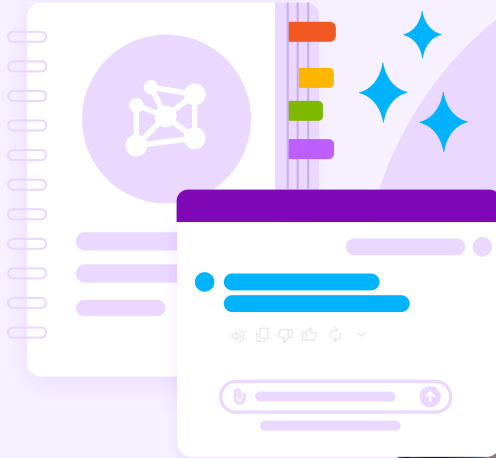




Kentico



Ebook

The AI copywriter's handbook: Strategies for the modern marketer.

kentico.com



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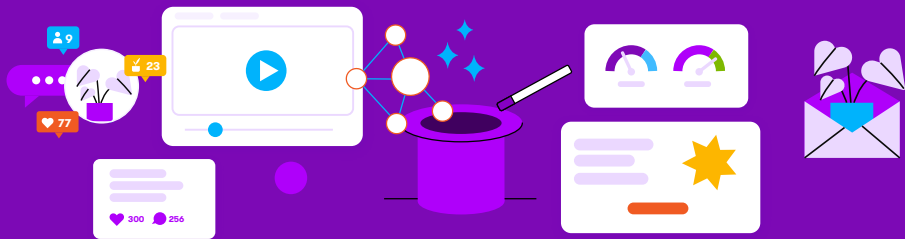
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A new era for copywriters.

Welcome, copywriters!

We're living in a golden age of content creation—where every word has the power to connect, captivate, and convert. But with great opportunity comes great pressure: to produce more content, faster, and without missing a beat on quality. It's a lot to juggle, right?



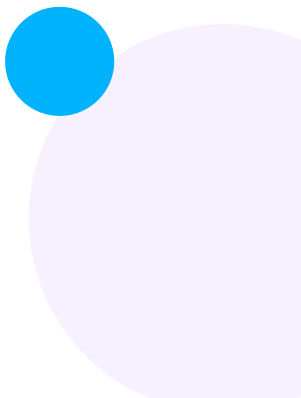
Well, meet your new co-pilot: AI.

These clever tools aren't just here to automate the mundane or crunch some data—they're like that extra shot of espresso for your creativity. AI can help spark fresh ideas, streamline the tedious tasks, and provide insights that take your content from good to irresistible.

Sure, the idea of weaving AI into our creative process can feel like a leap. Writing, after all, is personal, instinctive, and uniquely human. But embracing AI doesn't mean handing over the reins—it's about enhancing what you already do best. Think of it as adding a powerful new layer to your toolkit that makes your work not just easier, but smarter.

In this ebook, we'll dive into practical ways to blend AI into your copywriting routine, and explore how it can revolutionize your approach and empower you to not just keep up with the pace but to set it.

Let's unlock the potential of AI and position you as a strategic content leader in today's ever-evolving digital world.



10 reasons you'll want AI on your team.

AI is quickly becoming the secret sauce for copywriters, offering more than just a productivity boost—it's like having a creative sidekick that elevates your entire workflow. Here's how:

1. **Heightened efficiency:** AI speeds up research, drafting, and editing, helping you produce content faster. By automating routine tasks like grammar checks, formatting, and SEO tweaks, it frees up time for strategic work.
2. **Enhanced creativity:** AI can act like your creative partner, sparking fresh ideas, alternative phrasing, and new angles to help bust through writer's block, opening up creative paths you might not have considered.
3. **Consistent quality:** AI-driven tools polish your writing by catching errors, refining style, and ensuring consistency. They help maintain brand voice by aligning with previous content, making your copy shine.
4. **Advanced editing:** AI provides instant feedback on grammar, style, and readability, delivering polished, professional content. It reduces the need for manual edits, saving time and minimizing errors.
5. **Data-driven content:** AI offers actionable insights into what content works and how audiences behave to help you refine your strategy and create more successful content.
6. **Trend-ready and timely:** AI keeps you on top of the latest trends and content preferences, helping you adjust quickly and keep your messaging timely and relevant.
7. **Satisfied clients:** AI empowers faster content turnarounds, with multiple drafts and rapid revisions, keeping your boss and clients happy.



