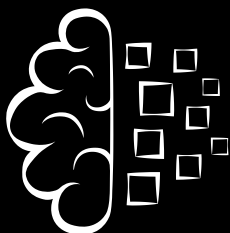


AI for Content Marketing Blueprint



MARKETING
ARTIFICIAL
INTELLIGENCE
INSTITUTE

WRITER

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Why Artificial Intelligence Is a Must for Content Marketers

Every content marketing team faces some version of the same problem:

Content bottlenecks prevent you from hitting content and revenue targets.

There are plenty of factors to blame for that. Do any of these sound familiar?

- Your team must do more with less due to scrutiny of budgets, headcount, and productivity.
- Your team doesn't move fast enough to publish the type and volume of content your audience demands.
- You have glaring content or messaging gaps in topic areas that your audience cares about.

These problems are not easy to solve on your own. And, left unresolved, they put your company and career at risk.

That's why smart content marketers are turning to artificial intelligence (AI).

AI is not about robots taking over or machines running out of control. (That's a fantasy from science fiction and movies.) Instead, AI is a very real, very powerful technology that is available right now. And you can use AI to scale your content marketing—without compromising on quality.

The future
of content
marketing
is human +
machine.

Today, AI can:

- Speed up content creation by generating content, outlines, summaries, and ideas.
- Make writers more productive by creating templates for reuse at scale.
- Align brand, language, and style across content teams.
- Provide data-driven recommendations on what content works and what doesn't.
- Predict which assets and formats will perform best before you launch.
- Identify exactly what content topics have the highest impact on audience and revenue.

In the process, AI turns your human teams into superheroes.

It makes them 10X more productive, agile, and adaptable. In fact, competing in content marketing will soon be impossible without AI.

The future of content marketing is human + machine.



For proof, look at how AI is taking over major areas of expertise in content marketing—specifically, content strategy, ideation, and generation.

Content strategy. AI can now build smart content programs with unprecedented strategic insight and personalization. AI tools like [MarketMuse](#) predict performance before you create content. Tools like [Persado](#) hyper-personalize messages, so they resonate with different types of audiences.

Content ideation. AI can now ideate at scale in seconds. Tools like [ChatGPT](#) provide content ideas, topics, and angles. Others, like [DALL-E 2](#), produce variations of any image in any style, from scratch, for low cost.

Content creation. AI can now create expert content at a near-human level of quality. Tools like [Writer](#), [Jasper](#), and [Copy.ai](#) write articles, headlines, ads, social posts, and more. They also outline and summarize content instantly. Tools like these have secured more than \$1 billion in funding to disrupt content marketing as we know it.

These powerful AI tools are commercially available to anyone. And they're usable by anyone, regardless of technical background. In fact, top brands are already using them to boost performance, productivity, and revenue.

If you're not using AI today, you need to be. Otherwise, you risk becoming obsolete.

Thankfully, you don't need a degree in data science or machine learning to take advantage of AI. You just need to understand the following:

- What AI is and what it is capable of doing.
- What AI use cases are available for content marketing, and how to find your brand's specific use cases.
- What specific AI tools can create real business outcomes for you.

The rest of this guide shows you exactly how to do all three. In it, you'll become completely up to speed on AI for content marketing. And you'll become equipped to explore AI for your own company and career.

If you're not using AI today, you need to be. Otherwise, you risk becoming obsolete.

A Quick Introduction to AI for Content Marketing

To grasp what's possible with AI, you need to understand the technology. But don't worry. You don't need to get a Ph.D. in the subject to do that. All you need is a simple, useful definition of AI. That will allow you to see how it's different—and much smarter—than the technology you use today.

Let's dive in.

What Is AI?

If you ask 10 experts to define "AI," you'll get 10 different definitions given the complexity of the subject. Our favorite definition is simple. It comes from Demis Hassabis, Co-Founder and CEO of Google DeepMind, a major player in AI:

AI is "the science of making machines smart."

By "being smart," these machines, in turn, enhance human knowledge and capabilities.

So, what does "being smart" actually mean?

We don't even agree on a definition of intelligence in humans, so how can we determine one for machines? That's a topic for a graduate seminar, not a practical blueprint on AI. Instead, what we mean by smart in regard to AI is simple:

AI is smart because it can determine its own pathways to achieving an overall goal.

To illustrate what we mean, let's look at the traditional software you use today. That software can only do what you tell it to do. You give it rules and instructions. It follows those rules and executes those instructions to the letter.

