

The Ultimate

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100+ AI
Marketing
Tools
2023

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A QUICK WORD

Artificial Intelligence is driving a revolution in marketing, arming businesses with technology that opens up a world of possibilities.

Generative AI technology has the power to help marketers and business leaders make more informed decisions, reach their target audience more effectively, deliver more personalized experiences to their customers, and generate high-quality content quickly and efficiently.

The demand for new digital content has never been higher, and generative AI technology is making it easier than ever to meet that demand. That's why innovative marketers and business leaders alike are quickly trying to assess the AI landscape, determine what tools are available and how they can be used to achieve marketing goals, and figure out how to begin their journey into this brave new world of AI.

The problem is, the sheer number of tools and volume of information around generative AI can be overwhelming. There are hundreds of tools that have emerged in the last year alone, with new innovations being introduced every day. It's dizzying.

That's why we've put together this guide. We want to make exploring AI for your marketing practice easy and fun, and minimize the distractions about AI tools that aren't relevant to your work or business goals.

Whether you are beginning to explore the potential of generative AI in marketing or you're just hearing the buzz about ChatGPT and didn't even know there were other AI tools out there, this guide is for you. We've included more than 100 tools across multiple categories, so there is something for every kind of marketer.

We hope you find AI tools that help you create amazing new things, whether you're a writer, videographer, designer, podcaster, or business owner trying to do it all.

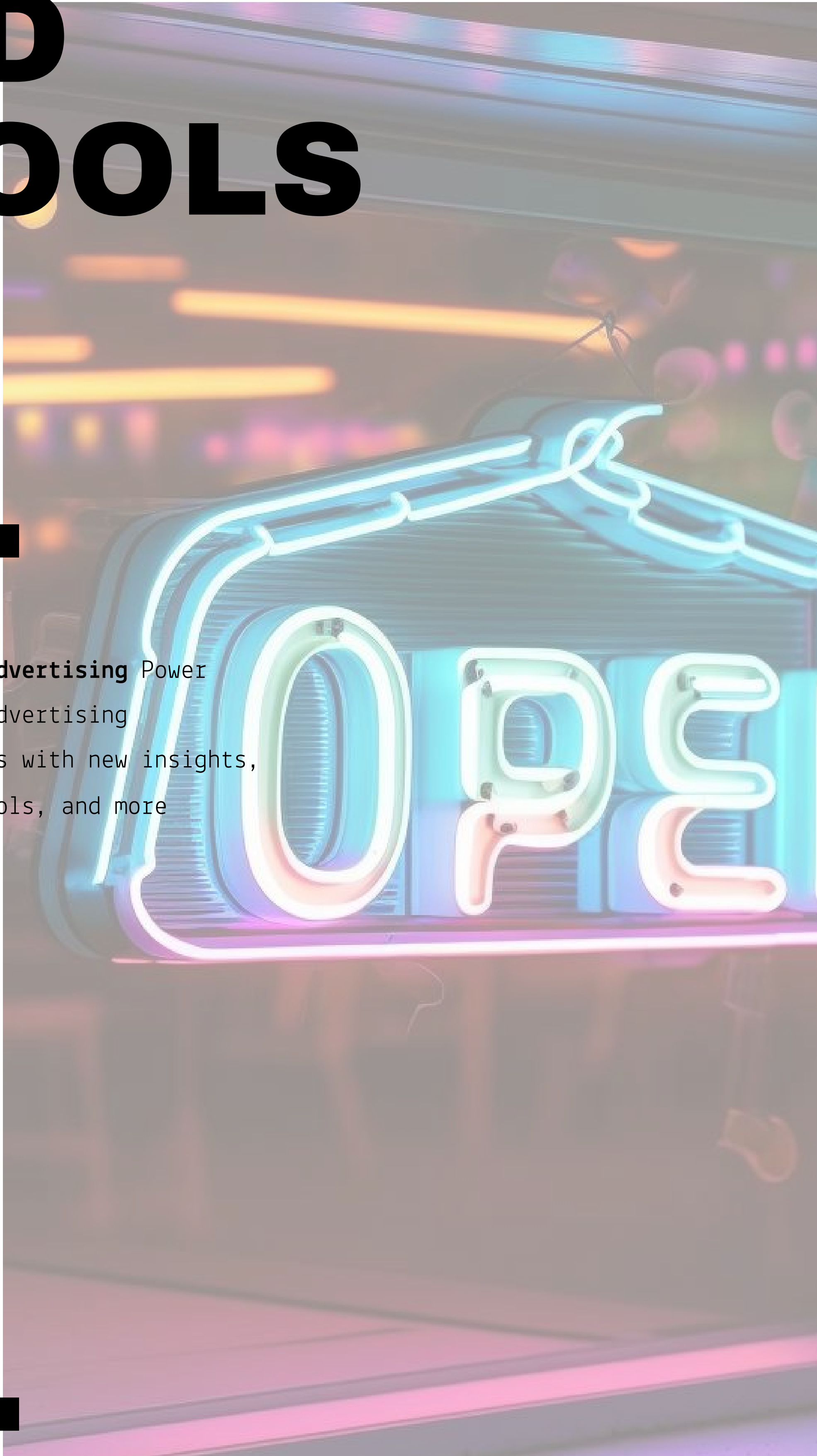
With that, go forth and be awesome. ■

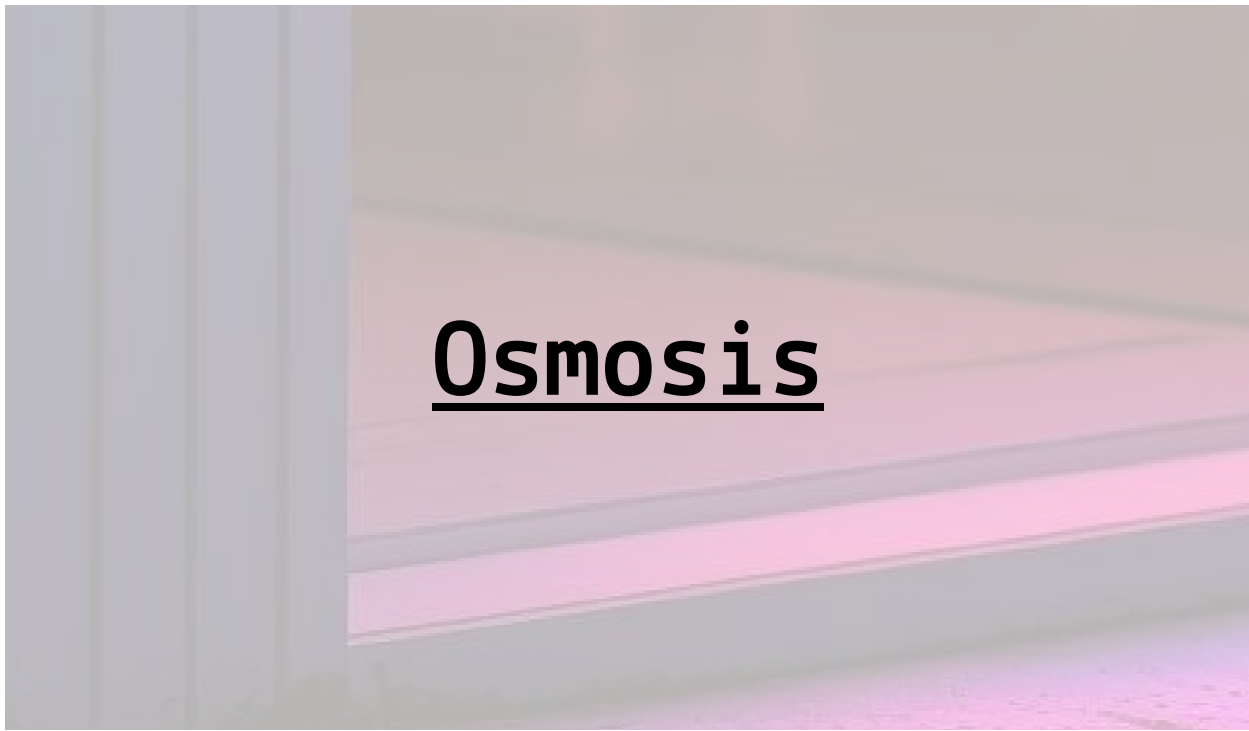
AD TOOLS

■

Text to advertising Power up your advertising strategies with new insights, design tools, and more

■





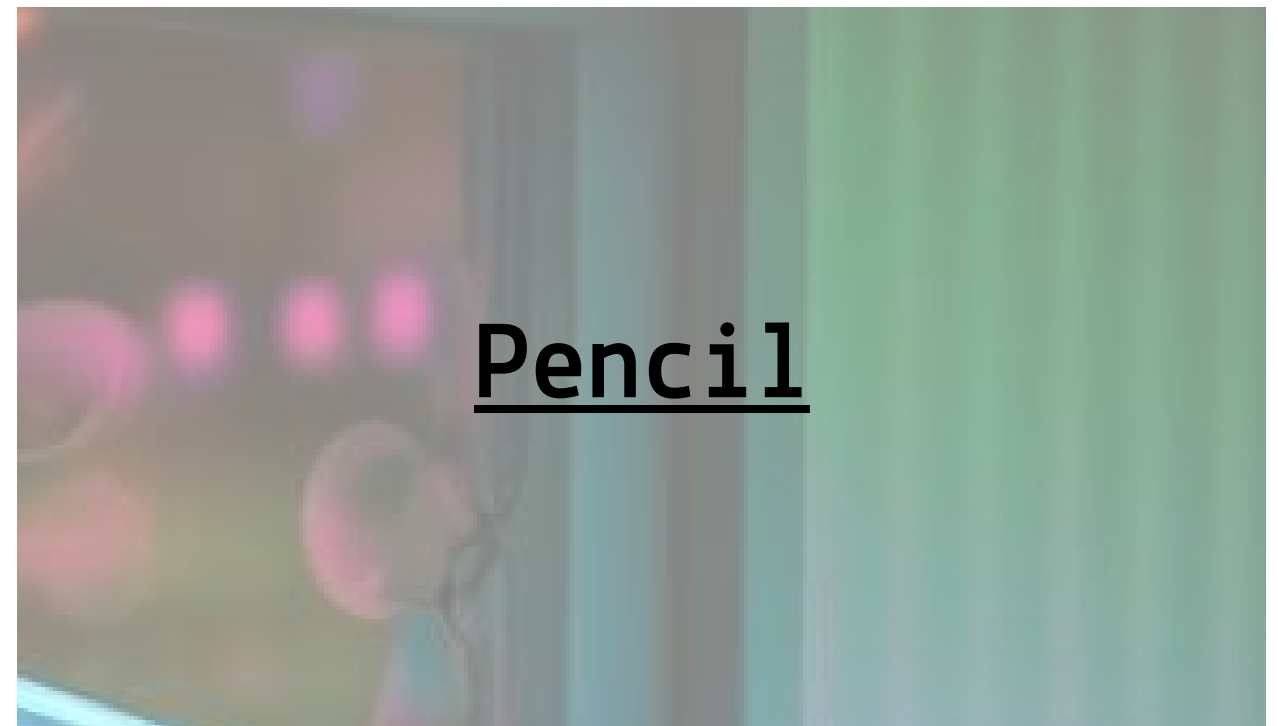
■ Generative AI ad creation. Describe your ad, upload your product and generate beautiful and unique ads for \$5 each. In beta.



■ Autonomously optimizes ad campaigns and aligns outcomes with business goals. Improve ad precision, intelligence, and efficiency.



■ Generates AI landing pages to point your campaigns to, with the right copy and structure for the page to drive conversions.



■ Pencil uses AI to analyze existing ad assets and generate high-performing video ads within seconds.



■ AdCreative AI is an automated advertisement platform that can generate beautiful ad creative at scale, using models trained on high-converting ads.



■ Pattern89 can predict campaign performance before spending any money. Analyze, predict, and optimize all steps of the creative process.

ART+ IMAGES

■

Text to image Create stunning visuals, from one-of-a-kind pictures to unique branded art, or whatever you imagine

■





Craiyon

■ Formerly Dall-e Mini, Craiyon is a free, lightweight image generator.



NightCafe

■ Generate, tweak, and download up to 28 AI-generated artworks a day for free.



Starry AI

■ A free generative art app to start creating AI art from your phone.



