7. Copysmith

When I got started in Copysmith, there were a few different options:

- Products
- Editor
- Files
- Bulk

I jumped straight into Editor. First off, there were a ton of different use cases:

Here’s what I started with, which was very similar to my usual prompt:
I hit generate twice because the first time, the output was quite short, and I wasn’t sure if having it generate a second time would add on to the content. However, as you can see here, it ended up generating an alternate version:
As a marketing professional, it can be difficult to keep up with the latest AI technology and the tools that are available in the market. With so many tools available, it can be overwhelming trying to find the best ones to use for your marketing campaigns and efforts. Fortunately, we’ve got you covered to help you understand the top AI marketing tools available and the pros and cons of each.

The first AI marketing tool you should consider is IBM Watson. IBM Watson is a powerful AI tool that enables marketers to develop personalized experiences and more effective campaigns. Watson provides marketers with a wide range of AI-powered analytics and insights to help make data-driven decisions and optimize their campaigns. The biggest benefit of using Watson is its efficiency and ability to analyze large amounts of data quickly. However, the biggest drawback to Watson is its cost, as it can be quite expensive.

Next, there's Salesforce Einstein.

As marketing professionals search for ways to optimize their campaigns and increase ROI, AI-driven marketing tools are becoming more and more attractive. By leveraging the power of AI-driven marketing tools, marketers can get access to an unprecedented level of insight into their customers and target audiences, enabling them to make smarter decisions and improve the effectiveness of their campaigns.

Here, we’ll take a look at some of the top AI-driven marketing tools in the market today, outlining the pros and cons of each one.

SugarCRM: SugarCRM is an AI-driven customer relationship management tool that enables marketers to gain insight into their customer's history and behavior, allowing them to create more personalized campaigns. It also provides automated customer segmentation, enabling marketers to create more effective campaigns for their target audiences. Pros: Easy to use, intuitive interface; powerful customer analysis capabilities; automated customer segmentation.

Next, I navigated to the SEO optimization section:
Lastly, in this section, I checked out the Art Studio with AI generated images. I ran out of trial credits to test it out further but here's a snippet of what I got:
The last parts of the product were Catalog and Bulk, both of which were tailored at catalog management and product description generation for physical item sales:
Summary
- How much help they gave me with prompt writing: 2/5
- Overall ease-of-use: 3/5
- How much the tool helped with SEO optimization: 3/5
- Other features available beyond blog post writing: 3/5

I didn’t have a ton of ability to customize my prompts. The flow was a bit confusing when I first got started as it launched into writing before I got the SEO optimization, while I expected to first get a list of optimized keywords. The built-in SEO optimization tools are handy and bring in helpful data.

This was one of the few tools with an option to do a creative add-on for visuals to be generated by AI, and they also have a whole part of the product dedicated to catalog and product description.

Overall, the copywriting part of the tool is a very lightweight AI-writer and text editor with some built-in SEO optimization tools. I wonder if the catalog and product description tools might be more of the appeal here than the copy writing part.