AI TOOLS		
Tool name	**Description**	**Link**
Opus pro	Content creation (transform videos into clips with 1 click)	https://clip.opus.pro/dashboard
Jasper	Marketing (copy)	https://www.jasper.ai/
Writesonic	AI Content Creation & Advanced SEO toolset. Could be trained to provdide copy with your brand tone.	https://writesonic.com/
Invideo	Making videos	https://ai.invideo.io/
Tawk.to	AI Chat Bot	Tawk.to
Taskade	Compare headlines to ascertain which one captures attention more effectively. Test different images or videos to see which visuals drive the best results. Evaluate calls-to-action to understand which prompts are most compelling for conversions. Analyze the ad copy variants to pinpoint the messaging that resonates with viewers. Experiment with diverse layouts or color schemes to identify what attracts and holds the audience's interest.	https://www.taskade.com/
AI Writer by Ubersuggest	Content creation (create articles optimsed for SEO)	https://app.neilpatel.com/aiwriter/
Haiper	Make videos from text	https://haiper.ai/onboarding
Logofast	Create logos with AI	https://logofa.st/
Beautiful AI	Make presentations	https://www.beautiful.ai/
YT Copy Cat	Transform videos into blogs	https://ytcopycat.com/
copy.ai	Uses natural language processing to generate marketing content, product descriptions, social media content, and more.	https://www.copy.ai/
MarketMuse	MarketMuse is a content marketing platform that uses AI to help marketers research, plan, and craft content. It analyzes existing content on a website and compares it to a large database to identify content gaps and opportunities for improvement. MarketMuse provides recommendations for topics, keywords, and other SEO strategies to improve content quality and search engine rankings.	https://www.marketmuse.com/
Conductor	Conductor is a comprehensive SEO platform that offers tools for keyword research, content optimization, competitive analysis, and SEO measurement. It assists marketers in understanding their online visibility and provides actionable insights to enhance their content strategy and improve organic search rankings. Conductor focuses on helping brands increase their web presence by providing data-driven recommendations.	https://www.conductor.com/
Clearscope	Clearscope is a content optimization tool that helps writers and SEO specialists produce highly relevant and quality content. It integrates with commonly used platforms like Google Docs and WordPress, offering real-time SEO recommendations to improve content relevance and ensure it aligns with user search intent. Clearscope analyzes the top-performing content in search results to suggest keywords and topics that should be included to improve content rank.	Clearscope: The #1 Content-First SEO Platform
Lensa AI	Enhance your photos with Lensa AI: one-tap retouch, wipe out distractions, apply trendy filters and effects, and create unique AI avatars. Elevate your social media effortlessly!	https://lensa.app/
DALL-E:	DALL·E 3 is built natively on ChatGPT, which lets you use ChatGPT as a brainstorming partner and refiner of your prompts. Just ask ChatGPT what you want to see in anything from a simple sentence to a detailed paragraph.When prompted with an idea, ChatGPT will automatically generate tailored, detailed prompts for DALL·E 3 that bring your idea to life. If you like a particular image, but it's not quite right, you can ask ChatGPT to make tweaks with just a few words.	https://chatgpt.com/g/g-2fkFE8rbu-dall-e
Open Art	OpenArt is a platform leveraging AI technologies to facilitate art creation, analysis, and sharing. It typically offers tools for artists, designers, and creators to generate unique visual content, including images, animations, or other digital artworks, by using generative AI models	https://openart.ai/
Midjourney	An image-generation AI that uses natural language understanding to create images based on a prompt.	https://www.midjourney.com/home

Tool	Description	Link
Adobe Firefly	An image-generation AI. Deals very well with image alternations. Could be used to create images, add styles and textures to text, fill image areas with AI-generated content, create social media posts, posters, and flyers, generate vector graphics, and more — all with simple text prompts.	https://firefly.adobe.com/
Gamma	Gamma is a new medium for presenting ideas, powered by AI. It turns text into polished presentations in one click, with flexible templates, online sharing and analytics.	Gammas - Gamma
ChatGPT	ChatGPT can be used in digital marketing primarily for content creation, customer service via chatbots, and personalizing marketing campaigns. a survey conducted in the United States in March 2023, 55 percent of marketers said that they use ChatGPT for the their marketing purposes	https://chatgpt.com/
