PRACTICAL AI FOR BUSINESS MARKETING. TOOLS YOU CAN USE TODAY RESOURCES DOC

LC LOUD & CLEAR MARKETING

PAPERFISH ◦creative◦

We researched & tested countless AI solutions. This is not an exhaustive list. It's just a list of tools we found useful or interesting. We're not endorsing any of these tools - just helping you connect the dots to maybe save you some time!

Want to jump in quick? Try one of these leading AI tools. Looking to dive deeper into AI solutions? Read on, we found some pretty cool things.

LEADING USES

- Search Engine
- Image creation
- Writing Emails
- Grammar check
- Pitch Decks
- Research
- White papers
- Case studies
- Social media content
- Calendars
- Sales automations
- Chat Bots

LEADING AI TOOLS

- ChatGPT is currently the most popular and widely-used AI tool, dominating with over 60% of visits to AI websites
- Google Bard
- Claude by Anthropic (Jen's favorite)
- Grammarly
- DALL-E 3 by OpenAI
- Midjourney
- Microsoft 365 Copilot (integrating AI across Office apps)

ENJOY USING YOUR NEW TOOLS!

BRAND:

Party Rock is the AWS branding app developed by Paperfish Creative to get you started thinking about your brand in minutes for free.

Looka is an AI-driven platform that helps create brand identities, including logos, color schemes, and brand guidelines.
- "Make a logo in minutes. Forget looking generic! Looka's software is powered by AI to create a logo that matches your vision — no design skills required. Generate endless options, and tweak designs to get exactly what you want."
- Subscriptions start at $96/year.

Coolors.co helps you create a color palette for your brand.
- "Create the perfect palette or get inspired by thousands of beautiful color schemes."
- Has a pro option for $3/month.

Brand24 is a tool that helps you conduct thorough social listening so you can find out first what people are saying about your business.
- AI-powered access to mentions across social media, news, blogs, forums, podcasts, reviews, and more.
- Monitor brands, analyze sentiments, and create reports to help you create a clear strategy for shaping your brand identity and managing your reputation.
- After a 2-week free trial, plans start at $79/month

CONTENT CREATION:

Canva.com is primarily a design tool, Canva's free version includes AI-powered design suggestions and templates for creating marketing materials.
- Has pre-designed templates for use on most social media platforms.
- Allows you to quickly and easily create static and video content.
- There is a free version, but Canva Pro gives you access to more stock photo, video, and music and costs as little as $120 per year.

Adobe Express Standard photo, video, and document editing tools. Free version available with 25 credits per month. Access to 100,000+ static and video templates.

Lumalabs.ai is a tool that creates video content.
- Has a free version, but prioritizes the paid subscription, starting at $23.99/month.

WRITING

Copy.ai generates marketing copy, product descriptions, and other types of written content.
- Can help automate sales copy, personalizing copy and helping you build your sales funnel.
- Can help with content creation that is SEO-driven.
- There's a "Free Forever" version of the tool as well as Starter and Advanced levels that start at $36/month.

Writesonic: Helps with creating ads, blog posts, and other content pieces.
- Factually accurate articles on recent topics, real-time SEO check and optimization
- ChatGPT like AI chat with real-time data, AI agents trained on your data.
- They have a free plan or a $12/month plan.

Simplified: Offers AI tools for generating marketing copy, social media posts, and more.
- Saves time, gets projects done faster by giving instant feedback and suggestions about content strategy, execution, and creation.
- Helps with design, writing, social media, ad creation, and more.
- $10/24/Enterprise level options

Grammarly:
- Get personalized suggestions based on what you're writing and who will read it.
- Teach their AI feature about your personal style and brand style to help it find your voice.
- They have a free version, $12, $15, and Enterprise levels

Hemingway Editor: Analyzes text readability, highlights complex sentences and passive voice.
- Helps create clear, concise, and impactful writing.
- Finds grammar and spelling issues, helps you tailor your message to your audience.
- Plans are free or $10/$15 upgrades are available

APP CREATION:

Party Rock is an app creator that allows you to create your own no-coding app.
- "Everyone can build AI apps. PartyRock makes learning easy with a hands-on, code-free app builder."
- Developed by AWS.

