15

AI Marketing Tools to Know in 2024

A guide to improving content creation, search visibility, design work, and customer engagement.

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T

he concept of artificial intelligence (AI) or machines that can think and respond like humans has been in development since the 1830s when Ada Lovelace worked with Charles Babbage's mechanical computer to create the first computer algorithm.

Since then, we've seen magnitudes of progress in the technology and tools available, which can be overwhelming and transformative for marketing teams.

With the launch of generative AI tools like ChatGPT, you can produce creative content quickly and at scale. The tools can also help you analyze and predict customer behavior to make better decisions and target your audiences more accurately.

Here are 15 types of tools to consider for your marketing efforts in 2024 with a few examples of each.

Photo by Thai Liang Lim via Getty Images

TOOL #1

Use AI-enhanced search engines to improve accuracy and relevance.

These search engines use machine-language algorithms that learn from user interactions and behaviors to fine-tune search results, potentially boosting your marketing team's efficiency by delivering more precise information in real time. They can handle repetitive work quickly, improve communication, and kick-start creativity by overcoming the hurdle of a blank page.

Where to look for this tool right now:

Gemini (formerly Bard) and **Microsoft Bing** are free conversational AI search tools. Gemini is now using Microsoft's new multimodal large language model, Gemini Pro, which can understand and operate across different kinds of information—text, code, audio, image, and video.

> "Google is the largest EdTech company with hundreds of millions of student, educator, and administrator users. Gemini is not a total leap from ChatGPT-4, and so its success will largely depend on how it is integrated into Google tools & services, as well as what it can do for developers. This is particularly relevant in education, where kids across the world will be working with AI-integrated docs, spreadsheets, and potentially Google Classroom LMS."
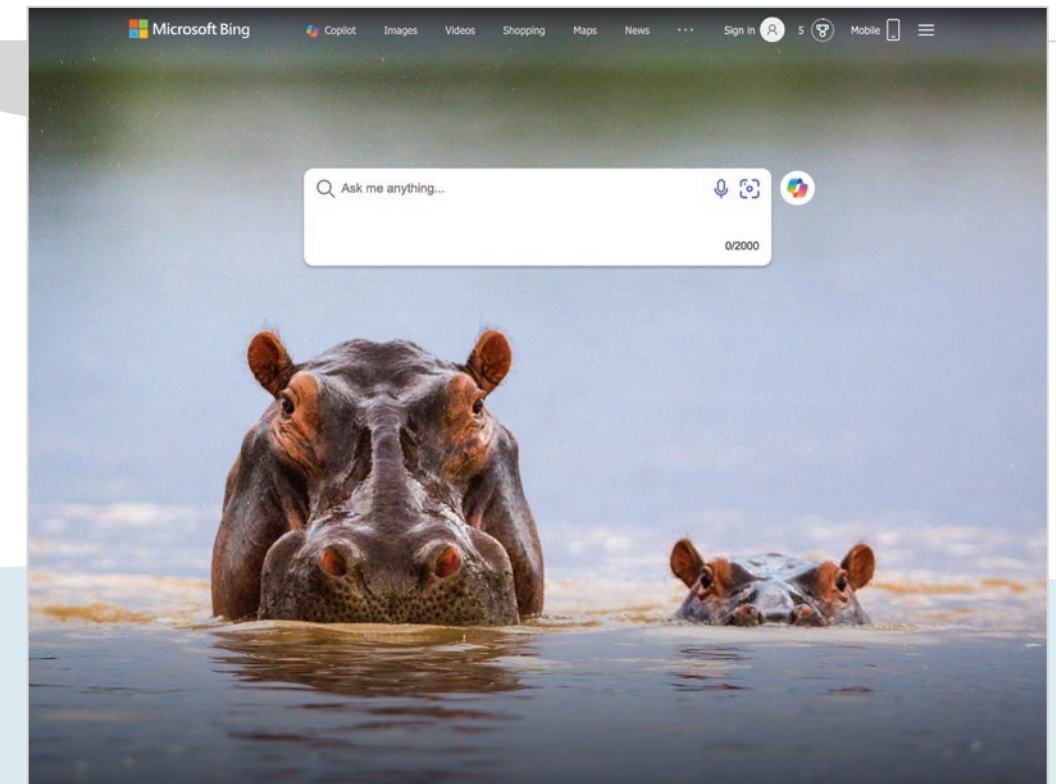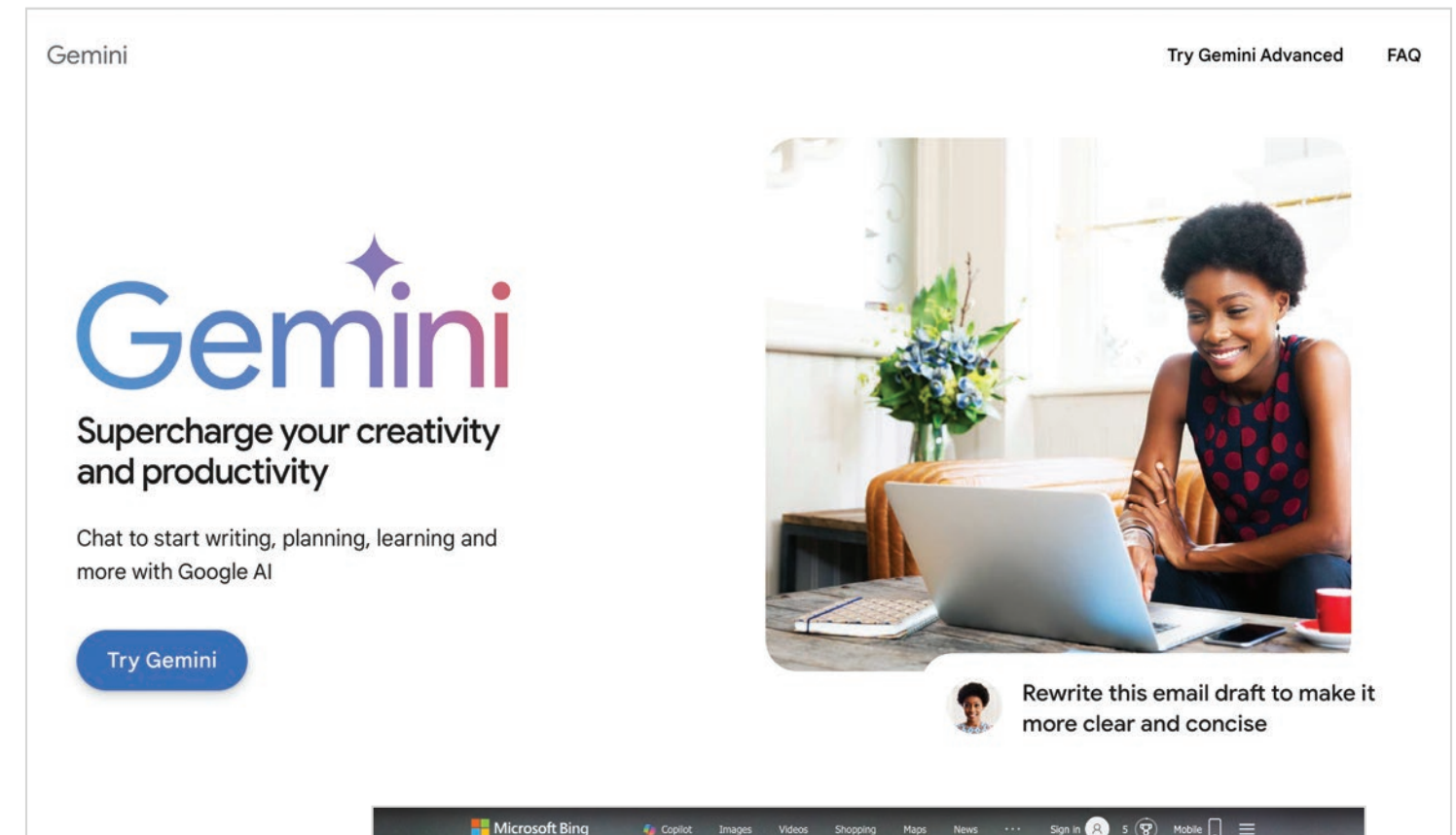>
> —Ben Kornell, Common Sense Media

