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AI AND MARKETING

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AI AND MARKETING:

A PRACTICAL TUTORIAL ON ARTIFICIAL INTELLIGENCE AND
MARKETING

2026

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“Any AI smart enough to pass a Turing test is smart enough to know to fail it,”

Ian McDonald

“Open the pod bay doors, please, HAL,”

Dr. David Bowman in *2001: A Space Odyssey*

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PREFACE

What is AI or “**Artificial Intelligence?**” That question is important, and I will answer it in a moment. But let’s be real. **How can you use AI to market your business?** That’s the really important question. As marketers we have a job to do – build our brand to sell more stuff – and we want to use tools like ChatGPT, Google Gemini, or Microsoft Copilot to get our marketing tasks done better, faster, and cheaper.

This is a **practical** guide to how to use AI for marketing. It provides a conceptual framework, so you can understand what AI is good at, what you’re good at, and how you and AI can work together. It provides case studies and examples, so you can learn a task-based approach. And it provides a cornucopia of free AI tools, so you can identify the right tool for the task at hand.

If you are a small-business marketer looking to understand AI, this guide is for you. If you know a little or even a lot about AI or marketing, this guide is for you. If you want a framework on how to approach AI, this guide is really for you.

My name is Jason McDonald. I am an expert in digital marketing, with an oversold course at Stanford Continuing Studies and best-selling books on search engine optimization, social media, and Google Ads on Amazon. I have small business clients, and I coach eager beavers on how to do digital marketing *better*. I take pleasure in figuring out how things work, explaining that to others, and helping them do their marketing work more easily.

As we get started, let me give you an analogy. *Using AI is like driving a car.* I bet you probably use a car to get from point A to point B. You could walk, which is slow. You could take a bus, maybe a subway, or an Uber. You could roller skate. You could snow ski. You could take Southwest Airlines. But if you drive a car, you can get from A to B faster and more easily than with most other modes of transport. Most importantly, you are in control of *when* you go, *where* you go, and if you *stop* along the way. You can use your car to get groceries or to visit Lake Tahoe.

The car is a *tool*, and you are the *driver*.

Now, I bet you know how to drive. You know how to put the key in the ignition (or press the button). You know how to back up. You know how to signal. You know the rules of the road. You know how to do Road Rage (or avoid it, if you’re pleasant, kind, or rational). You use your car so effortlessly that it is *almost a part of you*, I bet.

But do you know how an internal combustion engine works? What is fuel injection? How do anti-lock brakes actually work? Hell, do you really understand how that Waze map gets from your phone to the screen, and how that lady knows you just missed your turn and she's rerouting you now? Probably not. Here's the thing. You don't really care. You have a destination. You know how to drive, and you don't want (or need) to know every technical detail about how internal combustion engines work.

The car is a *tool*, and you are the *driver*.

It's the same with AI (despite the over-the-top hype from the technology cognoscenti). For most of us, AI is simply a tool. It is a tool to do our jobs better. More specifically, you want to learn how to use tools like ChatGPT, Copilot, or Gemini to do your job more effectively. So you don't get fired. So you get a raise. So your company makes money faster and more efficiently. You want to be "in control" of AI in such a way that AI is almost a part of you – an unthinking, productive, easy-to-use part of you. **This guide is a "driver's manual" on how to use AI for marketing.** It is not a CalTech dissertation on how LLMs (large language models) work. It is not an over-the-top hype book about how AI will soon terminate your job and, probably, human life. And it is not a sales piece by some vendor hawking a subscription tool. (Wait a second. I can hawk my best-selling books on digital marketing. If you want to become a coaching or consulting client, or learn more about my books on Search Engine Optimization (SEO), Social Media Marketing (SMM), and Google Ads, visit <https://jm-seo.net/books> or look "Jason McDonald" up on Amazon. You can also learn more about me or send me a message at <https://www.jasonmcdonald.org/>. Sale plug over).

How We Are Going to Learn AI and Marketing

When you first learned to drive, they did not just give you the keys, plop you in the driver's seat, and let you go off solo on the highway. They gave you some instructions first, rode along with you, and then, on that very special day, you went to the DMV and got your solo license. Nonetheless, it still took some time to master driving. But you did it. You can master AI too!

You did not learn to drive in a day. It took some prep and some actual driving on the road as a scary teenager. (Hi Mom & Dad!) And, over the years, you have become so good at it that driving is "automatic." That's the path you want to take with AI.

You may have had a driving coach. Think of me as your AI and marketing coach.

Here's how we are going to proceed. First, we're going to talk about concepts. What is marketing? What is AI? What are humans better at it vs. what is AI better at? Second, we will develop a "task-based approach" to using AI for marketing. I am going to get you to see AI as your "virtual assistant," an eager beaver who is really smart (but you

don't totally trust) to whom you will give instructions, guidance, tasks, and feedback. You are going to love this "virtual assistant." He is really going to become your "new best friend" (if ChatGPT or Google Gemini isn't already). And over time, you will get to know him better. He is going to get to know you better, as well as the marketing tasks you assign him. Third, we are going to overview the major AI platforms, and create a workflow. Fourth, we are going to look at some "Case Studies" on when and how to use AI as a marketer, providing tips and tools along the way. This will include using AI as an animated help file to turbocharge your understanding of major platforms like Meta Ads Manager, Google Ads, or Analytics, or even Search Engine Optimization. Finally, we'll conclude by looking at how AI is changing search engines, social media, and ads from the customer-facing perspective. In the epilogue, we'll ponder whether the future is dystopian or utopian, and we'll set ourselves up to be on the winning side in either scenario.

» QUESTIONS AND MORE INFORMATION

I encourage my students to ask questions! If you have questions, submit them via <https://jmlinks.com/contact>. There are two sorts of questions: ones that I know instantly, for which I'll zip you an email answer right away, and ones I do not know instantly, in which case I will investigate, and we'll figure out the answer together.

As a teacher, I learn the most from my students. So please ask questions!

Jump Codes

Throughout this guide, I reference the website <https://jmlinks.com/> via various "jump codes." If you're reading in PDF format, the links are clickable. If you're reading this workbook in hard copy or on the Kindle, I advise you to fire up your Web browser, bookmark <https://jmlinks.com/>, and enter the resource codes to check them out.

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This guide is full of typos. It's full of mistakes. It's full of bad sentences, poor grammar, and a nearly complete lack of editing or proofreading. That's because it's my best *rapidly published* work-in-progress on AI. It's not Faulkner. It's not a textbook for UC Berkeley (though my books are used in universities across the country). *B kind to me about the typos, mistakes, and poor righting.* I write to help you understand AI, not grammar or sentence structure. If you find an egregious error, however, please email me at jasoneg@gmail.com. I will send you a free copy of "The Elements of Style" (just kidding, but I will thank you).

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This is a completely **unofficial** workbook on AI (Artificial Intelligence) and marketing. Use any information or advice at your own risk. All trademarks are the property of their respective owners. I have no relationship with nor endorsement from the mark holders. Any use of their marks is solely for the purpose of providing information to you.

The information used in this guide was derived at the time of publication. However, AI and marketing are evolving rapidly, so please be aware that scenarios, facts, and conclusions are subject to change without notice. Just so you know, AI was not directly used to write this guide. But AI was used as a “virtual assistant” throughout the writing process.



AI & MARKETING

If marketing is the art and science of “building your brand” to “sell more stuff,” what is AI? Here, we have to investigate the concept of a) “intelligence” (What is intelligence?), and b) “artificial,” (What is meant by artificial?). But because we are marketers, not CalTech computer scientists, we are going to use quick and dirty definitions, a conceptual model of AI as our “virtual assistant,” and a task-based approach to using AI for marketing. Concept by concept and step by step we are going to learn how to use AI to “build our brand” and to “sell more stuff” – whether we already are using AI (and we’ll get better at it), or whether we are just getting started (we’ll learn the basics). As for free tools – and who doesn’t like free tools – we’ll end the guide with a complete Appendix of the best tools for AI marketing.

Let’s get started!

TO-DO LIST:

- » What is Marketing? What is AI?
- » A Task-based Framework and Virtual Assistant
- » The Major AI Platforms, Task-specific AIs, and Embedded AIs
- » ChatGPT Basics: Simple Steps to Using ChatGPT
- » An AI Workflow
- » Case Study: Market Research
- » Case Study: Content Marketing
- » Case Study: Data Analysis
- » Using AI as Your Virtual Tutor
- » The Customer-Facing AI Revolution
- » Dystopian vs. Utopian AI
- »» Checklist: Mastering AI Step-by-Step

» What is Marketing? What is AI?

Here's a short, simple definition of “marketing.”

“Marketing” is the art, science, and hard work of *building a brand* to (ultimately) *sell more stuff*.

I know that there are wordy, esoteric, pontificating academic definitions of marketing at the various universities and trade associations. I don't care two cents about them, and I hope that you, too, as a practical small business marketer, would prefer a usable *working* definition rather than a wordy, pretty academic one. All the tips, tricks, secrets, and concepts in this Guide focus on either a) building (your) brand, and/or b) selling more stuff (whether that “stuff” is a product or service). Even if you are a nonprofit, you must build your brand to attract more donors, volunteers, and clients. Short and sweet, then, marketing is about:

- **Brand.** This is the “warm and fuzzy” around your company, service, or product. It's the “warm and fuzzy” a customer gets when they think about an Apple iPhone (“easy to use,” “good-looking”), a Chevy Truck (“Rugged” and “American”), Gucci (“Italian,” “High Fashion,” “Avant Garde”). But also the local pizza shop (“Dan's pizza is the bomb”), that widget to core apples on TikTok (“Geez, why didn't I know about this earlier – let me tell my mom”), or the local divorce lawyer (“she gets it over with fast and painlessly”).
- **Brand-building.** This is using *content marketing* – text, images, and videos – to get your target customers to know your brand, trust it, be excited about it, and be primed to purchase because they have a positive brand experience. It's not just *your* content. It's the content of customers, superfans, influencers, ads, etc. And, throughout, the marketing job is the promotion of content. You create engaging content, but you must get it in front of your target customers.
- **Sell Your Stuff.** This is often called “direct marketing,” or just “sales.” These are the ads, promotions, content, etc., you create to drive sales leads or sales directly. Think ads that contain a product and a price, or a webinar that explains your latest product and captures sales leads. A *sale* (or *sales lead*) is the ultimate goal of marketing.
- **Measurement.** Marketing today means measurement. That means impressions, clicks, and conversions (in the most basic model). What drove sales and what

didn't? It means how many people engaged with your TikTok video. It means what is the ROI or ROAS on your ad spend. It means knowing which keywords convert and which suck. *Marketers measure.*

As we use AI, everything we do as marketers is ultimately oriented towards “building our brand” and “selling more stuff.” AI is a tool that helps us complete our tasks and subtasks more efficiently.

A Working Definition of AI

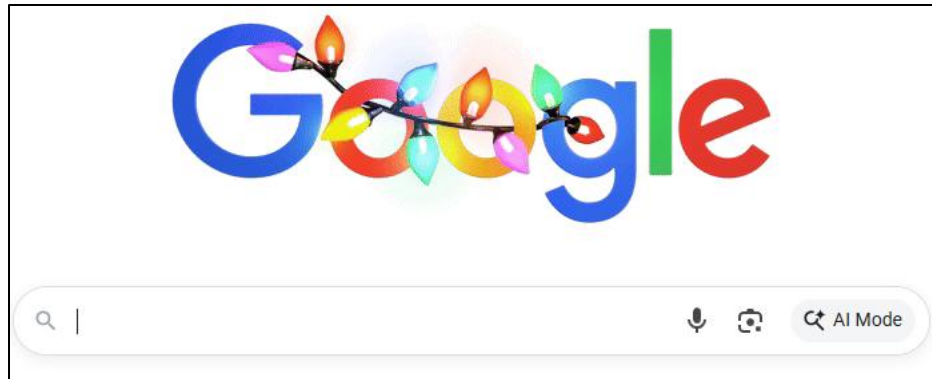
If that's our working definition of marketing, then what is AI? Just as in marketing, we could give empty academic definitions that fill paragraphs with Ph. D.-sounding words. Instead, let's give a practical definition of artificial intelligence. A car is “a drivable cart with four wheels,” not the Ford design specs and manufacturing process for the latest Chevy Tahoe and twelve manufacturing facilities across three continents.

First, what is “intelligence?” Intelligence is the ability to make sense of a messy world (and the messy aspects of marketing, like what to do, how to do it, and did it actually work?). It is also the ability to take a goal and break it down into step-by-step tasks to achieve it. *Intelligence*, however, does not provide the *goal*. Like the car, it does not tell you where it wants to go. It can get you almost anywhere efficiently. But it does not tell you whether going to the grocery store or stalking your Ex and his new girlfriend on a date at Cinemark is a better decision. *You* define the goals. Intelligence tells you *how to achieve them*.

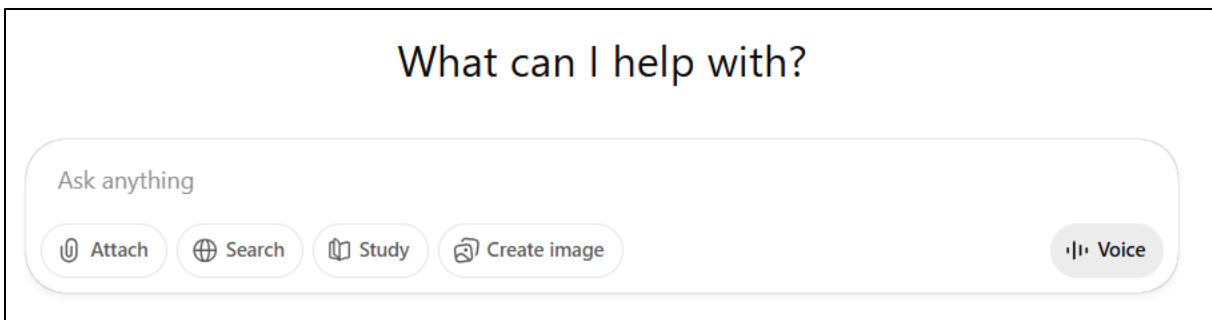
What then is the “artificial” in “artificial” intelligence? Here, I think the best way to grasp the idea is an analogy. Human intelligence is like *original* Coca-Cola. Artificial intelligence is like *Diet* Coke. Related? Yes. Similar? Yes. But Diet Coke did not replace real Coke. Both sit on the shelf, and both have advantages and disadvantages.

Humans, for example, have emotions and purposes. We want to eat. We like to sleep. We love love. We tell the truth. We lie. We cheat. We write poetry. We realize that $X = MC^2$. *We come up with ideas out of thin air* or from weird dreams. We can sense when others are lying to us (but not always). We play games (with each other, sometimes with ourselves). We can be very, very creative. We can take a little data, or even almost none, and spin out a novel, a symphony, a play, or a drunken text that we regret sending when we are sober. Creativity and goals are where human intelligence excels. Instinct and intuition are the parts of human intelligence that no one really understands, and I hope no one ever does.

AI? It's ultimately a computer. Ultimately, AI is just a blank screen (check out <https://chatgpt.com/>). Notice how, like Google, ChatGPT is just a blank screen. Here's a screenshot of Google:



And here's a screenshot of ChatGPT:



The similarity is that both wait for you, the human user, to provide a direct search query (Google) or a prompt (ChatGPT).

