1. Hypotenuse AI

I started in the Template Library and found the Blog Post template to get started:

They’ve got tons of different templates for different types of content. It was fairly easy to get started. My trial came with 12 credits, and the blog post I generated cost one credit, as did the Rewrite content requests I later ran.

With the Blog Post template, I began by providing a description of my topic as well as keywords and tone. There were also quite a few other customizations that I was prompted to enter – point of view, as well as audience, brand and product descriptions:
The next step was to select a title:

Select and edit your generated titles

- Best Marketing AI Tools: A Guide to Top Contenders in 2021
- The Ultimate Guide to the Best AI Marketing Tools
- Comparing the Best AI Marketing Tools: Pros, Cons and Differences
- Picking the Best AI Marketing Tool for Your Needs
- Expert Guide: Ranking the Best AI Tools for Marketing in 2021

After that, I got a high-level outline of the blog post:
The next step was to generate the blog post, and I've included the full draft in the Appendix below.

Another key feature on Hypotenuse AI is content rewriting, which I tried out briefly on an old blog post of my own:

**Rewrite content**

Refresh and repurpose content while making it more engaging and effective.

**What do you want to do?**

- Improve
- Simplify
- Shorten
- Expand
- Rephrase

It took less than a minute to rewrite and gave me a blog post that felt similar but was a bit shorter. I tried “Simplify” afterwards, as I am a notoriously verbose writer. It turned out very simple.

You can check out the side-by-side in the Appendix below. The lack of prompt customization was a bit frustrating and I think it led to some of my dissatisfaction with the results I saw.

**Summary**

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

The Blog Post template was helpful for getting started and giving me prompts on all the right areas (e.g. describing my audience, my brand, etc.). They also provided suggestions on how to improve my prompts, which was helpful.
Overall it was easy to figure out. There weren’t any built-in SEO optimization tools beyond allowing me to select specific keywords. The Rewrite feature was very simple.

Overall, this felt like a good way to get started with an AI-generated blog post or other written content if you’re looking for more hand-holding and help with prompts and considerations.

Other notes:
There is an additional section in the app: Product Descriptions, which feel quite geared at physical objects rather than software products. The examples they give are for different clothing items an online store might sell.
Appendix
Hypotenuse AI blog post

**Expert Guide: Ranking the Best AI Tools for Marketing in 2021**

Artificial Intelligence (AI) is quickly becoming a critical tool for marketing professionals. From automating repetitive tasks to delivering insights that boost campaigns, AI tools can help marketers streamline their workflows and drive better results.

But with so many AI-powered solutions out there, it can be difficult to know which ones are worth investing in. To make your life easier, we've created this expert guide ranking the top AI tools for marketing in 2021.

We'll explore the features and capabilities of each product, so you can gain a better understanding of what they offer. Plus, we'll analyze their pros and cons, allowing you to decide which ones are best suited to your specific needs.

Let's dive into our rankings!

**The Rise of AI for Marketing: Why Now Is the Time to Adopt**

AI technology has made tremendous strides within the last few years and is now more widely available than ever before. As a result, AI tools are becoming an increasingly sought-after resource for businesses looking to optimize their marketing strategies and get the most out of their advertising budget.

From reducing the amount of manual labor needed for creating marketing campaigns, to accurately predicting customer behavior, AI-powered tools are revolutionizing how businesses market today. AI can identify patterns in customer behaviors that would be too complex or labor intensive to uncover with traditional methods. This allows businesses to get a better understanding of their target market and create campaigns that are tailored toward achieving their goals.

With such powerful capabilities at your disposal, you can easily stay ahead of the competition while delivering a higher ROI on your marketing budget than ever before. Now is certainly the time to adopt AI-powered marketing tools and see firsthand just how much this technology can do for your business.