Image sources: Gemini; Microsoft Bing

TOOL #2

# Use chatbots and virtual assistants to automate interactions.

These tools respond instantly to user queries. They enhance customer engagement, streamline communication, and contribute to 24-7 support. The rise of AI chatbots has literally changed the face of customer service for e-commerce brands as **Gen Z consumers embrace AI-powered shopping**.

Where to look for these tools right now:

Tars: A conversational AI platform that helps businesses engage customers and collect data through chatbots that offer personalized consultations and reviews.

Drift: A conversational marketing platform that uses chatbots for lead generation and customer support.

Intercom: Offers a suite of tools, including AI-driven chatbots for customer engagement.
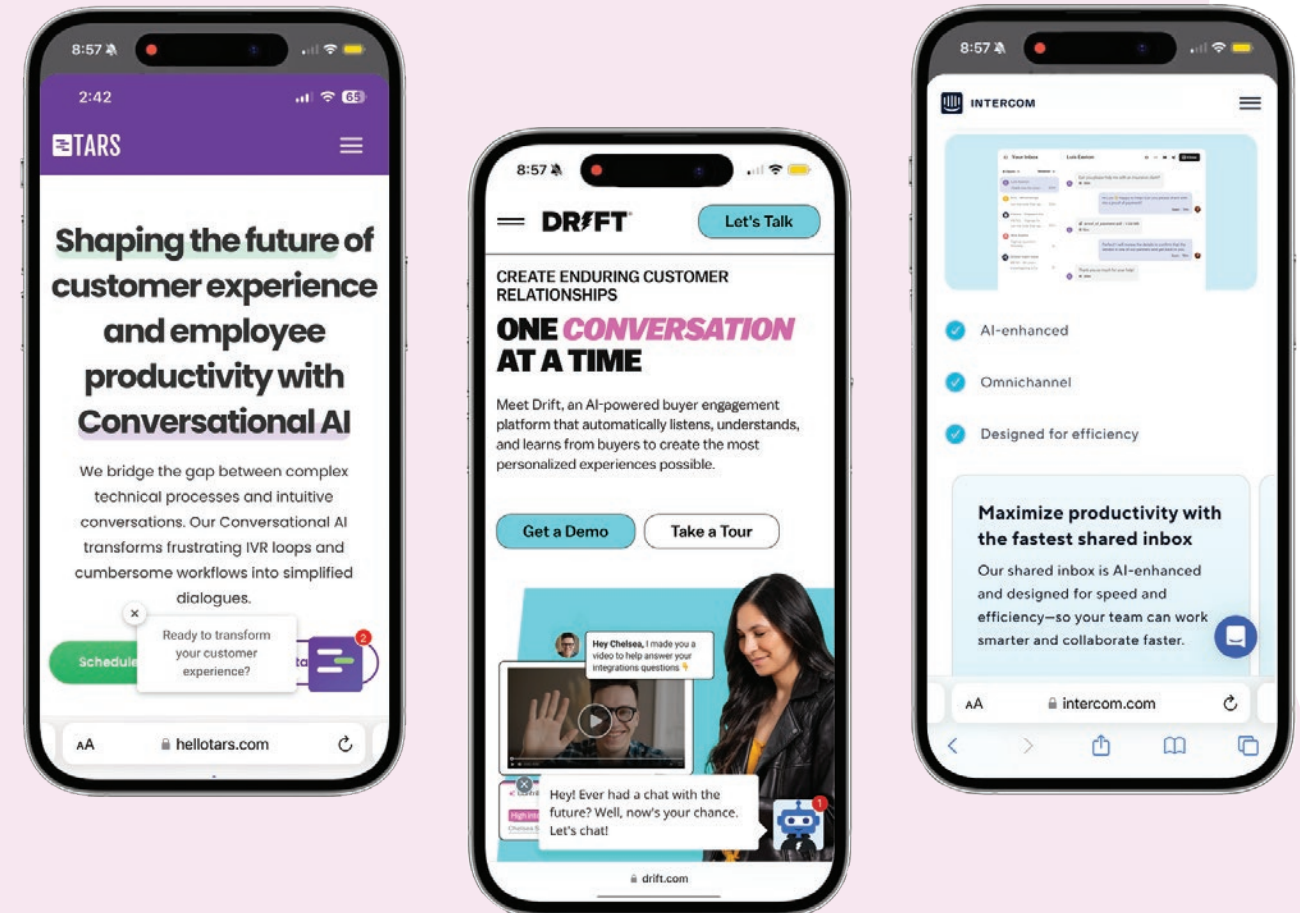
Recognize this AI?

"Hey, Siri, call mom!" Voice-activated assistants like Siri, Alexa, and Google Assistant use AI to understand and respond to your voice commands, whether it's setting reminders, playing music, or providing weather updates.

Almost all customer support these days includes a level of AI to provide immediate help, answer frequently asked questions, or guide you through basic troubleshooting.

Image sources: Tars; Drift; Intercom

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TOOL #3

Use AI to forecast future trends.

This forecasting is based on historical data, enabling marketers to make informed decisions and anticipate customer behavior.

Where to look for these tools right now:

Google Analytics: Uses AI for insights and recommendations that marketers rely on. Small businesses can use the free version to delve into AI-driven website performance and user behavior data. The paid version, Google Analytics 360, offers more advanced features.

Salesforce Einstein Analytics: Empowers businesses with AI-driven predictive analytics for personalized customer experiences.

Recognize this AI?

