3. Peppercontent

To get started in Peppercontent, I got started with Content Research:

The report generation on the back of “Best Marketing AI tools” took a while to show up – it took around three minutes. After it was done, I got the following guidance for my blog post:
# Best Marketing AI tools

Created by Isabella Chiu, 3 minutes ago

![Image](https://example.com/image)

<table>
<thead>
<tr>
<th>Term</th>
<th>Typical frequency</th>
<th>Sort by</th>
<th>Importance</th>
</tr>
</thead>
<tbody>
<tr>
<td>dashboard</td>
<td>1-2 times</td>
<td></td>
<td>important</td>
</tr>
<tr>
<td>software</td>
<td>2-7 times</td>
<td></td>
<td>important</td>
</tr>
<tr>
<td>customer engagement</td>
<td>1-2 times</td>
<td></td>
<td>important</td>
</tr>
<tr>
<td>audience</td>
<td>1-4 times</td>
<td></td>
<td>important</td>
</tr>
<tr>
<td>conversation</td>
<td>1-2 times</td>
<td></td>
<td>important</td>
</tr>
</tbody>
</table>

## Questions people ask

1. What is the future of AI in digital marketing?
2. Which AI tools is used for marketing?
3. Is AI going to replace digital marketing?
4. How is AI taking over digital marketing?
5. How do I generate social media posts with free AI?

## Outline suggestions

1. ChatGPT And Other Free AI Marketing Tools - ProfitBooks.net
   [https://www.profitbooks.net/chatgpt-and-other-free-ai-marketing-tools/](https://www.profitbooks.net/chatgpt-and-other-free-ai-marketing-tools/)
2. 11 Best AI Marketing Tools to Boost Your Business (2023)
   [https://www.elegantthemes.com/blog/marketing/best-ai-marketing-tools](https://www.elegantthemes.com/blog/marketing/best-ai-marketing-tools)
3. 25 AI Marketing Tools to Scale Your Business in 2023 - 10Web
   [https://10web.io/blog/ai-marketing-tools/](https://10web.io/blog/ai-marketing-tools/)
4. 15+ Best AI Marketing Tools 2023 (All Types Listed)
   [https://www.answeriq.com/ai-marketing-tools/](https://www.answeriq.com/ai-marketing-tools/)
I didn’t actually find a place to click where I could generate a blog post on the back of the outline, so my AI-generated drafting journey ended there. I later found out that to write a blog post, I had to navigate to a specific project and create a new document.

I opened up a document and put in my sample blog post to see what the features looked like:

```plaintext
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```

Within this pane, you can create other content using AI:

```plaintext
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```

I tested out the other features briefly. The Analytics and Content Refresh tools were less easy to test because Analytics relies on having used Pepper for a while:
For Content Refresh, I put in the TestBox domain but didn’t see any insights:

I also tested out Keyword Research:
It looked pretty easy to create Keyword Portfolios that allow you to curate a set of keywords for quick reference anytime.

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: 4/5
- Other features available beyond blog post writing: 4/5

I struggled quite a bit to figure out all of the AI-driven features and couldn’t get an AI-generated blog post out of the tool. When there were opportunities to write prompts, there wasn’t any guidance or suggested customizations.

That said, there were a ton of SEO optimization features in the tool, as well as Analytics and Content Refresh features.

Overall, Peppercontent is not as helpful for generating blog content, but is a great tool for putting together outlines and doing research before writing. Some of the hidden features could help with generating other content such as website or ad copy, but it’s light on prompt writing support so still relies on the end user there.