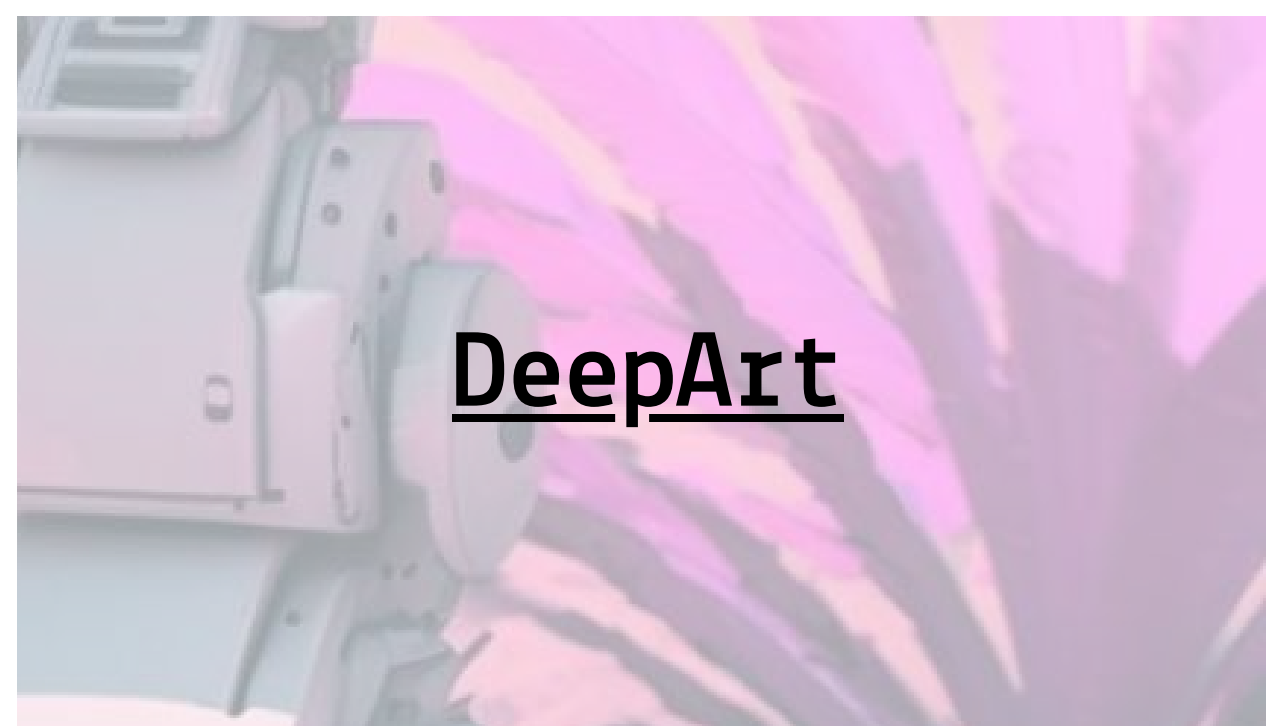
Wombo

■ Bring your images to life with this lip sync app, which makes your photos talk, sing, even rap.



Midjourney

■ Midjourney helps you create high-quality and detailed digital art in virtually any style or combination you can imagine.



DeepArt

■ DeepArt.IO is a free site that uses AI to generate artworks from uploaded images, applying styles of Van Gogh, Monet, or Picasso.



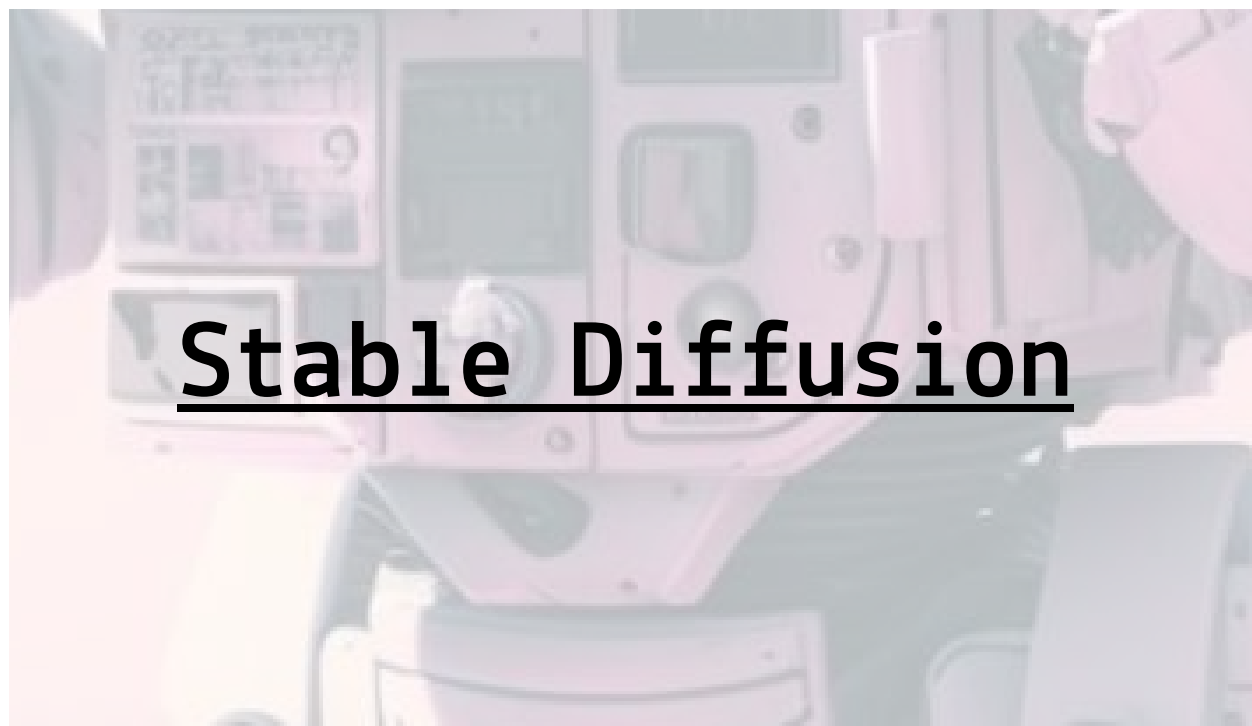
Dall-e

■ Developed by OpenAI, Dall-e is based on the ChatGPT model and can generate a wide range of visual styles from text prompts.



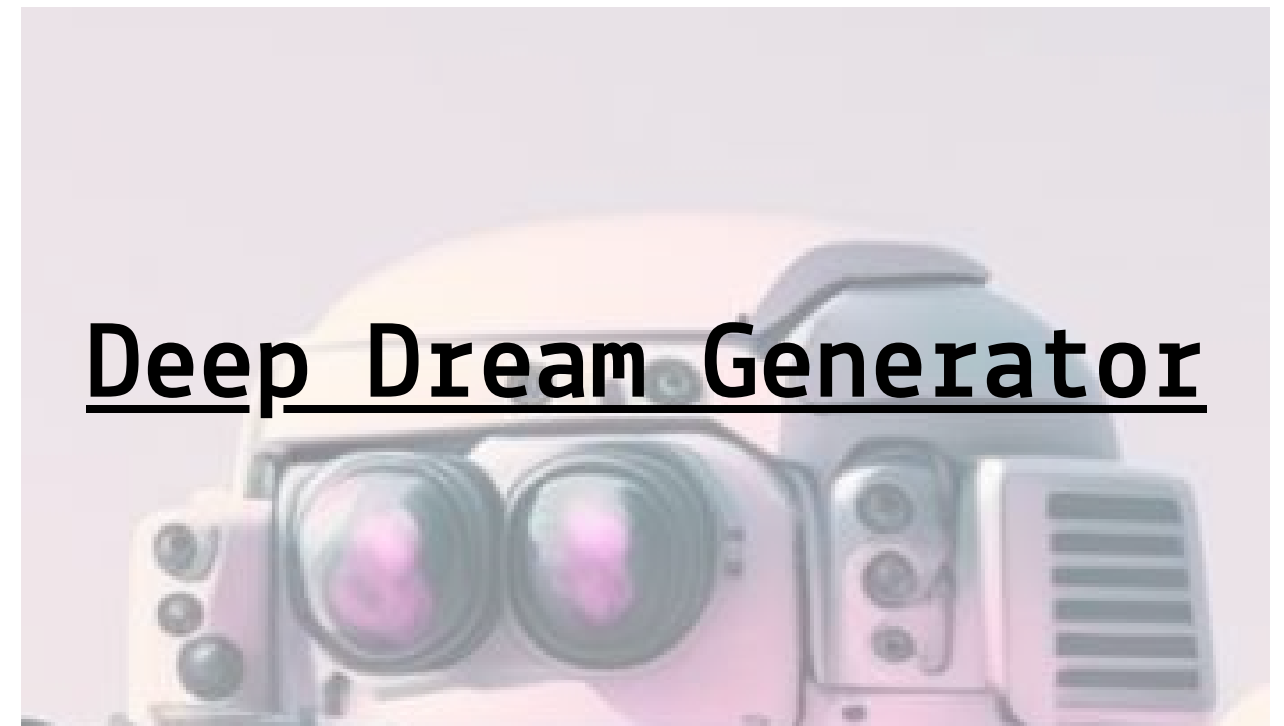
Bria

■ Bria combines stock images and AI in a collab with Getty Images that allows you to manipulate objects in generic stock photos.



Stable Diffusion

■ Stable Diffusion is an advanced AI image generator that can create incredibly coherent images from a text prompt.



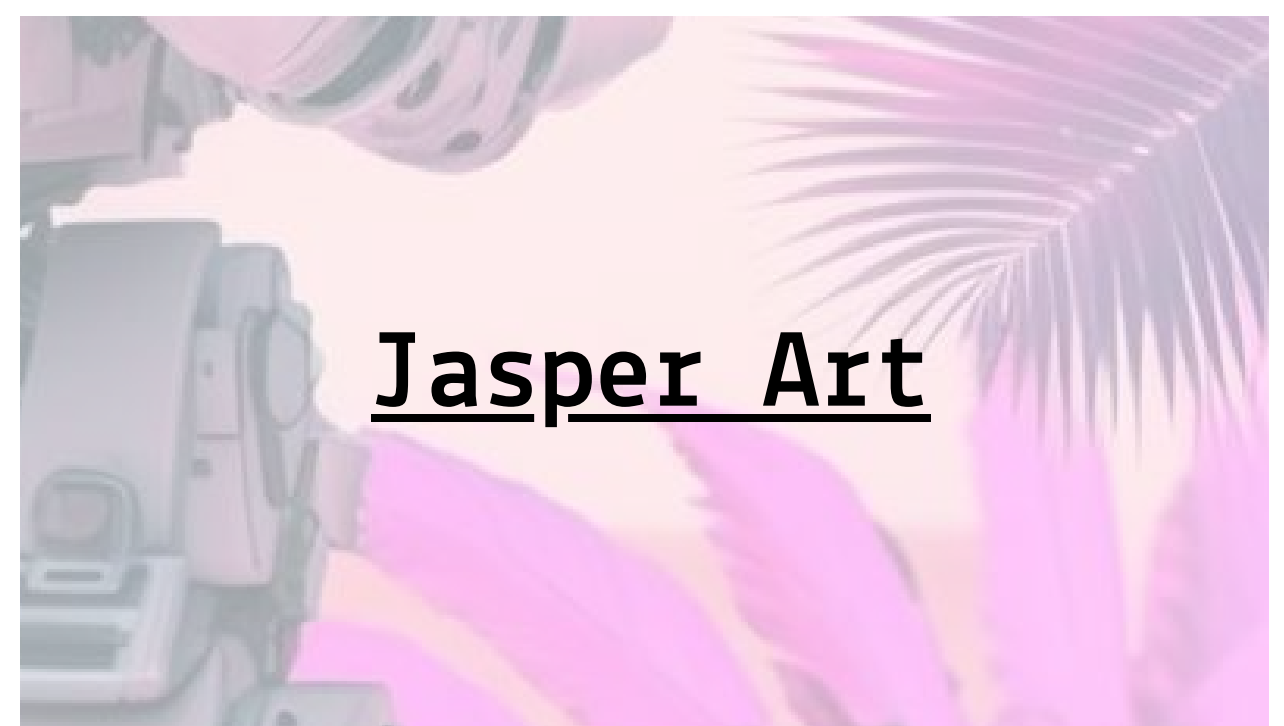
Deep Dream Generator

■ Deep Dream Generator allows anyone to create imaginative visual content from simple prompts.



Artbreeder

■ Mix, match, splice or mash different images and art styles to take your art in new directions.