Claude.ai	An alternative of ChatGPT, deals very well with copywriting. Could read PDF.	https://claude.ai/
Copilot	An alternative of ChatGPT. Has a free version as well. Deals very well with images.	https://copilot.microsoft.com/
Adaily	Could be used for a competive analysis, to uncover competitor secrets and leverage marketing channels.	https://www.adaily.co/
Leonardo	A powerful image creation tool that uses generative AI. Effective prompts should be succinct, clear, and detailed, for example: Description of the Subject + Type of Image + Image Style + Camera Viewpoint + Additional Rendering Details.	https://app.leonardo.ai/auth/login?callbackUrl=%2F
Ideogram.ai	Ideogram is an AI tool that generates realistic images, posters, logos and more. Has a free version.	https://ideogram.ai/login
Virtulook.wondershare	An AI-powered tool designed to generate realistic images, including product photos, as well as to adapt your input scene description or preset backgrounds, and create captivating visuals. Proviedes virtual Fashion Model Generator and Product Background Generator functions.	https://virtulook.wondershare.com/app/home
Elevenlabs	AI audio platform that could be used to create realistic speech	https://elevenlabs.io/
Submagic	A video editor for creating short-form content/ viral shorts with AI.	https://www.submagic.co/
HeyGen	Produce studio-quality videos with AI-generated avatars and voices.	https://www.heygen.com/
Lumen	AI video creator revolutionizes the way video content is ideated, created, and shared.	https://lumen5.com/
Audiense	AI-driven audience insights platform that provides detailed segmentation based on behavior, demographics, and interests.	https://es.audiense.com/
Frase	AI-powered SEO tool that helps content creators write optimized content based on search queries, user intent, and competitor data.	https://www.frase.io/
Lately	AI tool that transforms long-form content like blogs or videos into bite-sized social media posts, analyzing engagement data to find patterns.	http://lately.ai
Synthesia	studio-quality videos with AI avatars and voiceovers in 140+ languages.	https://www.synthesia.io/
Brandwatch	social media management	https://www.brandwatch.com/
Talkwalker	social listening, media monitoring and social benchmarking technology	https://www.talkwalker.com/
Breezy	career site customization, offer management, HRIS integrations, and world-class support.	https://breezy.hr/hire
Notion	Automation and collaboration tools, Broad job board integration, collaboration, Automation and collaboration tools,	http://notion.ai/
Pubbler	Schedule, collaborate & analyze all your social media posts from the same spot!	https://publer.io/
IFTTT	Automation for business and home. Connect and automate devices	https://ifttt.com/

Beehiiv	Makes it easy and fast to create and send professional newsletters and emails. It offers an intuitive editor to design visually appealing newsletters with customizable templates. It allows you to preview before sending and manage contact lists, segmenting them to send personalized messages.	https://www.beehiiv.com
Chatfuel	Allows the creation of custom chatbots. No programming knowledge required. Set up automated conversation flows to respond to user queries and perform tasks. Blocks triggered by specific messages can automate responses or actions within the bot.	https://chatfuel.com/
Artssy	It offers intuitive tools for creating unique and visually appealing graphic designs. It offers a wide range of features and customization options. The platform features a variety of pre-designed yet customizable templates and design tools, from logo creation to social media posting, allowing users to bring their ideas to life easily and efficiently.	https://serp.ai/tools/artssy/

BEST PRACTICES AND MATERIALS		
Resource (Research/ Article/ Newspaper/Study etc...)	**Description**	**Link**
youtube video	5 tools for ai in marketing	https://www.youtube.com/watch?v=8Qz6HiSxaDA
blog	7 Best AI Tools	https://insight7.io/7-best-ai-tools-for-marketing-research-projects-2024/
Article Google Academic	Use of Artificial Intelligence in Content Marketing	https://utel.mx/blog/wp-content/uploads/2024/05/GSS_Creatividad_UtelMx_RevistaInteractividad_Vol3.pdf#page=45
Online Article MARTECH	9 best Practices to use AI for content creation	https://martech.org/9-best-practices-for-ai-tools-in-content-creation/
Article Google Academic	... prácticas en inteligencia artificial	https://sedici.unlp.edu.ar/handle/10915/119977
