8. anyword

Right away, I jumped into the Blog Wizard. Here’s what I put in to get started:
Describe the blog post you want to create

Description
A blog post for marketing experts on the best marketing AI tools out there today. Explain a few pros and cons on each of the tools.

Edit description

SEO Keywords (optional)
Define keywords that you would like to appear in the blog. We'll incorporate them where appropriate.

Target Keywords
- Marketing AI
- AI tools

Related keywords
- Marketing tools

Edit keywords

3 Title
Generate engaging titles or write your own.

- 10 Powerful Marketing AI Tools to Transform Your Strategy (keywords: Marketing AI, AI tools)
- Maximizing Efficiency with the Top AI Tools for Marketing (keywords: AI tools, Marketing)

I picked a Title and continued:
I got these suggested sections first, but didn’t love it, so I asked for more:

Outlook suggestions
Generate an outline

- Section 1: Google Analytics
- Section 2: AdZis
- Section 3: IBM Watson
- Section 4: Adobe Marketing Cloud

I proceeded with the second set:

Outlook suggestions
Generate an outline

- Section 1: What are AI Tools in Marketing?
- Section 2: Top 5 Must-Have Marketing AI Tools
- Section 3: Pros and Cons of Each Marketing AI Tool
- Section 4: How to Choose the Right Marketing AI Tool for Your Business

I picked an intro paragraph and continued:
As marketing professionals, we're constantly seeking new ways to make our campaigns more effective and efficient. And with the rise of artificial intelligence, we have more tools at our disposal than ever before. Marketing AI can help us automate repetitive tasks, gain deeper insights into our target audience, and ultimately achieve better results. But with so many AI tools out there, it can be hard to know where to start. That's why we've compiled a list of the best marketing AI tools available today, along with their pros and cons, so you can decide which ones are right for your needs.

For the next section, I generated content without adding in a prompt:
I continued on through the outlined paragraphs without adding prompts and noticed that the output I got for the five must-have tools listed out HubSpot, Acquisio, Salesforce Marketing Cloud, Persado, and MarketMuse.

When I got to the next paragraph about the pros/cons of each tool, without adding any prompts, I got other tools listed: Hootsuite and IBM Watson. Each paragraph is generated without any insight into the previous one, which can be a bit challenging to wrangle.

I ran out of credits to generate my last paragraph, but I’ve included the output in the Appendix.

Other parts of the platform include the “Data-Driven Editor,” which I put to the test with the same snippet from my own blog post:

It took about a minute to generate, but I got three options as output. I’ve included the output in the Appendix.

There is also Performance Data on your ads, if you plug in your advertising accounts, as well as analysis on your Talking Points and Custom Scoring Models if you upgrade your plan:
There's also a section on Brand Voice, where you can input your Brand Rules, create a Copy Bank, add Custom Formulas, and create Target Audiences. It didn't look like there was a way to input existing copy for it to extract the brand voice, which would have been useful and cool to test out:

I'm not entirely sure why the Copy Bank lives here along with Target Audiences, as those feel somewhat disjointed as features. I'd imagine these are features that can be handy to explore once you get your ad accounts hooked up.

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: 3/5
- Other features available beyond blog post writing: 5/5
While there wasn’t a ton of guidance on prompt writing specifically, this was a highly customizable AI-generated content process. I liked the option at each step to write my own content and going paragraph by paragraph.

At each step, I could try out the content for fit and make adjustments, add in new keywords, and adjust the prompts as needed. Everything was bite-sized and easy to figure out as I went through.

I did find the rest of the product a bit overwhelming with features all over, but there are certainly a lot of other features beyond blog writing. My main caveat on the blog writing is that the flow between the paragraphs can feel a bit awkward and disjointed, and it requires more manual work to make sure the blog post is cohesive.