**Anthropic: The Most Well-Rounded AI Assistant**

Anthropic is a comprehensive AI-powered assistant for marketing and sales that offers a wide range of features across every marketing channel. Its interface is easy to use and intuitive, making it great for marketers who want to get up and running with AI quickly.

Anthropic's primary strength is its ability to automate tasks across multiple channels – including email, web, social media, video, and more. You can use it to create personalized campaigns, track user engagement over time, and even optimize pricing strategies. Plus, it integrates with
popular CRMs like Salesforce and Hubspot so you can access all of your customer data in one place.

Anthropic also offers powerful analytics capabilities that allow marketers to see the big picture by tracking customer journeys from start to finish. This helps them determine what’s working and what’s not so they can quickly refine their strategies for maximum return on investment. Finally, the platform also comes with an AI-driven chatbot that can answer common customer inquiries – freeing up time for your team to focus on more strategic tasks instead.

Drift: Best Marketing AI for Customer Conversations

Drift is the ideal tool for anyone wanting to leverage AI for customer conversations. It provides a personalized, conversational experience for customers who can interact with your brand via chat. It gives customers answers to their questions quickly and easily, helping them save time and get what they need.

What truly sets Drift apart from its competitors is their use of Natural Language Processing (NLP) to make customer conversations easier and more efficient. With NLP capabilities, Drift can capture the context of a customer’s query or request and provide the most relevant response without any manual input from your team.

Drift also integrates with popular CRM systems like Salesforce and Slack, helping you streamline customer conversations across multiple channels. The platform also offers insights into user behavior so you can better understand how customers interact with your brand.

Overall, Drift's combination of conversational AI and NLP makes it an excellent choice for marketers looking to use AI in their workflow. Its ability to quickly process customer requests and provide accurate responses helps to create a seamless customer experience - something that will no doubt be valued in 2021 and beyond.

HubSpot: All-in-One Marketing AI Suite

If you’re looking for a comprehensive suite of AI-powered tools for marketing, look no further than HubSpot. HubSpot is one of the most popular all-in-one marketing suites available on the market, and it's easy to see why.

Not only does HubSpot offer AI tools that help you optimize your marketing campaigns and track customer data, but it also includes the popular Salesforce integration, giving users access to powerful CRM software. With the ability to easily segment contacts into different categories and target your campaigns at specific groups, you can maximize your ROI from any marketing effort.

Here are some of the standout capabilities of HubSpot:

- AI-powered lead scoring to help you identify high-value prospects faster
- Automation tools that make it easier to build personalized outreach plans without manual labor
- Customizable analytics dashboards for deep insights into sales performance
- Intelligent recommendations that predict which leads have more potential
- Powerful segmentation capabilities to make sure you’re targeting the right customers

The downside is that it can take some time to get up and running with HubSpot if you’re not already familiar with it. Fortunately, many companies offer onboarding resources and training programs to help you learn how to use this tool effectively.

ActiveCampaign: Most Beginner-Friendly Marketing AI

For marketers looking for an easy-to-use AI solution, ActiveCampaign is an ideal choice.

This well-known platform is user-friendly and intuitive for most beginner marketers. It’s tailored to simplify customer journey tracking and offers a unique customer experience.

The features of this AI tool are designed to be easily understood and applied by beginner marketers, so that you can get started without feeling overwhelmed. It also makes the process of collecting, segmenting, and understanding customer data easy to understand.

ActiveCampaign includes automated segmentation tools as well as AI-driven email campaigns that are backed by Machine Learning algorithms. And its built-in analytics offer detailed reporting that can help you stay on top of customer trends.

ActiveCampaign is a great choice if you’re looking for an AI solution that’s easy to use—for beginners and seasoned professionals alike—and offers reliable performance at an affordable cost.

SALESmanago: Best AI for Personalized Customer Experiences

If you're searching for a tool to deliver personalization-at-scale, SALESmanago is the AI software you've been looking for. Thanks to their proprietary predictive behavioral analysis, SALESmanago is an AI tool designed to be easy and intuitive, saving you time and optimizing your results.