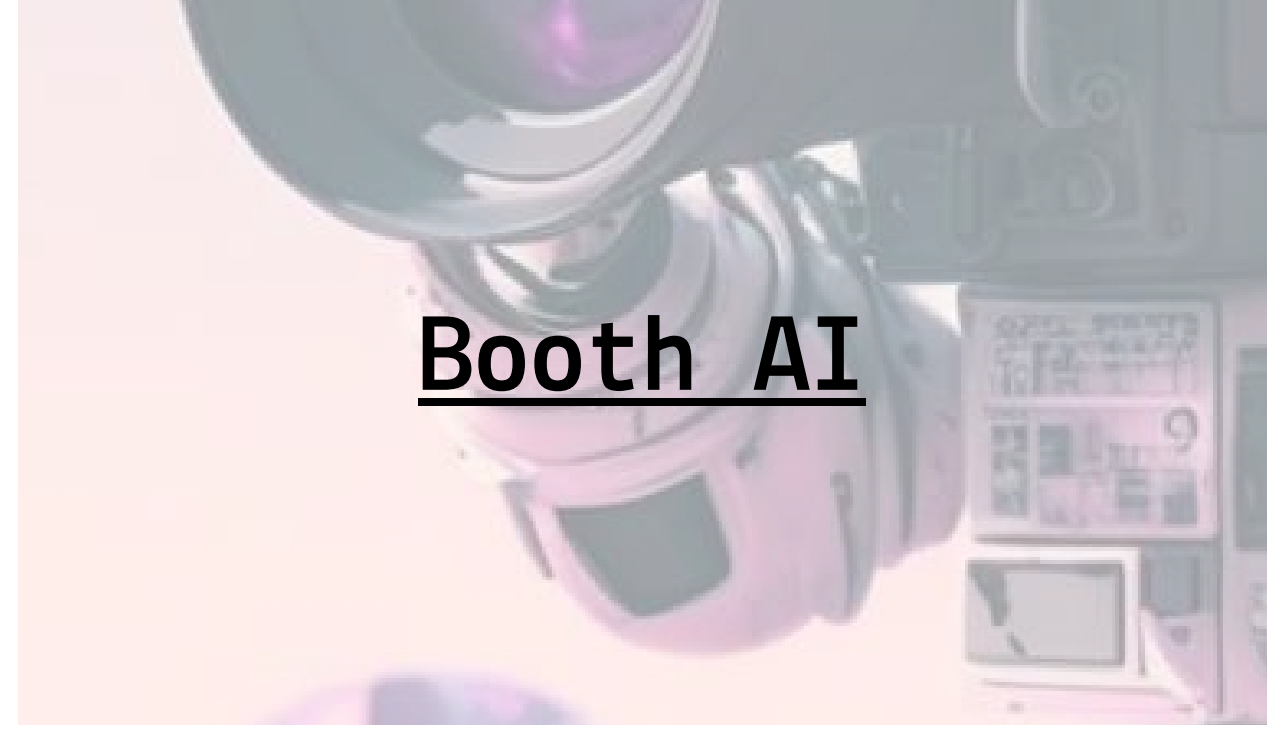


Jasper Art

■ Jasper combines powerful art and image generation with an AI copywriting assistant for an all-in-one tool.



■ Stockimg generates custom, stock photos, as well as logos, illustrations, and posters in seconds.



■ Generate professional-grade product photos by uploading an image of your product and creating your desired outcome by writing a simple prompt.

AUDIO+ MUSIC

A futuristic, glowing blue and purple robotic hand with a keyboard in the background. The hand is positioned as if about to press a key. The background is a blurred, glowing blue and purple keyboard. The overall aesthetic is high-tech and digital.

■

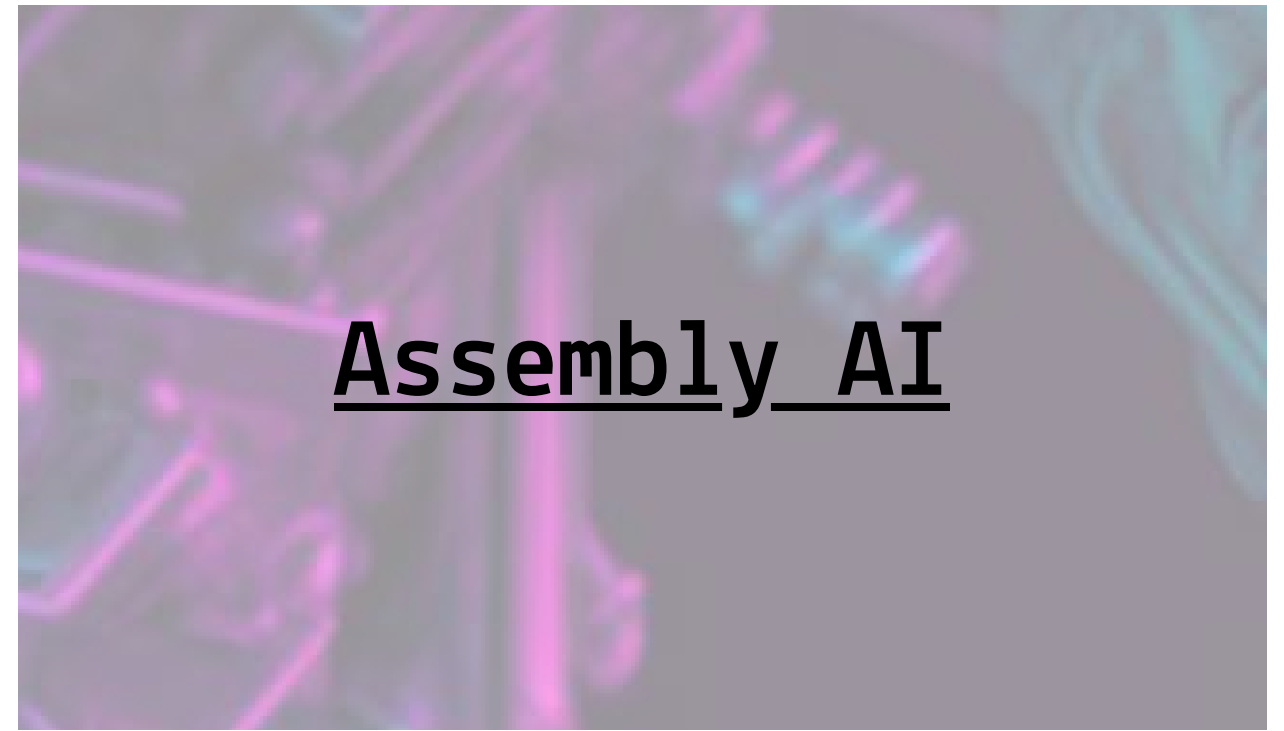
Text to audio From voice cloning and audio generation to full musical compositions, creating sweet sounds has never been easier

■



Descript

■ Descript lets you clone your own voice reading text of your choosing.



Assembly AI

■ Assembly AI models help transcribe and understand speech: speech recognition, speaker detection, summarization, and more.



Krisp

■ Krisp AI removes background voices, noises, and echo from your calls.



WellSaidLabs

■ Convert your text to realistic AI voiceover for all your digital content.



Lalal

■ Removes vocals, separates music, and does precise stem extraction from any audio and video.



Murf

■ Turn your text into a human-sounding voice in seconds, ready for use for YouTube videos, audiobooks, or podcasts.



■ Resemble is an AI voice generator to create human-sounding voiceovers in seconds.



■ Revoicer says it is the first AI voice app to display real human emotions.



■ Transform your voice into any custom voice with a simple prompt.



■ AIVA uses AI to compose emotional soundtrack music for your videos, films or podcast.



■ Create any kind of music you want with either simple prompt or a detailed description.



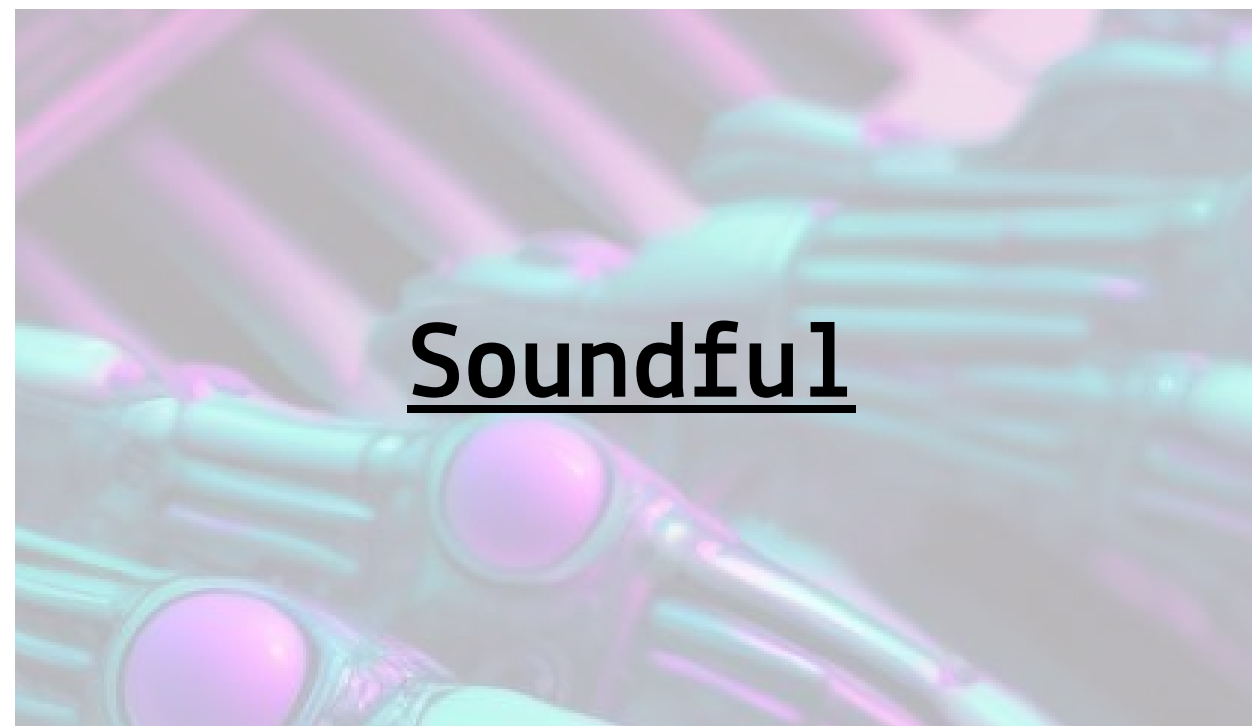
■ Advanced music generation techniques to create royalty-free music that elevates your story.



■ AI-generated, royalty-free music. Simply choose the mood, the genre and the length and AI will create it for you.



■ Music generation for instant, original songs to share with the world.



■ Soundful empowers creators to generate royalty-free tracks at the click of a button.



■ Create your new favorite music with basic language prompts and get to jamming.

DESIGN

■

Text to design Use simple language prompts to generate UX/UI designs, graphics, web pages and other branded content in a flash

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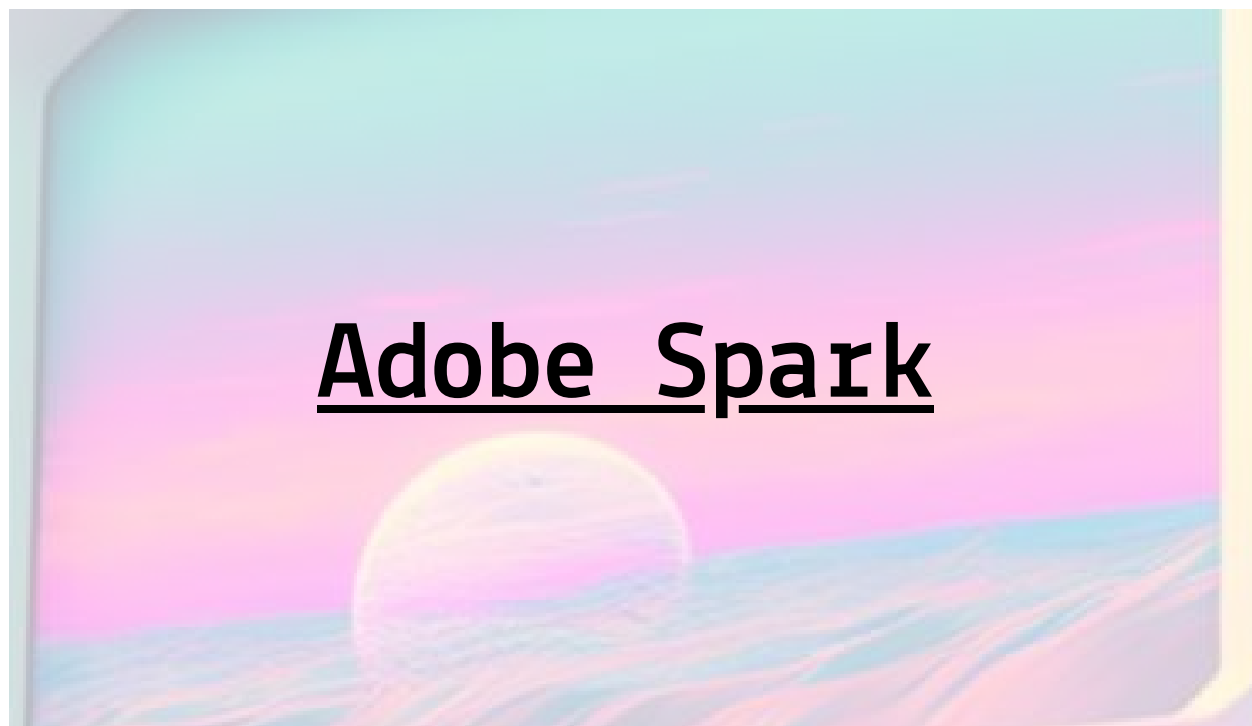




■ Uizard is a UI design tool for wireframes, mockups and prototypes. No design experience needed. Scan a sketch and produce a design.



