

10 AI-Based Marketing Tools That Can Revolutionize Your Marketing Strategies

Marketing strategies are undergoing a major shift due to AI-based tools. These cutting-edge tools can revolutionize your marketing campaigns and generate impressive results.

Sophisticated automation technology helps you measure customer behavior, build profiles and customize experiences with unprecedented accuracy.

You can even segment customers based on intent, enabling more effective targeting of high value segments for maximum ROI.

By harnessing the power of artificial intelligence, you can develop smarter and more creative approaches for advertising and promotions that get your message in front of the right customers at the right time.

Whether you are a part-time blogger, content writer, Copywriter, SEO expert, or the owner of a small business, AI tools can significantly improve your output by executing smart commerce marketing strategies and automating decision-making processes.

AI-based marketing tools are quick to set up, streamline operations and open up fresh possibilities not available via manual efforts – all of which can truly revolutionize traditional marketing methods.

Gone are the days when marketers had limited options to maximize their efficiency – say goodbye to manual data entry and start taking advantage of innovative AI solutions! This article has 10 AI-based marketing tools that can revolutionize your marketing strategies.

What is Artificial Intelligence?

Artificial intelligence is a complex platform or software that can process massive amounts of data. The data that AI processes are a mix of historical and experimental data.

The system can then identify patterns and outliers and even make predictions about things. This makes forecasting and analysis faster and more efficient and more effective than would be possible for humans.

Here are some key features of AI marketing tools:

- It creates personalized content for your specific target audience, increasing overall brand engagement.
- You can prepare high-converting emails and ad copies for your target audience and determine the right time to send them.
- It can predict customers' activities based on past data.
- You can create an advertisement based on the target's recent online activities.
- Can analyze multiple social profiles to generate accurate data and highly personalized copy of ads, emails, and push notifications.
- Help you create error-free and stylish content for your blogs, articles, social media, emails, business documents, SEO articles, and much more.
- With its help, you can study market trends and customers' shopping patterns to forecast sales opportunities.

10 AI-based marketing tools

1) Optimove

Optimove is a customer information platform with AI-based marketing functions. It helps collect information from different platforms to offer a unified view of all the data in one dashboard. Businesses can easily analyze or share information and decide on marketing strategies.

Optimove, their AI tool, scours and analyzes all the customer information provided to generate insights. It can suggest which campaigns to drop based on loss or too exposed to company communication.

2) Grammarly

Grammarly is one of the best free marketing tools in the market. This powerful AI content marketing platform lets you recheck your written copy to make sure it's written and professional.

It features a highly accurate AI tool that checks online spelling and grammar in real time. However, you can also install it as an extension for Google Chrome to use or for using more functions such as tone, clarity, and style are available in Premium and Business options.

3) Jasper

Jasper was once known as Conversion.ai, Jasper is an advanced AI marketing tool intended to create high-quality ad copy, emails, landing pages, articles, and blog or social media posts.

This AI tool uses the GPT3 model developed by OpenAI to write human-sounding text for businesses. All you need to do is add your business name or product, and it will generate a copy for

you.

E-commerce shops can also create product descriptions using this AI tool. It can generate Amazon product bullet points or descriptions as well as write titles and meta descriptions with just one click.

4) Surfer SEO

Designed to optimize blogs, articles, and other copies of written, SEO Surfer is an easy-to-use AI online tool. It's created for more technical SEO, letting users complete an audit of the existing copy and compare it with the market competition.

Surfer also has the capacity to evaluate main keywords using Google's BERT method and has over 500 ranking metrics to analyze content.

5) Manychat

Manychat has proven itself mainly prominent in the world of AI chatbots. It's simple to use and cleverly designed for sales and marketing. It focuses mainly on Facebook Messenger, but they do have support for Instagram Direct as well for ease.

The AI tool can be used by a person who doesn't have any coding knowledge, promising users that they can set up a bot in as little as 20 minutes.

6) InstaText

InstaText is an online AI-powered writing tool similar to Grammarly. It performs basic functions like grammar and spell re-checks but goes a step further by rewriting sentences, so it reads better for content creation.

Its important feature is its capacity to ensure the tone and style of the writer are preserved despite the rewrite.

Another great InstaText feature is it allows you to specify multiple keywords.

7) GrowthBar

GrowthBar uses the GPT-3 AI tool to automate content generation. It can suggest keywords, exact word count, links, images, and many more. The tool is capable of providing extensive backlinking as well as creating a blog and articles content outlines. There's also a Chrome extension available for more features.

GPT-3 AI technology was developed by OpenAI. It's the first AI tool that has passed the Turing Test, which ensures that the written copy would sound as humanlike as possible.

8) Smartly.io

Smartly.io is an AI-based ad marketing tool that allows teams to plan, test, and launch only the best-performing ads to the target audience. It integrates with various platforms like Facebook, Snapchat, Pinterest, and Instagram, letting businesses manage all of their ad marketing on a single dashboard.

One of its main features is it lets you know about modular ad testing across different channels. This lets businesses see which ad designs are performing best for the brand.

9) SEMrush

SEMrush is the Swiss Army knife of AI tools. It lets you perform SEO, content marketing campaigns, social media marketing, PPC, analytics, and many more. One of the best features is its position tracker.

It provides businesses to track how they rank for keywords against competitor websites. You can even see how your website ranks against the Top 100 in Google's organic or paid results.

It also has an amazing feature which is the Content Marketing Toolkit. It lets you perform topic searches to find out what's trending and create content marketing plans from there.

10) MarketMuse

MarketMuse provides AI technology in all of its services. The tool is designed for businesses that need help crafting optimized long-form content like emails, sales copies, landing pages, or articles.

Market Muse conducting deep AI research on the topic. Then, it creates a first draft based on your selected subject to help users get started with the copy. It also includes KPIs and a content brief to serve which help you as a guide. You can continue editing the copy using the built-in editor and can edit according to the AI's suggestions.

Summary

Artificial intelligence is becoming popular in the market world. From Individual sellers and SMEs to some big ventures and enterprises, all have started enforcing various AI techniques and tools to step up their marketing game and increase the overall efficiency of the business.

AI business tools can automate the complete evaluation process and extract the necessary information from multiple points. It also examines the customer's behavioural patterns, shopping patterns, and recent activity to give you a better understanding of how to create a personalized ad/email for them.

FAQ's:

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