SALESmanago offers a wide range of features tailored to personalized customer experiences:

- Multi-Channel Marketing: Automate content delivery across channels such as email, SMS and push notifications.
- Custom Surveys: Automated surveys help you create relevant customer segments in order to deliver personalized content.
- Real-Time Offers: Get flexible segmentation options for real-time offers that reach customers right when they need them.
- Predictive Behavioral Analysis: Delivers quicker response times and higher open rates by sending customers emails with content tailored to their individual preferences.
With SALESmanago's AI capabilities, you can achieve high conversion rates while providing more personalized experiences for your customers. This makes it the perfect choice for companies looking for AI-powered marketing solutions.

Conclusion

When it comes to choosing the best AI tools for marketing in 2021, the options are vast. It's important to consider the features that you need and the cost associated with each tool. The products on this list represent the top contenders in the space, and each provide something unique that can help optimize marketing efforts. By evaluating the pros and cons of each option, it's possible to find the best AI tool for your business. With the right tool in hand, it's possible to unlock the power of AI to drive successful marketing strategies and campaigns.
Hypotenuse AI: blog post

Original
Here is an example that’s kept me up at night recently:
A few of us on the team really enjoy fancy food and fine dining. This isn’t something that’s accessible to everyone in the workplace and it’s also not something that interests everyone. I personally love trying new restaurants and will be the first to admit that fancy restaurants are one of my guilty pleasures. I get really drawn into conversations on this topic and there have been moments where I catch myself afterwards and I think about how out of the ten or so people who’d been on a call, only four or five of us had participated enthusiastically in that conversation.

I often think back to moments earlier in my career when I left a conversation about basketball or football and went home to search up the latest stats / games / news so I could have something to participate in the conversation with later. I worry if after certain conversations, people on the team start to feel like they need to learn about fancy food and fine dining in order to participate in the dialogue. Speaking for myself, I generally found it interesting to learn about new topics and appreciated feeling closer to others when I took an interest in their hobbies. That said, I can also imagine that it may not always feel this positive for someone who feels like they need to go study up on a given topic in order to participate.

In particular, I reflect a lot on the topics that map to socioeconomic divides. These hit a lot of second gen immigrants, first gen college grads, and folks who come from lower socioeconomic backgrounds the hardest, even if many of us are now fortunate to be well-paid.

I’ll share another relevant anecdote: my college roommate told me a few years into college that she’d never eaten at a sit-down restaurant before college. Her family always ate at home to save money. She didn’t know how to approach the whole process of dining out, from telling the hostess how big your party is, to figuring out how many appetizers to order, to understanding whether dessert was a required part of the meal. In dragging our friend group out to dinner on occasion, I’d introduced her to how this whole ritual worked. There were many times in her first year of full time work – or even summer internships – when she went out to eat with her team. It could have been really challenging for her to know what to do and be at ease if she hadn’t been exposed to these rituals before. One can hardly imagine someone being excited to show up and ask their manager, “How do I order off this menu?”

All of this is to say that it feels incredibly important for me – and other leaders – to remember that the definition of “universal topics” or “universal knowledge” isn’t that clear cut. There have been several conversations (including the one above about fancy food) where in the moments or hours afterwards, I’ve worried about whether I was the instigator of a microaggression.

I think to myself, ‘Did I say something or behave in a certain way that made someone else feel like they didn’t belong?’

As I’ve become increasingly aware of the role I play in setting the tone and creating culture in any conversation I’m in – whether at work or elsewhere – I’ve become more attuned to when the topic of conversation goes in a direction that might not make sense for everyone. When this happens, I try to drive the conversation to a topic that I know the others in the room are more excited about after a few minutes.