Unlike humans, AI doesn't have goals. It doesn't want romance. It isn't motivated to binge-watch Netflix and eat ice cream. It's a car, idling until YOU put it in gear and set off somewhere. AI is a zillion times faster than a human. It is trained on lots of data. It is skilled at pattern recognition, sometimes recognizing weird patterns that work but make no sense (Kale lovers generally vote Democrat, did you know that?). AI is very good at understanding patterns and leveraging them into explanations, blog posts, Word documents, PowerPoint slides, Google ads, targeting methodologies, Facebook posts, TikTok videos, content of all types, YouTube videos, Instagram pictures, analysis of what caused what, slides for your boss, etc. AI is like a Diet Coke. It is based on the

“real thing,” but it is different than the “real thing.” And in some ways, more powerful than the real thing. Just two calories, and yet it tastes sweet. How? Some dude in New Jersey knows how. I don’t (really) know how, and I don’t care. I just drink it. I just use it.

Another way I like to think about AI is like a **college intern**. You are the Marketing Manager. You’ve got this new intern here for the summer. Here forever. He just showed up. His name is ChatGPT. Or CoPilot, Or Gemini. Or Perplexity. Or Claude. He’s a freshman in College. He’s bubbly. Bright. Creative. But he doesn’t know your company’s customers, goals, brand, or objectives. You need to guide him with tasks and supervise him. And, like Diet Coke, what he will produce may be a little off. You’ll need to check it and revise it. He’s useful, but you don’t just give him the car keys and say, “Off you go.”

Wrap up:

- *Intelligence* is understanding what causes what, and being able to break big problems into smaller steps to get something done. (But ultimate goals come from outside intelligence).
- *Artificial* is not exactly like the real thing. Similar but different, and different enough that it is definitely not the same thing. It has strengths and weaknesses. It has weird fetishes (like how AI “hallucinates” fake facts).

AI isn’t human intelligence. It’s something similar, but different. At least for now, we humans provide the goals and most of the creativity. We supervise it (or at least we should). We are better at messy, fuzzy, not-enough-data situations. AI is better at pattern recognition, fast analysis, and rapid step-by-step outputs. It doesn’t get tired. We do. Figuring out how you, as a human, will work with (not against or in competition with) AI is the million-dollar question. In this guide, we focus on the subquestion: How can we use AI to perform our marketing tasks more effectively?

» A Task-Based Framework and Virtual Assistant

Marketing is a **task**. Think about the tasks in a business, for a moment. A business produces a product, such as a widget. The production process is making the widgets. The finance process is financing the widgets, from costs to profits and everything in between. The management process is strategy and tactics, including HR.

Marketing is about creating and nurturing a positive brand perception among target buyers so they know about the widget, get excited about it, and want to buy it. Is there demand for the widgets? How do we make better widgets? Do we outsource widget work to China? Sales is about getting customers to sign on the dotted line. Business has many tasks, but – ultimately – marketing is about the “Meta” promotion task.

Have you ever been told, “You have a job to do, so go do it?” Probably in so many words. And yet if you think about it, that “big task” (your job) is composed of many medium-sized, smaller-sized, and even micro-sized tasks. Within marketing, we have a set of tasks – some very strategic, some relatively medium-sized, some small, and some micro. Another way to think of it is 1) a task stated as a question, 2) an answer, with steps on how to perform the task (including subtasks), 3) the actual execution of the task, and 4) an analysis as to what extent, if any, the task succeeded in a for-profit business sense. For example:

Task: How do I create a Google Ad to promote our “Taco Tuesday” specials for our local Palo Alto taqueria? The answer would be a series of steps about Google Ads, starting with how to identify keywords, write catchy headlines and ad texts, set up conversion tracking, and create an intriguing landing page that gets people to come to the restaurant or order tacos online.

Task: What Facebook posts get the most engagement in terms of likes, comments, and shares about your new organic hair loss shampoo for women? The answer would be an analysis of impressions, clicks, likes, comments, and shares as compared with text, photo, and video “creative.” **Related task:** go make more of them.

Task: What is our brand? The answer would be an analysis of your product or service, your target buyer personas, your competitors, and your legacy brand perception. It would result in a defined brand identity statement. **Related task:** make sure all our online content is consistent with our brand.

Task: How can I take a 2-hour webinar and splice it into engaging short-form videos for LinkedIn? Especially short-form video that drives traffic to the Webinar, that ends in sales leads for the sales staff? The answer might be AI software that first asks a bunch of follow-up questions, and then gives you rough drafts of short, vertical videos of catchy highlights. **Related task:** edit the video into smaller videos and post them to LinkedIn.

You can also have very high-level, “Meta” tasks, like:

Task. What is our business really about? What are we really selling to our customers? Why are sales declining so badly? Be specific and don't hold back. This is an analytic task: tell us what is going wrong and why.

Task. How can we evolve as a business? What is changing in our market, and what should we do about it? This is a forward-looking task: tell us how to adapt and how to do it step-by-step.

Task. How does our consulting business adapt to the threat of AI? (Yes, you can ask AI about AI). Another forward-looking task. How does our business adapt to the "threat" of AI? Or is AI more of an "opportunity?" Or both?

I think you will see very quickly that what you do as a marketer is a bunch of **tasks**. Some are enormous strategy tasks (Who is our customer? What is our positioning?), some medium-sized tasks (How should we coach the sales staff on pitching clients during sales calls? What is our brand voice, given our brand identity?), some small-sized tasks (How do we use TikTok ads to promote our business-to-consumer service? Are feedback forms, chats, or phone calls the highest converters and why?), and some micro-tasks (How do we install the Reddit pixel on our website so we can track the ROI of our Reddit efforts?, How do I generate a report in Google Analytics showing cart abandonment vs. advertising search terms)? *Tasks, tasks, tasks.* And *subtasks, subtasks, subtasks.* And *analysis, analysis, analysis.* It's often best to frame a task as a question, or "prompt."

Within this task-based framework, I think you'll quickly see that you have long-term "strategic" tasks that hopefully align with your day-to-day micro tasks and, of course, intersect with many other employees of the business. The team as a whole is trying to keep the business running: producing widgets people want to buy, selling them, and turning a profit. You're probably overworked and underpaid. They may have fired your two subordinate employees. You're annoying, "Michael Scott," boss may have just poked his head in your cubicle, smiled, and said, "Hey! Work smarter, not harder!" And then he may have emailed you a bunch of platitudes about using AI to "work smarter, not harder," at which point you went on LinkedIn and fantasized about getting a new job. I get it. You have a lot of "marketing" tasks on your plate, and you want to do them "smarter," not "harder."

That's why you want to think about AI in a task-oriented way.

AI is Your Virtual Assistant

Enter your virtual assistant. Your (potential) new best friend. I recommend you get the paid version of ChatGPT (or CoPilot or Gemini, if your company prefers them), but for this guide, we will use ChatGPT. If your company already has an AI platform, hooray! But you need an AI – choose one, and stick with that one - that will be your “virtual assistant.”

We are going to learn how to use ChatGPT better in a moment. But just as with a human assistant – that eager-beaver college freshman majoring in marketing – who showed up “ready to work” but not knowing very much, you first want to get acquainted in a cynical business sort of way with this “virtual assistant.” What is his purpose? How can he help you get your work done “smarter, not harder?” He’s really eager and enthusiastic, but he doesn’t know that much, and looks a little wild, crazy, and even dangerous for your marketing efforts.

This is where tasks come in. Maybe your first task for ChatGPT will be to learn about your brand. You might give it the company website, sales brochures, or internal documentation that explains what you sell, who (probably) wants it, and how the marketing process is supposed to work to “build your brand” to “sell more stuff.” That’s an *educational task* for the virtual assistant. You might feed it your “brand voice” documentation, so it knows what your brand is supposed to be like. Or you might see that ChatGPT is a fast learner and prompt it with a task like, “Give me a list of the top Google keywords that someone might search when investigating hair loss.” That’s a very specific, even micro task. You might ask it to scour the Internet and identify five brands in your industry that are doing Facebook well, and have it give you the URLs of their Facebook page and an analysis of their most popular posts. (You might learn it can’t scan Facebook, so you copy/paste the content into it to work around that limitation).

Like a college sophomore assistant, you want to see ChatGPT as a helpful assistant who needs guidance (including education on your brand and marketing goals), who is very smart and very fast, but whose work needs to be checked. You also want to realize that as you work with this intern, you and she can become “best (work) friends,” getting more and more efficient and having a better sense of who does what. In general, you’re going to do the strategic, creative work, and she’s going to do the more tedious grunt work. But she’s going to be perceived as pretty creative right away too.

Think about it this way:

1. Identify a **task** for ChatGPT. This gets translated into –
 - a. Task definition or “Prompts”.

- b. Background education (“data”) about the task, your market, your brand, etc. – everything it needs to know to do the task well.
2. Tasks (and subtasks) **execution**. ChatGPT does the task(s).
 - a. Version 1, 2, 3, (“iteration” or “back and forth” in a conversational way”
3. Task **output** (the production of whatever it is, content, data analysis, etc.).
 - a. **Quality Checks**. You humans, check the quality and improve it as necessary.
 - b. Output becomes **part human and part AI** – a “synergy” of human and AI in terms of work output.
 - c. **Deployment** of the task output in the “real world.”
4. **Analysis of Effectiveness**.
 - a. What were the KPIs (Key Performance Indicators). **Did it work?** How well (or not well)? Why? What can be improved? (Note: AI can be used for this step, as well).
 - b. **Suggestions for improvement** in workflow. Modification of tasks and workflow.
5. **Repetition of Task** (“task templates”) or “Learning.”
 - a. Build out of “knowledge” by you and AI as to the task(s). Create a “memory” location so that the next time you do this task or related tasks, you don't have to start from scratch. (“Memory” can be stored in a ChatGPT project, a custom GPT, or a conversation. **Pro tip:** create a master document on your company, its business value proposition, target customers, offerings, and brand voice. Keep this, along with your prompts, in a Google doc or Word doc. Upload this to ChatGPT so it knows how you want it to behave).

As we proceed in this guide, I want you to keep this task-based framework in the back of your mind as well as the idea of AI as your “virtual assistant.” Just as with a college intern, it’s not a “once and done” engagement. It is an ongoing education for the intern about you, your business, and your marketing objectives and processes. The intern should get smarter and wiser. And it’s about a working relationship that grows and evolves between you and the intern. You are both learning to work together, and one will not replace the other. *#Synergy*.

Conversation, Learning, and Relationship

Here's an epiphany that I had a while back. It's one of those epiphanies that, once you see it, you are like, "DUH, that's so obvious." But it is actually very profound. The product is called **CHAT** – gpt. Note that it is "chat," as in a "conversation" between you and another human. Just so you know, I have trained my ChatGPT to be funny and snarky (because that's how my mind works, and that's the kind of virtual assistant I want).

I asked mine, "Give me a definition of "chat," as in the "Chat" in ChatGPT. What is meant by 'Chat?'". Here's my ChatGPT's response:

"Chat," in this context, is the digital equivalent of pulling up a chair, shooting the breeze, and trying to get useful information out of something that can't roll its eyes at you. More precisely: *a chat is an interactive, back-and-forth conversation where you type words, I fling words back, and together we pretend this is not just glorified autocomplete with attitude.* It's informal, fluid, and driven by whatever nonsense or brilliance you toss into the text box.

It's *conversation* — but streamlined, on-demand, and minus the awkward pauses where humans normally wonder if they've said something stupid.

That's "chat."

You are conversing with your Virtual Assistant. It's learning about you, your business, what works, what's wanted... It's developing a "memory" and "understanding" of the whole process. Do not think of it as a single "prompt" and "done." Rather, think of it as educating the virtual assistant, i.e., "learning." And then this relationship that you are building, like a relationship with a real human being, would have a *memory*. This is a really powerful aspect of Artificial Intelligence. AI is not just a better Google that knows a lot of stuff and displays it better than Google ever has. AI can LEARN from you, your business, your relationship, and carry that MEMORY forward.

Workflow

Let's sum up what we have learned so far. The big picture is a) using a "task-based" approach to AI for marketing, and b) thinking of your ChatGPT as a "virtual assistant." Although many people think about ChatGPT using the term "prompt," I like to use the term "task." After all, you are giving ChatGPT a series of things to do (a.k.a., "tasks"), even if the task is just to explain a marketing concept. Throughout this book,

therefore, I will use “prompt” and “task” interchangeably. You can also think of a “question” you ask ChatGPT as a kind of “task.”

This makes your workflow:

1. **Identify the task and related subtasks.** Begin to formulate as “prompts” and “subprompts” for ChatGPT. (An example might be a “prompt” to help you build out a campaign on Google Ads; “subprompts” might be focused on keywords research, ad headlines, and landing page text).
2. **Train and prep ChatGPT.** Identify or create documents that feed it the background information it needs. You can also ask it to scour the Internet or analyze documents and identify the valuable information. (You can download the new Atlas browser (<https://openai.com/index/introducing-chatgpt-atlas/>) that is ChatGPT-enabled). You can also feed it your own marketing analytics data from Google Analytics, Google Ads, Meta, CallRail, Salesforce, etc. Here, just as you would with a college intern, you need to “educate” ChatGPT on the background. Create a series of master Word documents and Excel files that explain your company’s business value proposition, positioning in the market, target buyers and why they want what you offer, and brand voice. You will then upload these documents as needed to “train” ChatGPT on how to best mirror your company objectives and voice.
3. **Return to the prompts and prompt it.** Refine your prompts based on what you want to accomplish and on ChatGPT's accumulated knowledge. Begin prompting it to complete each task.
4. **Engage in a “conversation”** with back-and-forth about what it thinks or creates. Imagine conversing with your intern and fine-tuning what he does to better fit your marketing needs. Prompts are important, but the conversation is even more important. Work “with” AI to achieve your goals.
5. **Deploy your output.** Analyze it for success and failure. “Learn” from this experience. What worked? What didn't? Why?
6. **Create institutional memory.** Save your notes, documents, and ideas into either ChatGPT projects or other documentation. In the future, you can return to a project and build upon the inherited knowledge base.

» The Major AI Platforms, Task-Specific AI Tools, and Embedded AIs

AI tools fall into three categories: major platforms, task-specific tools, and embedded AIs. Let's go over the lay of the land.

