30+

Marketing AI Tools
Every Marketer
Should Know About

A comprehensive list of easy-to-start marketing AI tools that anyone can begin using.


rasa.io

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Introduction

The world of AI is rapidly evolving. We've already seen a massive technological leap in every industry as organizations and companies alike adapt to the huge changes in strategies and tactics.

> *According to the latest available data, there are around* ***67,200 artificial intelligence companies worldwide*** *as of 2024*

<div align="right">

*Source: **Traxcn***

</div>

What is the difference between Marketing Automation and Marketing AI?

Marketing Automation leverages platforms and technology to automate repetitive marketing tasks and workflows, while Artificial Intelligence involves the science of making machines intelligent. This leads to Marketing Artificial Intelligence, which is the in-between where AI is applied to make marketing smarter.

Marketing Automation   **Marketing Artificial Intelligence**   **Artificial Intelligence**
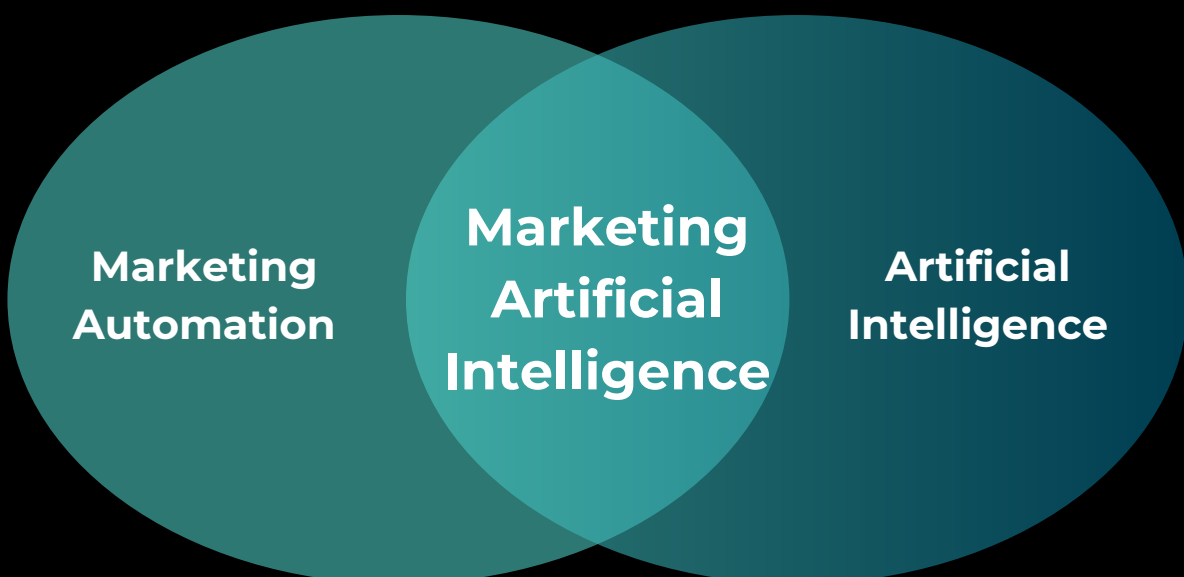
Understanding The Marketing-to-Machine Scale

Coined by the Marketing Artificial Intelligence Institute, the Marketing-to-Machine (M2M) Scale refers to the level of AI involvement in marketing tasks, ranging from 1 to 5:

1 = All humans, all the time (this is where most traditional marketing software is today, with humans writing the code and rules/algorithms)
2 = Minimal AI involvement
3 = About half human, half machine
4 = Predominantly AI-driven
5 = Fully autonomous

Most marketing AI technology today is still in its infancy, likely falling around a 2 or 3 on the M2M scale, with minimal to moderate AI involvement.

The Marketing AI Implementation Checklist

Here's a structured checklist to help you integrate artificial intelligence (AI) technologies into your marketing strategies and operations + ensure a smooth and successful adoption of AI solutions. The list below will help you begin to start asking the right questions and get you the right answers.

My Personal Marketing AI Checklist

- ☑ The AI tool integrates with your ESPs, CRMs, and other marketing tools.
- ☑ You have defined the scope and time it would take for implementation.
- ☑ Defined the target audience for the AI tool.
- ☑ The tool protects sensitive information with robust data security measures
- ☑ The tool combines human oversight with AI technology.
- ☑ Read over the Marketing AI Tools list.
- ☑ All of the above has been checked off.

Content Generation

![Jasper logo]

What is Jasper?

Jasper is an AI writing assistant that helps marketers create high-quality content 5-10x faster. It can generate blog posts, emails, ads, website copy, and more using simple prompts.

- Long and short-form content generation for blogs, ebooks, social media posts, emails, etc.

- Ability to write in over 25 different tones and styles based on your brand voice.

- The plagiarism checker ensures all output is 100% original and identifies similar content online.

- Integrations with Google Docs, Grammarly, Surfer SEO, and more.

How do you use Jasper?
- **Step 1:** Enter a brief description or outline of what you need written
- **Step 2:** Select the content type and tone you want (e.g. blog post, persuasive)
- **Step 3:** Jasper's AI generates a first draft instantly
- **Step 4:** Edit and refine the content as needed using Jasper's rewriting tools

How do we benefit from Jasper?

Overcome writer's block, generate fresh ideas quickly, produce more content in less time to feed marketing channels, and ensure consistent quality and on-brand voice across all content - freeing up time from writing tasks to focus on strategy.

Starts at **$24/month** for 20,000 words generated
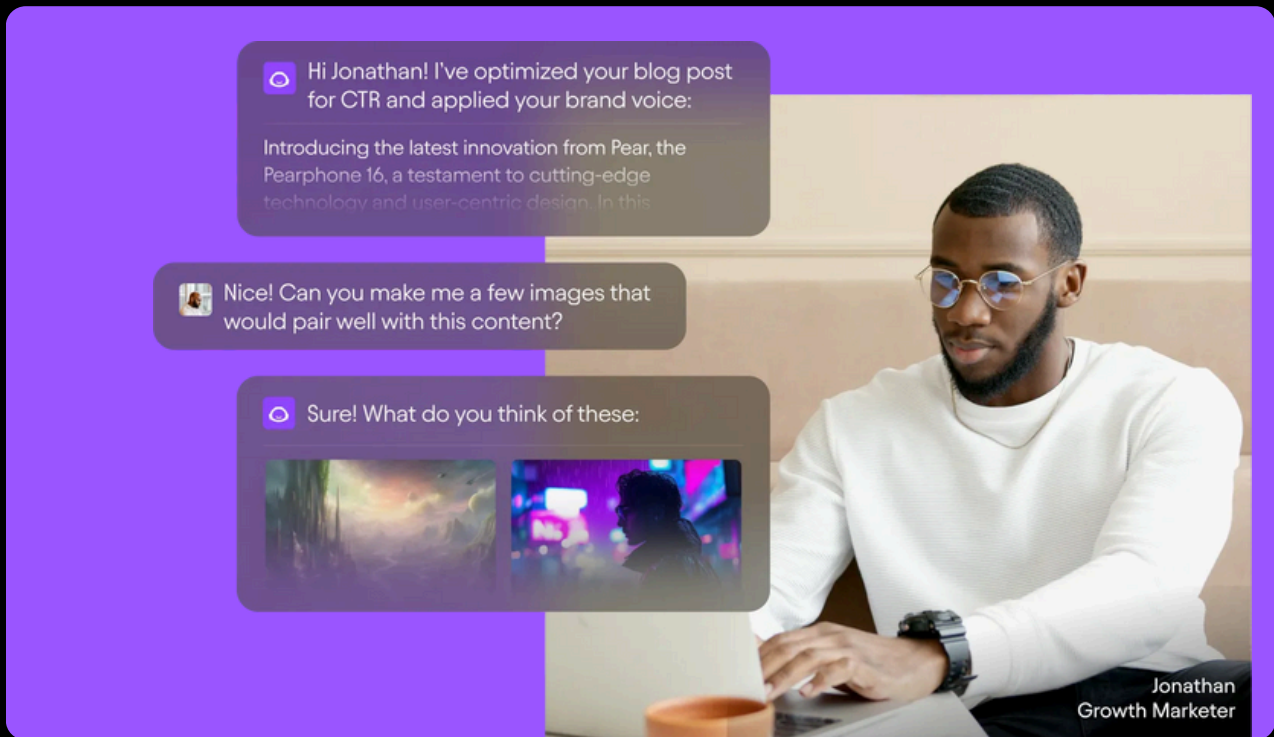
Generate text and images aligned with your branding and best practices.
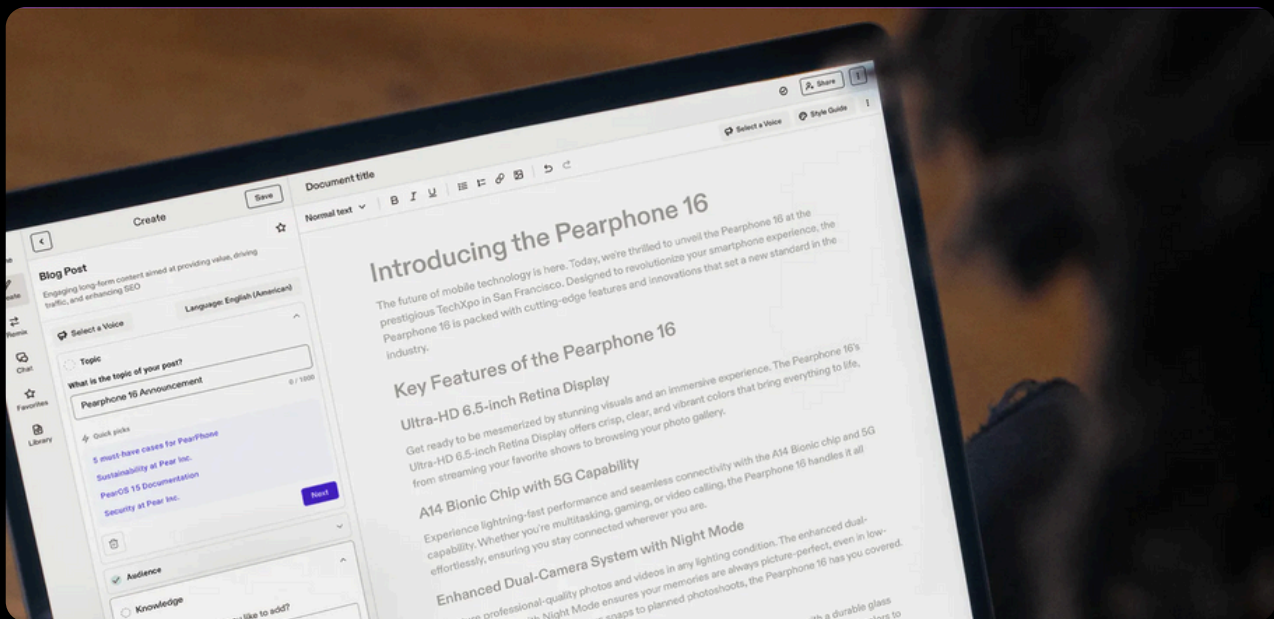
Tap into your knowledge base to create content that is always on brand.

