4. Moonbeam

I went straight into the Wizard to test out how it would guide me through a blog post:

Enter title here.

With a target audience of

Who is the persona you're writing for?

Here are some keywords and phrases I want to include (optional):

Add Keywords or phrases here separated by comma
I put in similar info as I’d used on the other sites:

I am creating a Blog

With the title of

**Expert Guide: Ranking the Best AI Tools**

With a target audience of

Marketing experts who are looking to incorporate AI into their workflows

here are some keywords and phrases I want to include (optional):

<table>
<thead>
<tr>
<th>Add Keywords or phrases here separated by comma</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing AI tools</td>
</tr>
</tbody>
</table>

It was cool to watch the content for the outline get generated bit by bit. This outline was unique in that it broke down different areas of marketing into Content Creation and Strategy, Advertising and Campaign Management, Customer Data and Personalization, and Marketing Analytics and Performance Measurement. See Appendix for the full outline it created.
When I got to the draft creation stage, I noticed that the writing happened more slowly than on some other sites. When the blog post was completely generated, my page refreshed into a text editor page:

![Expert Guide: Ranking the Best AI Tools for Marketing in 2021](image)

I've included the full article in the Appendix.

At this stage, I could use chat to add content or make modifications. I typed in “Add a call to action in the conclusion” but got the same output as before, so wasn’t sure if I wasn’t using prompts correctly here.

After, I briefly explored a few other features starting with Ask Luna:
I asked Luna to write me an article about Marketing AI but it spun for a long time and didn’t load. I retried a few times to no avail.

The Chat looked like a skin on the usual GPT chat. And finally, Content Cluster was more interesting – I typed in “marketing AI” and here’s what I got:

Hitting Create would have led me to a dedicated outline on the topic.

**Summary**
- How much help they gave me with prompt writing: 3/5
- Overall ease-of-use: 4/5
- How much the tool helped with SEO optimization: 0/5
- Other features available beyond blog post writing: 3/5
There was an in-between level of hand holding when it came to prompt writing – some support but not as many customization opportunities off-the-shelf. It was overall quite easy to learn to use and navigate, though the chat did not work for me. Other than keyword selection, there aren’t any SEO tools integrated.

Overall, this is another good one-stop-shop option to get from AI-generated outline to full blog post. It was easy to use and being able to pick the ChatGPT model really stood out to me.
Appendix
Moonbeam suggested outline

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

Introduction

- The growing importance of AI in marketing
- The benefits of using AI tools for marketing experts
- Overview of the top AI tools for marketing in 2021

AI Tools for Content Creation and Strategy

- AI-powered copywriting tools
- GPT-3 and its applications in marketing
- Other popular AI copywriting tools
- AI for content strategy and planning
- Topic discovery and keyword research tools
- Content optimization and A/B testing
- AI-generated visuals and design
- AI-powered graphic design tools
- AI-generated videos and animations

AI Tools for Advertising and Campaign Management

- AI-powered advertising platforms
- Programmatic advertising with AI
- AI-driven targeting and bidding optimizations
- AI for social media marketing
- AI-driven content recommendations and scheduling
- AI-powered social listening and sentiment analysis
- AI for email marketing
- Personalization and segmentation with AI
- AI-generated subject lines and email content

AI Tools for Customer Data and Personalization

- AI-powered customer data platforms
- Unifying and analyzing customer data with AI
- AI-driven customer segmentation and profiling
- AI for predictive analytics and customer insights
- Predicting customer behavior and preferences
- AI-driven recommendations and offers
- AI for customer support and engagement
- AI-driven chatbots and virtual assistants
- AI-powered customer journey optimization
AI Tools for Marketing Analytics and Performance Measurement

- AI for marketing performance analytics
- AI-driven marketing attribution and ROI analysis
- AI-powered optimization and forecasting
- AI for sentiment analysis and brand monitoring
- Analyzing customer feedback and online mentions with AI
- AI-driven reputation management and crisis detection
- AI for competitive analysis and market intelligence
- AI-powered competitor monitoring and benchmarking
- AI-driven trend analysis and market insights

Tips for Selecting and Implementing AI Tools in Your Marketing Workflow

- Evaluating AI tools based on your marketing needs
- Integrating AI tools with your existing marketing stack
- Ensuring data privacy and compliance when using AI
- Building an AI-driven marketing team and culture

Conclusion

- Embracing the power of AI in marketing workflows
- The future of marketing AI tools
- Staying up-to-date with the latest AI trends and advancements in marketing
Moonbeam generated blog post

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

Introduction

Artificial Intelligence (AI) has rapidly become an essential component in the marketing industry, offering numerous benefits to marketing experts. From content creation and strategy to advertising and campaign management, AI tools have revolutionized marketing workflows. In this expert guide, we will discuss the top AI tools for marketing in 2021 and how you can incorporate them into your workflow.