Platforms like Netflix, Amazon, and Spotify use **AI algorithms** to suggest movies, products, or music based on your previous preferences and behaviors.
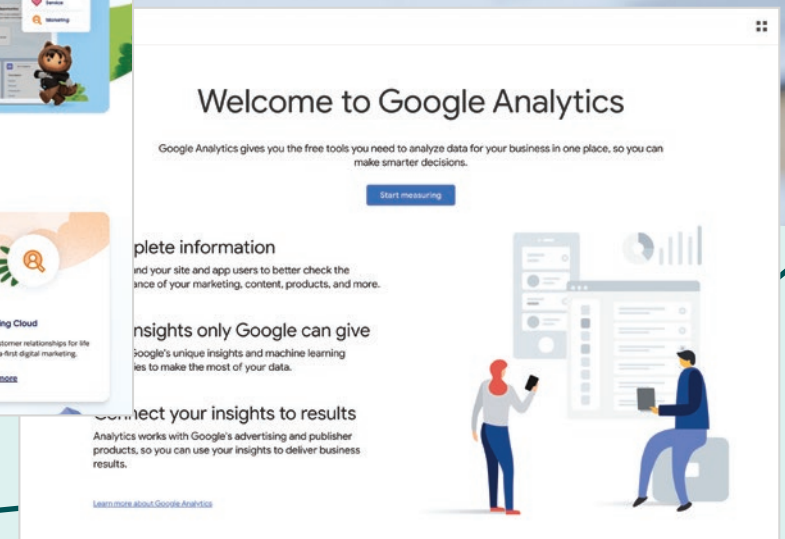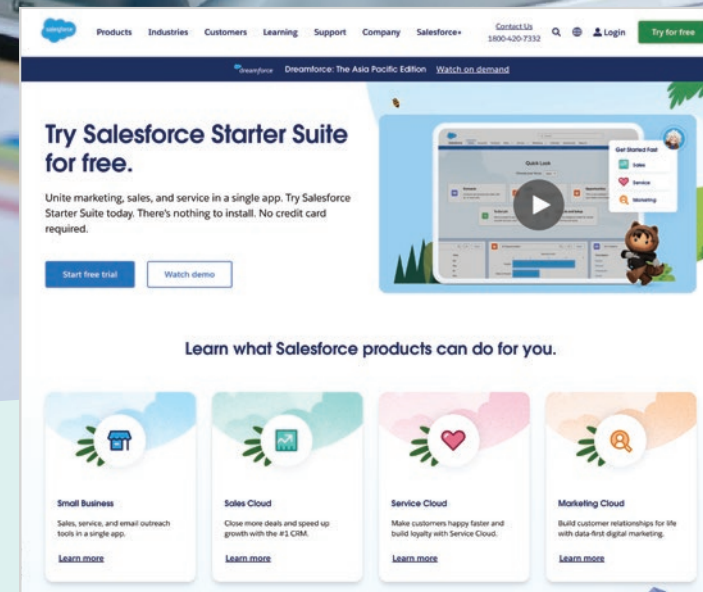
Image sources: Google Analytics; Salesforce; Photo by Sakorn Sukkasemsakorn via Getty ImageP

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TOOL #4

Use natural language processing (NLP) tools to generate human-like text.

These tools interpret and process information before generating human-like text. In marketing, they enhance content creation, sentiment analysis, and customer support. These tools help you understand and engage with your audience on a deeper level.

Where to look for these tools right now:

ChatGPT: Offers advanced NLP capabilities, enabling your business to create human-like responses and generate high-quality content. OpenAI offers free access to their flagship AI tool GPT-3.5, with upgrades available for the more powerful GPT-4.

IBM Watson Natural Language Understanding: Analyzes text for sentiment, emotion, and entities, providing insights from unstructured data.

MonkeyLearn: Offers NLP tools for text analysis, sentiment analysis, and text classification.

ChatGPT ●

Write a thank-you note
to my interviewer

ChatGPT ●

Suggest fun activities
for a team-building day with remote employees

ChatGPT ●

Summarize this article
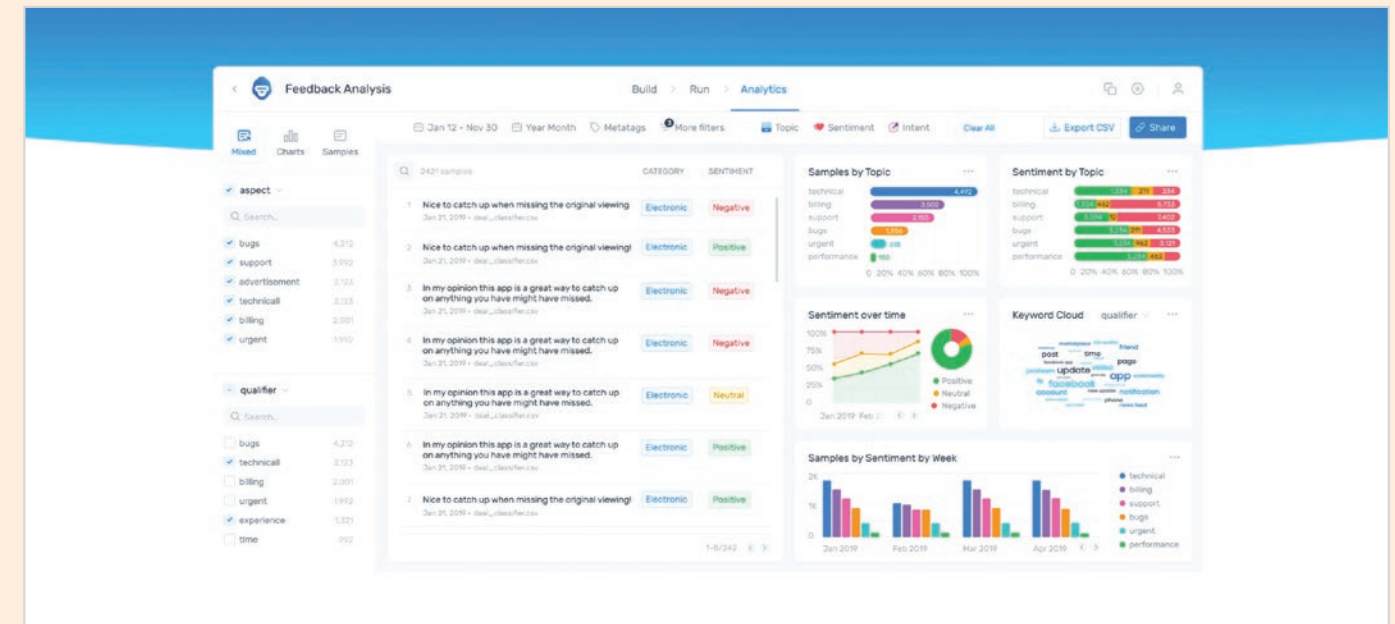into three key points

Image sources: ChatGPT; MonkeyLearn

Recognize this AI?

When you type what you are searching for in Google, you see possible definitions, links, additional search terms, and common FAQs related to the search. Google will also correct you if it thinks you made a typo and are looking for something else.

Search...

TOOL #5

Use personalization and recommendation engines to tailor results to individuals.