Image Source: jasper.ai

HyperWrite

What is Hyperwrite?
HyperWrite is an AI-powered writing tool that provides personalized writing assistance and content-generation capabilities to boost productivity.

TypeAhead (context-aware sentence completion suggestions) for personalized sentence completions.

AI Agents automate and streamline various everyday tasks. Record a task once, and the assistant can repeat it.

HyperWrite uses real-time info to offer writing tools for academic research by citing millions of scholarly articles.

There are over 100+ AI tool presets to write, research, and refine to suit your needs.

How do you use Hyperwrite?
- **Step 1:** Create a new document by providing details about your writing purpose and style preferences.
- **Step 2:** Start typing in the document editor and leverage AI-powered writing suggestions like ThinkAhead and Hyper Paragraph.
- **Step 3:** Use AI writing tools like Rewrite, Tone Adjustment, and Translation by highlighting text and start re-writing.

How do we benefit from Hyperwrite?
With the ability to provide text suggestions, generate original sentences and paragraphs, and improve grammar, it aims to boost productivity, overcome writer's block, and enhance the overall quality of written content across different platforms and use cases.

Starts at **$20/month** for 200 Credits

✦ Honorable Mentions

ShortlyAI

What is ShortlyAI?

ShortlyAI is an AI-powered writing tool specializing in creating SEO-friendly content and maintaining content quality and excels in long-form content generation, and more.

Enhances SEO effectiveness through advanced keyword integration by incorporating relevant keywords and phrases.

Starts at **$65/month** for Unlimited Credits

✦ ✦ ✦

unbounce

What is Unbounce Smart Copy?

Unbounce's Smart Copy focuses on generating short-form marketing copy like ad headlines, product descriptions, and email subject lines

Includes a web for easy access + a desktop app to integrate with platforms like Microsoft Word, Slack, and Adobe Photoshop.

Free plan + Starts at **$8/month** for limited credits

Media Generation

DALL·E

What is DALL-E?
DALL·E 3 is an AI image generator that creates realistic images from text descriptions using deep learning techniques like transformer neural networks and diffusion models.

- DALL-E is integrated with ChatGPT, allowing users to generate images directly within the ChatGPT interface

- Generate images in a wide range of artistic styles. Users can create everything from logos to marketing materials

- Users retain full ownership of generated images without needing additional permissions

- Able to follow complex prompts with better accuracy, resulting in more coherent and contextually appropriate images

How do you use DALL·E?
- **Step 1:** Create a clear and detailed textual prompt describing the image you want to generate.
- **Step 2:** Use the platform to generate multiple variations of your image based on the initial prompt.
- **Step 3:** You can refine your prompt or use features like "Outpainting" to add more details.
- **Step 4:** Once satisfied with the results, download the image.

How do we benefit from DALL·E?
Enable rapid creation of high-quality, customized images without artistic skills. It's ideal for marketers, designers, content creators, and businesses seeking cost-effective visual content generation, saving time and resources compared to traditional methods.
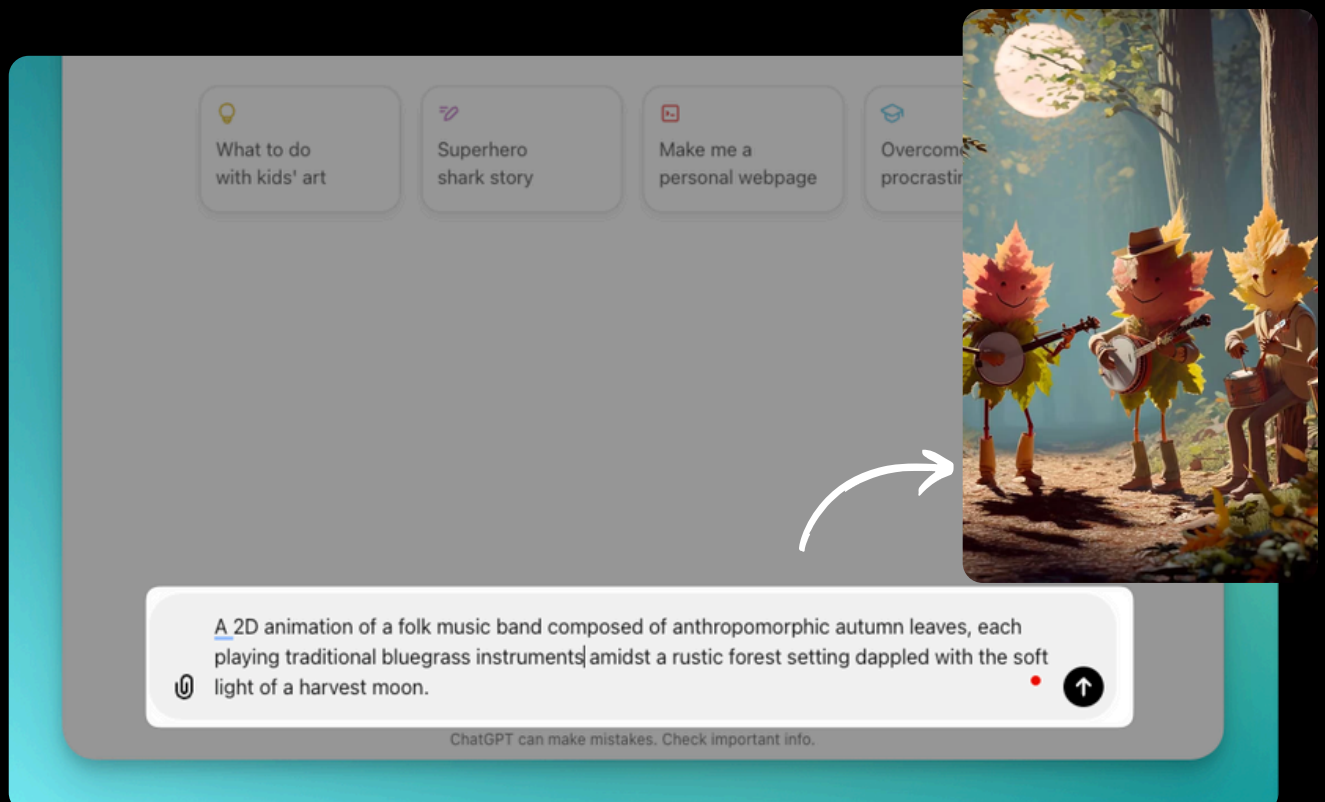
Available to all ChatGPT Premium users starting at **$20/month**

DALL·E

Generate high-quality images in seconds.