8. **More of what you love:** AI handles tedious tasks, allowing you to focus on more fulfilling work. It helps manage workloads better, reducing overtime and supporting a healthier work-life balance.
9. **Scalable success:** By managing large volumes of work with consistent quality, it helps you take on more projects without compromising on performance, maximizing your value and earning potential.
10. **Career advancement:** Mastering AI tools will make you indispensable to employers and clients, positioning you as a forward-thinking professional, enhancing your marketability, and opening up new career opportunities.



With all these perks, it's clear that AI is a total upgrade for your copywriting game. From supercharging your workflow and sparking fresh creativity to opening up new career opportunities, AI is reshaping the way we work. The impact on productivity, content quality, and job satisfaction is undeniable, giving you the edge to not just keep up, but to truly excel.

So, let's dive into how you can harness the power of AI in your copywriting tasks—from crafting standout content to optimizing performance. Get ready to level up!

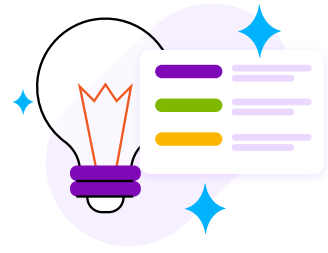


Enhancing your copywriting game with AI.

From crafting compelling headlines to optimizing content for SEO, AI tools can streamline processes, enhance creativity, and boost productivity. In this section, we'll explore some of the top AI tips and tools that can help you elevate your copywriting game.



Idea generation and brainstorming



Think of AI as your ultimate brainstorming buddy—always on, always ready with a fresh perspective or that perfect spark of creativity. It's like having a never-ending source of unique angles and variations at your fingertips, making ideation quicker, easier, and way more exciting. Whether you're looking for that initial concept to break the ice or fresh ideas to keep the momentum going, AI's got your back!

Here's how to supercharge your brainstorming with AI:

- Provide clear prompts and specify the type of ideas you're seeking, such as blog topics, creative angles, or campaign themes.
- Define the purpose of the brainstorming session, like generating new perspectives or exploring unconventional angles.
- Vary your prompts and inputs to explore a broader range of ideas, from conservative to out-of-the-box suggestions.
- Take the concepts and build upon them with your own creative insights, tailoring them to fit your objectives, style, and voice.

Remember:

- Assess generated ideas for practicality, relevance, and alignment with your audience's needs or your brand's goals. Consider their potential impact or strategic value.



Content generation



AI serves as your content creation powerhouse, churning out drafts and ideas with ease. It swiftly generates text, offers a range of variations, and tailors content to fit different formats, all while speeding up the creation process. Let AI take care of the heavy lifting—cranking out the bulk of content—so you can dive into the fun part: polishing, refining, and adding that signature flair to your final work.

Here's how to get the most out of your content creation accelerator:

- Use clear, detailed prompts that specify the tone, style, length, and key points you want the content to cover. Output quality depends heavily on input prompts.
- Clearly define what you want to achieve with your content—whether it's to inform, persuade, entertain, or drive specific actions.
- Provide background information or examples to guide the AI in generating content that aligns with your vision.
- Ensure content is tailored to your target audience's needs, preferences, and pain points and create variations for different audience segments.

Remember:

- Always refine and edit content to add your unique voice, perspective, and any nuanced messaging that AI might miss.
- Focus on quality over quantity to ensure the content remains valuable and effective.
- Always fact-check the content, especially if it includes data, statistics, or specific claims. AI-generated content can contain errors.
- Be mindful of how the content addresses sensitive topics. Review the tone and language to ensure it is appropriate for your audience and context.
- Ensure the content respects cultural norms and sensitivities, especially when generating content for a global audience.



