle, magical light. Thistle and lavender petals shimmer and glow, as if infused with a spark of enchanted dust. Spheres decorated with gold hover and twirl, adding a touch of festive celebration to the season's spirit. The artistic style is reminiscent of a vintage fairy tale, with intricate patterns and textures that transport us to a dreamlike realm. The image invites us to step into its ethereal world, where the flowers and spheres dance in harmony, creating a mesmerizing spectacle of color and light.

Title

Whimsical Wonderland: A Flower's Enchanted Dance

This title captures the essence of the description by emphasizing the whimsical and enchanted elements of the image, while also highlighting the flower's dance-like movement. The use of "wonderland" suggests a fantastical and imaginative world, which is reinforced by the mention of sparkling dust, hovering spheres, and vintage fairy tale-inspired patterns. The title invites readers to step into this magical realm and experience the mesmerizing spectacle of color and light for themselves.

MARKI

Product: artwork

Target Audience: art lovers, nature lovers, decorators

Emotion-Focused Buying Reasons

For someone in the target audience of art lovers, nature lovers, and decorators looking to buy artwork, the prevailing Emotion-Focused Buying Reasons could be:

1. To create a sense of beauty and harmony in their home or workspace.

2. To express their personal style and taste.

3. To connect with nature and the natural world.

4. To evoke a sense of calm and relaxation.

5. To showcase their appreciation for art and culture.

The best match would be:

1. To create a sense of beauty and harmony in their home or workspace.

Artwork can be a powerful way to create a sense of beauty and harmony in a space, and for art lovers, nature lovers, and decorators, this may be a key motivation for buying artwork. By selecting pieces that resonate with their personal style and aesthetic, they can create a space that is not only visually pleasing but also reflects their own unique taste and personality.

Emotional Appeal Messaging

Ad Description:

Step into a world of whimsy and wonder, where flowers dance and spheres twirl in a magical celebration of color and light. Our artwork, 'Whimsical Wonderland: A Flower's Enchanted Dance,' is the perfect addition to any space seeking a touch of enchantment and beauty.

As an art lover, nature lover, or decorator, you know the power of artwork to create a sense of harmony and beauty in a space. This piece is sure to captivate and inspire, with its delicate flower blossoms, shimmering petals, and playful spheres. The vintage fairy tale-inspired patterns and textures transport us to a dreamlike realm, where the dance of the flowers and spheres creates a mesmerizing spectacle.

This artwork is not just a decoration, but a reflection of your personal style and appreciation for art and culture. It's an expression of your unique taste and a way to showcase your love for the beauty of nature.

Bring a touch of magic into your home or workspace today. 'Whimsical Wonderland: A Flower's Enchanted Dance' is the perfect addition to any room, and is sure to evoke a sense of calm and relaxation. Let the beauty of this artwork transport you to a world of wonder and enchantment, and create a sense of harmony and balance in your space.

Don't miss out on this opportunity to bring a piece of whimsical wonder into your life. Order now and experience the magic of 'Whimsical Wonderland: A Flower's Enchanted Dance' for yourself.
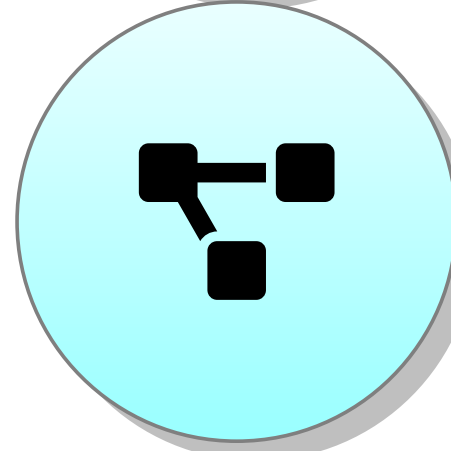

MARKI

The Need for AIT-MARKI
Revolutionizing Marketing Content Creation

MARKI
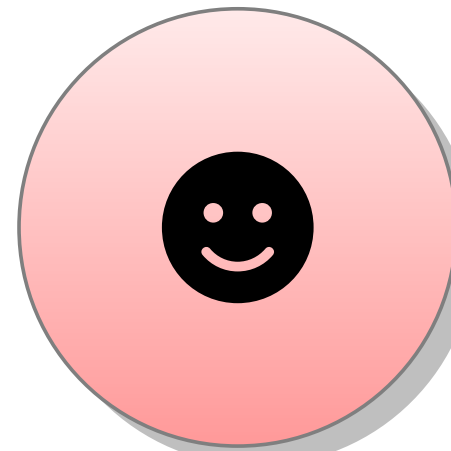
The Emotion Gap
Most marketing content lacks strategic emotional resonance aligned to core human motivations

Siloed Workflows
Disjointed workflows between creative, writing, and design hamper collaboration and optimization

One-Size-Fits-All Content
Manual processes cannot efficiently tailor messaging to unique audiences
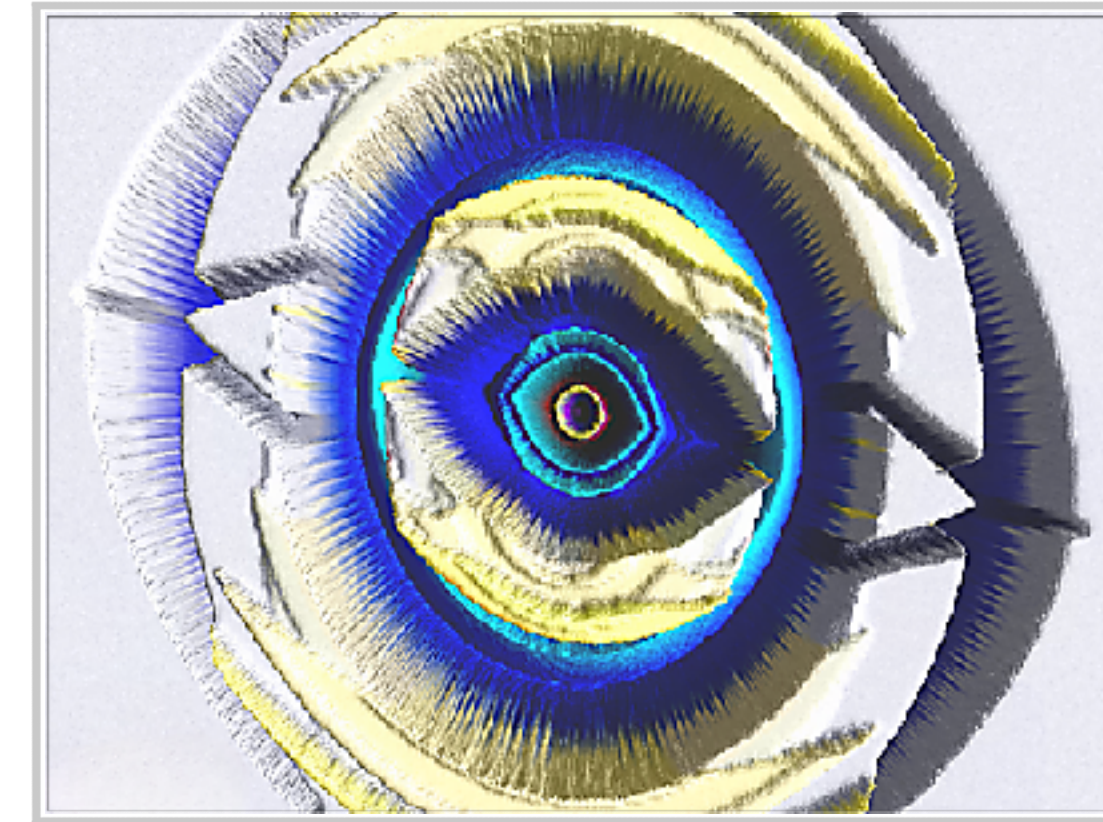
Measuring Impact
Difficulty accurately quantifying content performance

Scaling Creative Efforts
Reliance solely on human effort limits the volume of impactful content

Ever struggled to make a logical marketing pitch, only to have it completely misinterpreted by prospects? That's where MARKI intervenes.

Our tool integrates human creativity with AI to generate emotionally-optimized content tailored to your goals. It's not just about saving time, it's about driving engagement on a limbic level. And the best part? No technical expertise required.

MARKI is designed to disrupt these prevalent problems head-on, enabling unified workflows, mass personalization, performance tracking, and leveraging AI scale to transform marketing content creation.

Introducing MARKI
Reimagining Marketing Content Creation

Emotionally-Focused Narratives
Experience the power of AI-generated narratives tuned to your audience motivations

Unified Creative Workflows
See your creative, writing, and design teams seamlessly collaborate in an integrated process

Mass Personalization at Scale
Automate tailored content customized for each product and audience

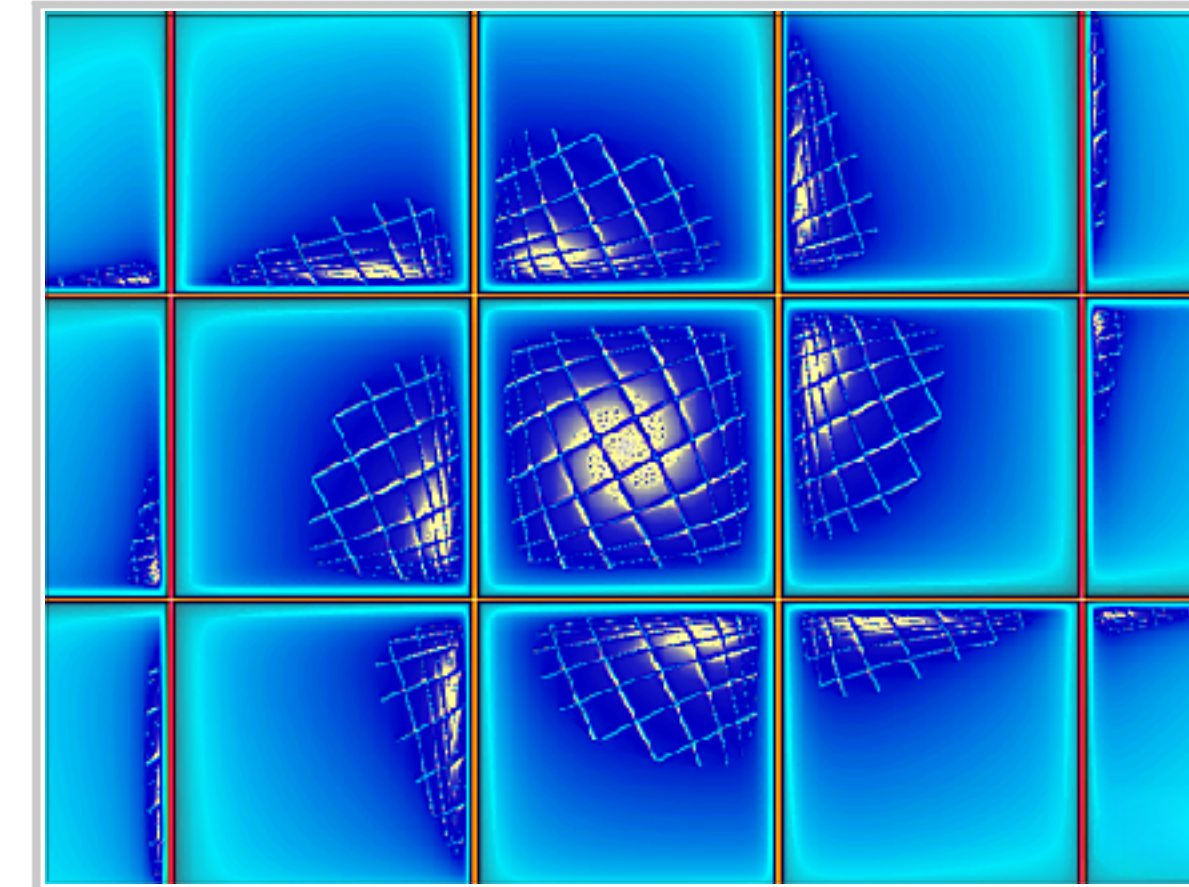**Optimizing Marketing Performance**
Quantify how your content performs on search, engagement, and conversions

Leveraging AI's Creative Potential
Harness AI's limitless capacity to scale emotionally-optimized content

Have you ever seen logically sound marketing content completely miss the mark with your prospects? Ever wish you could tap into the science of emotions and decision-making?

Welcome to MARKI. MARKI is not just a tool, but a transformation, architected to reinvent marketing content creation workflows through the synergy of human creativity and AI capability. It's about driving engagement on a deeper level, at scale, through strategic automation. Welcome to marketing content creation reimagined with MARKI.

Transforming Marketing Content: An Integrated Workflow

MARKI's Six-Step Workflow
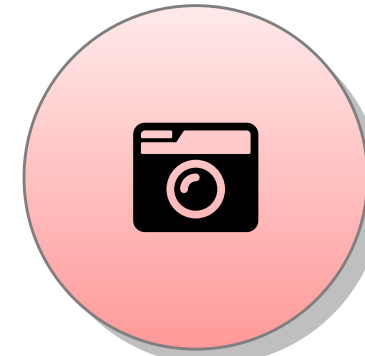
Step 1 - Image Keywords
Upload image, Clarifai API returns computer vision keywords, Human creator provides Image Insight captions, Construct prompt combining human and Clarifai inputs, Llama-2-70B-Chat API extracts more keywords, Deduplicate and prune final keywords, Output comprehensive image keywords, Store in database

Step 2 - Generate Colors
Send image to Clarifai color recognition API, randomly sample pixel RGB values in LAB color space, run k-means clustering for top 8 colors, prune similar clusters, return raw and mapped HTML hex color values, output density percentages for each color present
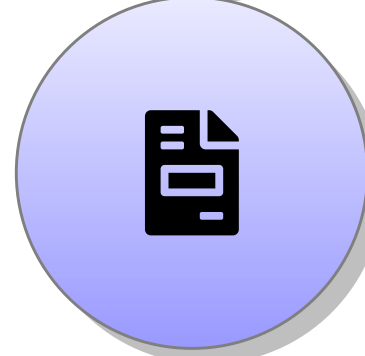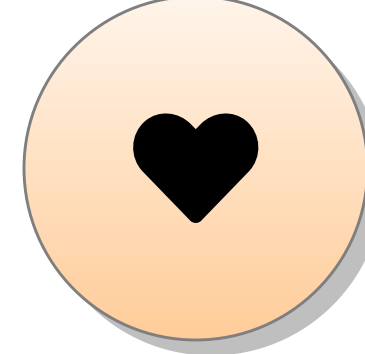
Step 3 - Generate Description
Define system prompt as helpful, harmless, honest, Define user message to describe image creatively, Combine system prompt and user message, Send to Clarifai text analysis API, Return description based on keywords, colors, and image insights

Step 4 - Title

Step 5 - Generate Emotion-Focused Buying Reasons
Goal is generating emotion-focused buying reasons for a product, Guidelines are to be creative, original, informative and avoid harm, Examples show creating reasons focused on emotions like confidence, luxury, sophistication, User message specifies target emotion they want the product to elicit