Prompted straight within ChatGPT – from text to stunning images.

runway

What is Runway?

Runway is an AI platform that combines machine learning with art and design, aiming to make the capabilities of artificial intelligence with offers over 30 creative tools.

- Create videos in any style imaginable simply by providing text prompts without the need for traditional filming or editing

- Over 30 AI-powered tools for content creation and editing. Such as video editing and image manipulation

- Runway offers the ability to turn static images into dynamic videos and bring motion to specific areas or subjects

- Train your own personalized AI models for specific objectives such as content generation, task execution, and style biases

How do you use Runway?

- **Step 1:** Choose your project type (video, image, or animation).
- and upload existing media or generate new content.
- **Step 2:** Apply AI-powered edits (e.g., object removal, background changes).
- **Step 3:** Fine-tune results and export your finished project in your desired format.

How do we benefit from Runway?

Create videos and edit faster and more efficiently compared to traditional platforms, making high-quality content production accessible to creators, marketers, and businesses of all sizes. It's designed for those seeking to streamline their workflow and leverage AI-powered tools in video & image creation.

Free Option | Starts at **$15/month** for 625 credits

What is HeyGen?

HeyGen is an AI video generation platform that allows users to create professional-quality videos with AI avatars, voiceovers, and templates in minutes without any video editing experience.

- Access 120+ AI-generated presenters, eliminating the need for human actors or expensive video shoots
- Convert written scripts into natural-sounding speech, available in multiple languages and accents
- Create an AI clone of your own voice in over 40 languages, enabling multilingual content creation
- 300+ pre-made templates for quick video creation, allowing even non-experts to produce professional-looking content

How do you use HeyGen?

- **Step 1:** Choose a template or start from scratch.
- **Step 2:** Upload your assets (images, videos, audio) or use HeyGen's AI-powered tools to generate content.
- **Step 3:** Customize your video by adding text, selecting an AI avatar, and applying text-to-speech or voice cloning.
- **Step 4:** Preview your creation and click "Submit" to generate the final video

How do we benefit from HeyGen?

Rapid, cost-effective video creation using AI-powered avatars and voices. It's designed for marketers, businesses, and content creators seeking to produce high-quality videos quickly and efficiently without technical expertise.

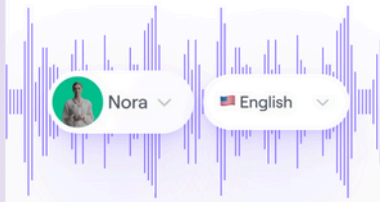**Free Option** | Starts at **$29/month** for 15 Credits
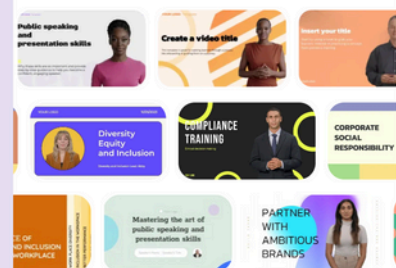
Produce videos with AI-generated avatars and voices in 3 simple steps.
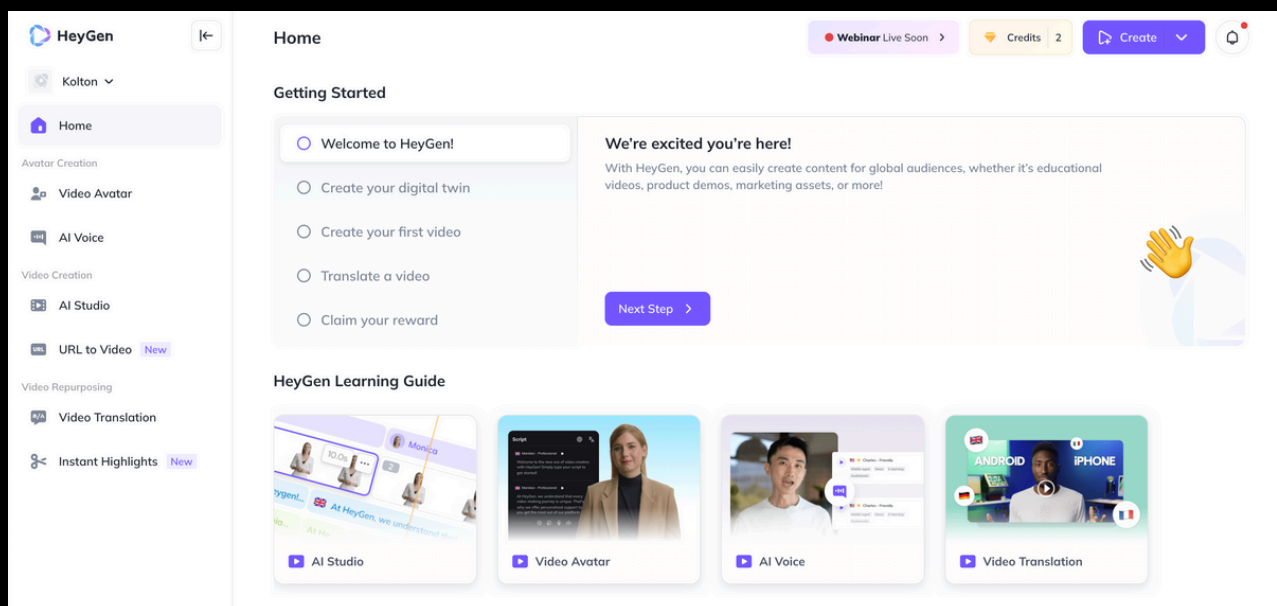
Create AI-generated content intuitively within the HeyGen dashboard.

Image Source: *heygen.com*

Lensa AI

What is Lensa?

Lensa edits, modifies, and transforms photos and videos. Its most famous feature is the "Magic Avatar" tool, which generates AI-generated avatars or portraits from user-uploaded selfies.

- Lensa's most popular feature uses AI to generate stylized portraits and avatars from user-uploaded selfies

- Advanced background editing capabilities, including blurring, replacing, and adding motion to backgrounds.

- A variety of unique filters and special effects, allowing users to transform their photos into different artistic styles.

- Trim videos, add music, apply filters, and adjust aspect ratios for social media compatibility

How do you use Lensa?

- **Step 1:** Choose an existing image from your device's gallery or take a new photo within the app.
- **Step 2:** Select a feature like Magic Correction for one-tap. retouching, background editing, or applying filters and effect
- **Step 3:** Fine-tune the edits using sliders and options, then save your enhanced image to your device or share directly to social media.

How do we benefit from Lensa?

Enhances photos with AI-powered tools, offering one-tap retouching, background editing, and unique filters. It simplifies professional-grade photo editing, allowing users to create stunning images and AI-generated avatars without expertise.

Starts at **$7.99/month**

What is Descript?

Descript is an all-in-one video and podcast editing tool that utilizes artificial intelligence technology to simplify the editing process without extensive training in traditional video editing software.

- Accurate automated transcriptions, saving significant time compared to manual transcription methods

- Instantly remove backgrounds from videos without the need for a physical green screen

- Automatically detects and removes filler words significantly improving the quality of audio and video content

- Re-record sections of audio using an AI voice clone, allowing for easy corrections without re-recording entire segments

How do you use Descript?

- **Step 1:** After uploading your file, let the AI transcribe your content and edit the text directly to make changes
- **Step 2:** Use AI-powered features like "Remove Filler Words" or "Edit for Clarity" to improve your content quickly
- **Step 3:** Incorporate music, sound effects, or visuals.
- **Step 4:** Generate summaries, create social media clips, and export your finished project

How do we benefit from Descript?

Redefines audio and video editing by allowing users to edit content as easily as editing a text document. It's ideal for content creators, podcasters, and video editors who want to save time and simplify their workflow without sacrificing quality.

Starts at **$15/month** for up to 10 transcription hours

ChatGPT

What is ChatGPT?
ChatGPT is an AI language model developed by OpenAI, capable of generating human-like text responses based on input prompts across a wide range of topics.

- Produce human-like text responses, engaging in more natural and contextually appropriate conversations
- Produce various types of content, including creative writing, code, summaries, and translations
- Easily adapts to new topics and requests without requiring extensive reprogramming
- Maintains continuity in conversations by remembering previous topics and user inputs

How do you use ChatGPT?
- **Step 1:** Identify repetitive or time-consuming marketing tasks that ChatGPT can assist with
- **Step 2:** Craft clear, specific prompts for each task, incorporating your brand voice and marketing goals
- **Step 3:** Review the output and refine it as needed.
- **Step 4:** Analyze marketing data, generate insights, and create actionable reports.