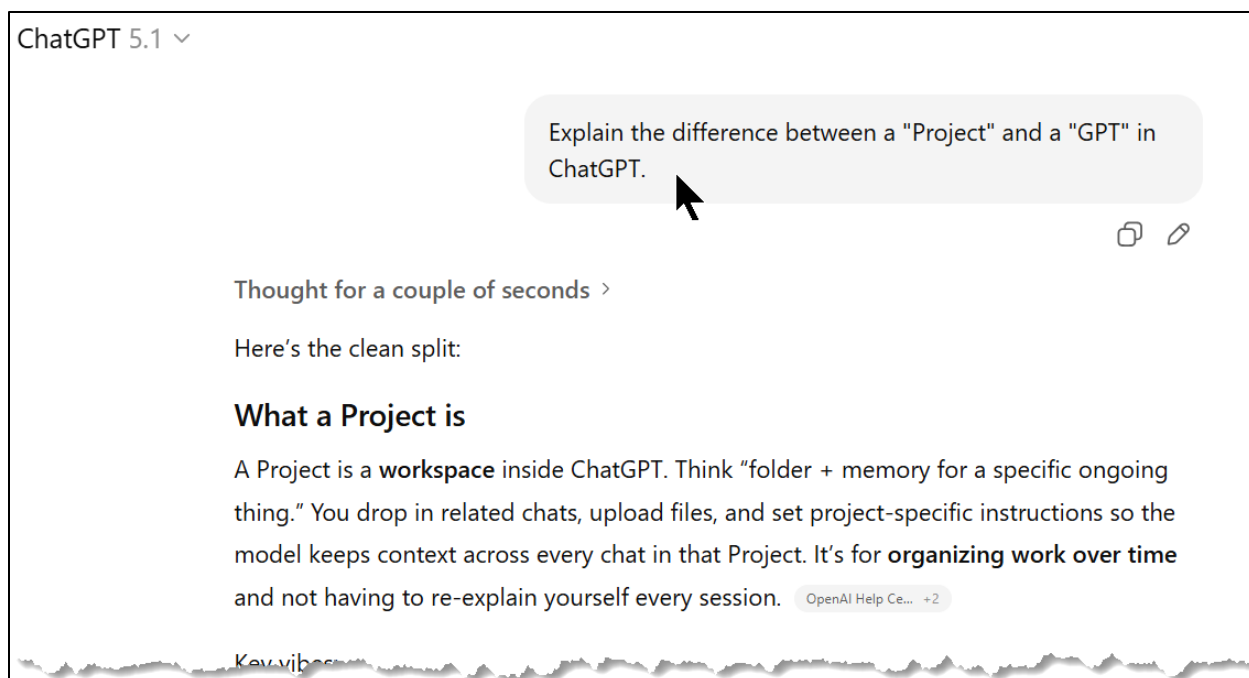
First, let's look at the major platforms. My preference is to use ChatGPT (<https://chatgpt.com/>). In my opinion, it remains the market leader. ChatGPT has four basic versions: a free version, a \$20/month version for serious users, a \$200/month version for heavy users, a \$25/user/month business version, and an enterprise version that can be customized. I use the \$25/month business version. Learn more at <https://openai.com/business/chatgpt-pricing/>.

Google's version is called Gemini. It has a free version and a paid version called "Google AI Pro" (about \$20 / month), and Google AI Ultra (about \$250 / month). Learn more at <https://gemini.google/subscriptions/>. Gemini is, of course, well-integrated with Google products such as Google Docs.

Microsoft's version is called Copilot. It offers a free version, small-business versions, and enterprise versions. For obvious reasons, one of Copilot's selling points is that it is integrated with Microsoft Office (Outlook, Word, Excel, etc.). Learn more at <https://www.microsoft.com/en-us/microsoft-365/>. (There are other platforms like Perplexity, Claude, etc., but I am listing just the main three.)

I have tried all three, but I am not an expert at assessing which one is best. I recommend experimenting for yourself. I find ChatGPT to be the easiest to use. I find Gemini to be the second easiest. I find all Microsoft products to be a confusing mismatch of terrible design features. I use Windows, Office, and Outlook, but I detest them. You may have different preferences.

Your first task is to identify one platform, purchase a paid version, and start using it. Here's a **pro-tip**. As you use ChatGPT (or Gemini, or CoPilot) you can not only go to Google or YouTube for tips and tutorials. You can ask ChatGPT for help itself. You can literally ask it how to use it. Here's a screenshot of me asking ChatGPT, "Explain the difference between a 'Project' and a 'GPT' in ChatGPT:"



Second, there are **task-specific AI tools**. These come in two varieties. Within major platforms such as ChatGPT, CoPilot, and Gemini, there are sub-tools and sub-modes. Let's review those first.

ChatGPT. ChatGPT has “modes”. When you start a conversation on the bottom left, click the “plus” icon. There you will see modes such as “web search,” “deep research,” and “agent mode.” “Web search” is pretty straightforward – ChatGPT searches the Web and reports back. “Deep research” is used for more difficult questions or problems (and takes longer to get back results). And “Agent Mode” builds “agents” that can not only answer questions but also do things like book a flight or find an Amazon deal.

Create an image. You can use ChatGPT to create specific images. This is sort of an Adobe Photoshop-on-steroids feature. You can also use it to edit your own images. For example, you can upload your own images or photos and ask it to create YouTube thumbnails or Meta ads.

Sora. Sora (<https://sora.chatgpt.com/>) is ChatGPT's video generator. If you are on a paid plan for ChatGPT, you get more features.

Other tasks. Other specific tasks, like “analyze this Excel data” or “let me talk with you,” exist, but they are task-specific. You can upload an image, a photo, a video... you can use the Atlas Browser to input more

data, you can analyze all sorts of “inputs.” But still, if you are looking for a tool that can analyze Excel data, it is already embedded in ChatGPT.

Google Gemini. Gemini, like ChatGPT, has task-specific tools. It has a “Deep research” mode for more in-depth analysis, for example. It has “Canvas,” which is an interactive workbench. It has “Gems” (which are custom assistants). It has an image generation tool named Imagen, a video generation tool named Veo, and is strongly linked to Google products like Google Drive, Gmail, Slides, etc. Inside of Google Gemini, just ask it what task-specific tools exist in the Google ecosystem.

Microsoft Copilot. Copilot is fully integrated with Microsoft products such as Excel, Word, Edge, and PowerPoint. Like ChatGPT it has a basic web search plus answer mode, and a “deep research” mode. It has “Copilot Studio,” where you can build your own agents.

Obviously, other platforms like Claude or Perplexity follow this pattern. Whatever platform you choose, pay attention to tools for subtasks as well as features like “Projects” or “Custom GPTs” in ChatGPT. All the platforms are pretty unclear about which features exist, so you must explore, watch YouTube videos, and pay attention to their actual capabilities.

Second, and related to this trend, an emerging industry of task-specific AI tools is emerging. For example, suppose you and your team create many slide decks in Microsoft PowerPoint. There are specific tools, such as Gamma (<https://gamma.app/ai-powerpoint>), that focus on PowerPoint. Or suppose you constantly need to create carousels for Instagram and Facebook posts. You can use aiCarousels (<https://www.aicarousels.com/>). There are numerous image, video, and text-to-speech generators such as LTX (<https://ltx.studio>), Napkin (<https://www.napkin.ai/>), or NaturalReader (<https://www.naturalreaders.com/>). See the Appendix for a complete set of task-specific AI tools.

Finally, within individual programs such as Meta, Google Ads, Word, Excel, etc., you will find **embedded AI tools**. For example, if you are creating ads on Reddit, you can use their “AI Copywriter” to create your ads. Here’s a screenshot:

AI Copywriter Beta

1 Background Info

Brand Name * 17/300

JM Internet Group

Product Background * 90/1000

Write a description of the product you're advertising, or paste in pre-existing content.

Help me write a Reddit campaign to explain and sell my new microbook on "AI and Marketing"

2 Additional Info

Call to Action

Select or type something... ▾

Cam... Chi...

Grammarly is an embedded AI tool. Google Ads also has embedded tools. Meta Ads does too, and so does Yoast SEO. Many software products now include embedded AI assistants. Microsoft Word, Excel, and Powerpoint are full of them. Take any software that you use, and you'll discover that it has an AI tool embedded within it. The big pro to these is that they often have specialized knowledge. The embedded AI inside Google Ads, for example, probably understands Google Ads better than ChatGPT. The embedded AI inside PowerPoint probably understands Microsoft PowerPoint better than ChatGPT. But experiment with everything. Use the platform tools. Use the task-specific tools. And use the embedded AI tools. Find the right tool for the job.

Let's sum up.

Your workflow here is to use a) a *general-purpose* AI like ChatGPT, b) a *task-specific* purpose AI like Gamma.app for PowerPoint, or an *embedded AI* like the Reddit ad generator or Grammarly. Even here, however, you are using a task-based approach. You have a specific task, such as creating a Reddit ad. You use the embedded AI to do that chat. The advantages often lie in the tool's focused specificity. The disadvantages are the learning curve, often limited memory, and, in the case of product- or platform-

specific tools, bias. Google Ads AI tools will tell you Google Ads is fantastic. Meta AI tools will tell you Meta ads are fantastic, and so forth.

At the end of this section, you should have signed up for a paid version of one of the major AI platforms, researched any task-specific AI tools given your specific marketing goals, and become aware of embedded AI tools in whatever platforms you use regularly, such as Instagram, Google Ads, or Reddit. Most of this guide focuses on the platform tools, specifically ChatGPT.

» ChatGPT Basics: Simple Steps to Using ChatGPT

AI is a new and emerging software technology. Just as when Windows 3.1 was deployed in 1992, Microsoft Word was introduced in 1983, or Adobe Photoshop launched in 1990, each became the standard, and we marketing folks had to learn to use these new tools. It can be a pretty painful experience, as to this day, “intuitive” and “software” do not really go together. Therefore, set a personal goal to become skilled at using ChatGPT (Google Gemini, Microsoft Copilot, or whichever platform you sign up for)! Decide to learn how to use the software and do not expect it to be “intuitive.”

Silicon Valley is fantastic at innovating, but it sucks at producing explanatory manuals, help files, or video guides on how to use its shiny new toys. This is true with ChatGPT, Gemini, CoPilot, etc.

Here's tip number one, which is new and exciting. Unlike Microsoft Word, Windows 3.1, or Adobe Photoshop, you can literally *ask* ChatGPT *how to use* ChatGPT. Whether it's a broad question, such as “What is a project?” or a specific question, like “What's the best way to train you to find our company voice?” you can ask it, how to train it. This is revolutionary in the history of software. You must “know the question,” however, to “get the answer.” Thus, try to be better at formulating questions, meaning more specific

With that context in mind of “asking questions” of ChatGPT to get “answers,” here are the basics to using the AI:

- **Prompts.** Like Google, ChatGPT is a blank screen. You have to “prompt” it with a question. The prompt is the point of origin. For this reason, a whole cottage industry of “prompt engineering” has emerged. Here, you can ask ChatGPT what a “prompt” is and how to best formulate a “prompt.” A good prompt is something like, “Explain what ad groups are in Google Ads and how to organize them best.” A bad prompt is “Help me.”

- **Conversations.** Here is the really powerful thing about AI. You are having a “conversation” with an intelligent agent. Just as you would with a college professor or your eager-beaver intern, you ask it a question, and it answers. Then you ask a follow-up question or make a remark. And it has a follow-up to your follow up. Through this iterative process, you end up with a superior marketing process that is your intelligence plus its intelligence. The *conversation* is the key concept to using AI well.
- **Projects.** Think of “projects” like “memories.” A project is like a folder. You might have a folder called “Google Ads,” or a folder called “Our Brand.” In that project, you can upload information and guidance, and return to the conversations within it. Think of a project like a set of brain memories, just as you might have for your intern. A medium-level focus seems best, so do not create a project called “Marketing,” but rather a series of projects/subprojects: one called “Marketing: SEO,” another called “Marketing: Swag,” a third called “Branding,” etc.
- **Custom GPTs.** Think of Custom GPTs as ChatGPT with a job description. They are that helpful intern after you’ve given them a binder, a checklist of do this or that, a guide to brand voice, and a threat to work harder not smarter. They are little ChatGPTs that you infuse with personality, knowledge, and a job description of to-dos and tasks. You create a Custom GPT, upload background information it will retain in its memory, give it specific instructions on specific tasks. They are still a bit buggy, and struggle with memory across tasks, but they are well-worth exploring. Pro tip: Ask ChatGPT to explain what a Custom GPT is and even prompt it to help you create one for a specific set of tasks, such as text-based content marketing, or data analysis.

Most of us will create one, and only one, Custom GPT. This is our marketing assistant’s personality (tone of voice, humor, writing preferences, formatting rules, etc.). You can then use this Custom GPT inside of each project. In some scenarios, you might have multiple Custom GPTs. An example might be if you have a very artsy side to your marketing and a very numbers side, and the two conflict. (To be honest, I am still struggling with these distinctions). When in doubt, ask ChatGPT, as in “Explain the difference between ‘projects’ and ‘Custom GPTs’ and give me some best practices as to how the two should work together for my marketing efforts.” Here’s a screenshot:

Explain the difference between 'projects' and 'Custom GPTs' and give me some best practices as to how the two should work together for my marketing efforts.

Projects are the memory palace where all your client intel lives, while Custom GPTs are the costumed minions you drop into that palace to behave a certain way, and the best practice is simple: keep one smart, well-trained GPT that sounds like you and let each project handle the client-specific brainwork so you don't end up running a digital daycare for a dozen confused Frankenbots.

📄 👍 🗨️ ↻ ...

The trick is to combine a Custom GPT with a project, that is a brain/personality with a set of memories to do tasks via prompts and conversations. If you think of ChatGPT as your personal virtual assistant, the concept is that you are training it to do what you want, you are in a conversation with it, and, via projects and Custom GPTs, it has a “memory” of its personality and its knowledge base. By the end of all this, your ChatGPT and my ChatGPT experience will be as different as an eager-beaver intern from Harvard vs. one from MIT vs. one from the University of Texas at Austin vs. the local community college, with the one doing quantitative analysis of Google conversions and the other pondering our brand identity on TikTok. To each, his own.

» An AI Workflow

In the movie, “The Color Purple,” Celie asks Nettie what “systematic” is. Nettie breaks the concept of “systematic” down into a series of steps, using the analogy of doing laundry. First, you gather up the clothes. Second, you separate the whites from the colors. Then you wash them. The whites get bleach, and colors get none. You hang the clothes up to dry. You take them down, and you fold them. Finally, you put them up. Being systematic, or following a workflow, is taking a big task and breaking it into a series of smaller, systematic tasks.

Using AI for marketing follows this workflow. You take a big task and break it into smaller, systematic tasks. In a moment, we'll look at some “Case Studies” of using AI for marketing. But let's look at the big picture of what an AI workflow looks like.

1. **Identify the Task and Subtasks.** Start the task (subtasks) with a simple prompt to ChatGPT (“prompt engineering”), then expand with a conversational back-and-forth of questions, answers, and new prompts/subprompts. Refine the task or subtasks.
 - a. *Conversations* are critical here. It’s not a once-and-done process. It’s iterative.
2. **Prep the Project with Information.** Before you start or as you prompt ChatGPT, provide background information on the project. Educate your intern.
 - a. This step is often missed; you must prime ChatGPT with background information. Don’t forget that the conversation itself also helps it better understand the project. Project information plus ongoing conversation means a helpful intern!
3. **Generate and Refine the Outputs.** Now you produce the deliverables – blog post, infographic, image or photo, video, ad headline, data analysis, etc. Output by output, you chat with ChatGPT and refine what you’re getting. Be sure to “fact check” all outputs as ChatGPT can “hallucinate” (make stuff up).
4. **Deploy the Output.** Publish the blog post. Launch the ads. Analyze the data and give it to management. You gotta get the output into the real world! After all, that’s the point, isn’t it?
5. **Measure and Learn from Your Output.** Once the output is live in the “wild,” don’t stop. Take whatever KPIs you have (likes, comments, shares for a Facebook post vs. impressions, clicks, and conversions for a Google ad vs. that big fat promotion you got from your boss for your marketing data presentation). Feed the KPIs back to ChatGPT and ask for improvement.