Article Google Academic	Uso de la Inteligencia Artificial como Parte de la Estrategia de Marketing Digital de SBS Librería Internacional	https://repositorioacademico.upc.edu.pe/handle/10757/670486
Spotify's AI-Powered "Discover Weekly" Playlist*	Spotify uses AI algorithms to create personalised playlists, such as its "Discover Weekly" feature that aims to provide a personalised list of songs for its users, based on their search and listening history. It works in the following manner: 1. Data Collection and Analysis: Spotify tracks user interactions—such as songs listened to, playlists created, skips, likes, and shares—to understand individual preferences. It also analyses metadata from millions of songs and user data globally to spot trends and similarities. 2. Collaborative Filtering: it uses collaborative filtering, which identifies patterns by comparing users with similar tastes. The AI learns that if user A likes certain songs, and user B, who has similar preferences, likes different songs, those songs may also appeal to user A. 3. Natural Language Processing (NLP): Spotify applies NLP to analyse the descriptions of songs, user reviews, blogs, and other text data about music. This helps the AI understand the context and emotion behind the music, which further personalizes recommendations. 4. Audio Analysis: Spotify's AI also performs direct audio analysis to identify factors like tempo, key, and energy levels, which are then matched with songs that fit the user's listening habits.	Sources: 1. Harvard Business Review - "How Spotify Uses AI to Create Music You'll Love" 2. TechCrunch - "Spotify's AI-powered music recommendations" 3. Wired - "The Science Behind Spotify's Algorithm"
Sephora's Virtual Assistant	The virtual assistant uses AI to provide the following features: • Virtual try-on: with the help of augmented (AR) technology, customers can try on makeup virtually, that will help them see various products and how those would look on them. • Personalised product recommendations: The virtual assistant uses machine learning algorithms to analyse customer preferences, their purchase and search history, and other interactions to provide product recommendations. • Skin tone analysis: The virtual assistant uses AI-powered skin tone analysis to recommend products that would suit the customer look their best. • Chatbot functionality: The virtual assistant uses natural language processing (NLP) to identify customer queries and provide relevant responses, consequently, allowing customers to interact with the brand in a better way.	https://www.simplilearn.com/what-companies-can-learn-from-sephoras-ai-transformation-article https://www.retaildive.com/ex/mobilecommercedaily/sephora-leverages-facebook-messenger-and-ai-to-help-consumers-navigate-ecommerce https://algorithmxlab.com/blog/sephora-uses-ai-transform-way-customers-shop/
Pinterest Lens AI-powered Features	Pinterest's Lens uses AI to provide the following features: • Object detection: By using computer vision and machine learning algorithms, Lens can identify objects within images, such as furniture, clothing, or home decor, and offer relevant search results. • Image recognition: Lens uses AI-powered image recognition to recognise and categorise images, enabling users to search for products using real-world images. • Visual search: By leveraging AI-powered visual search, Lens allows users to search for products using images rather than keywords, providing a more spontaneous and visual search experience. • Product recommendations: Lens uses machine learning algorithms to provide differentiated product recommendations based on users' search history and preferences.	https://www.adweek.com/performance-marketing/pinterest-debuts-ar-try-on-feature-powered-by-lens-for-lipstick-shopping/
Uber's Surge Pricing	How does Surge Pricing use AI? • AI algorithms consider factors such as customer behaviour, competitor pricing, inventory levels, and even external events like weather conditions or holidays. • The algorithms automatically raise prices when there is a shortage of drivers or an increase in ride requests. • Real-time data and predictive analytics are used to adjust prices dynamically.	https://www.linkedin.com/pulse/case-study-how-uber-uses-ai-optimize-surge-pricing-shripal-gandhi-s54mf/ https://www.uber.com/newsroom/guest-post-a-deeper-look-at-ubers-dynamic-pricing-model/ https://medium.com/@jimbumbulsky/the-true-economics-of-ubers-surge-pricing-2ed9de90fcae
