

10 Best AI Copywriting Tools to Save Time and Money in 2022

Copy is everywhere. You open Instagram and see ads with captions you can't ignore! Then you switch to Facebook, and the same story repeats.

It's simple – you just can't escape copy.

If you're a digital marketer, you would know it better. After all, it is one of your routine tasks.

Great copy hooks the readers' interest, engages them, builds connections, and turns them into customers. But crafting such a copy requires skill, time, and research. UNLESS, you know the right **copywriting resources** or tools, which can do this job in minutes!

This article will tell you about the ten best **copywriting tools** that will save you time and money. Let's find them out!

1. CopyAI

CopyAI is one of the most popular **AI copywriting tools**. It uses a sophisticated machine language model called GPT-3 to create human-like text. It's like having a ghostwriter, but without the hassle and expense of hiring someone.

All you need to do is select a copy type and provide some phrases & descriptions to base your content around. With **CopyAI**, you can create digital ad copy, product descriptions, case studies, social media content, and sales copy.

CopyAI assists you in producing copy for different industries. It sets the tone accordingly. For example, blog content for doctors will have a more professional tone than the one for kids' education. Besides that, the 'change tone' tool of **copyai** gives you the option to choose from nine different voice tones, such as playful, confident, humorous, empathetic, witty, etc.

Features:

- **CopyAI** consists of more than 90 **copywriting tools** and 130+ templates.
- You can use **copyai** to create different content types such as email subject lines, sales copy, Instagram captions, CTA text generators, and more!
- **CopyAI** provides 24/7 live customer support.
- It has 25 different languages that you can choose from.
- The tool has an intuitive interface and is simple to use. You just need to plug in basic details and it will generate the desired content.

- **CopyAI** has a trial model that lets you experience the tool fully before you subscribe to it.
- **CopyAI** contains unique features like passive to active voice, tone changer, and many others.

Pricing:

The “Solo” package of **copyai** comes at \$420 yearly (billed monthly at \$35) or \$49 for monthly-based subscriptions. It provides access to all **CopyAI** tools, unlimited runs, and around-the-clock support.

The “Multiple Seats” package is designed for larger businesses as it consists of collaboration tools that support multiple teams. Prices are on request.

2. Anyword

Anyword is an excellent **AI copy generator** with powerful predictive analytics. These help you test the performance of each result and offer you suggestions to write a better copy. Like **copyai**, Anyword too has a feature called ‘tone changer’, which you can set to – playful, confident, conversational, 5th grader, etc.

This **copywriting software** will show you which age groups your blog piece is most appealing to. You can create an entire blog post just by entering the title, small description, and your target audience. It will even help you create a suitable title for your blog. Each title you enter will come up with a predictive score. You can then choose the one that suits your preferences.

Features

- Original text suggestions – Create as many text variations as you like.
- Text personalization – Create several versions of material that already exist to find out which phrases are most liked by the customers.
- Predictive performance score – An instant forecast performance score shows you the potential of every message you wish to communicate.
- Custom Keywords – This feature allows you to add relevant keywords that you want AI to suggest in its text suggestions.

Pricing (billed annually):

Basic – \$79 per month

Unlimited – \$239 per month

Enterprise – \$999 per month

3. Contentbot.AI

Contentbot.AI is an all-purpose **copywriting software** that works great if you have a multifaceted content strategy. It is similar to **CopyAI** and Copysmith in its process, except that Contentbot allows you to specify the audience and include your target keywords to make the content more appealing to your readers.

Contentbot is one of the few **copywriting software** that allows you to create blog pieces longer than 1000 words in a few minutes. It supports all the languages that Google Translator supports. The results, however, may not be top-notch. This tool also suggests you fresh marketing and topic ideas every day.

Features

- Contentbot has a clean user interface, plus it is easy to use.
- This copywriting tool supports almost all languages.
- It includes useful tools such as a plagiarism checker and a built-in sentence writer.
- It comes with an auto-complete feature, which helps you finish any sentence you started writing in the editor.
- It consists of a wide range of templates, including social media templates, article templates, listicle templates, etc.

Pricing

Contentbot.ai now comes with four pricing plans as follows:

- Prepaid – \$1 for 1000 words
- Starter – \$29 per month
- Premium – \$59 per month
- Premium+ – \$99 per month

4. Writesonic

Writesonic is another powerful copywriting tool that you can use for creating short-form content, such as digital ad copy, product descriptions, meta tags, emails, etc. It can also help you create a full-fledged landing page. With a single click, it will give you as many as five landing page variations to choose from.

The billing structure of Writesonic is also very flexible, so you can scale your package as per your growing business needs.

Features

- Writesonic has several tools, including a content rephraser, grammar checker, readability checker, sentence expander, etc.
- It provides you with article outlines, listicle ideas, growth ideas, startup ideas, etc.

Pricing:

- Basic – \$15 per month
- Professional – \$45 per month
- Startup – \$95 per month
- Agency – \$195 per month

5. Rytr

Rytr is another exciting tool that can be used to write social ads, Google ads, landing pages, emails, and SEO meta descriptions. It is comparatively new software, but looks promising and is much more affordable.

