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AI-Powered Marketing Basics: Practical Strategies for Beginners

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Artificial Intelligence (AI) is a tool that helps businesses work smarter, not harder. It automates repetitive tasks, enhances creativity, and improves customer interactions. This guide provides practical ways to use AI in your marketing.

AI for Content Creation

AI can assist in brainstorming, drafting, and editing content quickly and efficiently.

Benefits:

- Generates blog post ideas and drafts
- Improves writing with AI-powered suggestions
- Creates social media captions and graphics

Tools:

- [ChatGPT](<https://openai.com/chatgpt>) – AI-generated text for blogs and emails
- [GrammarlyGO](<https://www.grammarly.com>) – AI-powered writing suggestions
- [Canva AI](<https://www.canva.com>) – AI-generated social media posts and graphics

AI for Email Marketing

AI helps automate and optimize email campaigns, making outreach more effective.

Benefits:

- Writes subject lines and drafts emails
- Determines the best send times for higher engagement
- Analyzes email performance and suggests improvements

Tools:

- [HubSpot Free CRM](<https://www.hubspot.com/products/marketing/email>) – AI-powered email automation
- [Constant Contact AI](<https://www.constantcontact.com/features/ai>) – AI-assisted email writing
- [Brevo (Sendinblue)](<https://www.brevo.com/>) – Free email automation

AI for Customer Engagement (Chatbots)

AI chatbots respond to customer inquiries instantly, improving response times and efficiency.

Benefits:

- Answers FAQs automatically
- Captures leads and directs inquiries
- Operates 24/7 to assist customers

Tools:

- [Facebook Messenger Auto-Responses](<https://www.facebook.com/business/help/>) – Free chatbot for quick replies
- [Tidio](<https://www.tidio.com/chatbots/>) – Free website chatbot for small businesses
- [HubSpot Free Chatbot](<https://www.hubspot.com/products/crm/live-chat>) – Built-in AI chatbot

AI for Social Media Management

AI helps schedule, optimize, and enhance social media posts.

Benefits:

- Schedules posts for peak engagement times
- Generates captions and hashtags automatically
- Provides analytics and engagement insights

Tools:

- [Buffer AI](<https://buffer.com>) – AI-powered post scheduling
- [Lately AI](<https://www.lately.ai>) – AI-generated social media captions
- [Canva AI](<https://www.canva.com>) – AI-generated post designs

AI for Ads & Targeting

AI helps businesses optimize ads and reach the right audience.

Benefits:

- Automatically adjusts bids for better ROI
- Personalizes ad targeting based on customer behavior
- Conducts A/B testing to find the best-performing ads

Tools:

- [Google Ads AI](<https://ads.google.com>) – AI-powered ad optimization
- [Meta AI](<https://www.facebook.com/business/ads>) – AI-driven Facebook and Instagram ads

Getting Started with AI

Start small—choose one AI tool to experiment with and integrate it gradually.

Steps to Take Today:

- Try AI-assisted email writing with HubSpot or Constant Contact
- Set up a chatbot to answer customer FAQs
- Use AI-generated captions for your next social media post
- Test AI-powered ad targeting for better reach

Sources & References

- [HubSpot AI Tools](<https://www.hubspot.com/products/marketing/email>)
- [Constant Contact AI](<https://www.constantcontact.com/features/ai>)
- [Tidio AI Chatbots](<https://www.tidio.com/chatbots/>)
- [Facebook Messenger Auto-Responses](<https://www.facebook.com/business/help/>)
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