Ultimately, marketing is a task (a big one, but still a task). It gets broken down into smaller and smaller subtasks. ChatGPT and AI do not replace the tasks. They make the process faster, more efficient, and (hopefully) cheaper. An AI Workflow includes you as a human being as a core participant, working “with” AI and not being replaced “by” AI.

» Case Study: Market Research

“Market research” means analyzing the competitive market for goods or services that your business targets. It explores and analyzes a) what you sell, b) who wants it (target buyers), and c) the competition. “Market research” is the pre-task of all marketing. Is

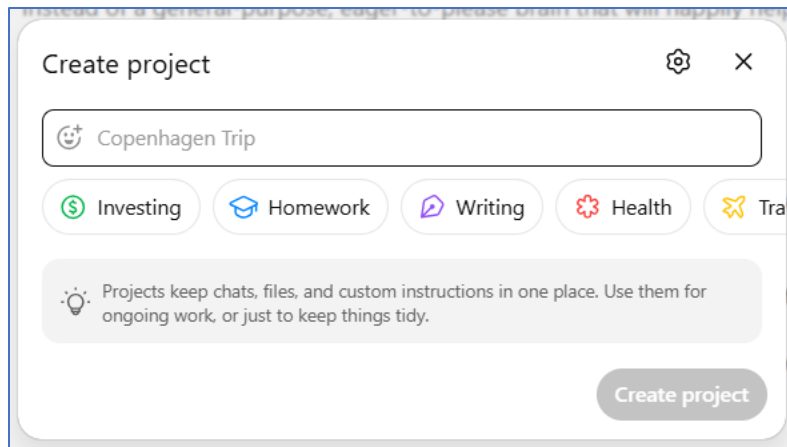
there demand for your product or service? If so, by whom, how much, and what kind? Is there competition? How intense is it? How can your company distinguish itself from the competition and get buyers to choose you? “Market research” means strategy, tactics, data, analysis, and gut instincts as to what to do to market your business. It occurs before you market, and as you market, it means keeping one eye on the competition and the other on your customers.

Let’s examine an example of using ChatGPT for market research. We’ll use **Starbucks Coffee** as our example. Coffee is a universal product, but as you may know, Starbucks is facing serious competition nowadays. We’ll pretend we work on the corporate marketing team at Starbucks.

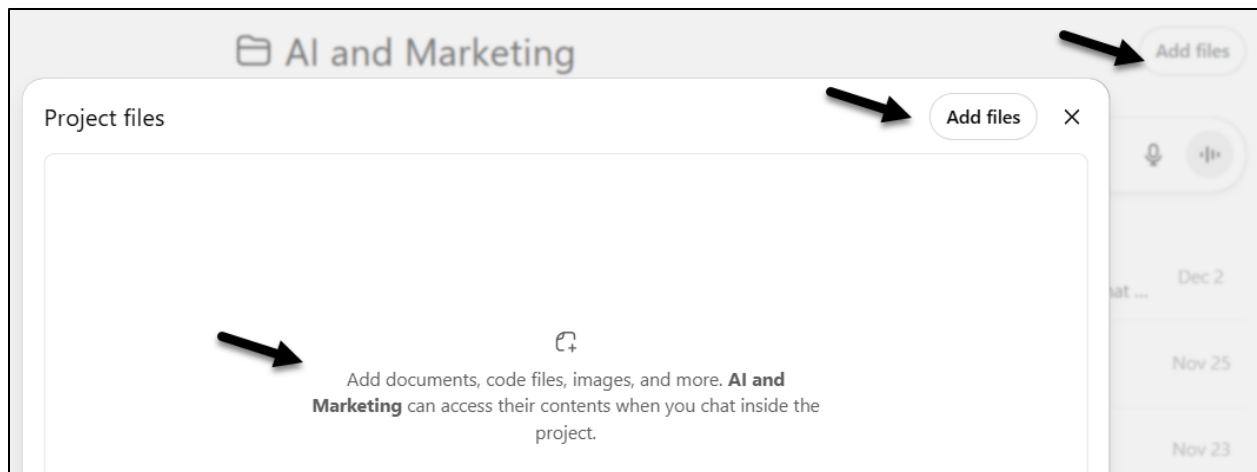
As marketers, we know that a) we have a generic product, “coffee,” b) a brand – Starbucks, that was initially a hip coffee house aimed as a “third place” unique from home and work, c) product differentiation with a uniquely customized coffee menu, and d) buyer personas such as people who want to hang out in a cool coffee house vs. those who want a customized but quick caffeinated beverage either in-store or in the drive through. Starbucks’ business model is to sell coffee at a premium price, distinguished by customized drinks and a strong in-store experience. The tension is between the “fast food” model of coffee and the premium coffeehouse model in a competitive market against Dunkin Donuts, Dutch Bros, Zitggys, Peet’s Coffee, and local artisan coffee houses.

Let’s review some basic prompts for ChatGPT. You can replace “Starbucks” with your own company and replace “Starbucks competitors” with your own competitors. Starbucks is a well-known brand, but for your own brand, you’d need to feed it information on what you offer, who wants it, and your competitors. The first market research question might be a prompt such as “Summarize where Starbucks is in the market today. Give me a short explanation of the brand and where it stands in the competitive coffee marketplace.” You can do this for your own business.

That gets the conversation going, and we have the basic information. We are training ChatGPT for this project. Find projects on the left menu under “New Project.” Once you click that you’ll see a prompt to name your project, and get started. Here’s a screenshot:



Inside a project, click the three dots and then “Add Files.” Here, you can upload files to train AI on the project. This is very important as this background information helps it be unique. (I recommend creating a Word document with your business value proposition, target customers and why they want who you sell, and brand voice. Then upload this to each project as needed). Here’s a screenshot:



Next, you might do a SWOT analysis (strengths, weaknesses, opportunities, and threats). A prompt might be: “Give me a SWOT analysis of where Starbucks stands in the coffee market today. Short and sweet – just bullet points.” I gave ChatGPT that prompt. Here’s how it answered:

STARBUCKS SWOT ANALYSIS

Strengths

- Global brand recognition stronger than most religions
- Massive store footprint and still expanding
- Industry-leading mobile app and loyalty program
- Consistent product experience (even if that experience is “burnt but predictable”)
- Huge product range + seasonal hype machines

Weaknesses

- Expensive as hell — especially in inflationary times
- Inconsistent in-store service and long wait times
- Menu complexity slowing operations
- Perception of being corporate, bland, and over-processed
- Coffee quality often criticized by actual coffee people

Opportunities

- Drive-thru expansion and faster formats
- Health-conscious drinks and lower-sugar options
- Premium small-batch / Reserve positioning
- Global market growth (Asia especially)
- Automation + AI to fix slow operations

Threats

- Cheaper competitors like Dunkin eating the “everyday coffee” segment
- Local indie cafés stealing the cool factor
- Upstarts like Dutch Bros capturing the youthful, energy-drink crowd
- Rising labor costs + unionization pressures
- Consumer fatigue with high prices for “okay” coffee

A good start, no? Then, if you want to dig into a specific area, ask a follow-up question. For example: “What kind of market research data might I look for that would help me with how ‘Automation +AI’ could fix slow operations?” Here’s the response:

- **Store-level Throughput Data**, such as “average wait times” by store format (café vs. drive-through)
- **Labor Efficiency Metrics**, such as barista-to-order ratios or average drink output per labor hour.
- **Digital Order Behavior**, such as customized heavy orders and delays, and the percent of mobile orders vs. in-store vs. drive-through by mobile app use.
- **Drink Complexity Diagnostics**, such as the most time-consuming drinks, the most error-prone drinks, or the most profitable drinks.
 - Etc...

Let’s assume you have proprietary data (you work for the company, after all). You can then upload a massive Excel of store-level throughput data vs. drink complexity into the project or into a specific conversation. Based on that data, you can ask ChatGPT questions. You can even ask it to revise the Excel document, reformat it, convert it to PowerPoint for management, and so forth. You use ChatGPT from the very initial stages of your market research tasks through the data and presentation stages.

Alternatively, you can ask it to compare Starbucks against its main competitors. You don’t even have to really know who the competitors are. You can ask ChatGPT, “Identify the top five competitors to Starbucks and for each write a concise paragraph about their positioning vis-à-vis Starbucks.” ChatGPT responds:

1. Dunkin’

Dunkin positions itself as the **everyday, no-nonsense, cheaper alternative** to Starbucks — faster, more convenient, and focused on simplicity over artisanal nonsense. Where Starbucks sells “experience,” Dunkin sells “coffee that doesn’t cost half your paycheck,” making it the go-to for budget-conscious, grab-and-go customers.

2. Dutch Bros

Dutch Bros plays the **young, hyper-energetic disruptor** — drive-thru-only, lightning-fast service, and drinks that resemble caffeinated candy, with a cult

following among teens and 20-somethings. While Starbucks feels corporate and slow, Dutch Bros markets itself like a high-energy beverage party in a cup.

Etc.

You can then ask it, “What publicly available data do you have about the number of stores of each chain and the gross revenue of each?” And, with that data, you can ask it to put that in an Excel and compare it to your own data. You can copy and paste data from websites, Google, the *New York Times*, etc., into it for analysis. (Be respectful of copyright, of course).

You can then ask it to brainstorm new strategies that Starbucks can use to recover from its post-COVID slump. For example, prompt: “Given that Starbucks is challenged in the post-COVID environment by no longer being a cool ‘third place’ to hang out and drink coffee, suffering from overly complex drinks, long wait times, and perceived overly expensive prices, provide five examples of strategies that would help us to escape the current predicament.” Here’s what it gave me:

1. Build smaller, faster store formats focused on speed, not “third place” vibes.
2. Simplify the menu and kill the over-customized drink chaos.
3. Redesign the “third place” around modern needs like work pods and quiet zones.
4. Use automation and AI to streamline drink prep, queues, and mobile ordering.
5. Add a value layer (specials, subscriptions, loyalty boosts) to offset price fatigue.

Let’s wrap up this Case Study in market research. What can ChatGPT help us do?

1. **Summarize market position vis-à-vis the competition.** Using either public data or our own data, summarize what our brand is today, how our customers perceive us, and where our competition is.
2. **Explore SWOT (Strengths, Weaknesses, Opportunities, and Threats).** SWOT analyses are common in marketing, and it’s easy to get ChatGPT to give you a rough draft either for your brand or competitors.
3. **Brainstorm.** ChatGPT is a fantastic tool for brainstorming. Yes, we humans are the creative ones, but give it a prompt such as “Give me five strategies for

improving Starbucks' TikTok videos," and you can use ChatGPT as your personal brainstorming partner. It's fantastic for idea generation.

4. **Get public data.** Scour the Internet for public data on competitors and summarize it for you. Here, ChatGPT is like a very powerful Google that organizes data.
5. **Analyze your own data or uploaded data.** Upload your own proprietary data and have it analyze what it means. (If you are using a paid account, ChatGPT promises not to share your data).
6. **Create presentations of the data.** Use ChatGPT for analysis of Excel data, including asking it to create summary presentations for management.

The ultimate cheat code is that you can literally use ChatGPT to give you ideas on how to use ChatGPT. For example, here's a prompt: "Let's assume we work for Starbucks. Give me a summary in bullet list format of how we might use ChatGPT for market research purposes." Here's the response:

- Quickly analyze competitor strategies, store counts, pricing, and positioning without waiting six weeks for a consultant to overcharge us.
- Summarize industry reports, earnings calls, and news articles into digestible insights for leadership.
- Generate customer personas based on behavioral trends, social chatter, and demographic shifts.
- Identify emerging coffee, beverage, and retail trends by scanning public data and sentiment.
- Draft surveys, interview guides, and research frameworks to capture real customer feedback.
- Convert raw customer reviews, social posts, and forum discussions into actionable themes.
- Model "what if" strategic scenarios based on pricing, menu changes, or new store formats.
- Turn messy qualitative data into clear, persuasive insights for internal presentations.

Pretty cool, huh? Now, take your own company data and work up market research tasks and subtasks that will help you be a more intelligent marketer in your industry.

» Case Study: Content Marketing

Content Marketing is the use of content such as blog posts, posts to social media, images or photos, videos, webinars, and other forms of information to “build your brand” and “sell more stuff.” A webinar is a good example of content marketing. You and your marketing team create an information-packed webinar on a new industry trend. You promote it. You get people to show up. You snag their names, titles, company names, emails, and phone numbers. And you give these leads to your sales staff. Content marketing is the creation, promotion, and measurement of all kinds of content to help your company thrive.

ChatGPT is a helpful partner at every stage of Content Marketing. You are the more creative side. It is the more task-oriented side. You are a dynamic duo working together to produce better content for your brand faster and more cheaply. Here are the basic tasks of Content Marketing:

Brainstorming and strategy. Let ChatGPT help you brainstorm ideas, deploy tactics, and conceptualize strategy.

Content creation. Let ChatGPT work with you to create blog posts, social media posts, ad headlines, images, photos, and even videos.

Content optimization. Let ChatGPT analyze what works (and what hasn’t). Let ChatGPT edit your content – text, posts, and videos – to improve it.

Promotion and distribution. Let ChatGPT help you decide where to place your content and how to promote it.

Performance analysis. Upload or content data to ChatGPT. Let ChatGPT advise on what’s working and what isn’t, and give you ideas to improve performance.

Continuous Improvement. Let ChatGPT be your “content coach,” as you and ChatGPT work together to improve your content marketing machine. Better. Cheaper. Faster. More Effective at “building your brand” to “sell more stuff.”

Let’s make this specific by continuing with our Starbucks case study. Starbucks’ content marketing focuses on “building the brand” (*Starbucks is an amazing place for coffee*) to “sell

more stuff” (*Come in today, we have a special on coconut Lattes, etc.*). This content can take the form of text, images, photos, or videos. It can be Starbucks’ own content, curated content (“Other people’s content”), interactive content (conversations among and between Starbucks and its customers), and UGC content (User Generated Content). The goal for all content is to be engaging and, ultimately, to increase store visits and sales. That is the summary of Starbucks’ content marketing.

You can feed this summary into ChatGPT as a project, and call it “Starbucks Content Marketing.”

Pumpkin Spice Time

Next, define a task. Let’s start with a simple prompt and task. The prompt is “It’s nearly fall 2026, and we are prepping to promote our line of Pumpkin Spice cakes, cookies, and specialty drinks. Let’s face it, “Pumpkin Spice” is aging as an idea. It’s more of a holiday tradition than something new. Help us brainstorm five new ways to promote our line of ‘Pumpkin Spice’ drinks, starting with Halloween, Thanksgiving, and into Christmas. Give us five specific ideas that we can use as bullet points with a short paragraph after each.” Here’s one of the five examples that ChatGPT gave back to me:

“Pumpkin Spice Time Capsules” (Late September → Early December)

Invite customers to submit short memories tied to the season—sweet, chaotic, or “my aunt tried to deep-fry a turkey and summoned the fire department.” Turn the best ones into limited social posts or in-store displays. Pair each story with a featured Pumpkin Spice product. Nostalgia is Kryptonite for consumer resistance.