■ Attention Insight delivers AI-powered design analytics for higher conversion rates, better product performance and user-centric design.



■ Adobe Spark is a free online design tool for graphics, web pages, and videos. It uses AI to suggest layouts and designs based on user's content.



■ Kartiv is an AI-driven creative assistant that empowers you to create high-quality visuals at scale.



■ Flair gives you the power to design branded content in a flash with natural language prompts.

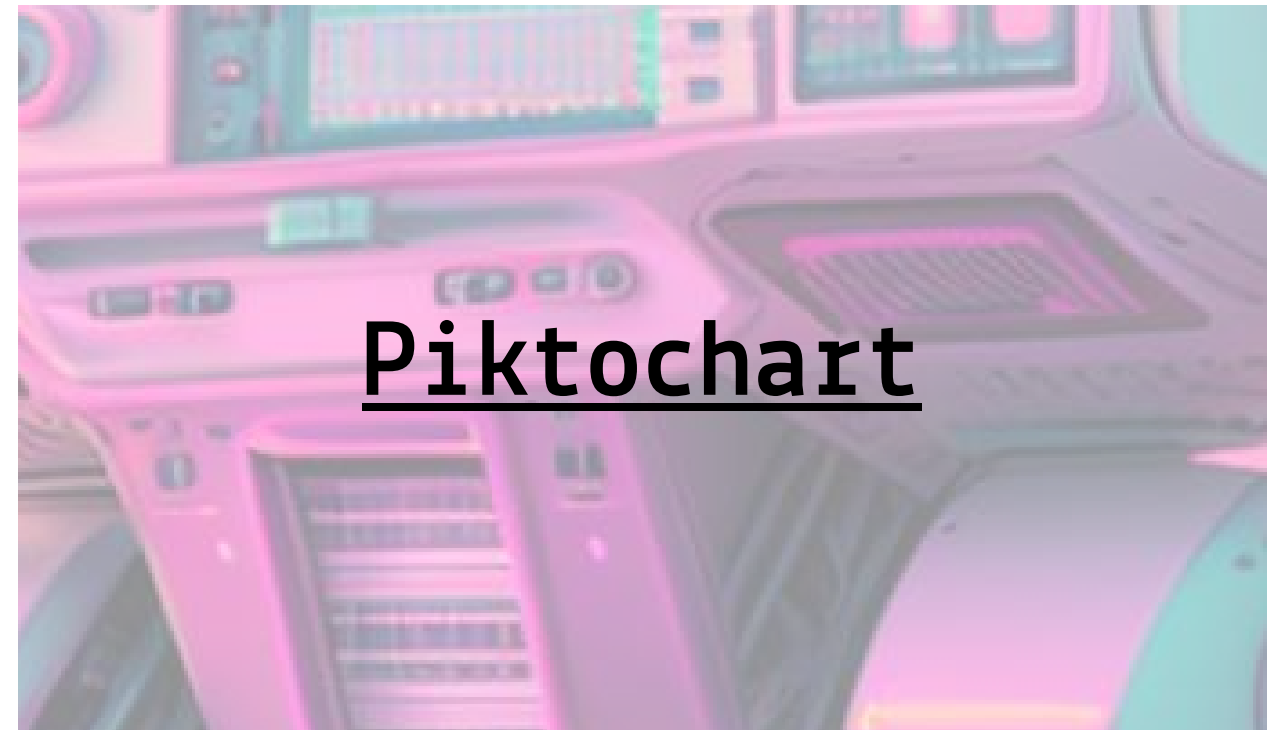


■ Create vector images from text prompts.



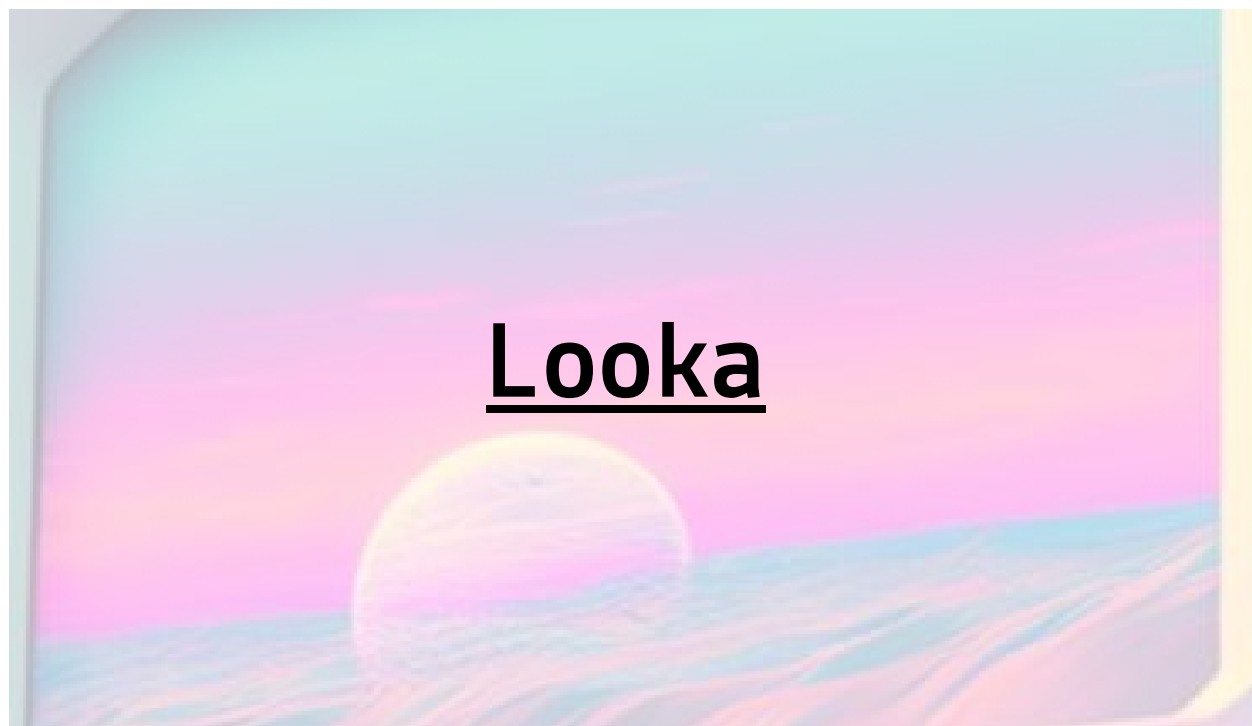
ClipDrop

■ ClipDrop helps you replace or remove backgrounds and objects from images, like people, text and defects.



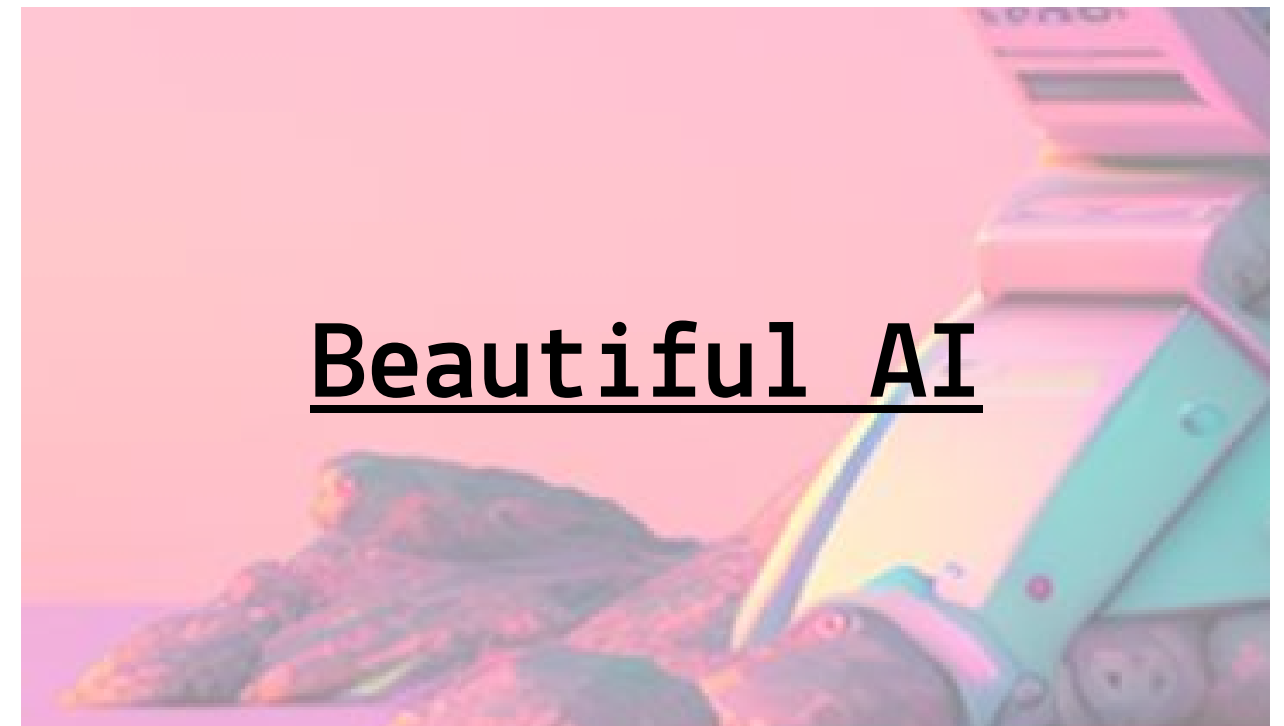
Piktochart

■ Piktochart allows you to create infographics, presentations, and other visual content, with an AI assistant to suggest layouts and design elements.



Looka

■ Looka enables AI-powered logo design so you can get a professional logo instantly.



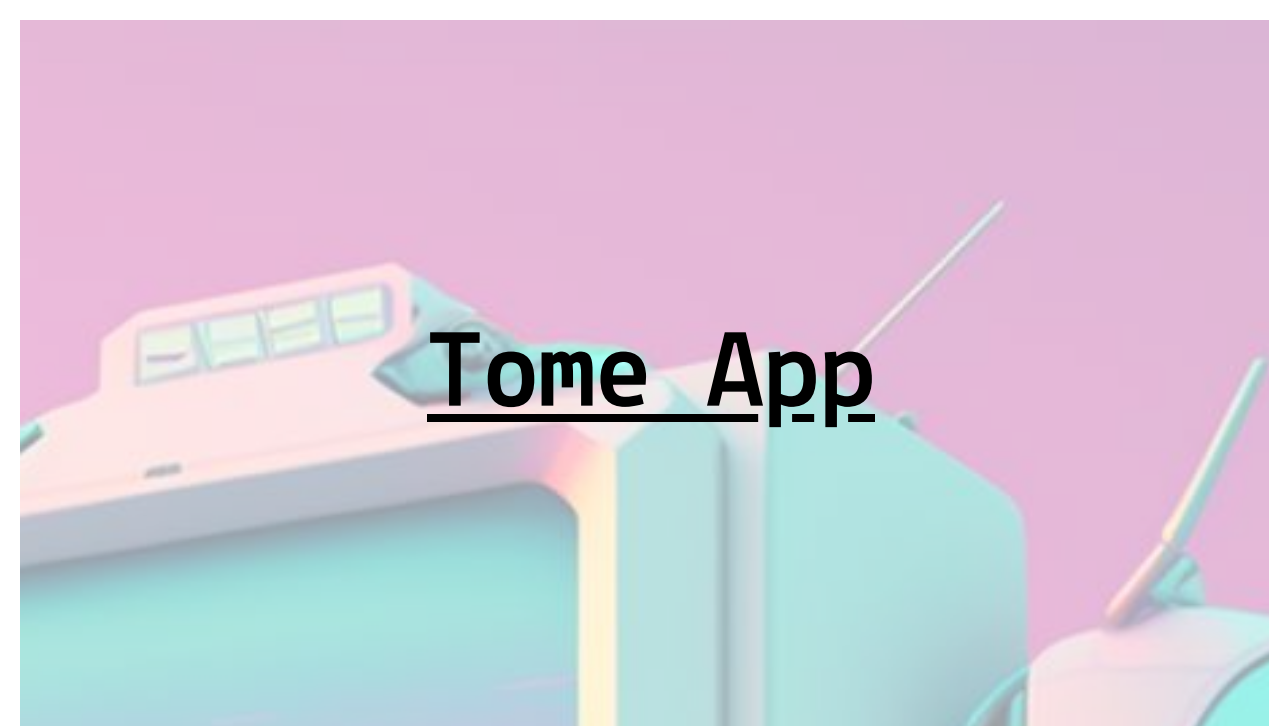
Beautiful AI

■ Beautiful AI designs presentations for you.