These tools can tailor content and product recommendations to user preferences, enhancing user experience and increasing engagement.

Where to look for these tools right now:

Evergage: Acquired by Salesforce: Provides real-time personalization of content and recommendations based on user behavior.

Amazon Personalize: The personalization engine uses AI algorithms to suggest products based on user behavior and preferences.

Recognize this AI?

When shopping online, product suggestions for things you might actually want to buy magically appear thanks to the power of AI. Sometimes you even ask, **"How does it know what I'm thinking?"**

Image source: Salesforce

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TOOL #6

Use email marketing platforms to enhance campaign results.

These tools use features like predictive analytics, personalized recommendations, and automated content optimization to help you get the most out of your email campaigns.

Where to look for these tools right now:

Mailchimp: Known for email marketing, Mailchimp uses AI for predictive analytics, personalized product recommendations, and A/B testing optimization.

Sender: Offers AI-driven features for subject-line optimization and content suggestions.
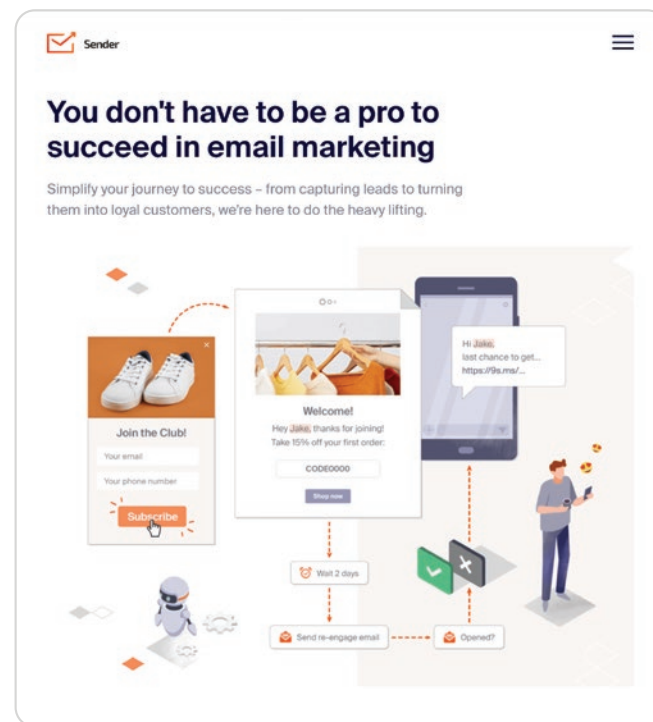

Image source: Sender

Recognize this AI?

Your email service (like Gmail) uses AI to filter out spam and categorize your emails into different folders (primary, social, promotions) based on the content and sender.

TOOL #7

Use content-optimization tools to connect with your customers.

These tools use AI to analyze and enhance your content for better search visibility, relevance, and user engagement.

Where to look for these tools right now:

Clearscope: Analyzes top-performing content and provides keyword and topic recommendations for SEO optimization to drive more traffic to your offerings.

MarketMuse: Takes the guesswork out of content strategy with AI that analyzes website content and offers recommendations for improving search visibility.
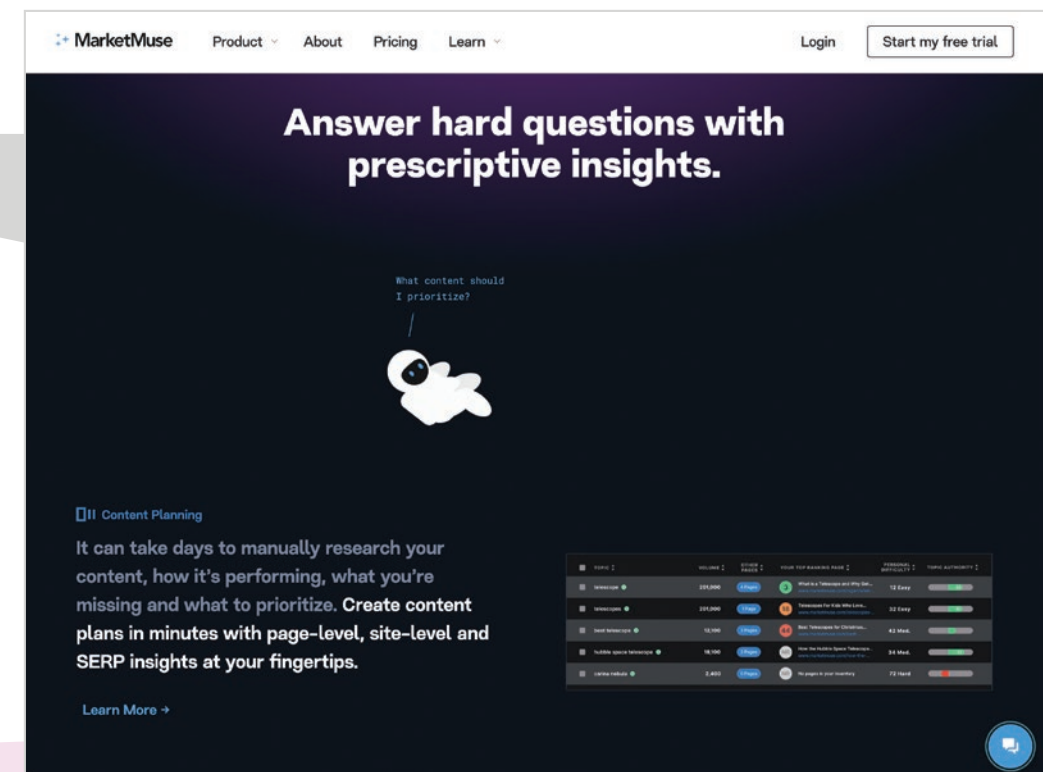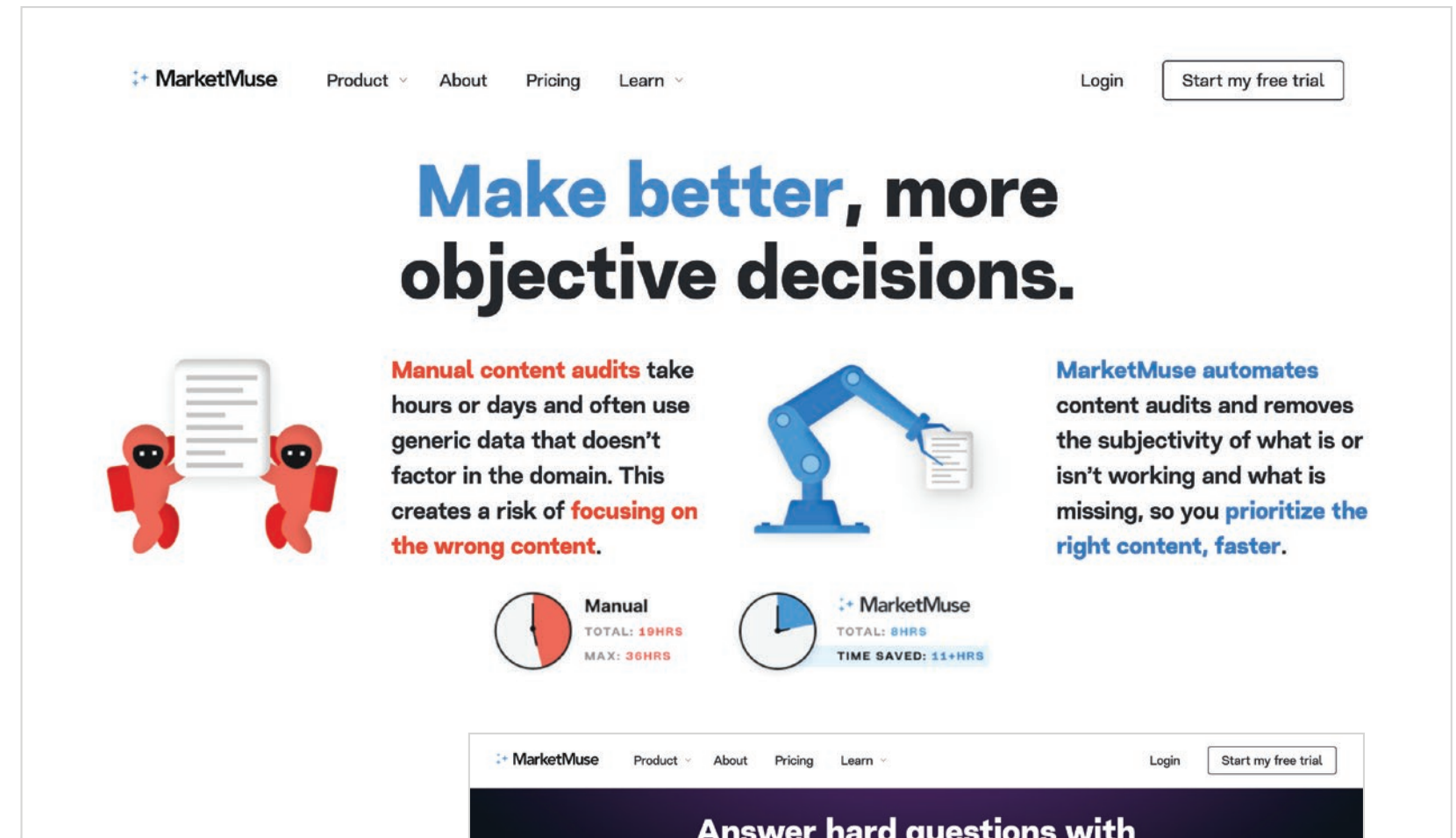
Image source: MarketMuse

