

Think Big With AI

Transforming
Small Business
Content
Marketing

The 2024
Report

Imagine, for a second,
being able to compete
on a level playing field
with some of the biggest
brands in your industry.

Featuring expert and
influencer commentary
plus an interactive AI
Assistant built directly
into our report.

The challenges of generating organic traffic and leads with content just melting away as your website climbs up the rankings and into the view of your customers.

Big brands, multinational corporations, and household names have always had the resources to go big on their content marketing campaigns.

But Artificial Intelligence (AI) is now powerful enough to help smaller businesses ramp up their SEO, build better content strategies, and drive bigger results.

In this definitive small business report on AI and content marketing in 2024, you will:

1

Learn how to grow organic traffic, rank higher, and improve your ROI with AI technology

4

Find out what consumers actually think about human-written vs. AI-generated copy

2

See how 2,600+ SMBs are using AI for content marketing

5

Discover the top trends in AI content marketing for 2024 according to industry experts

3

Explore revealing industry benchmarks and successful practices from early adopters

6

Get access to the top AI prompts for content writing and SEO

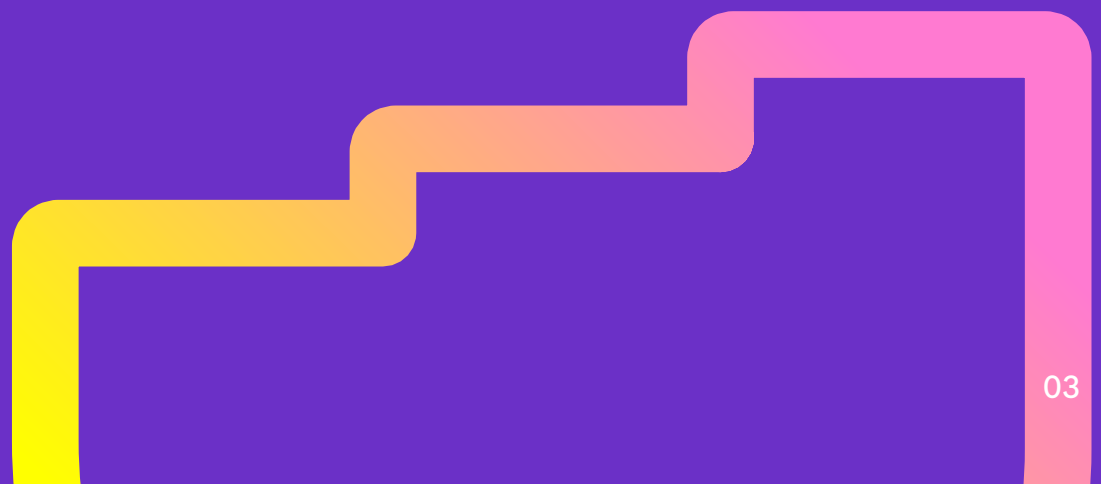


Table of Contents

- 05 **Part One:** Industry Survey Overview
- 59 **Part Two:** Content Marketing and AI Trends for 2024
- 97 **Part Three:** Humans Go Head to Head Against AI Writers
- 115 **Part Four:** The AI Prompts Library for Content Marketing and SEO



Got questions?

Or would you like a summary of this section? Our AI chat is here to help you dive deeper into the report. Ask away!

[Open the AI Chat](#)

Industry Survey Overview

In 2023, we carried out a survey of more than 2,600 businesses, from all over the world and across many different industries.

Our aim was to understand who is using AI in their content marketing and SEO, how they are using it, and how it's working out for them.

Who Did We Talk to?



47% of our survey respondents were micro-businesses (1-9 employees) and 30% worked in small businesses (10-49 employees).

In total, that means 76% of the respondents were from companies that comprise fewer than 50 people.



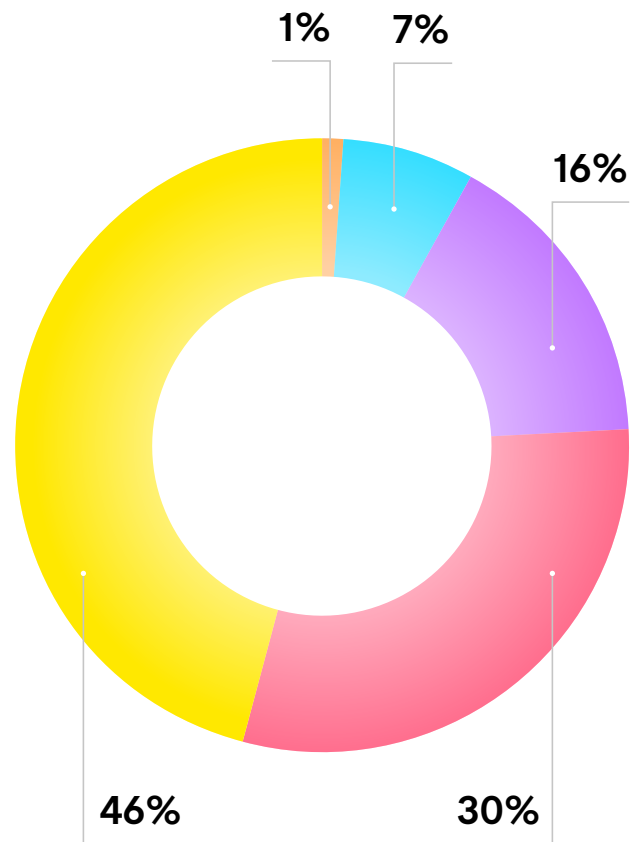
More than half of our respondents (55%) classified themselves as business owners or founders.

The next biggest cohort was marketing managers (11%), followed by CEOs (8%).

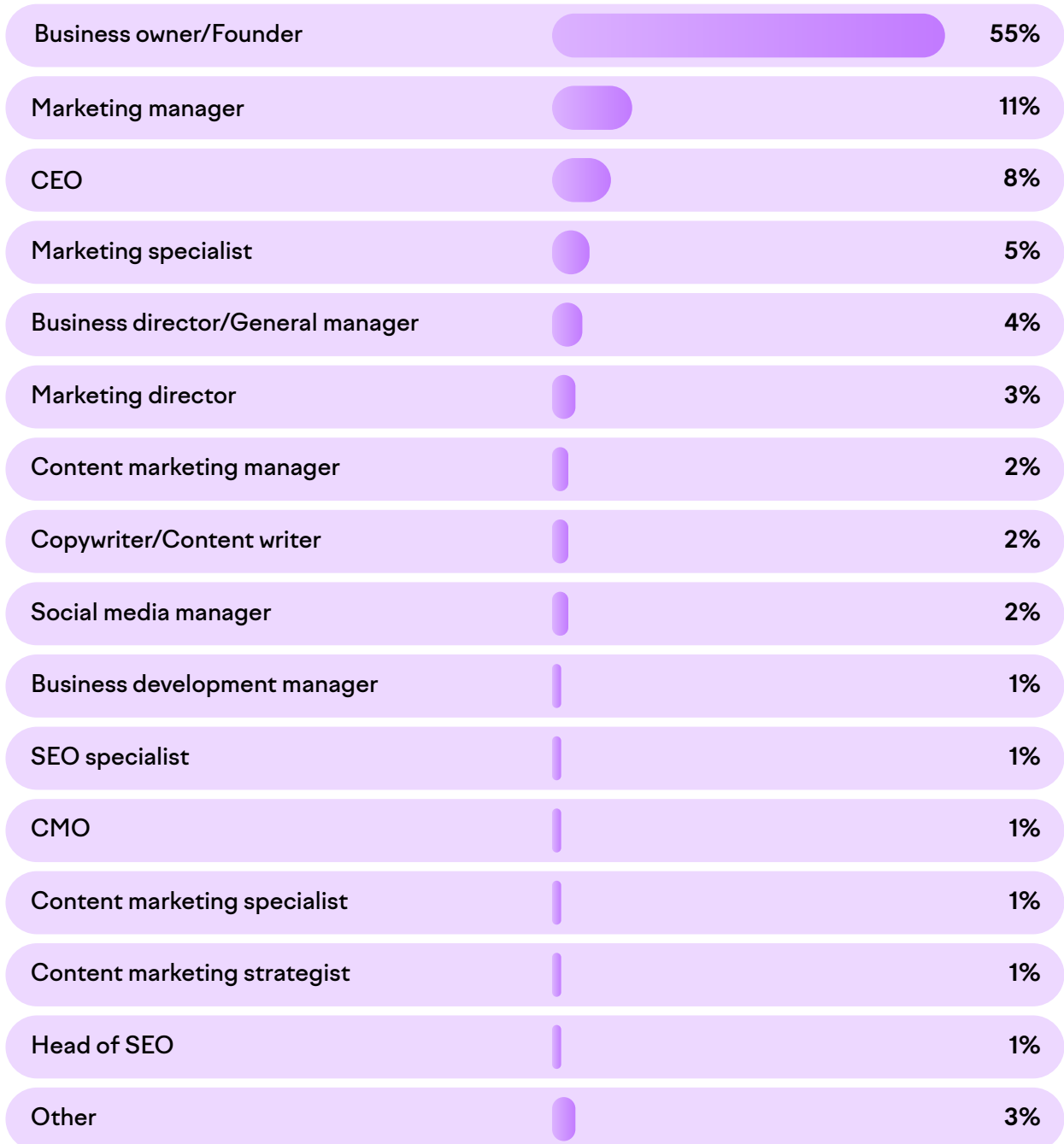


Most other respondents were in other marketing roles, such as content marketing manager, social media manager, marketing director, etc.

Company size



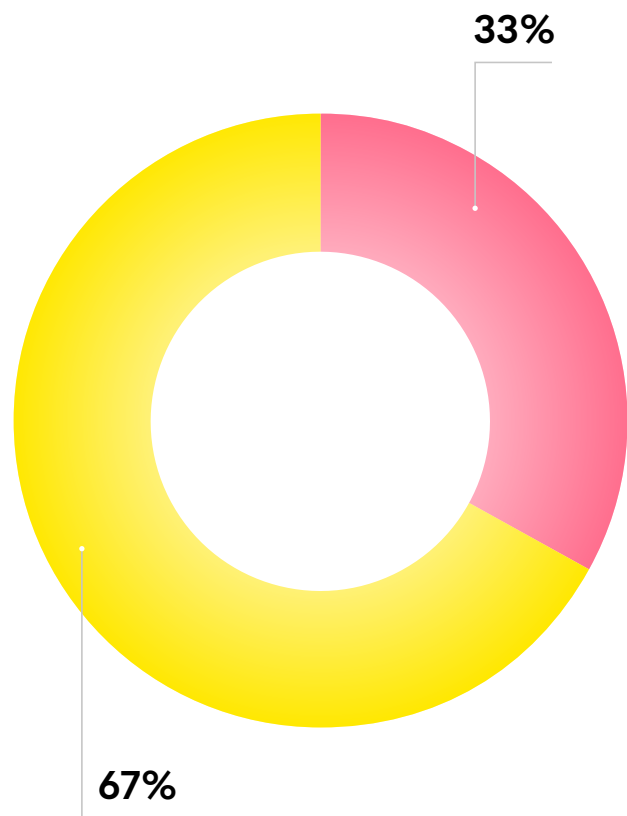
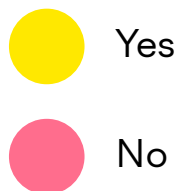
Respondent role



What We Uncovered

The majority of respondents (67%) are using AI tools for content marketing and/or SEO. The rest are not.

Are you using any AI tools for content marketing and/or SEO?



Businesses That Don't Use AI for Content:

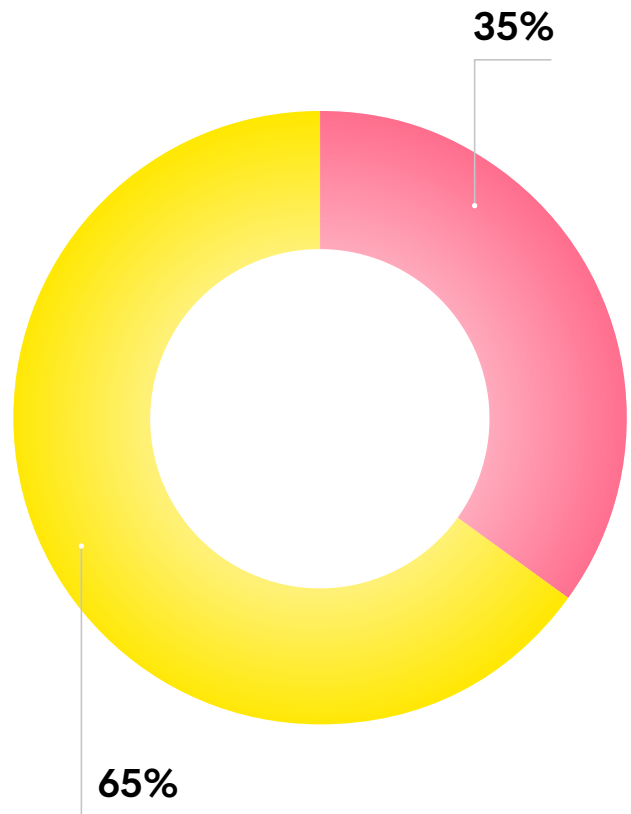
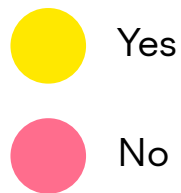
Key Insights

First, we wanted to know why people have decided NOT to use AI tools in their content marketing or SEO.

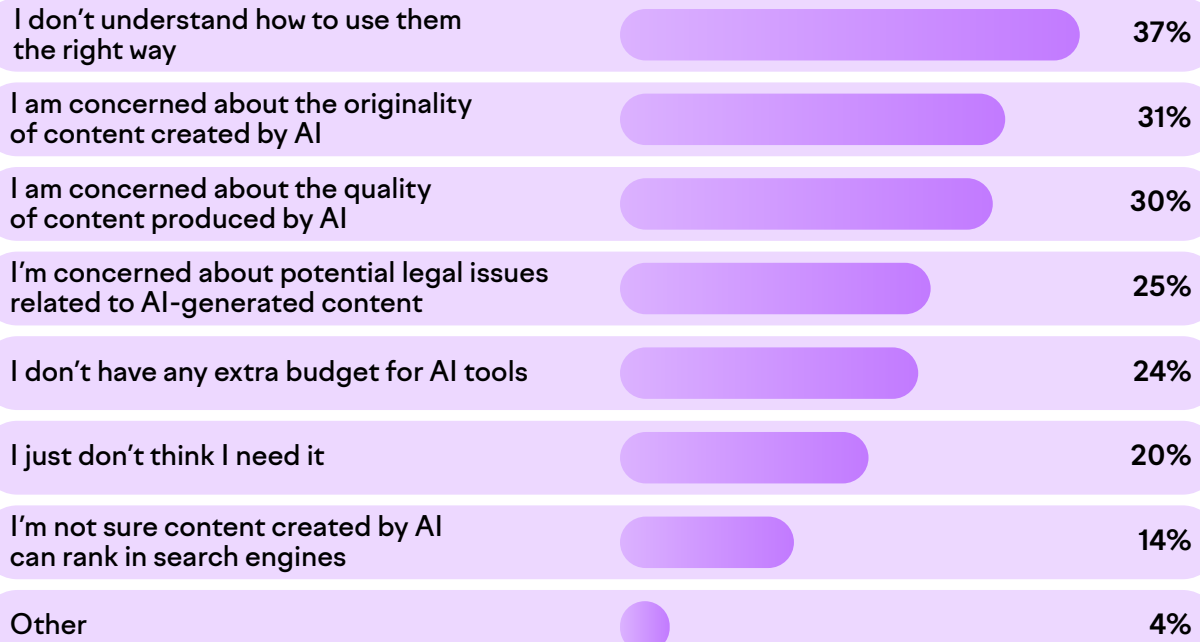
- It turns out that 35% simply didn't know it was an option. But what about the 65% who know about it and haven't started using it?
- For 37% of respondents, it comes down to a lack of training or understanding of how to use these tools in the right way
- A further 31% are more worried about the originality of the final results, and 30% say the same about quality.



