



AI

ENGINE ROOM'S TOP AI TOOLS FOR MARKETING

Curious about Artificial Intelligence (AI) and its role in digital marketing transformation? This A-list of AI-enabled marketing solutions will help you stay ahead of the curve with practical applications that simplify tasks, improve productivity, and achieve more with less.

BEST OVERALL

JasperAI: *"AI copilot for enterprise marketing teams"*

- AI-enabled marketing software that includes a comprehensive suite of features for content writing, strategy, and integrated end-to-end marketing campaigns.
- Streamlines idea generation, speeds up and improves content creation, and generates original, high-quality content by inputting basic information.
- Great for businesses, marketers, and bloggers to write long-form content such as blogs and articles, social media content, product descriptions, optimized content, medical writing, and more.
- Customers say they have seen an [80%-time reduction](#) in first drafts and a [40% increase](#) in content downloads.

CONTENT CREATION

Writesonic: *"One-stop AI engagement platform for all your content needs"*

- Generative AI tool for digital ad campaigns, content creation, SEO, and AI chatbots in multiple languages.
- Uses a wide range of AI-powered products like GPT-3.5 and GPT-4 technologies, Chatsonic, Botsonic, and Photosonic, and provides 100+ AI writing features.
- Set up ad campaigns on Google Ads, Facebook Ads, or other platforms.

PromptPal: *"Powered by creators everywhere"*

- A comprehensive catalog of searchable prompts for marketers, writers, designers, and other professionals so they can get the most out of their work.
- Search for prompts based on categories like content writing, education, development, marketing, and more.





Decktopus: *“Amazing presentations in seconds”*

- One-click AI design tool to easily customize slide decks and presentations with a wide range of themes, fonts, and colors.
- Type in the title of the presentation and AI generates a layout.
- Built-in tools include slide notes maker, image and icon finder, multimedia embedder, forms creator, voice recorder, and more.

IMAGE AND VIDEO GENERATION

Midjourney: *“Expanding the imaginative powers of the human species”*

- Generative AI that makes compelling visual art from text prompts.
- A user-friendly process that requires minimal setup, making it accessible to a broad audience.
- Employs a diffusion process that relies on machine learning (ML) and generative AI technologies to translate simple explanations into visual data, resulting in the creative expression of images.

PictoryAI: *“Highly shareable videos that generate more leads and sales”*

- AI-powered video editing software that creates professional videos from resources like script and blog post text.
- Quick, efficient process to generate engaging content, complete with stock footage and automatic captioning.
- Convert longer pieces of text into short, shareable videos in a few minutes.

HeyGen: *“AI to streamline your video creation process”*

- Produce studio-quality videos with AI-generated spokesperson avatars and voices.
- 120+ AI avatars, 300+ voices, and 300+ templates for various use cases, including product marketing, health care, learning and development, sales outreach, and more.
- Removes costly barriers to traditional video filming and editing.
- Translate videos into different languages without requiring any technical expertise.

AI CHATBOTS

Chatbase: *“Custom-trained ChatGPT bot for your website”*

- AI chatbot builder to create chatbots that are trained on specific company data and information such as documentation or website content.
- Chatbots can have a name and personality traits.
- Responses can be customized to fit specific marketing campaigns.
- Provides responsive customer support, lead generation, and audience engagement, while also automating basic customer service tasks, increasing customer satisfaction, and enabling visitors to interact with the company intuitively.
- Easily added to a website using a widget or an application programming interface (API).

[Consult with one of our experts](#) today to learn more about how Engine Room can support your digital transformation.