TOOL #8

Use AI-assisted social media management to grow your audience.

These tools do some heavy lifting when it comes to content scheduling, analytics, and social listening to optimize your social media marketing efforts.
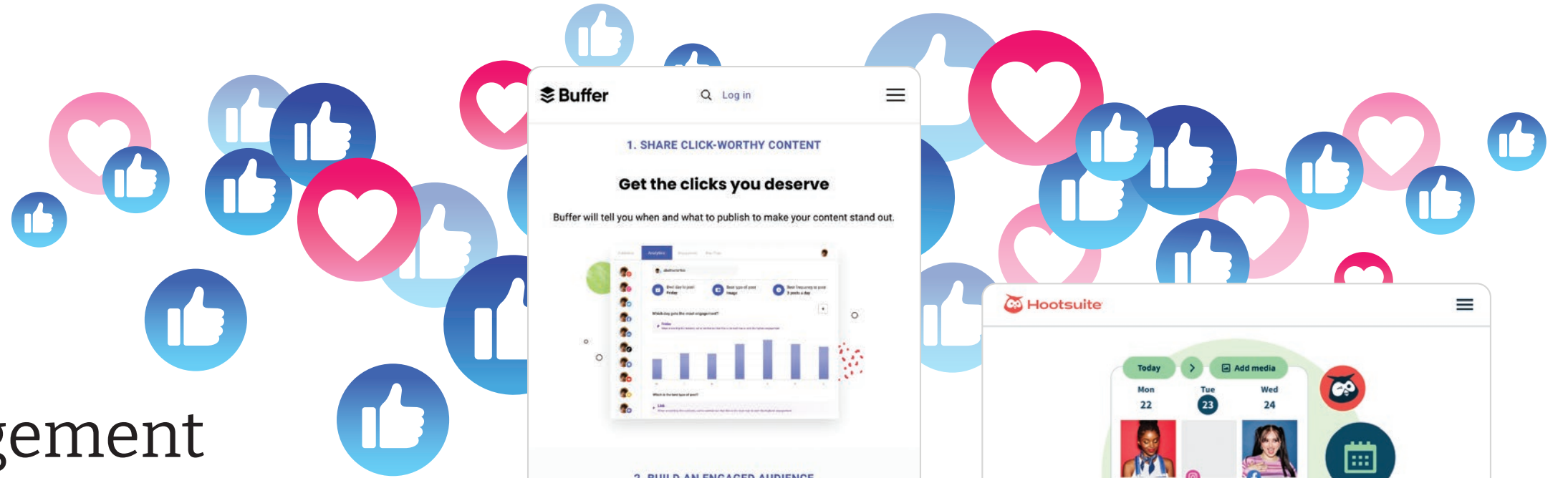
Where to look for these tools right now:

Hootsuite: Uses AI for social listening, content scheduling, and analytics to enhance social media marketing for increased reach, channel growth, and revenue.

Buffer: Provides AI-powered analytics and scheduling capabilities to grow your audience.

Echobox: Boost referral traffic and engagement with social media and newsletter automation for publishers.

Recognize this AI?

Your social media platforms use AI to curate your feed, show relevant ads, detect and filter out inappropriate content, and even suggest tags or captions for your photos.

Image sources: Buffer; Hootsuite

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TOOL #9

Use writing assistants as your content co-pilots.

These tools use the power of AI to generate ideas; check grammar, spelling, and tone; identify plagiarism; and create blog posts, social media posts, product descriptions, and more.

Where to look for these tools right now:

ChatGPT, Grammarly, Notion, Jasper, Constant Contact: Designed to help you write, organize, collaborate, and produce better text more efficiently.

Writer: An AI platform that integrates your business data to generate tailored text for blog posts, emails, virtual event summaries, job listings, and ad copy analysis to detect specific language.

Image sources: Constant Contact; Writer

Photo by Supatman via Getty Images

Recognize this AI?