How do we benefit from ChatGPT?
Empowers marketers with efficient content creation, idea generation, and task automation across various channels. It saves time and improves productivity, allowing marketers to focus on strategy and high-value work while AI handles repetitive tasks.

Free Option | Starts at **$20/month**

✦ Honorable Mentions

✳ Claude

What is Claude?
Claude is an advanced AI language model developed by Anthropic, designed to engage in intelligent conversation, answer questions, and assist with various tasks across diverse domains.

Strong emphasis on ethical principles and moderation, making it suitable for industries requiring high ethical standards

Free Option | Starts at **$20/month**

✦ ✦ ✦

perplexity

What is Perplexity?
Perplexity is an AI-powered search engine and conversational assistant that directly answers queries, citing sources and offering real-time information from the internet.

The Chrome extension offers instant AI-powered assistance, providing quick summaries and contextual answers

Free Option | Starts at **$20/month** for Unlimited Quick Searches

✦ Honorable Mentions

Gemini

What is Gemini?

Gemini AI is Google's advanced multimodal AI model capable of understanding and generating text, code, audio, images, and video across various tasks and application.

Offers enhanced personalization, predictive modeling, and real-time optimization features within the Google Stack.

Free with a Google Account

✦ ✦ ✦

Copilot

What is Copilot?

Microsoft Copilot is an AI-powered assistant integrated into Microsoft 365, enhancing productivity by automating tasks, generating content, and providing insights.

Integrates AI assistance across Microsoft 365, saving time and improving work quality for users.

Free Option | Starting at **$30/month** for Microsoft 365

Email

rasa.io

What is rasa.io?

rasa.io an AI-powered platform that automates and personalizes email newsletters, delivering individually curated content to each subscriber to boost engagement and save time for marketers.

- Create individually curated newsletters for each subscriber based on their unique interests and past engagement behavior

- The AI selects the most optimal subject line for each individual recipient, further enhancing personalization

- Integrates with various CRM and marketing automation tools, allowing for seamless data flow and campaign management

- Detailed engagement data and insights, allowing you to understand your audience's preferences and interests better

How do you use rasa.io?

- **Step 1:** Connect content sources and integrate with existing email/CRM systems.
- **Step 2:** Upload the subscriber list and customize your newsletter design.
- **Step 3:** Set your schedule and let rasa.io do the work.
- **Step 4:** Review content and let the AI optimize over time.

How do we benefit from rasa.io?

Automate and personalize email newsletters, saving time and boosting engagement. It's ideal for organizations of all sizes, especially those with diverse industry news and media companies looking to disseminate personalized content to their audience.

Starts at **$190/month** for up to 5,000 Contacts
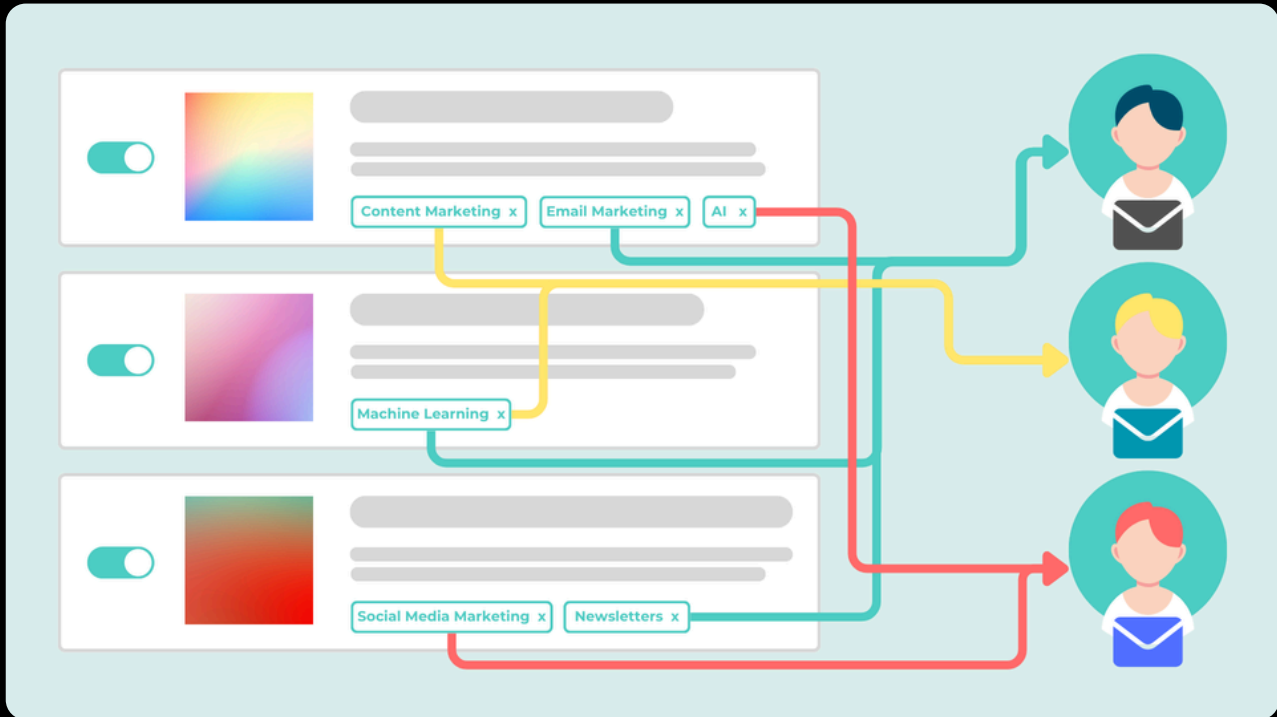
Automate the newsletter process with rasa.io's AI-newsletter engine.

Manage your newsletter's content with ease.

Image Source: *rasa.io*

What is Gemini in Gmail?

Gemini AI is Google's advanced AI assistant integrated into Gmail, helping users write, refine, and summarize emails more efficiently through a convenient sidebar interface.

⚙️ Users can provide bullet points or short instructions, and Flowrite generates complete, context-appropriate emails

✍️ The tool adapts to the user's writing style and offers personalized reply suggestions

⊞ Flowrite provides AI templates for common email types across various roles and teams

☰ The tool generates three high-quality options for each message, allowing users to choose or iterate

How do you use Gemini?

- **Step 1:** Write brief bullet points or short sentences outlining the key points you want to include in your email or message.
- **Step 2:** Select the appropriate email type or template from Flowrite's gallery that matches your communication purpose.
- **Step 3:** Click the Flowrite button to generate a fully-formed email or message based on your bullet points.

How do we benefit from Gemini?

Significantly reduce email composition time by generating complete emails from brief instructions or bullet points. It can cut email writing time by over 50% for frequent communicators, allowing users to create context-appropriate messages quickly while maintaining their personal writing style and tone.

Free for **Gmail Users**

What is Copilot in Outlook?

Copilot in Outlook is an AI-powered virtual assistant that enhances email management. It's designed to learn and adapt from user interactions to create an impactful email experience

- Automatically create concise summaries of individual emails or entire threads, helping users quickly grasp key points

- Users can generate email drafts by providing simple prompts to Copilot, streamlining the writing process

- Copilot enables more intuitive and effective searching within the inbox

- Receieve suggestions to improve the clarity and impact of your emails

How do you use Copilot?

- **Step 1:** Choose a task (e.g., "Draft with Copilot," "Summarize," or "Coach me") and enter a brief prompt describing what you need.
- **Step 2:** Review the AI-generated content, making any necessary edits.
- **Step 3:** Use the generated content in your email or ask Copilot to rephrase, expand, or provide additional insights.

How do we benefit from Copilot?

Enhances productivity by summarizing long email threads, drafting responses, and organizing messages. It saves time and improves email management as Copilot handles the routine email activities, ultimately boosting efficiency and reducing email overload.

Starting at **$30/month** per user

Flowrite

What is Flowrite?

Flowrite is an AI-powered writing assistant designed to streamline email and message composition by turning brief instructions into fully-formed, professional emails and messages.

⚙️ Users can provide bullet points or short instructions, and Flowrite generates complete, context-appropriate emails

✍️ The tool adapts to the user's writing style and offers personalized reply suggestions

▦ Flowrite provides AI templates for common email types across various roles and teams

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How do you use Flowrite?

- **Step 1:** Write brief bullet points or short sentences outlining the key points you want to include in your email or message.
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- **Step 3:** Click the Flowrite button to generate a fully-formed email or message based on your bullet points.

How do we benefit from Compose AI?

Significantly reduce email composition time by generating complete emails from brief instructions or bullet points. It can cut email writing time by over 50% for frequent communicators, allowing users to create context-appropriate messages quickly while maintaining their personal writing style and tone.