Let's look at an example:

Say you are launching a new ebook campaign designed to attract and convert three core audiences for your business. Here's what that typically looks like:

1. You manually brainstorm, research, outline, write the asset, and generate images and designs to complete it.
2. You manually construct a landing page to host the asset after brainstorming and choosing a compelling headline, and determining an interesting value proposition for the page.
3. You manually promote the landing page across paid advertising, site CTAs, and social media to drive downloads, manually adjusting the language of each promotional method to appeal to your three different audiences.

Every step of the way, your traditional software makes this process more efficient. It helps you quickly publish and host the finished asset. It makes building a landing page easy and intuitive. And it makes it more efficient to schedule ads and social media posts in bulk.

This is helpful, no doubt. But, every step of the way, you're in charge of giving the machine instructions and telling the machine what to do. And it follows them without deviation.

It's like having an army of talented interns who follow your instructions literally. They don't offer new ideas. They don't innovate new approaches. They just follow commands.

AI is "the science of making machines smart."

AI is fundamentally different than traditional software.

Let's stick with our ebook campaign as an example. Instead of just doing what we say faster than if we did it manually, AI-powered content marketing technology can do things like:

1. Automatically generate outlines, copy, images, ads, and social shares from text prompts or from work your human content teams have produced.
2. Automatically test different landing page headlines and formats dynamically in real-time for all three of your different audiences, then display only the highest-performing ones to drive more downloads.
3. Automatically serve different variations of ads, CTAs, and social shares to different audiences based on their preferences, motivations, and needs, then adjust those campaigns based on performance.

Now, that's impressive on its own. But here's the real AI secret sauce:

AI learns each time it tries to achieve your goals.

Each time you promote your content, AI learns more about what copy and content your audiences like best. It learns more about what headlines work well. And it adjusts its approach to even better reflect an audience member's behavior.

So, the next time you go to create a content campaign, your AI tool isn't just following the playbook from the last one. It's actually following a new and improved one.

That's why AI is so powerful: It has the ability to unlock exponential performance gains over time the more you use it.

If traditional software is like having an army of interns, AI is like having an army of pros at the top of their game working independently for you 24/7.

Traditional software simply can't compete. And neither can companies using it.

AI is
fundamentally
different than
traditional
software.

AI learns each
time it tries
to achieve
your goals.

About Killer Robots and Out-of-Control Machines

In all this talk of AI's ability to learn and act on its own, you might worry about AI acting outside of your control. Given how powerful the technology is, it's understandable to wonder about what you've seen in the movies.

Don't worry. There are no killer robots and out-of-control machines in the real world. While AI can act on its own to achieve a goal, you always control when it acts. It's not able to go send emails on its own while you sleep or do other tasks it's not built specifically to do.

(Now, make no mistake: There are plenty of legitimate concerns about how AI may use data or choose to achieve goals.)

But, when you use AI, you're just using much smarter software to achieve a very narrow goal. You're not unleashing some superhuman intelligence.

Machine Learning and the Core Types of AI

We've established why AI is much different—and much better—than traditional technology.

Now, let's define a few final ways of thinking about AI that are important to fully grasp the subject.

The term “artificial intelligence” is a category of technology, not a single tool. It's a broad suite of tools that leverage smart machines in different ways.

These tools rely on “machine learning” to work their magic.

Machine learning is the primary subset of artificial intelligence technology. It's how AI tools achieve goals on their own and learn from their efforts.

There are a couple of steps to get a machine to be smart. First, humans have to train the machine. We show the machine data, then train it to recognize patterns in that data. Using those patterns, the machine learns how to achieve goals. Once fully trained, it can recognize those patterns and achieve those goals in the wild. It can also then train itself on what it learns rather than returning to its human teachers.

For instance, we could train the machine to recognize high-performing blog post headlines. Once it learns, customers like you then use the machine to write blog post headlines. It learns even more from each blog post you publish, improving its performance over time.

That's all possible because of machine learning.

Now, you might be asking yourself:

What if the machine is trained on blog post headlines that have nothing to do with my business?

That can certainly happen. It doesn't mean the machine can't perform well. (Often, it can perform spectacularly.) But it does mean that an AI tool may not be specifically suited for your business' needs.

(After all, subject lines and their effectiveness vary wildly between industries.)

That's why custom training is so powerful. Custom training is when a machine learns from your data, not a generic dataset. AI tools like Writer can be trained on data from your specific business. They can learn how to write like you, in your specific tone and voice, not another brand's.