Step 6 - Generate Emotional Appeal Messaging
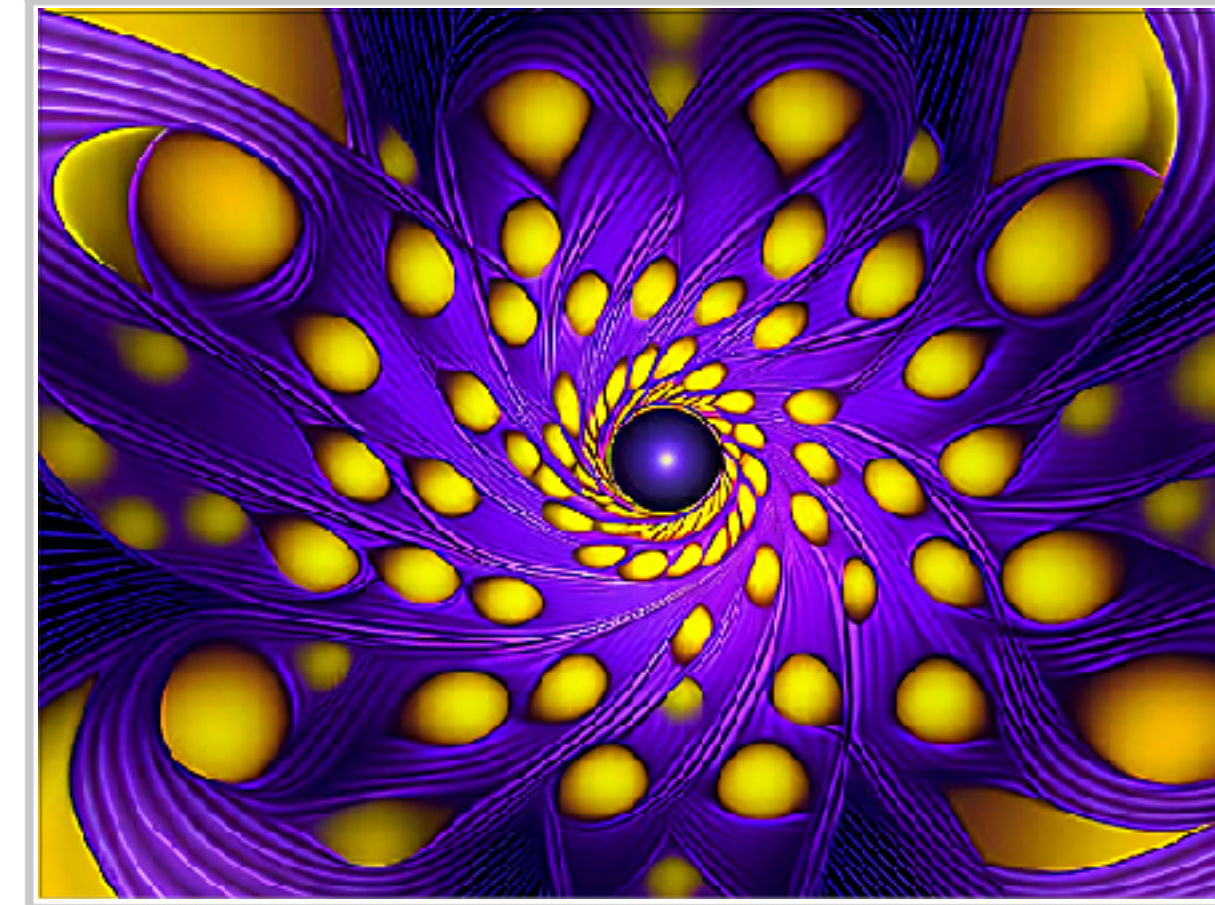
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MARKI harnesses AppSheet to enable collaboration across its workflow, overcoming traditional linear chat interfaces. AppSheet allows rapid iteration of tailored UIs optimized for multi-modal human inputs. Built-in features accelerate teamwork. Connectivity enables real-time syncing. Google Cloud provides scalable infrastructure, faster time-to-value. Overall, AppSheet establishes MARKI's foundation to connect AI automation with human creativity through well-designed interfaces underpinned by cloud scale.

AIT-MARKI Architecture: Strategically Integrated

MARKI's architecture combines leading AI services with human inputs through a robust foundation of tools and platforms, guaranteeing a streamlined experience.

Clarifai Computer Vision API
Used for image tagging and color extraction

Llama-2 Conversational AI
Generates natural language descriptions, titles, copy, and messaging

Human Inputs
Provide image insights, context, emotions, revisions

Google AppSheet
Enables collaborative workflow, manages UI, and deployment

Google Cloud Platform
Provides scalable infrastructure and security
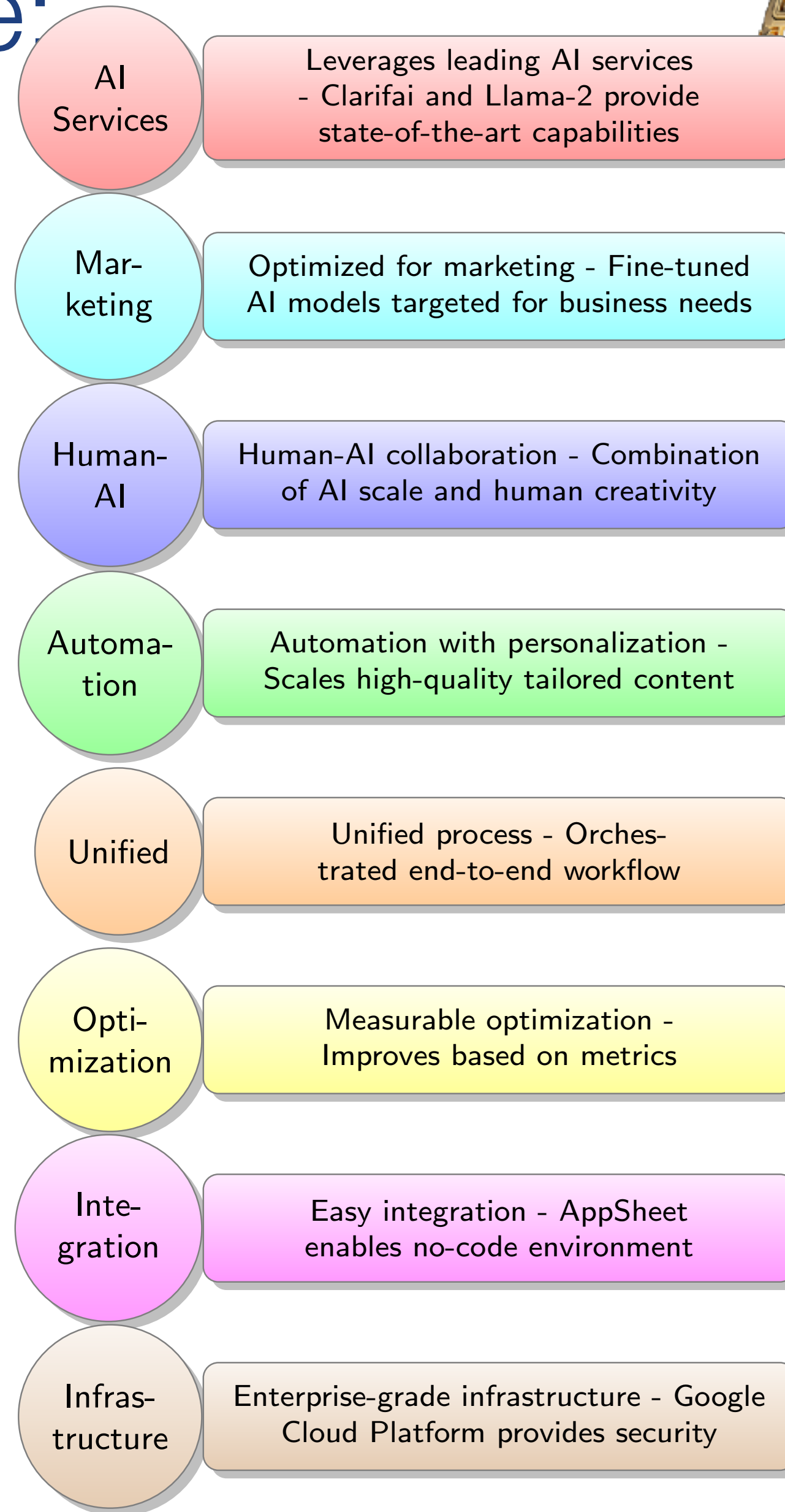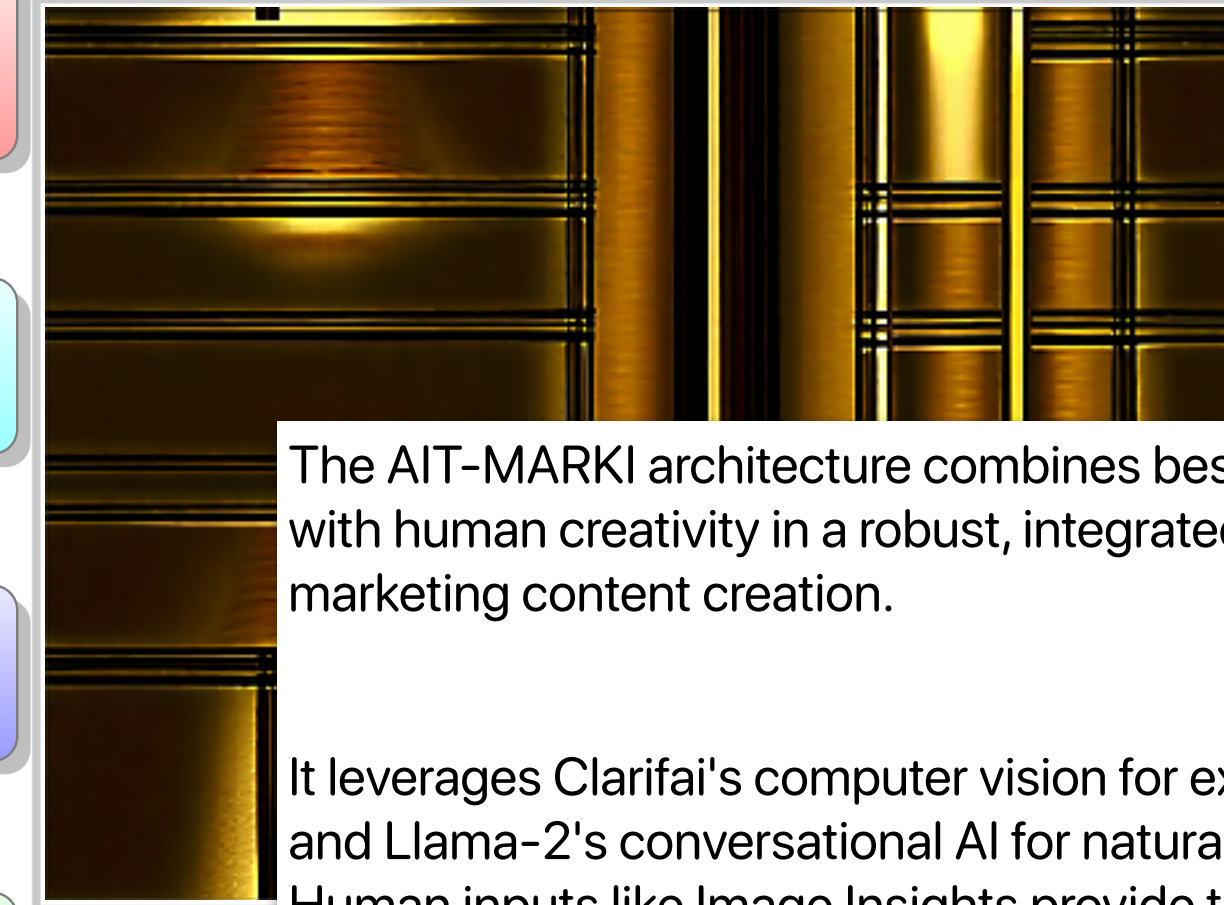
AI Services	Leverages leading AI services - Clarifai and Llama-2 provide state-of-the-art capabilities
Marketing	Optimized for marketing - Fine-tuned AI models targeted for business needs
Human-AI	Human-AI collaboration - Combination of AI scale and human creativity
Automation	Automation with personalization - Scales high-quality tailored content
Unified	Unified process - Orchestrated end-to-end workflow
Optimization	Measurable optimization - Improves based on metrics
Integration	Easy integration - AppSheet enables no-code environment
Infrastructure	Enterprise-grade infrastructure - Google Cloud Platform provides security

Architecture

The AIT-MARKI architecture combines best-of-breed AI services with human creativity in a robust, integrated platform optimized for marketing content creation.

It leverages Clarifai's computer vision for extracting image metadata and Llama-2's conversational AI for natural language generation. Human inputs like Image Insights provide the contextualization.

The components are brought together via an orchestrated 6-step workflow tailored to balance automation with personalization for optimal engagement.

Built on Google AppSheet, the architecture enables real-time collaboration across teams through tailored user interfaces that capture inputs rapidly.
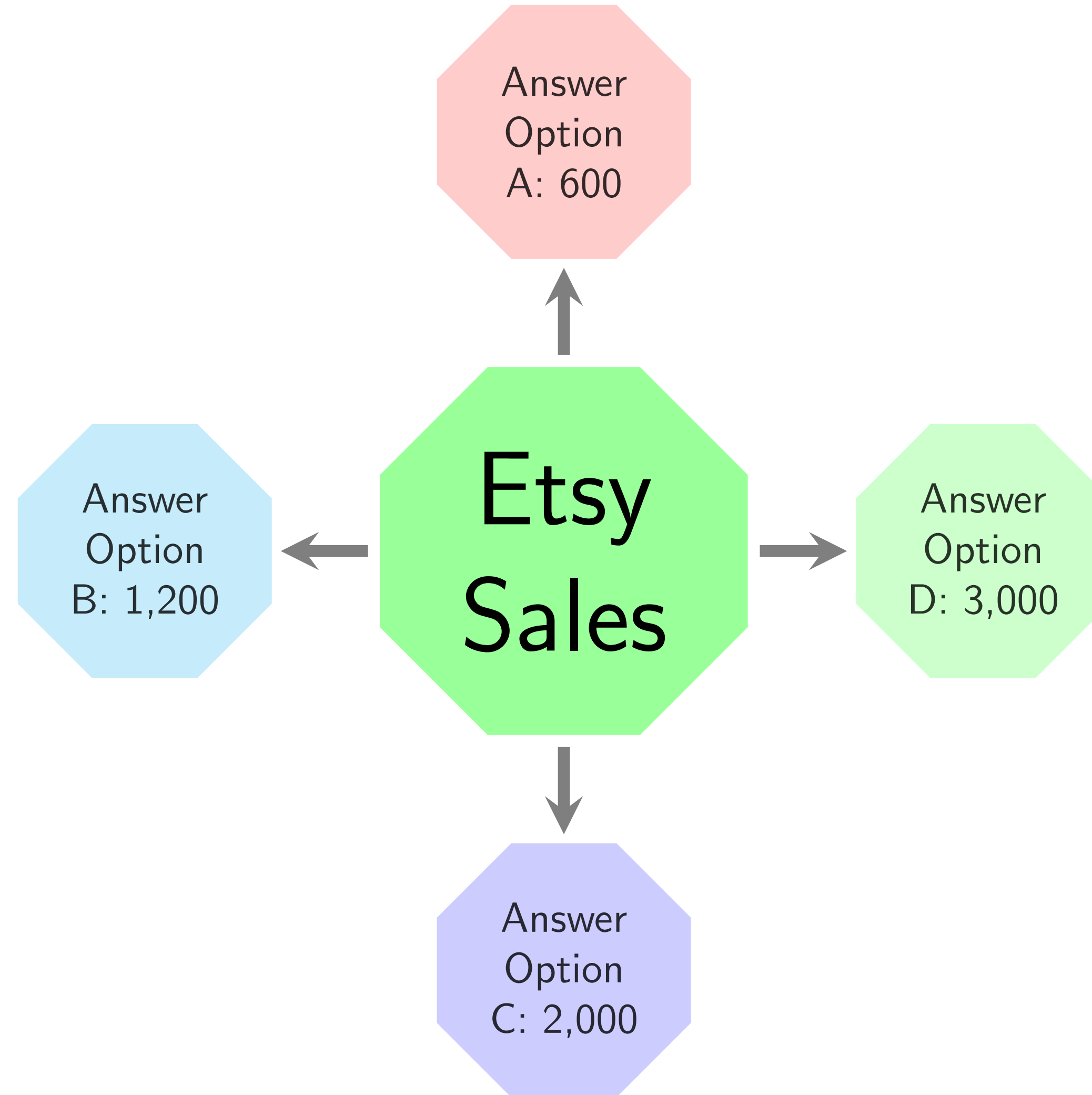
Underpinning it all, Google Cloud Platform provides an enterprise-grade foundation delivering security, scalability, and reliability.