Were you aware that AI can assist in content marketing and SEO prior to this survey?



What stops you from using AI tools for content marketing?



How Content Marketing Performs Without AI

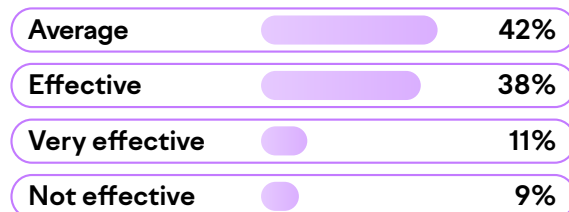
Next, let's take a look at some performance metrics for businesses that don't use AI in their content marketing.

- Just under half (49%) rate their content marketing efforts as being effective or very effective
- A significant number (43%) feel their content marketing efforts are only average. And 11% think they are ineffective.

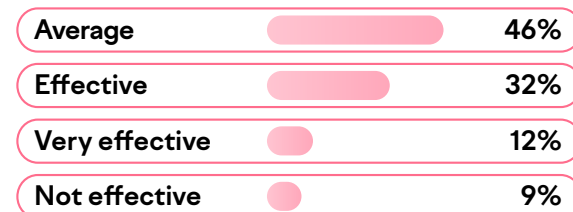
We can see similar results when our respondents reflect on their efforts to rank and attract organic traffic (SEO).

Just 9% consider their work to be very effective—and most (46%) say their efforts are average.

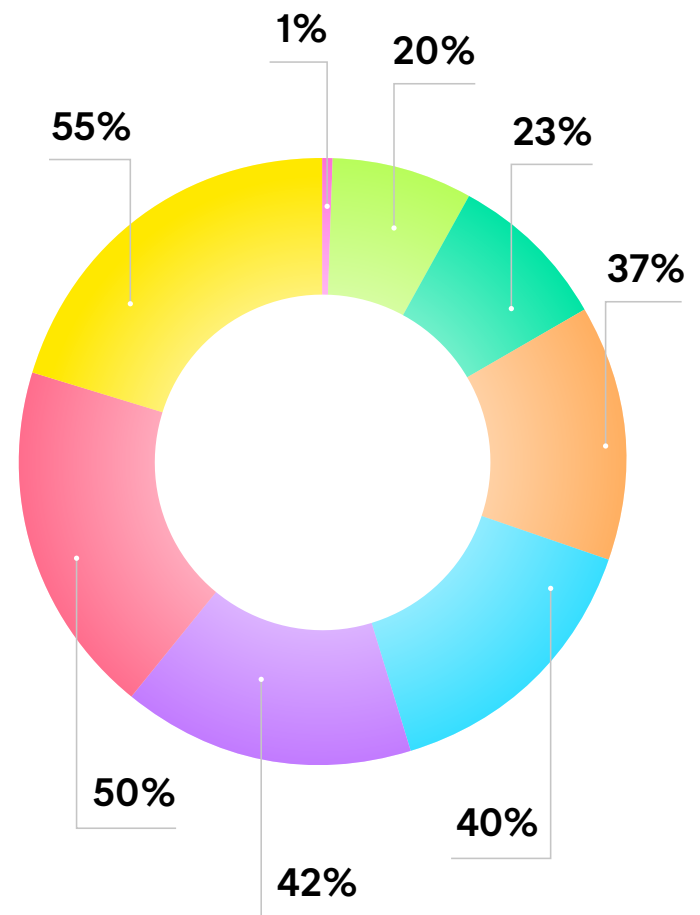
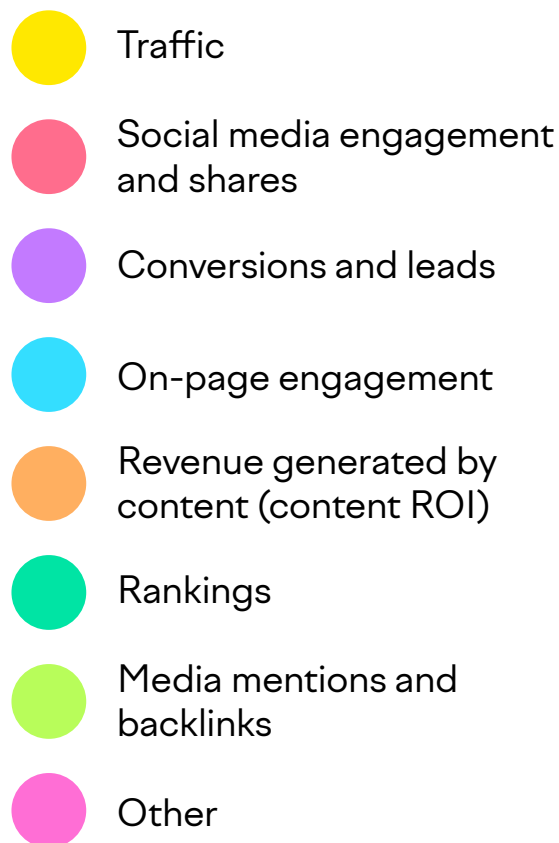
Content marketing performance overall



Success in attracting organic traffic (SEO)



How content performance is measured (metrics used)



How Content Marketers Produce Content Without AI



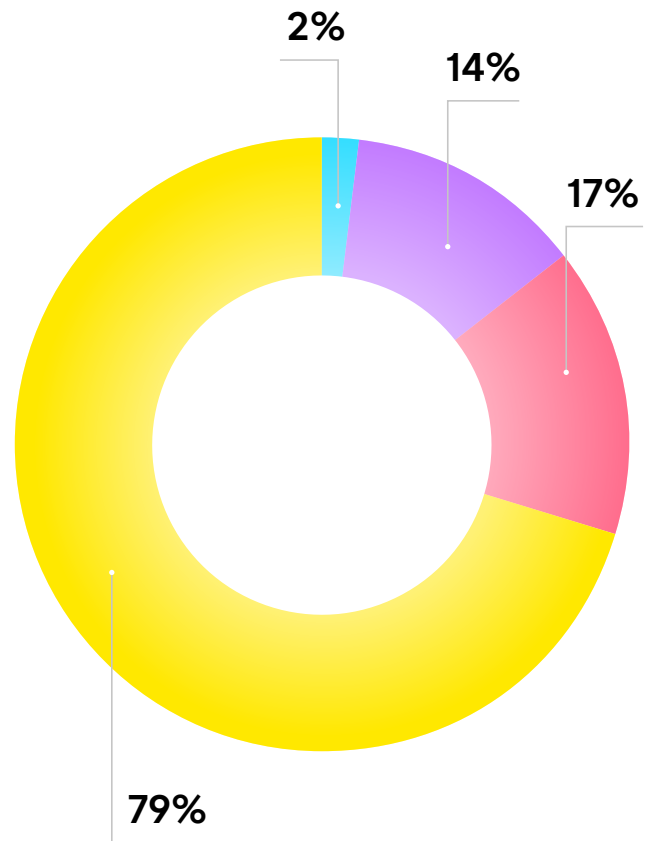
As you may have experienced, in smaller marketing teams with smaller budgets, most of the content writing gets done in-house.

Nearly 8 in 10 reported that they write the content themselves. Then 17% say they have an in-house writer and 14% work with freelancers.

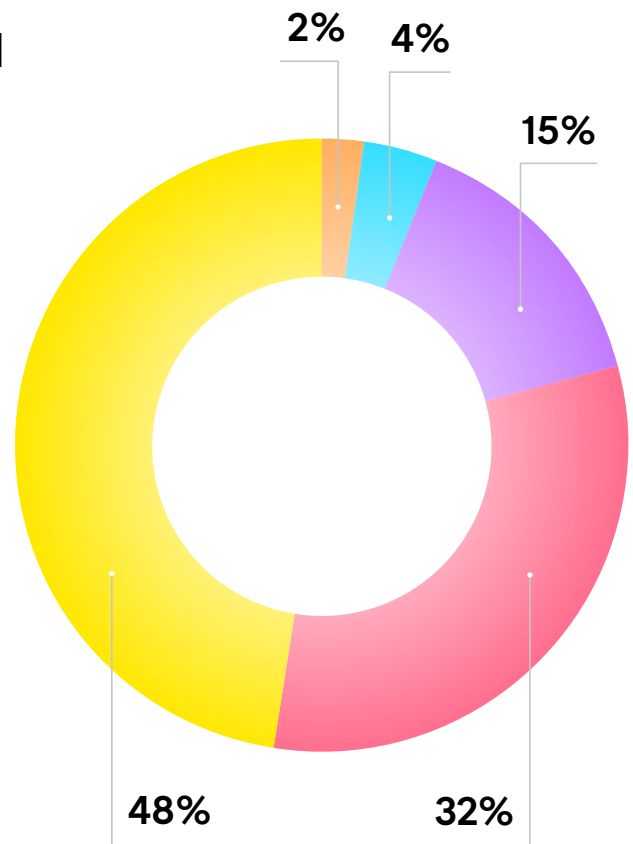
If we drill down and look at the time it takes to write long-form content pieces like blog articles, 40% are very speedy, saying they take less than one hour.

Then 38% say this kind of writing takes 2-3 hours.

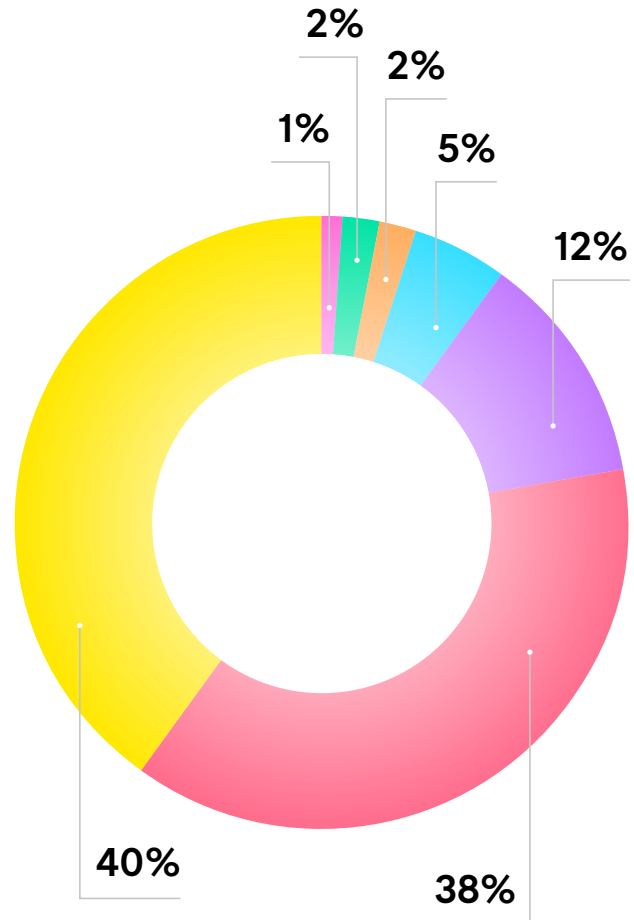
How respondents write content



How long respondents spend per week on writing content



How long it takes to write a long-form content piece (e.g., a blog post)



Budgets and Content Production Costs

Without AI

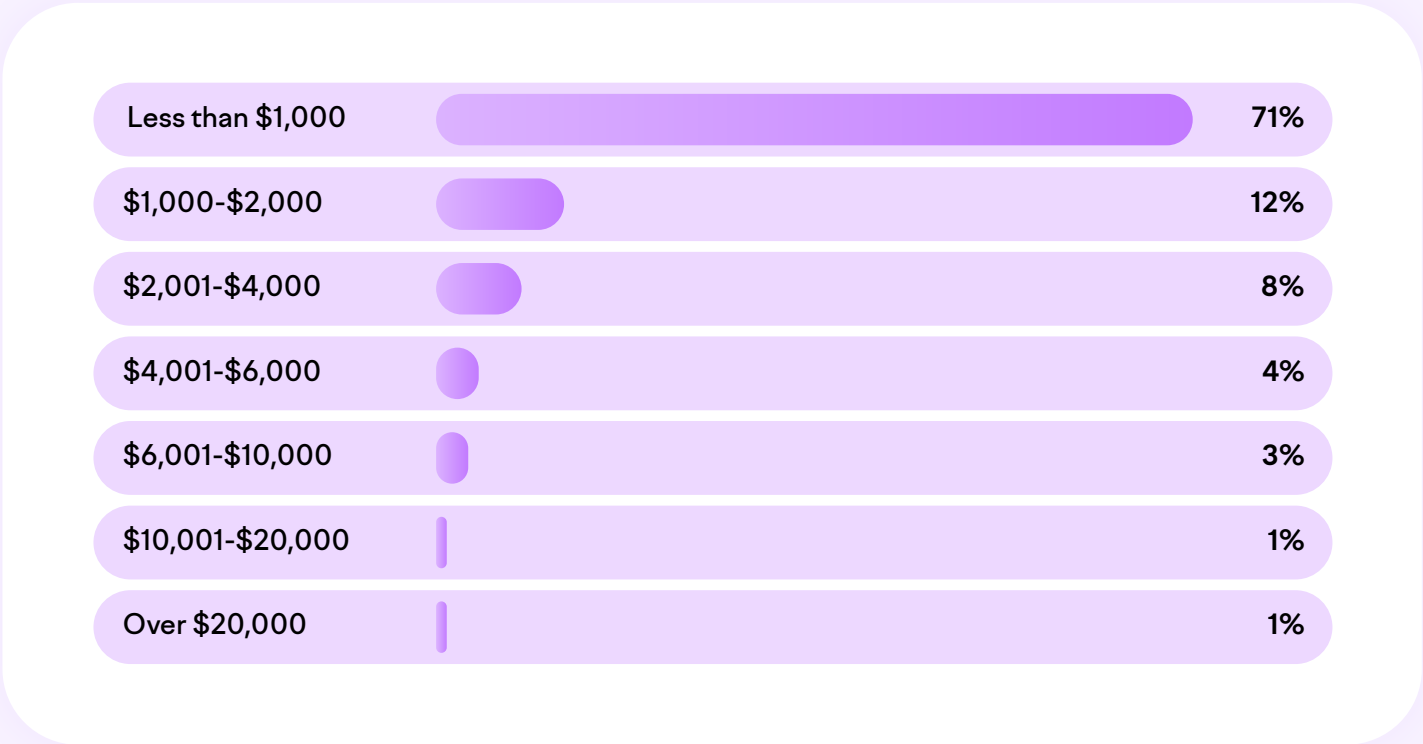
Of the one-third of respondents who don't use AI in their content production, 71% have a monthly content marketing budget of under \$1,000.

- Just 12% have a budget of \$1,000-\$2,000.
- Very few respondents spend more.