Visily

■ Visily is an AI-powered wireframe tool for non-designers.



Tome App

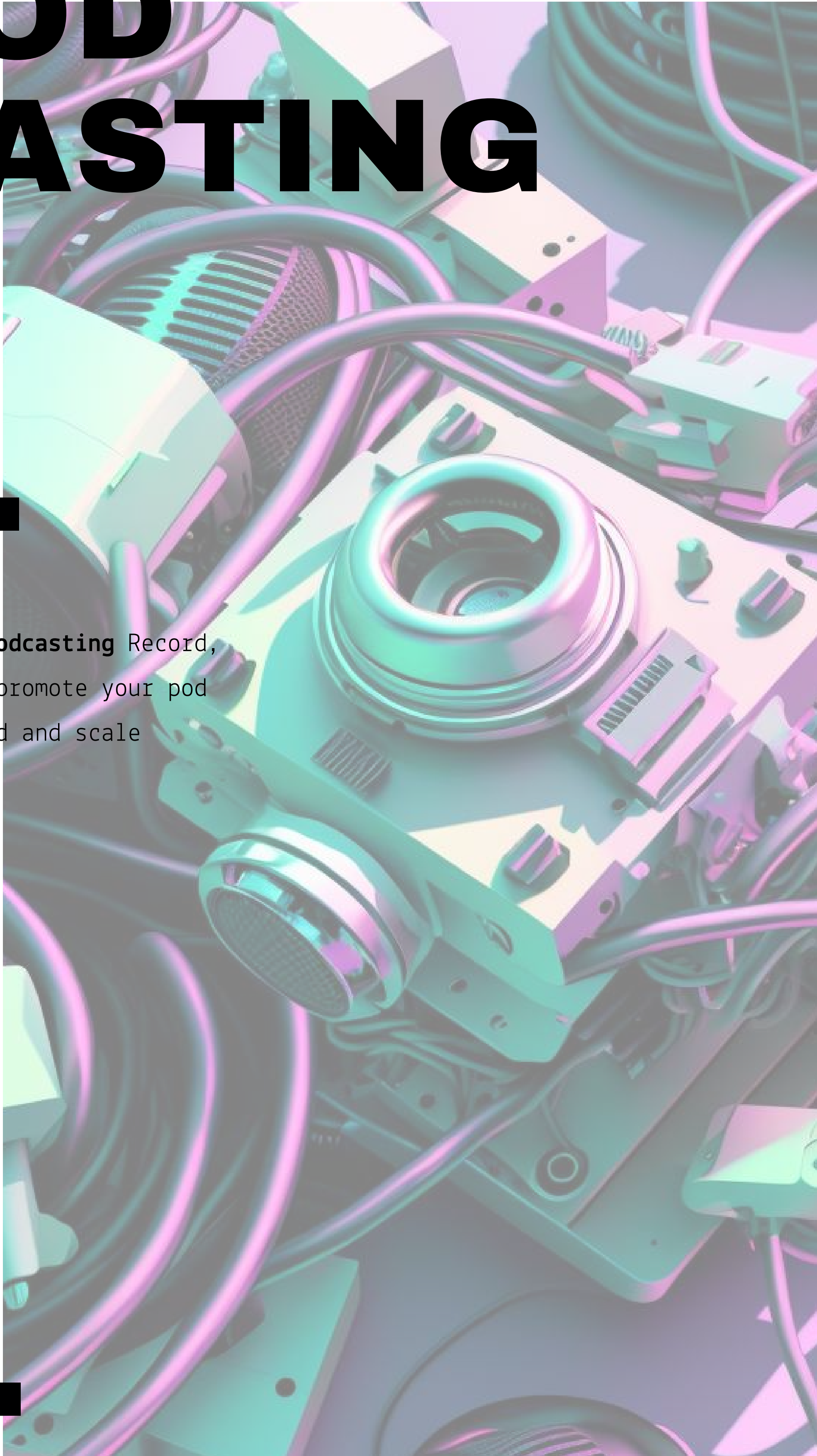
■ Generative storytelling for presentations. Generate entire narratives from scratch or create additional content pages within seconds.

POD CASTING

■

Text to podcasting Record,
edit and promote your pod
with speed and scale

■





■ Automatically edits your podcast episodes.



■ Studio quality recording, right from your computer.



■ Grow your podcast with AI-generated short-form clips for TikTok, YouTube shorts, and IG reels.



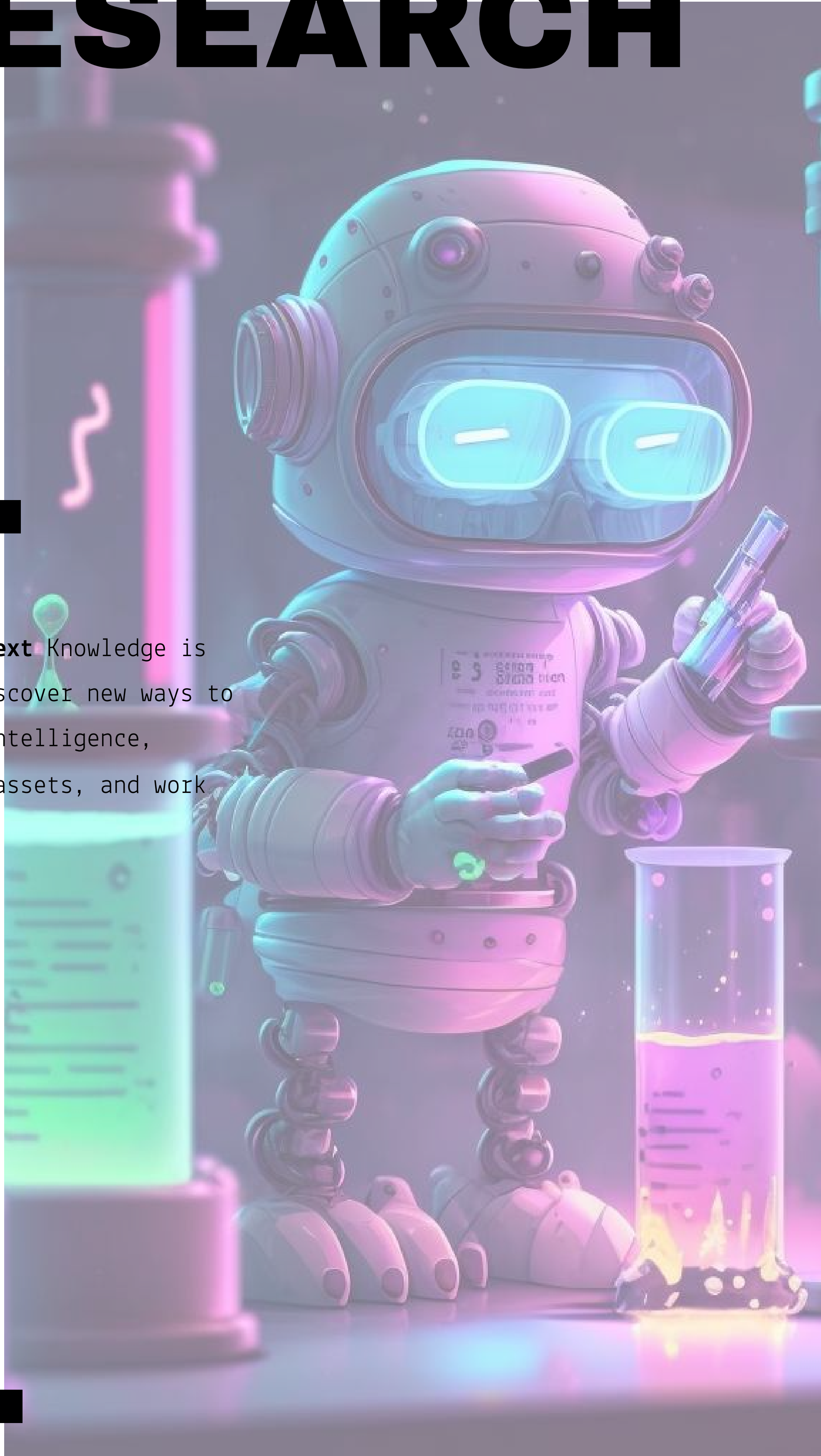
■ Dubb Media uses AI to help you figure out what stands out most about your episode, then generates a transcript and video clips for your social media.

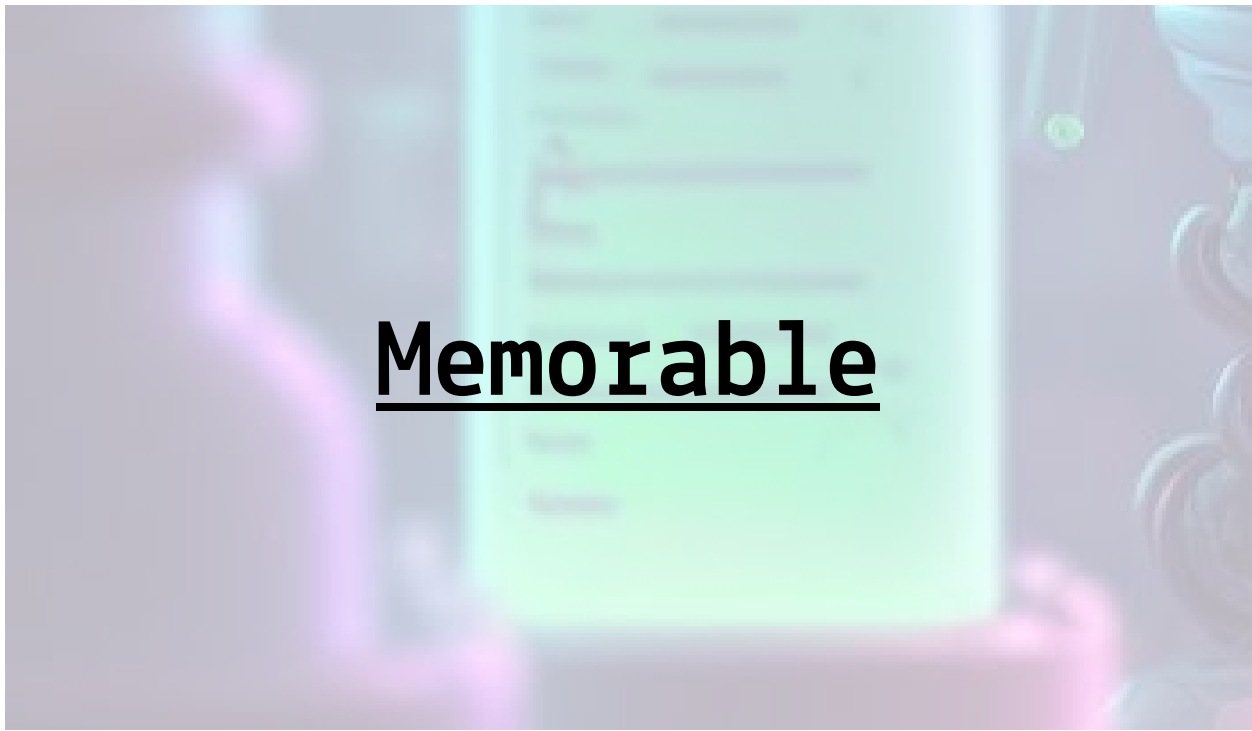


■ Podcast Marketing AI transcribes your podcast and uses AI to splice it into show notes, episode descriptions, episode titles, quote cards, and social media posts.