Overall, the strategic integration synthesizes leading AI, human creativity, and a collaborative workflow - purpose-built to revolutionize marketing content creation through optimization of automation, personalization, and emotional resonance.

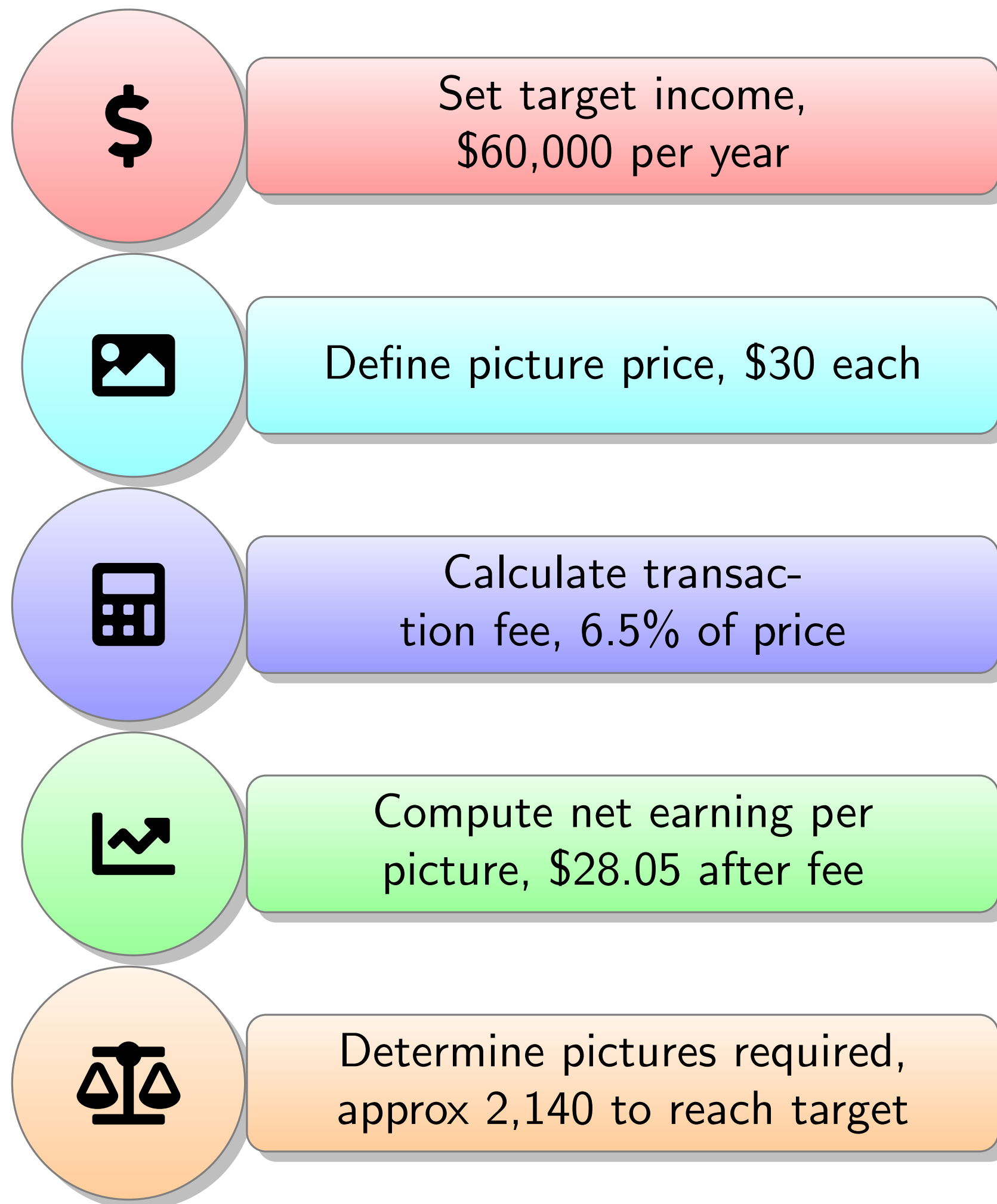The architecture is uniquely designed to leverage both artificial and human intelligence to maximize impact.

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Generated with AIT-DiagramCodeX

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Trivia

How many pictures an artist needs to sell on Etsy to earn a sizable income?

How many pictures an artist needs to sell on Etsy to earn a sizable income

MARKI

$ Set target income, $60,000 per year

🖼 Define picture price, $30 each

🔢 Calculate transac-tion fee, 6.5% of price

📈 Compute net earning per picture, $28.05 after fee

⚖ Determine pictures required, approx 2,140 to reach target

~2,000

Struggling to manually tag, describe, and list thousands of artworks on Etsy?

To earn a sizable $60k income on Etsy, an artist needs to sell approximately 2,000 prints in a year. Doing this manually could take countless hours across hundreds of days.

But with MARKI, the entire end-to-end process from uploading your images to having optimized, emotionally-focused content ready for each artwork takes just minutes.

Our integrated 6-step workflow powered by leading AI generates tailored narratives, titles, and descriptions for your entire catalog with a single click. You provide the art, we handle the time-intensive product listings.

Imagine having 2,000 shop-ready Etsy listings generated in the time it takes to have coffee. MARKI's automation, speed, and simplicity liberates you to focus entirely on your creative passion.

Say goodbye to the daily grind of manual product content creation. Achieve Etsy selling success, scale your income, and reconnect with what truly matters - your art.

Case Study

Interviewer: As an artist, why do you find it so difficult to put your visual artwork into words?

Artist: For me, writing descriptive text to accompany my art just doesn't come naturally. When I'm painting, I'm thinking in abstractions – colors, textures, emotions. I get lost in the process, letting the imagery flow intuitively from my mind to the canvas.

Interviewer: So you don't consciously think in concrete language?

Artist: Exactly. I'm not logically processing words and phrases about defined concepts. It's pure visceral creation. So sitting down later to analyze my art and write descriptions feels foreign and forced.

Interviewer: Can you give me an example of your creative process versus your writing process?

Artist: Sure. With a recent painting, the swirling colors representing energy and tranquility emerged effortlessly from my brush. But trying to convey those ideas linguistically resulted in clunky, inadequate sentences. I stared blankly at the screen, unable to translate the ineffable essence of my art into language.
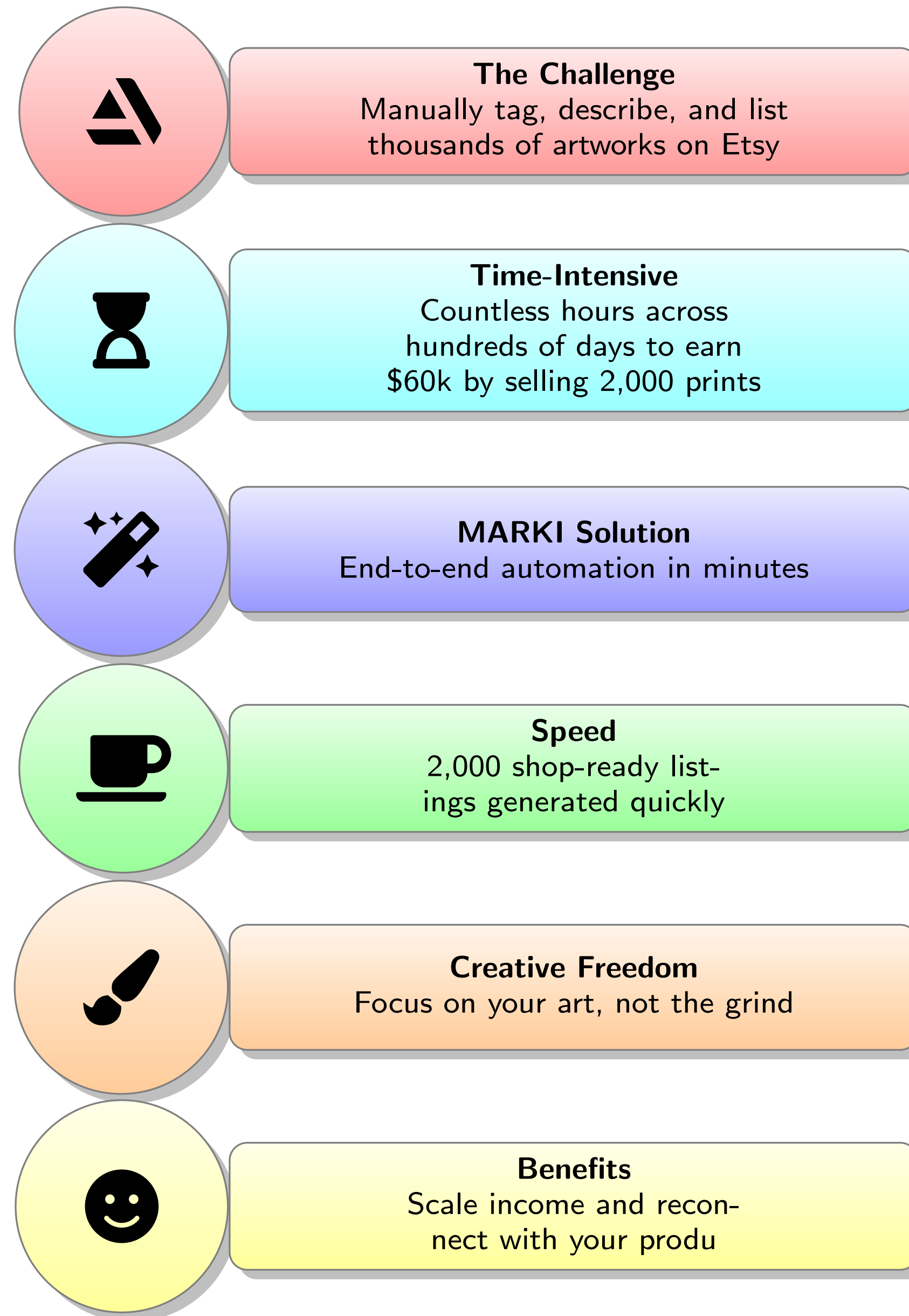
Interviewer: Why do you feel compelled to create these textual supplements if writing is so unnatural for you?

Artist: Well, I know my abstract pieces need some interpretive context. Viewers crave an entry point into the art provided by my words, not just the visuals. So as difficult as it is, I have to push through the writing barriers to help others fully connect with my work on a deeper level.

Interviewer: Any final thoughts to share about this artistic challenge?

Artist: Just that the visual and the verbal remain distinct creative spaces. I'm determined to get more comfortable bridging that divide, no matter how laborious writing may feel compared to effortless painting.

Sell More Art on Etsy in Minutes, Not Months with MARKI

MARKI

The Challenge
Manually tag, describe, and list
thousands of artworks on Etsy

Time-Intensive
Countless hours across
hundreds of days to earn
$60k by selling 2,000 prints

MARKI Solution
End-to-end automation in minutes

Speed
2,000 shop-ready list-
ings generated quickly

Creative Freedom
Focus on your art, not the grind

Benefits
Scale income and recon-
nect with your produ

Generated with AIT-DiagramCodeX

Prolific artist NightEnLight painted 2000+ pieces but struggled to photograph and describe them to publish online. He wanted to open a Fine Art America shop but was overwhelmed by the effort.

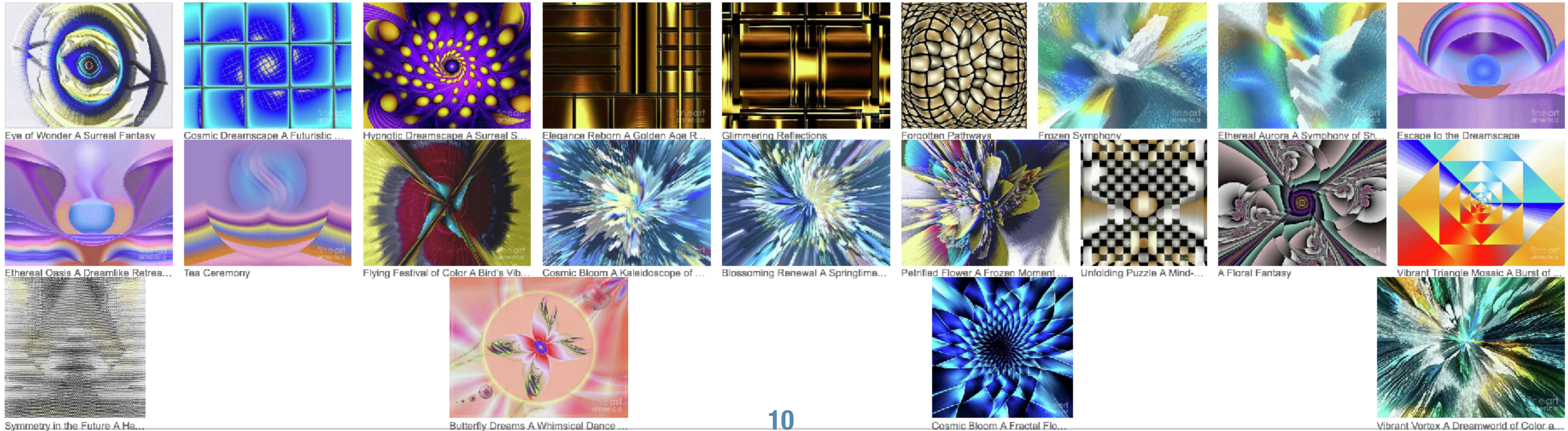# Enabling an Artist to Share Hundreds of Works on Fine Art America with AIT-MARKI

Prolific artist NightEnLight painted 500+ pieces but struggled to photograph and describe them to publish online. He wanted to open a Fine Art America shop but was overwhelmed by the effort.

With MARKI, NightEnLight generated all the needed content in just hours. He uploaded images and added quick Image Insights. MARKI's AI immediately produced engaging descriptions.

