6. Jasper

To get started, I made a new campaign:
I got sidetracked with the “Create your first voice” option and ended up starting there:
Using a few TestBox blog posts, I got the following description of the voice that we use today: “This style guide emphasizes a problem-solution approach with persuasive language, clear organization, comparisons, use cases, feature highlights, and a strong call to action to convey expertise and convince readers of the solution's value.”

I added a slight modification to the voice and continued back to my campaign:

To keep things consistent, I selected Blog Post and waited a few minutes for a new post to show up:
The generated blog post was in a text editor, where I could make changes or add in more descriptions and keywords:

Marketing AI Tools: The Future of Marketing

As technology continues to evolve, so does the world of marketing. In recent years, the use of artificial intelligence (AI) in marketing has become increasingly popular. With the ability to analyze data, predict trends, and personalize experiences, AI marketing tools have revolutionized the way businesses approach their marketing strategies.

At TestBox, we understand the importance of staying ahead of the curve when it comes to technology and marketing. That’s why we’ve put together a comprehensive list of the best AI marketing tools available today. In this post, we’ll showcase the pros and cons of each tool to help you make an informed decision when it comes to choosing the right software for your business.

1. HubSpot

Pros: HubSpot offers a wide range of AI-powered marketing tools, including lead generation, email marketing, social media management, and more. Their software is user-friendly and integrates with a variety of other platforms. HubSpot also offers excellent customer support and a wealth of resources for users.

I added in some additional requests and saw some more additions to the blog post:
Using these buttons at the top of the edit pane, I could navigate to a few other features:

There was a chat option:

I tried this request to see if it would add to the blog draft but instead it responded in the chat window:
I got quite a lengthy response in the chat window:

Marketo, a leading marketing automation platform, utilizes artificial intelligence (AI) to enhance its capabilities and provide more value to its users. Here are some ways Marketo uses AI to optimize marketing campaigns and improve customer engagement:

1. **Predictive Analytics**: Marketo's AI-powered predictive analytics helps marketers analyze historical data and customer behavior patterns to forecast future outcomes. This allows businesses to better target their audience, optimize marketing spend, and improve conversion rates.

2. **Lead Scoring**: Marketo uses AI algorithms to automatically score leads based on their likelihood to convert. By analyzing factors such as website interactions, email engagement, and demographic information, the platform prioritizes leads that are most likely to become customers, helping sales teams focus their efforts on high-quality prospects.

3. **Content Personalization**: Marketo leverages AI to deliver personalized content and offers to each individual contact. The platform analyzes user behavior and preferences to tailor marketing messages, ensuring that customers receive relevant and engaging content.

4. **Email Optimization**: Marketo's AI-driven email optimization features help marketers improve open and click-through rates by identifying the best time and day to send emails to each recipient. Additionally, the platform can suggest subject lines and preview text based on historical performance data and industry benchmarks.

Continuing through the icons at the top, there was a Surfer integration that I couldn’t use without an account:
Finally, I found the “power mode” section:

I tried out “Rewrite” with the blog that it had generated:
Somewhat oddly, I got a bulleted list:

Output

- AI marketing tools have become increasingly popular in recent years
- These tools can analyze data, predict trends, and personalize experiences
- TestBox has compiled a list of the best AI marketing tools available today
- Hubspot offers a wide range of AI-powered marketing tools, but its pricing structure can be confusing and it may require additional training to use
- Loomly is an AI-powered social media management tool that helps businesses create, schedule, and analyze their posts
- Marketo is a leading platform for AI-powered marketing automation, but it may be complex to set up and use
- Optimizely is a popular tool for A/B testing and optimization, but it can be expensive for small businesses
- Adext is an AI-powered platform for managing digital advertising campaigns, but it may be expensive for small businesses and some users have reported issues with its targeting algorithms
- Hootsuite Insights is a powerful tool for social media monitoring and analysis, but it can be expensive for small businesses and some users have reported issues with its data accuracy
- Choosing the right software that meets specific needs and budgets is important
- TestBox is committed to helping marketing leaders make informed decisions when it comes to buying AI marketing tools.

I didn’t really understand what was happening with the flow – on the next section, it told me I was generating a blog post outline and auto populated the “Do you have any background information for Jasper” field with the output from the previous flow.