Now, machine learning isn't the only term you'll hear in discussions of AI, like:

- Deep learning
- Neural networks
- Robotics
- Reinforcement learning
- Topic modeling
- And many, many more

These terms can be useful to learn. But you don't need to know all the jargon to understand how and where to apply AI in your business.

Machine learning is the primary subset of artificial intelligence technology. It's how AI tools achieve goals on their own and learn from their efforts.

You only need to know that there are three core applications of AI: Language, Vision, and Prediction.

Language AI. This is the ability of machines to understand and generate written and spoken words. Language AI technologies and terms you may encounter include:

- Natural language generation.
- Natural language processing.
- Sentiment analysis.
- Voice recognition.
- Text analysis and summarization.

An example of Language AI in your everyday life is Gmail's Smart Compose feature. You type an email, and Gmail predicts how to complete your next sentence.

Vision AI. This is the ability of machines to analyze and understand data from still images and videos. In essence, vision AI seeks to automate tasks that the human visual system can naturally do. Vision AI technologies and terms you may encounter include:

- Computer vision.
- Facial recognition.
- Image generation.
- Video generation.
- Emotion detection.

An example of Vision AI in your everyday life is the facial recognition that unlocks your iPhone. Vision AI determines if the face it is seeing is yours and, if it is, grants you access to the device.

Prediction AI. This is the ability of machines to predict future outcomes based on historical data. With machine learning, predictions continually evolve and improve based on new data. The better the data that goes in (the inputs), the better the predictions that come out (the outputs). Prediction AI technologies and terms you may encounter include:

- Personalization.
- Forecasting.
- Pattern recognition.
- Recommendation.

An example of Prediction AI in your everyday life is the alerts from the weather app on your phone. The AI predicts it will begin raining in 20 minutes in your location, then notifies you.

All three types of AI—Language, Vision, and Prediction—apply to content marketing.

- Language AI can create/edit blog posts, ebooks, landing pages, ads, and social posts. You can also use it to generate and edit audio and video content.
- Vision AI can generate original, eye-catching images for digital content. And it can automatically extract video clips from longer content and edit visuals.
- Prediction AI can predict content performance before you publish. It can also forecast which topics you should be creating content around for maximum ROI.

There are literally hundreds of use cases for AI in content marketing. But they all fall under one or more of these three core applications.

Now, let's find one or more use cases for your work and business.

All three types of AI—Language, Vision, and Prediction—apply to content marketing.

How to Find AI Use Cases for Content Marketing

Finding AI use cases doesn't need to be rocket science. You don't have to go from where you are today to having fully AI-powered and AI-infused content marketing. (Though that's a worthy long-term goal.)

All you have to do is figure out how AI can supercharge select tasks you do all the time (or wish you could do all the time).

So, how do you do that? Start by listing out all the tasks you do in any given day, week, month, or quarter. Go down the list and ask three questions about each task.

- **Is it data-driven?** Are you using data to do the task? Alternatively, do you have data you should be using to do the task, but you're not? Data is the lifeblood of AI systems. If your task is data-driven, AI can likely do it better and faster.
- **Is it repetitive?** Do you do the same thing over and over again to accomplish the task? Is there a process to accomplish the task that you can define steps for? AI excels at augmenting or automating tasks that have standardized, repeatable steps. You also don't even need to automate an entire repetitive task with AI. You can look at making individual steps of the process better and faster using AI.
- **Is it making a prediction?** Almost everything we do as marketers is trying to predict an outcome or behavior. And making predictions is what AI does best.

You don't have to answer "yes" to all three questions to have an AI use case. Answer "yes" to one or two questions, and the task is a likely use case for AI. Answer "yes" to all three questions, and it definitely is.

All you have to do is figure out how AI can supercharge select tasks you do all the time.

Top AI Use Cases in Content Marketing

To show you what's possible, here are some of the top use cases that content marketers rely on AI for today:

- Develop intelligent content strategies and briefs.
- Develop and maintain editorial policies, brand standards, style guides, and content governance guidelines.
- Discover insights into top-performing content and campaigns.
- Distribute content at scale across different owned, earned, and paid channels.
- Generate, edit, and remix images, video, and audio to produce professional-grade content.
- Optimize website content for search engines.
- Recommend highly targeted content to users in real-time.
- Predict which content will perform best and generate ROI.
- Repurpose content into different formats and styles.
- Test different content formats, headlines, lengths, etc.
- Transcribe presentations, podcasts, and webinars.
- Write and edit marketing copy, blog posts, website content, ebooks, whitepapers, case studies, and other collateral.