NightEnLight refined the narratives to perfection. MARKI created SEO-rich content and Emotion Based Reasons that resonate with art buyers.
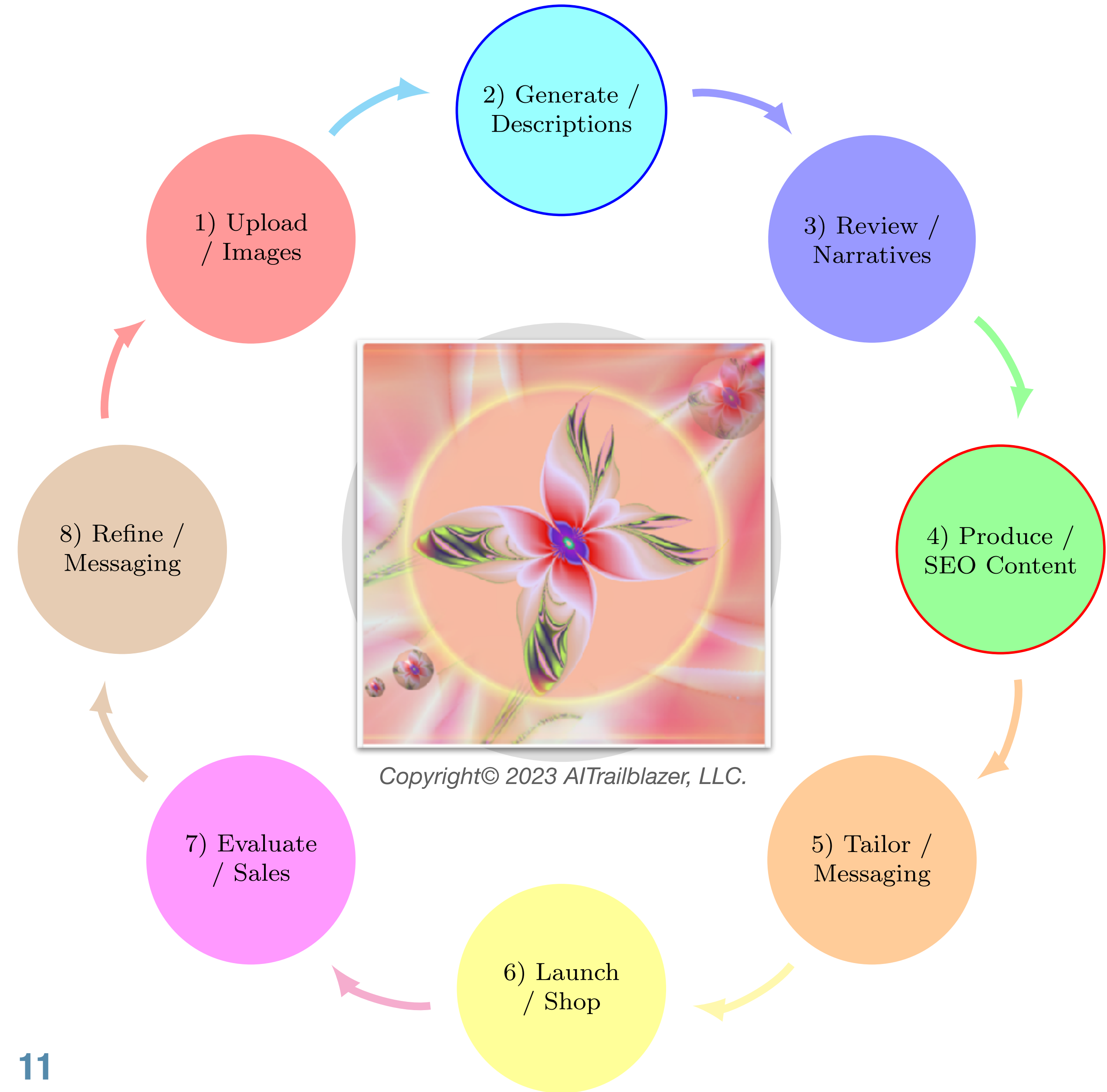
It also tailored Emotional Appeal Messaging for each piece to highlight feelings when viewing.

In hours, NightEnLight had content to launch his shop and share his full creative passion with art lovers worldwide. The human-AI collaboration enabled 5X faster processing.

A few weeks after launching, NightEnLight notices certain pieces attracting more sales and engagement. He uses MARKI again, focusing just on Step 6 to re-craft the Emotional Appeal Messaging for his top paintings to further boost their impact.

Since MARKI maintains a memory, NightEnLight can easily re-run targeted steps for specific works rather than the full process. This allows him to continuously iterate and refine the content over time based on real-world performance.

Case Study
HOW AN ARTIST LEVERAGED MARKI

MARKI

1) Upload / Images
2) Generate / Descriptions
3) Review / Narratives
4) Produce / SEO Content
5) Tailor / Messaging
6) Launch / Shop
7) Evaluate / Sales
8) Refine / Messaging

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Enabling an Artist to Share Hundreds of Works on Fine Art America with AIT-MARKI

Case Study
HOW AN ARTIST LEVERAGED MARKI

MARKI

15 IMAGES X 1 MIN / STEP = 150 MIN

15 IMAGES X 1 CLICK STEP = 15 MIN

MARKI

Search Descriptions

MARKI

Descriptions

+ Add

21

Dreamscape"
abstract artwork, pattern

"Butterfly Dreams: A Whimsical Dance of Color"
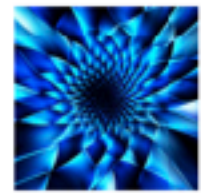This title captures the essence of the description by emphasizing the delicate beauty of the butterfly and its ethereal quality, while also highlighting the vibrant colors and whimsical nature of the image. The use of "dreams" suggests a sense of fantasy and imagination, which is fitting for the image's otherworldly feel. The title is also short and catchy, making it easy to remember and enticing for readers to click and explore the image further.
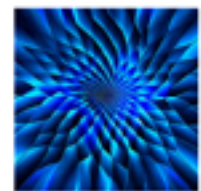art

"Cosmic Bloom: A Fractal Flower's Dreamy Dance"
art

"Cosmic Vortex: A Journey Through Space and Time" This title captures the essence of the description by incorporating elements of the cosmos, technology, and art, while also hinting at the sense of movement and exploration evoked by the image. The use of "vortex" suggests a swirling, spiraling motion, which is reflected in the blurred edges and abstract shapes of the illustration. The phrase "A Journey Through Space and Time" adds a sense of adventure and mystery, suggesting that the image is not just a visual representation, but a portal to another realm. The title also incorporates some of the keywords from the description, such as "cosmic," "stellar," and "interstellar," which help to reinforce the theme of space exploration. Overall, the title is engaging, informative, and accurately reflects the content of the image.
art piece

"Vibrant Vortex: A Dreamworld of Color and Wonder"
art

ID
21

Image Insights
beautifull abstract butterfly

Keywords
butterfly, Abstract, graphic, flower, bright, decoration, fantasy, shape, color, art, beautiful, creativity, nature, floral, summer, vibrant, delicate, whimsical, ethereal, dreamy, enchanting, graceful, majestic, mystical, radiant

Colors
Orchid, PeachPuff, Thistle, DimGray, Salmon, PaleGoldenrod

Description
A delicate butterfly takes flight, its wings a kaleidoscope of colors - Orchid, PeachPuff, Thistle, DimGray, Salmon, and PaleGoldenrod - dancing across the canvas in a graceful, ethereal flutter. Its abstract form blends seamlessly with a floral background, creating a dreamy, enchanting scene that invites the viewer to immerse themselves in its beauty. The delicate curves and patterns of the butterfly's wings evoke a sense of majesty and mysticism, as if it has emerged from a fantastical realm to grace this graphic composition. The image is a celebration of creativity and nature, a vibrant, whimsical explosion of color and shape that captures the essence of summer's warmth and beauty.

Title
"Butterfly Dreams: A Whimsical Dance of Color"

This title captures the essence of the description by emphasizing the delicate beauty of the butterfly and its ethereal quality, while also highlighting the vibrant colors and whimsical nature of the image. The use of "dreams" suggests a sense of fantasy and imagination, which is fitting for the image's otherworldly feel. The title is also short and catchy, making it easy to remember and enticing for readers to click and explore the image further.

Product
art

Target Audience
art lovers, designers, decorators

Keywords · Colors · Description · Title · Emotion Buying Reasons · Emotional Appeal Messaging

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Step 1

Keywords — Generate keywords

Colors

Description

Title

Emotion Buying Reasons

Emotional Appeal Messaging

clarifai

general-image-recognition

META llama2-70b-chat

Keywords → Prompt

User input

ID
21

Image Insights
beautifull abstract butterfly

Keywords
butterfly, Abstract, graphic, flower, bright, decoration, fantasy, shape, color, art, beautiful, creativity, nature, floral, summer, vibrant, delicate, whimsical, ethereal, dreamy, enchanting, graceful, majestic, mystical, radiant

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Upload image to MARKI system

Send image to Clarifai API endpoint

Clarifai model analyzes image and returns tags

Present image and keywords to human creator

Creator provides Image Insight text

Construct prompt with Clarifai keywords and human inputs

Send prompt to Llama-2-70B-Chat API endpoint

Llama-2 model extracts relevant keywords

Combine keywords from Clarifai Llama-2 and human inputs

Perform deduplication and pruning on keyword list

Output final set of keywords for image

Store keywords in database linked to image

Keywords

Colors
Generate colors

Description

Title

Emotion Buying Reasons

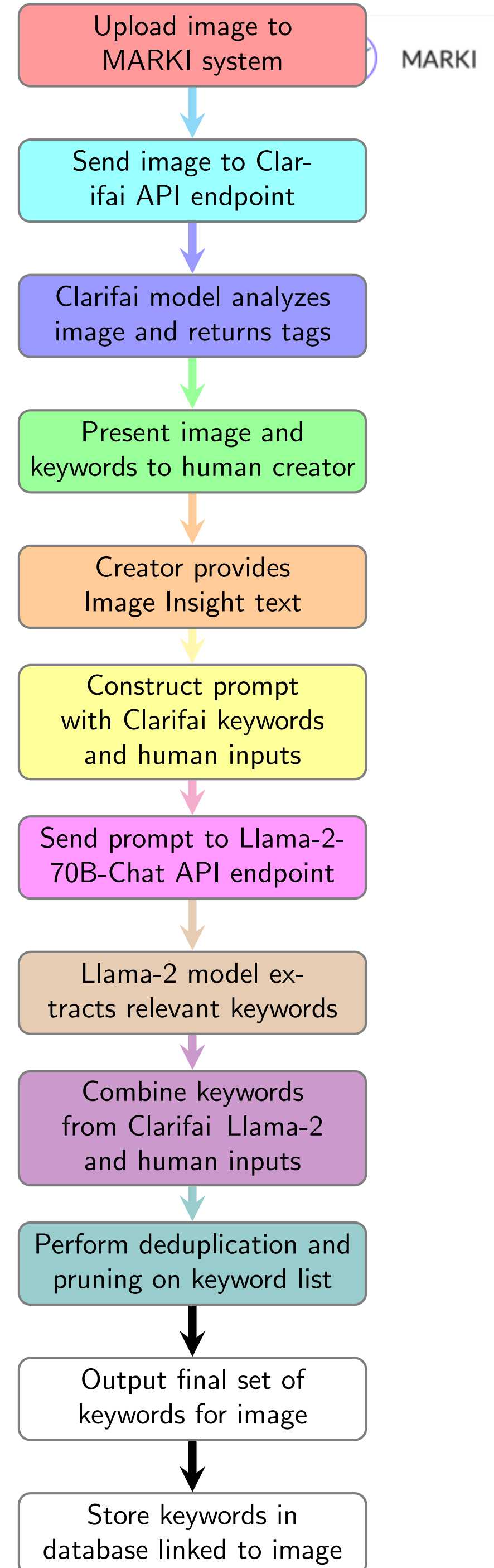Emotional Appeal Messaging

MARKI

clarifai

color-recognition

Colors

ID
21

Image Insights
beautifull abstract butterfly

Keywords
butterfly, Abstract, graphic, flower, bright, decoration, fantasy, shape, color, art, beautiful, creativity, nature, floral, summer, vibrant, delicate, whimsical, ethereal, dreamy, enchanting, graceful, majestic, mystical, radiant

Colors
Orchid, PeachPuff, Thistle, DimGray, Salmon, PaleGoldenrod

Send an image to clarifyaicolor-recognition

Randomly sample (up to) 10k pixels of RGB values in the LAB color space

Run k-means clustering for the top 8 clusters of colors

Prune similar clusters based on the threshold

Return raw hex values - actual hex of clusters centroid

Map raw hex values to the closest HTML color (hex values)

Output value values (density values for the colors present in the image)

Generated with AIT-DiagramCodeX

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Step 3　**Step 4**

MARKI

🔑 Keywords

🎨 Colors

📄 Description

T Title

🛒 Emotion Buying Reasons

📣 Emotional Appeal Messaging

Generate description　　Generate title

Title

Butterfly Dreams: A Whimsical Dance of Color

Description

A delicate butterfly takes flight, its wings a kaleidoscope of colors - Orchid, PeachPuff, Thistle, DimGray, Salmon, and PaleGoldenrod - dancing across the canvas in a graceful, ethereal flutter. Its abstract form blends seamlessly with a floral background, creating a dreamy, enchanting scene that invites the viewer to immerse themselves in its beauty. The delicate curves and patterns of the butterfly's wings evoke a sense of majesty and mysticism, as if it has emerged from a fantastical realm to grace this graphic composition. The image is a celebration of creativity and nature, a vibrant, whimsical explosion of color and shape that captures the essence of summer's warmth and beauty.

clarifai

META llama2-70b-chat

Prompt

ID
21

Image Insights
beautifull abstract butterfly

Keywords
butterfly, Abstract, graphic, flower, bright, decoration, fantasy, shape, color, art, beautiful, creativity, nature, floral, summer, vibrant, delicate, whimsical, ethereal, dreamy, enchanting, graceful, majestic, mystical, radiant

Colors
Orchid, PeachPuff, Thistle, DimGray, Salmon, PaleGoldenrod

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Define system prompt (helpful harmless honest)

Define user message (describe image creatively)

Combine system prompt and user message

Send to Clarifai text analysis function

Return description based on

keywords

colors

and insights

Keywords

Colors

Description

Title

Emotion Buying Reasons

Emotional Appeal Messaging

clarifai

Prompt

META llama2-70b-chat

Product

art

Target Audience

art lovers, designers, decorators

Emotion-Focused Buying Reasons

When it comes to buying art, the prevailing Emotion-Focused Buying Reasons for someone in the target audience of art lovers, designers, and decorators might be:

1. To express oneself: Art lovers, designers, and decorators may buy art to express their personal style and taste, and to showcase their individuality.
2. To create a sense of identity: Art can be a way for these individuals to define their identity and showcase their values, interests, and aesthetic sensibilities.
3. To evoke emotions: Art has the power to evoke emotions and create a certain atmosphere, and art lovers, designers, and decorators may buy art that resonates with their emotions or helps them create a specific mood in their space.

Emotion-Focused Buying Reasons

Step 5

Emotion Based Reasons

Inputs: Product and target aoudience
"Goal: Generate emotion-focused buying reasons for a product.",
  "Guidelines: Be creative, original, informative, and avoid harmful content.",
  "Examples:",
  "This product can make you feel more confident and attractive.",
  "This product can give you a sense of luxury and comfort.",
  "This product can make you feel more stylish and sophisticated.",
  "User message: I am looking

Goal: Generate emotion-focused buying reasons for a product.

Guidelines: Be creative

original

informative

and avoid harmful content.