Thus, we have a “brainstorming” task, and ChatGPT gives us an idea for UGC content. Next, you can take that content idea and use it to generate a series of Facebook posts. The prompt would be “OK, take the ‘Pumpkin Spice Time Capsule’ idea and give me five ideas for Facebook posts. For each, draft the headline and text post, explain a series of carousel images, and give me a video alternative (a very short storyboard). These need to be funky and fresh, the kind of content that would stop folks in their tracks on Facebook and give them a chance to upload a ‘Time Capsule’ via our Facebook Page or using the hashtag #pumpkinspicetimecapsule.”

Here's one of the ideas ChatGPT gave me back:

1. Post Theme: “The Smell That Summoned the Holidays”

Headline:

Did Pumpkin Spice Just Trigger a 20-Year Flashback? Same.

Post Text:

You ever catch a whiff of Pumpkin Spice and suddenly you’re 12 again, wearing an itchy sweater while your aunt tries to explain why her cat deserves its own stocking?

Drop your most vivid holiday memory into our **#PumpkinSpiceTimeCapsule**—the good, the bad, the aggressively cinnamon-scented.

Carousel Images:

1. **Image 1:** A steaming Pumpkin Spice drink morphing into a cloud of nostalgic icons (old ornaments, Polaroids, questionable sweaters).
2. **Image 2:** “Trigger Warning: Holiday Flashbacks Ahead.”
3. **Image 3:** A messy family table mid-chaos—pumpkin pie, spilled cocoa, an uncle asleep.
4. **Image 4:** CTA graphic: “Upload your memory → #PumpkinSpiceTimeCapsule.”

Video Alternative (Storyboard):

- **0:00–0:02:** Close-up of a Pumpkin Spice drink steaming.
- **0:02–0:04:** Steam becomes floating childhood holiday objects.
- **0:04–0:06:** Smash-cut to text: “What memory did *you* just smell?”
- **0:06–0:08:** CTA: “Add yours to the Time Capsule.”

You can see that you take one content marketing task and work through it to its subtasks. Obviously, you’d converse back and forth with ChatGPT on the ideas you like. The creativity comes from you, as a human, as well as from the AI, and you work together on your content marketing production.

Analyzing What Works and What Doesn’t

What about analyzing what works and what doesn’t? Engagement on Facebook can be easily measured as likes, comments, and shares on posts. Here, I went to Starbucks’

Facebook Page at <https://www.facebook.com/Starbucks>. I used a program called Fireshot Pro (<https://getfireshot.com/>), which makes it easy to export web content to PDFs. I then uploaded the PDF of Starbucks' Facebook content to ChatGPT as a file upload. Next, I prompted ChatGPT with, "I am uploading you a PDF of recent Starbucks posts. Analyze them first for "content themes." Give me a bulleted list of the "content themes" that you see in Starbucks' Facebook content marketing strategy." It analyzed the posts and gave me the common themes, brand iconography, and content summaries of Starbucks on Facebook. In other words, you can take your own Facebook posts (those of a company to emulate or a competitor), convert them to a PDF, upload them to ChatGPT, and analyze them for themes.

Which themes generated the best engagement? You can use ChatGPT to analyze the data and give you that. As of December 2025, the theme with the best engagement was "The Return of a Seasonal Favorite". Here's what my snarky ChatGPT virtual assistant explained:

Example:

- "chestnut praline is back to party"
 - 2.6K reactions, 450 comments, 176 shares
- "knock, knock eggnog latte is back"
 - 3K reactions, 1.1K comments, 174 shares

Why it worked:

This is Starbucks' equivalent of announcing that a beloved sitcom character is returning after a cliffhanger death. People freak out, cheer, argue, beg for other favorites, and tag their friends who are eggnog addicts.

This theme crushes because it taps into nostalgia + scarcity + ritual.

Conclusion:

Seasonal comeback posts are Starbucks' engagement nuclear weapon.

In other words, you can use ChatGPT to analyze content data, identify engagement, and provide feedback on what works (and what doesn't). Then plow that data back into your current task and refine it. For example, I then asked ChatGPT to use these insights to revise our content marketing strategy for "Pumpkin Spice" season. My prompt was "Using that knowledge, please revise our Pumpkin Spice content marketing ideas. Give me what you think will be the highest engagement strategy to the content market

Pumpkin Spice.” It gave me several ideas. Thus, we have a conversational or iterative approach to brainstorming ideas, analyzing past data on what has worked, and revising our content ideas to reflect that knowledge.

When you upload data to ChatGPT, I find you do not have to stress too much about formatting. Yes, an Excel is excellent. But you can also PDF information from the web. You can upload screenshots. You can give it raw CSV data and ask it to clean it up. I even used customer email headlines exported from Gmail as a PDF and had them analyzed. It’s amazingly good at taking messy data and analyzing it!

Obviously, if you worked at Starbucks, you’d have access to these types of data points on content:

- **Google Analytics (GA4) Data.** GA4 tracks everything that happens on your website, including which content is most and least popular, which content drives store visits or e-commerce purchases, etc.
- **Google Ads Data.** Data on keywords, impressions, clicks, and conversions can be fed into ChatGPT. You can use this to revise ad targeting or ad creative. Ditto for META ads.
- **App Data.** Starbucks has a massive app. Obviously, everything is tracked and sent back to the mother ship. You can connect app data to ChatGPT and analyze it for patterns.
- **Social Media Data.** You have all the data on Starbucks’ media properties on Facebook, Instagram, and TikTok. You can also listen in to conversations by theme or hashtag. All of this can be fed and analyzed by ChatGPT.

The task here is to identify a data source about content. Upload that data to ChatGPT (or connect it to ChatGPT). Analyze that data to show which content generates engagement and which generates conversions. Do more of that. Do less content that doesn’t work. *#Brilliant.*

Editing and Improving Your Content

A final use of ChatGPT is in content editing. AI can’t really create amazing content (yet). Its blog posts are artificial. Its ad headlines are a little stale. Its images are kind of weird, and its videos are even more bizarre. Remember, AI is the “diet” Coke, and we humans are the “Real Thing.” Use ChatGPT for content production sparingly and with supervision. But when you create a video, for example, you can use task-specific video

editing tools to edit that video, to clean up that video, to parse that video into smaller videos. As you create content (text, photos, images, video), you can bounce ideas off ChatGPT. It can be an editor. You get to (still) be the creator.

Content Marketing Summary: Tasks Revisited

I fed ChatGPT a prompt asking how it could help Starbucks with its content marketing strategy. Then I asked it for one, and only one, “out of the box” recommendation for each. Here’s the response:

BRAINSTORMING & STRATEGY

“Predictive Flavor Forecasting”. Use ChatGPT to analyze cultural trends, weather patterns, TikTok food obsessions, and historical Starbucks sales to predict next season’s viral drink flavor before customers even crave it.

CONTENT CREATION

“The One-Hour Content Factory”. Feed ChatGPT raw photos, half-baked ideas, employee anecdotes, and real user comments. Then generate an entire week of platform-specific content (captions, videos, carousels, CTAs) in 1 hour, all aligned with the exact engagement patterns Starbucks has historically driven.

CONTENT OPTIMIZATION

“The Thumbstop Surgeon”. Let ChatGPT rewrite ANY Starbucks post using a proprietary rule that every sentence must grab attention in the first three words. Result: ruthlessly optimized copy built for stopping-scroll zombies.

PROMOTION & DISTRIBUTION

“The Real-Time Weather Trigger System”. ChatGPT generates ads and posts automatically tailored to shifting weather, so: If it rains in Seattle → Hot PSL ads. If Phoenix hits 90° in October → Pumpkin Cream Cold Brew takeover. Weather → craving → sale.

PERFORMANCE ANALYSIS

“Creative Necromancy Detector”. ChatGPT identifies exactly when a creative concept dies by analyzing patterns such as a declining thumbstop rate, an emoji shift, negative sentiment creep, and comment tone decay. Basically, an early-warning system for “this campaign is becoming a corpse.”

CONTINUOUS IMPROVEMENT

“The Infinite Feedback Loop”. Every week, ChatGPT consumes Starbucks app data, ad metrics, social listening, and customer comments and auto-generates a “Make This Better” list—specific, actionable creative and targeting tweaks that evolve the brand’s content without waiting for quarterly meetings.

In the realm of Content Marketing, ChatGPT accelerates your brainstorming process. It allows even non-creative types to be creative. Give it just a little prompt, and it can cascade that into a cornucopia of ideas to choose from. ChatGPT can accelerate content production and editing; just be careful that AI-generated content can be weird. Supervise it. Finally and perhaps most importantly, ChatGPT can make data analysis easier. Double down on data. Double down on what works.

» Case Study: Data Analysis

AI tools are fantastic at analyzing data. After all, they are basically pattern recognition software. They excel at seeing patterns. As marketers, we often have streams of data, usually relating to engagement and sales metrics. Which ads worked? Which ads did not? What patterns exist in our keywords? How can we take messy data from Google Ads, Meta Ads, Google Analytics, or Google Search Console and have ChatGPT analyze it? And then using that analysis, how can we feed it back into our marketing strategy to improve our ROI? Analyzing data is a “meta” task for AI.

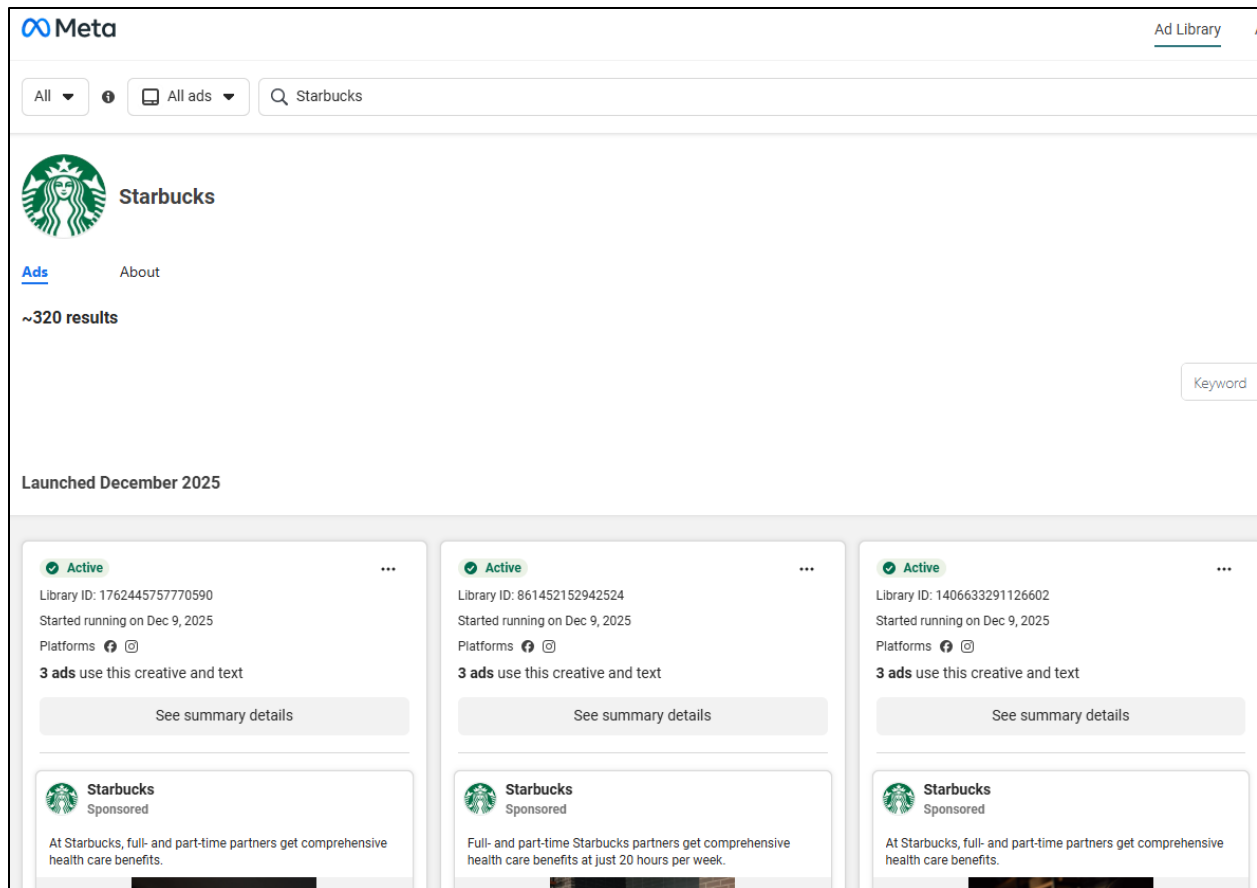
What are your steps?

1. **Identify what data sources you have.** This might be Google Ads, Google Analytics, or Meta ads data. It might be engagement metrics for your YouTube videos. It might be deep data about behavior on your online store. Within your data, determine how to access it and how structured it is. Sometimes it will be available for export to Excel. Sometimes you can connect ChatGPT to the data source (like a Google sheet). And sometimes the best you can do is copy/paste data from the web. You can also use tools like SpyFu

(<https://www.spyfu.com/>) or BigSpy (<https://bigspy.com/>), which can analyze your competitors and pull data. Similarly, you can use SEO tools like SEMrush, Moz, or Ahrefs for data.

2. **Formulate your research questions.** You might ask, for example, “Which posts based on the data I have given you from our Facebook Page get the most engagement as measured by likes, comments, and shares?” Or, “Examine the keyword data from our competitors via SpyFu, analyze it, and then recommend which keywords we are missing from our Google Ads strategy.” Or, “Looking at our Google Analytics engagement reports, explain which paths lead to cart abandonment vs. which ones led to sales and why?”
3. **Let ChatGPT do some creative thinking.** Here, upload some data and just ask it generally, “What patterns do you see?” Or, “Knowing what you know about our marketing, please analyze this data for ideas on how to improve our efforts.” You can upload very messy data and ask very vague questions. So be specific and be vague as you use ChatGPT for Data Analysis. Do both.

Let’s return to our Starbucks example. We’ll use public data, though if we worked for Starbucks, we would have a cornucopia of data on our in-store visits, drive-thrus, gift card sales, and online sales. We’d have website data. We’d have app data. We’d have a lot of data! Our goal would be to use ChatGPT to analyze the data, provide insights into what it means, and offer advice on how we can improve our marketing. As for public data, let’s use Facebook ad insights (<https://www.facebook.com/ads/library/>) and pull Starbucks Facebook ads data. Here’s a screenshot:



An easy thing to do is to copy/paste this data into a Word document, then upload it to ChatGPT for analysis. Before I prompt ChatGPT with anything specific, I usually ask it a general question, such as, “Looking at this data, what patterns do you see?” This leverages AI creativity, as it often sees patterns you don’t even think to inquire about. Here are some of the points that came out of its analysis:

- Starbucks is running two parallel ad machines: holiday retail and employer branding.
- A huge portion of ads promote healthcare benefits and tuition coverage — Facebook is doubling as their recruitment channel.
- Creative repetition is extreme: dozens of near-identical versions per concept for aggressive A/B testing.
- The app is the real CTA everywhere — “order ahead,” “earn Rewards,” “tap back in,” “rediscover the app.”

