5. Simplified

Unlike the earlier products, Simplified has a broader range of output options – it’s not just text-based:

To keep the comparisons as apples-to-apples, I opted to do AI Writing:

With Blog Wizard, here’s how my journey went:
I got a brief outline, which you can see in the Appendix in full. I hit continue and got a bit stuck. It put two outlines into my draft and I wasn’t quite sure how to get back to prompting. These were my options within the text editor:
All the options were greyed out, so I decided to start from scratch.

This time I went back to the start and requested a blog post altogether:

![Image](image.png)

**Summary**

- How much help they gave me with prompt writing: 0/5
- Overall ease-of-use: 2/5
- How much the tool helped with SEO optimization: 0/5
- Other features available beyond blog post writing: 4/5

I struggled with understanding the text editor and AI integration. Many other products have the equivalent of a form for different prompt customizations (e.g. keywords, topic, intended audience) but here, I had to type “/” to start entering any prompts, and it was entirely open ended.

One other note is that I copy/pasted the output into the Appendix, but it didn’t come out formatted properly, which can be frustrating if using this tool on an ongoing basis.

Overall, I struggled a lot and found it hard to use. I will note that Simplified does support multimedia output (design and video) in addition to text, so that could be cool to explore.
Appendix
Simplified - blog post outline

I. Introduction
   A. Explanation of Marketing AI Tools
   B. Importance of Marketing AI Tools in Digital Marketing

II. Review of Different Marketing AI Tools
   A. Hubspot Marketing Hub
      1. Pros
      2. Cons
   B. IBM Watson
      1. Pros
      2. Cons
   C. Salesforce Einstein
      1. Pros
      2. Cons
   D. Marketo
      1. Pros
      2. Cons
   E. Google AI Platform
      1. Pros
      2. Cons

III. Comparison of Marketing AI Tools
   A. Feature Comparison
   B. Pricing Comparison
   C. User Reviews

IV. How to Choose the Best Marketing AI Tool for Your Business
   A. Consider Your Needs
   B. Set Your Budget
   C. Understand Each Tool's Learning Curve
   D. Take Advantage of Free Trials

V. Conclusion
   A. Recap of the Best Marketing AI Tools
   B. Final Thoughts on Using Marketing AI Tools in Digital Marketing.
Simplified - blog post

Marketing has undergone a lot of changes in recent years, thanks to advancements in technology, particularly the advent of artificial intelligence (AI). AI has revolutionized the way businesses market their products and services. Over the past few years, there has been an influx of AI marketing tools into the market, each promising to deliver exceptional results. But which of these AI marketing tools are the best and what are the pros and cons of each?

1. Salesforce Einstein

Salesforce Einstein is one of the most unique AI-powered marketing tools in the market. Its intelligent algorithms automatically comb through customer data and draw meaningful insights from it. One of the pros of Salesforce Einstein is that it integrates seamlessly with Salesforce CRM, making data collection and analysis more efficient.

The downside of Salesforce Einstein is that it is expensive, which makes it a less than ideal choice for SMEs or startups. Also, some users have reported that the system sometimes takes a while to learn from customer data, which can be frustrating.

2. Hubspot

Hubspot is a complete inbound marketing solution that leverages the power of AI to help businesses optimize their inbound marketing strategies. It features tools such as predictive lead scoring, smart content, and personalized recommendations based on customer data. One of the biggest pros of Hubspot is its user-friendliness. It is easy to use and can be easily integrated with other tools such as social media platforms. However, Hubspot can be relatively expensive, which makes it a less than ideal choice for small businesses. Additionally, some users report occasional technical glitches and errors.

3. Marketo

Marketo is an enterprise-level marketing automation platform that leverages AI to optimize your marketing efforts. It features tools such as predictive scoring, email personalization, and behavioral tracking.

One of the pros of Marketo is that it offers a plethora of integrations with third-party tools such as Salesforce, making it easier to consolidate customer data. On the downside, Marketo can be a bit complex to use, and it may take a while for new users to adapt to it.

4. Adext

Adext AI is a fully-automated advertising tool powered by AI. It uses machine learning algorithms to analyze and optimize your ad campaigns, improving your ROI and revenue. One advantage of Adext is its affordability. It is one of the most cost-effective AI marketing tools in the market.
One of the downsides of Adext is that it is relatively new, which means that it may not be as established as some of the other tools in the market. Additionally, since it is primarily focused on ad optimization, businesses may need to leverage other AI marketing tools for advanced data analysis.

Conclusion

Overall, each of these AI marketing tools offers unique features and benefits. Businesses need to evaluate their individual marketing needs and budgets before choosing which tool to invest in. It is also important to remember that these tools are not perfect, and businesses may encounter some cons or limitations along the way. However, if properly deployed and utilized, these AI marketing tools can significantly boost your marketing efforts and improve your business's bottom line.