Top Content Marketing Use Cases by Industry

Another way to look at AI use cases in content marketing is to draw inspiration for use cases by industry.

Software-as-a-Service (SaaS)

- Predict the intent behind search topics, so you can create more content on topics being searched by consumers ready to do a demo or make a purchase.
- Streamline and automate podcast creation and production to differentiate your SaaS brand in your industry.
- Predict which text, video, and imagery will lead to the highest number of conversions into product signups or app downloads.
- Surface topics and keywords where you have a unique competitive advantage to outrank better-funded competitors.
- Automatically outline and generate blog posts for your target audiences and verticals.

Financial Services

- Automatically outline, generate, and summarize long-form content assets, like ebooks and reports, to explain complex financial topics clearly to audiences.
- Standardize content language and messaging to be more inclusive of audiences from all walks of financial life.
- Personalize content and messaging to a user's specific financial data or goals, making it highly relevant to audiences with different incomes, financial targets, or levels of interest in specific financial products.
- Generate outlines, scripts, and transcripts for hosted webinars or partner webinars.
- Scale content creation and improve writer productivity across teams and product lines.

Healthcare

- Automatically generate content about common health conditions, symptoms, and medications.
- Improve operational efficiency by refining time-consuming processes like claims processing, denials, and collections.
- Deliver customized recommendations on health content based on a user's content consumption habits.
- Generate summaries, outlines, and simplifications of longer-form and more technical health content.
- Automatically summarize and simplify language from medical studies.
- Intelligently optimize existing healthcare content to rank higher in search.
- Standardize the usage of medical terminology across teams and departments.

Ecommerce

- Dynamically test landing page headlines, copy, and content to improve conversion rates.
- Predict which ad content and images will lead to the highest conversion rates.
- Automatically generate product descriptions.
- Automatically generate different variations of product listings and images at scale to fit the standards of different content channels.
- Intelligently recommend content and products based on consumer preferences and behaviors.



How Content Teams Can Scale AI

Any content marketing team of any size can use AI across a wide variety of profitable use cases. Once you've successfully used AI across some use cases, you can turn your attention to scaling it. Here are some ways AI can help you scale content operations:

- Use custom training to train AI on your own content, tone, and style. That allows AI to create content, headlines, and summaries that sound like your brand and team.
- Use AI to create and enforce extensive team-wide style guides. This automatically keeps content creators consistent without having to manage writers manually.
- Use AI to create and enforce common language and messaging across different assets.
- Automatically create AI-powered content using snippets and templates. This allows you to reuse content that already exists.
- Use AI-powered insights to determine how teams are using current AI tools. Some tools can show you usage rates across teams. You can use that information to get more value out of your existing technology.
- Use AI to stay secure and compliant across use cases. Find AI platforms designed to follow all privacy and data laws in your industry.

Successfully scaling AI implementation depends on your team's current content maturity level. Content maturity refers to your ability to execute content strategies.

More mature content organizations will get the most out of AI, plain and simple. As you pursue AI scaling, you need to gauge your content maturity level.

To do that, Writer has a [content maturity rating system](#) detailing the five levels of content maturity. At each level, the system has recommendations on how to approach AI.

Level 1: Chaotic

Teams that have no formal content operations should focus on creating standardized content processes before bringing in AI tools.

Do:

Dissect the content strategies of the companies in your space; develop a basic content strategy framework.

Don't:

Use AI to start spewing keyword volume plays that can hurt your domain and brand before you've even started.

Level 2: Piloting

Teams that are starting to develop a content strategy can use AI to speed up ideation and experimentation. Use AI tools to support writers to edit their own work, get help with top-of-funnel article outlines and first drafts, generate headlines, create FAQs for SERPs, and speed up landing page creation.

Do:

Invest in hiring at least 1 strong writer who is AI savvy. Build out a style guide that clearly defines your brand voice, messaging, audience goals, differentiated POVs in the market, and your head terms.

Don't:

Neglect to staff your team with strategic, skilled writers or become overly reliant on AI — it can prevent you from getting to Level 3.

Don't try to scale without building out the basics of your style guide and messaging.