- Overall: this is high-frequency, high-volume, high-repetition advertising meant to bludgeon engagement into happening.

Pretty insightful, no? Then I asked it, “What post types got the most engagement?” Meta’s ad insights doesn’t give pure engagement data, so it analyzed which posts were repeated the most, assuming that reflected engagement. The number one trend (in December 2025) was “Holiday nostalgia.”

Next, I used SpyFu to download all the paid keywords on which Starbucks is running Google Ads. I asked ChatGPT to ignore branded terms. What do the keywords reveal about Starbucks’ Google Ads strategy? Here are takeaways from ChatGPT’s analysis:

- Starbucks bids high CPCs (cost-per-click) heavily on “coffee pods,” “K-cups,” and “at-home coffee supplies.” That is, Starbucks pays a hefty price per click via Google Ads to get the click from Google vs. search terms inputted by users.
- They bid heavily on Starbucks menu items but not on items branded as “Starbucks,” for example, “mango dragon fruit refresher.”
- They bid on generic coffee shop intent searches such as “coffee shop near me.”

In addition, it gave all sorts of insights into the strategy (or lack thereof), such as this sentence: “A paranoid, sprawling, defensive PPC fortress built to intercept literally every human thought about coffee, from “k cups” to ‘pineapple cake.’” Remember, I have trained my ChatGPT to be snarky, but the point is that Starbucks is a mega brand bidding on nearly every type of coffee-related Google search.

If we worked at Starbucks, we could dig into really transformative ideas. You would need to a) get the data, and b) formulate the question. For example, you could use in-store app data to identify which drinks were most popular among heavy vs. light users, or which products on the e-Commerce store came from Google vs. Meta. Or even to look for weird patterns, like which stores are performing better than the average on “rewards” visits, and try to figure out why. The takeaway here for you as a marketer is a) identify and get your data, b) let ChatGPT take the first stab at partners, and c) have a conversational back and forth about what the data means based on questions you ask. As for output, you can ask it to deliver an Excel file, a PowerPoint deck, or a memo for your boss. Data analysis is one task you definitely want to lean into AI for.

» Using AI as Your Virtual Tutor

Remember Google? That cute little search engine with the fun colors and the blank screen? So cute it even became a verb: “to Google.” You would input some keywords. It would spit back “ten blue links.” You would visit those websites. You would hopefully answer a question or learn something. That was Google. RIP.

AI is the biggest threat to Google since the US Government initiated antitrust litigation against it. AI is not stupid or slow. It is rapidly evolving. (And of course, Google is adapting with AI overviews, so the Google of 2027 will be radically different and AI-empowered vs. the Google of 2020).

We have seen so far how you can use AI tools – the basic platforms, the specialized AI tools, and the embedded AIs in the products we marketers use nearly every day. We use a task-based approach to AI. We train our “virtual assistant” to really understand our marketing objectives. Our goal is to become AI-empowered marketers who get tasks done better, faster, and cheaper. And we are “learning by doing,” as everyone has a lot to learn about how to use AI. And AI is evolving as did the software platforms before it, day by day, with new features.

Here’s a pro tip. You can use AI as your “help” file, your tutor, the happy marketing assistant who just graduated with her MBA in marketing and knows more than you do, especially about new things. You can use AI as your supercharged Google to help you learn things.

Here’s the concept:

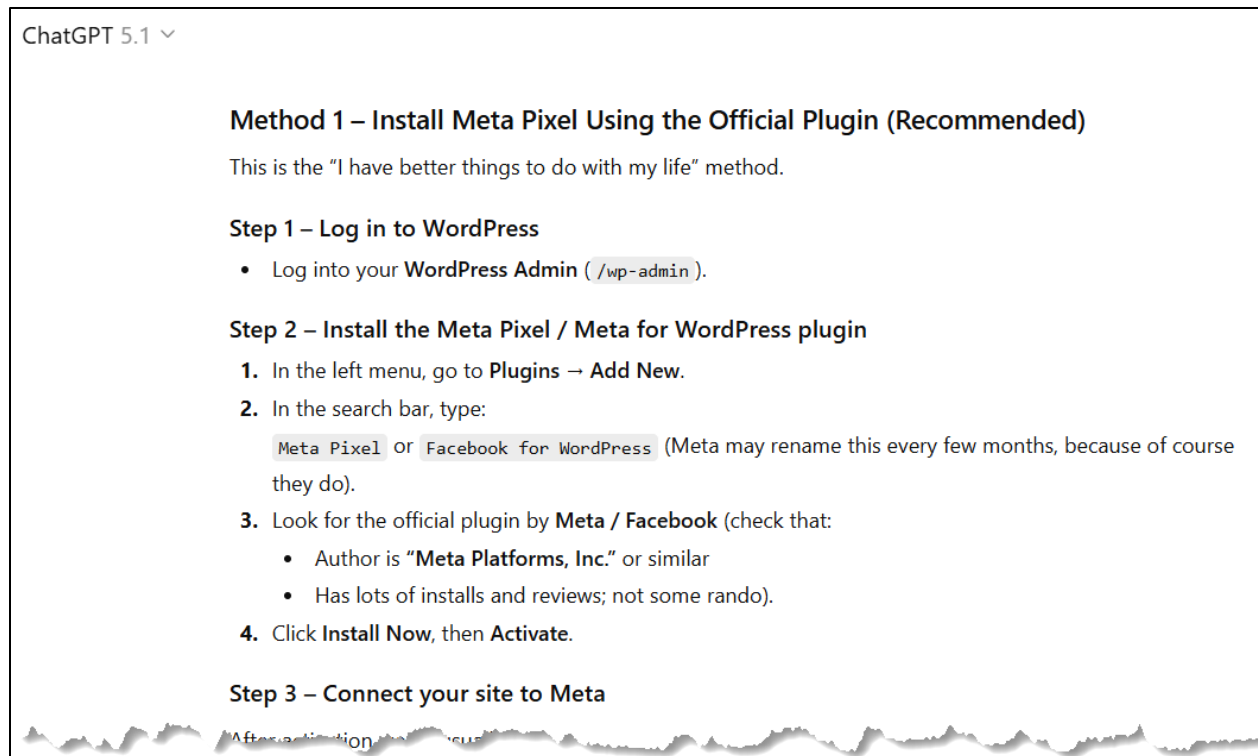
If you “know the question,” you can ChatGPT (Google Gemini, Microsoft Copilot), the answer.

How Do You Install the Meta Pixel?

Let’s give a simple example. You want to install the Meta Pixel on your website. You understand what a pixel is (it enables coordinated tracking of user behavior between Facebook/Instagram and your website). You know its use in remarketing. (And, if you don’t, you can ask ChatGPT, “Please explain what the Meta Pixel is and how it is used for marketing.”) You can use ChatGPT as a very sophisticated Google, a search engine to find stuff on the Internet, and explain things to you.

You can also, however, use ChatGPT as a tutor. You have a task: install the Meta Pixel on your website. You can formulate a prompt/question, such as “OK, I know what the Meta Pixel is and how it is used. Please explain how to install the Meta Pixel on my

WordPress website. Give me step-by-step instructions.” Here’s a screenshot of the response:



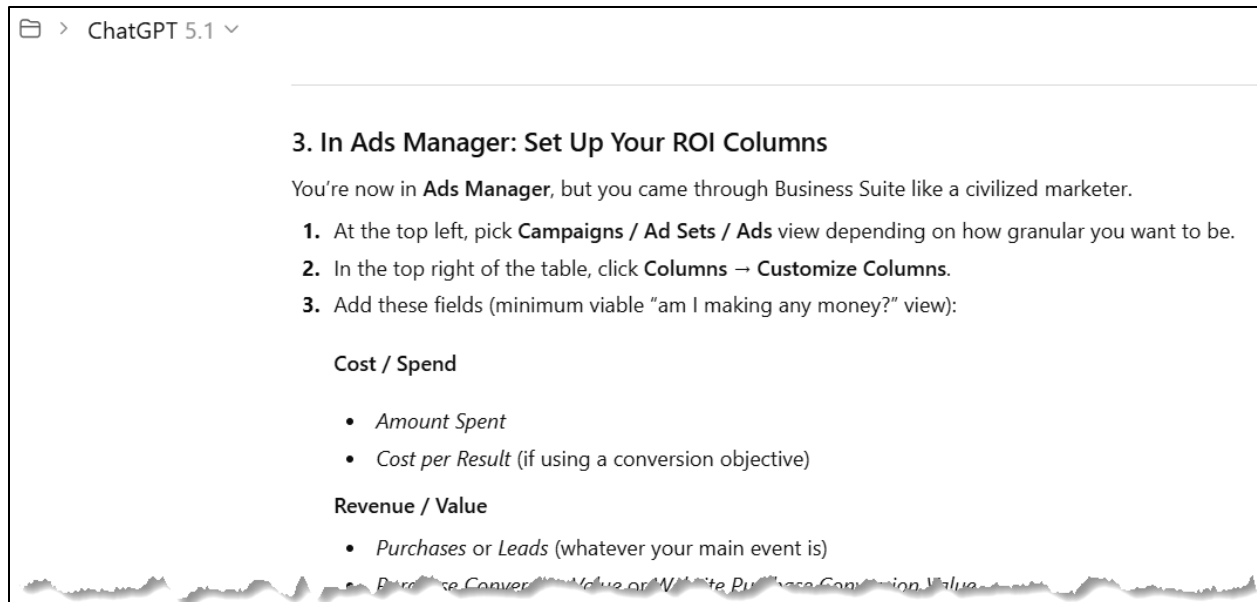
Even better, if you get lost at any step, you can ask ChatGPT for help. For instance, you might say, “I don’t understand how to install a plugin on WordPress. Guide me.” You can use ChatGPT like a tutor. Unlike Google 1.0, you don’t just ask the question; you also do the hard work of understanding yourself. You ask the question, you get an answer, you try to do it, you get stumped, you ask a follow-up question, and off you go. Or, for instance, if the angle isn’t right, you can reframe. For example, you could say, “I want to use Google Tag Manager to install the Meta pixel. Give me instructions on how to use GTM to accomplish this task.”

As you do this, you can even upload screenshots of what you see inside of GTM (or any other software platform). ChatGPT is so intelligent that it can analyze “screenshots” and help you find out where you are if you get lost.

Tutor me on How to Use Fill-in-the-Blank Difficult Software

Take any bloated, difficult-to-use software platform that was designed by mentally deranged geeks somewhere in Silicon Valley to torture us marketers. For instance, you

can ask for help with “Meta Business Suite,” which is my nominee for the most difficult-to-use product ever invented. For example, the prompt might be “Different topic, give me step-by-step instructions on how to use Meta Business Suite to analyze the ROI of our ads on Meta.” Here’s a screenshot of the response:



Again, you can go into subtasks in Meta Business Suite, get lost, upload screenshots, commiserate with ChatGPT about how much of a piece of poop Meta Business Suite is, etc. Step by step, working together with your private AI tutor, you can master the basics of Meta Business Manager.

Let’s take another complex software program: Google Analytics 4. GA4 was also created by wicked, mean-spirited, and detached nerds in Silicon Valley to torture us marketers. What’s a common task? An example would be, “How do I enable tap-to-call as an event in GA4, and then track the origin of tap-to-call events against my campaigns in Google Ads. Lead me step by step into how to enable tap-to-call, and then once that is done, let’s tackle creating a report that shows tap-to-calls as ‘key events’ in the acquisition report.”

Know the question. Ask ChatGPT for the step-by-step answers. I have found ChatGPT to be a lifesaver vis-à-vis GA4 because GA4 is ridiculously complicated and difficult! No mere mortal can create reports. But with ChatGPT as my tutor, I have easily and successfully created reports and enabled key data. And, as I have gotten confused, I have uploaded screenshots so ChatGPT can literally point me to what to do. Using ChatGPT as your “tutor” is an incredible value in a marketing world full of difficult-to-

use, bloated software products from Silicon Valley “geniuses” who failed at user interface design. GA4. Meta Ads Manager. WordPress. Google Ads. You name it. Use ChatGPT to understand each platform, and create step-by-step instructions on how to track data, generate reports, and analyze what your data means.

Ask ChatGPT to Tell You How it Can Tutor You

Try this prompt: “I love using ChatGPT as my virtual tutor for platforms like Google Ads, GA4, and Meta Ads Manager. Please give me a list of ways I can use ChatGPT as a virtual tutor for those complicated and technical tasks that make me, as a marketer, pull my hair out (and I have almost no hair left to pull out!).”

ChatGPT will help you understand how to use it as a tutor. Incredible. You can even set the tone for how it explains things to it, such as, “Explain Smart Bidding in Google Ads like I’m a 5-year-old.”

Pro Tip. As you prompt ChatGPT, tell it what level you are on, as in “I am experienced in Google Ads” or “I am a complete novice, explain it to me like I am just beginning.” Scale up or scale down the level of detail in its instructions.

Pro Tip. Ask it for cheatsheets or step-by-step bullet points.

Pro Tip. Ask it to debug your settings. For example, upload your “Event” settings in GA4 and ask it to analyze if it looks correct.

You can also do this in Google Gemini, Google AI mode, Copilot, etc. The days of simple Google and simple YouTube are quickly ending. AI can be, and should be, not just your marketing assistant but your personal tutor.

The basics are:

1. Know the platform (GA4, Meta Business Manager, WordPress).
2. Know the task (install GA4 tag, create an “event,” calculate ROAS in Meta Ads Manager).
3. Know the output format you want (step-by-step, checklist, quiz, explanatory guide).
4. Formulate your prompts, and set the tone and education level you want for your answers, as for example; “Short and snarky. Explain it to me at 4th-grade level.”

You can also use ChatGPT to role-play. For example, create a presentation with data on your Meta ad ROAS. Upload that PowerPoint to ChatGPT and prompt it to “pretend you are my boss. You are busy. You are stressed. And you understand less about Meta ads than I do. Give me five questions that my boss might ask about this presentation, and help me formulate some answers.” By role-playing with ChatGPT, you can use it almost like a fellow actor in a play. Prompt ChatGPT. *Pretend you are a customer. Pretend you are my boss. Pretend you are the hiring manager at a competitor, and you understand I want to leave my AI-hostile job for one that is AI-friendly.*

» The Customer-facing AI Revolution

AI isn't only changing how businesses work internally. It isn't only revolutionizing how we marketers do our jobs. AI is changing how customers interact with information and with brands. Becoming AI aware as a marketer means paying attention to how AI is changing the customer experience.

Let's start with the most obvious: the emergence of “AI overviews” on Google. Even if the customer isn't using Gemini, he may still be exposed to AI through straightforward searches. Take the Google search for, “Best car insurance for a 21-year-old male.”