Starts at **$5/month** for 15 messages

What is Compose AI?

Compose AI is a Chrome extension that leverages AI to automate writing tasks. It assists with composing emails, generating text, and providing writing suggestions to enhance productivity.

- Email composition assistance quickly drafts replies or generate ideas that you can then edit and personalize.

- AI-powered text generation to quickly draft content or get ideas for your writing.

- Advanced autocompletion for your sentences, reducing typing time and speeds up the writing process

- Integrate with multiple platforms like Outlook, Gmail, or other text editors.

How do you use Compose AI?

- **Step 1:** Open your email client.
- **Step 2:** When composing an email, type "//" to prompt Compose AI to generate text and help you draft full-length emails.
- **Step 3:** Use the one-click professional reply option for incoming emails. The generated response will automatically reference the context from the original email and create a relevant reply.

How do we benefit from Compose AI?

Utilizing the tool's recommendations can significantly improve your emails' flow and clarity. You can easily customize settings to tailor the AI's suggestions by adjusting factors like tone and style to align with your preferences, giving you full control over your email writing experience.

Free Option + Starts at **$15/month** for 25,000 words

Advertising

What is AdCreative.ai?

AdCreative.ai is an AI-powered platform that generates high-converting ad creatives and texts for various digital marketing channels, leveraging a database of successful advertisements.

Leverage AI to quickly produce high-performing ad creatives, texts, and headlines, saving time and improving efficiency

With over 100 million data points to inform its decisions, it ensures ads are optimized for performance

A one-stop solution for various advertising needs such as media generation, competitor analysis, and more.

Automatically generate multiple versions of an ad and test them against each other to identify the best-performing variant

How do you use AdCreative.ai?

- **Step 1:** Create a new document by providing details about your writing purpose and style preferences.
- **Step 2:** Start typing in the document editor and leverage AI-powered writing suggestions like ThinkAhead and Hyper Paragraph.
- **Step 3:** Use AI writing tools like Rewrite, Tone Adjustment, and Translation by highlighting text and start re-writing.

How do we benefit from AdCreative.ai?

Generate high-converting ad creatives using AI technology, saving time and resources while improving advertising effectiveness. It's meant for businesses of all sizes looking to enhance their digital advertising efforts with AI-powered creative generation.

Free Trial | Starts at **$29/month** for 10 Credits
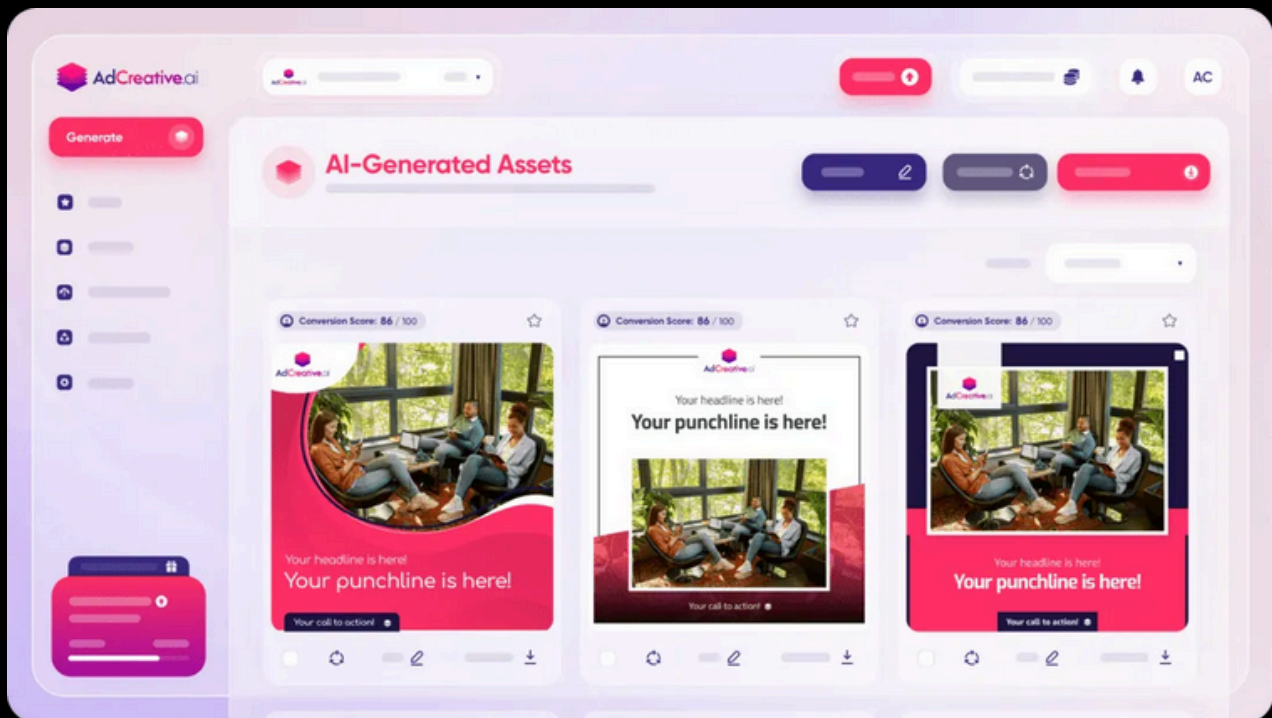
Generate conversion-focused ad creatives and speed up your design process.
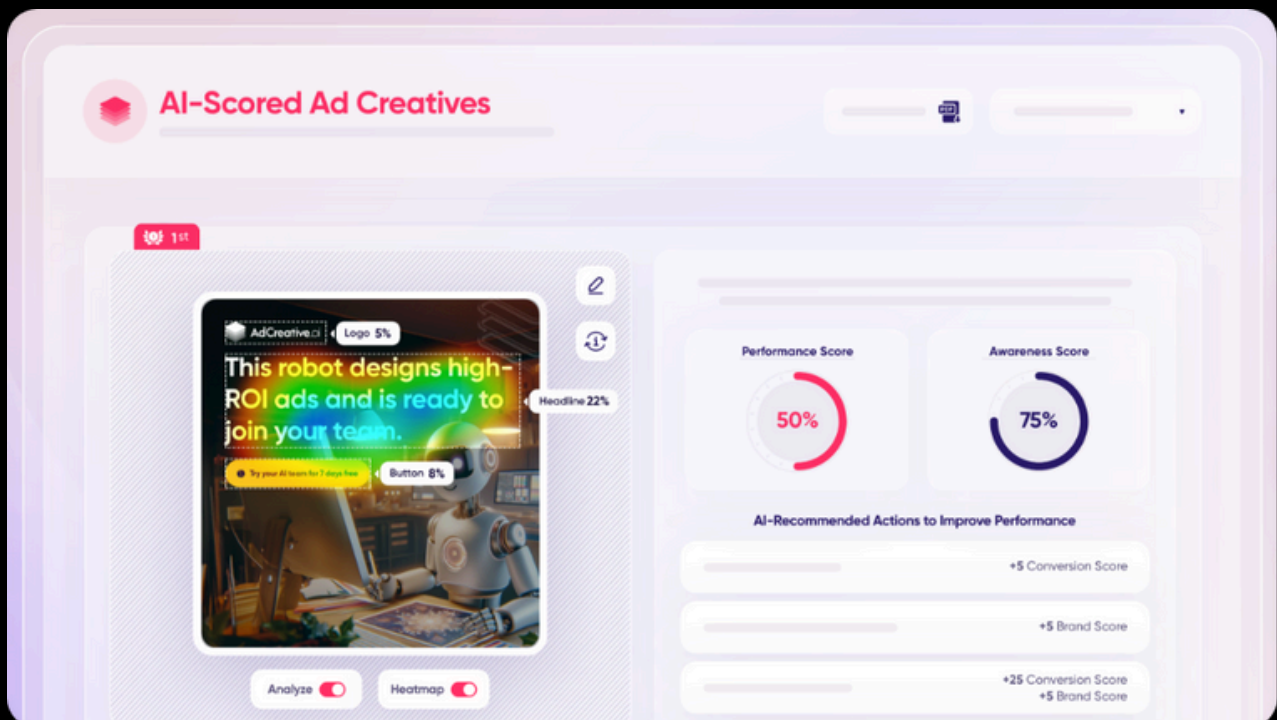
Utilize predictive AI to determine which ad will perform better.

albert™
BY ZOOMD

What is Albert?

Albert is a cloud-based autonomous AI platform that manages and optimizes digital marketing campaigns across multiple channels, including search, social, and programmatic advertising

- Auto-optimize marketing campaigns across multiple channels, adjusting strategies in real-time based on performance data

- The platform seamlessly executes campaigns across various platforms simultaneously

- Auto-segments audiences based on user behavior, enabling personalized marketing that resonates with each individual

- Generates actionable insights and marketing strategies based on past performance and market trends

How do you use Albert?