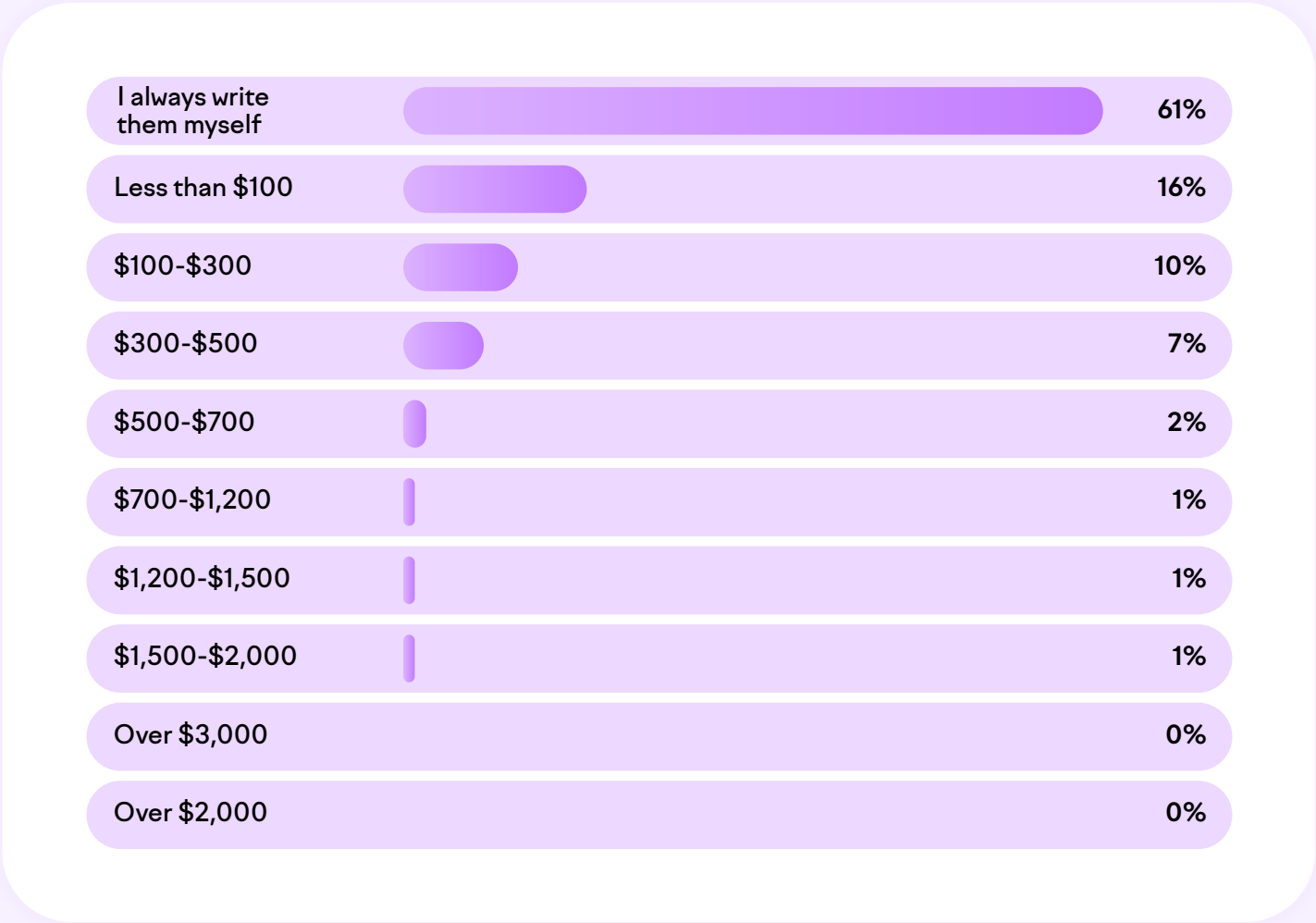


If we drill into the cost of a single item like a long-form content piece, the numbers look like this:

The average monthly content marketing budget



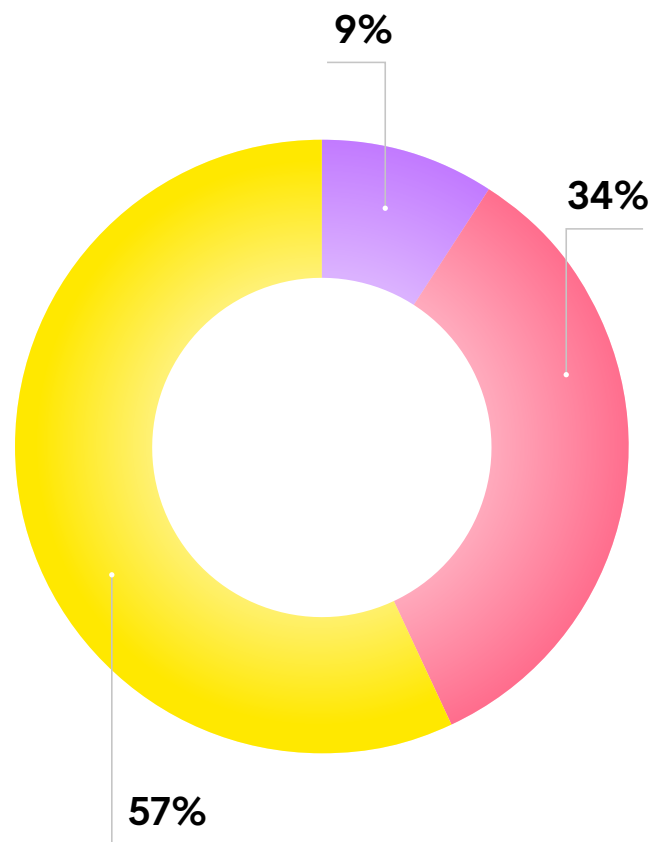
The average cost of a single long-form content piece (e.g., a blog post)



The Future: Might Non-adopters Reconsider Their Use of AI?

Just 9% of respondents remain staunchly averse to the idea of using any form of AI in their content marketing or SEO. The rest are open to reconsidering or are still undecided.

Are you open to reconsidering the use of AI for content in the future?



So, what developments in AI technology would change their minds?

What developments in AI content tools would prompt you to start using them?



Marketers Who Use AI: Breaking Down the Numbers

In the next section, we look at marketers who DO use AI in their SEO and content marketing efforts.

We explore the results they are getting and how this all compares to the work they were doing in the pre-AI world.



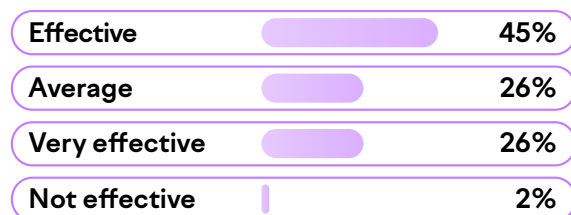
Measuring Content Marketing Performance

An impressive 71% of marketers who use AI rate their content marketing efforts as very effective or effective.

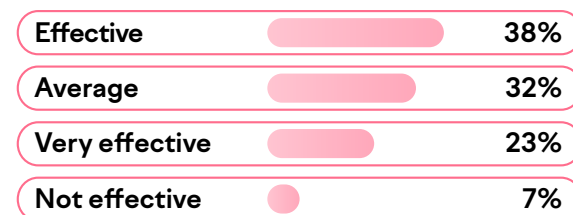
- Approximately one-quarter say performance is average.
- Notably, just 2% say their efforts are ineffective.

And it's a similar story when it comes to SEO effectiveness. In total, 61% of marketers say their efforts related to ranking and attracting organic traffic are very effective or effective.

Content marketing performance overall



How current content marketing efforts relate to ranking and attracting organic traffic (SEO)



How Do They Measure Content Performance?

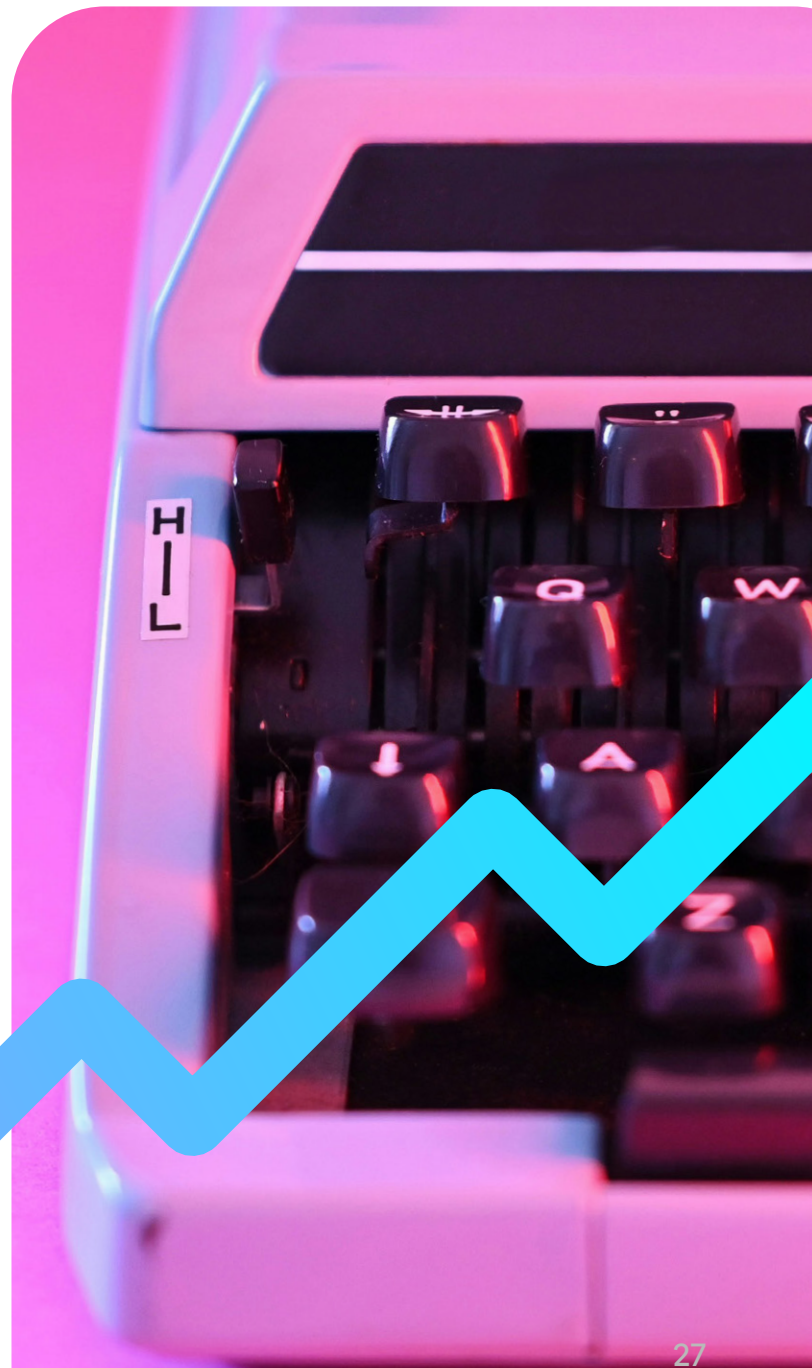
Metrics businesses use to track their content marketing results



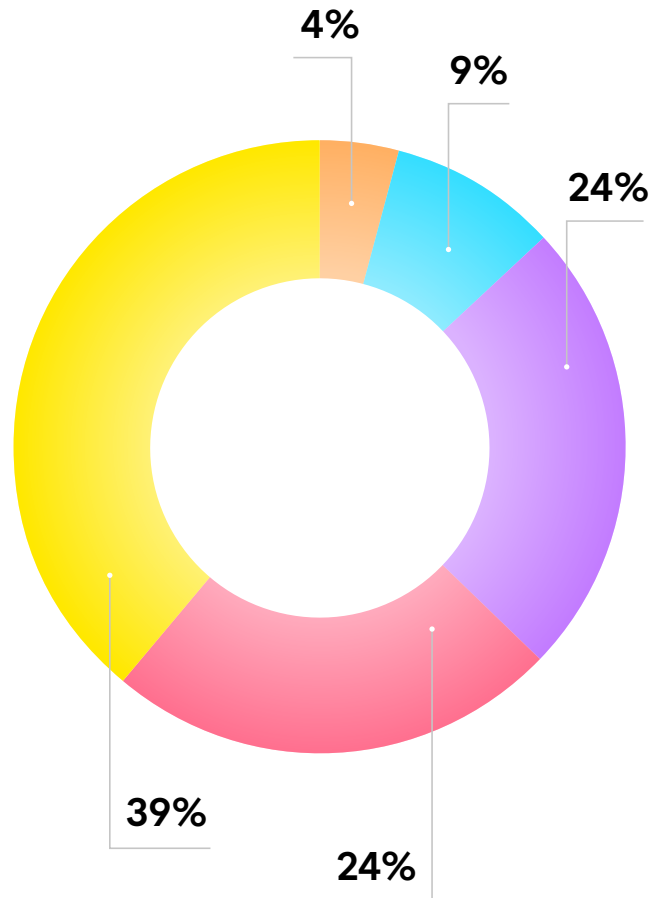
How Things Used to Be Before AI Content Tools

In this section of the survey, we asked respondents who currently use AI tools to help them with their marketing to think back to before they used these tools.

First, we looked at the amount of time spent on content production without AI tools:

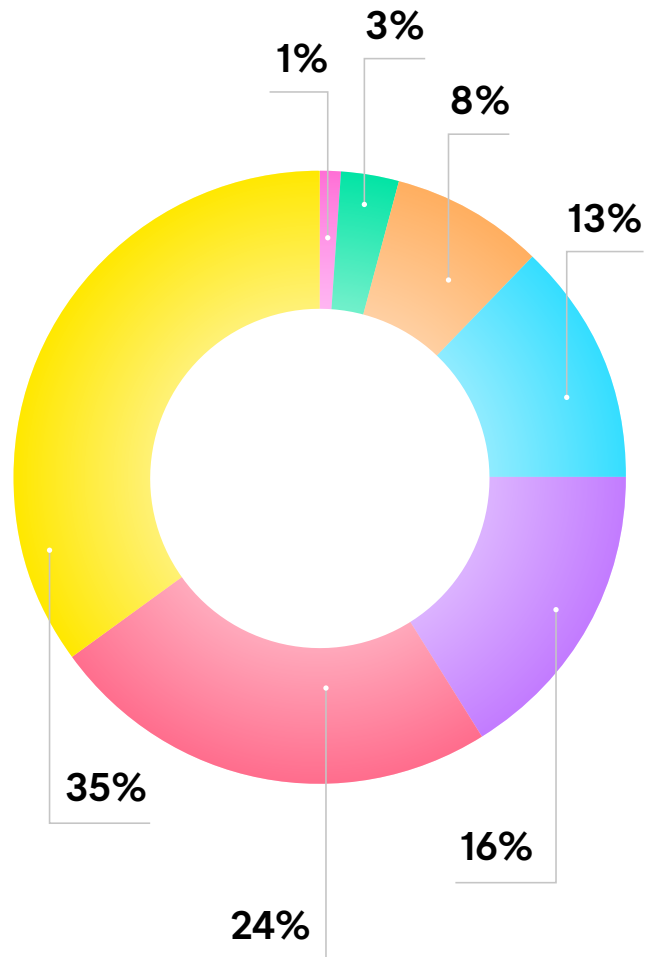


Weekly time spent on content production before using AI



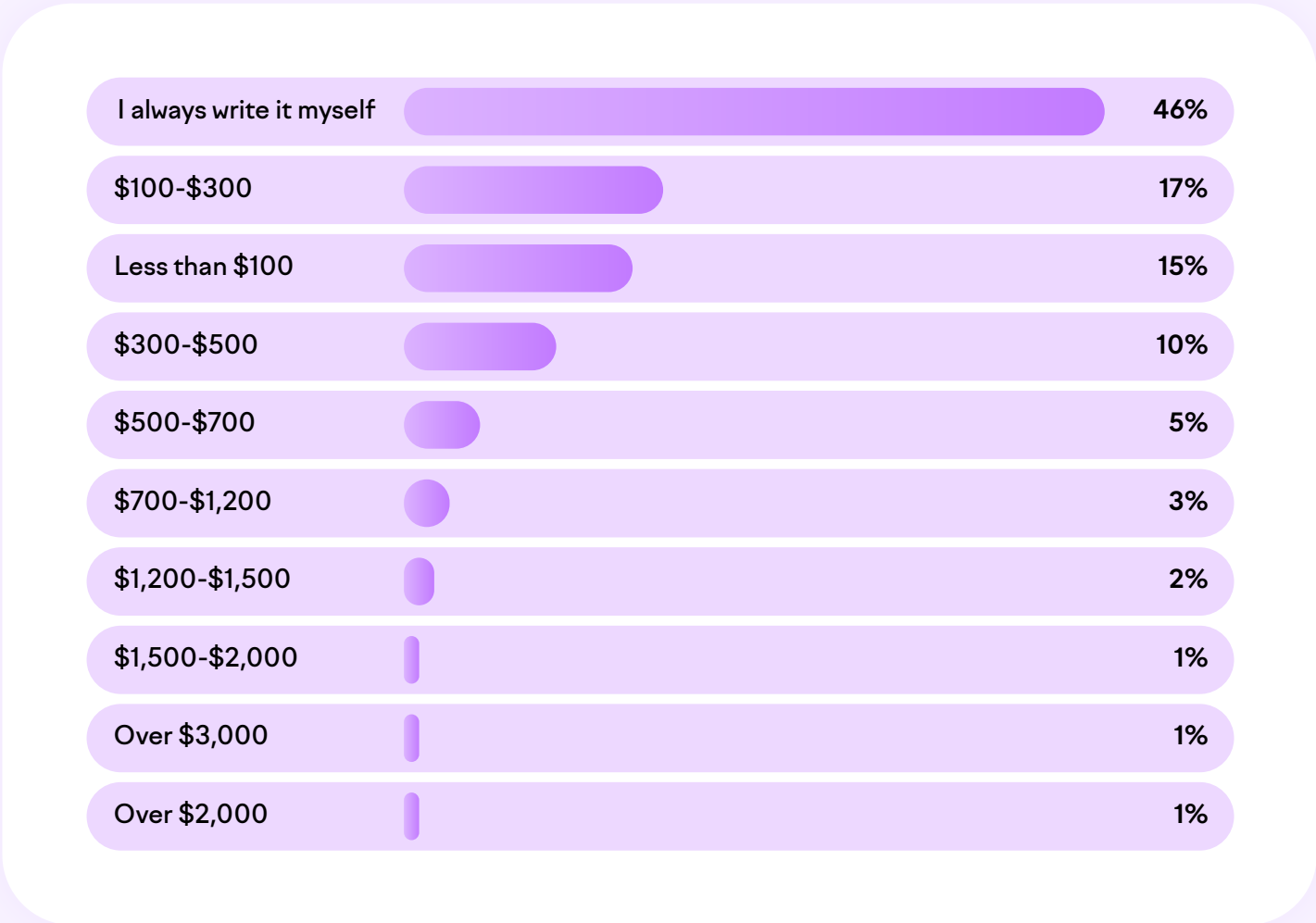
This is how much time people used to spend on writing long-form blog posts:

Time spent on long-form blog writing before using AI



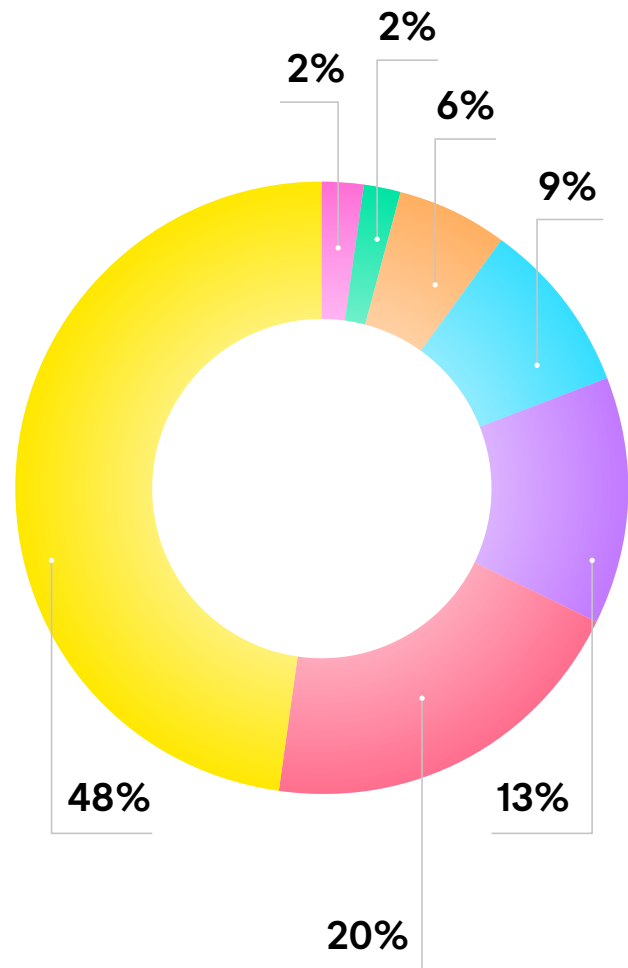
And this is how much it would cost:

Average cost to produce long-form content before using AI



Finally, we looked at the budgets they were working with before they were using AI tools:

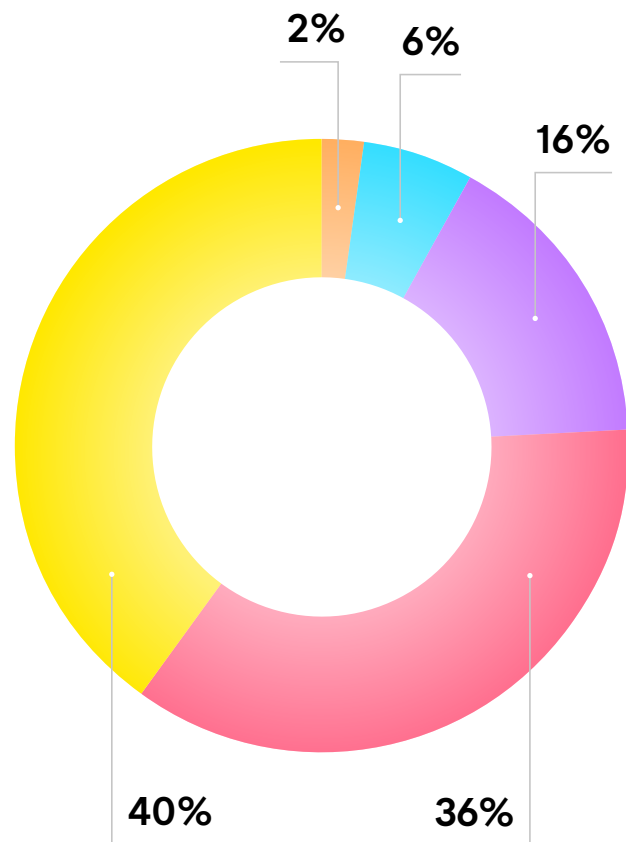
Monthly content production budgets without AI



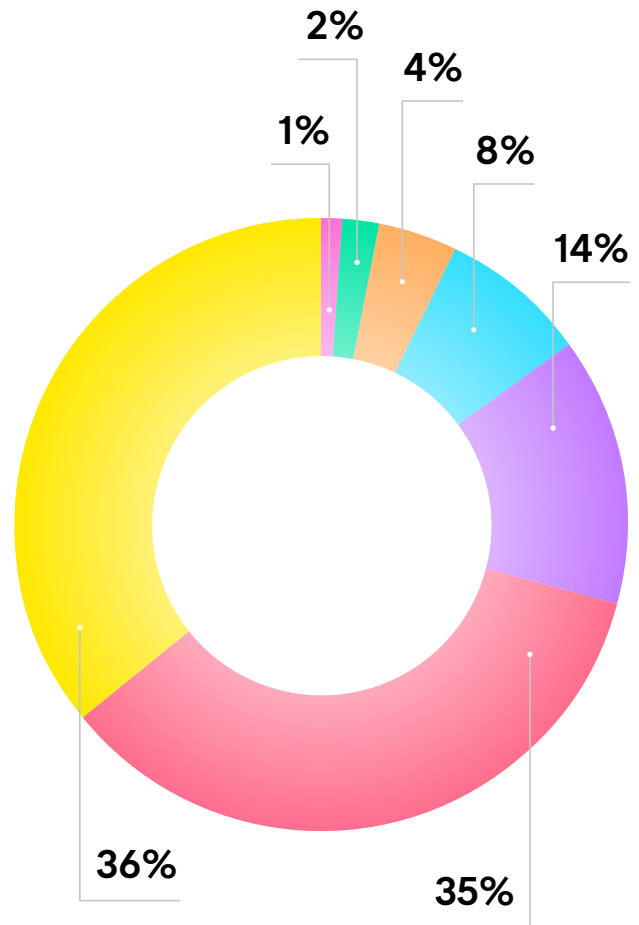
What Content Production Looks Like When Using AI

Now let's look at how it's going for marketers who are currently using AI tools in their content marketing and SEO

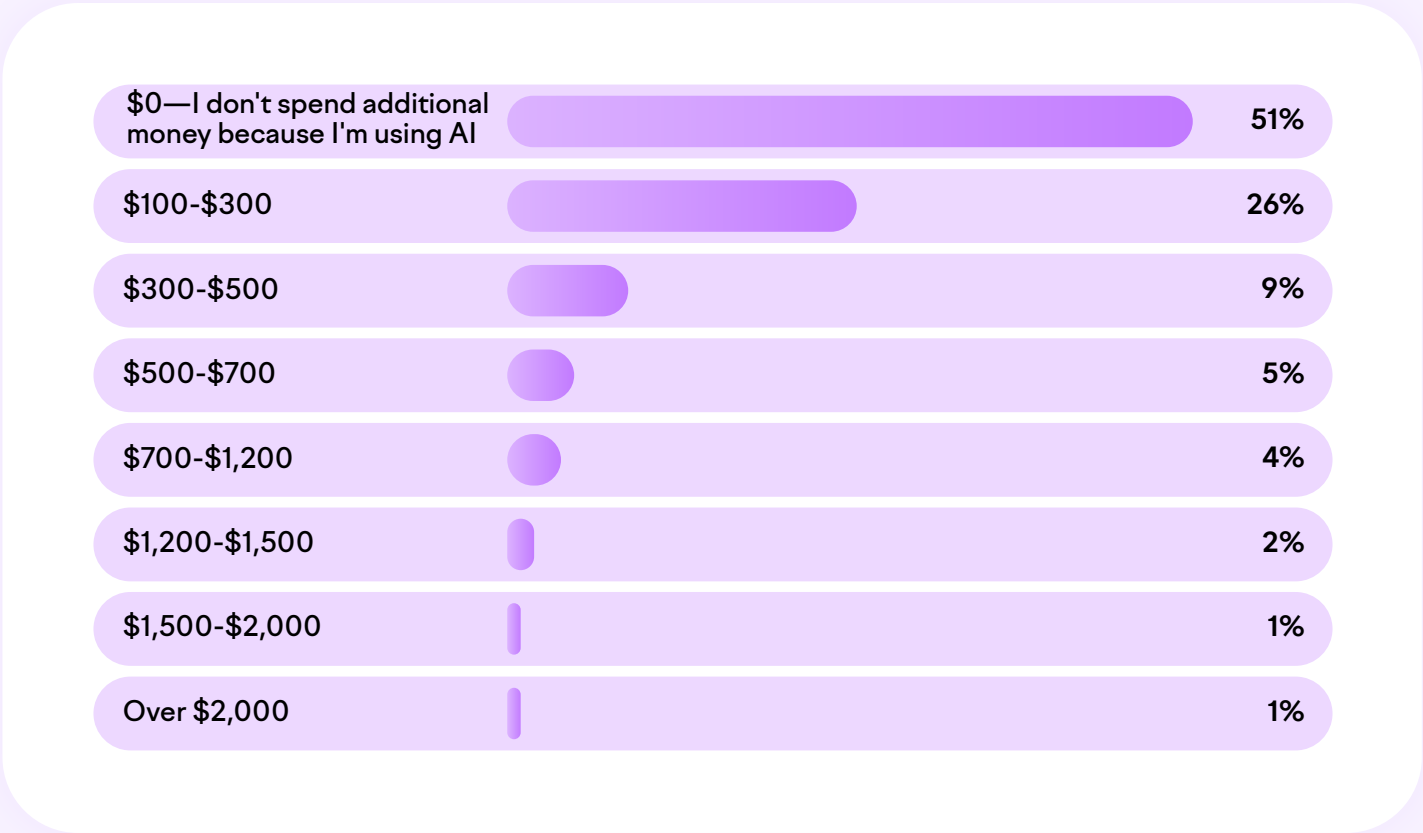
How long respondents spend on content production with AI per week



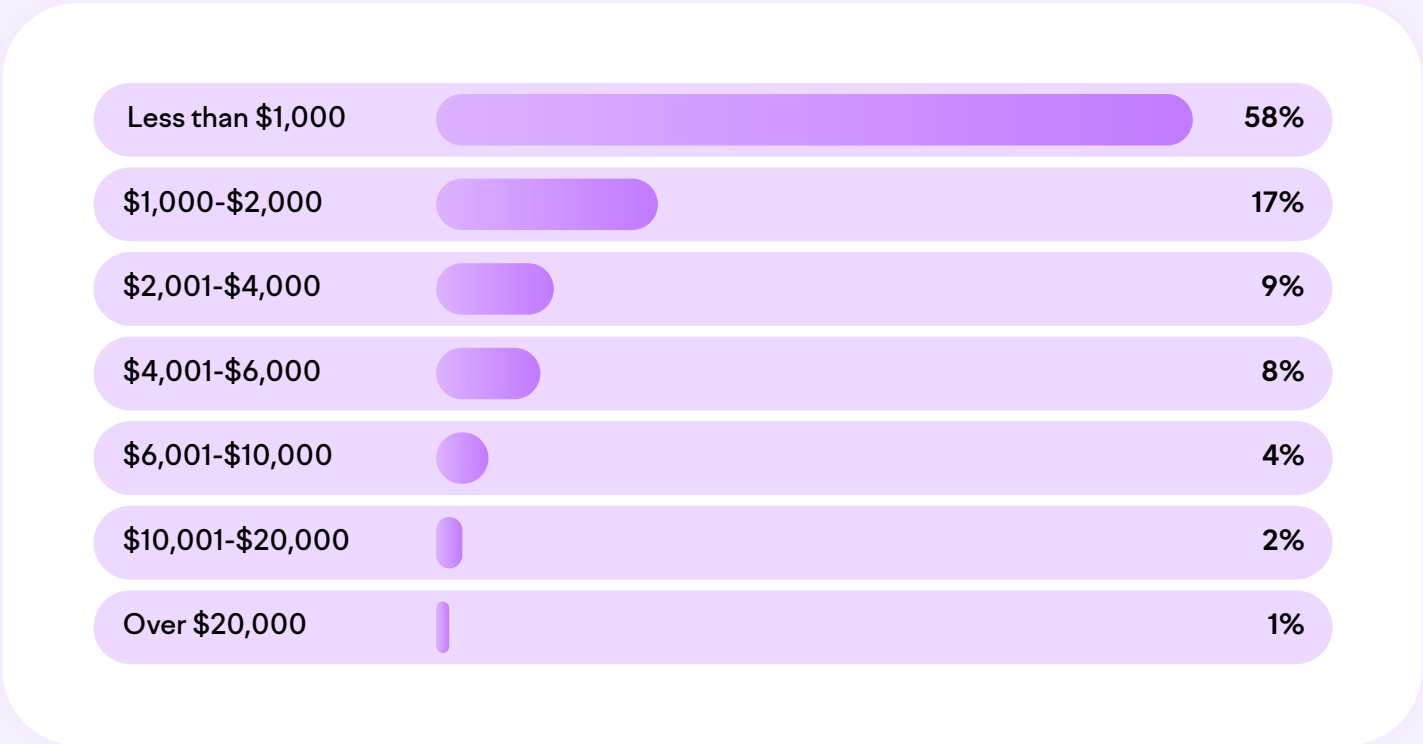
Weekly content production time when using AI tools



Cost to create a single long-form content piece (e.g., a blog post) using AI tools



Monthly content production budget using AI tools

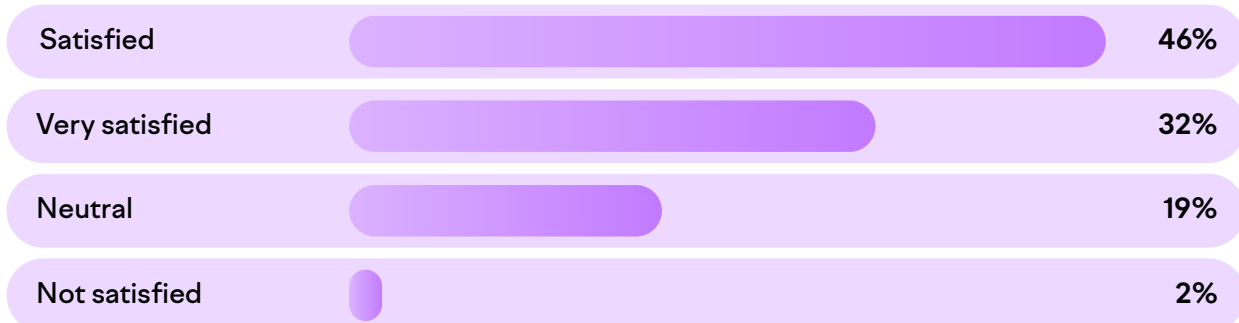


How Companies Use AI Tools for Content Marketing and SEO

Let's look at how businesses are using AI tools for their content marketing processes

A full 78% of respondents are satisfied or very satisfied with their AI tools.