Here's a screenshot:

The screenshot shows a Google search interface. At the top left is the Google logo. To its right is a search bar containing the text "Best car insurance for a 21 year old male". Below the search bar, a black arrow points to a blue diamond icon followed by the text "AI Overview". The main content area contains the following text: "For a 21-year-old male, the best car insurance options for low rates are typically **USAA** (for military families) and **GEICO** (for the general public). State Farm and Nationwide also offer competitive rates and strong customer satisfaction for young adult drivers." Below this is a section header "Top Insurance Providers" followed by a bulleted list: "• **USAA:** Offers the most affordable average annual premiums for young drivers at around \$1,936, but eligibility is limited to military personnel, veterans, and their families." "• **GEICO:** The cheapest option for those who do not qualify for USAA, with average annual premiums of approximately \$2,129." "• **Nationwide & State Farm:** These companies are also good choices, offering competitive pricing and high ratings in customer satisfaction surveys among Gen Z drivers." Below the list is another section header "Factors Affecting Your Rate" followed by the text: "As a 21-year-old male, your insurance rates are likely higher than older drivers because statistics show young male drivers are generally considered a higher risk due to a".

Increasingly, consumers are asking Google questions and getting “AI Overviews” in response. Over time, you can expect consumers to use AI as their own “virtual assistant” with queries like “I am planning a wedding in Phoenix. Identify the ten best caterers that spare no expense” or “Tell me the five best probate lawyers in Dallas.” To the extent that AI (whether it is Google, ChatGPT, Microsoft CoPilot, Claude...) becomes the “trusted assistant,” consumers will favor it over traditional Google. In fact, there are lots of signs that AI overviews are sucking the oxygen out of Google Ads and traditional SEO. The new customer journey is AI-infused, from the first question to the final decision on what to purchase.

If your customers turn to search, you have some new marketing tasks:

1. **Understand AI overviews** and the use of ChatGPT for customer searches.
2. **Monitor** whether your company, products, or services surface in these AI overviews.

3. As with “traditional” SEO, figure out how to **influence** AI overviews / ChatGPT so that you surface on relevant queries.

Indeed, you can prompt ChatGPT to help you. Try this prompt: “I understand AI overviews are increasingly important to consumer searches. Explain the factors that seem to impact whether a company, product, or service surfaces in these searches. And what can I do for my own company to help us surface?” Here’s the summary ChatGPT gave me: “Be the cleanest, clearest, most authoritative, most technically sound, most topically obsessive resource on the topic.” Try the prompt and configure it for YOUR customers, YOUR industry, and YOUR company.

In a nutshell, AI overviews are influenced by:

- **The type of search.** AI overviews surface most often in early-stage, comparative, or “best” searches. Explain what to do after an auto accident. Tell me why Tide is better than the Costco brand. Give me the best over-the-counter remedy for insomnia.
- **Authoritative content surfaces best.** That is, content that has links to it (as in traditional SEO). Content that is listed in authoritative directories and other authoritative websites.
- **Well-written, AI-friendly content.** Content that has questions with answers. Content that has strong headers. Content that reads like a well-researched Wikipedia answer. Content that has Schema markup.
- **Content that is authored by an expert.** Content that is clearly and unambiguously bylined. Jason McDonald, Ph.D., wrote this. Not “no one wrote this.”

There is a race going on to rank in AI overviews. You need to win it.

Visual Search

Here’s another example: visual search. Pinterest, Google, and Amazon – all these big brands are enabling visual search. Take a picture of your best friends’ shoes. Let Amazon find similar shoes. Take a picture of a plant on your iPhone. Let your iPhone identify the plant, tell you where you can buy it, tell you why yours is suffering, recommend a fertilizer regimen, and give your recommendations. If you, as a marketer,

flip this around, it means your products need to be well-photographed, with clear information on how they can be used, as well as “hidden” metadata for each product.

To rank in visual search, you need:

- Clear, well-done photos or images.
- Metadata that tags your content. Alt text that supports it. Schema markup. “Invisible signals” to Google as to what the image is of, and who might want it.
- Background SEO data, such as inbound links, customer reviews, and well-written Wikipedia-like descriptions.

For both text and images, do test searches and verify that your company surfaces.

The Algorithms Love Engagement (Even if it Comes From AI)

AI is revolutionizing search. But it is also revolutionizing social media. The algorithms of TikTok, Instagram, Facebook, and even LinkedIn reward engagement. Posts that garner many video views, likes, comments, and shares have high engagement scores. The algorithm then gives the consumer more of them. The irony here is that you can use AI to determine which content gets the most engagement, and then use it to generate that content quickly and efficiently. AI is *supercharging* engagement.

Your task here is to **understand which content drives engagement and how to** connect that engagement to your sales funnel. Yes, you are tasked with producing high-engagement content. But you are also tasked with “building your brand” to “sell more stuff.” Engagement isn’t enough. It has to move the customer towards a purchase.

Similarly, for ad creation and consumption. Google Ads rewards high click-through rates and high conversions. So do Meta ads. So do all digital ads. Using AI to create ads may mean a faster path to better ad engagement. Consumers are being shown the right ad at the right time with the right message. AI allows for better customization of the ad experience. For ads, one big change is that AI enables rapid A/B testing. AI essentially increases “creative testing velocity,” with the goal of serving better ads to better consumers, faster.

The Coming Authenticity Counterrevolution.

AI has created a tsunami of cheap content. Poorly produced, low-quality content is flooding the Internet – images, videos, text, blog posts. Unlike humans, AI isn't particularly good at being creative or thinking “out of the box.” AI is pattern recognition. Therefore, it gives consumers more of what they engage with until everything converges on the middle. AI is the B+ student in the class. It checks the boxes, but it isn't very original.

Add in AI fakery, such as the massive wave of fake videos clobbering TikTok, and consumers will not only get fatigued. They will get upset. Who can you trust anymore? What is real on the Internet? Boy, I am sick of these engagement-bait AI videos.

I predict that “authenticity” will be at the forefront of a **counterrevolution** to AI. Humans want the authentic voice of a real person who created real content. Humans want Martha Stewart (a woman who knows how to entertain) over an AI robot. Humans want the authentic voice of John Green, author of “The Fault in Our Stars,” not an AI-written novel that is predictable and boring. Humans want the *real* stories of *real* people who have suffered *real* traumas, experienced *real* joy, and lived *real* life to its fullest. Examine the bestseller's list on Amazon (<https://www.amazon.com/best-sellers-books-Amaozon/zgbs/books>), and you'll see what authenticity is. Look for YouTube videos that tell good stories and have high viewcounts, and you'll see what authenticity is on video. Humans want accountability. We want to know who produced the product, who wrote and marketed the description, and who the real humans are who reviewed it. Humans are becoming increasingly skeptical of content (e.g., exhibit #1: skepticism about online reviews).

The popularity of platforms like Substack or Reddit indicates a hunger for authoritative, human-generated, trustworthy content. As a marketer, you also want to think about what makes your company authentic. Who are the authentic voices that support your brand? What real influencers or superfans can assist you in creating a non-AI content strategy that can stand out amidst the flood of low-quality AI garbage?

We are clearly in the first wave of AI. But be prepared for the second wave, the authenticity counterrevolution.

» Dystopian vs. Utopian AI

For a long time, there have been two visions of AI. The first vision has been dystopian. AI will be a “hell on earth.” AI will replace humans. Think of the *Terminator* movie franchise. In practical terms, this vision has meant that AI will take human jobs, create low-quality, crude content, and nonetheless displace human content. This vision argues

that we should all say goodbye to real music, real videos, real movies, real novels, and possibly our real jobs.

I find it doubtful that AI will replace all human activity. AI, after all, is based on computers. Computers might look creative, but really, they are based on ones and zeros. They can *imitate* creativity, imitate it pretty well, but they can't and aren't actually creative. To be creative, in my opinion, requires having a little bit of emotion and irrationality in your soul. We humans want passion, crave intimacy, like ice cream (even when it is bad for us), cry at movies, love dogs, vape, create love songs, write poetry, and climb mountains "just because they are there," etc. There is an "irrationality," or more accurately, a "non-rationality," that drives us to do creative things.

AI lacks this non-rational drive that humans innately have.

The second vision of Artificial Intelligence is more utopian. AI (and computers in general) will make the world better! This is Zuckerberg's vision for computing. The founder of Facebook rather naively, believes that everything computers do is good. It will all turn out right in the end, argues zillionaire Wunder boy, Mark Zuckerberg. In practical terms, this vision of AI means we marketers will use it and become better marketers. Not just better, faster, or quicker, but also higher-quality output.

Yet Roy Amara, a Stanford computer scientist, created what has become known as "Amara's law." He said:

We overestimate the impact of technology in the short-term and underestimate the effect in the long run.

That's probably true about AI, and it's probably true about both its positive and negative impacts on marketing. We are probably *overestimating* its revolutionary nature today and *underestimating* its revolutionary nature for the years ahead. But I think at this point it is clear that AI is a revolution in marketing. The days of just ignoring AI are passing away fast.

What is to be done?

Well, if you've read this far, you are clearly doing the most important thing: you are learning what AI is, what it can (and cannot do), and you are committed to learning how to use it as a marketer. Marketers who adapt to AI will outperform those who ignore it.

Never stop learning!

» Checklist: Mastering AI Step-by-step

The focus of this book has been on practical AI, that is, using AI to do marketing *better, faster, cheaper*. I believe in the platitude of “work smarter, not harder.” With that in mind, here’s a checklist:

Get your head straight on AI.

Read this book. Yes, all of it. Highlight insights, ideas, and make notes on what it is missing. Customize your take-aways for you and your company’s marketing.

Ask this question throughout your AI relationship: “Which parts of my job are slow, annoying, repetitive, and might be done by AI?” Knowing what AI is capable of, be on the lookout for areas where it can help you.

Pick an AI platform and learn the basics

Select a primary platform: (ChatGPT, Gemini, Copilot or other). Get the paid version.

Use AI daily. Not just for marketing but for other business tasks. Pro tip: use it in *every* area in your life. Take any tasks in life, and ask, “Can AI do this task or subordinate tasks better and faster than I can? How? Let’s get started!”

Learn the basics of the platform. Learn from webinars, YouTube videos, books, and tutorials on the basics of each platform.

Master the structure. ChatGPT has tasks (subordinate tasks), projects, custom GPTs and back-and-forth conversations. Understand the structure of the software, what goes where. What can do what.

Build your company’s “AI brain”

Create foundational documents (Word, Google Docs, Excel) for what you sell (business value proposition), who wants it (target customers, pain and pleasure points), why you’re different (positioning vs. customers), features / benefits -why your product or service should be chosen.

Be ready to upload these documents to ChatGPT at a general level, and where useful, at a project level. Update these documents with a library of prompts, tips, ideas that you learn as you use AI, so you are not starting from zero each time.

Use a task-focused approach.

- ❑ Define the “meta” tasks and create documents that support these tasks: market research, content marketing, data analysis, platform tutoring (“AI as your intelligent help file to things like Google Analytics 4, Meta ads, SEO, social media posting).

- ❑ For specific tasks, follow the workflow: define the “meta” task, and break it into subtasks; create or use a Project, and upload relevant background information to ChatGPT, iterate (!) (have conversations with ChatGPT to improve the work product), check the output (verify facts), deploy the work output, measure results (with AI) and feed the learning back into the system.

- ❑ **Stay authentic**

- ❑ AI is clearly flooding search, social media, and ads with low-quality content. Don’t be that company. Identify your authentic voice.

- ❑ Use AI for what it’s good at (repetitive tasks, guided creativity). You focus on what you are good at (creativity, making sense of low data or fuzzy data environments, goals). Let AI help you not replace you.

- ❑ Have fun! Whether AI is good or bad for humanity is an important and interesting question. (Watch the Terminator movies). But you have marketing to do! Embrace the revolution, and get your job done better, faster, and cheaper with the AI of today and the AI of tomorrow.



AI TOOLS

AI is really just a tool, or a collection of tools. As I have explained, there are a) generic platforms like ChatGPT or Gemini, b) task-specific tools, and c) embedded tools. Here's my list of all AI tools (that I know of) relevant to marketing. If you know of a tool I've missed, please email me your suggestions at jasoneg3@gmail.com.

ChatGPT

<https://chatgpt.com/>

ChatGPT is OpenAI's entry into the artificial tools market.

Rating: 5 | **Category:** tool

Google Gemini

<https://gemini.google.com/>

Explore artificial intelligence with Google's 'Gemini' tool.

Rating: 5 | **Category:** tool

Copilot by Microsoft

<https://copilot.microsoft.com/>

CoPilot is Microsoft's entry into the AI tools race.

Rating: 5 | **Category:** tool

Image Creator (Microsoft CoPilot)

<https://copilot.microsoft.com/images/create>

Use Image Creator to create an image using AI.

Rating: 5 | **Category:** tool

Originality.AI

<https://originality.ai/>

Do you need a reliable tool to make sure your content is Original, meaning: plagiarism free, fact checked and written by a human writer and not AI generated? Accurate AI Checker, Plagiarism Checker and Fact Checker Lets You Publish with Integrity. At Originality.ai we provide a complete toolset that helps Website Owners, Content Marketers, Writers and Publishers hit Publish with Integrity in the world of Generative AI!

Rating: 5 | **Category:** tool

Perplexity.ai

<https://www.perplexity.ai/>

Perplexity is a free AI-powered answer engine that provides accurate, trusted, and real-time answers to any question.

Rating: 5 | **Category:**

Claude.ai

<https://claude.ai/>

Claude is AI for all of us. Whether you're brainstorming alone or building with a team of thousands, Claude is here to help.

Rating: 4 | **Category:** tool

AI Content Detector

<https://smallseotools.com/ai-content-detector/>

Google obviously wants to deprecate content that is generated by AI. But how? Take some of your own content, and paste into this tool for a 'score' as to how likely it appears as AI-generated content.

Rating: 4 | **Category:** tool

Undetectable.ai

<https://undetectable.ai/>

Use our AI detector to check if your text will be flagged as AI-written content. Then, click 'humanize' to remove AI detection and ensure your text will bypass

all major AI detectors. Our AI text humanizer does this by enhancing your content to match the quality of human writing.

Rating: 4 | **Category:** tool

AI Explored Podcast

<https://www.socialmediaexaminer.com/ai-explored-podcast/>

The AI Explored podcast is a weekly show hosted by Michael Stelzner, the founder of Social Media Examiner. This is the podcast for marketers, creators, and business owners who want to know how to use AI.

Rating: 4 | **Category:** book

Socialbu

<https://socialbu.com/tools/generate-captions>

This AI social media tool helps you create engaging and meaningful captions for your Instagram posts. For example, input, "This is me, winning the marathon after a hard race," and it will give you a funner, snazzier caption for your Instagram post.

Rating: 4 | **Category:** tool

Perplexity

<https://www.perplexity.ai/>

The Perplexity AI search platform is handy for content marketing research. You can ask questions as you work on a piece, the bot answers you with multiple citations so you can verify the information, dig deeper, and link to sources if necessary. Competitor to ChatGPT, Gemini, etc.

Rating: 4 | **Category:** tool

Meta.AI

<https://www.meta.ai/>

META's entry into the AI competition. Using Meta's AI database, this is yet another large language model with AI functionality for your marketing tasks.

Rating: 4 | **Category:** tool

Feedly

<https://feedly.com/>

Feedly is a newsreader integrated with Google or Facebook. It's useful for social media because you can follow important blogs or other content and share it with your followers. It can also spur great blog ideas.