Overall, this was a very comprehensive blog post writing experience, starting with a title, topic, keywords, and working my way through outline to writing each paragraph one at a time. I would also use this if I wanted to do a hybrid of self-authored and AI-generated content.
Appendix
Anyword - rewrite of my blog post

It's a troubling example that's been on my mind lately. Some of us on the team truly enjoy fancy cuisine and fine dining, though this isn't a viable option for everyone in the office, and doesn't appeal to all. I'm guilty of being pulled into these conversations and have had moments when I stop and consider that, out of the ten or so on the call, only a few had really engaged with the conversation. I'm reminded of earlier in my career when I'd have a discussion about football or basketball and then would head home to look up the recent stats or news so I could add to the conversation next time. I worry that when the topic turns to upscale cuisine and fine dining, some on the team might start to think they need to read up on this to participate. I find it's always interesting to explore a new topic and like feeling closer to others when I take a genuine interest in what they're passionate about, but I can also imagine how someone might feel pressured to study a certain topic in order to be involved.

I particularly mull over issues that cross socio-economic boundaries. This particularly affects second generation immigrants, first generation college grads, and people from lower-income backgrounds, even though some of us have become lucky enough to have good jobs. My college roommate, for instance, told me a couple of years in that she'd never eaten at a sit-down restaurant before university. To save money, her family always ate at home. She didn't know the proper protocol of going out for a meal – how to tell the host how many in the party, how many appetizers to order, or if dessert was necessary. Inviting the group to dinner allowed her to get accustomed to the experience. I can imagine how intimidating it might be when, as a new employee or intern, one needs to join the team for a meal and has no idea how to behave.

These instances lead me to realize how critical it is for me, and for other leaders, to keep in mind that 'common topics' or 'universal knowledge' isn't clear-cut. There are several conversations I've been in (including the one above) that make me concerned about whether I'm the source of a microaggression. I question myself, 'Did I do or say something that would make someone else feel unwelcome?' As I'm more mindful of my responsibility in setting the mood and tone of any discussion, be it at work or elsewhere, I pay closer attention to when the conversation starts going in a direction that not everyone is familiar with. When this happens, I make an effort to shift to a topic that more people in the room are passionate about after a few minutes.

I do understand that there is a delicate balance between avoiding microaggressions and being hypersensitive. It's true that one topic not being interesting to everyone shouldn't mean that it shouldn't be discussed, but if it's continually happening and it's the same group of people, then that is an issue. In writing it sounds simple, yet in reality, it is difficult to identify the line and to not cross it.

Recently, something has kept me awake in bed thinking about. Within our team, some of us adore upscale cuisine and exquisite dining. Of course, not everyone has the financial resources to indulge in these luxury restaurants, and nor is it everyone's cup of tea. Personally, I'm a huge fan of sampling new restaurants and it's one of my guilty pleasures. Once a discussion starts on this topic, I am totally hooked and can become immersed in it, only to be brought back to reality when I realize that out of the ten or so people on the call, only four or five were interested in this conversation.

I recollect the moments during the start of my career when I would be left behind in conversations revolving around football or basketball and I'd have to rush back home to do my own research in order to catch up with what the others were talking about. I worry if similar discussions about upscale cuisine leave the other half of the people feeling like they must now become more knowledgeable in order to take part in the conversations. I'm not trying to undermine the joy I had in learning new things that my friends and colleagues found fascinating, as it made me feel like I was more connected with them.
However, I do comprehend that some may feel intimidated to have to look into the topic, making them feel inadequate. A pertinent incident from my college days come to mind, when my college roommate shared with me that before coming to college, she had never stepped foot in a sit-down restaurant. It wasn't an issue of preference but of lack of resources, so when I took my group of friends out to dine, she was essentially in a new world. Upon graduation, she got a job and had to face dining out with her team, and not knowing the basic procedures of telling the hostess how many were in the party, or if dessert was necessary could have been quite the intimidating experience.

This has led me to further contemplate the wide-reaching issues of class differences that exist even when many of us are well-compensated now. It is important for me as a leader to recognize that the concept of “universal topics” or “universal knowledge” isn’t as cut and dry as we think it is. I reflect a lot on the conversations that have the potential to bring out these distinctions and whether my words or behavior might make someone feel like an outsider. Although it’s simpler to describe this in words than it is to discern it in real-time, there is a very delicate balance between exercising sensitivity and not being too paranoid. Being mindful that only half of the people may be enthusiastic about the topic at hand should not necessarily be an indication to not discuss it, but if this is consistently the case then it is cause for concern.