Level of satisfaction with AI tools



It's also worth digging into what people are using their AI content marketing tools for. Note that respondents could select as many options as were necessary:

What AI content tools are used for

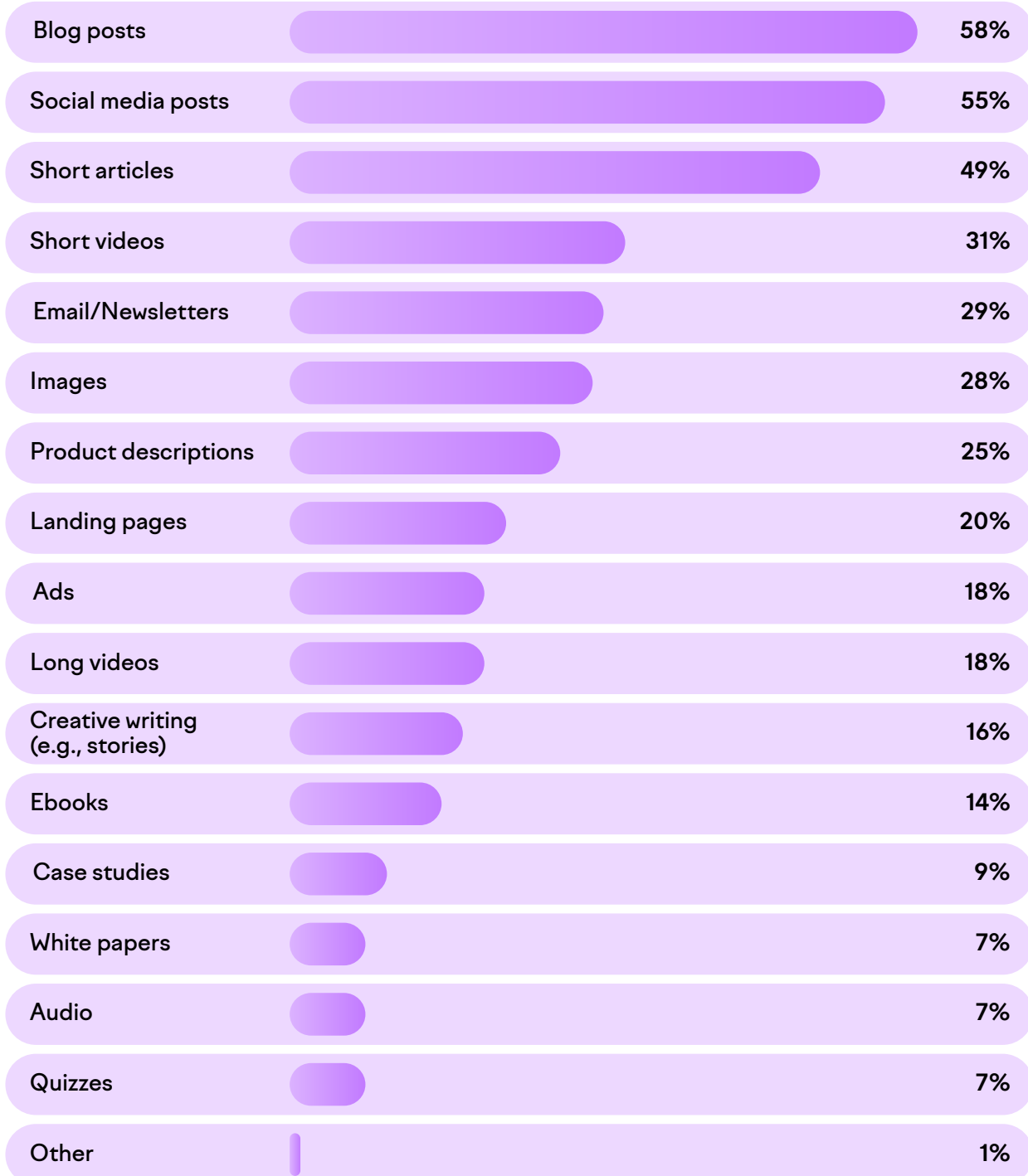


We also looked at the types of content people are creating with AI tools and how they are measuring success.

As you might expect, the top 5 results consist of the usual suspects: Blog articles (58%), social posts (55%), short articles (49%), short videos (31%) and email (29%).

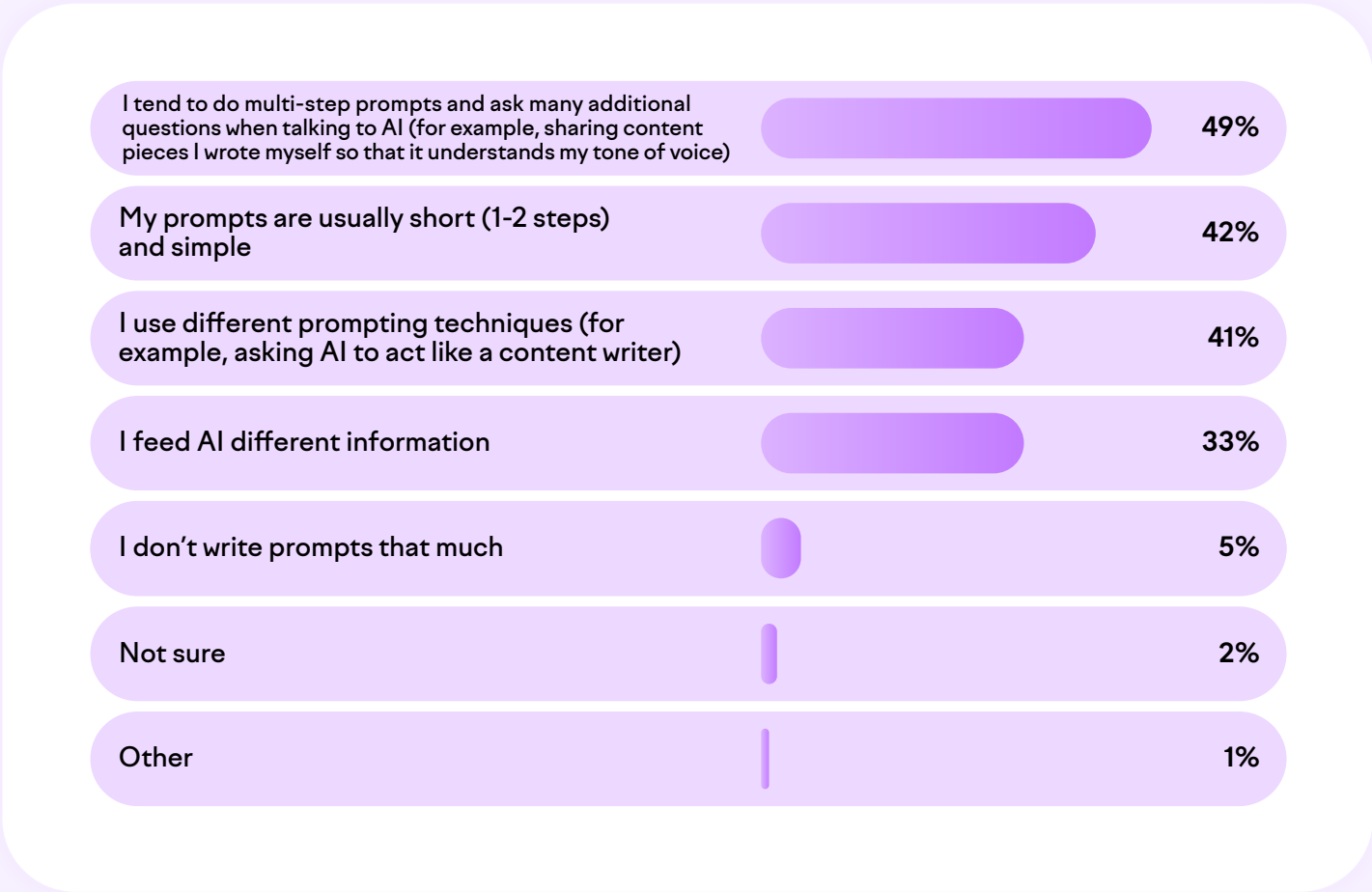


Businesses are making the following types of content with AI



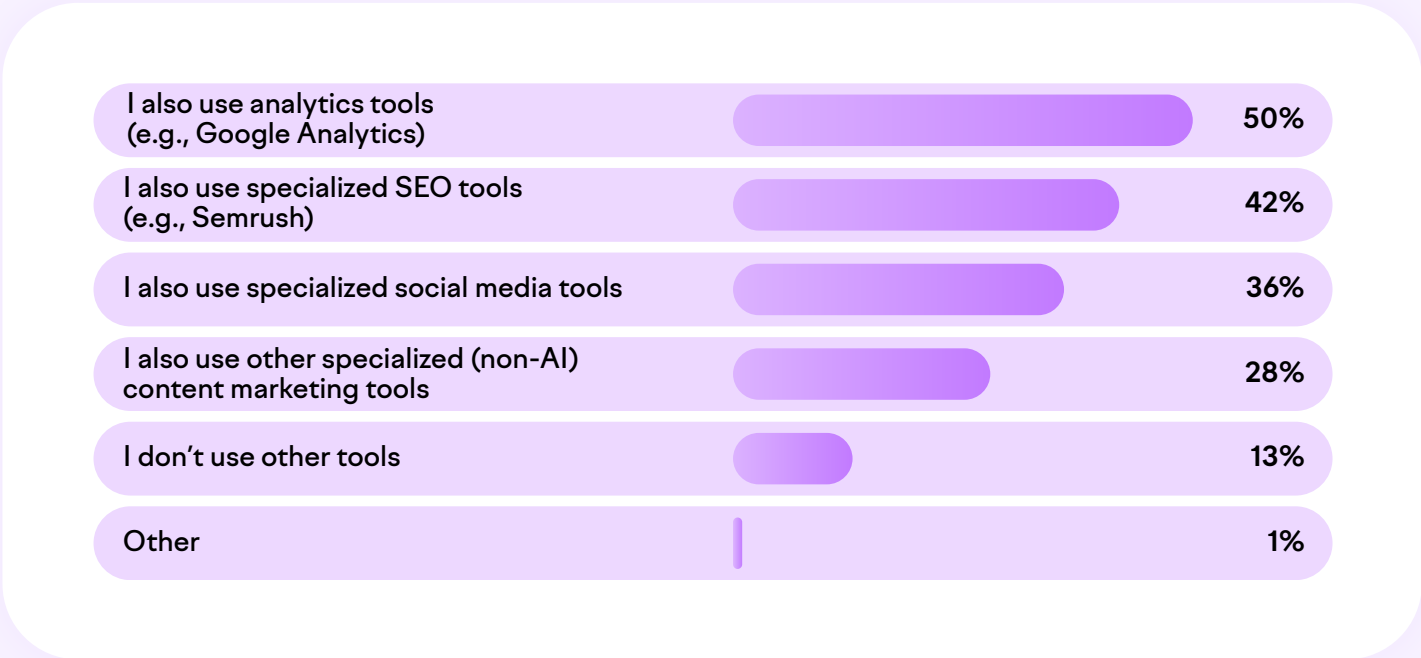
We also wanted to know how marketers tend to interact with AI chat tools and structure their prompts.

How businesses are building AI prompts



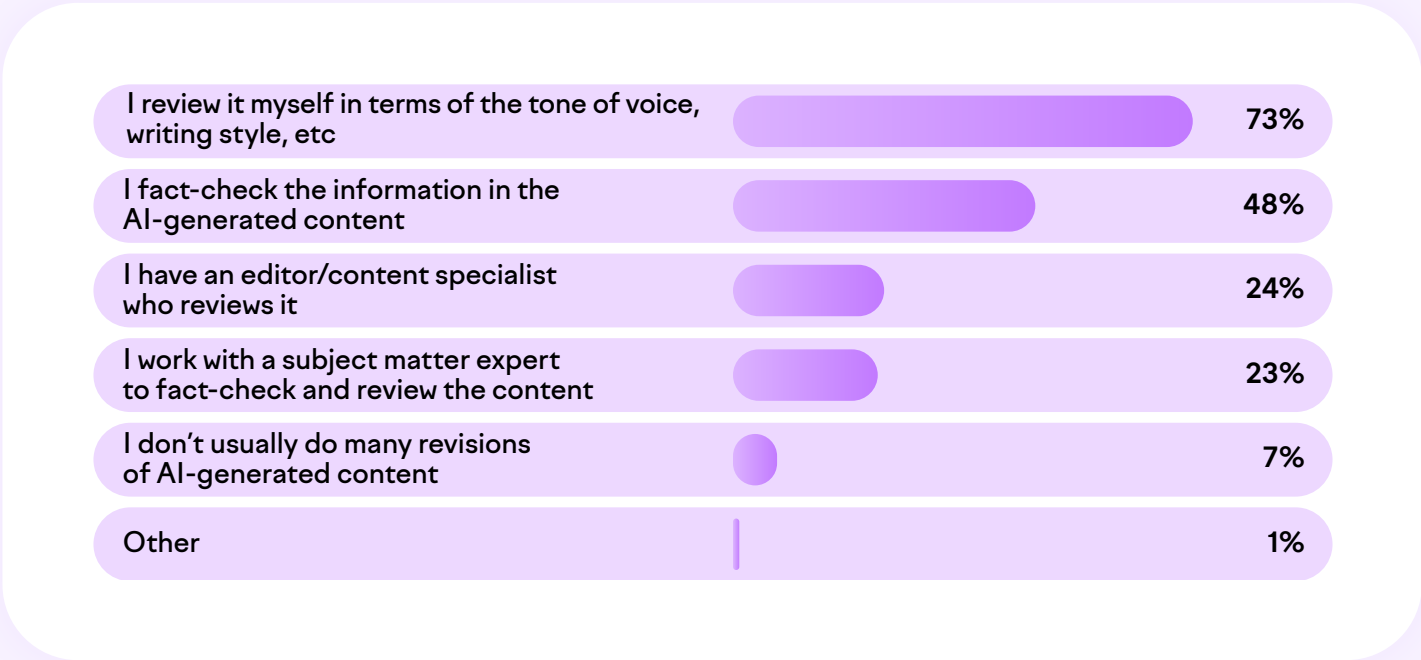
Next, it’s also interesting to see how marketers are using these tools alongside others in their marketing tech stack.