Washington Post's AI journalist Heliograf	How does Heliograf work in digital marketing? • Content Generation: Heliograf can generate high-quality, engaging content at scale, including news articles, social media posts, and newsletters. • Personalization: Heliograf can personalise content based on user behaviour, interests, increasing engagement and relevance. • Real-time Reporting: Heliograf can quickly generate content in response to breaking news, allowing The Washington Post to stay ahead of the competition. • Data Analysis: Heliograf can identify and evaluate large datasets to recognise trends and insights, which can inform editorial decisions and marketing strategies. Examples of Heliograf in Action • Election Coverage: Heliograf was used to generate live election results and analysis during the 2016 US presidential election which shows how extensively the AI journalist is being used. The AI journalist has published more than 500 articles in 2016 alone. • Sports Coverage: Heliograf is used to generate sports news articles and social media posts, including game summaries and player profiles.	https://www.washingtonpost.com/pr/wp/2017/06/28/the-washington-post-launches-heliograf-an-ai-powered-reporting-tool/ https://digiday.com/media/washington-posts-robot-reporter-published-500-articles-last-year/ https://www.washingtonpost.com/pr/2020/10/13/washington-post-debut-ai-powered-audio-updates-2020-election-results/

Mailchimp's AI-Powered Recommendations	Mailchimp's AI-Powered Recommendations • Customer Insights: Mailchimp's AI identifies and analyses customer data to provide detailed insights, thus, enabling businesses to understand their customers better. • Personalized Content: Mailchimp's AI creates bespoke content, including emails, ads, and social media posts, that meets the demands of individual customers. • Predictive Analytics: Mailchimp's AI uses predictive analytics to forecast customer behaviour, enabling businesses to make data-driven decisions. • Automated Workflows: Mailchimp's AI automates routine marketing tasks, freeing up time for more strategic and creative work. Examples of Mailchimp's AI-Powered Digital Marketing • AI-Driven Email Marketing: Mailchimp's AI creates email campaigns that drive engagement and conversion keeping in view the requirements of the business. • Predictive Customer Segmentation: Mailchimp's AI segments customers based on their behaviour, enabling businesses to target high-value customers. • AI-Optimized Ad Targeting: Mailchimp's AI optimizes ad targeting, ensuring that ads are delivered to the right audience at the right time.	https://www.esipodcast.com/post/how-ai-is-revolutionizing-digital-marketing https://mailchimp.com/resources/why-artificial-intelligence-in-marketing-is-vital/ https://mailchimp.com/resources/why-artificial-intelligence-in-marketing-is-vital/
Amtrak's Julie: A Conversational AI Assistant	Amtrak's Julie: A Conversational AI Assistant Julie is a conversational AI assistant developed by Amtrak, the national passenger railroad corporation in the United States. Julie is an artificial intelligence-powered chatbot that helps customers with their travel plans, providing information and assistance on schedules, fares, and bookings. Key Features of Julie: • Natural Language Processing (NLP): Julie uses NLP to understand and respond to customer inquiries in a conversational manner. • Contextual Understanding: Julie can understand the context of a conversation and respond accordingly, making it a more personalized and human-like interaction. • Integration with Amtrak's Systems: Julie is integrated with Amtrak's systems, allowing her to access real-time information and provide accurate answers to customer queries.	https://media.amtrak.com/2017/11/14/amtrak-introduces-ai-powered-chatbot-julie-to-assist-customers/ https://www.forbes.com/sites/forbestechcouncil/2018/01/16/how-amtraks-ai-chatbot-julie-is-improving-customer-service/?sh=6a9f46e56f6f
Nike – Personalized Online Experiences	AI technologies enable Nike's website to recommend products specifically curated for individual customers. Moreover, users have the option to search and order products using conversational language and images, without requiring any staff intervention. Nike fully leverages artificial intelligence to personalize customer experiences, which adds significant value to their business.	https://copyvibes.eu/digitalen-marketing-s-ai/
Amazon – Personalized Shopping Recommendations	Amazon set the standard for product recommendations and continues to lead the e-commerce market today. Amazon's product recommendation feature provides customers with a more personalized and enjoyable shopping experience. Studies show that over 50% of shoppers always research before purchasing an item to ensure they are making the best possible choice. That's why product recommendations are highly beneficial in helping customers find exactly what they are looking for.	https://copyvibes.eu/digitalen-marketing-s-ai/
