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Some Resources for AI Tools. These are some of the tools using AI that I have worked with (some much more than others). Questions? Ideas? You can reach me at the email above.

**1. Creating your story, your brand - Media**

- a. Look at SoftCube, Vedia.ai, and Waymark (it scrapes your website, social media, blog, video etc and creates 30-second videos. Pretty amazing results as a starting point.)
- b. **WordPress AI plugins** – Numerous, but especially good at optimizing and even writing blog posts and reposting on social media, SEO optimization.
- c. **Adobe Firefly generative images** – takes images and “stretches” them, extending images.
- d. **Google SoundForm** – feed in a script and it creates voiceovers with choice of voices.
- e. **Otter.ai** – A transcript app. Feed in an audio interview of video and it will spit out a remarkably accurate text transcript. Still have to edit, but...
- f. **Zapier** – This is a linker service for applications. You connect up your various apps and when something happens in one app (say a prospect reads an email), it triggers actions in other apps. This has potential to automate and customize any tasks you commonly have to repeat. It also helps you automatically trigger actions based on analysis of your data.
- g. **IFTT** – Similar to Zapier, IFTT (short for If This then That) links your applications together to automate common functions. I’ve used this for years and it automates many of the functions on ArtsJournal.

**2. Ways to Use AI with your data:**

- a. **Audience Analysis:** AI can analyze social media, demographic data, and other online activities to develop in-depth and accurate personas of your target audience. Understanding the preferences, attitudes, behaviors, and trends of your target market will allow you to create more effective and targeted PR campaigns.
- b. **Predictive Analytics:** With machine learning, AI can analyze patterns from past PR campaigns to predict future trends and outcomes. This helps in making informed decisions on which strategies and channels are likely to yield the best results.
- c. **Content Creation:** AI can aid in generating content such as press releases, articles, and social media posts. Tools such as AI copywriters can save time, while also ensuring the content is tailored to the target audience, based on the insights derived from AI-driven audience analysis.

- d. **Sentiment Analysis:** AI tools can monitor and analyze public sentiments on social media and the web at large. This can help gauge the public's perception of your brand and the effectiveness of your PR campaign, helping you adapt your strategy as needed.
- e. **Crisis Management:** AI can monitor the web in real-time for potential crises or negative press. The sooner you know about a potential crisis, the quicker you can prepare and manage your response, which can significantly impact the outcome.
- f. **Media Planning and Buying:** AI can automate and optimize the media buying process, analyzing various factors such as audience reach, engagement, and cost to recommend the best channels and times for your PR content.
- g. **Chatbots:** For customer-facing PR, chatbots can interact with customers, answering queries and providing information in real-time, creating a more engaging and immediate customer experience.
- h. **Personalized Outreach:** AI can aid in personalizing PR pitches for different journalists and media outlets, increasing the chances of getting your story covered.

### 3. Tools for Optimizing Analysis

- a. **Hootsuite:** This platform allows you to manage multiple social media accounts in one place. With the help of AI, it provides insights into the best times to post content for maximum engagement.
- b. **HubSpot:** This marketing, sales, and service software uses AI to streamline content creation, social media scheduling, SEO, and data analysis, among others. It also offers chatbot functionality.
- c. **BuzzSumo:** It helps you identify trending topics and key influencers in specific industries, using AI to analyze what content will work best for your audience.
- d. **Cision:** A comprehensive PR software, Cision offers tools for identifying key influencers, distributing press releases, and monitoring and analyzing the impact of your PR campaigns. Their AI-driven analytics help in refining strategies and demonstrating ROI.
- e. **Sprout Social:** This tool uses AI to analyze social media performance and audience engagement, helping you understand how your content is performing across different platforms.
- f. **Crisp Thinking:** It uses AI to monitor the web for potential crises or negative press related to your brand, enabling you to act swiftly when issues arise.
- g. **Google Analytics:** Powered by machine learning, it provides insights into how visitors interact with your website, which can be used to optimize your PR and content strategy.
- h. **Brandwatch:** This is a social media listening tool that uses AI to analyze sentiment and trends, helping you to understand public opinion and adjust your PR strategy accordingly.
- i. **Persado:** Persado uses AI to generate content that resonates with your audience. The software can help you draft messages that are likely to engage your audience and drive action.
- j. **MarketMuse:** This AI-powered tool provides content strategists with a clear path to create and optimize high-quality content that is designed to perform well in search engine rankings.

- k. **SEMrush:** SEMrush offers a suite of tools, many powered by AI, for SEO, content marketing, competitor research, PPC, and social media marketing. Their tools can provide insights and recommendations to help optimize your marketing efforts.
- l. **Phrasee:** Phrasee uses AI to generate and optimize email subject lines, push notifications, and social media ads, helping to increase engagement and conversion rates.
- m. **Pardot:** Pardot, a Salesforce product, leverages AI for smarter lead generation and nurturing, predictive analytics, and personalized content creation.
- n. **Optimizely:** Optimizely uses machine learning for A/B testing and personalization, allowing marketers to provide customized experiences to their users and improve conversion rates.
- o. **Dynamic Yield:** Dynamic Yield's AI platform provides tools for personalization, recommendations, automatic optimization, and behavioral messaging across various channels, including web, apps, email, kiosks, IoT, and call centers.

A Few Resources to Follow:

- **Institute for Humane Technology** <https://www.humanetech.com/> Tristan Harris and Aza Raskin are the directors. Tristan is an important thinker in sorting through AI issues. Really good on implications of AI and the big picture thinking. Be sure to check out their video from March: The AI Dilemma <https://www.youtube.com/watch?v=xoVJKj8lcNQ> Chilling, but important.
- **Shelly Palmer newsletter:** Shelley is a tech journalist in NY and his daily newsletter explores all aspects of AI and marketing - <https://shellypalmer.com/>
- **AI Disruption Newsletter:** Alex McFarland covers how AI is disrupting current systems and technologies. <https://alexmcfarland.substack.com/>
- **ArtsJournal:** [www.artsjournal.com](http://www.artsjournal.com) (Gotta plug my own project). We cover how AI is disrupting arts and culture. Currently, we're probably featuring about a dozen AI stories a week on how AI is impacting copyright, creation, etc in culture.
- **Diacritical Blog:** My personal blog on ArtsJournal is an overview of issues at the intersection of arts, technology and journalism. [www.artsjournal.com/diacritical](http://www.artsjournal.com/diacritical).