Examples:

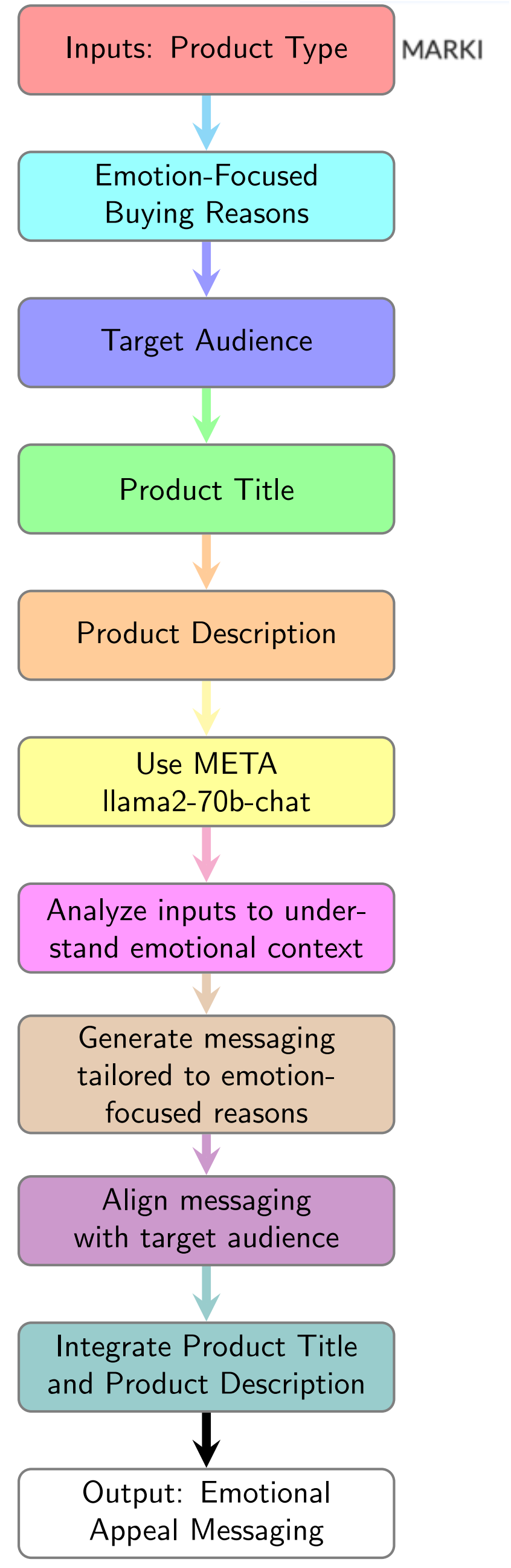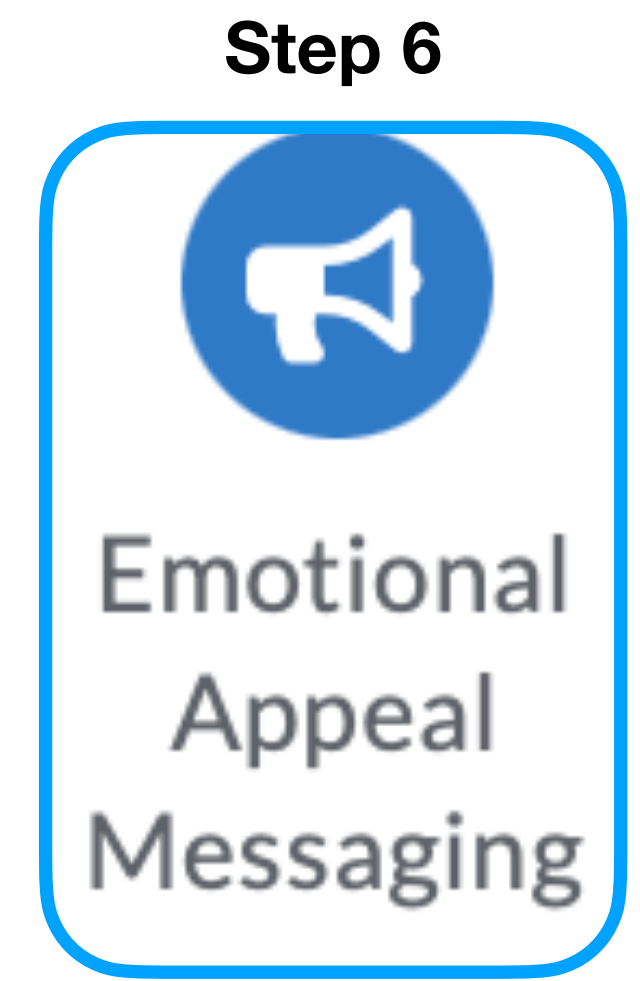This product can make you feel more confident and attractive.

This product can give you a sense of luxury and comfort.

This product can make you feel more stylish and sophisticated.

User message: I am looking for a product that will make me feel [emotion].

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Generated with AIT-DiagramCodeX

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Keywords

Colors

Description

Title

Emotion Buying Reasons

Emotional Appeal Messaging

Emotional Appeal Messaging

clarifai

Prompt → **META llama2-70b-chat**

1. Product Type, Emotion-Focused Buying Reasons, Target Audience, Product Title, Product Description

5.

Emotional Appeal Messaging

Ad Description:

"Unleash Your Creativity and Bring Your Space to Life with 'Butterfly Dreams: A Whimsical Dance of Color'

Are you looking for a way to express yourself and showcase your unique style? Do you want to create a sense of identity and evoke emotions in your home or workspace? Look no further than 'Butterfly Dreams: A Whimsical Dance of Color' - the stunning art piece that's sure to inspire creativity and add a touch of magic to any room.
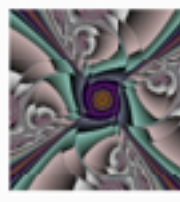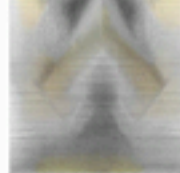
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Inputs: Product Type   MARKI

Emotion-Focused Buying Reasons

Target Audience

Product Title

Product Description

Use META llama2-70b-chat

Analyze inputs to understand emotional context

Generate messaging tailored to emotion-focused reasons

Align messaging with target audience

Integrate Product Title and Product Description

Output: Emotional Appeal Messaging

Generated with AIT-DiagramCodeX

DEMO

Descriptions

+ Add

21

Edit

essence of the description by emphasizing the futuristic and puzzle-like qualities of the chessboard, while also hinting at the game's creative and illusory aspects. The use of "adventure" suggests that the game is an exciting and engaging experience, inviting readers to take on the challenge of solving it. The title is self-explanatory and easy to remember, making it an effective choice for attracting readers' attention.

abstract artwork

"A Floral Fantasy"
abstract artwork

"Vibrant Triangle Mosaic: A Burst of Neon Color"
artwork

"Symmetry in the Future: A Halftone Dreamscape"
abstract artwork, pattern

"Butterfly Dreams: A Whimsical Dance of Color" This title captures the essence of the description by emphasizing the delicate beauty of the butterfly and its ethereal quality, while also highlighting the vibrant colors and whimsical nature of the image. The use of "dreams" suggests a sense of fantasy and imagination, which is fitting for the image's otherworldly feel. The title is also short and catchy, making it easy to remember and enticing for readers to click and explore the image further.

art

"Cosmic Bloom: A Fractal Flower's Dreamy Dance"
art

"Vibrant Vortex: A Dreamworld of Color and Wonder"
art
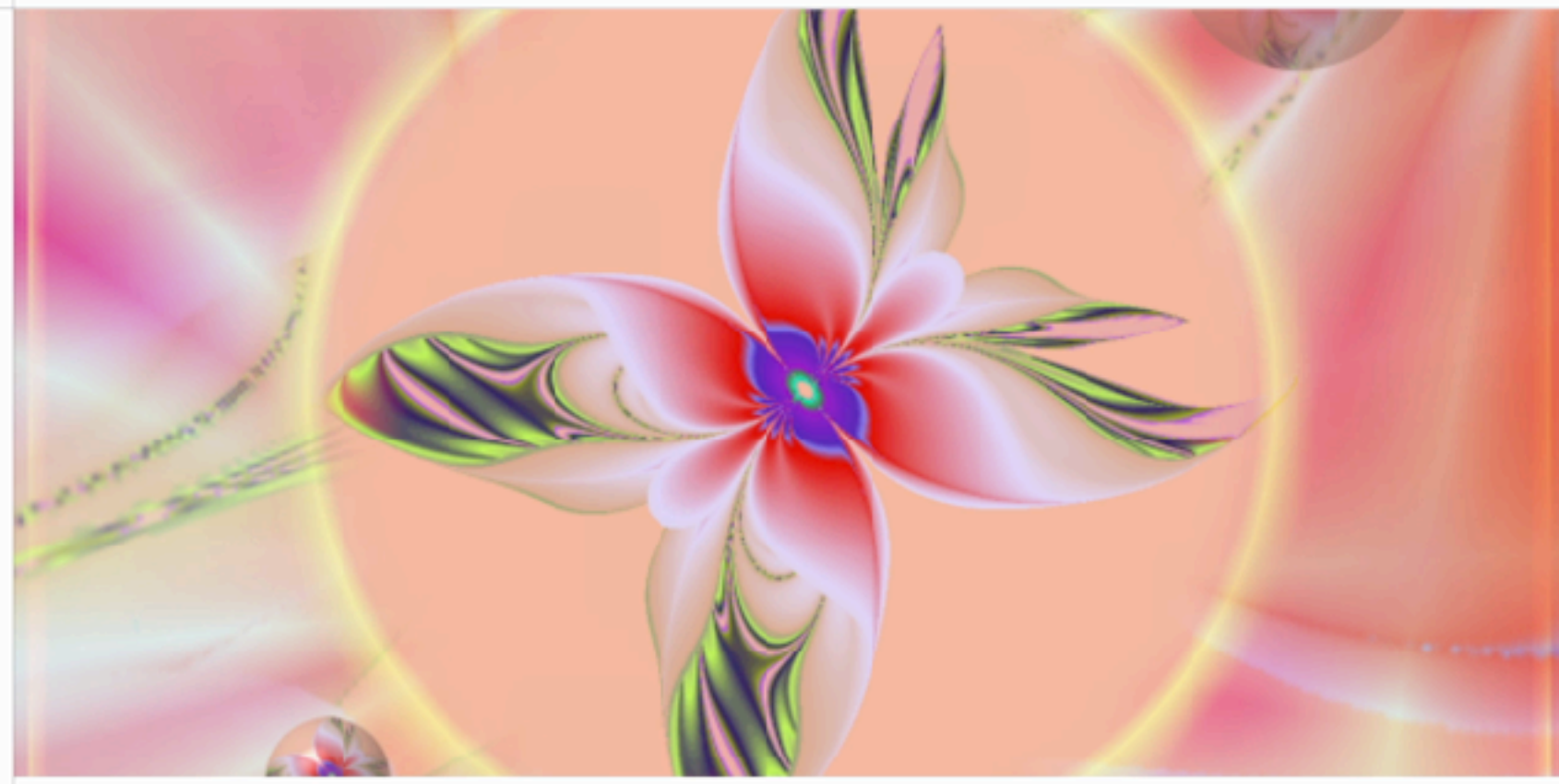
Keywords · Colors · Description · Title · Emotion Buying Reasons · Emotional Appeal Messaging

ID
21

Image Insights
beautifull abstract butterfly

Keywords
butterfly, Abstract, graphic, flower, bright, decoration, fantasy, shape, color, art, beautiful, creativity, nature, floral, summer, vibrant, delicate, whimsical, ethereal, dreamy, enchanting, graceful, majestic, mystical, radiant

Colors
Orchid, PeachPuff, Thistle, DimGray, Salmon, PaleGoldenrod

Description
A delicate butterfly takes flight, its wings a kaleidoscope of colors - Orchid, PeachPuff, Thistle, DimGray, Salmon, and PaleGoldenrod - dancing across the canvas in a graceful, ethereal flutter. Its abstract form blends seamlessly with a floral background, creating a dreamy, enchanting scene that invites the viewer to immerse themselves in its beauty. The delicate curves and patterns of the butterfly's wings evoke a sense of majesty and mysticism, as if it has emerged from a fantastical realm to grace this graphic composition. The image is a celebration of creativity and nature, a vibrant, whimsical explosion of color and shape that captures the essence of summer's warmth and beauty.

Title
"Butterfly Dreams: A Whimsical Dance of Color"

AIT-MARKI's Standout Features

ADVANTAGES

Advantages

Emotionally-Optimized Content
Uses Emotion Based Reasoning frameworks to craft narratives, messaging and copy tailored to resonate deeply

Unified Team Workflow
Orchestrates and aligns creative, writing, and strategy teams in one integrated process

Personalization at Scale
Automates customization of content for each product, audience and use case

Performance Optimization
Continuously improves content based on quantified engagement, ranking and conversion data

Expanded Creative Capacity
Production of high volumes of original, impactful content by combining AI scale and human imagination

Conversational AI
Llama-2 generates human-like narratives and messaging tailored to marketing objectives

Leading AI Services
Best-of-breed capabilities from Clarifai computer vision and Llama-2 NLG models

Agile Environment
AppSheet enables rapid deployment of custom workflows with tailored interfaces to capture human inputs

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Reimagine the impact of your marketing content. AIT-MARKI strategically integrates leading AI services with human creativity to craft optimized narratives that deeply resonate with your audiences. Unify your creative workflows. Quantify engagement and conversions. Revolutionize content creation through the synergy of artificial and human intelligence.

Navigating the Competitive Landscape

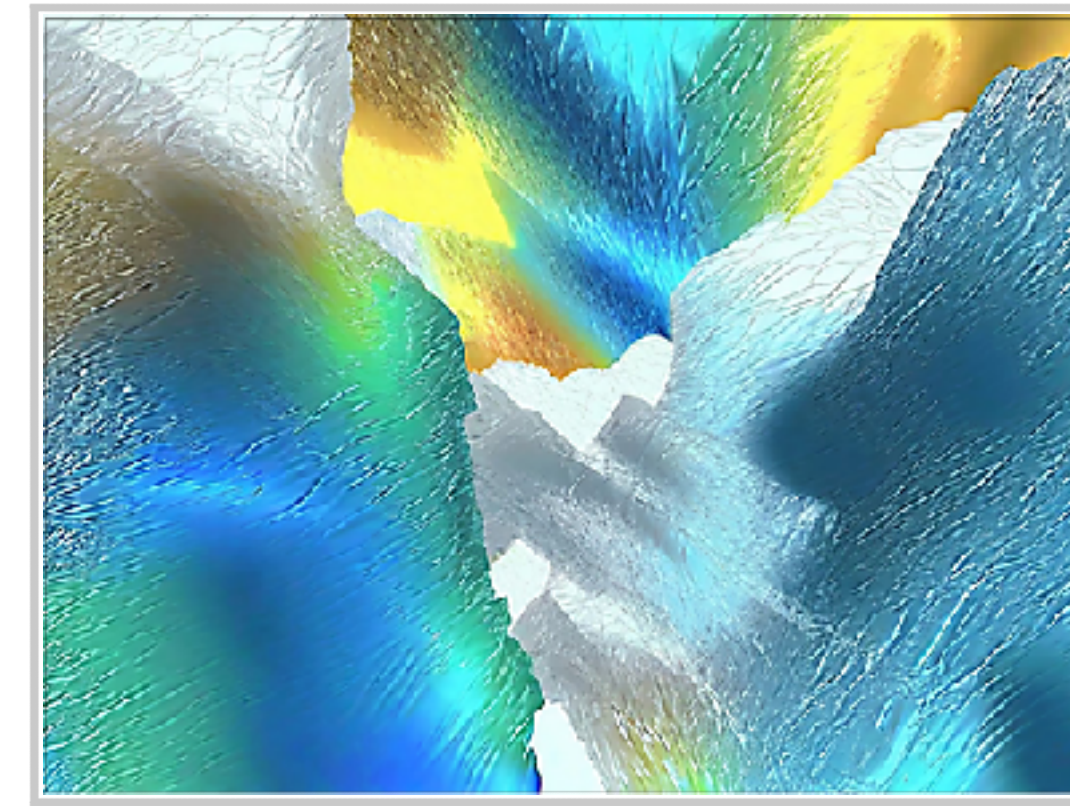MARKI provides an integrated suite of capabilities optimized for marketing content creation that competitors only address in a fragmented way. Its competitive advantage lies in its unified human-aware platform.