How businesses integrate different tools when using AI for content



We also wanted to see how marketers implemented quality control. Here’s how they review content:

How respondents check the quality of AI-generated content



The Results of Using AI for Content

It's time to see how
AI content and SEO
marketers performed.

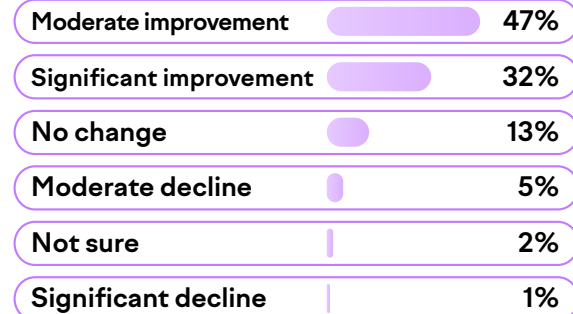
Let's start with perceptions
of content quality.



We saw that 79% of businesses report an increase in content quality when using AI tools.

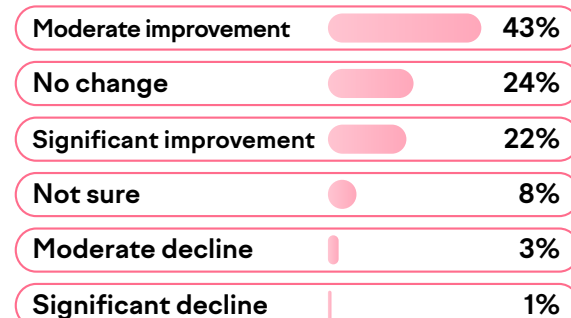
For the 30% of respondents who don't use AI because they are worried about the quality of the output, this should be eye-opening:

Respondents' perception of content quality when using AI tools



And how is the AI-generated content doing in terms of SEO? 65% report an improvement in their SEO results.

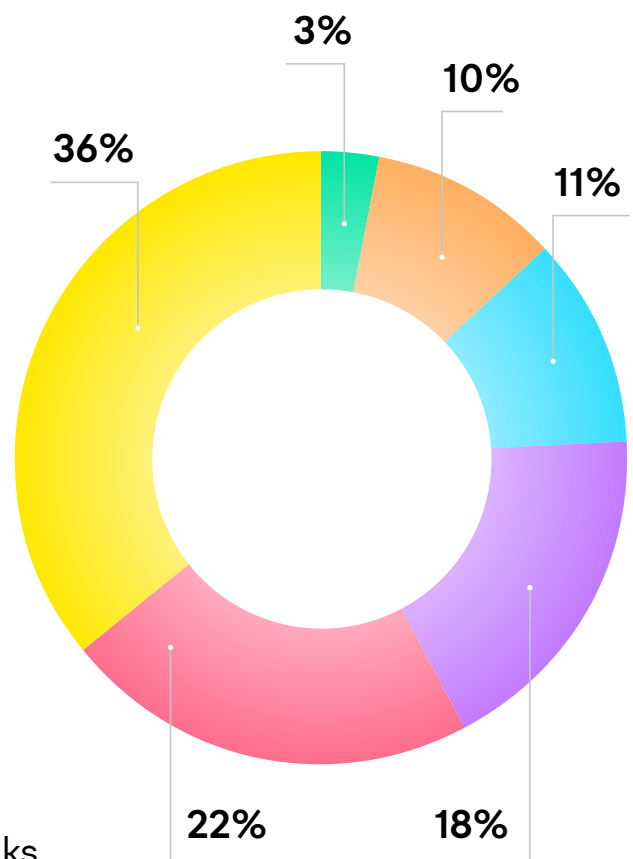
How AI content affects SEO performance



We then asked if our respondents had been able to rank on search engines and generate organic traffic with AI content.

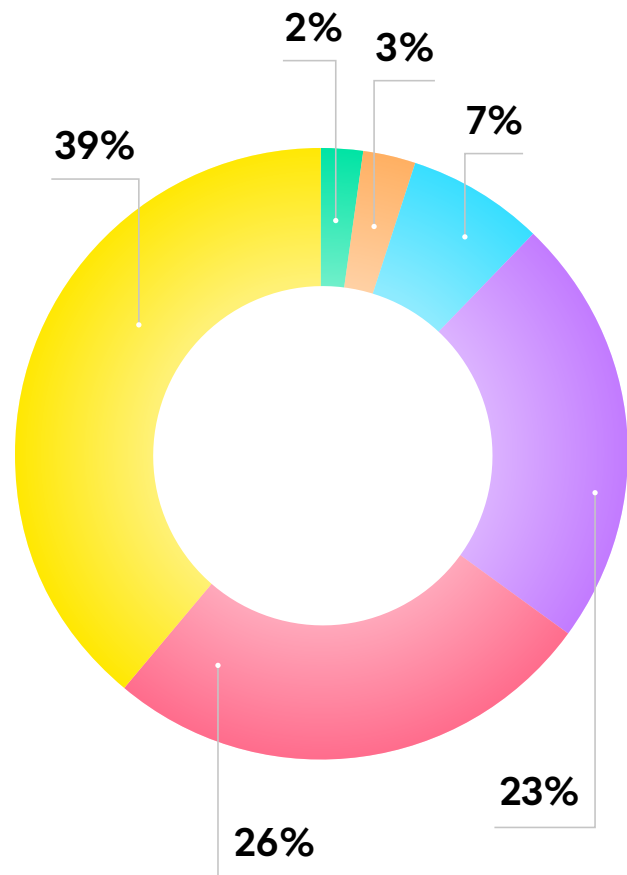
76% saw their AI-generated content rank at least once. 58% of all respondents also claimed it happened at least a few times.

Whether AI content is ranking in search



We also saw that 65% saw their content rank in two months or less.

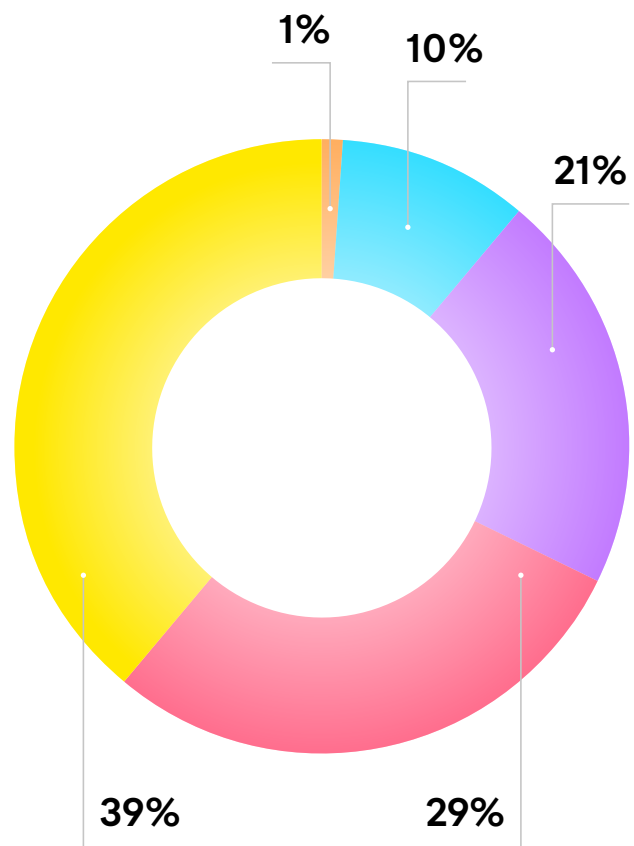
How long it takes to rank with AI-generated content



Next, 68% of businesses report an increased return on investment (ROI) in content marketing and SEO thanks to using AI.

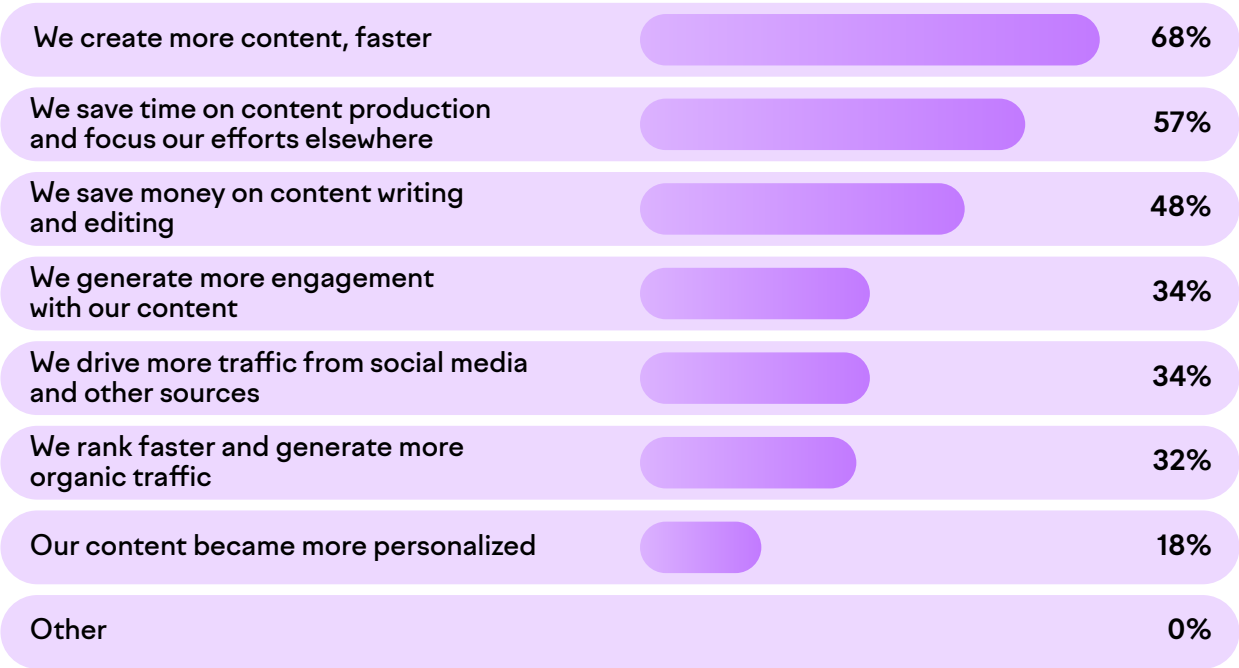
SEO and content marketing ROI for AI content

- Yes, I see a moderate ROI increase
- Yes, I see a significant ROI increase compared to when we don't use AI tools
- I think my content marketing ROI stayed more or less the same
- I'm not sure
- I think my content marketing ROI decreased



The top 3 reasons why AI can boost your content marketing ROI relate to faster content creation times (68%), the ability to focus attention elsewhere (57%), and saving money on content creation (48%).

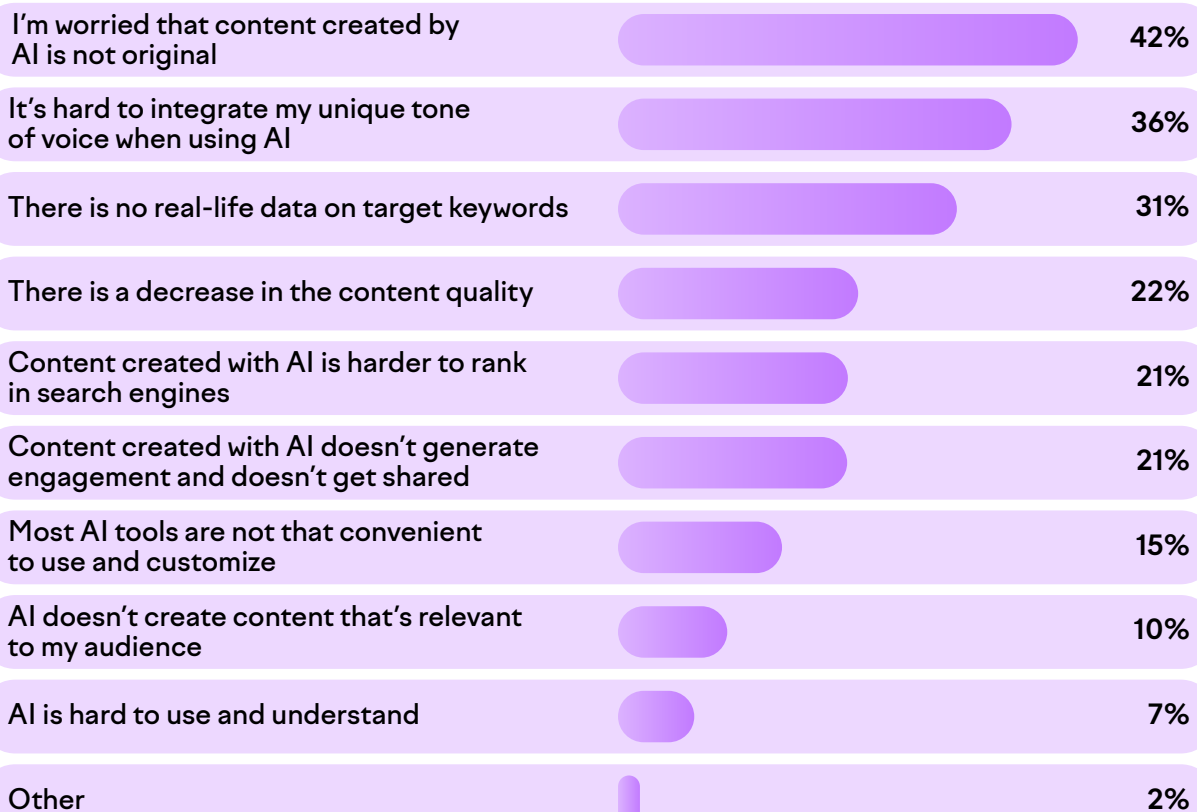
How AI content boosts SEO and content ROI



Our AI-first marketers said they face a number of challenges when using the content.

These included the content not being original (42%), difficulty in integrating tone of voice (36%), and lack of data on target keywords (31%).