RESEARCH

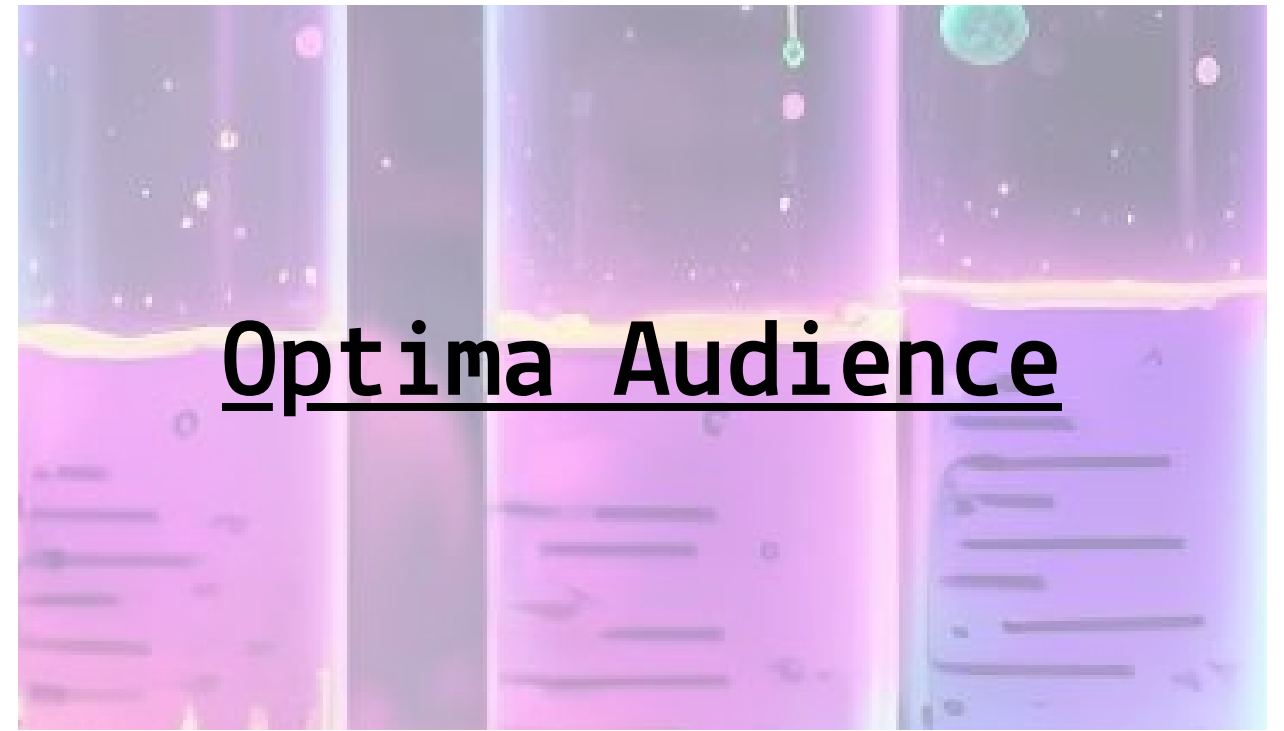
Text to text Knowledge is power. Discover new ways to collect intelligence, optimize assets, and work smarter.





Memorable

■ Test and optimize your assets in seconds with deep learning and cognitive science models built with millions of human reactions.



Optima Audience

■ Optima Audience uses AI to provide audience insights about demographics, interests, and behavior, so you can create more effective and engaging content.



Hunter

■ Find email addresses and contact information for specific people and companies. It uses AI to search the web and social media for relevant information.



Leadfeeder

■ Leadfeeder uses AI to analyze website visitors and identify leads, to better understand your audience, track competitors, and improve marketing strategies.



Clearbit

■ Clearbit uses AI to gather data about companies and people, such as company size, location, industry, which can be used to identify and target potential leads.



Apollo

■ Apollo is a research assistant that finds and organizes information from the web, social media, and other sources to help you uncover insights to improve marketing and sales strategies.



■ SalesIntel uses AI to gather and organize information about companies and people: contact information, company details, and insights about potential leads and target market.



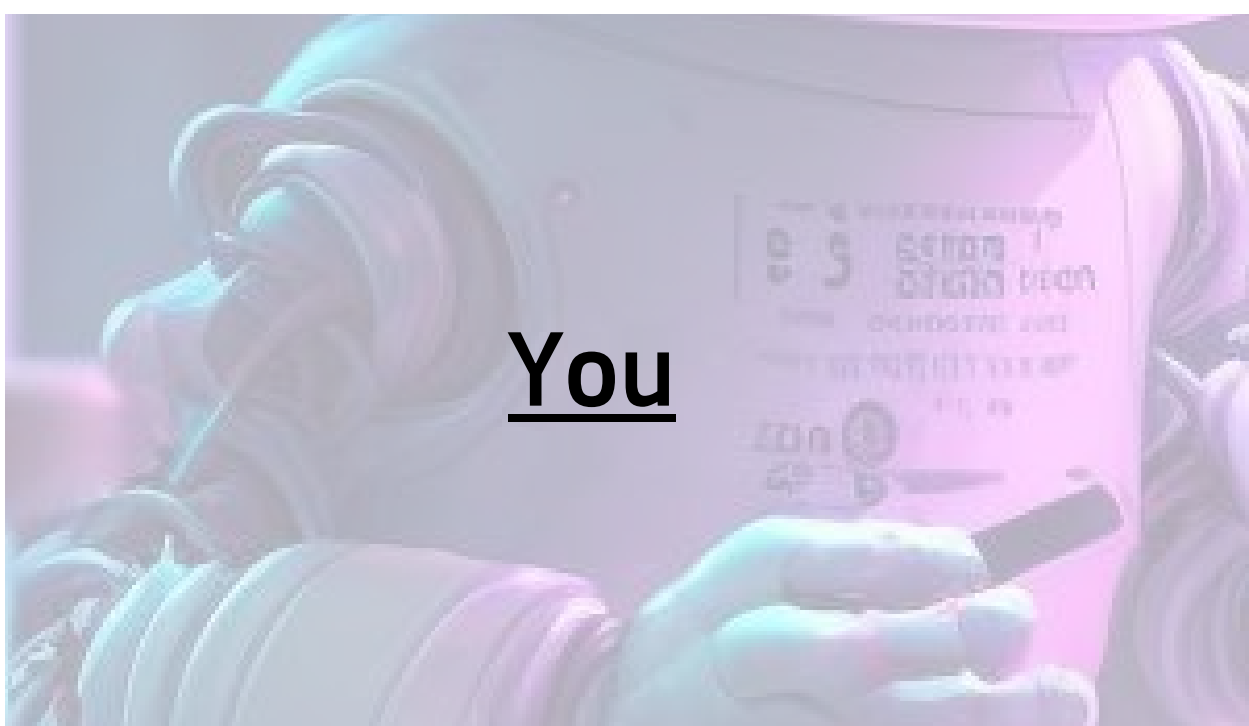
■ Scrape or monitor any website in 2 minutes with no code.



■ Namelix uses AI to generate business and product names. Then check the availability of a domain name for the generated names.



■ Apply AI to your existing content to extract new insights to inform your content strategy, plan your content, and optimize it.



■ Free AI search engine. It learns from your searches to continuously tailor your results.



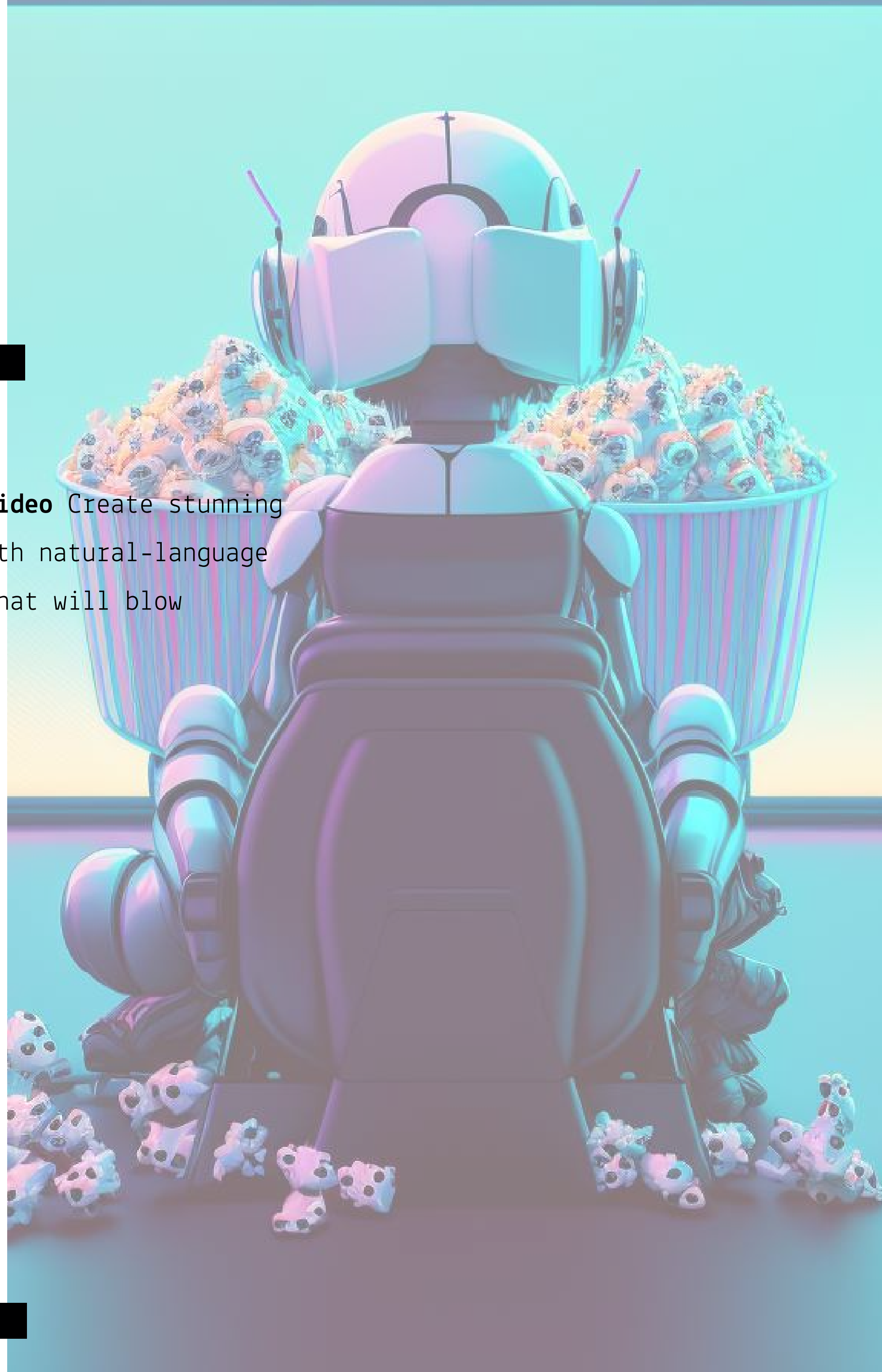
■ A Stable Diffusion search engine that you can use to look at pictures and get example prompts on Midjourney, Dall-e 2 and other AI art sites.

VIDEO

■

Text to video Create stunning videos with natural-language prompts that will blow your mind

■





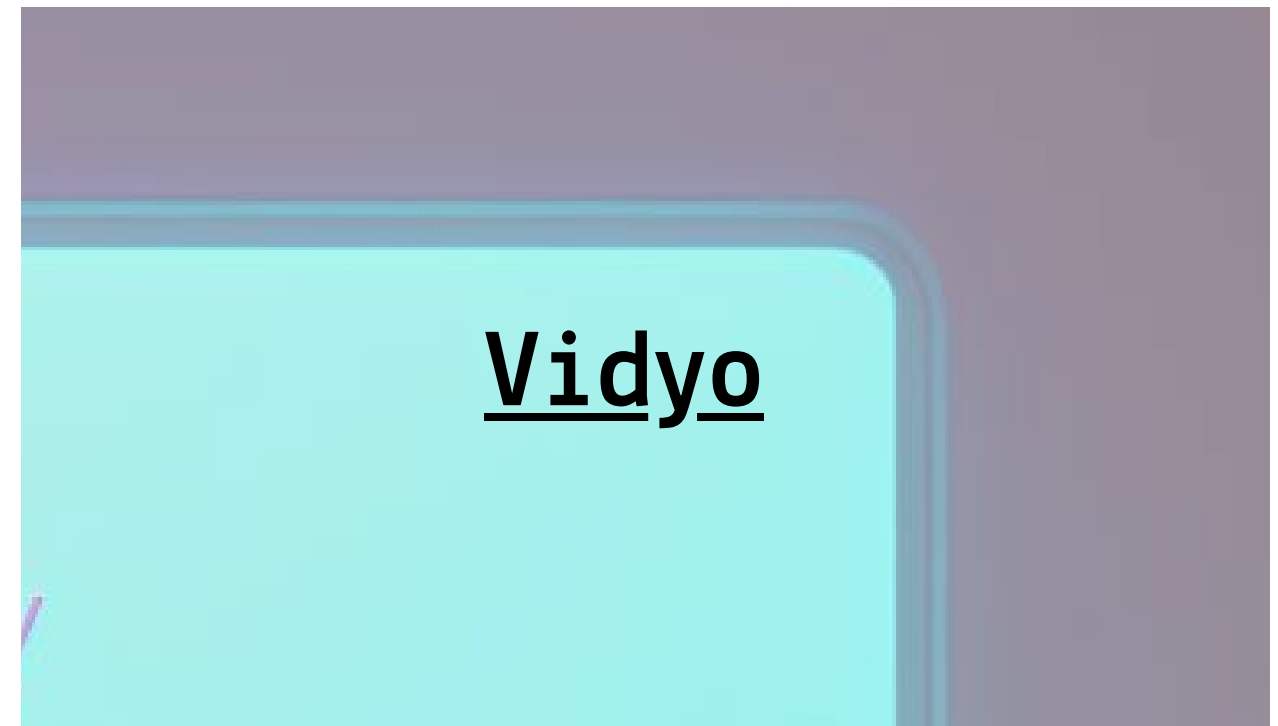
■ Lumen5 automatically turns any blog article into a video. More than 100 templates, pre-designed formats, video sequences, and a range of images and video clips.