Editing and proofreading



AI takes the heavy lifting out of editing and proofreading with smart tools that not only catch pesky grammar mistakes but also suggest style tweaks and ensure your content is consistent. It's like having an extra set of eagle eyes, making your text clearer and more polished while freeing you up to add that final creative flair. With AI on your side, you can breeze through the nitty-gritty and focus on what makes your writing uniquely yours.

Make the most of AI for editing and proofreading with these tips:

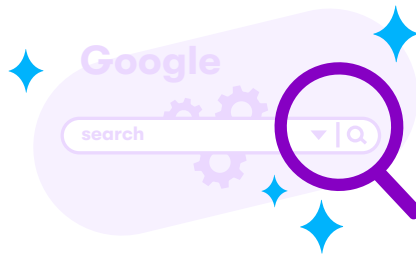
- Perform an initial round of editing and proofreading to catch obvious errors in grammar, spelling, punctuation, and basic formatting.
- Utilize AI to quickly spot inconsistencies in style, tone, and formatting, ensuring that your content maintains a cohesive voice and appearance throughout.
- Configure tools with your brand's style guide, tone, and language preferences to ensure that edits align with your desired style and voice.
- Add specific terms, names, and jargon to custom dictionaries to prevent them from being incorrectly flagged as errors.
- Request readability scores and suggestions for sentence structure, vocabulary, and flow to enhance clarity and engagement.
- Simplify complex or jargon-heavy sections to make your content more accessible.

Remember:

- Suggested edits might not always fit the context or intention of your content and may miss subtle nuances like idiomatic expressions or intended creative language.
- AI may not always catch inaccuracies or outdated information. Verify facts, figures, and references independently to ensure accuracy.



Optimizing for SEO



AI is shaking up the SEO game, bringing in savvy tools that do more than just optimize—they elevate your content’s search performance. From pinpointing the perfect keywords to refining meta tags and offering smart content tweaks, AI ensures your work doesn’t just reach your audience, but ranks where it matters.

Here’s how AI can support your SEO optimization:

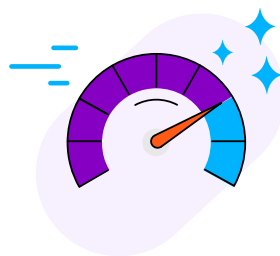
- Generate relevant keywords and phrases based on current trends, search volume, and competition.
- Integrate keywords seamlessly into the content without disrupting the natural flow or resorting to keyword stuffing.
- Improve content hierarchy with keyword-optimized headings and subheadings.
- Craft compelling meta descriptions and title tags that include target keywords and are designed to attract clicks.
- Identify potential backlink opportunities by analyzing high-authority sites, and monitor the quality of existing backlinks to strengthen your backlink profile.

Remember:

- Ensure your content remains valuable and engaging for humans, not just search engines.



Improving content performance



AI is revolutionizing content performance optimization with a data-driven edge that amps up engagement and effectiveness. It dives deep into audience behavior, suggests tweaks to improve readability and structure, and offers real-time feedback on what really resonates.

Here's how to improve content performance with AI:

- Tailor content to fit the unique requirements and best practices of each channel (social media, email, paid ads, etc.).
- Generate variants of content for A/B testing to experiment with different versions of content elements, such as headlines, calls-to-action (CTAs), and images.
- Identify trending topics that are relevant to your audience, ensuring your content remains timely and engaging.
- Identify gaps in your content and uncover topics, subtopics, or details that can enhance the depth and comprehensiveness of your article.



If you're also involved in content strategy and digital marketing, the following might apply:

- Track user behavior to learn how users interact with your content (scroll depth, click patterns, exit points, etc.).
- Monitor key performance indicators (KPIs) such as page views, time on page, bounce rate, and conversion rates to identify which content is performing well and which needs improvement.
- Identify friction points and optimize content placement to enhance user experience.
- Use predictive analytics to forecast future trends so you can proactively adjust content strategies for better performance.

