



The handpicked list of the 15 coolest AI marketing tools and platforms

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Marketing when done right is like rocket fuel for business. A recent PMA survey showed 67% of C-suiters acknowledged the importance of marketing as a strategic role.

But marketing is evolving with generative AI. More and more **AI is becoming a trusty sidekick that helps marketers go from good to legendary.** Marketers bring the creative flair, the human touch, and AI swoops in with data-crunching prowess. From crunching data faster than you can say "analytics" to serving up personalized experiences that make customers feel like VIPs, AI is the marketing magic wand. It's not just efficiency, it's the key to unlocking a whole new level of connection with your audience. So, if you're not riding the AI wave, you're basically playing checkers in a chess tournament.

AI and marketers need to be the ultimate BFFs. Let Mrkten help you upgrade your marketing game with AI

Emma Taylor

Content Creation

1. **Jasper:** Jasper is an AI writing assistant that helps you create high-quality content in seconds. It can generate blog posts, articles, social media posts, and more.
2. **Copy.ai:** Copy.ai is another AI writing assistant that can help you create a wide variety of marketing copy, including ad copy, landing page copy, and email subject lines.
3. **ShortlyAI:** ShortlyAI is an AI-powered writing assistant that helps you summarize text, translate languages, and write different kinds of creative content.

Marketing Automation

4. **Marketo Engage:** Marketo Engage is a marketing automation platform that helps you automate your marketing campaigns, track your results, and measure your ROI.
5. **HubSpot Marketing Hub:** HubSpot Marketing Hub is another marketing automation platform that offers a wide range of features, including email marketing, social media marketing, and CRM.
6. **Drift:** Drift is a conversational marketing platform that helps you connect with your audience in real-time. It uses AI to identify potential customers and automate conversations.

Content Creation

7. **Amplitude**: Amplitude is a customer analytics platform that helps you track your customer behavior and identify trends. It uses AI to analyze your data and provide you with actionable insights.

8. **Mixpanel**: Mixpanel is another customer analytics platform that helps you track your customer behavior and identify trends. It uses AI to analyze your data and provide you with actionable insights.

9. **Heap**: Heap is a customer analytics platform that collects data from all of your customer interactions, including website clicks, app usage, and email opens. It uses AI to analyze this data and provide you with actionable insights.

Social Media Marketing

10. **Buffer**: Buffer is a social media management platform that helps you schedule and publish social media posts. It also helps you track your social media performance and measure your ROI.

11. **Hootsuite**: Hootsuite is another social media management platform that helps you schedule and publish social media posts. It also helps you track your social media performance and measure your ROI.

12. **Social Mention**: Social Mention is a social media monitoring platform that helps you track mentions of your brand and your competitors on social media. It also helps you identify trends and influencers in your industry.

SEO

13. **Frase:** Frase is an AI-powered SEO tool that helps you research and optimize your content for search engines. It also helps you create content briefs and track your SEO performance.

14. **MarketMuse:** MarketMuse is another AI-powered SEO tool that helps you research and optimize your content for search engines. It also helps you create content briefs and track your SEO performance.

15. **Surfer SEO:** Surfer SEO is an AI-powered SEO tool that helps you optimize your content for search engines. It also helps you identify and fix SEO issues on your website.

Want to Grow Your Business?

If so, I would love to get on the phone with you and help you map out a marketing strategy to grow your business like it's 2025. Just click the button below for direct access.

**Schedule Your Free
1:1 Session**

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