■ Create realistic talking avatars that deliver any script you provide. In just 10 minutes, your video is ready for download.



■ AI video editing tool that allows you to use green screen, remove items in videos, has motion tracking, and new features getting added all the time.



■ Make short-form videos from long-form content in just a few clicks.



■ Maverick uses AI-generated video to help ecommerce stores have personalized interactions with each of their customers across their journey.



■ Remove any watermark from any video.



■ Fliki allows you to turn text into videos with AI voices.



■ NVIDIA transforms any room into a home studio. Take livestreams, voice chats, presentations, and video calls to the next level with AI-enhanced voice and video.



■ Genmo offers fantastical video generation with AI. You can also see videos generated by the community.

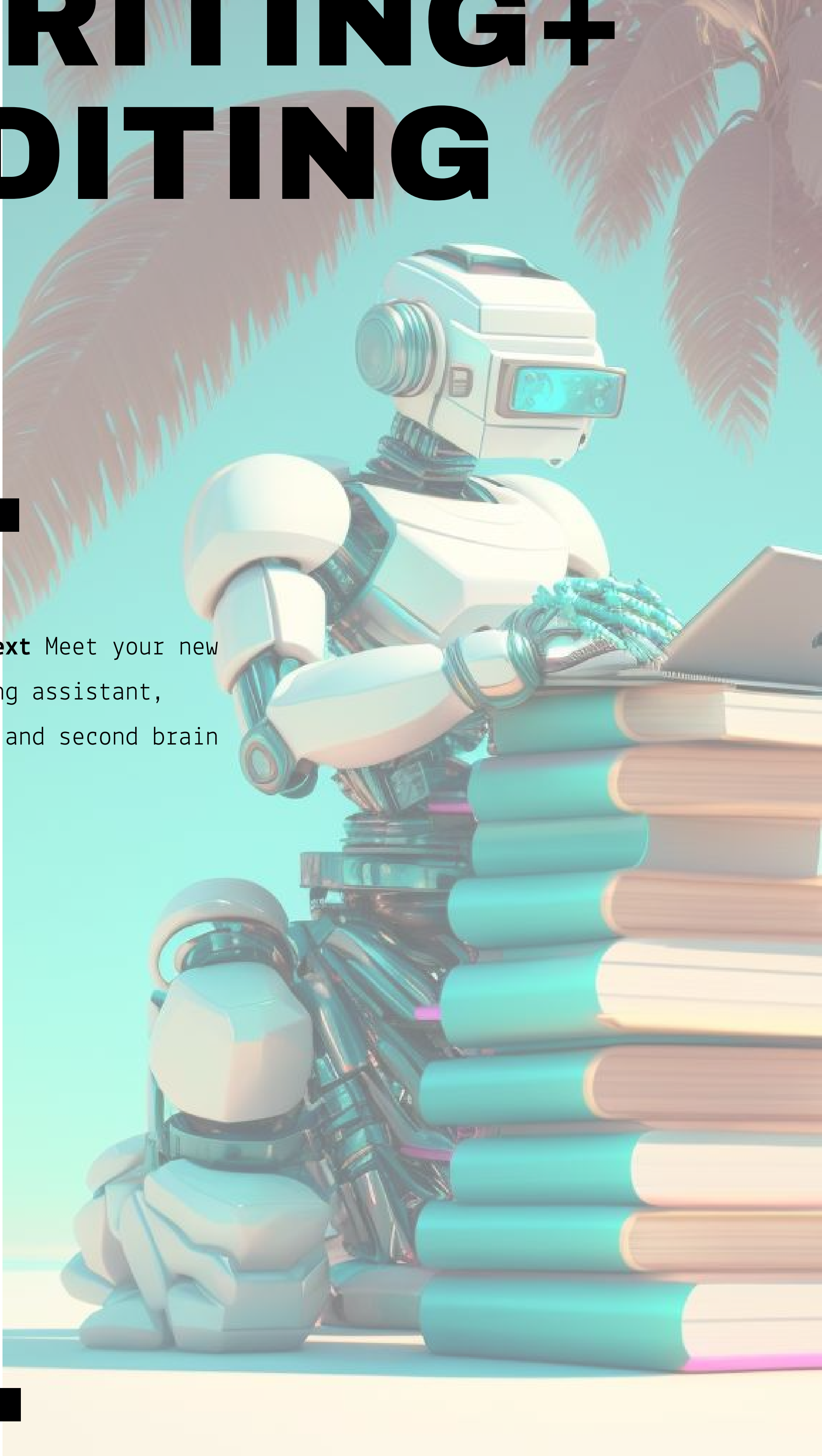


■ Shuff11 uses AI technology to streamline the video creation and production process. Create high-quality, personalized video in a fraction of the time it would take using traditional methods.

WRITING+ EDITING

■

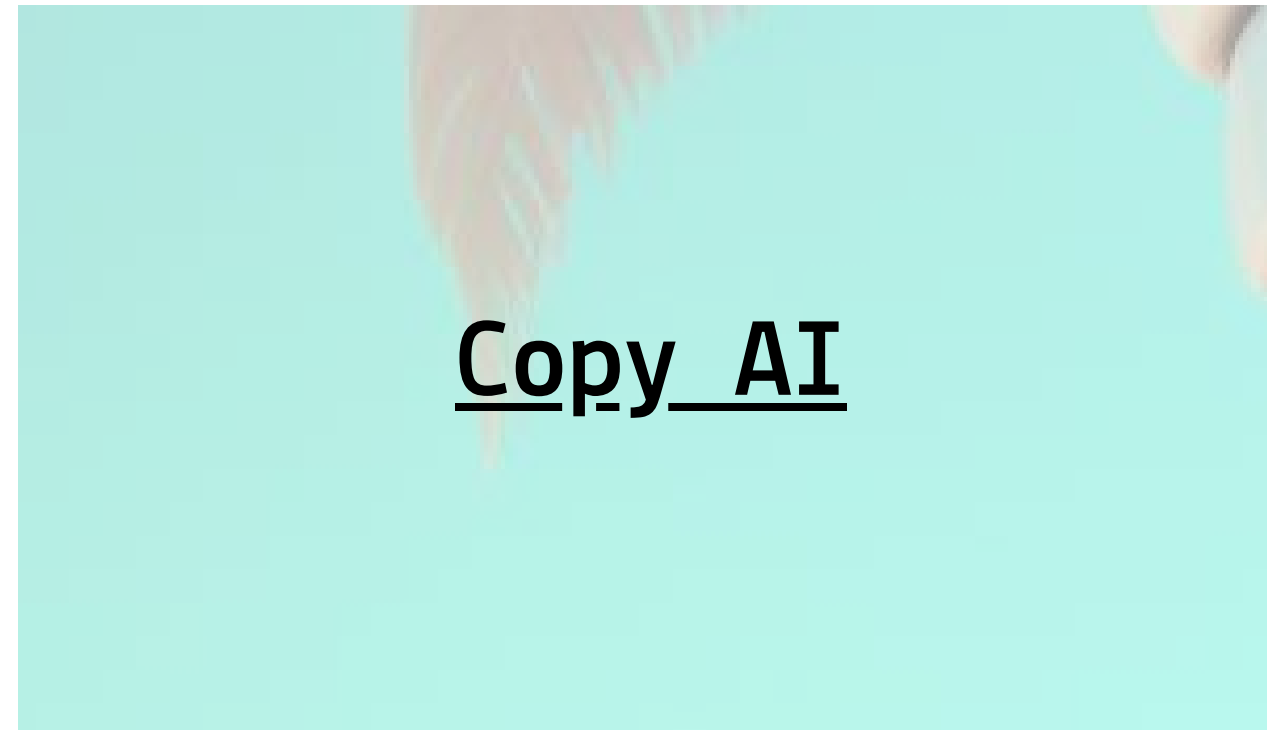
Text to text Meet your new copywriting assistant, coworker, and second brain



■



■ The chatbot that can generate copy for anything you want, from knock-knock jokes to philosophy, all from simple language prompts.



■ Generate written content quickly and easily, whether for blog posts, product descriptions, or social media posts.



■ The AI Content Detector by Copyleaks let's you copy/paste text to check whether it was written by AI.



■ Use this tool to beat AI detection tools. Import your text and select "rephrase," and get a version that will not be detected as AI written copy.



■ An even better version of ChatGPT because it actually connects to the internet, which also makes it more current. And you can use it to create art.



■ Hemingway is a free online AI tool that helps you improve your writing by identifying hard-to-read sentences, use of passive voice, and other issues.



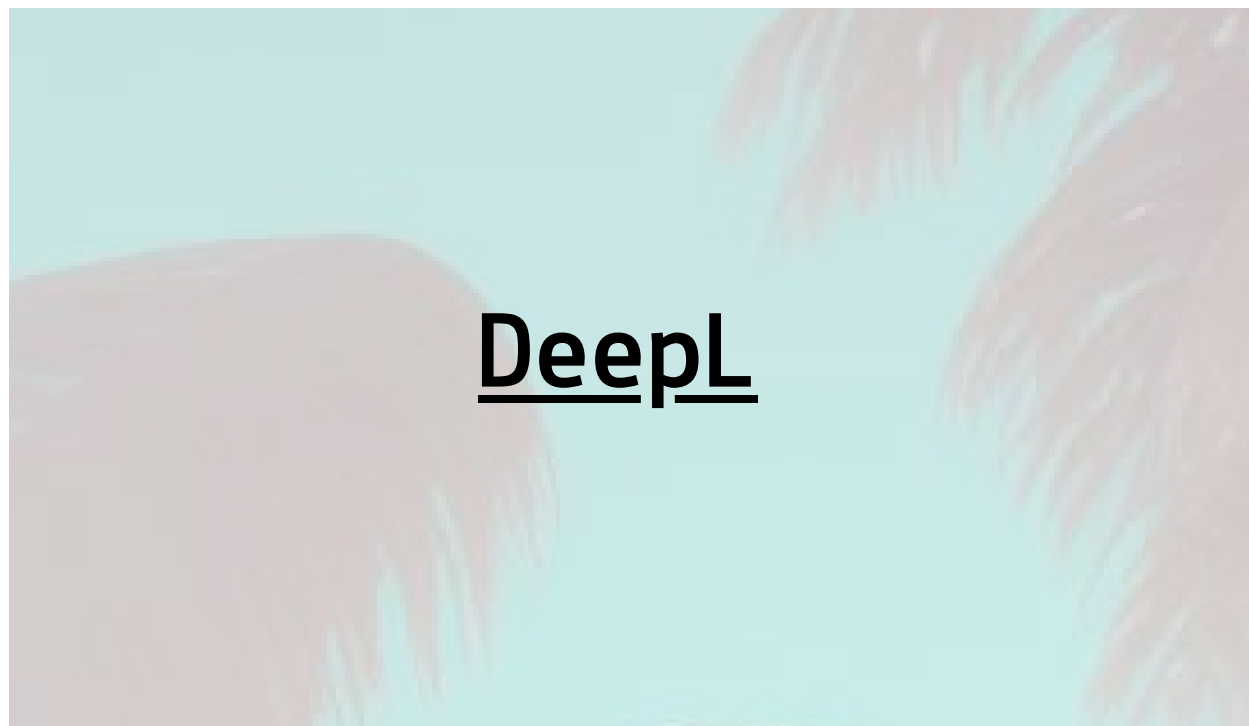
Jasper

■ Jasper is an AI copywriting tool with over 3,000 5-star reviews. Best for writing blog posts, social media content, and marketing copy.



Copymatic

■ Create long-form content. Turn a short description into an article. Write unlimited SEO-optimized and plagiarism-free content for your blog.



