As usual, I started with Blog Builder:
I skipped the CTA to keep it consistent with other blog posts:
I kept the outline as-is and continued:
With this, I hit “Generate draft” and waited a few minutes. It took slightly longer than I would have expected.

I got a draft preview after it loaded and was able to copy the text, rate the draft, or throw it out. I opted to “Use this draft” and continue:
Expert Guide: Ranking the Best AI Tools for Marketing in 2021

In the modern digital age, artificial intelligence (AI) is becoming increasingly important for businesses to stay competitive and maximize their marketing efforts. AI provides many potential benefits in marketing, from helping to quickly identify customer interests and behaviors to automating certain tasks like audience segmentation and product recommendations. With so many AI tools available, it can be difficult to know which one will best suit your needs - that's why we're here with this guide. In this expert guide, we'll discuss the potential benefits of AI in marketing, popular AI tools available, how to evaluate these options, and ultimately determine the right tool for you. By the end of this article, you'll have all the information you need to confidently select an AI tool that helps you maximize your business's marketing potential.

Background on AI and its potential for marketing

The potential of Artificial Intelligence (AI) in marketing is becoming increasingly apparent. AI can help businesses quickly identify customer interests and behaviors, automate certain tasks such as audience segmentation and product recommendations, and provide more meaningful data insights. As marketers look to maximize their efforts in 2021, they must consider how AI can be incorporated into their strategies.

This took me into a full on text editor:
Ai is one of the most powerful tools for marketing in 2021. It provides businesses with the ability to quickly analyze and optimize customer interactions, as well as access more data-driven insights than ever before. However, Ai does come with some limitations which should be taken into consideration when selecting a tool. One of these limitations includes the cost associated with using an Ai tool in marketing. The cost of implementation and maintenance can vary depending on the complexity of the tool and how it fits within an overall marketing strategy. Additionally, businesses need to ensure that they have access to the necessary resources for proper implementation and maintenance of an Ai tool.

When considering which Ai tool is right for their needs, businesses should take into account factors such as features and functionality, customer reviews, price points, scalability capabilities, and how well it fits with specific goals. Additionally, they should research all available options and understand where a tool excels or falls.

The other tools I had were on the right hand side. It was cool to see the option to actually “Reopen template” if I wanted to make any changes. This was super helpful because in some other products, I lost the output when I went back to the generate screen.

In this one, it was easy to navigate back and forth, and I never lost my content. I’ve included this full draft in the Appendix as well.

Other parts of the product include a few tools:

- Terms
- Snippets
- Setup
- Teammates

Under Terms, you can set up brand terms that are or aren’t approved for use along with tags:

<table>
<thead>
<tr>
<th>Term</th>
<th>Type</th>
<th>Part of speech</th>
<th>Description</th>
<th>Common mistakes</th>
<th>Tags</th>
<th>Edited</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thanks</td>
<td>APPROVED</td>
<td>noun</td>
<td>Use “Thanks” instead of “Best regards”...</td>
<td>Support</td>
<td></td>
<td>IC-10 min</td>
</tr>
<tr>
<td>Best regards</td>
<td>DON'T USE</td>
<td>noun</td>
<td>As a sign-off to email communication...</td>
<td>Support</td>
<td></td>
<td>IC-10 min</td>
</tr>
<tr>
<td>understand</td>
<td>APPROVED</td>
<td>verb</td>
<td>We prefer to use ‘understand’ over ‘a...</td>
<td>Support</td>
<td></td>
<td>IC-10 min</td>
</tr>
<tr>
<td>login</td>
<td>APPROVED</td>
<td>noun</td>
<td>Login should be one word when used...</td>
<td>Support</td>
<td></td>
<td>IC-10 min</td>
</tr>
<tr>
<td>Thingy Majiggy</td>
<td>APPROVED</td>
<td>noun</td>
<td>This is the official name of our flagshi...</td>
<td>Support</td>
<td></td>
<td>IC-10 min</td>
</tr>
<tr>
<td>apologize</td>
<td>DON'T USE</td>
<td>verb</td>
<td>Don’t apologize if the issue occurred a...</td>
<td>Support</td>
<td></td>
<td>IC-10 min</td>
</tr>
</tbody>
</table>

Snippets allows you add in standard phrases that you need to reuse in many spots:
Setup lets you customize your grammar preferences, style, and other general settings. Teammates lets you manage collaborators for the app.