Lately, this particular instance has been keeping me awake at night. A portion of our team takes delight in lavish cuisines and fine dining. Of course, it’s something not everybody in the organization has the privilege of enjoying, and may not even interest them in the first place. To tell the truth, I am quite fond of discovering new restaurants and take pleasure in expensive eateries; hence, I can be drawn in quite quickly when it comes to these conversations. Nevertheless, when I look back after such chats, I notice that only four or five out of the ten people were actively taking part in the discussion.

I can recall experiences in my career before when I felt excluded from talks regarding football and basketball and hence went home to look up the latest news and data to join in later. As a result, I start to wonder if similar incidents arise, would others feel like they need to learn more about exquisite cuisine and dining etiquette in order to participate in conversations? Personally, I’m often drawn to knowing more about other topics and appreciate the feeling of getting closer to people who are enthusiastic about the same activities. But, on the other hand, I understand it might not always be a pleasant experience if someone feels compelled to read up more on a topic just to be included.

Particularly, these disparities in the socio-economic realm can be tough for those who have just stepped into college, for immigrants and those with lower socio-economic backgrounds, although, most of us have now been bestowed with sufficient resources. A story from my college roommate comes to my mind in this regard; she mentioned to me after several months of attending college that she hadn’t been to a sit-down restaurant until then. Her family was all about saving money and thus ate at home always. The complete process of dining out, right from how to tell the hostess the size of the party, deciding the quantity of starters to understanding whether a dessert is an obligatory part of the meal, she was not well aware of. Due to my friends and I inviting her to dinner often, she got acquainted with the whole ritual. It would have been daunting for her, on her first year of a full-time job or even an internship, to be at ease in such settings without the exposure before.

Therefore, it is my responsibility - as well as that of other leaders - to recognize that what can be assumed to be common knowledge or the definition of ‘universal topics’ can’t be accurately discerned. A number of discussions (the one above about posh food included) have made me ponder if I had triggered any microaggressions without me being aware.

‘Did I inadvertently make someone feel excluded?’, this thought has crossed my mind a number of times after. As I become increasingly mindful of my actions and role in the formation of conversations - whether
at work or elsewhere - I try to make sure to pay attention to when the topic might not make sense to all the participants in the room. When this happens, I attempt to move to something else that the other people may be more enthusiastic about after a few minutes. Nevertheless, there is a fine line between avoiding microaggressions and being excessively sensitive, which can be hard to judge. Recognizing that a subject only excites some of the people should not be an excuse to not talk about it, however, when this is recurrent and the same set of people show excitement all the time, then that is a problem. It may be easier to comprehend this notion while reading it, but in the practical realm, it is challenging to point out this discrepancy and not let it pass.
Anyword - generated blog post
Get Ahead in Marketing with These Must-Have AI Tools (keywords: AI tools, Marketing)

Intro
As marketing professionals, we’re constantly seeking new ways to make our campaigns more effective and efficient. And with the rise of artificial intelligence, we have more tools at our disposal than ever before. Marketing AI can help us automate repetitive tasks, gain deeper insights into our target audience, and ultimately achieve better results. But with so many AI tools out there, it can be hard to know where to start. That's why we've compiled a list of the best marketing AI tools available today, along with their pros and cons, so you can decide which ones are right for your needs.

What are AI Tools in Marketing?
Artificial intelligence (AI) has become a crucial tool for marketers looking to enhance their strategies and stay ahead of the competition. Simply put, AI tools in marketing refer to any software or application that utilizes AI technology to improve marketing efforts. These tools can help with everything from data analysis to social media management, and can significantly increase a business’s efficiency and effectiveness.

There are a number of AI tools available in the market today, each with their own unique features and benefits. Some of the top AI marketing tools include chatbots, personalized recommendation engines, predictive analytics software, sentiment analysis tools, and marketing automation platforms.

Chatbots are a popular AI tool for customer service, providing an efficient and cost-effective way for businesses to communicate with their customers. Personalized recommendation engines are another valuable tool, providing users with tailored recommendations based on their past behaviors and preferences. Predictive analytics software can help businesses make data-driven decisions, while sentiment analysis tools allow companies to track and analyze customer feedback on social media platforms. Finally, marketing automation platforms streamline and automate many aspects of a company’s marketing strategy.