Product	Emotional Engagement	Informative Content	SEO Optimization	Grammar/ Style	Generative Writing	Images/ Visuals	1 click 6 Step Pipeline	Collaborative	+Mobile App
MARKI	✅	✅	✅	✅	✅	✅	✅	✅	✅
Copysmith		✅		✅	✅				
MarketMuse		✅	✅						
Wordtune		✅		✅					
Grammarly				✅					✅
Jasper		✅		✅	✅				
Adobe Stock						✅			

Potential Users: Expanding the Scope of AIT-MARKI

Content Strategists
Unify owned, earned, and paid content workflows

Digital Marketers
Connect consumer journeys across channels through emotionally-resonant narratives

Social Media Managers
Leverage AI scale to engage followers and amplify word-of-mouth

SEO/SEM Professionals
Optimize web content and ads for search rankings and performance

Conversion Rate Optimizers
Impact decisions across the funnel through behavioral psychology

Brand and Campaign Managers
Scale personalized content fulfilling brand standards

Agencies
Produce volumes of original, on-brand content for clients

Target

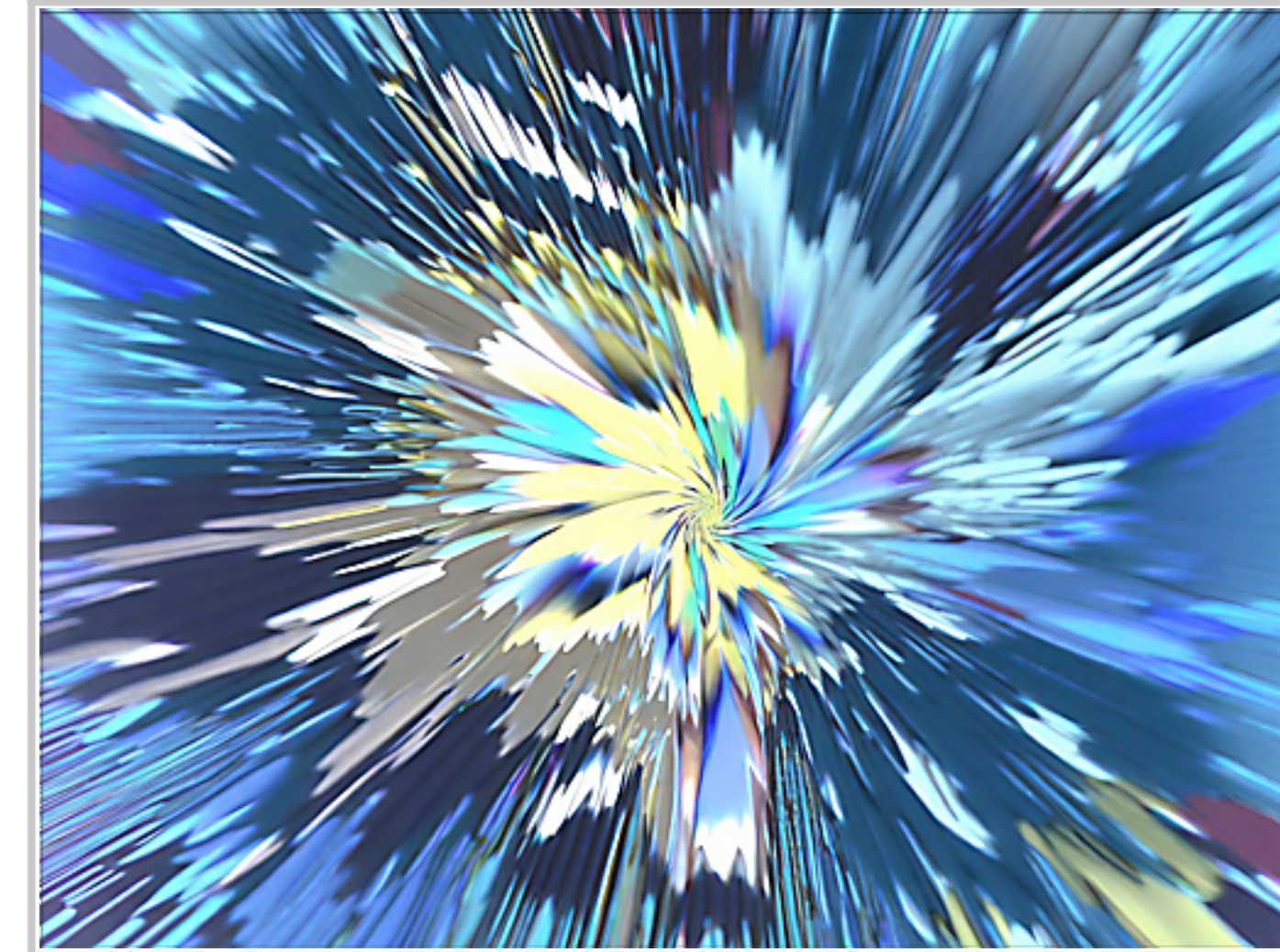*Copyright© 2023 AITrailblazer, LLC.*

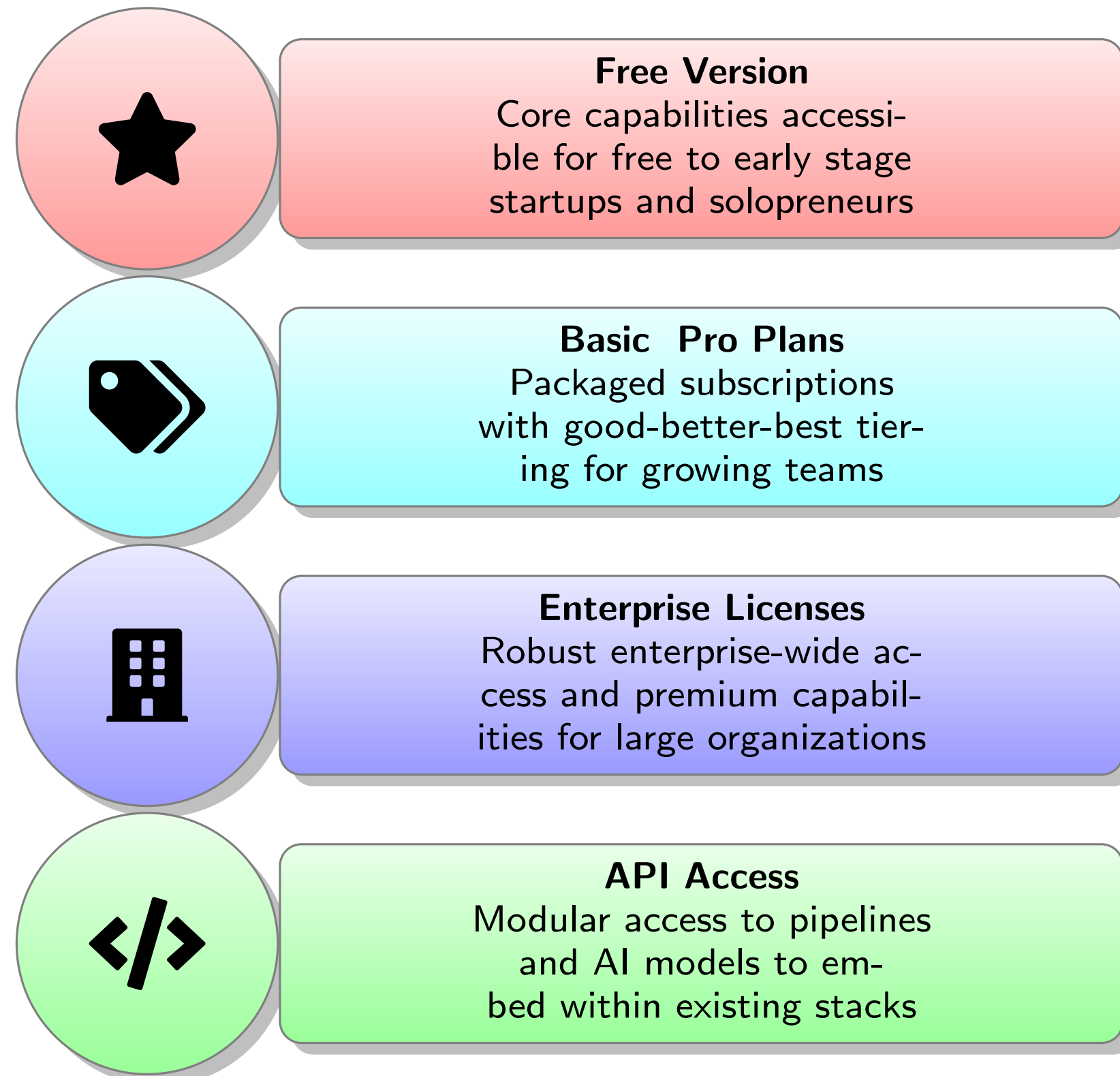MARKI isn't just for digital marketers and online advertisers. Our platform's versatility makes it a must-have solution for marketing professionals across diverse roles, transcending organizational silos. In the realm of optimizing marketing content creation through human-AI collaboration, MARKI is the tool of choice for a wide spectrum of marketers seeking to drive deeper engagement and resonance with audiences.

Charting the Path for Sustainable Growth: Monetizing AIT-MARKI

MARKI

Monetization

Monetizing for Broader Access and Sustainable Advancement Strategies

AIT-MARKI is purpose-built to revolutionize marketing content creation through advanced AI automation and optimization. Various monetization models make this cutting-edge innovation attainable for organizations of all maturities and sizes:

Free Version
Core capabilities accessible for free to early stage startups and solopreneurs

Basic Pro Plans
Packaged subscriptions with good-better-best tiering for growing teams

Enterprise Licenses
Robust enterprise-wide access and premium capabilities for large organizations

API Access
Modular access to pipelines and AI models to embed within existing stacks

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This range of monetization options allows for incremental evolution with AIT-MARKI as organizations scale. The goal is broad access paired with sustaining advancement of the platform over time.
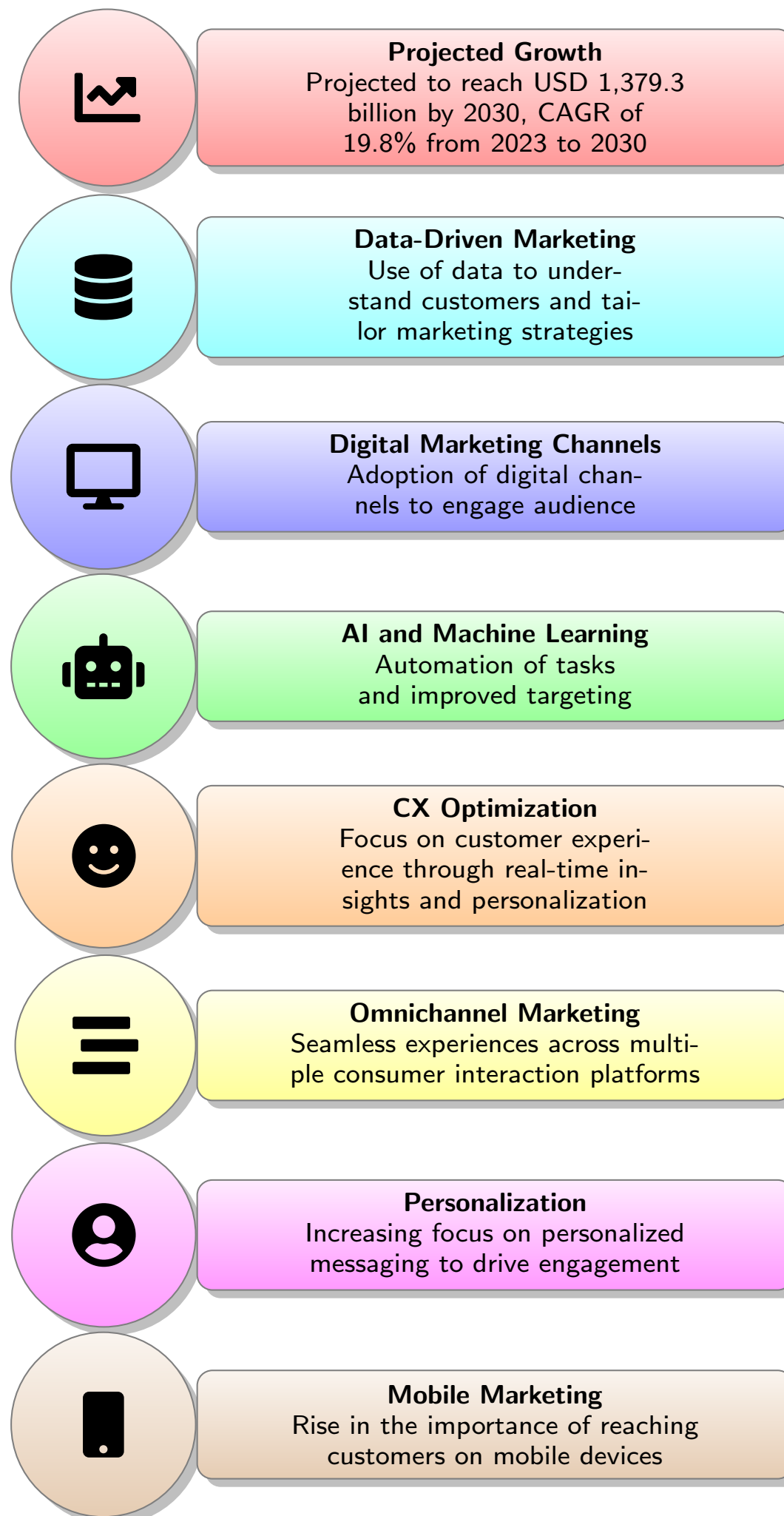
Market Overview:
Harnessing the Potential of AIT-MARKI
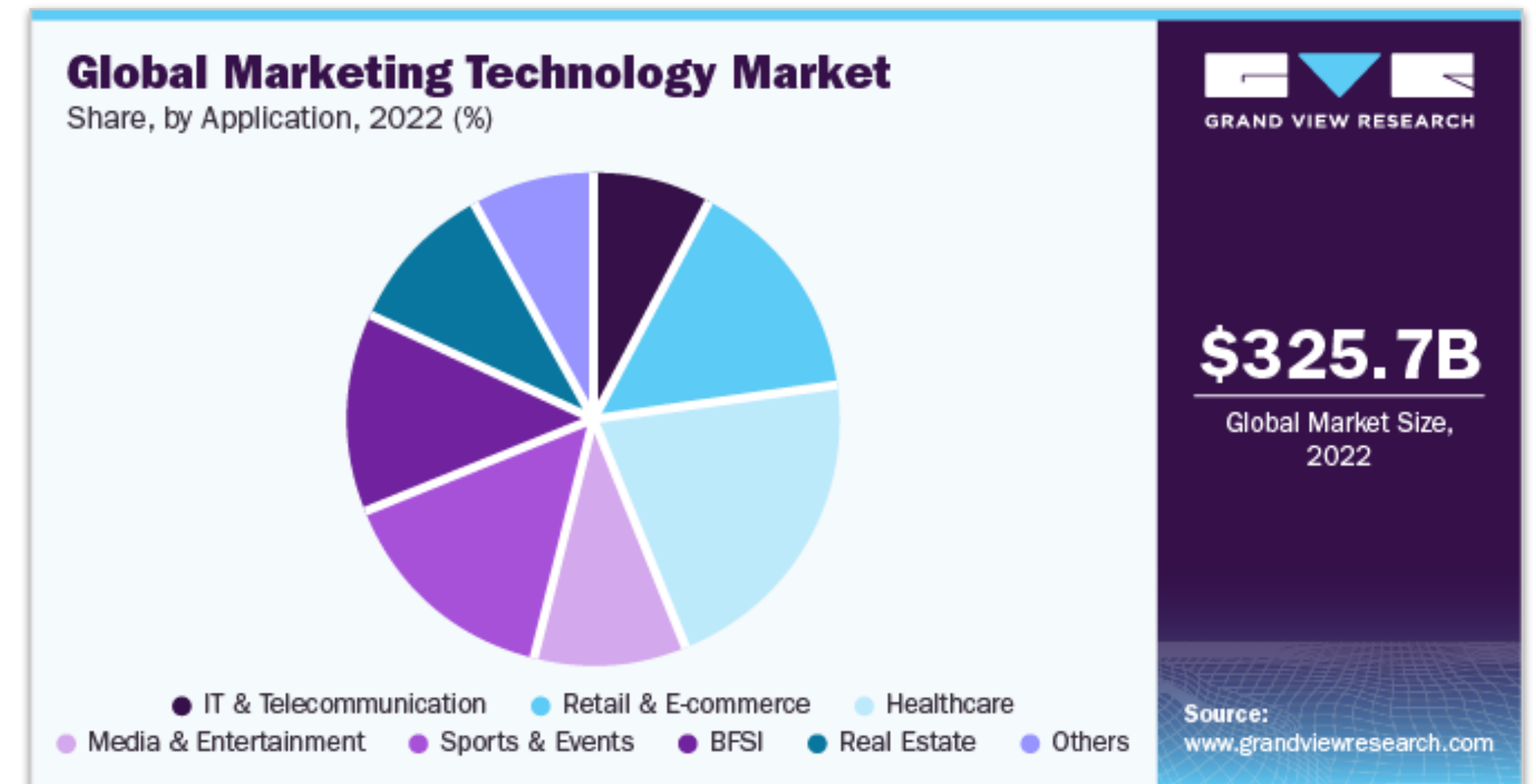
Growth and Trends in the MarTech Industry