Summary

- How much help they gave me with prompt writing: 4/5
- Overall ease-of-use: 5/5
- How much the tool helped with SEO optimization: 3/5
- Other features available beyond blog post writing: 4/5

The blog post setup was pretty similar to the other tools except that it had the added bonus of a CTA option. I particularly appreciated that as it inputs into the prompts. Everything was reasonably intuitive and flexible. It had light SEO optimization with letting me pick keywords at the start. The Terms and Snippets features seem helpful to have.

Overall, this made the process of generating a blog post quite easy by bringing everything into one place and allowing me to make changes or write manually instead of using AI-generated content, as I needed, at each step of the process.
Appendix
Writer.AI: Generated blog post

In the modern digital age, artificial intelligence (AI) is becoming increasingly important for businesses to stay competitive and maximize their marketing efforts. AI provides many potential benefits in marketing, from helping to quickly identify customer interests and behaviors to automating certain tasks like audience segmentation and product recommendations. With so many AI tools available, it can be difficult to know which one will best suit your needs - that's why we're here with this guide. In this expert guide, we'll discuss the potential benefits of AI in marketing, popular AI tools available, how to evaluate these options, and ultimately determine the right tool for you. By the end of this article, you'll have all the information you need to confidently select an AI tool that helps you maximize your business's marketing potential.

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One of the current applications of AI in marketing is AI-based chatbots. Chatbots allow customers to ask questions about products or services either through voice or text-based commands. Chatbots are able to respond with accurate information quickly and efficiently, allowing businesses to provide a better customer service experience while simultaneously reducing costs by freeing up human resources from answering the same repetitive queries.

Predictive analytics is another application of AI that has been gaining popularity in recent years. Predictive analytics uses algorithms to analyze large datasets that contain customer information such as past purchases and demographic data to predict future behavior. This allows marketers to anticipate what customers want before they even know it themselves, helping them craft targeted campaigns for specific audiences.

Another benefit of incorporating AI into your marketing strategy is increased efficiency. By automating mundane tasks such as customer segmentation and product recommendations, you free up your team's time so they can focus on creating high-value content or executing more creative campaigns instead of spending hours on tedious tasks like data entry or analysis. In addition, AI can help marketers access deeper insights into their data, which can lead to more informed decision-making.

Despite these potential benefits, there are some challenges associated with implementing AI into a marketing strategy - most notably related to data privacy concerns and the need for specialized expertise in order for the technology to function correctly. It's also important for businesses to take an ethical approach when using AI; customers need transparency about how their data is being used so that they feel comfortable trusting these technologies with their personal information.
In conclusion, leveraging Artificial Intelligence (AI) in marketing offers many potential benefits - from improved customer engagement and increased efficiency to access to more meaningful data insights - but it's important for businesses to be aware of the challenges associated with implementing this technology as well as take an ethical approach when using it with customers' personal information. By properly evaluating the different options available and selecting the right tool for your needs, you will be able set yourself apart from competitors by maximizing the potential benefits of artificial intelligence in your marketing efforts.

Overview of popular AI tools for marketing in 2021

AI technology is quickly becoming an essential tool for marketing in 2021, and businesses need to stay ahead of the curve when it comes to choosing the right AI tools. There are many different types of AI tools available for marketers, from Natural Language Processing (NLP) to Machine Learning (ML). NLP allows machines to understand spoken and written language, while ML uses algorithms to learn from data without being explicitly programmed.

The most popular AI tools for marketing today include Semantic Segmentation, which allows marketers to target customers more accurately; Predictive Analytics, which identifies patterns in large amounts of data; and Chatbots, automated conversations that provide customer service. Additionally, there are a number of AI-driven optimization tools available such as Bid Optimization for search engine marketing (SEM), which optimizes bids based on specific criteria like cost-per-click or return on ad spend.

These AI tools can be used in various scenarios within marketing such as customer segmentation and predictive analytics. For example, using ML algorithms like decision trees or support vector machines can help marketers identify hidden segments among customers with similar profiles or behaviors. Similarly, using predictive analytics can help marketers anticipate customer needs and preferences by analyzing historical data.