Remember:

- Ensure that your use of AI tools complies with data privacy regulations (like GDPR or CCPA) when tracking user behavior and collecting data.
- Predictive analytics are not foolproof. Always consider market changes and external factors.
- AI can identify trends and patterns, but not always context and nuance, potentially leading to misinterpretation and incorrect conclusions.
- While optimizing content for performance, ensure it remains authentic and aligned with your brand voice.



Personalization



AI is shaking up content personalization, making every interaction feel uniquely tailored to each user. By diving into user behavior, preferences, and interactions, AI crafts personalized content, product recommendations, and targeted messages that really hit home. This level of customization doesn't just engage—it builds stronger connections, driving up engagement, conversion rates, and customer loyalty.

Here's how you can leverage AI in content personalization:

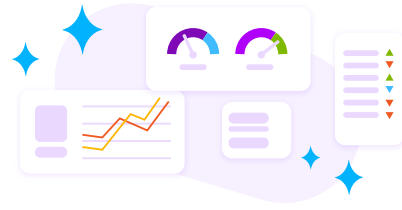
- Monitor user interactions and uncover insights into their preferences and interests, allowing you to target them more precisely.
- Use AI to automatically suggest personalized content, products, or services based on users' past behaviors.
- Apply AI to segment your audience with detailed data analysis, enabling you to create more targeted campaigns that resonate with specific groups.
- Utilize AI to craft personalized emails, notifications, and ad copy that speak directly to individual users, enhancing their overall experience with your brand.

Remember:

- Ensure that your personalization strategies respect user privacy and comply with data protection regulations.
- Too much personalization can feel intrusive. Focus on what's most relevant and beneficial to the user.
- User preferences change over time, so continuously refine your tactics based on updated data and feedback.



Analytics and insights



Analytics tools are your backstage pass to understanding audience interaction. By tracking metrics like clicks, shares, and read time, these tools offer a clear picture of what captures attention and what falls flat. Use these insights to fine-tune your content strategy and adjust your approach based on real-time performance data, making each piece more impactful and engaging.

Best practices for AI-powered analytics and insights:

- Use AI-powered analytics platforms to consolidate data from various sources (e.g., web traffic, social media, email campaigns) into a single dashboard for a comprehensive view of performance across channels.
- Clearly define and track relevant KPIs such as engagement rates, conversion rates, bounce rates, and click-through rates (CTR) using AI to measure content effectiveness.
- Analyze which types of content (e.g., articles, videos, infographics) perform best and use AI insights to replicate successful formats and styles.
- Analyze competitors' content strategies and performance with AI to gain insights and inform your own content and marketing approaches.
- Use AI insights to inform long-term content planning and strategy, optimizing for future performance based on historical and predictive data.

Remember:

- AI tools can generate vast amounts of data, so it's important to zero in on the metrics that matter most to your goals.
- AI-driven insights are only as reliable as the data they analyze, so regular audits and updates are essential.



Favorite AI tools for copywriters.



QuillBot



BuzzSumo



grammarly



SEMRUSH

JACQUARD

ChatGPT: ChatGPT is a versatile AI tool that assists with idea generation, content creation, editing, and brainstorming. It can help draft copy, refine existing text, and generate creative angles. Leveraging GPT-4, users can upload brand guidelines, tone of voice specifications, and other preferences to tailor the output to match specific brand requirements.

Quillbot: Quillbot is a great tool for editing and refining content, offering paraphrasing, summarization, and fluency enhancement features that make your text clear, concise, and engaging.

Jasper: Jasper (formerly Jarvis) is a versatile content generation tool that helps you create high-quality copy quickly, offering various templates and AI-driven suggestions for everything from blog posts to ad copy.

AnswerThePublic: Perfect for idea generation and brainstorming, AnswerThePublic helps you discover what questions people are asking online, offering insights that can inspire fresh and relevant content ideas.