Level 3: Scaling

Teams who have experience with creating quality content can use AI to scale. Use AI tools to build out blog posts from human-created search-optimized outlines, repurpose content into shorter snippets for different channels, like social media, and create distribution support content like newsletters, social posts, and metadata.

Do:

Invest in a business-grade AI platform; connect with and learn from other marketing teams who are scaling with AI; get AI into your growth/demand marketing teams.

Don't:

Reinvent the wheel: learn how to prompt AI effectively; learn how to grow SEO traffic with AI.

Level 4: Sustaining

Teams with a mature, scaled-up content operation can use AI tools to enhance their content strategy. Use AI to develop your own draft templates, train your own content models, find keywords, develop briefs, and analyze content performance.

Do:

Use a platform like Writer to build a library of customized templates for first drafts and develop training data for your own AI models.

Don't:

Expect AI to do your research; the richer and more unique the stats and quotes you feed AI, the higher quality your output (and the better you'll get TOFU content to rank).

Level 5: Thriving

Teams with mature and integrated content operations can use AI to enhance all areas of their content process. They can use AI to personalize content by identifying different customer cohorts to target with different types of content.

Do:

Think about ways AI can help with content personalization.

Don't:

Brag about how efficient, successful, and happy your content team is; keep learning!

Top Companies Using AI for Content Marketing

You have a foundational understanding of AI. You have—or know how to find—use cases for AI. Now, let's look at how real brands are using real AI technology to excel at content marketing.

Software company increases content output by 500%

1,000+

Knowledge articles published annually

iManage's document management system helps you activate the knowledge inside your organization.

As an industry leader, the company was publishing a ton of content. But their small content team was underwater. They were swamped with a backlog of reviews and edits. It got so bad that they had to turn away authors who had valuable things to say to their audience.

The worst part?

iManage knew their content was a hit with their audience based on the numbers. And they knew the audience wanted more. But they couldn't provide it.

There was a big culprit to blame:

The content team spent a huge amount of time making the same types of edits time and time again. They had constant issues keeping writers consistent on language, style, messaging, and terminology.

That changed when the team turned to AI.

Using Writer, a leading generative AI platform, iManage vastly streamlined its content operations.

The company used Writer's AI-powered style guides to transform how they worked. Instead of manual reviews, Writer automatically enforced style guidelines across all content creators. That meant iManage's team no longer had to review pieces for consistency. Writers were now empowered to correct issues on their own. iManage was even able to customize Writer to learn their own specialized terminology. That tailored the system to their exact needs, not some generic style guide.

Here's what happened next:

AI from Writer helped iManage remove these editing bottlenecks holding up publication. That freed up their writers to do what they do best: Create industry-leading content. As a result, the company's small content team went from publishing 200 articles a year to 1,000. And they did it without significantly increasing headcount.

High-growth ecommerce startup saves 35 hours per month, per writer

35

Hours per writer per
month saved with Writer

Adore Me is a women's fashion ecommerce company that is in high-growth startup mode.

As a high-growth startup, time and resources are everything to Adore Me. Employees wear a lot of hats and work in a lot of different areas of the business. Every hour (and dollar) spent on any given task means a missed opportunity to make an impact elsewhere. And Adore Me was spending a lot of time on mundane but necessary types of content creation.

Adore Me thrives by creating content like product descriptions, ads, and press releases. But, creating this content was a massive time-suck for their writers. Instead of coming up with the next big thing, they were bogged down creating core assets. That was a major disadvantage in a ruthlessly competitive and innovative industry.

AI came to the rescue.

Using AI-powered features from Writer, Adore Me could generate content automatically. That included product descriptions, Google and Facebook ads, and press releases. Adore Me's writers stopped spending hours crafting these assets. Instead, they started creating them in minutes by giving Writer bullet points as a guide. And the AI learned the company's style, so tone and brand were consistent across assets and teams.

As a result, Adore Me saves each of its writers 35 hours per month on these types of content creation tasks. In other areas, they're saving up to 50% of the time it takes to create content. Is there an impact on the company's content creators? You bet. A hugely positive one.

At every level, AI is freeing up content resources. Those resources are now redeployed to bigger and better campaigns with higher impact.

Intuit overhauls brand voice and inclusivity

+300

Writer users at Intuit

Intuit is the \$100 billion company behind the hit accounting software product QuickBooks. And, it had a problem.

It had just overhauled the brand voice of QuickBooks, one of its leading products. The brand voice was now more engaging, relevant, and differentiated. At the same time, the company made a public commitment to making its language more inclusive. Being more inclusive meant using language that resonated more with people of different backgrounds. It also meant avoiding terms and phrases that might carry racist historical baggage.