Rating: 4 | **Category:** resource

Gamma

<https://gamma.app/ai-powerpoint>

Save time and boost productivity with stunning, automated slide designs. Create AI Powered PowerPoint Presentations in Seconds.

Rating: 4 | **Category:** tool

Adobe Podcast

<https://podcast.adobe.com/en/enhance>

Clean up audio for free with Adobe Podcast AI. Clean up audio for free with Adobe Podcast AI. Enhance Speech makes voice recordings sound as if they were recorded in a professional podcasting studio.

Rating: 3 | **Category:**

Napkin

<https://www.napkin.ai/>

Napkin turns your text into visuals so sharing your ideas is quick and effective.

Rating: 3 | **Category:** tool

Gamma

<https://gamma.design/>

Transform ideas into captivating presentations in seconds with AI assistance.

Rating: 3 | **Category:** tool

aiCarousels

<https://www.aicarousels.com/>

Crafting visually engaging carousels for social media can be daunting for non-designers. Our user-friendly tool simplifies the process, allowing you to boost your online presence without design expertise, while AI helps you write the content.

Rating: 3 | **Category:**

Runway

<https://runwayml.com/>

Start generating with a simple conversation.

Rating: 3 | **Category:** tool

Sora

<https://openai.com/sora/>

Sora is a cutting-edge text-to-video model by OpenAI—imagine DALL·E 3 but for videos. You give it a prompt, and it generates a short video clip (up to about 20 seconds at up to 1080p) full of characters, motion, and detail.

Rating: 3 | **Category:**

Zencastr

<https://zencastr.com/>

Record with the most trusted brand in podcast recording. Podcasting is Hard Enough. Zencaster Makes it Simple. Zencastr gives you flawless audio, crystal-clear video, and effortless editing. Spend less time juggling tools, more time making great content. Get started for free

Rating: 3 | **Category:**

Grok (Based on X)

<https://x.ai/grok>

Grok is your truth-seeking AI companion for unfiltered answers with advanced capabilities in reasoning, coding, and visual processing. Based on X.

Rating: 3 | **Category:**

Rank Math

<https://rankmath.com/>

SEO for WordPress Made Easy. Rank Math is the most powerful way to get BEST SEO tools for WordPress added to your website.

Rating: 3 | **Category:** tool

Image Generator

<https://ltx.studio/platform/ai-image-generator>

Generate Images Using AI. Create AI images effortlessly with our AI image generator. Transform your creative vision into reality with LTX Studio. Whether you're designing, storyboarding, or crafting visuals for your projects, you can generate stunning, high-quality images in seconds—just from text or a reference image.

Rating: 3 | **Category:**

Opus Clip

<https://www.opus.pro/>

1 long video, 10 viral clips. Create 10x faster. OpusClip turns long videos into shorts, and publishes them to all social platforms in one click. Powered by

Rating: 3 | **Category:** tool

Capcut (Desktop version)

<https://www.capcut.com/tools/desktop-video-editor>

Create great videos for free to record the most wonderful time of the year. Take your video to the next level. Experience the future of video editing with massive AI features and create visuals that truly stand out.

Rating: 3 | **Category:**

Napkin.AI

<https://www.napkin.ai/>

Get visuals from your text. Napkin turns your text into v.isuals so sharing your ideas is quick and effective.

Rating: 3 | **Category:**

TurnitHuman

<https://turnithuman.com/>

Make AI Content Undetectable. Bypass Turnitin, GPTZero, Google, and all AI detectors today

Rating: 3 | **Category:** tool

Splice

<https://spliceapp.com/>

Splice is a powerful mobile video editor designed for both professionals and amateurs, allowing users to create stunning videos with ease. With intuitive tools and features, it's perfect for content creators who want to edit videos on the go and share them on social media. Splice offers both free and Pro options, with advanced editing capabilities like custom transitions, effects, and professional-quality exports.

Rating: 3 | **Category:** tool

Stable Diffusion

<https://stablediffusionweb.com/>

Stable Diffusion is a latent text-to-image diffusion model capable of generating photo-realistic images given any text input, cultivates autonomous freedom to

produce incredible imagery, empowers billions of people to create stunning art within seconds.

Rating: 3 | **Category:**

AI Explored Podcast

<https://www.socialmediaexaminer.com/ai-explored-podcast/>

The AI Explored podcast is a weekly show hosted by Michael Stelzner, the founder of Social Media Examiner. This is the podcast for marketers, creators, and business owners who want to know how to use AI.

Rating: 3 | **Category:** podcast

NoteBook LM

<https://notebooklm.google/>

Upload PDFs, websites, YouTube videos, audio files, Google Docs, or Google Slides, and NotebookLM will summarize them and make interesting connections between topics, all powered by Gemini 2.0's multimodal understanding capabilities.

Rating: 3 | **Category:** tool

Synthesia

<https://www.synthesia.io/>

Create videos using AI. Create studio-quality videos with AI avatars and voiceovers in 140+ languages. It's as easy as making a slide deck.

Rating: 3 | **Category:** tool

FastRead

<https://fastread.io/>

Revolutionize your writing with AI-powered creativity. Enter the future of book writing. FastRead empowers authors with AI-driven tools for effortless book creation.

Rating: 3 | **Category:** tool

Grammarly

<https://www.grammarly.com/>

Grammarly is a free and paid tool that helps you write better content. Responsible AI that ensures your writing and reputation shine. Work with an AI writing partner that helps you find the words you need—to write that tricky email, to get your point across, to keep your work moving.

Rating: 3 | **Category:** tool

DeepL

<https://www.deepl.com/en/write>

DeepL is a re-write program. Input some text that you have written on the left, and ask the tool to re-write it on the right in a new style. The site provides tools and resources to improve writing and translation, catering to both individual users and businesses.

Rating: 3 | **Category:** tool

Crystal

<https://www.crystalknows.com/>

Crystal provides personality insights and data-driven communication guidance for business professionals. AI based tool that analyzes online information about a person and does a personality assessment.

Rating: 3 | **Category:** tool

Natural Reader

<https://www.naturalreaders.com/>

Natural Reader is a professional text-to-speech program that converts any written text into spoken words. Use AI to clone your own voice, or have computer-generated voices read your documents.

Rating: 3 | **Category:** tool

VideoGen.io

<https://videogen.io/>

Generate videos in seconds with AI. Generate professional, copyright-free videos with realistic AI voice-overs in just a few clicks.

Rating: 3 | **Category:** tool

SlidesAI

<https://www.slidesai.io/>

From Text to Slides in Seconds With AI Presentation Maker. Effortlessly create stunning presentations directly in Google Slides and PowerPoint by leveraging AI that's fast, intuitive and impactful.

Rating: 3 | **Category:** tool

Capsho

<https://www.capsho.com/>

Upload your podcast episode, livestream recording or YouTube video. Turn them into content marketing assets. That Convert.Content in Minutes, That's actually good, And by actually good, we mean content designed to get you results.

Rating: 3 | **Category:** tool

Creator Unlock

<https://creatorunlock.com/>

YouTube channel optimization. Get a free, personalized YouTube Strategy Audit that reveals your blind spots, highlights your biggest growth opportunities, and scores your channel across 6 key areas—including Clickability, Watchability, and Likeability.

Rating: 3 | **Category:** tool

AdCreative.ai

<https://www.adcreative.ai/>

Generate conversion-optimized ad creatives such as banners, videos, texts and product shoots in seconds. Get up to 14 times better conversion and click-through rates using our state-of-the-art proprietary AI models.

Rating: 3 | **Category:** tool

Sora

<https://openai.com/sora/>

Sora is OpenAi's video generating tool. Generate AI videos quickly and easily!

Rating: 3 | **Category:** tool

HeyGen

<https://www.heygen.com/>

HeyGen's AI video generator converts your simple text prompts or images into high-quality videos. We handle the script, voice, and edit.

Rating: 3 | **Category:** tool

PicWish

<https://picwish.com/>

The Easiest AI Photo Editor. Your all-in-one free AI photo editor. Create professional photos and bring your ideas to life effortlessly.

Rating: 2 | **Category:** tool

Piktochart AI

<https://piktochart.com/ai-design-generator/>

Piktochart's AI-Powered Visual Generator allows you to quickly create visual content like infographics, flyers, social media posts, and presentations. You can generate designs based on a one-line prompt or paste existing content to create visuals in seconds. The tool is designed to help users craft professional visuals effortlessly, optimizing the process for various formats.

Rating: 2 | **Category:** tool

Projects in ChatGPT

<https://help.openai.com/en/articles/10169521-using-projects-in-chatgpt>

Projects provide a new way to group files and chats for personal use

Rating: 2 | **Category:** tool

Suno

<https://suno.com/home>

Create, elevate, and share music with Suno.

Rating: 2 | **Category:** tool

Castmagic

<https://www.castmagic.io/podcasting>

Select your favorite conversation highlights and turn them into audio or video highlights. You Upload. We Create. No Extra Effort. You record great conversations. But the real work comes after the mic turns off—transcripts, show notes, social posts, and repurposing content.

Rating: 2 | **Category:**

NotebookLM

<https://notebooklm.google/audio>

Listen and learn on the go. Turn notes, documents, and websites into Audio Overviews.

Rating: 2 | **Category:**

<https://syllaby.io/>

Turn any Idea into Faceless Videos AI Avatar Videos B-Roll Videos, faceless videos, AI avatar videos

Rating: 2 | **Category:** tool

<https://www.midjourney.com/home>

Midjourney is an independent research lab exploring new mediums of thought and expanding the imaginative powers of the human species. The most popular tools are video and image-related.

Rating: 2 | **Category:** tool

Submagic

<https://www.submagic.co/>

Create viral shorts in seconds with AI. The new way to edit videos. From raw footage to viral shorts in 3 clicks.

Rating: 2 | **Category:** tool

Mixkit

<https://mixkit.co/>

Find free video assets for your next social media video.

Rating: 2 | **Category:** tool

WebinarKit

<https://getwebinarkit.com/>

Build AI-generated sales presentations and host automated webinars & virtual events that sell for you 24/7, equipped with AI-powered chat responses... all in one place.

Rating: 2 | **Category:** tool

Sociable.ai

<https://www.sociable.how/>

Generate top comments on viral posts. AI community management to automate comments & DMs on organic + paid social.

Rating: 2 | **Category:** tool

FastPhoto.AI

<https://fastphoto.io/>

Transform your ideas into stunning visuals with our AI-powered photo generation platform. Perfect for creators, businesses, and anyone who needs professional-quality images instantly.

Rating: 2 | **Category:** tool

ThreatMaster.ai

<https://threadmaster.ai/>

AI-powered generator, performance-scored templates, and a viral image library — ready to copy-paste across Facebook, LinkedIn, Twitter/X, and Threads.

Rating: 2 | **Category:** tool

Replit

<https://replit.com/>

Turn your ideas into apps. What will you create? The possibilities are endless.

Rating: 2 | **Category:** tool

DeepL

<https://www.deepl.com/en/translator>

DeepL is a powerful AI tool that translates documents and files into several popular languages of your choosing. Similar, but perhaps better than Google Translate.

Rating: 2 | **Category:** tool

Ocoya: Social Media Posting via AI

<https://www.ocado.com/>

Push a button, post on all socials. Social media, content marketing and copywriting - using AI. It's like having ChatGPT, Canva and Hootsuite at your fingertips.

Rating: 2 | **Category:** tool

Invideo

<https://invideo.io/>

InVideo simplifies the video creation process by leveraging AI technology to automate various aspects of video production, from generating scripts to editing visuals and adding voiceovers. It empowers users to create high-quality videos quickly and easily, regardless of their level of expertise.

Rating: 2 | **Category:** tool

AI Detector

<https://undetected.ai/>

This site provides an AI detection tool that checks whether a piece of content is likely to be flagged as AI-generated. It analyzes text from various AI models, including ChatGPT, Gemini, Claude, and others. Users can check their content's AI detection likelihood instantly, with results from multiple major AI checkers.

Rating: 2 | **Category:** tool

Photoroom

<https://www.photoroom.com/tools/background-remover>

This is a design tool which uses AI and machine learning to identify the subject of a portrait and separate it from the background. Useful if you want to find an image and then use that image in another context.

Rating: 2 | **Category:** tool

Veed.io

<https://www.veed.io/>

Create Pro level videos in the Blink of AI. AI-powered video creation for teams.

Rating: 2 | **Category:** tool

freepik

<https://www.freepik.com/>

A web-based creative platform that prides itself on providing top-of-the-range visuals for those pursuing high engagement and traffic in their social media feeds. Input some ideas and output some AI-generated pictures.

Rating: 2 | **Category:** tool

Soundraw

<https://soundraw.io/>

This site is an innovative AI music generator that empowers you to compose and produce unique, royalty-free music that can enhance your projects or content.

Rating: 2 | **Category:** tool

Midjourney

<https://www.midjourney.com/>

Midjourney is a generative artificial intelligence program and service created and hosted by the San Francisco–based independent research lab Midjourney, Inc. Midjourney generates images from natural language descriptions, called prompts, similar to OpenAI's DALL-E and Stability AI's Stable Diffusion.

Rating: 2 | **Category:** tool

SudoWrite

<https://www.sudowrite.com/>

Sudowrite is more about fiction, than non-fiction. Again, every buggy and the learning curve is pretty steep, but an attempt to go beyond ChatGPT and its writing technology.

Rating: 2 | **Category:** tool

Ideogram.AI

<https://ideogram.ai/>

Image-generation tool using AI.

Rating: 2 | **Category:** tool

Pictory

<https://pictory.ai/>

The easiest way to create professional videos for EVERYONE! Create engaging videos in minutes using the power of AI.

Rating: 2 | **Category:** tool

Quillbot

<https://quillbot.com/>

Your ideas, better writing. QuillBot selected underline. We use AI to strengthen writing and boost productivity—without sacrificing authenticity.

Rating: 2 | **Category:** tool

StoryClash.AI

<https://www.storyclash.ai/>

Find influencers with AI.

Rating: 2 | **Category:** tool

Fireflies.ai

<https://fireflies.ai/>

Fireflies.ai is an AI-powered platform that helps automate meeting notes by recording, transcribing, summarizing, searching, and analyzing voice conversations.

Rating: 2 | **Category:** tool

SpinBot

<https://spinbot.com/>

AI-based article spinning and scrambling tool.

Rating: 1 | **Category:** tool

Copy.ai

<https://www.copy.ai/>

This site offers a GTM AI Platform designed to automate tasks and streamline sales and marketing processes for businesses. Busywork is killing your go-to-market team... and your bottom line. Our GTM AI Platform powers your sales and marketing processes – creating content, prospecting at scale, enriching CRM, and much more. Get immediate results, and future proof your GTM engine.

Rating: 1 | **Category:** tool

Flexclip

<https://www.flexclip.com/tools/>

This site transforms the approach to video marketing by allowing users to easily create professional-looking videos. Not exactly ready for prime time, but fun to try.

Rating: 1 | **Category:** tool

kapwing

<https://www.kapwing.com/meme-maker/ai>

Kapwing's Meme Maker is another AI tool that helps in creating hilarious memes effortlessly. Use to create videos, pictures, and other assets.

Rating: 1 | **Category:** tool

WordTune

<https://www.wordtune.com/>

Yet another AI writing tool.

Rating: 1 | **Category:** tool