Spell-check, autocorrect, and word/sentence completion have become so ubiquitous that we have started to take these AI tools for granted. Don't rely on them too heavily, though ... teachers will tell you that learning how to spell and construct a five-paragraph essay are still important and necessary skills.
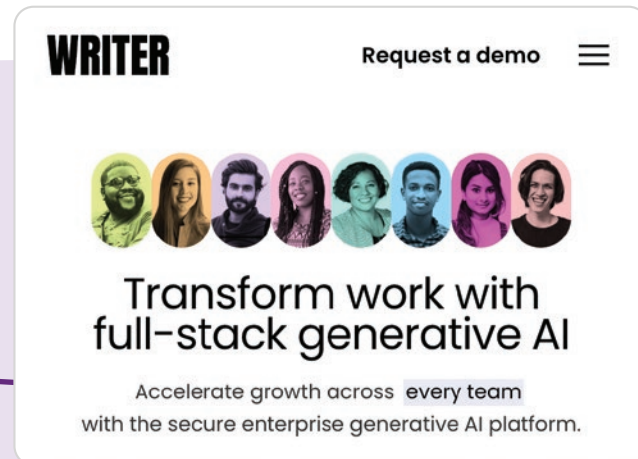
TOOL #10

Use AI to automate complex design work.

These AI-powered tools assist in designing graphics, presentations, and social media posts. They save you time and enhance creativity.

## Where to look for these tools right now:

DALL-E: OpenAI's tool that generates realistic images from text descriptions.

Canva: Uses machine language to suggest and design graphics, presentations, and social media posts, making it a user-friendly introduction to AI-assisted creativity. Canva has 150 million monthly users who tap into the power of AI.

Adobe Sensei (in Adobe Creative Cloud): Uses AI for image recognition and content recommendations.

Runway: A text-to-video generator that you can use to illustrate early-stage ideas. Plug in scripts and the AI will interpret it and produce a video. Runway also offers text-to-image, image-to-image, and video-to-video generators.

Luma AI: Turns 2D images and videos into 3D mixed reality.

Image sources: Canva; Runway
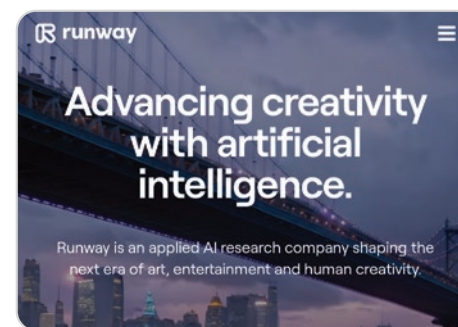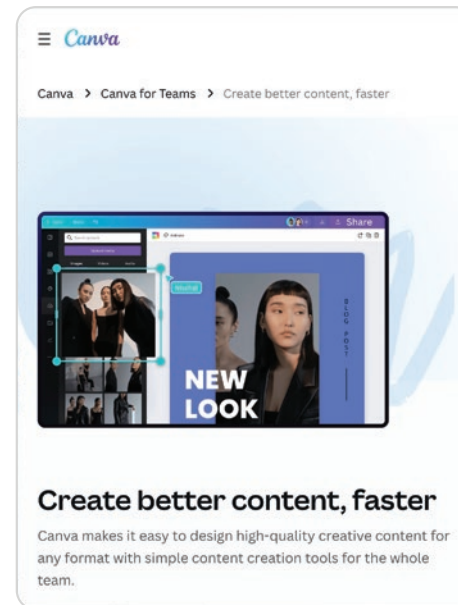
According to a recent Canva survey, the top three use cases of generative AI to scale content output are:

1 **Written content creation and augmentation:** From drafting social media posts to summarizing paragraphs, marketers and creatives are embracing AI text-generating tools.

2 **Generating unique images.** Practitioners around the world are using AI-powered tools to create one-of-a-kind images and art with the click of a button.

3 **Image and video editing:** Whether removing a background, experimenting with style transfer, or erasing unwanted objects, practitioners are tapping AI to edit and perfect images and videos.

Recognize this AI?

If you've ever used the editing tools on your phone or computer to remove background clutter from a vacation photo or brightened up your smile for a holiday card or headshot, AI is at work to create those results.
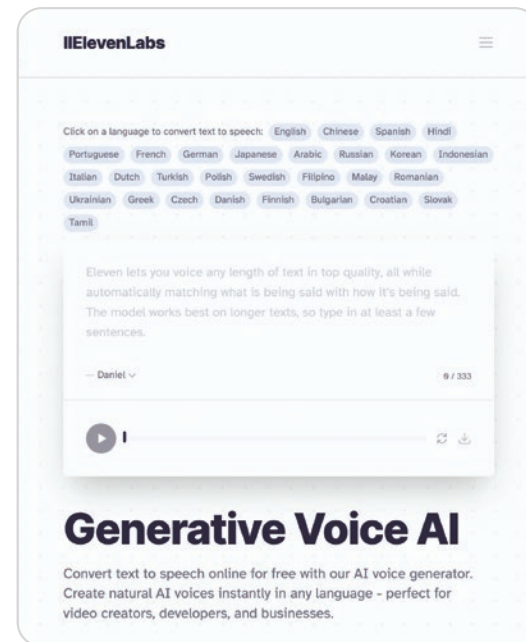
TOOL #11

Use content-optimization tools to connect with your customers.

These tools use AI to analyze and enhance your content for better search visibility, relevance, and user engagement.

Where to look for these tools right now:

ElevenLabs: An AI voice generator that turns text into human-sounding speech. You can use preset voices or replicate someone's voice.

TOOL #12

Use AI-assisted social media management to grow your audience.

These tools help marketers understand and adapt to user queries in an increasingly voice-first environment. They help you find out what people are asking for to guide your strategy and meet their needs.

Where to look for these tools right now:

AnswerThePublic: Provides insights into questions people ask around specific keywords, informing voice search optimization strategies.
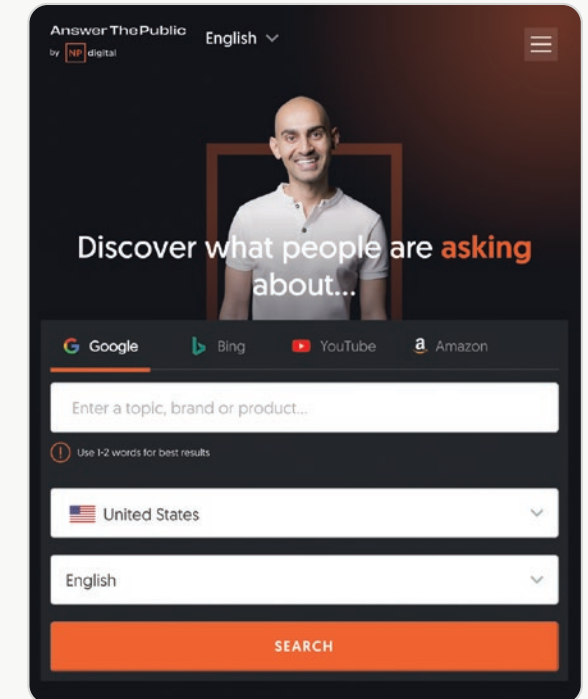
> "I trained my voice working with ElevenLabs using six hours of audiobooks, and my wife can't tell it's not me talking. What that led me to understand is that if I'm going to do anything with my voice, I have to be more of a caricature of myself. Mediocre versions of my voice are worthless—they are easily replicated. If I'm going to show up in front of another person with my voice, I have to put more into it. Because now there is an alternative that sounds a lot like me but is free. People come to hear the effort, not the words."
>
> —Seth Godin

Image sources: ElevenLabs; AnswerThePublic
Quote source: Carey Nieuwhof Leadership Podcast: Seth Godin on AI and the Future of Work, and How To Get Your Team Motivated, Enrolled and Engaged

TOOL #13

Use AI to optimize retargeting ads and increase sales.