That wasn't the problem. In fact, audiences and employees loved the new initiatives.

The problem was making sure that writers followed the standards consistently.

To solve the challenge, Intuit leaders adopted Writer's generative AI platform. Writer's AI showed writers exactly when language needed to change in their work. It then empowered them to change it.

That included adjusting writing to read at a fifth- to eighth-grade reading level for clarity. It also included making writers aware of how to make language more inclusive. It even helped writers remove the passive voice from their work.

This was all made possible due to custom training. The AI learned Intuit's specific brand and inclusivity standards. Then, it deployed them across writers and teams.

Turns out, AI was a huge hit at Intuit. More than 300 people at Intuit ended up using Writer to follow brand guidelines. Staff also raved about how proud they were that the company had committed to inclusivity.

All in all, doing the right thing also turned out to be the smart thing to do.

All in all, doing the right thing also turned out to be the smart thing to do.

Top AI Tools for Content Marketing

Ready to try out AI for yourself? We've got you covered with 14 top-of-the-line AI tools for content marketing that you need to try today.

WRITER

[Writer](#) is a generative AI platform that helps you create content at scale. It does that by accelerating your writing workflow, from ideation to drafting to distribution, using the power of AI. With Writer, you can use AI to:

- Brainstorm content ideas.
- Generate first drafts in seconds.
- Automate brand, editorial, and style edits.
- Instantly produce content distribution.
- Repurpose content into different formats quickly.
- And much more.

Writer is built specifically for teams with enterprise-grade functionality, data, and security features.

Writer's core features are designed from the ground up to harness the power of AI:

- **Styleguide:** Build an AI-powered style guide that enforces style and brand automatically and in real time.
- **Terms:** Writer's AI also manages and enforces the specific language choices that matter to your brand.
- **Snippets:** With Writer, you can write something once, then use it endlessly on repeat to save time.
- **CoWrite:** Writer CoWrite automatically generates content for headlines, press releases, blog posts, and more.

The screenshot displays the Writer AI interface. At the top, there are three tabs: 'BLOG HEADLINES' (selected), 'PRESS RELEASE', and 'EASY SUMMARY'. To the right of these tabs is a large pink button labeled 'Try it'. Below the tabs, the interface is divided into two main sections. The left section, titled 'Blog headlines from scratch', contains two input fields. The first is labeled 'Subject *' with the instruction 'Write 1-2 sentences describing the blog post'. The input text is 'How product managers can contribute to an efficient daily scrum'. The second field is labeled 'Persona *' with the instruction 'What audience is the blog aimed at?'. The input text is 'Product managers, scrum leaders'. The right section, titled 'Results', displays a list of 10 generated headlines. A document icon is visible in the top right corner of the results section.

BLOG HEADLINES **PRESS RELEASE** **EASY SUMMARY** **Try it**

Blog headlines from scratch

Subject *
Write 1-2 sentences describing the blog post

How product managers can contribute to an efficient daily scrum

Persona *
What audience is the blog aimed at?

Product managers, scrum leaders

Results

1. How product managers can contribute to an efficient daily scrum
2. Product managers: your scrum is only as good as your daily scrum
3. The importance of the daily scrum for product managers
4. How to make your daily scrum more efficient
5. Tips for product managers to improve their daily scrum
6. Making the most of your daily scrum as a product manager
7. How to get the most out of your daily scrum
8. Product managers: Tips for an efficient daily scrum
9. 10 ways product managers can improve their daily scrum
10. The daily scrum: How product managers can contribute to its efficiency

Not to mention, Writer also offers the powerful ability to custom-train its AI on your specific content and data, so it produces outputs that sound exactly like your brand.

No other tool offers such a robust combination of AI capabilities specifically designed for teams.

Use cases for Writer include:

- **Content strategy:** Automate and accelerate your content strategy by using Writer as a single source of AI-powered truth.
- **Marketing:** Create high-quality, consistent content and messaging at scale.
- **Editorial:** Create and enforce consistent editorial guidelines across assets, teams, and products.
- **Support:** Empower agents to write better responses to customers.
- **Documentation:** Write clear, consistent, and scannable documentation.
- **Learning and development:** Build high-quality learning content.
- **Operations and IT:** Roll out Writer's AI capabilities across teams quickly with a fully compliant and secure platform
- **HR:** Improve communication and encourage healthy communication across teams.

