2. Frase

Next, I jumped straight into creating a new document in Frase:

**Let's create your first Frase Document!**

Frase Documents use AI to help you research, write, and optimize content faster.

Create one to continue, it just takes a few seconds 👇

**Workflow?**
- Create new content
- Optimize existing content

**Target Search Query?**
best marketing AI tools

**Country?**
- US

**Language?**
- English

[Create Document]
[Advanced settings]

I was walked through five steps:
1. Research
2. Outline
3. Optimize
4. Links
5. AI Tools

In Research, it looked like I had the option to start writing, which threw me off a bit:
I soon realized that the main attraction in Frase was the right hand panel. Within Research, there were more subsections:

- Overview
- Headings
- Questions
- Stats
- News
- Wiki

I’ve included screenshots of each tab to give you a sense of what was included. There were lots of relevant articles and other resources pulled in from the internet to inspire me on what I wanted to write about:
Top 21 AI Marketing Tools to Grow Your Business in 2023

Make 2023 a year of growth with these top 21 AI marketing tools for boosting sales and expanding your business.

• Advertising disclosure: influencermarketinghub.com
• What is an AI Marketing Tool? influencermarketinghub.com
• Best AI Marketing Tools You Should Be Using Today influencermarketinghub.com
• AI Chatbot and Monitoring Tools influencermarketinghub.com
• 3. Phrasae influencermarketinghub.com
• 4. Smarttnteract.ai influencermarketinghub.com
• 5. Optimize
What is an AI Marketing Tool?
informationmarketinghub.com

Why Use AI-Powered Marketing Tools?
informationmarketinghub.com

How to Use Artificial Intelligence (AI) in Marketing
informationmarketinghub.com

How AI is used in digital marketing?
informationmarketinghub.com

Which is the best AI tool?
informationmarketinghub.com

What are some examples of AI in marketing today?
informationmarketinghub.com

What is AI used for in marketing?
marketermilk.com

1. What is AI?
popupsmart.com

Its creators say it has "head" 10% of the internet.
marketermilk.com

The latter enjoyed a five-fold swell in site traffic and an enormous 2,930% increase in leads per month.
marketermilk.com

While the conversion rate for email marketing campaigns may be a lovely 1.22%, that can translate to a lot of promising leads when you scale up.
marketermilk.com

Personalize has been shown to increase email click rates by 57%, and it results in a 13% higher average open rate.

deale.ai

Research from the University of Pennsylvania estimates that "19% of workers may see at least 50% of their tasks impacted."
bloq.hubspot.com

Price: Starter Plan is estimated to be $40/mo for 35,000 words/mo up to 5 users.
popupsmart.com
After I was done looking at all the resources, the next section was Outline, where I selected different keywords for my blog post outline:
As I went through all these steps, I realized that I could keep iterating on my initial draft. The Optimize section had lots of resources on how the writing scored based on a number of different metrics:

best marketing AI tools

The best marketing AI tools are:

1. Salesforce Einstein: Salesforce Einstein is a powerful AI-powered platform offering predictive analytics, automated customer segmentation and personalized marketing campaigns. This tool can help marketers quickly uncover insights from data and deliver personalized experiences to customers across all channels. It also provides recommendations to optimize marketing campaigns in real-time, helping marketers maximize their return on investment (ROI).

2. IBM Watson: IBM Watson is an AI-powered tool that helps marketers analyze customer data and deliver insights for better marketing decisions. It enables marketers to gain customer insights from natural language processing, automation, and advanced analytics. With its deep learning capabilities, it can help marketers identify patterns in customer behavior and build predictive models for better decision making.

3. Google Cloud AI: Google Cloud AI is an enterprise

There were two other sections within Optimize: Competitors and Heatmap:
<table>
<thead>
<tr>
<th>Topic Score</th>
<th>Competitors</th>
<th>Heatmap</th>
</tr>
</thead>
</table>
| 100%        | edihballe.com | 11+ Best AI Marketing Tools 2023: Learn To Automate With AI Software  
Ranking: #11 Word Count: 3,527 DA: 38 |
| 95%         | onu.comart.com | 22 Revolutionary AI Marketing Tools for Winning Strategies  
Ranking: #5 Word Count: 3,384 DA: 93 Links: 21 |
| 90%         | 10web.io | 25 AI Marketing Tools to Scale Your Business in 2023 - 10Web  
Ranking: #10 Word Count: 3,607 DA: 40 Links: 26 |
| 86%         | apprevanalytics.com | Best AI Tools for Digital Marketing Agencies - AgencyAnalytics  
Ranking: #19 Word Count: 5,566 DA: 48 Links: 1 |

This is what the heat map looked like:
After this, the next section was all about links:

best marketing AI tools

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3. Google Cloud AI: Google Cloud AI is an enterprise-
It looked like if I set up Google Search Console (GSC), I could also get internal link recommendations:

<table>
<thead>
<tr>
<th>External Links</th>
<th>Internal Links</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frase uses your Google Search Console (GSC) data to provide internal linking recommendations.</td>
<td>Integrate Google Search Console</td>
</tr>
</tbody>
</table>

Finally, the last section was AI tools:

I tried this out briefly on top of what it had already written for me. I don’t think the prompt I provided was quite right as it wasn’t spitting out what I was looking for, but it was interesting to see the templates they offer:
best marketing AI tools

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3. Google Cloud AI: Google Cloud AI is an enterprise-grade platform that provides marketers with powerful machine learning capabilities. This tool allows marketers to quickly analyze large datasets, gain insights into customer behavior, and develop advanced predictive models to optimize marketing campaigns. It also includes tools for natural language processing and automated decision-making, helping marketers automate marketing processes and deliver more personalized experiences to customers.

4. Adobe Sensei

Under Tools, there were a ton of options for other AI-generated content:
Summary:

- How much help they gave me with prompt writing: 1/5
- Overall ease-of-use: 2/5
- How much the tool helped with SEO optimization: 5/5
- Other features available beyond blog post writing: 0/5

I struggled a lot with figuring out how to actually get Frase to AI generate the blog post for me, but that might have been user error on my part. This tool was tricky to explore as there are so many nested features at each step of the blog writing process. That said, the many features equaled many data sources being brought into one place as I wrote.

Overall, this is an in-depth blog writing tool that gives you a lot of information in one spot. I imagine that it could replace Google Docs or wherever you currently use to write blog posts. I could see this working really well for someone writing a blog post without AI just for the insights you could get on SEO optimization.