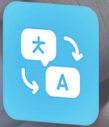


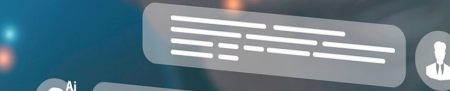
Making AI Tools Work FOR YOU



AI assistant



AI Chatbot



AD

Artificial Intelligence

9 AI TOOLS

Recommended by Marketing Professionals

The fear of AI replacing marketing professionals through automation is hardly new. But upon closer inspection, the AI programs and services out there today don't replace humans at all. Instead, they complement and augment the skills developed by designers, writers, and marketing professionals—enhancing productivity, streamlining workflows, and opening up new creative possibilities. Here are nine AI-related tools that can be powerful allies for marketing professionals.*


1. **WHAT IS IT:** **Midjourney** midjourney.com

WHO IS IT FOR: For marketing professionals, Midjourney provides a quick way to produce engaging visual content for campaigns, social media, or presentations. It also ensures consistency and quality without the need for extensive design expertise. Designers can use it to explore creative concepts without spending hours on manual design work. It's also an ideal brainstorming tool because it enables the generation of multiple iterations of a concept that can then be refined.

HOW IT WORKS: Unlike traditional design software, Midjourney leverages deep learning algorithms to understand context and generate images that align with a given theme or style through both large language and diffusion models. For instance, if you input a text description like "car driving over a bridge in the future," Midjourney can produce a detailed, unique image that fits the brief.

2. **WHAT IS IT:** **Microsoft Designer** designer.microsoft.com

WHO IS IT FOR: Integrated into Microsoft 365, the Designer image creator tool enables the quick creation of visuals without the need for specialized design skills, enabling marketing teams to produce and iterate content rapidly while sticking to brand guidelines. Graphic designers can use the tool to create mock-ups or draft designs that can be further refined in more advanced software.

HOW IT WORKS: Powered by DALL-E, the tool uses AI to suggest design layouts, color schemes, and font combinations based on your prompt. You can even create custom visuals, graphics, and social media posts with minimal effort—and add a color pop or background blur. 

3 **WHAT IS IT:** Microsoft Copilot

■ copilot.microsoft.com

WHO IS IT FOR: Copilot is for anyone who wants to reduce time spent on mundane, repetitive tasks by automating them, allowing marketers to focus on higher-level creative work. It can draft emails, create reports, analyze data with minimal input, and even suggest content ideas based on previous documents. A marketing team could use Copilot to generate the initial draft of a campaign proposal, which can then be refined and polished. Writers can leverage Copilot to overcome writer's block by generating content prompts or structuring complex documents.

HOW IT WORKS: The AI-driven assistant is embedded within applications such as Word, Excel, and PowerPoint and uses large language models, an AI algorithm with deep learning techniques, and vast data sets to understand, summarize, predict, and generate content.

4 **WHAT IS IT:** Photoshop's Generative Fill

■ adobe.com/products/photoshop/generative-fill

WHO IS IT FOR: Marketers without extensive design skills can adapt visuals for different platforms or target audiences using Generative Fill. Graphic designers can quickly generate multiple versions of an image, eliminating many of the tedious aspects of image editing such as masking, layering, and fine-tuning.

HOW IT WORKS: The tool allows you to fill, edit, and remove image elements with only a few clicks by using machine learning and large data sets to analyze image context and generate new content. Whether you're filling in missing parts of an image, creating entirely new elements, or applying complex effects, you can generate and manipulate images in mere seconds.

5 **WHAT IS IT:** Copy.ai

■ copy.ai

WHO IS IT FOR: Specifically designed to assist with writing tasks, this tool is useful for marketers and writers who need to produce large volumes of content quickly.

HOW IT WORKS: Copy.ai uses natural language processing to generate content based on brief prompts, which can include anything from social media captions and blog posts to ad copy and email campaigns. The tool's ability to generate different tones and styles of writing makes it versatile enough to cater to various audiences. A marketer could draft a series of social media posts for a product launch with each post tailored to that platform's audience. Writers generate fresh ideas or even write entire paragraphs that can be refined and integrated into their work.

6 **WHAT IS IT:** Jasper

■ jasper.ai

WHO IS IT FOR: This tool is valuable for marketing departments who need to create high-quality content across a wide range of formats, including blogs, social media posts, and product descriptions.

HOW IT WORKS: Jasper uses advanced algorithms to understand context and generate content that aligns with a user's specific needs. It learns from user input, making its suggestions more accurate over time. For marketing departments, this means the tool can help maintain a consistent brand voice across all content, even when multiple team members are involved. Use it to create copy, blog posts, integrated campaigns, and detailed outlines that can be edited and polished by your team.

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WHAT IS IT:
Fathom
■ fathom.video

WHO IS IT FOR: Fathom is for marketing teams and writers looking to save time and document meeting minutes without the need for manual note-taking. It works with applications such as Microsoft Teams, Google Meet, and Zoom.

HOW IT WORKS: Fathom can improve productivity in meetings by automatically transcribing and summarizing conversations. It uses natural language processing to generate concise meeting notes that capture key points and action items. For marketing teams and writers, it allows teams to focus on the discussion itself rather than worrying about capturing every detail. The summaries generated by Fathom can also be used to quickly update team members who couldn't attend the meeting, keeping everyone aligned and informed.

8

WHAT IS IT:
DALL·E 3
■ chat.openai.com
designer.microsoft.com
bing.com/create

WHO IS IT FOR: This tool is particularly useful for graphic designers and marketers who need to create custom visuals without starting from scratch. Journalists can even use it to create infographics from text or info prompts.

HOW IT WORKS: Developed by OpenAI, DALL·E 3 is an advanced AI language model that generates images from written descriptions. The tool can generate a wide range of images, from simple graphics to intricate, detailed artwork. For designers, this means more time can be spent refining and customizing images rather than creating them from the ground up. Marketers can leverage DALL·E 3 to produce visuals for campaigns, presentations, or social media.

9

WHAT IS IT:
Castmagic
■ castmagic.io

WHO IS IT FOR: Designed for podcasters and content creators, Castmagic automates many of the tasks involved in podcast production, such as transcription, editing, and show-notes creation. It can significantly reduce the time and effort required to produce podcast episodes.

HOW IT WORKS: Using AI software to analyze the audio content, Castmagic generates accurate transcripts, suggests edits, and even creates summaries or promotional content for podcast episodes. Just upload the recording and Castmagic transcribes the audio into transcripts that can be repurposed for blog posts, social media updates, or newsletters. ■



* Before using AI-powered tools, it's important to research and understand any ethical controversies and concerns, including issues related to copyright, data privacy, and potential biases in AI-generated images and content. We encourage our readers to make informed decisions and use AI tools responsibly.