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STOP WORRYING, START LEVERAGING

5 AI tools that every marketer should use to not fall behind.



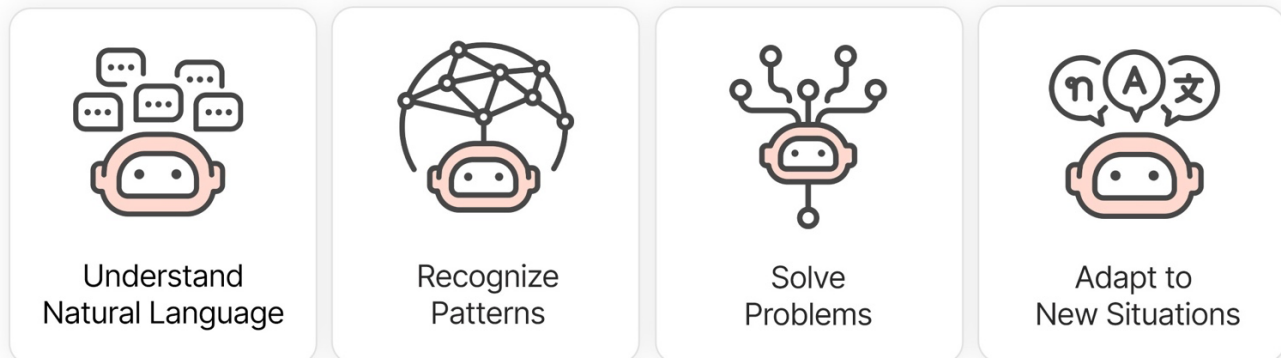
You've probably heard the hype surrounding Artificial Intelligence (AI) and maybe even wondered if it's going to do your job better than you. Have you gone down a ChatGPT rabbit hole yet or starred at images wondering if they are real or AI generated? Trust us, we've been there. Have you started to see if it can increase your productivity or better yet, your RESULTS in your marketing?

With new tools out every day and existing tools continuing to improve, it can be hard to keep up - because you also have a full-time job to do, right? Let's dive into the basics and then we'll tell you about the 5 AI tools you should be using.

What is AI?

AI systems are designed to mimic human cognitive abilities, such as understanding natural language, recognizing patterns, solving problems, and adapting to new situations. In simple terms, AI is the development of smart machines that can think and act like humans.

What Can AI Do?



While this is a broad explanation there are actually numerous different areas of AI. As a marketer in today's world the 2 you should be most familiar with are Natural Language Processing (NLP) and Machine Learning (ML).

The best part? You probably already are familiar, you just might not realize it.

Chat GPT has popularized Large Language Models (LLMs) which fall under the category of Natural Language Processing (NLP). These types of solutions are very powerful as they are able to take commands and generate + respond in human language.

Machine Learning (ML) involves the development of algorithms and models that can recognize patterns, make predictions, and adapt based on the provided data. If you have ever used Google or Facebook's marketing platforms, then you have already utilized Machine Learning, maybe without even knowing it.

How Can AI Improve Your Workflow?

As marketers, we wear a lot of hats. How much time are you spending coming up with social media posts, email subject lines and content resources? What if you could spend more time strategizing and less time on the manual creation? How would that improve your marketing?

Here are some of our favorite AI tools using NLP in the market you should try out!

1. Jasper.ai

This tool is designed to generate high-quality ad copy, emails, landing pages, articles, or social media posts. Features include content generation, tone of voice settings, machine learning, plagiarism checker, and customizable templates. It uses the GPT3-model developed by OpenAI to write human-sounding text. It's suitable for ecommerce shops as it can generate product descriptions, Amazon product bullet points, titles, and meta descriptions¹.

2. Flick

This AI-driven platform is a social media assistant designed to streamline the brainstorming, writing, and planning process for social media content. Features include AI caption writing, AI idea brainstorming, post scheduling, auto-suggested hashtags, and a hashtag search & manager. It transforms lengthy content into digestible pieces for sharing and aids in effective content management and visibility enhancement¹.

3. GrowthBar

This tool uses GPT-3 AI to automate content generation. It can suggest keywords, exact word count, links, images, and more. It also provides extensive backlinking and blog post content outlines. GrowthBar includes a Chrome extension and is useful for search engine optimization, paragraph generation, meta generation, and AI blogging tools¹.

4. Phrasee

Phrasee is an AI tool that focuses on "brand language optimization." It's a marketing platform that works by boosting the brand language used by companies in their copies. It includes features like content management, predictive analytics, dynamic content, and engagement metrics¹.

5. Smartwriter.ai

This tool assists in automating your email outreach. It generates a personalized email, including a personal subject line to pique the interest of customers. It provides backlink generation, Shopify product title and description creation, and personalized cold email outreach. It also allows for integration with other third-party tools and platforms to improve your cold email outreach process¹.

Are these tools going to take over the jobs of all marketers everywhere? Probably not. But if you don't want to fall behind you absolutely should be embracing these new technologies and look to work with partners who are doing the same.



Did you know Radiant Digital has been using custom AI models since 2020 to deliver outstanding performance to our audience and partners? [Reach out to us today to learn more!](#)