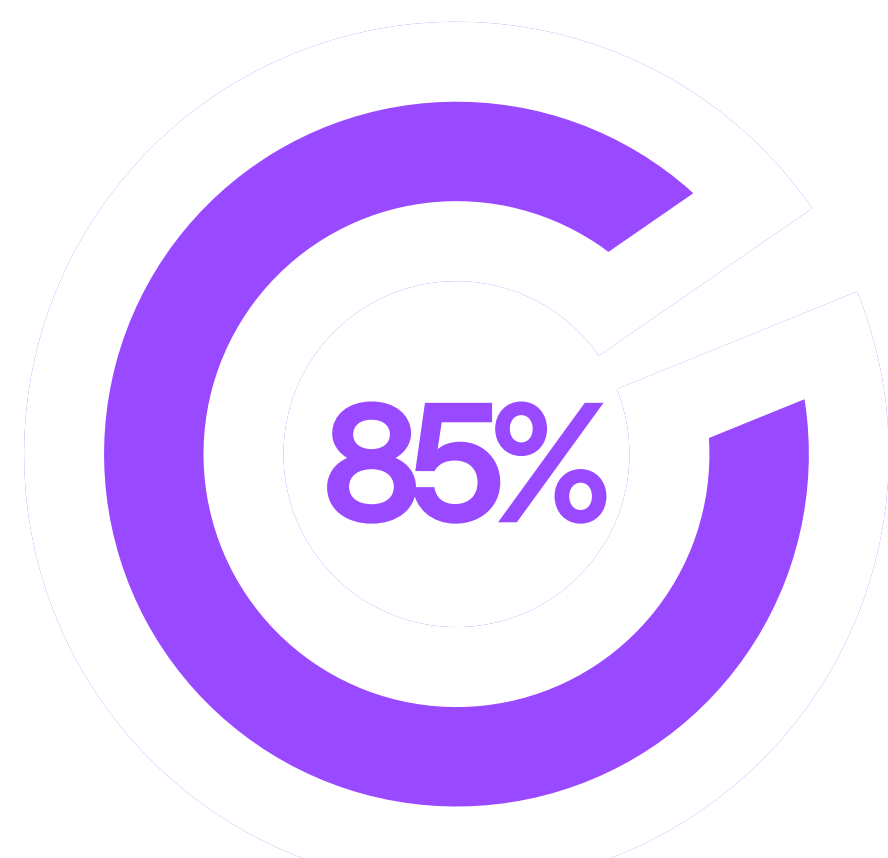


5 Tips for Generating Engaging Product Content with AI



85% of AI users use the technology for writing and content creation.

(SOURCE)



4 out of 5 businesses consider AI a top priority for their business strategy.

(SOURCE)



When generating product content with a genAI solution, you must be **clear, concise, and direct** to ensure the tool understands the task accurately.

5 Tips for AI Prompt Generation



Define the type of content and intended platform. The language you want to use for a **Amazon description** is going to be different than the **title for your eCommerce site**, even for the same product. Plus, providing these guidelines allows the algorithm to **optimize your content** in terms of **structure, end goal, and length**.

Define your brand's style and values. Your brand's message and identity should be infused everywhere. But your genAI solution cannot generate personalized, brand-specific content if it isn't trained on your brand. **Provide 3-5 keywords** as guidance, and ensure that the algorithm has received information on what is important to your brand.



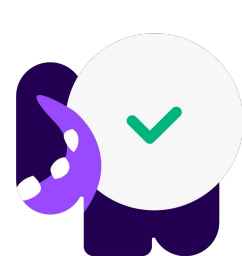
Consider SEO and keywords. To enhance visibility of your products and ensure you're attracting the right audience, provide your genAI solution with context around certain keywords you're targeting in your prompt. This allows the solution to naturally incorporate these keywords in its responses.

Request variations. Whether you want to A/B test variations of email subject headers or test different messaging on similar products, asking the genAI solution to generate variations of your copy is never a bad idea. Specify what you would like variations of (i.e., "more friendly" or "with less characters").

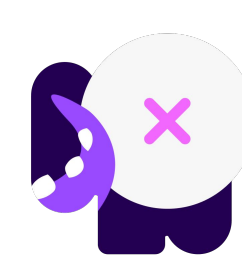


Iterate, iterate, iterate. GenAI has made leaps and bounds in the past few years, but it's still in its infancy - it will rarely get it perfectly right on the first try. Generating highly personalized, engaging content requires continual refining and maintenance.

Example #1



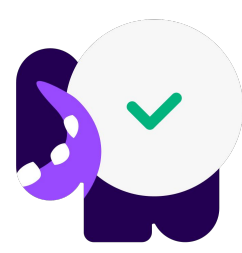
"Write a 250 word product description for a thermal jacket designed for sustainability-conscious consumers. Address their need for well-insulated, long-lasting outerwear made from recycled material. Follow our brand style guide closely, especially in terms of language use and structure."



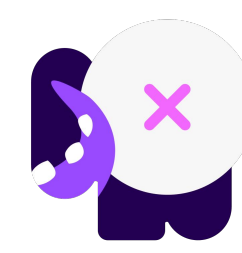
"Write a short product description about our new winter jacket. It's available for \$79.99 and you can find more information about it here: www.ecoziggy.com/thermal-jacket-SKU174323."

Why? The prompt on the left provides specifics on length, brand values, and the material of the product, along with a reference to documents that have been fed to the algorithm previously. The prompt on the right is vague and provides unnecessary information, such as price. Plus, most genAI solutions cannot pull information from URLs.

Example #2



"Provide 3-5 variations of product titles for a cutting-edge smartphone targeted at tech-savvy consumers aged 18-30 who prioritize innovation and performance in their devices. Include the following keywords: "AI-powered camera", "5G", and "sleek design".



"Write a title for a new phone with a good camera that makes someone want to buy it. Highlight the new capabilities available and keep it short so that we can repurpose it for an Instagram caption."

Why? The prompt on the left specifies the target audience, desired keywords, and asks for multiple options. The prompt on the right doesn't provide enough details, and is confusing as it's asking for both a product title and Instagram caption.