- **Step 1:** Define your primary campaign objectives.
- **Step 2:** Upload your creative assets, set budget parameters, and specify any targeting preferences or constraints.
- **Step 3:** Turn on the AI system and allow it to begin analyzing data and optimizing campaigns.
- **Step 4:** Review the AI performance insights, respond to its recommendations, and adjust your strategy.

How do we benefit from Albert?

Autonomously manage and optimize marketing efforts with more precision, intelligence, and efficiency than traditional tools or human marketers alone can typically achieve. Built to enhance their marketing efficiency and improve campaign performance.

Customizable Pricing

Meetings & Events

AI Companion

What is Zoom AI Companion?
Zoom AI Companion is an AI assistant offering features like meeting summaries, chat assistance, and productivity enhancement.

- The AI assistant works across multiple Zoom products, including Meetings, Team Chat, Phone, Email, and Whiteboard

- Generate meeting summaries, create action items, and even allow users to catch up on key points if they join a meeting late

- Live transcripts and translate conversations in real-time, enhancing accessibility and global collaboration

- Tailored productivity insights and suggestions based on a user's meeting patterns and behaviors.

How do you use Zoom AI Companion?
- **Step 1:** Begin your Zoom meeting as usual.
- **Step 2:** Use AI Companion to generate meeting summaries, answer questions, and create action items.
- **Step 3:** Review and check the AI-generated summaries and action items post-meeting.
- **Step 4:** Share the AI-generated insights and summaries with team members or integrate them into your workflow.

How do we benefit from Zoom AI Companion?
This add-on tool allows users to focus on meaningful contributions rather than administrative tasks, saving time, reducing stress, and enhancing productivity. If you primarily use Zoom and want a deep integration, this add-on tool is perfect.

Free | Requires a **Paid Zoom Account**

MeetGeek

What is MeetGeek?

MeetGeek is an AI meeting assistant that automatically records, transcribes, summarizes, and analyzes meetings, providing key insights and integrating with various productivity tools.

- Highly accurate transcriptions and concise meeting summaries, which include key elements like action items and next steps

- Advanced conversation intelligence features, such as behavioral trends and sentiment analysis, providing deeper insights

- Create custom highlights and key performance indicators (KPIs) to tailor the meeting insights to measure meeting effectiveness

- Automated workflows with various third-party tools like Google Drive, Slack, Notion, and Trello

How do you use MeetGeek?

- **Step 1:** Connect MeetGeek to your calendar and preferred video conferencing tool.
- **Step 2:** Attend your scheduled meeting as usual.
- **Step 3:** After the meeting, review the AI-generated summary with key points, action items, and transcription in your inbox
- **Step 4:** Review and edit the summary if needed, then share it with team members through integrated tools like Slack.

How do we benefit from MeetGeek?

Integrates with popular tools, enables easy sharing, and offers customizable templates, saving time and improving productivity. MeetGeek is ideal for users seeking a cost-effective solution with robust free features and reliable performance

Free Option | Starts at **$19/month per user**

Let the AI do the note-taking and let yourself do the talking,

Recieve and share granular insights from every meeting.

✦ Honorable Mentions

Fireflies

What is Fireflies?

Fireflies is an AI meeting assistant that records, transcribes, and analyzes conversations. It excels in integrations and AI insights, making it suitable for users needing extensive platform support.

Supports a wider range of integrations with platforms like Zoom, Google Meet, Microsoft Teams, and more.

Free Option | Starts at **$18/month** per user

✦ ✦ ✦

Grain

What is Grain?

Grain is an AI-powered meeting assistant that automatically records, transcribes, and summarizes video calls. Best for those who prioritize collaboration and real-time features during meetings.

Create clips and take time-stamped notes during calls and immediate transcripts after calls.

Free Option | Starts at **$19/month** per user

Data Analysis & Predictions

What is ChatSpot?

ChatSpot is an AI-powered assistant for HubSpot CRM users that allows you to perform CRM tasks, generate reports, conduct research, and streamline marketing and sales activities.

- Generate lists of potential companies matching specific criteria and easily add them to the HubSpot CRM

- Real-time custom reports generation based on their CRM data using conversational language

- AI-analyzed customer interactions to provide insights on sentiment, helping teams improve customer satisfaction

- Predict leads that are most likely to convert with historical data, helping sales teams prioritize their efforts.

How do you use ChatSpot?

- **Step 1:** Utilize pre-set templates for everyday tasks like adding contacts, creating deals, or summarizing records.
- **Step 2:** Request real-time custom reports by typing your query.
- **Step 3:** Find companies that match your criteria and add them directly to your CRM with a few clicks
- **Step 4:** Quickly generate personalized email drafts based on customer data

How do we benefit from ChatSpot?

Enhances Hubspot by enabling users to perform tasks, generate reports, and access data through simple chat requests. Without navigating complex interfaces, this streamlines workflows and productivity across marketing, sales, and customer service teams.

Free | Requires a **Hubspot Account**
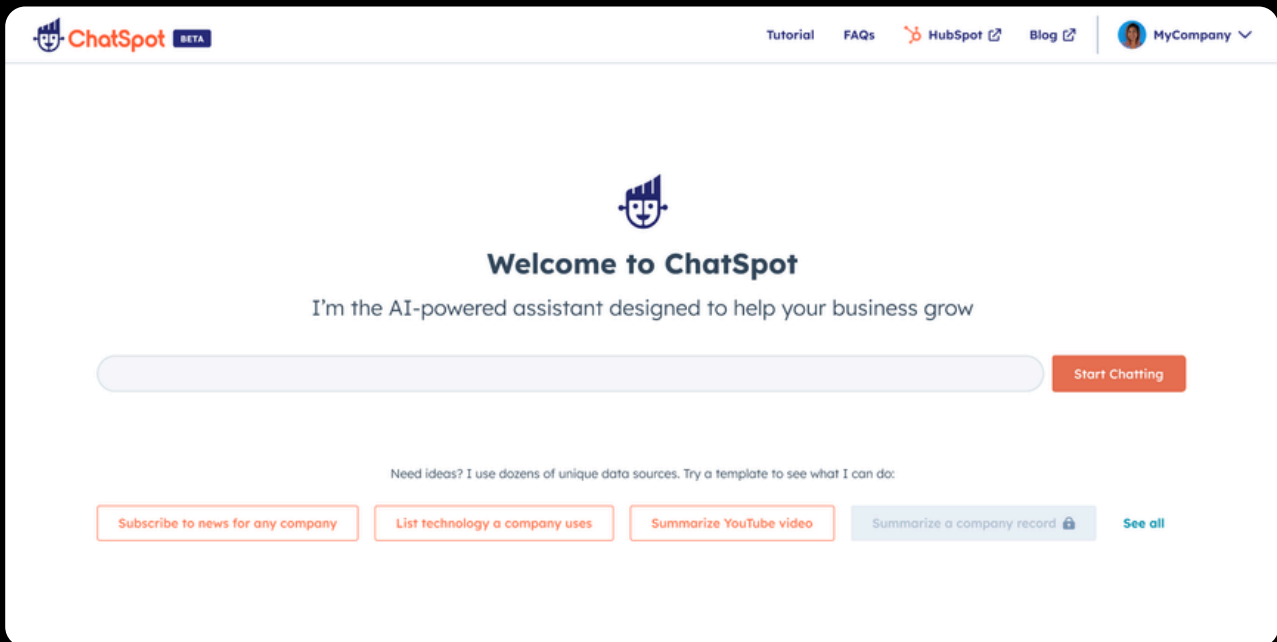
Discover unique insights and chat with your CRM directly.
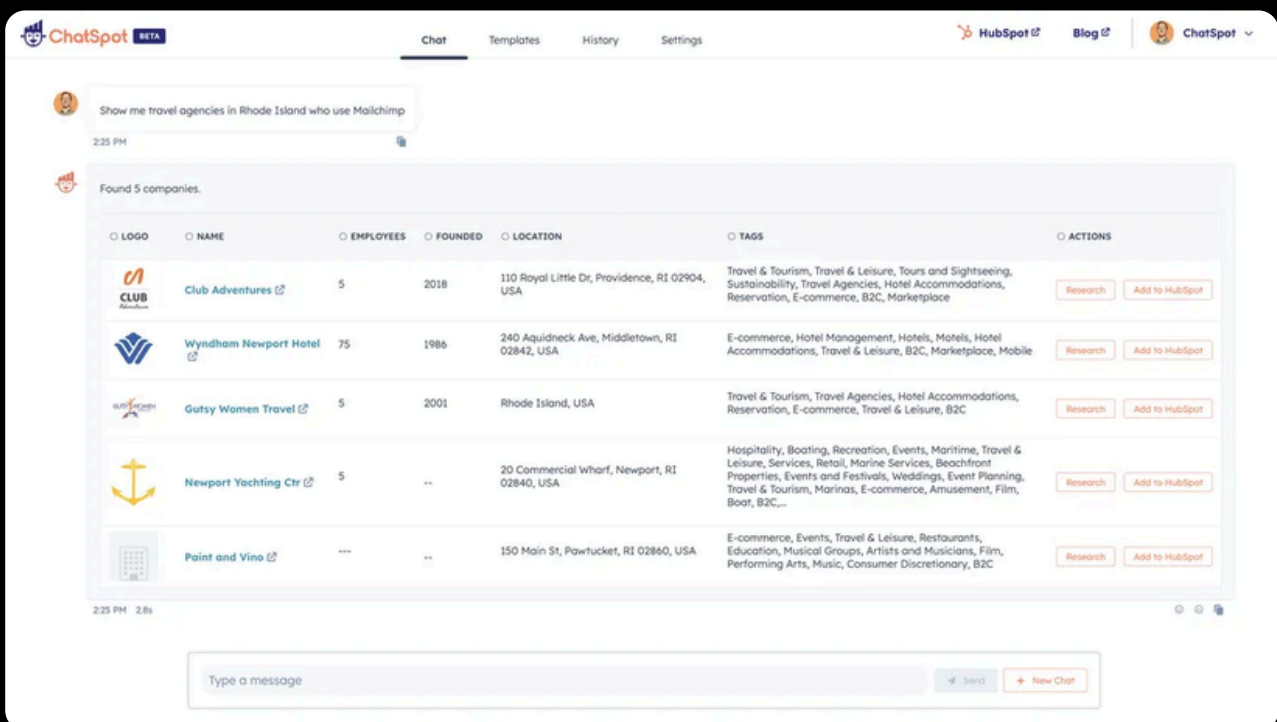
Dive deep into company data like funding rounds, locations, and tech stacks.