While each of these AI tools has its benefits, there are also potential downsides to consider. Chatbots, for example, may struggle to understand certain types of requests, while personalized recommendation engines can be vulnerable to errors if they lack adequate data. Predictive analytics software requires extensive data sets to be effective, and sentiment analysis tools may struggle with certain languages or dialects. Marketing automation platforms can be expensive and complex to set up, requiring significant time and effort from a company’s marketing team.

Ultimately, choosing the right AI tool for your business will depend on a number of factors, including your budget, resources, and specific marketing needs. By carefully evaluating the pros and cons of each tool, you can select the AI marketing tools that will help your business succeed and grow.

Top 5 Must-Have Marketing AI Tools
1. HubSpot Marketing Hub - HubSpot is a popular marketing tool that offers AI features for businesses. It uses machine learning to personalize website content, email campaigns, and
social media ads. HubSpot also provides detailed analytics that help marketers to make data-driven decisions.

2. Acquisio - This is an AI-powered platform that optimizes your ad campaigns across different channels. It offers predictive bid and budget management, cross-channel attribution, and real-time data analysis. Acquisio can help you to increase the ROI of your marketing campaigns and drive more conversions.

3. Salesforce Marketing Cloud - Salesforce is a cloud-based marketing tool that leverages AI to deliver personalized customer experiences. It offers features such as predictive analytics, customer journey mapping, and email marketing automation. Salesforce Marketing Cloud can help you to create targeted campaigns that resonate with your customers.

4. Persado - Persado is a content marketing tool that uses AI to generate copy that is optimized for different audiences. It uses natural language generation (NLG) to create headlines, emails, and social media posts that are tailored to specific segments. Persado can help you to improve your conversion rates by delivering more relevant content.

5. MarketMuse - MarketMuse is an SEO tool that uses AI to analyze your content and provide insights on how to optimize it. It offers features such as content scoring, keyword research, and content optimization suggestions. MarketMuse can help you to create content that is both SEO-friendly and engaging for your audience.

Overall, these marketing tools can help businesses to optimize their campaigns, improve their customer experience, and drive more conversions. However, it's important to evaluate the pros and cons of each tool to choose the right one for your business needs.

Pros and Cons of Each Marketing AI Tool

1. Hootsuite Insights
   - Helps track brand mentions and social media activity
   - Provides real-time data for better decision-making
   - Offers sentiment analysis to gauge customer sentiment
   - Can be overwhelming for novice users
   - Not as customizable as some other AI tools
   - Helps ensure all written content is error-free
   - Provides suggestions for improving writing quality
   - Offers various writing styles and genre options
   - Can be inaccurate at times
   - Doesn't offer as much customization as other AI writing tools

2. IBM Watson
   - Offers natural language processing for advanced text analysis
   - Provides cognitive computing capabilities
   - Enables businesses to create their own AI applications
   - Can be expensive for smaller businesses
   - Requires expertise to operate
   - Offers comprehensive marketing automation solutions
   - Provides lead nurturing and customer tracking capabilities
   - Offers custom reporting and analytics
   - Can be complex for smaller businesses
- Can be costly for some businesses
- Offers conversational AI solutions for customer engagement
- Provides chatbot capabilities for 24/7 customer support
- Offers lead qualification and management
- Can be difficult to implement for businesses with no prior AI experience
- Can be expensive for smaller businesses

Choosing the Right Marketing AI Tool for Your Business

When selecting a marketing AI tool, it's important to consider your business's needs, budget, and experience level. A comprehensive marketing automation tool like HubSpot might be the best fit for larger businesses, while conversational AI tools like Drift might be more appropriate for smaller businesses with a focus on customer engagement. It's also crucial to consider the level of expertise required to operate each tool, as some may require a dedicated AI specialist. Ultimately, businesses should select a marketing AI tool that aligns with their unique needs and goals.

How to Choose the Right Marketing AI Tool for Your Business

[Ran out of credits to generate]