NOTE TAKING:

Notes AIR is "is a simple notepad where you can create, edit and capture your thoughts. Easily search and manage your notes by using tags. Records, recalls & organizes notes."
- There is a free version, but subscriptions start at $0.49 per week.
- Great place to capture ideas real-time and tag them for easy recall.

Browse ai reads & gives spreadsheet reports of website content.
- Allows notifications if data changes, and has pre-built robots to help you get started.
- Need to analyze competitors? No problem with this tool!
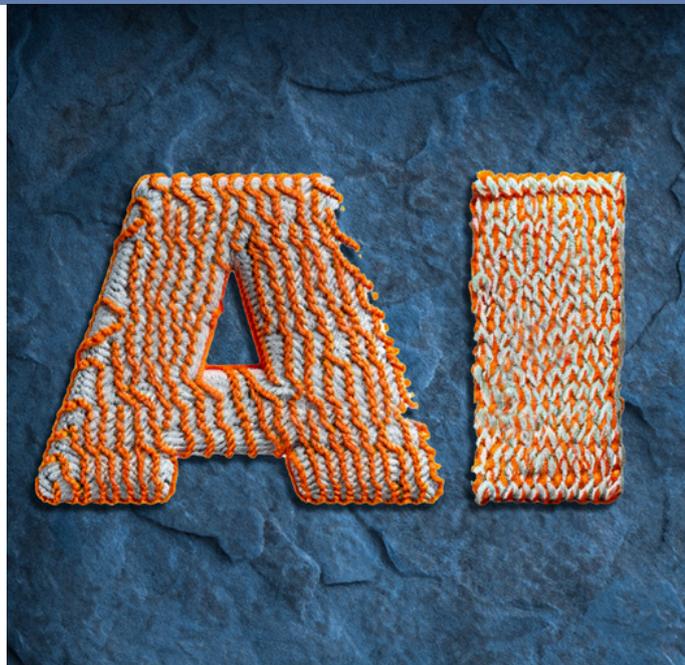- You can start for free with 50 credits per month, and purchase additional credits for a fee.

STRATEGIZING:

Adobe Marketo Engage helps you create powerful B2B marketing automation that aligns sales and marketing.
- Orchestrate and execute cross-channel campaigns so you can acquire, nurture, expand and retain customers.
- Attract, segment, and nurture customers.
- Pricing is all based on database size.

Optimo helps you use AI to generate marketing campaign ideas with pre-built prompts.
- Get help with SEO, ads, copywriting, social media, email, and video marketing.
- This platform has a free option, plus a $29.99 pro version.

SEO:

Ubersuggest provides free SEO analysis, keyword suggestions, and content ideas.
- Want to check your domain authority or the strength of your existing website? There's a free tool you can use to do just that.
- Tool can also help you build a successful long-term SEO strategy.
- Paid plans start at $29/month.

Google Trends analyzes the popularity of search queries over time.
- Looking for blog content ideas? Check this one out. It's free!

SOCIAL MEDIA MANAGEMENT:

Buffer provides free social media scheduling and management tools, including analytics and post recommendations.
- "Buffer helps you build an audience organically. We're a values-driven company that provides affordable, intuitive marketing tools for ambitious people and teams."
- AI generated content makes getting started quick and easy.
- Has integrations with Canva, Giphy, DropBox, One Drive, and Google.

SocialBee generate social media content with AI.
- This software provides tools to design, schedule, analyze, and measure the performance of your business, linking to popular social networks like Facebook, Pinterest, LinkedIn and even Google Business.
- Manage content creation, scheduling, engagement, and analytics in one platform.
- Plans start at $24/month.

Framer is a design tool for product designers and web designers.
- It bridges the gap between design and development, allowing designers to create interactive prototypes that can mimic the final product of websites.
- There's a free version and plans start at $5/site/month.