Image Source: *chatspot.ai*

Akkio

What is Akkio?

Akkio is a no-code AI platform that enables users to build and deploy AI-powered applications for data analysis, prediction, and decision-making without requiring coding expertise

- Provides a user-friendly platform to build and deploy AI models without requiring coding expertise
- Leverage an AI chat interface to automate data preparation tasks making data cleaning and transformation simple
- Manage various tasks like forecasting, lead scoring, and text classification quickly and efficiently via cloud
- Intuitive charts and graphs that allow users to easily explore and communicate data insights.

How do you use Akkio?

- **Step 1:** Import your dataset from various sources like Hubspot, Salesforce, or a CSV.
- **Step 2:** Use Akkio's chat-based Data Prep to automatically clean and transform your data.
- **Step 3:** Choose a training mode to build your machine-learning model.
- **Step 4:** Deploy the model via API or integrate it with a platform.

How do we benefit from Akkio?

Enable quick data analysis, prediction, and decision-making using AI. It streamlines workflows, automates tasks, and provides intuitive visualizations, saving time and resources while delivering actionable insights without requiring extensive technical expertise.

$49/month per user

SEO

AnswerThePublic

What is AnswerThePublic?

AnswerThePublic is a search listening tool that collects and organizes autocomplete data from search engines to reveal popular questions and phrases around keywords.

- Discover popular questions and phrases around keywords, providing insights into user intent and search behavior

- Gain insights into how people use prepositions and comparisons in their searches

- Track and monitor trend shifts and gain real-time insights, staying ahead of emerging topics and search patterns

- Identify patterns and trends easily with search data in a digestible question wheels and comparison charts

How do you use AnswerThePublic?

- **Step 1:** Enter your keyword in the search bar and select your language/location
- **Step 2:** Review the visual results, including question wheels, comparison charts, and preposition data
- **Step 3:** Filter irrelevant branches, and compare data over time
- **Step 4:** Set up alters to receive weekly email digests on new questions around your topic

How do we benefit from AnswerThePublic?

Gain valuable insights into user search behavior, a wealth of question-based queries, prepositions, and comparisons around keywords. This data helps generate targeted content ideas, improve SEO strategies, and address user intent more effectively.

1 Free Search | Starts at **$11/month** for 100 searches/day

MarketMuse

What is MarketMuse?

MarketMuse is an AI-powered content planning and optimization platform that helps create high-quality, comprehensive content to improve search rankings.

- MarketMuse uses advanced AI to provide detailed insights and suggestions for creating high-quality, SEO-friendly content

- Connects research with existing content, allowing users to see covered topics, identify gaps, and understand performance

- Detailed analysis of the current SERP, including the role of images, videos, links, and content structure

- MarketMuse leverages generative AI to assist in content creation, including generating outlines, and summarization.=

How do you use MarketMuse?
- **Step 1:** Enter a topic to get a list of related topics and their relevance, volume, trend, and suggested distribution.
- **Step 2:** Generate a content brief and the first draft.
- **Step 3:** Use the content brief to structure your article, incorporating suggested headings, keywords, and content tips
- **Step 4:** Utilize the SERP X-Ray tool to analyze competitor content and identify gaps and opportunities

How do we benefit from MarketMuse?

AI-driven personalized metrics, comprehensive content inventory analysis, topic clustering capabilities, and generative AI features. It provides deeper insights into content strategy, optimization, and creation that go beyond traditional SEO tools.

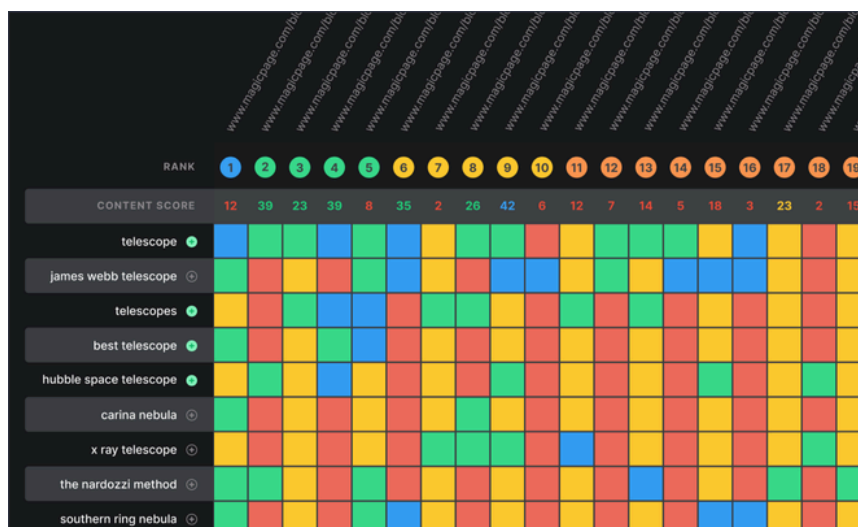**Free Trial** | Starts at **$149/month** for up to a 100 queries/month

Speed up the content optimization process with MarketMuse.

Remove the guesswork and uncover gaps to leverage in the SERP.

AlliAI

What is Alli AI?

Alli AI is an AI-powered SEO software that automates site optimization, keyword research, and ranking tracking for marketing agencies and enterprise.

</> Instant code changes and optimizations directly from the dashboard, enabling rapid implementation of SEO strategies

⚙ Automates extensive on-page SEO tasks, including content and code optimizations, deployed across thousands of pages

▤ Tailor SEO strategies to your specific needs, create site-wide optimization rules and deploy changes with a single click

① A one-stop shop for managing all SEO activities, including keyword research, rank tracking, backlink building, and more.

How do you use Alli AI?

- **Step 1:** Review Alli's SEO code and content recommendations in the dashboard.
- **Step 2:** Edit and approve the suggested optimizations as needed.
- **Step 3:** Click to deploy the approved changes.
- **Step 4:** Monitor performance and continue optimizing based on new recommendations.

How do we benefit from Alli AI?

Real-time deployment, automated on-page SEO, customizable automations, AI schema markup, and a comprehensive management dashboard, making it more efficient and user-friendly than other SEO tools.

Free Trial | Starts at **$299/month** for up to 5 sites

Social Media

What is Sprout Social?
Sprout Social is an all-in-one social media management platform that helps businesses publish content, engage with audiences, and manage customer care across multiple social networks.

- Leverage AI to help draft engaging post copy, generate keyword suggestions for social listening queries

- Uncover trends and actionable insights from social media listening data, using AI to analyze billions of data points

- Sprout's patented send time optimization technology determines the best times to publish content

- Integrates with CRM tools, allowing seamless creation and management from social media interactions

How do you use Sprout Social?
- **Step 1:** Connect your social media profiles.
- **Step 2:** Use the Smart Inbox to monitor and engage with messages from all connected profiles in one unified stream.
- **Step 3:** Create and schedule posts using the compose tool, which allows you to publish content across multiple networks.
- **Step 4:** Leverage social listening features to monitor brand mentions, track industry trends, and gather customer feedback.