BuzzSumo: BuzzSumo excels in idea generation by analyzing trending topics and content performance on social media, helping you pinpoint what resonates with your audience and sparking new ideas for content creation.

Outranking: For optimizing SEO, Outranking provides detailed suggestions for content structure, relevant keywords, and on-page SEO improvements. It helps you craft content that ranks higher and is more discoverable.



Grammarly: A powerhouse for editing and proofreading, Grammarly offers advanced grammar, style, and tone suggestions, ensuring your content is polished and professional. It also provides insights into readability and clarity.

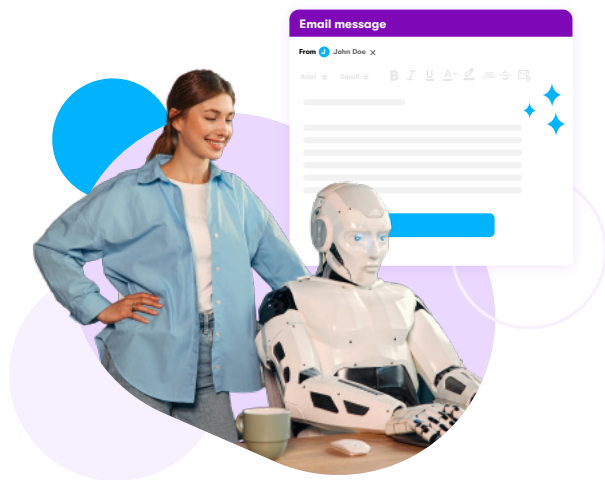
SEMrush: SEMrush is a comprehensive SEO tool that helps optimize content for search engines. It offers keyword research, on-page SEO analysis, and insights into content performance, making it invaluable for improving SEO and overall content effectiveness.

Jacquard by Phrasee: The platform uses AI to generate compelling marketing copy that resonates with your audience. It specializes in email subject lines, social media captions, and ad copy, focusing on content generation and optimization.

Others include:

- **Writesonic** (Content creation, SEO, editing)
- **Rytr** (Content creation, ideation, proofreading)
- **ProWritingAid** (Editing, proofreading, style enhancement)
- **Hemingway Editor** (Editing, readability improvement)
- **Surfer SEO** (SEO optimization, content insights)
- **Clearscope** (SEO optimization, content insights)
- **ContentBot** (Content creation, ideation, workflows)
- **Anyword** (Content creation, personalization, optimization)
- **Wordtune** (Editing, proofreading, rewriting)

In addition to the many AI tools available for copywriters, Xperience by Kentico offers innovative features like the [AI email writer](#), designed to streamline content creation and enhance your marketing efforts.



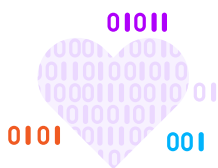
Balancing AI and human creativity.

AI is a powerful tool for streamlining content generation, data analysis, and repetitive tasks, but your creativity remains indispensable. Here's how to make the most of AI while showcasing your unique touch:



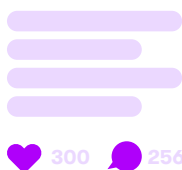
Use it as a springboard

Leverage AI to quickly generate ideas or drafts and to explore different angles and approaches, but make sure the final content reflects your distinctive voice and deep understanding of your audience.



Blend data with emotion

While AI can analyze and segment audiences, it's up to you to add emotional depth, humor, and cultural relevance. Trust your instincts for the final touches that make your content truly engaging.



Craft stories with heart

Storytelling requires empathy and imagination. Allow AI to handle the data and idea generation, but rely on your creativity to weave narratives that resonate deeply with your readers.



Ethical considerations in AI-driven content.