I went ahead with generating a blog post outline, and you can check out the full outline in the Appendix.
In the final step, it auto populated the prompts again to help me generate a draft. I selected a tone of voice (once again) and an intended audience:
I've included the blog post this generated in the Appendix as well. After that, there was a section called “Extra Paragraphs to Consider” that was already pre-populated. Here’s what it provided me with:

**Extra Paragraphs to Consider**

**What is your paragraph about?**

- AI marketing tools have become increasingly popular in recent years

**Keywords to include**

vegetables, healthy

**Tone of voice**

Conversational, informative, humorous

**Output**

Businesses worldwide have been incorporating artificial intelligence (AI) marketing tools into their strategies, resulting in a significant surge in their popularity in recent years. AI technology has shown its remarkable capability to analyze vast amounts of data, identify patterns, and even predict future trends. This has made it an essential tool for marketers who recognize the need to stay ahead of the competition. With the use of AI marketing tools, businesses can gain valuable insights into their target audience, personalize their marketing campaigns, and ultimately improve their conversions. It’s clear that the integration of AI technology in marketing is not just a temporary trend, but rather a permanent shift that is helping businesses make smarter decisions and better engage with their customers.
There were many extra paragraphs to consider that were suggested, and that took me to the end of the process.

**Summary**
- How much help they gave me with prompt writing: 3/5
- Overall ease-of-use: 3/5
- How much the tool helped with SEO optimization: 0/5
- Other features available beyond blog post writing: 1/5

There were opportunities to customize prompts but not a ton of guidance beyond fields for voice and keywords on some pages. I ran into a number of snafus on the site – and I’m not sure if it was user error on my part:

- Not all of the output goes to the text editor that’s centralized, which can be a bit confusing for new users and can get a bit unwieldy.
- My generated content disappeared a few times, and I had to retrieve it using the history function. Luckily, it was all there, but it was weird that things disappeared when I navigated between different panes.

There are light features outside of the writing tool with the Chat and Campaigns sections.

Overall, this is a comprehensive tool that breaks down the many steps behind writing a blog post, albeit without SEO optimization information. That said, it felt like there were a few disparate AI-generation tools in different spots on the platform, and it takes a while to find them all and figure out how to use them.
Appendix
Jasper AI - sample blog post

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At TestBox, we understand the importance of staying ahead of the curve when it comes to technology and marketing. That's why we've put together a comprehensive list of the best AI marketing tools available today. In this post, we'll showcase the pros and cons of each tool to help you make an informed decision when it comes to choosing the right software for your business.

1. Hubspot

Pros: Hubspot offers a wide range of AI-powered marketing tools, including lead generation, email marketing, social media management, and more. Their software is user-friendly and integrates with a variety of other platforms. Hubspot also offers excellent customer support and a wealth of resources for users.

Cons: Hubspot can be expensive for small businesses, and some users have reported issues with their reporting and analytics capabilities.

2. Marketo

Pros: Marketo is a leading platform for AI-powered marketing automation. Their software offers robust features for lead management, email marketing, and analytics. Marketo also integrates well with other popular platforms, such as Salesforce.

Cons: Marketo can be complex to set up and use, and their customer support has been criticized in the past.

3. Optimizely

Pros: Optimizely is a popular tool for A/B testing and optimization. Their software offers a user-friendly interface and a variety of features for testing and personalization. Optimizely also integrates well with other platforms, such as Google Analytics.

Cons: Optimizely can be expensive for small businesses, and some users have reported issues with their reporting capabilities.

4. Adext
Pros: Adext is an AI-powered platform for managing digital advertising campaigns. Their software offers advanced targeting capabilities and can optimize campaigns in real-time. Adext also offers excellent customer support and a variety of resources for users.

Cons: Adext can be expensive for small businesses, and some users have reported issues with their targeting algorithms.

5. Hootsuite Insights

Pros: Hootsuite Insights is a powerful tool for social media monitoring and analysis. Their software offers advanced features for tracking brand mentions, sentiment analysis, and more. Hootsuite also integrates with a variety of other social media platforms.

Cons: Hootsuite Insights can be expensive for small businesses, and some users have reported issues with their data accuracy.