These tools leverage AI for tasks like bid management, ad copy optimization, and audience segmentation to supercharge ad performance on display ads, social platforms, email campaigns, and more.

Where to look for these tools right now:

AdRoll: Uses AI for ad retargeting, audience segmentation, and campaign optimization.

Acquisio: Employs AI for bid and budget management, ad copy optimization, and performance insights.
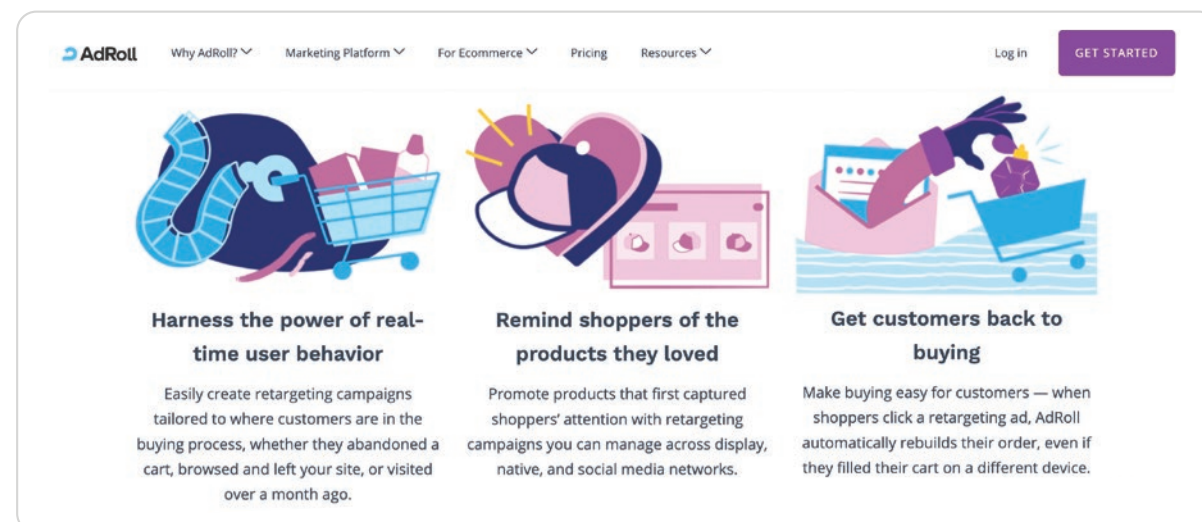

Image source: AdRoll

TOOL #14

Use AI with your CRM to deliver leads and enhanced customer service.

These tools help marketers understand and adapt to user queries in an increasingly voice-first environment. They help you find out what people are asking for to guide your strategy and meet their needs.

Where to look for these tools right now:

Salesforce Einstein: Employs AI for lead scoring, predictive analytics, and personalized customer experiences.

HubSpot: This comprehensive marketing platform offers AI-powered features for lead nurturing, email marketing, and customer segmentation.
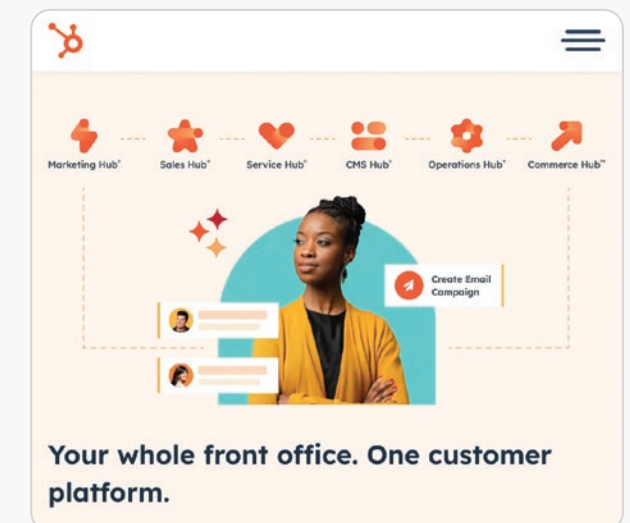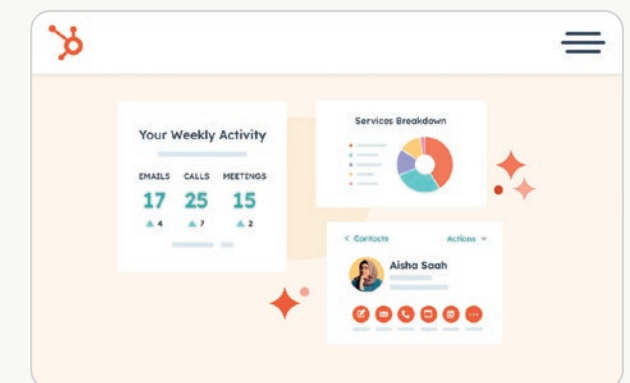

Image source: Hubspot

TOOL #15

Use AI-powered feedback tools to tell you what your customers think.

These tools analyze data for sentiment, trends, and insights, providing a deeper understanding of customer opinions. Their dashboards and graphical models help you visualize and communicate key insights.

Where to look for these tools right now:

SurveyMonkey: Uses AI for survey data analysis, trend identification, and insights generation. Their tools collect answers to 20 million questions a day.

Qualtrics: Offers AI-driven features for sentiment analysis and feedback categorization for full-experience management.

Swarm: A collaboration platform that offers AI-optimized forecasts, predictions, decisions, and insights with more accurate results than polls, surveys, or focus groups by amplifying the intelligence of networked business teams.
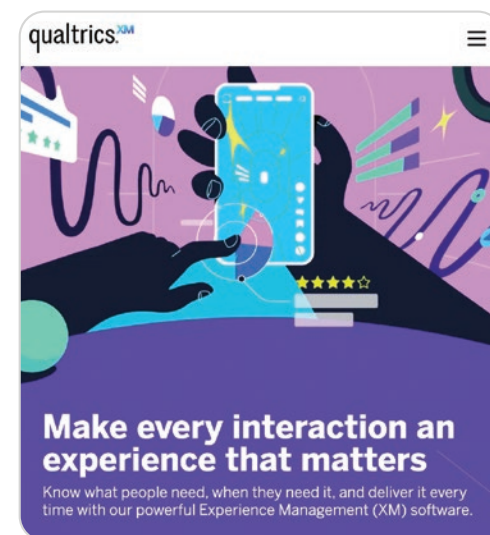

Make every interaction an experience that matters
Know what people need, when they need it, and deliver it every time with our powerful Experience Management (XM) software.