AI Tools for Content Creation and Strategy

AI-powered copywriting tools have gained prominence for their ability to generate high-quality content quickly. GPT-3, a language generation model developed by OpenAI, stands out among these tools for its advanced applications in marketing. With GPT-3, marketers can create compelling copy, draft emails, write blog posts, and generate social media captions.

Apart from GPT-3, other popular AI copywriting tools include Copy.ai, Jasper (formerly known as Jarvis), and Writesonic. These tools help save time and resources while producing engaging content tailored to target audiences.

AI also plays a vital role in content strategy and planning. Tools like MarketMuse and Clearscope assist with topic discovery and keyword research, guiding marketers towards creating content that resonates with their audience. Furthermore, AI enables content optimization and A/B testing to ensure maximum user engagement.

In the realm of visuals and design, AI has made significant strides with AI-powered graphic design tools like Adobe Sensei and Canva’s AI features. AI-generated videos and animations have also emerged as innovative solutions for captivating audiences through platforms like Wibbitz and Lumen5.

AI Tools for Advertising and Campaign Management

AI has transformed advertising platforms by enabling more efficient targeting and bidding optimizations. Google Ads and Facebook Ads Manager are leading the charge with their AI-driven algorithms that maximize ad performance.

Programmatic advertising using AI allows marketers to automate ad buying, streamline media planning, and optimize targeting. Platforms like The Trade Desk and MediaMath leverage AI to improve ad performance and reduce costs.

Social media marketing has also embraced AI, with tools like Hootsuite, Sprout Social, and Buffer offering AI-driven content recommendations and scheduling. These tools help ensure that content reaches the right audience at the right time.
Sentiment analysis is another area where AI shines, providing valuable insights into customer opinions and emotions. Tools like Brand24 and Mention leverage AI to monitor online conversations and analyze customer sentiment, while AI-powered email marketing solutions like Phrasee and Persado optimize subject lines and email content for maximum engagement.

**AI Tools for Customer Data and Personalization**

AI-powered customer data platforms (CDPs) like Segment and BlueConic unify and analyze customer data, enabling marketers to create personalized campaigns that drive engagement. AI-driven customer segmentation and profiling further enhance personalization by identifying specific customer groups based on behavior, preferences, and demographics.

Predictive analytics tools like Evergage (now Salesforce Interaction Studio) and Optimizely use AI to forecast customer behavior, helping marketers tailor their strategies accordingly. AI-driven recommendations and offers based on these predictions result in more relevant marketing campaigns.

Customer support and engagement benefit immensely from AI-driven chatbots and virtual assistants. Solutions like Drift and Intercom enable efficient customer interactions while gathering valuable data for further personalization. Moreover, AI-powered customer journey optimization tools like Autopilot and Kitewheel help marketers deliver seamless experiences across various channels.

**AI Tools for Marketing Analytics and Performance Measurement**

AI has revolutionized marketing performance analytics with its ability to process vast amounts of data quickly and accurately. AI-driven marketing attribution tools like AppsFlyer and Singular provide granular insights into the return on investment (ROI) of marketing campaigns, allowing for better decision-making.

Sentiment analysis, brand monitoring, and reputation management are other areas where AI excels. Tools like Talkwalker and Brandwatch use AI to analyze customer feedback, online mentions, and social media to help marketers identify potential crises and respond effectively.

Competitive analysis and market intelligence also benefit from AI-driven tools like Crayon and Kompyte, which provide competitor monitoring, benchmarking, and valuable market insights. These tools help marketers keep a pulse on their industry and stay ahead of the competition.

**Tips for Selecting and Implementing AI Tools in Your Marketing Workflow**

To select the right AI tools for your marketing needs, consider the following:

1. Evaluate tools based on their ability to address your specific marketing challenges and objectives.
2. Ensure the AI tools can integrate seamlessly with your existing marketing stack.
3. Prioritize data privacy and compliance when using AI tools, especially when handling customer data.
4. Develop an AI-driven marketing team by upskilling employees and fostering a culture that embraces AI technology.

Conclusion

Embracing the power of AI in marketing workflows enables marketers to create more targeted, efficient, and engaging campaigns. As the capabilities of AI tools continue to advance, staying up-to-date with the latest trends and developments is crucial for marketing experts looking to stay ahead of the curve. By incorporating the best AI tools into your marketing workflow, you'll be well-positioned to achieve your goals and drive success in 2021 and beyond.