AI-driven optimization tools can also be used to optimize online campaigns by predicting the best course of action based on the campaign objectives. This includes optimizing bids for SEM campaigns based on pre-defined criteria such as cost per click or return on ad spend. In addition, these optimization tools can be used to optimize content across channels by analyzing user engagement metrics such as time on page or clickthrough rate.

Overall, the use of AI in marketing is rapidly growing in popularity due to its ability to significantly improve efficiency and access deeper insights into customer behavior – ultimately allowing businesses to maximize their returns from their marketing efforts.

Evaluating the benefits of specific AI tools

When evaluating the benefits of specific AI tools for marketing, businesses should consider several key factors. Firstly, the ability to integrate with existing marketing platforms is essential for any tool to be effective. This ensures that data can be shared easily and seamlessly across channels, allowing for more comprehensive insights. The features and capabilities of each tool
should also be examined in detail; understanding which tasks an AI tool is able to automate and how it can help optimize campaigns will give a business a better idea of its potential benefits.

The costs associated with any AI tool should also be taken into account when making a decision. Different tools may offer different pricing models and features, so it's important to understand exactly what you'll get for your money. Additionally, businesses should pay attention to customer feedback and reviews when selecting an AI tool - this can provide valuable insight into how well the product performs in practice. Finally, understanding the strengths and weaknesses of each AI tool is critical; knowing where a tool excels or falls short will help businesses make an informed decision about which one best meets their needs.

In sum, by carefully evaluating the potential benefits of various AI tools for marketing, businesses can make sure they select the right option for their needs – one that maximizes efficiency while delivering results that meet their goals. With careful research and consideration of all available options, companies can ensure that they make the most out of their investments in AI technology by choosing an AI solution that works best for them.

Determining the right AI tool for your needs

Finding the right AI tool to support your marketing efforts is an essential part of any successful strategy. When researching potential solutions, it's important to consider a variety of factors such as features and functionality, customer reviews, price points, scalability capabilities and how well it fits with your specific goals. Carefully evaluate each product's offerings in terms of what you need and determine if there are any features that could be sacrificed in order to save money or time. Additionally, review customer feedback from those who have used the product before you so that you can gain an accurate understanding of its performance in real-world scenarios.

When determining cost, take into account not only the upfront fee but also any additional charges for maintenance or training fees associated with using the product. Compare this to other similar AI tools on the market and look at their individual feature sets too to see which one offers more value for money overall. Once you've narrowed down your choices based on these criteria, make sure that the features match up with what exactly you're looking for from a solution provider and assess whether or not there is capacity for future growth should demand increase later on down the line.

By keeping all these factors in mind during your research process, you'll be able to identify a suitable AI tool that meets all of your needs without exceeding budget constraints. Investing some time into researching different options can help ensure that you get maximum return out of every dollar spent by choosing a product that works best for your business needs now and into the future.

Conclusion: Maximizing the benefits of AI in marketing

AI is one of the most powerful tools for marketing in 2021. It provides businesses with the ability to quickly analyze and optimize customer interactions, as well as access more data-driven
insights than ever before. However, AI does come with some limitations which should be taken into consideration when selecting a tool.

One of these limitations includes the cost associated with using an AI tool in marketing. The cost of implementation and maintenance can vary depending on the complexity of the tool and how it fits within an overall marketing strategy. Additionally, businesses need to ensure that they have access to the necessary resources for proper implementation and maintenance of an AI tool.

When considering which AI tool is right for their needs, businesses should take into account factors such as features and functionality, customer reviews, price points, scalability capabilities, and how well it fits with specific goals. Additionally, they should research all available options and understand where a tool excels or falls short in order to make an informed decision and maximize efficiency.

Ultimately, taking advantage of AI can help businesses succeed in their marketing efforts by providing them with deeper insights into customer behavior to help them make smarter decisions about their campaigns; however, it is important that businesses select the right AI tool for their needs so that they can maximize its benefits while minimizing its costs. By following this guide, businesses will be able to find the right AI tool for their needs and use it effectively to boost their marketing success in 2021.