Writer offers two main licenses, Team (for 1-5 people) and Enterprise.

TEAM (1-5 PEOPLE)

Content acceleration and brand consistency for teams

\$18 per user/month

Start free 14-day trial

Includes:

- ✓ Automated content generation (limit 15k words/user/month)
- ✓ CoWrite
- ✓ ReWrite
- ✓ Highlights
- ✓ Magic links
- ✓ Styleguide documentation site
- ✓ Terminology management
- ✓ Snippets
- ✓ Writing style configuration
- ✓ Data security and privacy
- ✓ Team roles and permissions
- ✓ Quality report
- ✓ Google and Okta single sign-on

ENTERPRISE

Great writing across your whole company



Contact sales

Everything in Team, plus:

- ✓ More words/user/month for content generation
- ✓ Custom language model training
- ✓ Multi-domain support for magic links
- ✓ Multiple teams and Styleguides under single organization
- ✓ Styleguide implementation and customization
- ✓ Custom writing style rules
- ✓ License utilization report
- ✓ SAML-based single sign-on
- ✓ Enterprise-wide admin panel
- ✓ API
- ✓ Dedicated customer success rep

The best part? It's absolutely free to try.

[SIGN UP HERE](#)



AI can now assist you with a range of content marketing tasks, and the only limit is your imagination.

[ChatGPT](#) from OpenAI is an AI tool that responds to natural language prompts.

Just type in a question or command into ChatGPT, and it gives you a cohesive, complete answer.

You can tell it to do common content marketing tasks like:

- Organize notes into outlines.
- Write short blog posts based on bullet points.
- Summarize transcripts and articles.
- Reword or rewrite content.
- Brainstorm content ideas and headlines.
- Populate editorial calendars.
- And much, much more.

ChatGPT doesn't replace content marketers. And you always need to verify its output. But, even so, it saves content marketers hours of time each day ideating and creating.

co:here

[Cohere](#) provides a suite of tools that use AI to help you build custom AI-powered content solutions for your business.

Using Cohere's API, you can tap into large language models for a variety of use cases. That includes:

- Harnessing the power of content and language classification using its Classify product.
- Tapping into text generation capabilities with Cohere Generate.
- Uncovering trends in text using the company's Embed product.

copy.ai

If you need help creating content for blogs, social, or email, AI's got your back. [Copy.ai](#) creates content in just a few clicks for a variety of content marketing use cases, including:

- Blog content.
- Sales copy.
- Social media content.
- Website copy.
- And much, much more.

In the process, it helps you beat writer's block, come up with new ideas, and get started writing faster.



If you need eye-catching original art for your content, AI can help.

[DALL-E 2](#) automatically creates and edits images based on the text prompts you give it.

First, describe the image you'd like DALL-E 2 to create. It can be almost anything you want, in any style.

Then, DALL-E 2 generates several professional-grade images that match your prompt in seconds.

It's that simple. It's perfect for content marketers tired of combing through tired stock photos. Instead, why not generate stunning original art to go with each piece of your content?



All-in-one video and audio editing just became simple, thanks to AI.

[Descript](#) uses AI to put professional-grade video and audio production in your hands. The tool's simple UI makes it easy for anyone to produce videos, audio clips, transcripts, and more.

It's perfect (and affordable) for podcast, webinar, and course production. And you don't need to hire pricy production firms to create multimedia content assets.



Content repurposing is key to getting the most out of your content marketing. And AI can help you do it better, faster, and cheaper.

[GoCharlie](#) is an AI writing tool that can turn YouTube videos into blog outlines. Just drop in a URL for your YouTube video, and GoCharlie fetches a complete blog outline. You can then have the tool generate a full blog post based on that outline. (It generates content, too.)

Last, but not least, it can summarize content for you.



AI doesn't just create content for you. It can also make your existing content better.

[Grammarly](#) uses AI to automatically check your writing for typos and grammatical errors. But that's just the beginning. Grammarly also shows you how to adjust tone to achieve specific effects on your audience. And, it'll help you communicate with crystal clarity through writing recommendations.

It's like having a professional editor on-call 24/7.



Need to create blog posts fast? AI from [Jasper](#) can help.

Jasper is an AI content generation tool that can write blog posts and generate images in seconds.

First, tell Jasper what you want to write about. Then, provide it with a few bullet points to work off of. Click a button, and voila! Fresh content written by AI.



