4 promising use cases for generative AI in content marketing
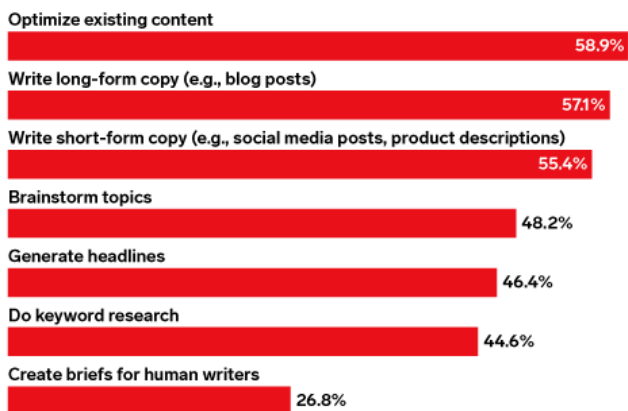
Article

A 2022 Aira survey of marketers worldwide found 58.9% already used AI tools to optimize existing content, such as for search or to outshine competitors' copy. Here are four noteworthy ways ChatGPT and other generative AI tools—such as Anyword, Jasper, Copy.ai, Frase, and Quillbot—might be used to enhance content.

- **To repurpose content.** AI can take an original piece of content and create related content. For example, it can turn a keynote speech into a blog or a customer video into a written case study, saving marketers time.

- **To personalize content.** AI tools can track buyer and customer behavior, segment audiences, and help distribute personalized content in targeted locations, at specific times, and in different languages.

- **To create high-ranking content.** AI tools can research and generate millions of keywords to include in competitive and relevant content to help it rank high in search. AI can also track the rankings and continually identify new keyword opportunities.

- **To test content.** Marketers can automate A/B and multivariable testing to help create better or higher-converting content. For instance, AI tools can help test thousands of subject lines, images, or website copy variations to determine which perform the best.

How Are Digital Marketers and Content Creators Worldwide Currently Using AI Content Tools?
% of respondents, Nov 2022

Optimize existing content	58.9%
Write long-form copy (e.g., blog posts)	57.1%
Write short-form copy (e.g., social media posts, product descriptions)	55.4%
Brainstorm topics	48.2%
Generate headlines	46.4%
Do keyword research	44.6%
Create briefs for human writers	26.8%

Source: Aira, "The Future of AI in Content Marketing" in partnership with Verblio, Dec 14, 2022

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ChatGPT and Generative AI in Content Marketing