Canva	In 2023, Canva's AI is entirely focused on intuitively assisting with design creation. Their "Magic Design" feature suggests layouts, color schemes, and fonts based on the type of content and user preferences, predicting trends and providing users with modern designs. With the help of artificial intelligence, Canva has evolved from a simple design tool into a 24/7 creative assistant.	https://beshared.bg/news/ads-for-business4beshared454
Marketo	Marketo is a comprehensive marketing software-as-a-service platform designed to automate and streamline marketing tasks across multiple digital channels. It is a marketing automation tool that helps develop and implement cross-channel campaigns to expand customer relationships. Marketo is used to track customer behavior at each phase in their sales journey.	https://nation.marketo.com/t5/champion-program-blogs/what-marketo-has-done-for-my-career/ba-p/244753 https://www.pedromonjo.com/2021/01/introduction-to-marketo.html
Pardot	Pardot is a marketing automation tool designed specifically for Salesforce customers, targeting B2B organizations and focusing on lead generation and improving marketing efforts. It is a powerful and comprehensive Marketing Automation solution that is used for multiple purposes including automating marketing tasks and improving lead generation. Pardot is used to identify potential customers that are most likely to convert by communicating with them in the right way, at the right time.	https://ascendix.com/blog/pardot-vs-marketing-cloud/ https://trailhead.salesforce.com/trailblazer-community/feed/0D54S00000BsDFvSAN
Semrush	Semrush is an all-in-one tool suite for improving online visibility and discovering marketing insights, offering features such as keyword research, competitor analysis, and Google Ad campaign optimization. It uses its own machine-learning algorithms and trusted data providers to present data in its databases, ensuring high-quality and up-to-date information. Semrush provides a range of tools and reports, including SEO, content marketing, advertising, and social media management, to help users formulate, maintain, and improve their digital marketing campaigns.	https://www.elegantthemes.com/blog/marketing/semrush-review https://wpmarmite.com/en/semrush/ https://www.semrush.com/kb/998-where-does-semrush-data-come-from
Google Analytics	Google Analytics is a web analytics service that provides numerous analytical tools useful for insights on website performance and marketing campaigns, helping users measure traffic and engagement across various platforms like websites and apps. It offers a range of analytics tools that enable companies to capture customer insights across devices and platforms, allowing users to better understand the customer journey and identify opportunities for improving customer experiences.	https://developers.google.com/analytics https://www.pixelbuilders.com/blog/101-things-worth-knowing-about-google-analytics/
HubSpot	HubSpot is a cloud-based CRM (customer relationship management) software that provides a range of tools for sales, marketing, and customer service teams to manage their activities and interactions with customers. The foundation of every HubSpot account is the CRM platform, a database of business relationships and processes, which offers different routes for external developers and partners to work with the CRM so they can create extra value for HubSpot end users.	https://bootstrapcreative.com/glossary/hubspot/
MarketMuse	MarketMuse is an AI-powered content planning and optimisation tool that improves content marketing strategies by utilising AI and machine learning to help web marketers research, develop, and generate high-quality content. MarketMuse analyses millions of articles on the web to understand the structure, topics, and language used by experts in a particular field. It provides valuable suggestions for subtopics, helping digital marketers look into their chosen subject, with improved anchor text for internal and external links to improve SEO rankings and user experience.	https://www.clearscope.io/blog/clearscope-vs-marketmuse-vs-surfer https://www.marketmuse.com/
Clearscope	Clearscope is an AI-powered SEO tool that helps businesses optimise their online content for more search traffic, and is used by companies including Adobe, Shopify, and Condé Nast. It uses natural language processing (NLP) to analyze top-ranking content and identify the most relevant keywords, phrases, and topics that drive organic traffic. Clearscope provides actionable recommendations to improve content quality.	https://www.clearscope.io/blog/enterprise-content-optimization