INTERNAL COMMUNICATIONS

Smart Brevity is a stakeholder communications platform that keeps your most essential audience informed.
- A methodology rooted in brain science that formats content in a way that helps readers absorb what is shared. The platform is an end-to-end communications system, including audience management, multi-channel distribution, AI-powered writing and editing support, collaboration and send functionality.
- Important to clarify that it is not a marketing automation platform. They clearly define it as stakeholder communications - not built to help you serve automated messages out to millions - but rather curate engaging content for known stakeholders.
- **Participants who reach out to lily@axioshq.com directly and mention Deb Haynes Swider will receive a discount on the platform.

CHAT TOOLS:

Sharely.ai is a chat application powered by AI that focuses on customer journey by summarizing information you feed into the system and answering queries with data that you define.
- "Sharely.ai offers an AI-assisted customer journey platform that enhances engagement and drives growth."
- Dashboard allows you to see the journey the customer took to get to conversion.
- Has a free option, but paid plans start at $65/mo.

Tidio is a customer service tool that utilizes AI.
- Offers a free plan that includes chatbot functionality for websites.
- Has a free tier, and starter plans start at $29/month.

ManyChat provides a free tier for creating chatbots on Facebook Messenger (up to 1,000 contacts).

ANALYTICS:

Google Analytics offers extensive free tools for website analytics and performance tracking, with AI driven insights.
- It's free! You just have to make sure you've connected it to your web pages.

FULL BUSINESS SOLUTIONS

Tailor Brands allows new businesses to manage and build their ideas with the assistance of AI.
- Helps generate logos, websites, and social media templates, while also managing licenses, insurance, finances, and more.

EMAIL:

Mailchimp is an email & SMS marketing tool that allows you to manage your contacts and send campaigns from one dashboard.
- Offers a free tier that includes basic email marketing tools with AI-assisted features.
- Includes analytics on campaign performance.
- Pricing depends on the size of your mailing list, and starts at $20/month.

COURSES:

Grow with Google, Learn AI Skills
Coursera, AI for Everyone
Hubspot, AI for Marketing

VOCABULARY (IN LAYMAN'S TERMS)

- **Artificial Intelligence (AI)**: a computer system that performs tasks that usually require human intelligence.
- **Algorithms:** math formulas and programming commands that drive computers to solve problems.
- **Bias:** data that's favored unfairly.
- **Chatbot**: a software application that mimics a human conversation online.
- **Prompt**: language you input to get an output from an AI system.
- **Jailbreak Attack**: hacking that circumvents AI model safeguards that make the AI behave in uncertain or harmful ways.

- **Hallucinations**: incorrect or misleading information generated by AI tools.
- **Robotic Process Automation (RPA)**: automations for repetitive tasks.
- **Generative AI**: models that generate more realistic data faster by finding patterns in large volumes of data.
- **Predictive Analytics**: analytics that use technology to predict outcomes based on historic data and patterns.
- **Machine Learning (ML)**: algorithms that help software predict outcomes without specific programming.
- **Natural Language Processing (NLP)**: Tools for computers to understand human language.

ARTICLES

GENERAL + TOOLS

AI Tools That Can Help You Start, Run, and Grow Your Small Business, US Chamber

The Great AI Challenge: We Test Five Top Bots on Useful, Everyday Skills, Wall Street Journal

A Practical Guide for Marketers Who Want to Use GenAI, Harvard Business Review

How One Marketing Team Made AI Part of Its Daily Work, Harvard Business Review

AI Briefing: Creative ways companies used AI in advertising in 2023, Digiday

230 ChatGPT Prompts Marketers Should Use, Hubspot

LAW + ETHICS

AI Ethics: How marketers should embrace innovation responsibly, Sprout Social

The Ethical Use of AI For Public Relations Practitioners. Guidance from the PRSA Board of Ethics and Professional Standards (BEPS)

The Risks and Rewards of Generative AI, Davis & Gilbert

The EU Artificial Intelligence Act: Key Takeaways and Analysis, Davis & Gilbert

Utah, Colorado and Other States Lead Groundbreaking AI Legislation in U.S., Davis & Gilbert

Generative AI's Privacy Problem, Axios

Copyright Law is AI's 2024 Battlefield, Axios