According to the users, it has a clean interface and smooth navigation. Most of its features are like **CopyAI** and similar tools. However, it is in the process of adding new features.

Features

- Rytr has 20+ voice tones, available in more than 30 languages.
- Its free plan provides a plagiarism checker, up to 5,000 characters per month.
- Plenty of tools such as sentence expander, rephrase tool, paragraph tool, spelling & grammar check, etc.

Pricing

Rytr premium starts at only \$9 per month, making it the cheapest AI writing tool on this list.

6. Copysmith

It is a simple-to-use copywriting tool that can be used to generate blogs, listicles, meta descriptions, headlines, social media captions, product descriptions, landing pages, and sales emails. It can also produce well-written paragraphs from bullet points and write pain-benefit-solution marketing copies.

If you are building a brand and can't find a catchy slogan or tagline for your company, Copysmith will help you. Apart from creating content, Copysmith also helps in organizing your content. You can store your copies in different folders and even import/export them. The platform also supports teamwork and collaboration.

Features:

- Good AI writer: It can even write better than many human writers!
- It comes packed with 30 different templates.
- Smart Integrations (You can integrate it with Google Ads, Shopify, and Frase)
- Live chat and email support are available.

Pricing

- Starter – \$19 per month
- Professional – \$59 per month
- Enterprise – Custom Pricing

7. Jasper

Jasper is one of the most flexible **copywriting tools** that can help you produce blog posts, product descriptions, emails, social media copy, and even long-form content.

It comes with great in-built features. For example - The AI can rewrite a sentence to increase its readability and engagement.

Features

- “Boss Mode” is its newest premium feature, which helps you write faster and more accurately. Below are the two ways you can use it;
- 2000-3000 Character Lookback – The AI will study your content to learn the context of your writing and will then generate more relevant texts.

- Jasper Commands – You can write a direct command to this software, such as “write a paragraph about penguins”. Jasper will then perform the command in just a few seconds.
- Jasper has 50+ different templates available.

Pricing:

- Starter – starts at \$29 per month
- Boss Mode – starts at \$59 per month

8. Rhymezone

RhymeZone is a database of rhyming words that you can use to make your copy more readable and memorable. It also provides synonyms, descriptive words, phrases, adjectives, sentences, antonyms, definitions, related words, and more.

You have to enter a word and select your option (Example; synonym), and it will give you a broad list of synonyms for that word.

Pricing: RhymeZone is a free service

9. Simplified.io

Simplified is an all-in-one **AI copy generator** that can produce all types of content that is SEO friendly. **This free AI copywriting tool** supports both long-form content (articles, blogs, ebooks) and short-form content (social media posts, Instagram captions, ad copies, emails). It also creates excellent designs and graphics for your social media posts. So, you can consider it a good alternative to Canva.

You can even add images and videos to enhance your content. This **copywriting software** has a built-in video editor which makes creating detailed presentations super easy. You can make it look exactly the way you want.

Features

- Simplified has many **copywriting tools** such as article rewriter, sentence expander, AI paragraph generator, and more.
- It has a free version, which works great for solopreneurs.
- It has 30+ different templates for different content types.

Pricing:

Free Forever: \$0

Small teams: \$12 per month

Business: \$24 per month

Growth: \$99 per month

10. Ubersuggest

Ubersuggest is a **copywriting tool for SEO** that helps you find new content ideas, know about your competitors, and get keyword suggestions for your content. It has a strong database of keywords. And it is great to find long-tail keywords for your content marketing campaigns.

When you enter a keyword into Ubersuggest, it tells you about various aspects surrounding that keyword. For example, its search volume, SEO difficulty, paid difficulty, and cost per click (CPC). Apart from that, it also provides you with a detailed analysis of your competitor blogs. Just enter a domain and get information about a website, such as its domain authority, organic keywords used, organic monthly traffic, and backlinks.

Features:

Ubersuggest gives you insights about various things such as:-

- Organic keywords – The number of keywords that the domain organically ranks for
- Organic monthly traffic – The amount of traffic your website gets through organic keyword searches
- Domain Authority – Scores your website between 0 – 100, showing how authoritative your website is.
- Backlinks – How many websites send traffic to your website links.
- Top Traffic Pages – Which all pages of your website drive maximum traffic to your website.
- SEO keywords – Which all organic search terms are bringing traffic to your website.

Pricing:

Individuals (Entrepreneurs and small businesses managing 1-3 websites) - \$29/month

Small and Medium Businesses (managing 4-7 websites) - \$49/month

Large businesses & Agencies (managing 8+ websites) - \$99/month

Final thoughts on **AI Copywriting tools**

Copywriting is hard, but at the same, essential. Whether it is social media posts, eCommerce product descriptions, sales emails, or an entire blog, a copy is needed everywhere. This is the reason why it is one of the most demanding skills of 2022. And the demand will continue to rise, for sure.

If you're a copywriter or digital marketer, this article is for you. Know the 10 best **AI copywriting tools** that will make your work easier and faster. Amongst these, the best one is **CopyAI**, for two good reasons: 1. It has 90+ tools and 130+ templates (whoa!), and 2. It has 24/7 live customer support. However, you're free to explore the rest of them. And finally, say goodbye to the writer's block!