At the end of the day, I will caveat that there is a really fine line between doing your best to avoid microaggressions and being overly sensitive. Knowing that a topic only excites half the people
in a room shouldn’t be a reason not to talk about that topic, but when this continuously happens and it’s always the same half of that room, then it becomes problematic. It sounds easy to lay it out in writing but in reality, it is incredibly hard to know where that line falls and very easy to miss it as it happens.

**Improved**
Recently, I’ve been thinking about a particular example that has kept me up at night. Some of my colleagues and I are really into fancy food and fine dining, but I realize that this isn't something that everyone can relate to or has an interest in. Personally, I love trying out new restaurants and fancy dining experiences, and I tend to get really into conversations about it. However, I've noticed that only a few people in a group of ten or so will participate enthusiastically in these conversations.

I remember instances from earlier in my career when I would leave conversations about basketball or football and go home to research the latest stats, games, or news so I could participate in the conversation later. I worry that after certain conversations, people on my team may feel like they need to learn about fancy food and fine dining in order to participate. While I generally found it interesting to learn about new topics and appreciated feeling closer to others when I took an interest in their hobbies, I can imagine that it may not always feel positive for someone who feels like they need to study up on a given topic to participate.

I reflect a lot on the topics that map to socioeconomic divides. These topics can be particularly challenging for second-generation immigrants, first-generation college grads, and folks who come from lower socioeconomic backgrounds, even if many of us are now fortunate to be well-paid.
I'll share another anecdote that's relevant: my college roommate told me a few years into college that she’d never eaten at a sit-down restaurant before college. Her family always ate at home to save money. She didn't know how to approach the whole process of dining out, from telling the hostess how big your party is, to figuring out how many appetizers to order, to understanding whether dessert was a required part of the meal. In dragging our friend group out to dinner on occasion, I introduced her to how this whole ritual worked. There were many times in her first year of full-time work – or even summer internships – when she went out to eat with her team. It could have been really challenging for her to know what to do and be at ease if she hadn't been exposed to these rituals before. One can hardly imagine someone being excited to show up and ask their manager, "How do I order off this menu?"

All of this is to say that it's incredibly important for me and other leaders to remember that the definition of "universal topics" or "universal knowledge" isn't that clear-cut. There have been several conversations (including the one above about fancy food) where, in the moments or hours afterward, I've worried about whether I was the instigator of a microaggression. I wonder if I said something or behaved in a certain way that made someone else feel like they didn't belong.
As I've become increasingly aware of the role I play in setting the tone and creating culture in any conversation I'm in – whether at work or elsewhere – I've become more attuned to when the topic of conversation goes in a direction that might not make sense for everyone. When this
happens, I try to steer the conversation to a topic that I know others in the room are more excited about after a few minutes. At the end of the day, I will caveat that there is a really fine line between doing your best to avoid microaggressions and being overly sensitive. Knowing that a topic only excites half the people in a room shouldn't be a reason not to talk about that topic, but when this continuously happens and it's always the same half of that room, then it becomes problematic. It sounds easy to lay it out in writing, but in reality, it is incredibly hard to know where that line falls and very easy to miss it as it happens.

**Simplified**

Lately, I’ve been thinking about how conversations at work can exclude people. Some of us on the team enjoy talking about fancy food and fine dining, but not everyone has access to those experiences or is interested in them. I worry that people might feel left out or feel like they need to learn about these topics to participate in the conversation. This can be especially difficult for people from lower socioeconomic backgrounds or who are first-generation college grads or second-generation immigrants.

I remember my college roommate had never eaten at a sit-down restaurant before college and didn’t know how to navigate the experience. If she hadn’t been exposed to it before, it could have been really challenging for her to know what to do when eating out with her team at her first job or internship.

As a leader, I try to be aware of how my conversations might make people feel excluded. I don’t want to be the instigator of a microaggression. I try to steer the conversation to include topics that everyone is interested in. Of course, it’s not always easy to know where the line is between avoiding microaggressions and being overly sensitive, but it’s important to try.