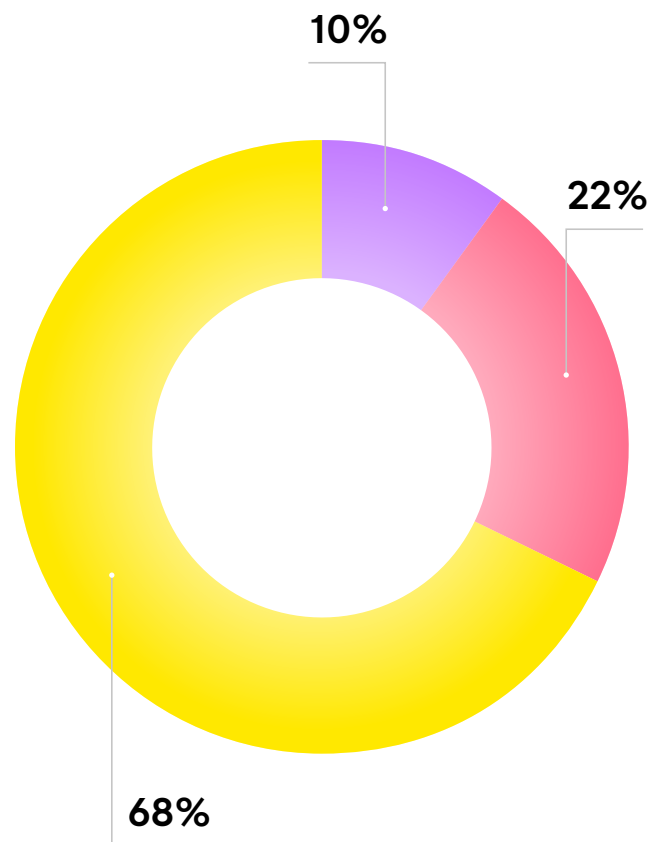
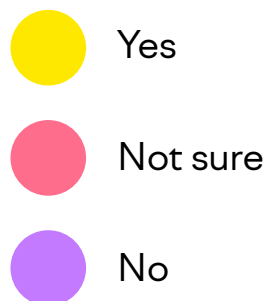
Challenges in using AI for content production



Future Plans for Using AI Content Tools

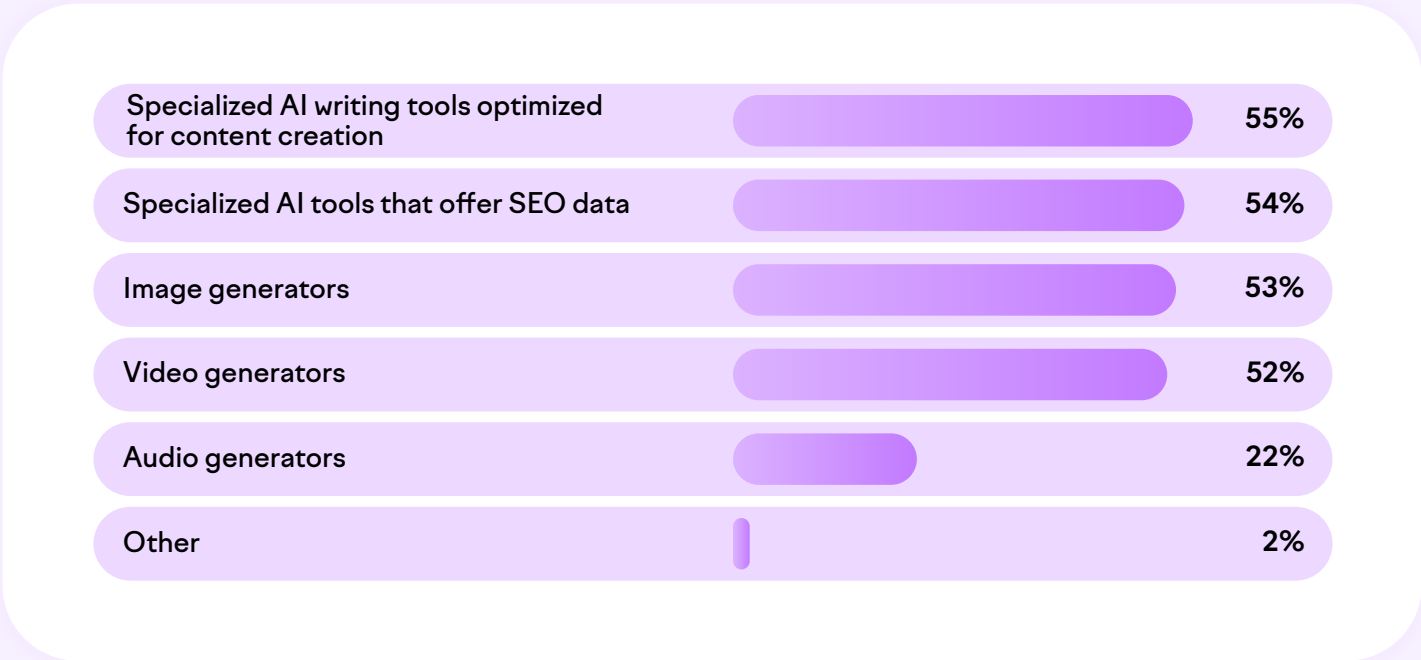
How are businesses going to use AI SEO and content marketing in the future? A majority (68%) are planning on investing in AI tools for content marketing and SEO.

Are you planning to invest in AI tools for content marketing and SEO in the near future?



Here are the new tools they may try out:

The AI tools businesses are looking to try in 2024



A Summary of the Results: AI Content Performance

Let's see whether AI can indeed generate positive results for small businesses based on our findings.

Spread the word!

Share this report with your network.
Click to share on social media.

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Content Marketing and SEO Effectiveness

We compared businesses that use AI content tools with those that don't and analyzed the content marketing and SEO performance they report.

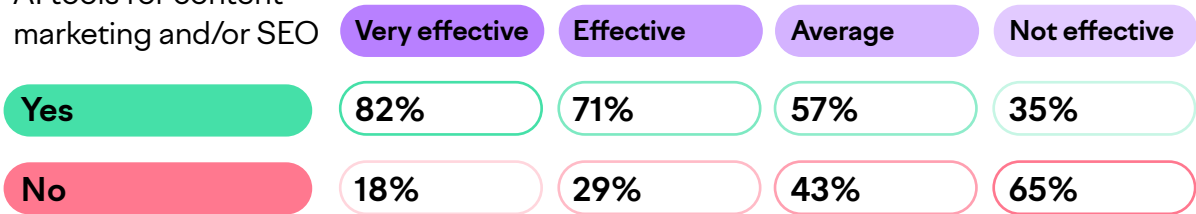
The result?

- Those who use AI in their content marketing claim to have better content marketing results than those who do not.
- Among businesses that claim to be extremely successful in content marketing, 82% are using AI content tools.
- At the same time, only 35% of companies that don't achieve content marketing success use AI.



Are you using any AI tools for content marketing and/or SEO

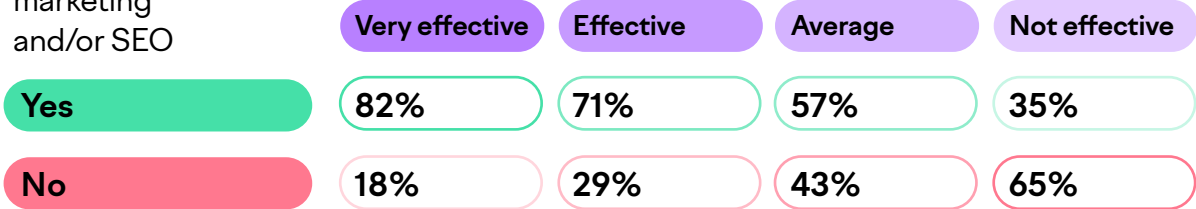
How would you rate your current content marketing efforts?



Similarly, 83% of companies that claim to be highly effective in SEO use AI content tools.

Are you using any AI tools for content marketing and/or SEO

How would you rate your current efforts related to ranking and attracting organic traffic (SEO)?



Content Production Resources and Content Quality

The average time spent on writing a single long-form blog post

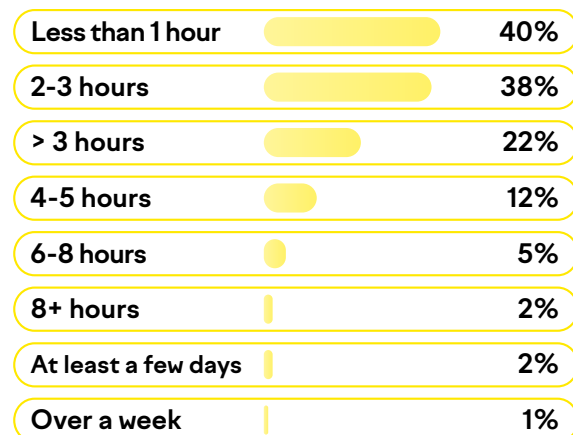
After using AI tools



Before using AI tools



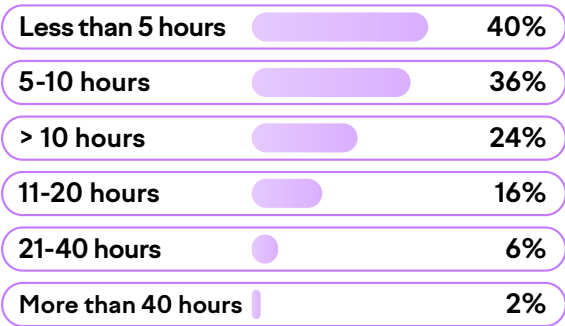
Those who don't use AI tools



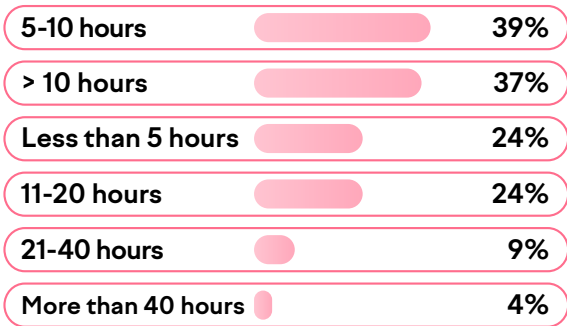
Similarly, 40% of companies using AI now spend less than 5 hours on content per week vs. 24% before they started using AI.

The average weekly time spent on content production

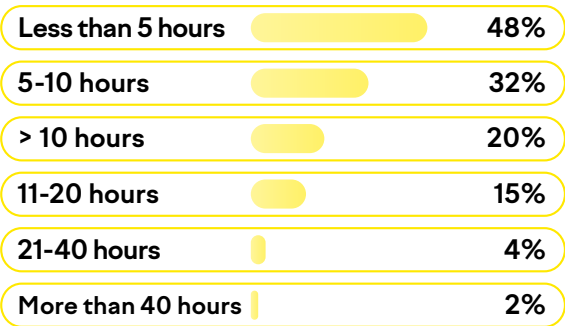
After using AI tools



Before using AI tools



Those who don't use AI tools



Interestingly, 40% of businesses that still don't use AI claim to create blog posts in under one hour, and 48% say they spend less than 5 hours a week on content marketing.

But, as we already saw, these companies tend to be less effective in their content marketing and SEO efforts.

This can suggest that AI will not only save your resources, it can also make your content more successful.

This is also confirmed by the data: we saw that 79% of businesses see an improvement in content quality thanks to AI.

However, this increase in quality can only happen if you maintain human oversight of AI content production.

93% of businesses we surveyed have a certain process for reviewing AI copy—from optimizing it for tone of voice and style to working with subject matter experts and editors.

On top of that, researching topics and content ideas is the most common way of using AI for content marketing. And creating a content strategy is the fourth most popular use case.

This suggests that AI can be much more than a tool for writing quick copy.

Wondering how your business can achieve this? Keep reading to find out.



As you can see, using AI for content can open a whole new world of opportunities for small businesses.

It offers wider benefits beyond cutting time and costs. For instance:

-  68% of companies saw an increase in content marketing ROI thanks to using AI
-  65% of them also saw an improvement in their SEO results when using AI
-  76% of businesses report having their AI-generated content rank at least once

We also saw that using AI the right way involves building efficient prompts, reviewing AI-generated content, and leveraging other marketing tools—among other things.

Let's see what industry experts have to say about it and what AI content trends will take place this year.

Content Marketing and AI Trends for 2024

We talked to seven content marketing experts who shared their key tips for leveraging AI content tools.

Let's see what to include in your 2024 strategy.



Got questions?

Or would you like a summary of this section? Our AI chat is here to help you dive deeper into the report. Ask away!

Open the AI Chat



01

Trend One:

AI Should Be Used by Humans for Humans

By **Michael Brenner**,

Content Marketing Leader and Founder, Marketing Insider Group (MIG)

 www.linkedin.com/in/michaelbrenner

 marketinginsidergroup.com

takeaways

- 01 Don't use AI to replace writers, embrace it to improve written content
- 02 Reduce research and preparation time to focus on writing
- 03 Cutting costs can mean reduced quality—be mindful of how you employ AI tools

There's been so much talk about AI stealing jobs and taking over the marketing industry.

At MIG, we've actually embraced AI to revolutionize the way we write. Not to save time or costs, but to improve the quality of what we do.

We use AI to help us understand our audience better, to spot the most important trends, and to find data and research that would normally take us more time.

All this helps us to spend more time on what we do best: writing.

The best content is written by humans for humans.

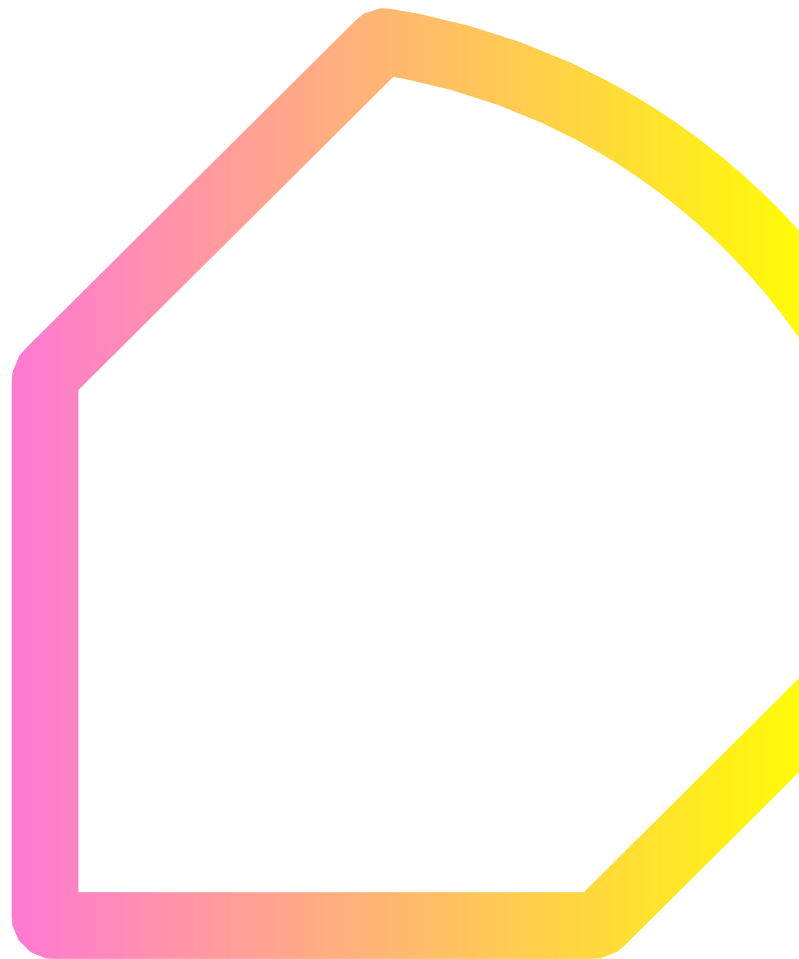
After AI helps us lay the groundwork, our in-house writers step in to add stories, depth, and visual support to each piece of content.

We also added extra editorial reviews, where our writers team up to cross-analyze articles and measure up to a higher standard.



So, while some folks in the marketing world are looking at AI exclusively as a way to cut costs and save time, we think that only adds to a “race to the bottom” of quality.

Instead, we’re using technology the way it was meant to be used: to make us and our clients better, more successful, and more human.