How do we benefit from Sprout Social?
Unify your social media management for publishing, engagement, analytics, and listening. It saves time, enhances collaboration, provides actionable insights, and helps businesses build stronger connections with their audience efficiently.

Starts at **$249/month** for up to 5 Social Accounts

SocialBee

What is SocialBee?

SocialBee is an AI-powered social media management tool for content creation, scheduling, engagement, and analytics across multiple social media platforms.

Create engaging social media posts based on detailed prompts and long-form content tailored to fit different social networks

Recommends and creates content categories, helping users develop a more effective social media strategy

SocialBee integrates with DALL-E 3 to create visuals and bringing posts to life with AI-generated images

The platform uses AI to recommend the best posting times based on your content's performance and audience behavior

How do you use SocialBee?

- **Step 1:** Use the Social Media copilot to create categories and social media posts quickly.
- **Step 2:** Use SocialBee's AI to generate tailored post captions.
- **Step 3:** Leverage AI-driven insights to determine optimal posting times for maximum engagement.
- **Step 4:** Track engagement and refine your content strategy.

How do we benefit from SocialBee?

With AI-powered content creation, smart scheduling, automated engagement, and intelligent analytics across multiple platforms – it saves time, enhances content quality, optimizes posting times, and provides data-driven insights to improve your social media strategy.

Starts at **$29/month** for up to 5 Social Accounts
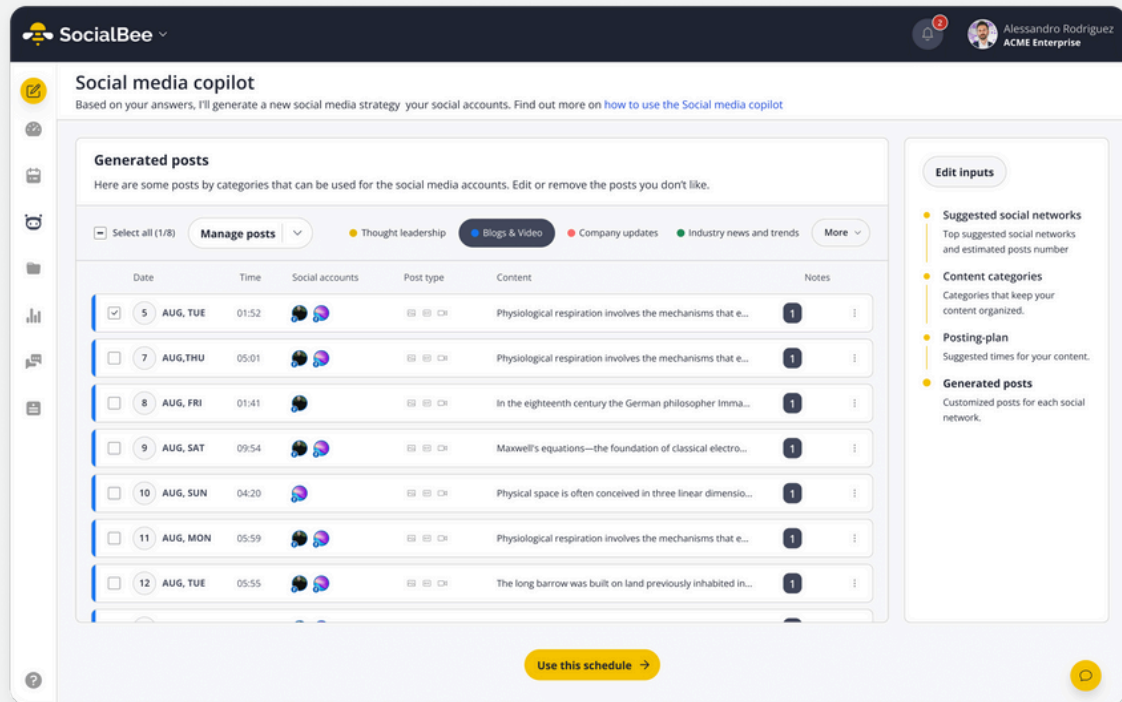
Generate social media posts based on your defined social media strategy.
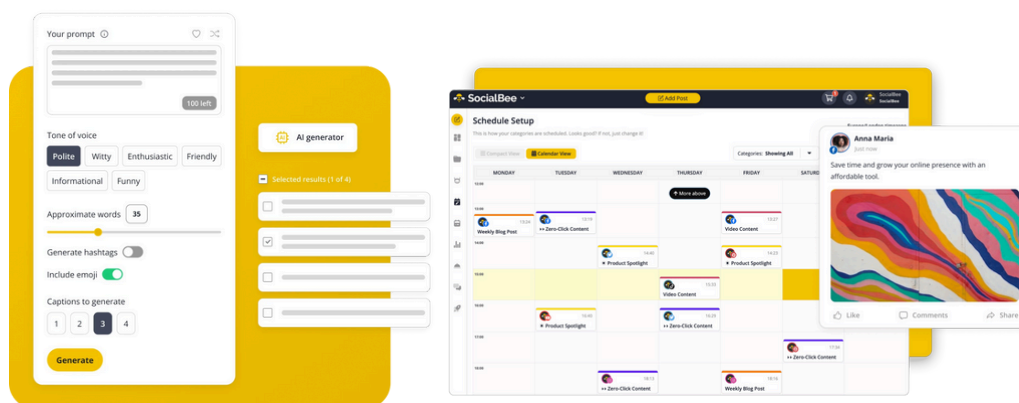
Manage and create engaging social media content with AI.

What is MeetEdgar?

MeetEdgar is a social media management tool designed to help users automate their social media posting and offers several AI-powered features to streamline the content creation process.

- **♥** Automatically generate variations of your posts, helping to keep content fresh and engaging
- **#** Generate relevant hashtags for users who may be less confident with hashtag strategy
- **▼** Intelligently curate and schedule social media content, optimizing for engagement
- **⚗** AI-assisted A/B testing options to help users determine what content engages their audience best

How do you use MeetEdgar?

- **Step 1:** Add your social media accounts.
- **Step 2:** Set up your content library with AI assistance.
- **Step 3:** Use MeetEdgar's AI-powered features to generate post ideas, captions, and hashtags.
- **Step 3:** Organize your content into categories, turn on your automated posting schedule, and monitor your performance.

How do we benefit from MeetEdgar?

Automates content scheduling and recycling. Its AI assistant generates customized captions and hashtags, saving time and enhancing creativity. The platform optimizes posting times, maintains a content library, and provides analytics, improving overall social media strategy efficiency.

Starts at **$30/month** for up to 5 Social Accounts

What is Lately?

Lately is an artificial intelligence-powered social media marketing platform that helps businesses create and manage effective social media content.

- Repurpose long-form content such as blogs, podcasts, and videos into multiple short-form social media posts

- The AI studies your brand's voice, sentence structure, and relevant keywords to create content tailored to your brand

- Discover insights into which content performs best, helping marketers understand their audience preferences

- Automatically transcribe and clip videos into smaller, shareable video snippets for social media

How do you use Lately?

- **Step 1:** Add your social media accounts.
- **Step 2:** Set up your content library with AI assistance.
- **Step 3:** Use MeetEdgar's AI-powered features to generate post ideas, captions, and hashtags.
- **Step 3:** Organize your content into categories, turn on your automated posting schedule, and monitor your performance.

How do we benefit from Lately?

Streamlines social media content creation with automated post scheduling and recycles evergreen content. Its limitless content library and AI-powered features, allows you to focus on other aspects of their business while keeping their online presence active and fresh

Starts at **$49/month** for up to 4 Social Accounts

Final Thoughts

In conclusion, each tool offers unique capabilities and potential applications in marketing. However, it's crucial to remember that the field of AI is advancing at an unprecedented rate. What seems cutting-edge today may be commonplace tomorrow, and entirely new technologies may emerge that redefine our understanding of what's possible in marketing.

Therefore, the key takeaway is not just to adopt these tools but to cultivate a mindset of continuous learning and adaptation. Staying informed about the latest developments in AI is no longer optional—it's a necessity for remaining competitive in the digital age. Moreover, a willingness to experiment with new tools and technologies is essential. Not every AI solution will be the right fit for every marketing strategy, but the insights gained from testing and implementation can be invaluable.

> *Change is not just inevitable in the world of AI-powered marketing—it's the driving force of innovation and success. By embracing this change, remaining curious, and being open to new possibilities, marketers can harness the full potential of AI. The future of marketing is AI-augmented, and those who are prepared to evolve alongside these technologies will be best positioned to thrive in this exciting new era.*

Erica Salm Rench, COO of rasa.io

rasa.io

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