What should marketers know about Jasper?

Article

Key stat: 7 in 10 US generative AI users will use the tech at work by 2025, according to our June forecast.

AI marketing company Jasper has been in the news after cutting its valuation and bringing on Dropbox's former president as CEO. The tech company, which released a new end-to-end marketing tool in June, faces competition from OpenAI's ChatGPT and the old guard of Microsoft and Google. But Jasper is unique in its ease of use, as noted by Influencer Marketing Hub and Foundation, and in its specific aim as a marketing tool.

"Over the last year, we have shifted our focus from a writing assistant to becoming a true AI copilot for marketing teams," said co-founder Dave Rogenmoser on LinkedIn. "Specifically, we've become a platform mid-market and enterprises can trust with on-brand, high-performing marketing content."

What does Jasper do?

Like other generative AI tools, Jasper offers marketers help getting started on campaigns, blog posts, Google advertisements, emails, product reviews, and more.

- Jasper has specific templates depending on what a user is building, from documents to product descriptions.
- From there, a user adds inputs like title, tone, and audience to get a first draft that can then be tweaked.
- Jasper can then improve upon its own output or iterate on existing content.

Who is Jasper for?

Unlike ChatGPT, Jasper is specifically aimed at marketing professionals because it starts from templates that are prebuilt for each deliverable, rather than starting with just a free text window. Jasper also has more integrations than other marketing tools like Copy.ai, and more workflows, which help with scale.

Jasper is aimed at everyone who touches content: writers, creators, editors, SEO professionals, social media managers, agencies, and more.

What are some of Jasper's drawbacks?

"For all the hype around GenAI [generative AI], the text content generation and editing space is one that faces pretty material headwinds," wrote CB Insights CEO Anand Sanwal on LinkedIn. Jasper is not immune to those headwinds.

- **Accuracy:** As is the case with all generative AI tools, content needs to be checked for mistakes, plagiarism, and other brand safety issues.

- **Competition:** Microsoft and Google have also introduced AI productivity tools, which have the advantage of being integrated into tools like Word and Docs that people already use. Beyond these legacy players, ChatGPT, Grammarly, Writer, and Copy.ai are all competing for AI content creation relevance.

- **Price:** Jasper has several price tiers, but it's still expensive for smaller businesses. Right now, monthly pricing is $39 per month for individuals, $99 for three seats, and custom for larger groups. In comparison, ChatGPT is $20 per month for a single user, but lacks many of the ready-made features Jasper has.

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