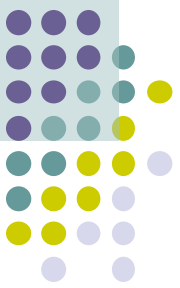


# Best AI Tools for DM

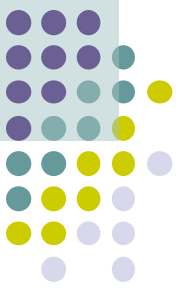
## 6<sup>ο</sup> Μάθημα



# Best AI Tools for DM



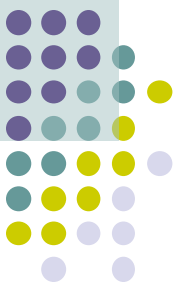
1. Content Creation & Copywriting
2. SEO & Content Optimization
3. Email Marketing
4. Social Media & Scheduling
5. Chatbots & Customer Interaction
6. Analytics & Insights
7. Ads & Campaign Optimization



## 1. Content Creation & Copywriting

- Jasper AI – Great for blog posts, social media captions, emails.
- Copy.ai – Fast content generation for ads, product descriptions, etc.
- Writesonic – SEO-friendly content, chatbot generation, and landing pages.
- INK – Combines AI writing with SEO optimization tools

# Best AI Tools for DM



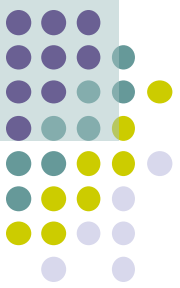
## 1. Content Creation & Copywriting

### ■ Jasper AI

The Jasper AI logo features a stylized, colorful face with a rainbow gradient and a simple black smile. Below the logo, the word "Jasper" is written in a large, bold, black sans-serif font. Underneath the logo, there are two columns of text: "PROS" and "CONS". The "PROS" column lists four benefits with green checkmarks, and the "CONS" column lists two drawbacks with red X marks.

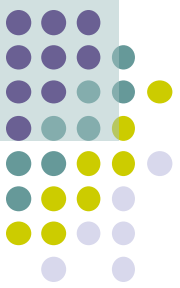
**Jasper**

<u>PROS</u>	<u>CONS</u>
✓ Creates cohesive brand content	✗ Pricey
✓ Checks for plagiarism	✗ Needs background info for best results
✓ Allows multiple people to collaborate (with the right plan)	
✓ Helpful templates	



## 2. SEO & Content Optimization

- Surfer SEO – AI-guided content optimization for rankings.
- Clearscope – Real-time keyword suggestions and content scoring.
- MarketMuse – Content strategy planning using AI insights.



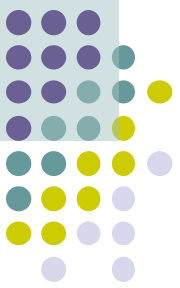
## 2. SEO & Content Optimization

### ■ Surfer SEO



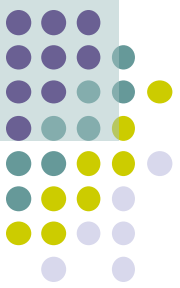
#### Key Features of Surfer SEO

- On-page SEO analysis
- Content editor with live scoring
- Keyword research tool
- Considering your budget and team size
- Competitor content analysis
- Backlink analysis



## 3. Email Marketing

- Seventh Sense – AI-driven email send-time optimization.
- Optimail – AI email personalization and campaign testing.
- Phrasee – Optimizes subject lines, CTAs, and email copy with AI.



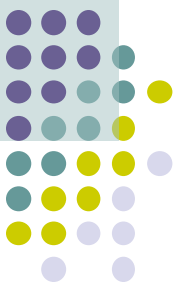
## 3. Email Marketing

- Seventh Sense



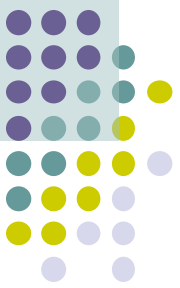
AI software designed to drive maximum performance and engagement with your existing email marketing program.





## 4. Social Media & Scheduling

- **Lately.ai** – Turns long-form content (like blogs or videos) into dozens of social posts.
- **Ocoya** – Combines design templates, scheduling, and AI copywriting.
- **Buffer AI Assistant** – Helps ideate and improve social content inside Buffer.

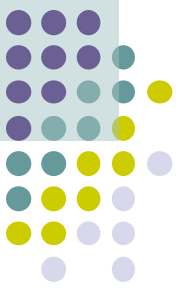


## 4. Social Media & Scheduling

- Lately.ai

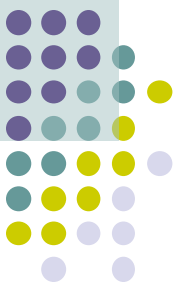


- Spend 84% less time writing social media copy and stop guessing what to write
- Learn which words and ideas will get your messaging up to 12,000% more engagement
- Generate conversion copy designed to get your business up to 200% more qualified leads



## 5. Chatbots & Customer Interaction

- ManyChat – AI-enhanced chatbot for Facebook, Instagram, and SMS.
- Tidio – AI chatbots that support live chat and automated responses.
- Drift – B2B chatbot platform that qualifies leads automatically.

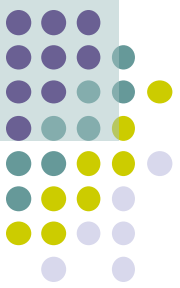


## 5. Chatbots & Customer Interaction

- Many Chat

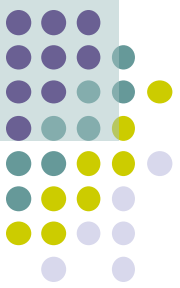


- ManyChat is [a leading chatbot platform](#) designed to automate and enhance customer communication on Messenger, SMS, and email.
- It allows businesses to build interactive and personalized messaging experiences that drive engagement, [collect leads, and convert sales](#) more effectively.



## 6. Analytics & Insights

- PaveAI – Converts Google Analytics into actionable reports using AI.
- HubSpot Marketing Hub – Uses AI for lead scoring, email optimization, and analytics.
- Crimson Hexagon (Brandwatch) – Deep AI-driven consumer sentiment analysis.

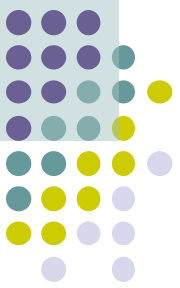


## 6. Analytics & Insights

- PaveAI

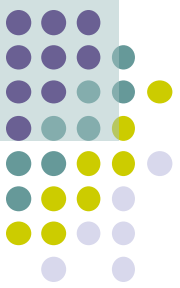


- Developer of web and marketing data analytics software designed [to turn social media analytics data into actionable insights](#).
- Uses a data science algorithm to analyze user's customized and marketing data and sends actionable reports from that data
- It also analyzes its user's goals, whether it's to increase revenue on an e-commerce site or engagement on a blog, enabling clients to get useful insights of data to improve marketing strategies.



## 7. Ads & Campaign Optimization

- **AdCreative.ai** – Auto-generates ad creatives that convert well.
- **Pattern89** – Predicts ad performance before launch using AI.
- **Albert** – AI marketing platform that autonomously runs digital ad campaigns.



## 7. Ads & Campaign Optimization

- AdCreative.ai



- #1 most used AI tool for advertising
- A few clicks and words typed out – and ad creatives for your small business are DONE.
- It's that easy with AdCreative.ai. No expensive outsourcing. No spending hours figuring it out yourself.
- Use the power of AI to generate sales-optimised creatives lightning fast. No fuss. No design skills required.



***Thank you...***

**for your attendance and participation**

**Questions ?**