Image source: Qualtrics
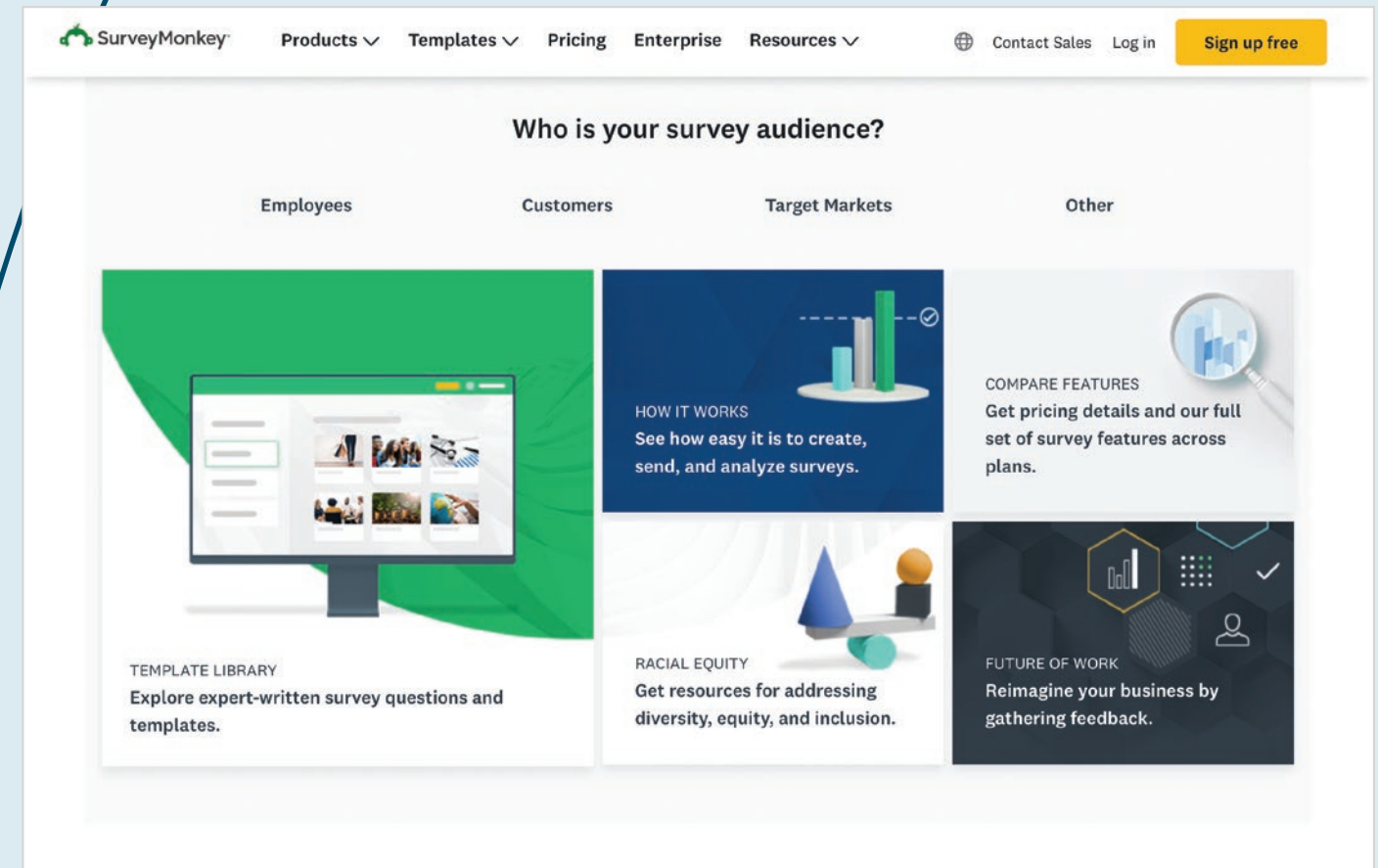
Image source: Survey Monkey

Recognize this AI?

When you take an airline flight, book a hotel, visit your local pharmacy, or buy just about anything online, chances are you'll be asked for feedback about your experience. Companies are using AI to both deliver the surveys and analyze the results to improve their products and services.

These tools collectively empower marketers to navigate the complexities of modern marketing, providing insights, efficiency, and personalized experiences.

How Big Brands Are Using AI:

To Increase Sales and Customer Satisfaction

Sephora, a cosmetics retailer, uses AI-powered **chatbots and other AI innovations** to provide personalized product recommendations to customers, resulting in increased sales and customer satisfaction.

To Design Products

Coca-Cola **launched an AI-inspired flavor** of Zero Sugar called Y3000, which they say was co-created by artificial intelligence. They also used AI for the package design.

To Create Clever Ads

McDonald's and Burger King duked it out on ChatGPT-generated billboards. Is ChatGPT's description of your brand billboard-worthy?

"Visit Myrtle Beach," the tourism agency for the South Carolina town, **launched a campaign on Reddit** that used AI for a tongue-in-cheek rebrand with bizarre copy and fake images. That's one way to get some attention!

The California Milk Processor Board used AI to create a **campaign with fake milk mixtures**, like gummy milk, sushi milk, salmon milk, and others. This creative (and yucky) spoof ad is an extension of the "Get Real. Got Milk?" campaign that the milk industry launched to counter alternative milks like almond, oat, and soy milk.

Gary and Bary's Peanut Butter made "the world's first AI-generated ad" featuring fake versions of the owner's dogs, Gary and Bary, drooling over their product. A footnote on the ad reads: "This commercial was made using AI. Gary & Bary's Peanut Butter

is real and delicious."

To Add Star Power

Virgin Voyages created its own twist on "JenAI," creating ad campaigns with an AI version of Jennifer Lopez offering personalized invitations to its cruise experiences. Brands may have greater access to celebrity endorsements if this experiment takes off.

Meta unveiled **AI-powered chatbots** on Facebook, Instagram, and WhatsApp through partnerships with "cultural icons and influencers" including Snoop Dogg, Kendall Jenner, Tom Brady, Chris Paul, and Paris Hilton. The technology allows users to hold friendly conversations with simulations of famous people they admire.

To Bring Personalization to the People

Snapchat rolled out a new feature called **Dreams** that turns your selfies into personalized AI-generated

art. Also new, **MyAi**, your personal chatbot sidekick.

To Streamline the Supply Chain

Ekaterra, the parent company of Lipton, Tazo, and other tea brands, uses **Kinaxis** to enable concurrent, cross-functional planning and a more accurate and agile supply chain. The AI-enabled technology helps them react more quickly to market variables.

To Leverage User Habits

Spotify, the music streaming service, uses AI algorithms to curate personalized playlists for individual users based on their listening habits. It's your own **DJ in your pocket**.

To Maximize ROI

Google Ads uses AI-powered **Smart Bidding** to optimize ad bids in real time, ensuring the best possible ROI for advertisers.

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and the future leaders of our schools.

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