Writer's block is the enemy of every content marketer. AI from [HyperWrite](#) can help you beat it.

After you've written a sentence in HyperWrite, it can complete your sentence or paragraph. From there, you can break through a block—or tell it to keep writing. No more staring at a blank page. No more banging your head against a wall trying to figure out what to write next.



If you're creating content strategies without AI, you're at a disadvantage.

[MarketMuse](#) is an AI platform that identifies your top content opportunities.

The platform uses AI to tell you which topics to target and how to rank for them. It even shows you what other pieces of content on Page 1 of SERPs missed, so you can outcompete them.

Not to mention, MarketMuse generates AI-powered content briefs. The briefs give your writers precise guidance on how to craft content that dominates.

The result? Incredible—and predictable—content performance.

[PERSADO]

What if you could automatically tailor your messages to an individual user's preferences?

AI platform [Persado](#) shows users the language that motivates them most to engage and act.

Say goodbye to one-size-fits-all messaging. Persado's AI actually knows what type of language a user prefers. Then, it adjusts your content to make it maximally appealing to that individual. And it does it at scale across your entire audience.

The result is higher rates of content engagement and increased revenue.



Sometimes, you don't need to just create content. You need to say it in the right—or a different—way. That's where AI from [Wordtune](#) comes in.

Wordtune can rewrite and rephrase any piece of text you give it. It can also alter a piece of text to have a more formal or casual tone. It can even shorten or expand your text as needed.



Want to write content like top brands do? Check out AI from [Writesonic](#).

Writesonic's AI has been trained on the top-performing copy from major brands. That means it can generate blog posts, landing pages, and other types of content like the pros. It also features a ChatGPT-like interface to prompt the AI writer with voice or text.

Why AI Is the Future of Content Marketing

AI is the future of content marketing because it solves content marketing's biggest challenge: removing content bottlenecks that cripple performance and revenue.

AI gives you the ability to 10X the impact of your content marketing team, no matter how big or small. That, in turn, makes it possible to actually scale your content marketing—an outcome impossible to achieve with traditional technology.

And it's just the beginning. AI's capabilities are rapidly improving, and its cost is dropping. Today, AI for content marketing is highly powerful, easy to use, and affordable across hundreds of use cases. In the coming months, it will only grow more so.

Businesses that invest in understanding AI, finding use cases, and testing tools will outcompete anyone doing things the old way.

So, what are you waiting for?

You have the understanding. You have the use cases. And you have the tools.

Now, it's time to get to work.

AI is the future
of content
marketing
because it
solves content
marketing's
biggest
challenge.

About Marketing AI Institute

Marketing AI Institute is an online education and event company that makes AI approachable and actionable to marketing leaders around the world.

The Institute owns and operates [Marketing AI Conference \(MAICON\)](#), a global event that attracted 300 marketing leaders from 12 countries in its inaugural year, and [Piloting AI for Marketers](#), a course series that teaches marketers and business leaders how to drive productivity, creativity, and performance with AI.

Since its launch in 2016, Marketing AI Institute has educated tens of thousands of marketers on the present and future potential of artificial intelligence, and connected them with AI-powered technologies to drive marketing performance and transform their careers.

Today, our weekly newsletter subscriber list includes marketing leaders from major brands such as Accenture, Adidas, Adobe, Disney, Ford, IBM, KPMG, LEGO, LinkedIn, MasterCard, Mayo Clinic, Microsoft, Nasdaq, Nvidia, Oracle, and Samsung.

Marketing AI Institute's founder and CEO is Paul Roetzer. Roetzer is founder and CEO of Marketing AI Institute, and founder of Ready North (formerly PR 20/20), HubSpot's first partner agency. He is the author of Marketing Artificial Intelligence (Matt Holt Books, 2022), The Marketing Performance Blueprint (Wiley, 2014) and The Marketing Agency Blueprint (Wiley, 2012), and creator of the Marketing AI Conference (MAICON).

About Writer

Writer is the leading generative AI platform built for the needs of companies and teams. Unlike other AI products, Writer's training happens securely on a company's own provided data and their style and brand guidelines. The result is content that's consistent and on-brand, whether the initial text came from humans or from AI.

Writer is enterprise-grade with all of the security and data privacy features needed for organization-wide rollouts. Writer is deployed widely at leading companies like UnitedHealthcare, Accenture, Intuit, UiPath, HubSpot, Spotify, Hilton, Uber, and Deloitte.