In conclusion, AI marketing tools have the potential to transform the way businesses approach their marketing strategies. While each tool has its own strengths and weaknesses, it's important to choose the right software that meets your specific needs and budget. At TestBox, we're committed to helping marketing leaders make informed decisions when it comes to buying software. Contact us today to learn more about our AI marketing tools and how they can benefit your business.
Jasper - rewrite - blog post outline

Blog Post Outline:

I. Introduction
- Introduction to the growing popularity of AI marketing tools
- Brief overview of the benefits of AI in marketing

II. Hubspot
- Detailed description of Hubspot's AI-powered marketing tools
- Discussion on the pricing structure and potential for requiring additional training
- Examples of how Hubspot's tools can be used for data analysis, trend prediction, and personalization

III. Loomly
- Overview of Loomly as an AI-powered social media management tool
- Explanation of how Loomly helps businesses with post creation, scheduling, and analysis
- Real-life examples of Loomly's success in social media marketing

IV. Marketo
- Detailed analysis of Marketo as a leading platform for AI-powered marketing automation
- Discussion of the potential complexities involved with setting up and effectively using Marketo
- Real-life examples of success with Marketo's AI-powered automation tools

V. Optimizely
- Explanation of Optimizely's popularity as a tool for A/B testing and optimization
- Discussion of the expense associated with Optimizely, and potential challenges for small businesses
- Examples of how Optimizely has helped businesses improve their marketing strategies through data analysis and optimization

VI. Conclusion
- Recap of the benefits and drawbacks of the different AI marketing tools discussed
- Final thoughts on the future of AI in marketing.
Jasper - rewrite - blog post draft

Blog Title: The Top AI Marketing Tools for Your Business

Blog Introduction:
Artificial intelligence (AI) is becoming an increasingly popular tool for businesses to use in their marketing strategy. AI marketing tools can analyze data, create personalized content, and streamline campaign management. By using AI-powered tools, businesses can save time and resources while improving the effectiveness of their marketing efforts. In this blog post, we will highlight some of the best AI marketing tools available today.

Blog Body:

Hubspot:
One of the most well-known AI marketing tools is Hubspot. Their platform offers a wide range of AI-powered marketing tools including CRM, email marketing, analytics, and more. Hubspot's pricing structure varies depending on the specific tools you choose, but there is a free option available for each tool. However, more advanced features are available in paid tiers. While Hubspot may require some training, their extensive library of resources can help you and your team get up to speed fairly quickly. Benefits of using Hubspot include improved lead generation and a more efficient sales process. However, Hubspot's pricing can become expensive if you wish to access all its features.

Loomly:
Loomly's AI-powered social media management tool helps businesses create, schedule, and analyze their posts across multiple platforms. With Loomly, you can create automatic posting schedules and analyze your social media performance using its analytics tool. Loomly offers features to help you optimize your content, such as proposing optimal post formats and creating perfect image sizes for each platform. One of the biggest benefits of Loomly is its simplicity and ease of use. With a user-friendly interface, even businesses with little social media experience can use Loomly to improve their social media marketing.

Marketo:
Marketo is an AI-powered marketing automation platform designed for B2B businesses. It offers a wide variety of tools for lead generation, email marketing, and more. Marketo's AI tools can analyze customer behavior and predict the best times to connect with them, helping your sales team to optimize their outreach. However, setting up and using Marketo can be complex on account of its vast selection of tools and requires significant training to master its functionality. That said, the benefits of Marketo include increased productivity and better ROI.

Optimizely:
Optimizely is a top-rated tool for A/B testing and optimization. It allows you to test multiple versions of your website, emails, and ads to determine which variations perform better. Using Optimizely, businesses can easily create and test campaigns without having to manually adjust individual components. However, it is worth noting that Optimizely can be costly for small
businesses, as its pricing is based on the number of monthly visitors to your website. Nevertheless, the tool has been known to increase conversions and sales, making it a popular choice for businesses of all sizes.

Other AI Marketing Tools to Consider:
Other notable AI marketing tools to consider include Acquisio, Iterable, and Emarsys. Acquisio is a platform for managing digital advertising campaigns with its bidding algorithms and campaign optimization tools. Iterable is a cross-channel marketing automation platform that uses AI to provide personalized content based on customer behavior data. Lastly, within the realm of AI-driven email marketing, Emarsys is a comprehensive resource for personalized content and behavior analysis.

Conclusion:
Artificial Intelligence is a powerful tool for businesses looking to improve their marketing efforts. Whether you’re looking for an all-in-one platform like Hubspot, a social media management tool like Loomly, or an A/B testing tool like Optimizely, there is an AI marketing tool to suit your specific needs. By using these tools, you can save time and resources, improve the effectiveness of your marketing campaigns, and gain an edge over your competition. So why wait? Start implementing AI into your marketing strategy today!