

Top AI Tools for Content Marketers to use in 2024

“Oh my god! AI is going to replace marketers now!” Isn’t this what most marketers used to think when ChatGPT rolled out? Or are you one of those who just don’t know how to use AI in content marketing and is being burdened with loads and loads of content strategies, calendars, and research topics but have no idea how to handle them simultaneously? Don’t worry, I got you! I’ll be discussing my personal favourite top 3 AI Tools for content marketing that solve the most common yet unaddressed problems of content marketers.

Struggling to create unique content strategies? MarketMuse is here to save the day!

MarketMuse is an AI tool that helps content marketers create data-driven strategies by analyzing top-performing content, identifying gaps, and suggesting SEO-optimized topics. It cures the problem of content strategy by providing insights into relevant keywords, competitor analysis, and content clustering, ensuring that marketers can develop comprehensive, targeted, and effective content strategies to boost engagement and rankings.

Dreading the Data? Hubspot can help you!

HubSpot, a beautiful ladder of success for us marketers, is an AI-powered marketing platform that helps content marketers measure content effectiveness through detailed analytics, tracking metrics like traffic, engagement, lead generation, and conversions. It cures the problem of measuring content success by providing clear insights into how content impacts business objectives, helping marketers optimize strategies, improve performance, and make data-driven decisions for better ROI.

Stuck between Creativity and Calculated Decisions? BuzzSumo has got your back!

BuzzSumo is an AI-powered content research tool that helps marketers balance creativity with data-driven decisions. It uncovers trending topics, analyzes content performance, and tracks engagement metrics to guide content creation. BuzzSumo cures the problem by providing insights into what resonates with audiences and offering competitive analysis, enabling marketers to create innovative content supported by actionable data.

For those still wondering, “will AI replace us?” The answer is NO! AI will not replace you until you know how to balance your creativity along with leveraging it to find the perfect balance between man and machine!

Question for the day: Which tools/platforms do you use to create compelling content calendars? Leave your answers in the comments!

Looking for the perfect marketing your company has been waiting for to rocket the sales? DM me here or on my Instagram @bhatnagar.gv.