Projected Growth
Projected to reach USD 1,379.3 billion by 2030, CAGR of 19.8% from 2023 to 2030

Data-Driven Marketing
Use of data to understand customers and tailor marketing strategies

Digital Marketing Channels
Adoption of digital channels to engage audience

AI and Machine Learning
Automation of tasks and improved targeting

CX Optimization
Focus on customer experience through real-time insights and personalization

Omnichannel Marketing
Seamless experiences across multiple consumer interaction platforms

Personalization
Increasing focus on personalized messaging to drive engagement

Mobile Marketing
Rise in the importance of reaching customers on mobile devices

MARKI sets itself apart in the booming MarTech industry by fusing data-driven analytics with emotional intelligence. While the industry as a whole focuses on harnessing data, digital channels, AI, and personalization, MARKI takes it a step further by incorporating human-centric elements. It uniquely integrates variables like Product Type, Emotional Buying Triggers, Target Audience Traits, and Emotional Messaging, thereby elevating its marketing narratives.

By seamlessly blending high-tech capabilities with a framework rooted in psychological principles, MARKI optimizes not just data points but the entire human experience. This dual approach enables MARKI to drive superior marketing outcomes through deeper, emotionally resonant human connections.

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Global Marketing Technology Market
Share, by Application, 2022 (%)

GRAND VIEW RESEARCH

$325.7B
Global Market Size, 2022

- IT & Telecommunication
- Retail & E-commerce
- Healthcare
- Media & Entertainment
- Sports & Events
- BFSI
- Real Estate
- Others

Source: www.grandviewresearch.com

Marketing Technology (MarTech) Market Size, Share & Trends Analysis Report By Product (Social Media Tools, Content Marketing Tools, Rich Media Tool, Automation Tool), By Type, By Application, By Region, and Segment Forecast, 2023 - 2030

https://www.grandviewresearch.com/industry-analysis/marketing-technology-martech-market-report

Trends Overview: E-Commerce Sales

Trends

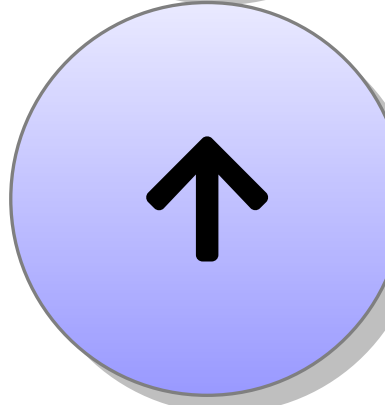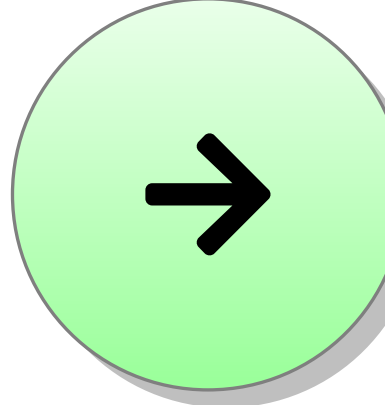## Quarterly Retail E-Commerce Sales
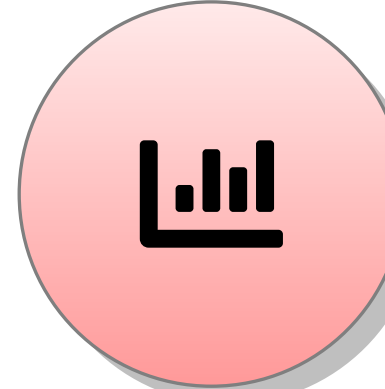
Q2 2023 E-commerce Sales
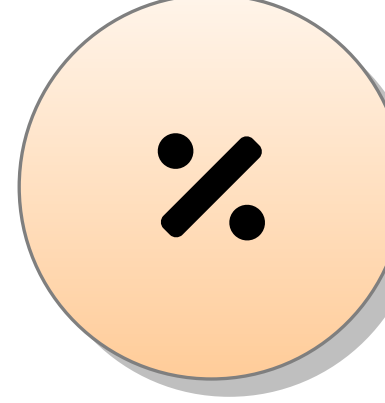Sales were $277.6 billion, a 2.1% increase from Q1 2023

Q2 2023 Total Retail Sales
Sales were $1,798.2 billion, virtually unchanged from Q1 2023

YoY E-commerce Growth
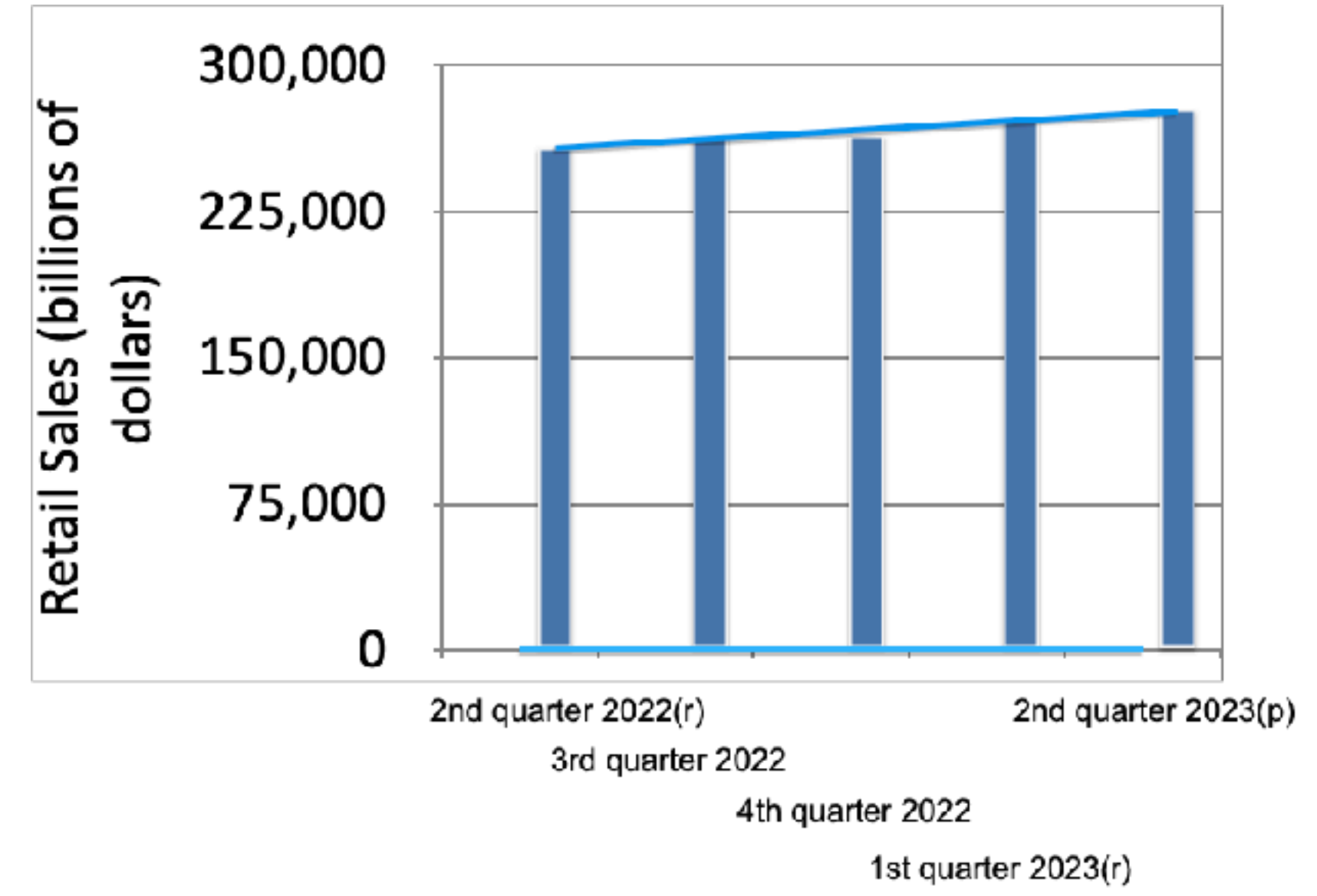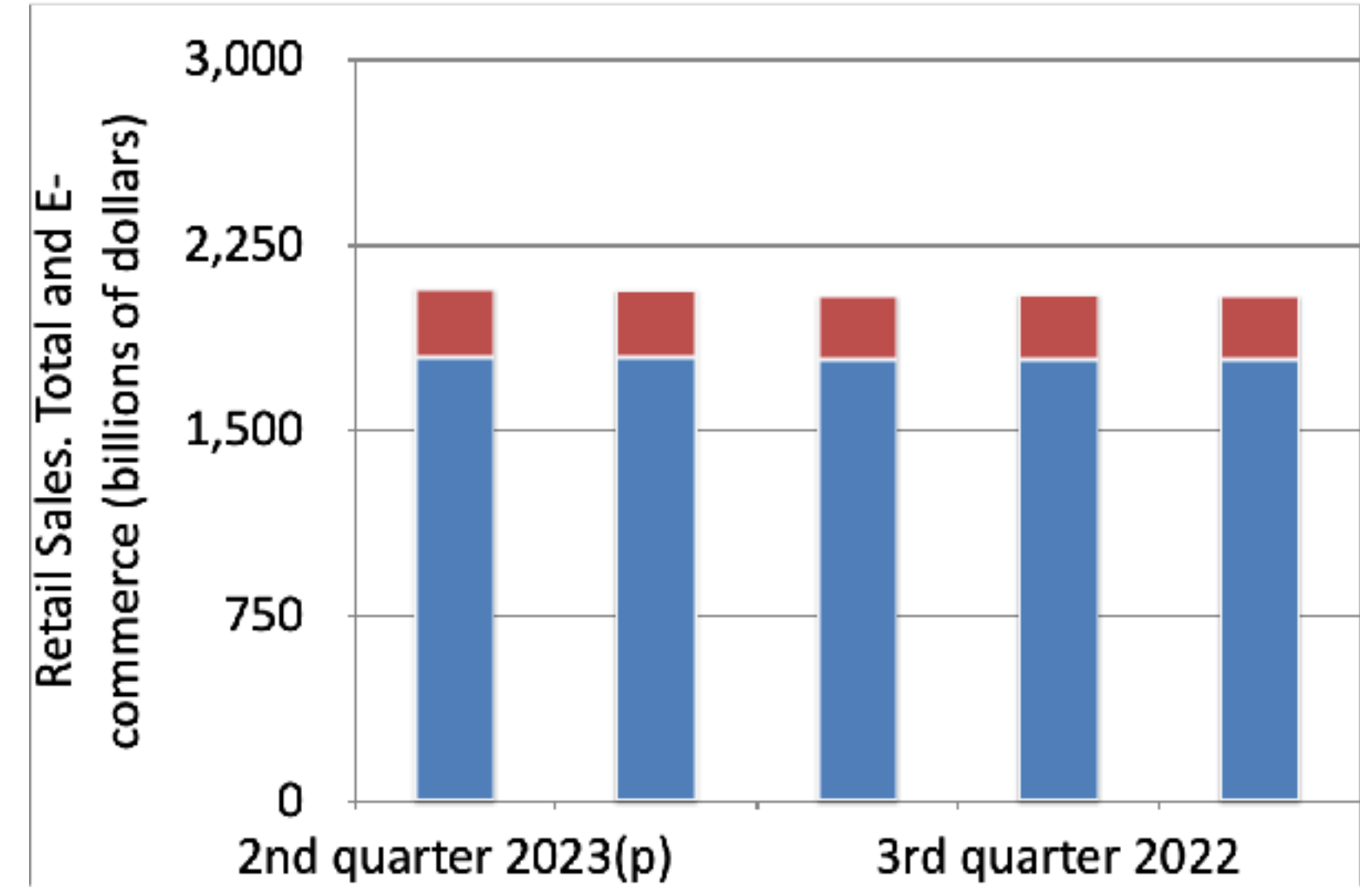Increased 7.5% compared to Q2 2022

YoY Total Retail Growth
Increased 0.6% compared to Q2 2022

E-commerce Share
Accounted for 15.4% of total retail sales in Q2 2023

The key e-commerce market trends:

Q2 2023 e-commerce sales $277.6B, up 2.1% vs Q1, 7.5% year-over-year; total retail sales $1,798.2B, flat quarterly, up 0.6% annually; **e-commerce 15.4% of total retail, gaining share.**
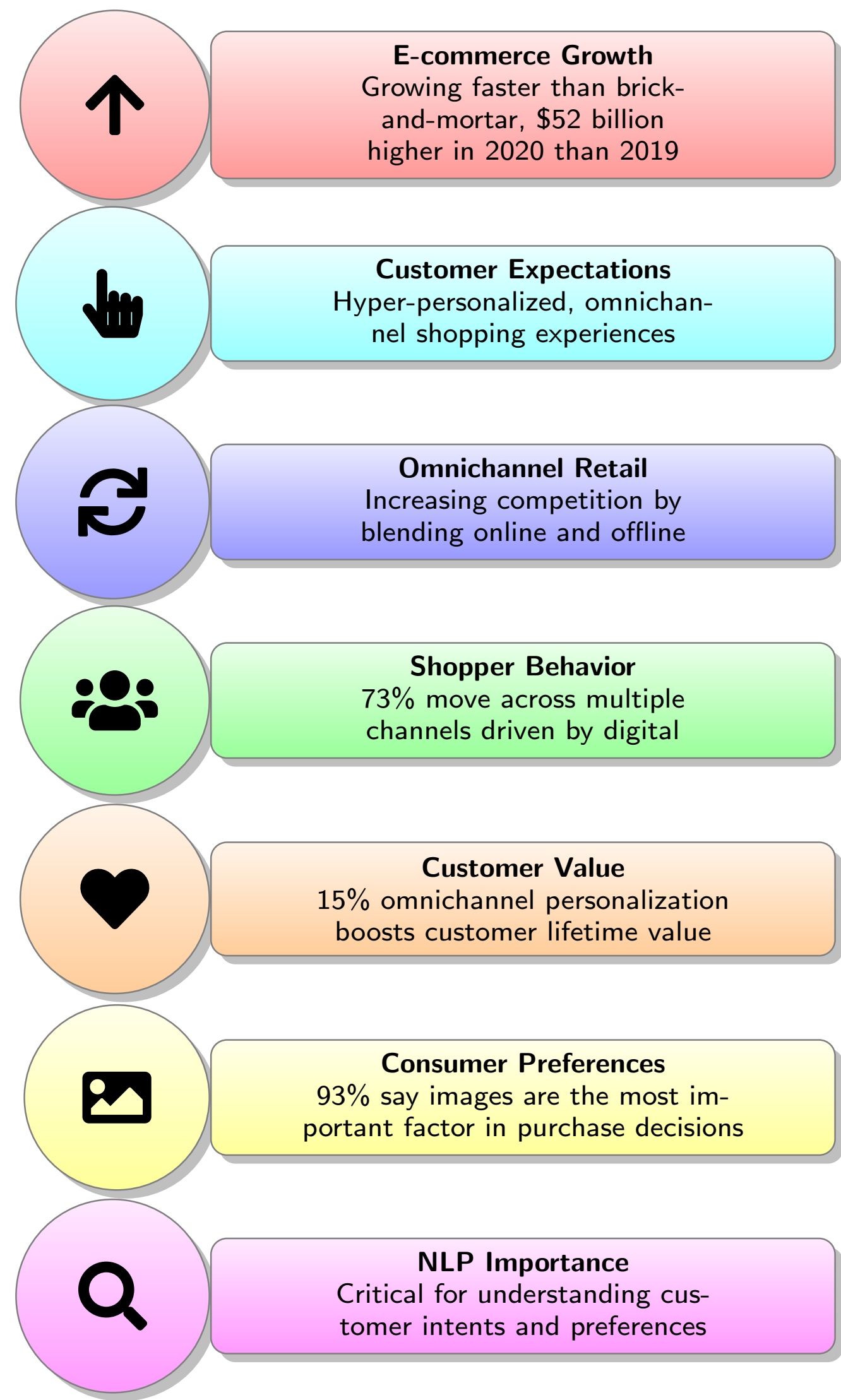

Generated with AIT-DiagramCodeX

https://www.census.gov/retail/ecommerce.html

Trends Overview: E-Commerce Sales

CLARIFAI REPORT
Leverage AI to Drive the E-Commerce Experience

E-commerce Growth
Growing faster than brick-and-mortar, $52 billion higher in 2020 than 2019

Customer Expectations
Hyper-personalized, omnichan-nel shopping experiences

Omnichannel Retail
Increasing competition by blending online and offline

Shopper Behavior
73% move across multiple channels driven by digital

Customer Value
15% omnichannel personalization boosts customer lifetime value

Consumer Preferences
93% say images are the most im-portant factor in purchase decisions

NLP Importance
Critical for understanding cus-tomer intents and preferences

The key e-commerce market trends:

E-commerce growing exponentially, 2020 sales up $52B vs 2019.

Shoppers demand personalized, omnichannel experiences across channels. 73% use multiple touchpoints, 15% higher lifetime value from personalization.

93% say images most important for purchases, visual content critical. NLP essential for extracting insights from customer searches, reviews, communication.

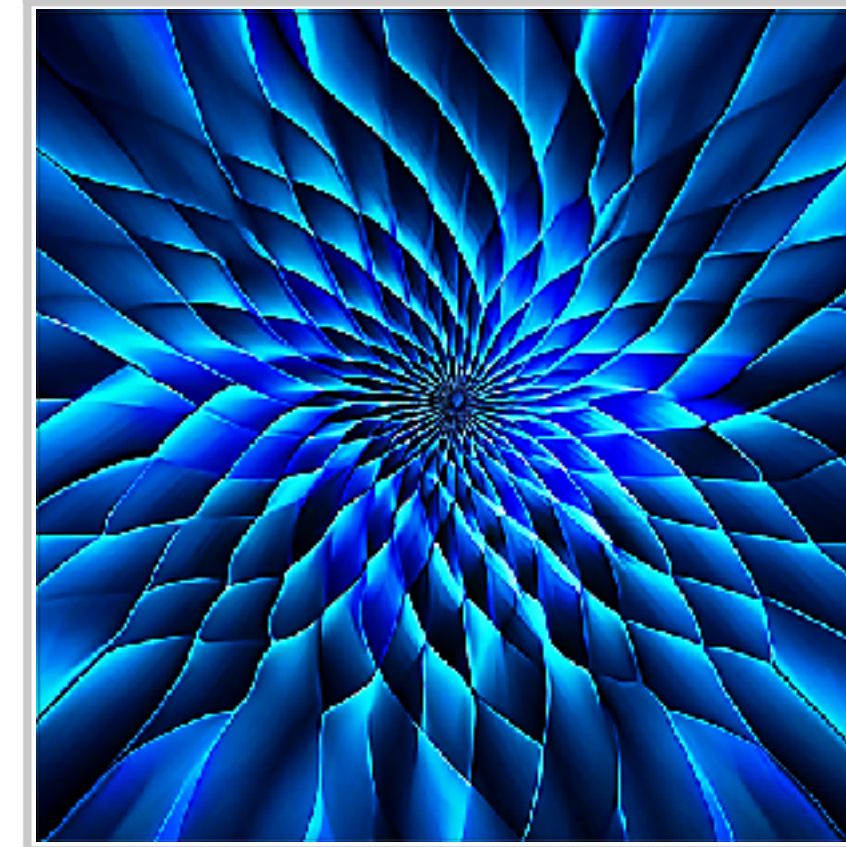Retail transforming to engagement-driven, omnichannel, visually-focused, powered by AI
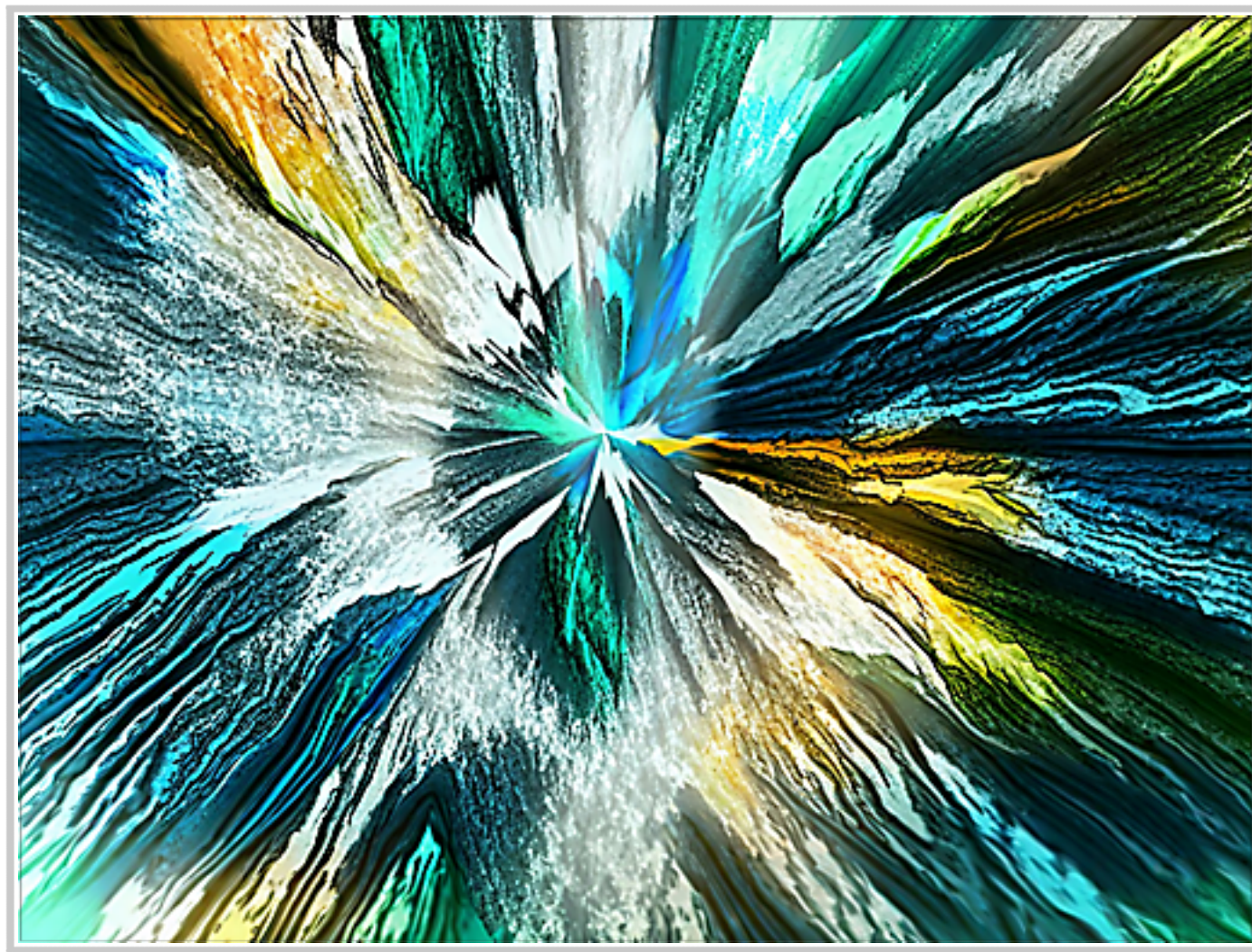
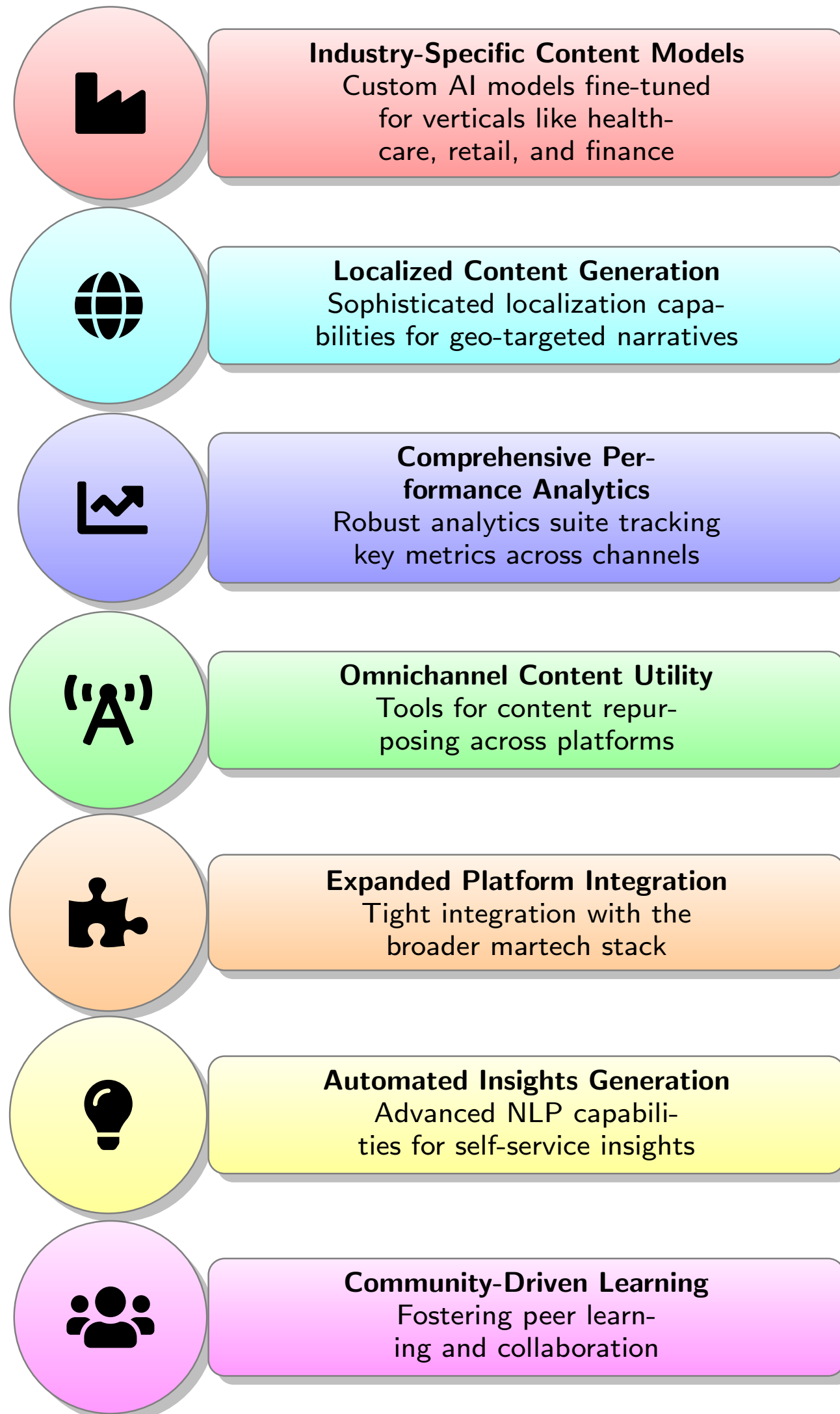*Copyright© 2023 AITrailblazer, LLC.*

Future Directions: Paving the Way for AIT-MARKI's Evolution

MARKI

Advancing MARKI to Drive Deeper Audience Engagement

Future Plans

Industry-Specific Content Models
Custom AI models fine-tuned for verticals like health-care, retail, and finance

Localized Content Generation
Sophisticated localization capa-bilities for geo-targeted narratives

Comprehensive Per-formance Analytics
Robust analytics suite tracking key metrics across channels

Omnichannel Content Utility
Tools for content repur-posing across platforms

Expanded Platform Integration
Tight integration with the broader martech stack

Automated Insights Generation
Advanced NLP capabili-ties for self-service insights

Community-Driven Learning
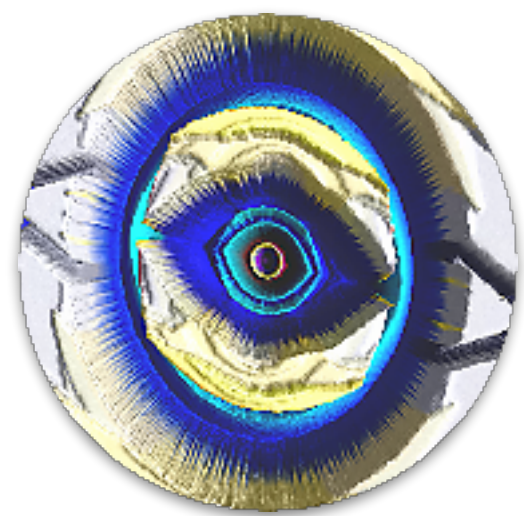Fostering peer learn-ing and collaboration

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By enhancing MARKI along these fronts, we aim to fulfill our vision of providing businesses with unprecedented optimization of human-aware marketing content leveraging the symbiotic strengths of AI technology and human creativity.

The focus is on evolving MARKI's capabilities to even more deeply engage audiences through precisely aligned and continuously optimized messaging. Please let me know if you would like me to modify or expand on this summary of the key future directions.

Thank You!