

# 5 new AI tools and why they matter to marketers

Article

Following GPT-4's impressive introduction, everyone is racing to incorporate generative AI into their operations: Google launched Bard to some disappointment, Amazon entered the AI race, and Quora wants to create "the universal AI messaging client." Here are the latest generative AI updates and what they mean for marketers.

## 1. Google

On March 21, Google launched its long-awaited Bard chatbot to select users in the US and the UK. The technology works similarly to competitors Bing Chat and ChatGPT—users can give the technology prompts or questions and it will generate answers within seconds.

**Why it matters:** **After a disappointing rollout**, many believe that Google’s release of Bard was rushed so it could keep up with Microsoft and OpenAI. Its chatbot-driven search may follow suit, while also potentially harming publishers by disincentivizing users from visiting websites.

## 2. Amazon

Not to be outdone by Microsoft and Google, **Amazon released its AI tool, Bedrock**, in mid-April. Now, Amazon clients have access to a variety of AI models, including Amazon Web Services’ first-party language models, collectively called Titan; language models developed by startups AI21 and Anthropic (which is backed by Google); and startup Stability AI’s model for converting text into images. The tools can be used to generate content, turn text into images, and help deliver search results.

**Why it matters:** The company says it’s “really concerned about” accuracy and ensuring its AI models produce high-quality responses. If Amazon can create a more trustworthy system, it may gain an edge over competitors like Microsoft and Google.

## 3. Quora

**Quora has jumped on the generative AI train** by launching its own AI-powered chatbot, Poe, on February 3. The app offers access to a variety of generative AI solutions, including ChatGPT and GPT-4; Anthropic’s bots Claude Plus and Claude Instant; Sage; and Dragonfly. Users can chat with any of the six bots, which each have different strengths and weaknesses. Claude Instant, for example, is better for creative writing, but Sage and ChatGPT are better at non-English languages.

**Why it matters:** By being chatbot agnostic and providing a handful of solutions rather than just one, Poe is a one-stop shop for marketers, which may help it become the “universal AI messaging client” its creators hope it can be.

## 4. Canva

**Canva released a set of AI-powered design tools** on March 23 to help make the content creation process more seamless. Magic Design provides users with a curated selection of personalized templates, while Canva Assistant gives recommendations for images and layouts. Other AI-powered tools include Beat Sync, which automatically matches video footage to a soundtrack; Translate, which can translate the text in designs to over 100 different languages; and Magic Write, which creates content from a prompt in seconds.

**Why it matters:** Canva's new tools can help marketers during a time when budgets are constrained and resources are limited. Content creation is one of many places where AI can give marketers a helping hand so they can focus on tasks that need a human touch.

## 5. Mailchimp

**Mailchimp is beta testing its Email Content Generator**, a tool that uses OpenAI's GPT technology to create content that marketers can drag and drop into emails. The tool can suggest text based on the industry, the purpose of the email campaign, or a sample of past marketing materials. Marketers can also give prompts to achieve the desired tone and copy.

**Why it matters:** This tool can help marketers create more personalized, effective email marketing campaigns, which can help with audience engagement and retention.

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