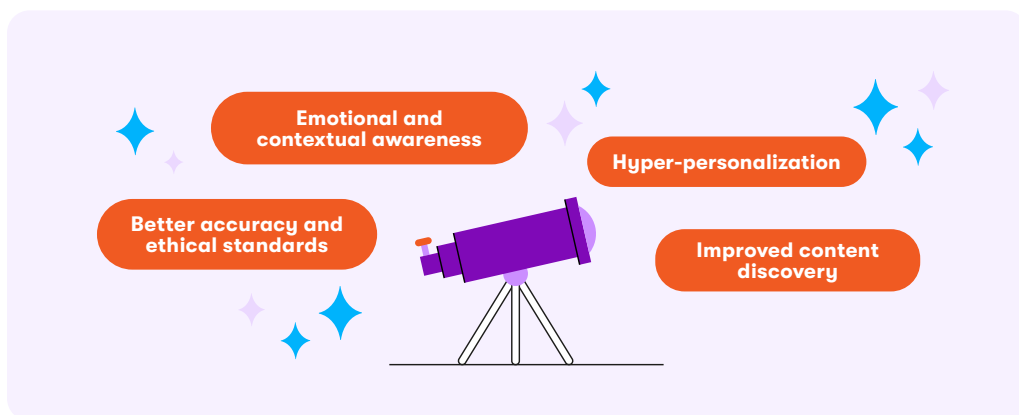
As AI becomes an increasingly prominent force in content creation, it's vital to navigate its ethical implications thoughtfully. Here's how to ensure you're using AI responsibly:

- **Address biases:** AI can unintentionally reflect biases present in its training data. Always review AI-generated content to ensure it's fair, inclusive, and aligns with your ethical standards.
- **Verify translations:** When using AI for translation, double-check that the translated content preserves the intended meaning and context to avoid misleading or inappropriate messaging.
- **Respect privacy:** AI often relies on personal data for customization. Adhere to data protection laws like GDPR and CCPA, and handle user information responsibly and with consent.
- **Enhance, don't replace:** If you manage a team of content creators, remember that AI should enhance productivity, not replace human talent. Use AI as a tool to augment your team's skills and capabilities, rather than a shortcut to reduce jobs or cut corners.
- **Ensure cultural sensitivity:** AI might miss cultural nuances or age-appropriateness. Carefully review content to make sure it is culturally sensitive and resonates appropriately with diverse audiences.



Future trends in AI for copywriting.

As AI technology advances, its role in copywriting is poised for a game-changing shift. Here's a glimpse of the exciting trends shaping the future:



Hyper-personalization

Expect content to evolve beyond basic recommendations to dynamically adjust in real time across various platforms and devices based on live performance metrics, individual preferences, and behaviors.

Improved content discovery

Advanced algorithms and real-time data will ensure content reaches audiences at the perfect moment and through the most effective channels, enhancing engagement and making interactions more meaningful.

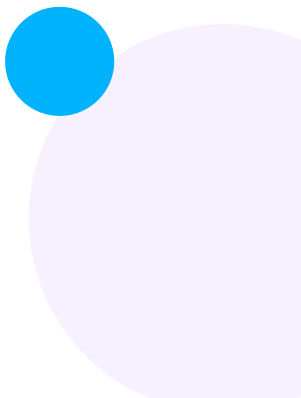
Emotional and contextual awareness

Future AI will better understand and replicate emotional tones, creating content that resonates on a deeper level. Improved contextual awareness will also allow AI to grasp the nuances of different scenarios, making content more contextually fitting.

Better accuracy and ethical standards

The focus will shift to developing AI that boosts human creativity. Expect stronger ethical frameworks and standards (including advanced fact-checking and validation) to ensure content accuracy and uphold high creative and ethical standards.





The big question: Will AI replace copywriters?