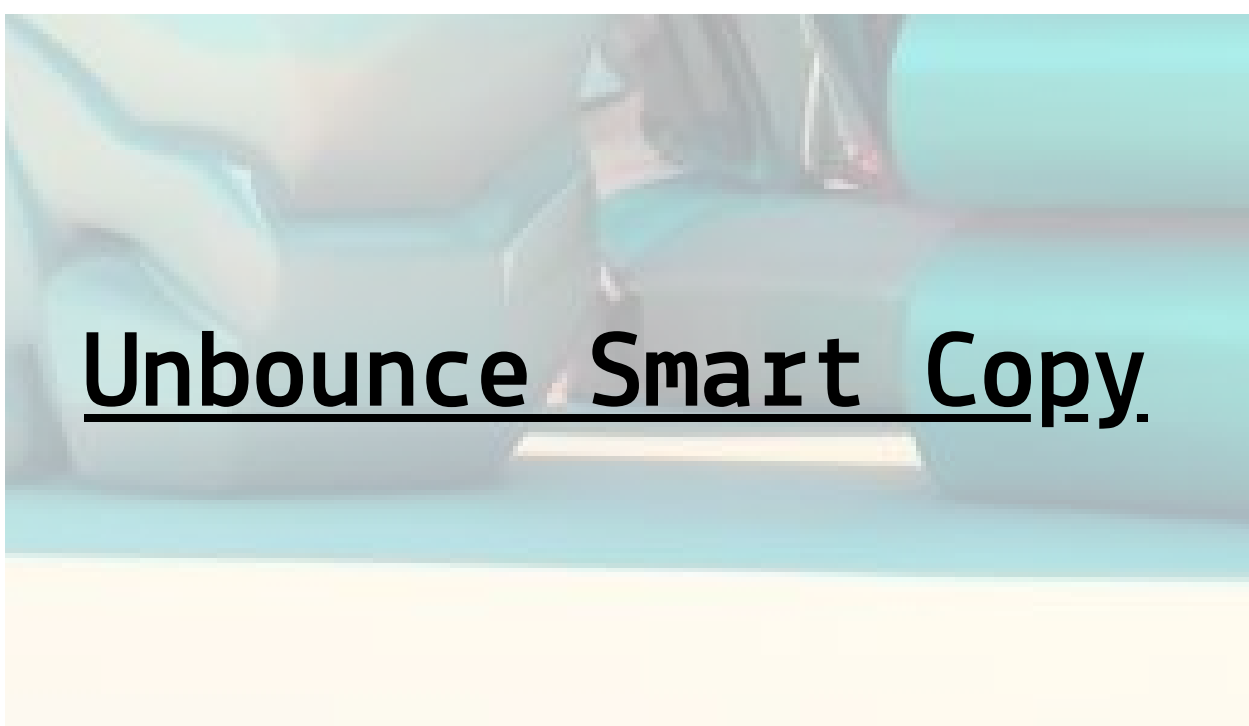
DeepL

■ Use DeepL to perfect your writing with tools to suggest or rewrite copy for clarity and precision. Also has a language translation tool.



CopyMonkey

■ CopyMonkey helps you create optimized Amazon listings for your products.



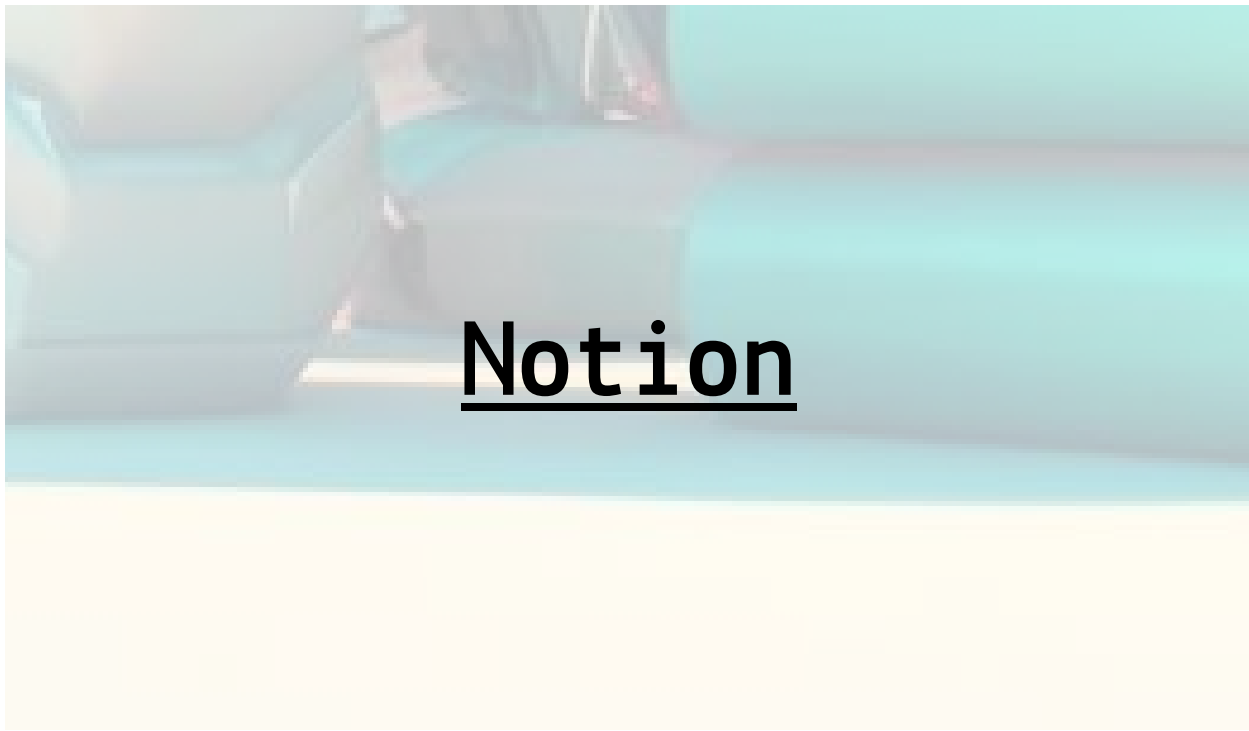
Unbounce Smart Copy

■ Unbounce allows you to write high-performing cold emails at scale with this specialized AI copywriter.



Simplified

■ Simplified is an AI copywriting assistant that provides you with AI images and a free AI writer in one place.



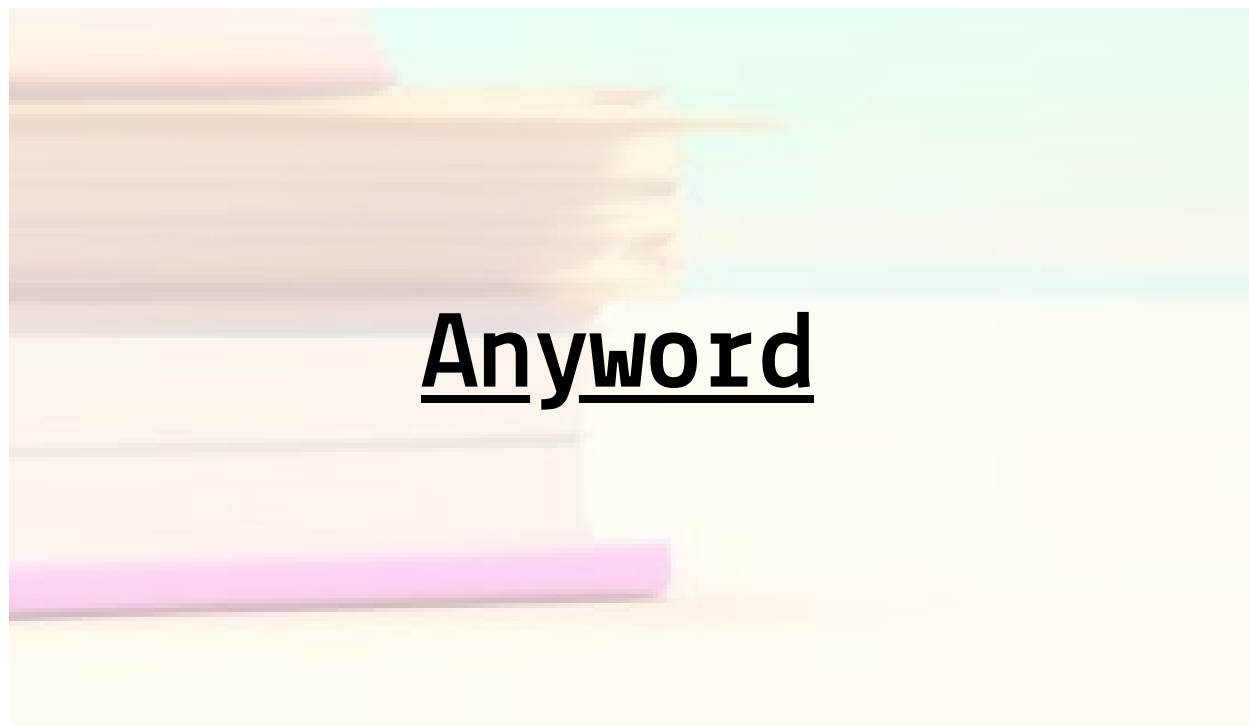
Notion

■ Notion is a copywriting tool that helps you create plagiarism-free content. Assists in writing, editing, brainstorming, summarizing.



Genei

■ Genei automatically summarizes background reading and produces blogs, articles, and reports.



Anyword

■ Generate and optimize copy, then view predictive analytics better understand what works before you publish.



Longshot

■ Generate sourced material for current events, product reviews and comparisons, and other fresh news.



Localio

■ Localio offers writing templates for specific use cases, with opportunities to personalize to a niche or industry.



Research AI

■ Research AI allows you to write and edit course content and generate engaging marketing content in one tool.



■ AI writing tool with unique pre-built fields to inform the prompt with layers of direction and strategy.



■ AI-powered writer for creating content, generating keywords, drafting a cover letter, or helping you think of some new blog post ideas.



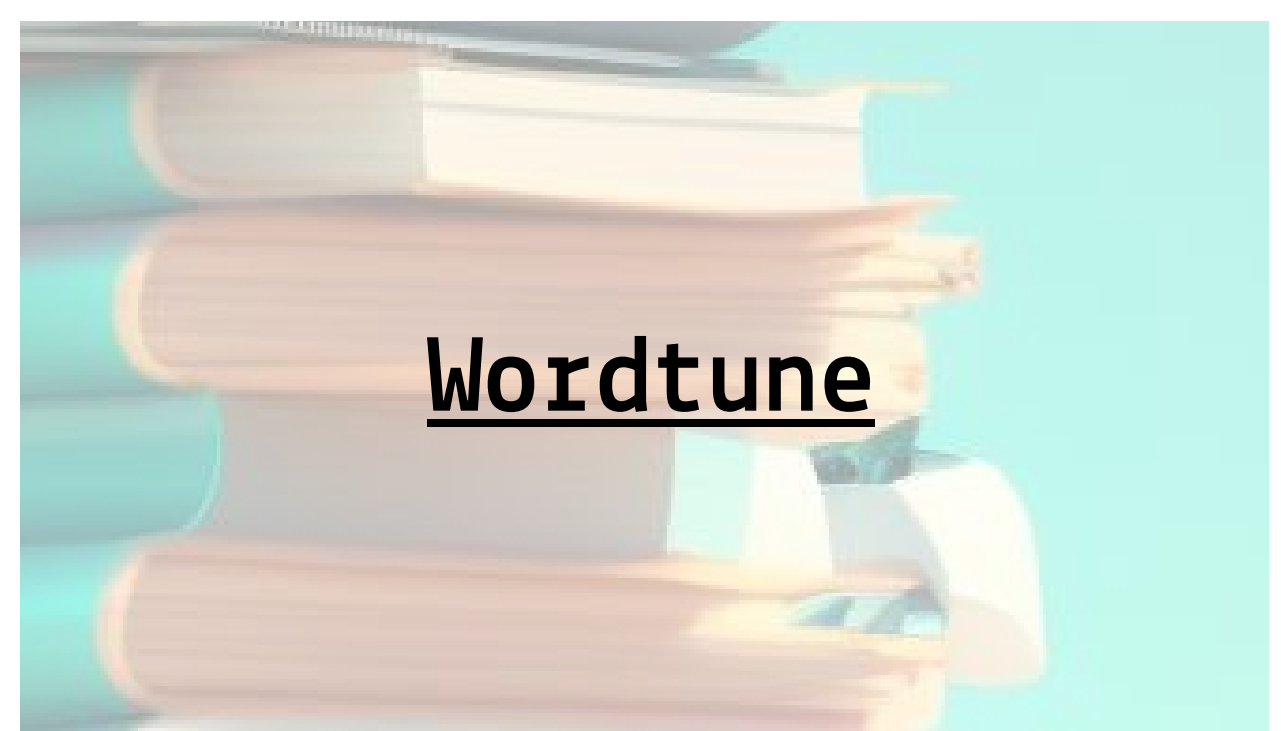
■ Copypage is an AI content generator where you can generate blogs, resumes, emails, sales copies, digital ad copies, startup ideas, questions, and answers.



■ An AI writing assistant that helps you create high-quality content at a fraction of the cost.



■ An enterprise-level copywriting tool with specialization in B2B and features for team use and management.

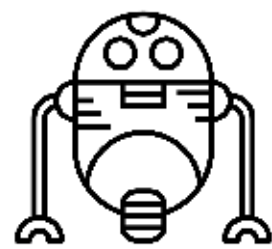


■ Rewrite text in seconds. Rephrase sentences easily and explore fresh rephrase suggestions to level-up your writing. A free tool that works anywhere you do.



T H A N K S F O R C O M I N G

T O H A N G W I T H U S



MACHINE ELVES

machineelvesmedia.com

■ **C R E A T I V E**

We make cool, affordable content using AI.

■ **H E L P**

We consult and help clients put marketing AI to work.

■ **C O U R S E S**

Coming soon!
Because AI knowledge is a superpower.

■ **N E W S**

We keep up on the important stuff in marketing AI.