No. While AI can tackle repetitive tasks, churn out content at scale, and offer insights, there are key reasons why human copywriters will always be essential:

- **Human creativity and empathy:** AI can mimic emotional tones and churn out creative content, but it's no match for genuine human creativity and empathy. The depth of personal experience and cultural context that humans bring to content infuses it with authenticity and emotional resonance that AI struggles to replicate.
- **Strategic thinking and contextual understanding:** AI excels at data analysis and providing insights, but applying these insights strategically requires a nuanced understanding that goes beyond patterns. Humans are adept at interpreting complex contexts, making strategic decisions, and grasping broader market dynamics and brand values.
- **Ethical oversight and brand authenticity:** While AI helps detect biases and ensure compliance, ethical considerations and brand authenticity need a human touch. Understanding societal values, cultural nuances, and brand identity is crucial for aligning content with ethical standards and genuine brand values.
- **Creative collaboration:** The synergy between AI and human creativity will become more sophisticated, but humans will remain key for interpreting AI outputs, adding personal insights, and making final creative decisions. AI can enhance and streamline the creative process, but it won't replace the collaborative and iterative nature of human creativity.

Even as AI continues to advance, the core strengths of human copywriters—deep creativity, strategic thinking, ethical judgment, and personal touch—will stay irreplaceable.

(Phew!)



Amplify your copywriting potential.

To ensure you remain relevant in a rapidly evolving landscape, here's how you can blend AI tools with your human touch:

- **Boost efficiency with AI:** Leverage AI tools to enhance your efficiency and productivity while emphasizing the unique human elements of your work.
- **Cultivate unique skills:** Develop emotional intelligence, creative thinking, and problem-solving abilities—skills that AI can't replicate. These will distinguish you in the content creation realm.
- **Be a strategic thinker:** Use data insights from AI to inform and guide your content strategy, positioning yourself as a strategic asset.
- **Craft authentic content:** Use your human insight to ensure genuine personalization and a consistent brand voice.
- **Embrace continuous learning:** Stay abreast of AI advancements and invest in ongoing learning. Adapt to new trends and technologies to remain agile.
- **Enhance team collaboration:** Strengthen your ability to collaborate with teams and clients. Effective communication will become even more vital as AI tools become integral to workflows.
- **Uphold ethical standards:** Advocate for and ensure high ethical standards by rigorously fact-checking AI-generated content for accuracy and reliability.

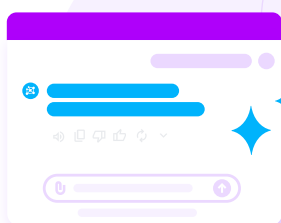
By blending AI's capabilities with your distinctive human skills and maintaining a commitment to continuous learning and ethical practices, you'll ensure your role remains vital and impactful in the future of content creation.



Embracing the future of content.

As we dive into the dynamic world of content creation, it's clear that AI isn't just a game-changer—it's a powerhouse that can transform every facet of copywriting. By harnessing AI's insights, efficiency, and creative sparks, you can supercharge your work, streamline your processes, and outpace the competition. Embracing these cutting-edge tools doesn't mean losing your unique voice; it means amplifying it in ways you never thought possible.

As you weave AI into your copywriting toolkit, remember that your human touch, strategic thinking, and creative flair are irreplaceable. They'll be your guiding stars in this exhilarating new era. Keep experimenting, stay curious, and push the limits of what's achievable. The future of copywriting is bright, and you're at the forefront of it!



About Kentico.

Reduce the complexity of your marketing technologies and take control of your content across your websites, microsites, emails, and other digital channels through a single solution. Empower your team to create personalized, engaging customer experiences while eliminating time-consuming tasks with a comprehensive content management system that is easy to learn and use.

Tailor content and delivery to individual preferences and develop consistent interactions across multiple digital touchpoints and reach your customers on their favorite channels—any time, anywhere. No need to worry about surprise expenses thanks to transparent, predictable pricing and low ownership costs. Kentico's platform consolidates all the tools you need for successful multichannel content management and digital marketing in a single solution. It offers a rich set of built-in capabilities to help your team achieve more with fewer processes and less technology. With transparent pricing and flexible licensing, you will improve productivity while accelerating business outcomes.

Eager to learn more?

Talk to our experts! Schedule a free live online 1-on-1 demo of Kentico and let one of our experts walk you through the features and capabilities that will help you create amazing digital experiences.

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