02

Trend Two:

AI Raising the Bar for SEO Content and User Satisfaction

By **Kyle Byers**,
Director of Growth Marketing at Semrush

 www.linkedin.com/in/kylebyers

 semrush.com

- 01 AI tools will have diverse effects on content quality and user expectations
- 02 Be sure to focus on Experience, Expertise, Authoritativeness, and Trustworthiness so that content stays relevant and resonates with your audience
- 03 Expect some competition from Google's Search Generative Experience, as it will be providing AI-generated search results

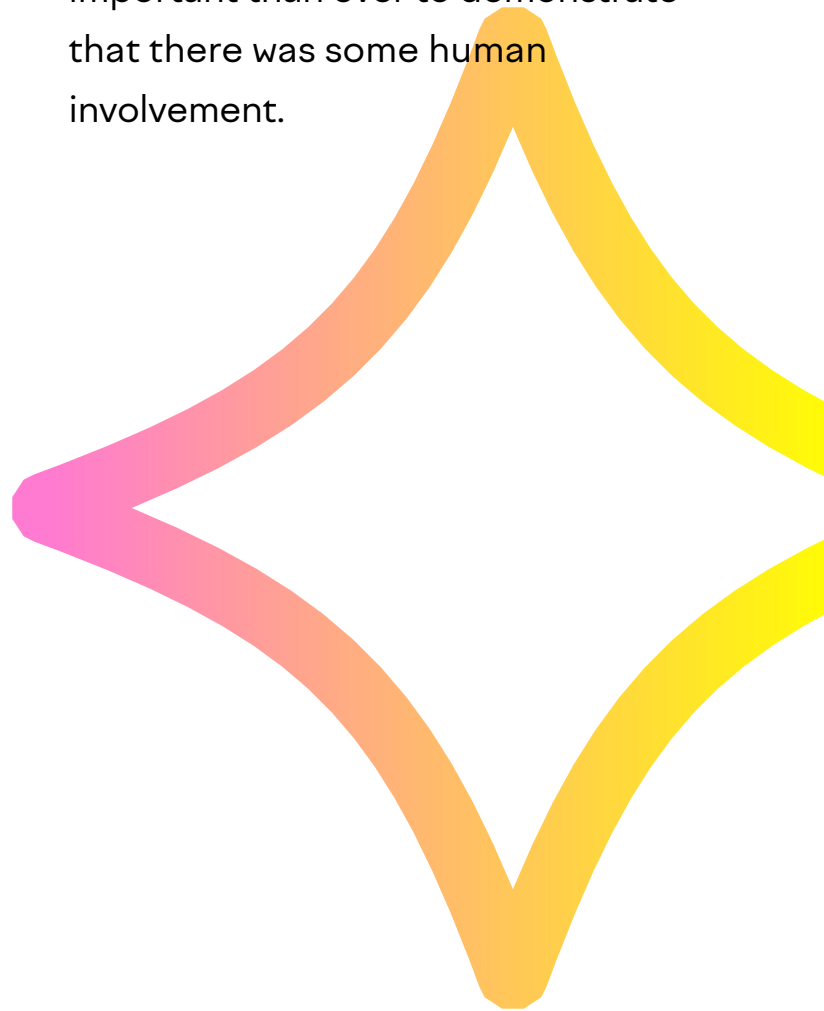
AI will significantly improve SEO content quality and user expectations. When it comes to competitive keywords, topics, and platforms, AI is raising the bar on what you can and must do.

But despite this, there is likely to be more low-quality content created in 2024 than ever before.

After all, many brands will see AI as a fast and easy way to create content, and will do so without skilled writers or editors at the helm.

Let's look at what will probably play out:

- First, generative AI tools like ContentShake AI and ChatGPT are making it easier for teams of any size to create content at scale.
- Second, now that content isn't always created by humans, it's more important than ever to demonstrate that there was some human involvement.



Google, with a continuing focus on E-E-A-T (Experience, Expertise, Authoritativeness, and Trustworthiness), underscores how important this is.

Those same signals are what users are looking for. They crave accurate, authentic content.

Finally, soon we'll all have a new competitor in the SERPs: Google's Search Generative Experience, which displays AI answers for many search queries.

To compete against that, content marketers should provide experiences that can't be easily replaced by simple AI summaries.

Your work needs to be more compelling to users than ever.

We'll see more multimedia embeds, interactive elements, incredible levels of detail, engaging pace, and personality included in the content.

Not to mention, unique contributors and insights, and original research.





03

Trend Three:

AI Inducing a Creator Countermovement

By **Melanie Deziel**,
Speaker, Author, Co-Founder of Creator Kitchen

🌐 melaniedeziel.com

🌐 creatorkitchen.com

- 01** Marketers will inject more personalization into their work to counter the content created by AI generative tools
- 02** It's important to recognize that AI tools can't replace good marketers—speed and scale of production is not the most important metric
- 03** Focus on what makes our content human to connect more deeply with our audiences

In 2024, we'll start to see content creators and marketers become more personal and more vulnerable with their work.

This will act as an antidote to all the sterile and mass-produced content currently flooding the market.

Sheer volume of content hasn't been a truly worthy differentiator in many years.

And yet, I've watched countless companies and services pop up in the last 24 months with quantity as their primary—if not only—value proposition:

- Install this plug-in, and you can 10x your content output.
- Upload your content to this tool and you'll get 300 derivative pieces of content for social.
- Enter some keywords on our platform and we'll spit out 50 blog posts, ready to publish.



Don't misunderstand: tools powered by AI certainly have the potential to save us time and make us more productive.

But they're not a replacement for the work we do.

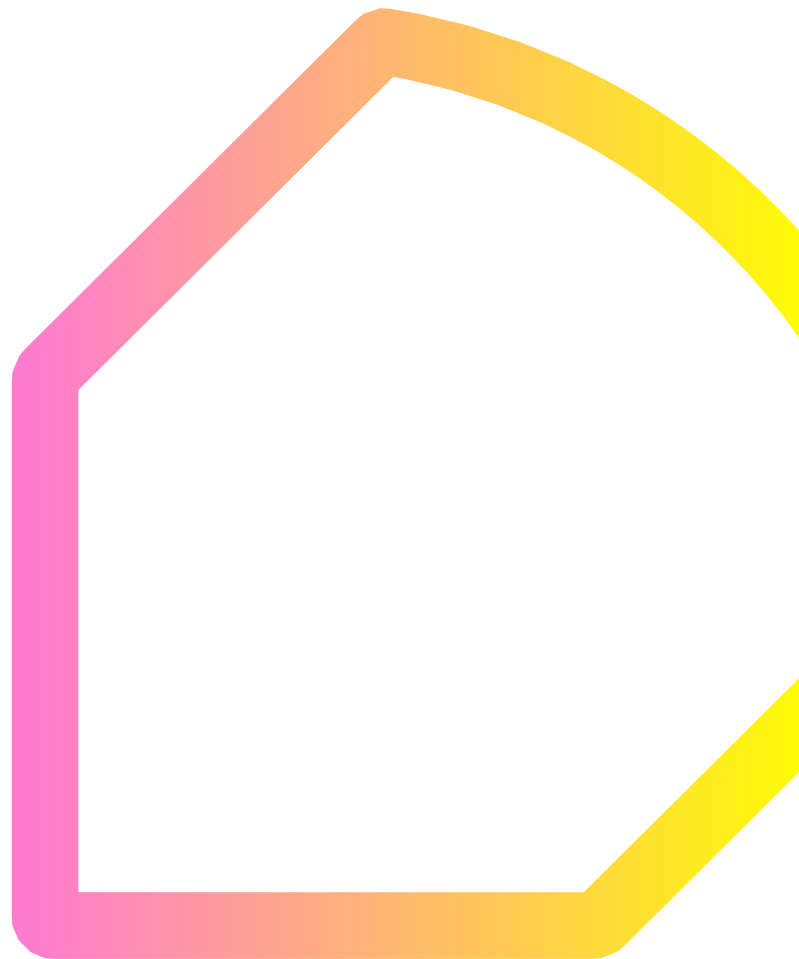
Truthfully, very few of us suffer from the problem of "not enough content."

Most of us are experiencing a deficit of connection, resonance, and impact.

We don't need **more marketing content**—as my friend and [Creator Kitchen](#) Co-Founder Jay Acunzo says—we need to **make content that matters more.**

And if what we **truly** need is to create content that resonates more deeply, connects more authentically, and impacts both our companies and communities, we're going to need more than bots, automation, and large language models to make that happen.

In 2024, what content marketers need to do to stand out is to practice bringing our most human selves into our work. We need to show up with vulnerability, transparency, and candor.



We need to recognize the power of our lived experience and share personal stories and lessons—instead of citing overused case studies and simply relaying the stories of big names and even bigger brands.

Stop sharing Steve Jobs' story as an example of innovation.

Instead, search deep within your own career, company, and community for remarkable stories to tell.

We need to anchor our content in our specific and unique reality, instead of sharing generalities, hypotheticals, and platitudes.

Because let's be honest: Not a single marketer really needs to be told one more time that "if you try to sell to everyone, you end up selling to no one."

And even if they did, they can easily find 10,000 other blog posts to tell them that. You don't want to be 10,001.

I'm framing this rise in more vulnerable and human content as my prediction for 2024, but it's also my **hope** for 2024.

Join me in making sure we're letting the humans take the lead on connecting with other humans.



04

Trend Four:

AI Can and Will Boost Your SEO—When Used the Right Way

By **Margarita Loktionova**,
Content Marketing Lead at Semrush

 [linkedin.com/in/margarita-loktionova](https://www.linkedin.com/in/margarita-loktionova)

 semrush.com

- 01 AI is proven to offer benefits for SEO and content marketing
- 02 However, you should combine it with other tools and human oversight
- 03 There are more applications of AI for SEO than you might think

AI-generated content can and will help you get organic traffic and leads—and this is confirmed by the real-life experience of real small businesses.

The Semrush industry survey revealed that the majority (65%) of businesses report an improvement in their SEO performance thanks to AI.

And among companies that claim to be most effective with their SEO efforts, 83% are using AI tools.

All this confirms that AI offers unprecedented benefits for companies wishing to grow their online presence.

This is especially true for small businesses.




Traditionally limited in their resources, they can now afford to compete with bigger companies.

Quoting Michelle Halvorsen,
a Semrush customer:

But can you simply lay back and fully rely on AI to create high-ranking content for you?

Probably not.

Let's unpack this.



As a self-trained marketer, I find AI has increased my knowledge as I can use it to inform my practice. I still have to be creative, but as the only marketing person in the company, it's like having a team alongside me.

Michelle Halvorsen,
CMO at Applicable Limited

As of now, Google has a neutral policy towards AI and it doesn't penalize AI copy.

1

What Google cares about is providing relevant, comprehensive, and original content to searchers.

Hence, AI-generated or not, your content has to fully answer the question of the user, create a great reader experience, and be based on real life.

I see it as a synergy and collective work of AI tools, subject matter experts (SMEs), and writers.

For instance, you can run an interview with a subject matter expert or conduct a survey with your customers and feed AI the insights you have collected to write the actual piece.

Then, you can work with a writer and/or editor to make this copy more human, e.g., by adding case studies, visuals, stories, humor, and so on.



AI tools like ChatGPT have numerous applications for SEO—more than many might think in fact.

2

For instance, you can use AI to:

- Generate headline and content ideas around your topics and keywords
- Cluster and group your keywords
- Optimize your drafts for the selected keywords
- Find gaps and opportunities in your content plans
- Identify interlinking opportunities
- Research each topic in depth and make your content more comprehensive
- Optimize your meta tags and other elements

And more.

However, AI doesn't eliminate the need for sourcing additional data and running further research.

For instance, many AI tools like ChatGPT don't provide real-time data on target keywords (their search volume, keyword difficulty, and so on).

Similarly, ChatGPT can't offer comprehensive insights on search intent—the content expectations of users typing your target keywords.

To address this, you can combine SEO tools like those offered by Semrush with manual research and AI tools for research, optimization, and writing purposes.

You can also try specialized content tools like [ContentShake AI](#), which combines Semrush's SEO data with ChatGPT's content creation capabilities.

In addition, businesses should monitor emerging search trends, including different AI-driven search optimization methods.

3

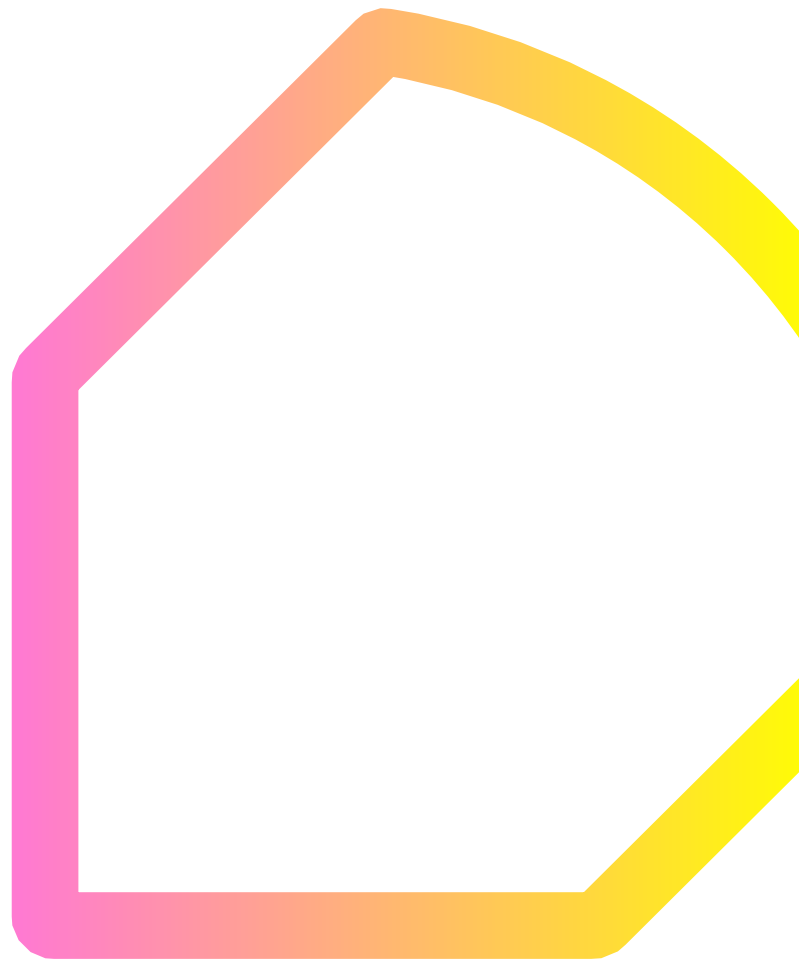
For instance, [this recent study](#) uncovered several strategies for enhancing the visibility of lower-ranked websites in AI search rankings.

These techniques involve citing reliable sources, integrating relevant quotations, and incorporating statistical information.



To summarize, AI tools can streamline various SEO tasks, aiding businesses of any size.

However, it requires a smarter approach with a focus on providing value for users and leveraging real-life data.





05

Trend Five:

The Click-Through Rates in Search Are the Priority—and AI Can Help

By **Andy Crestodina**,
Co-Founder and CMO at Orbit Media

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 orbitmedia.com

- 01 Improving your CTRs in search can bring significant traffic wins
- 02 Don't stop at analyzing rankings when assessing SEO performance
- 03 AI can help you identify content that could be optimized to boost CTRs

Last year, we talked about the growing importance of click-through rates (CTRs) in search.

This trend remains essential for 2024.

Search engines aim to answer searchers' questions more efficiently by offering featured snippets, related questions, and knowledge panels in search results.

And, soon enough, via Google's Search Generative Experience.

As a result, people might be less motivated to click through to see your website pages.

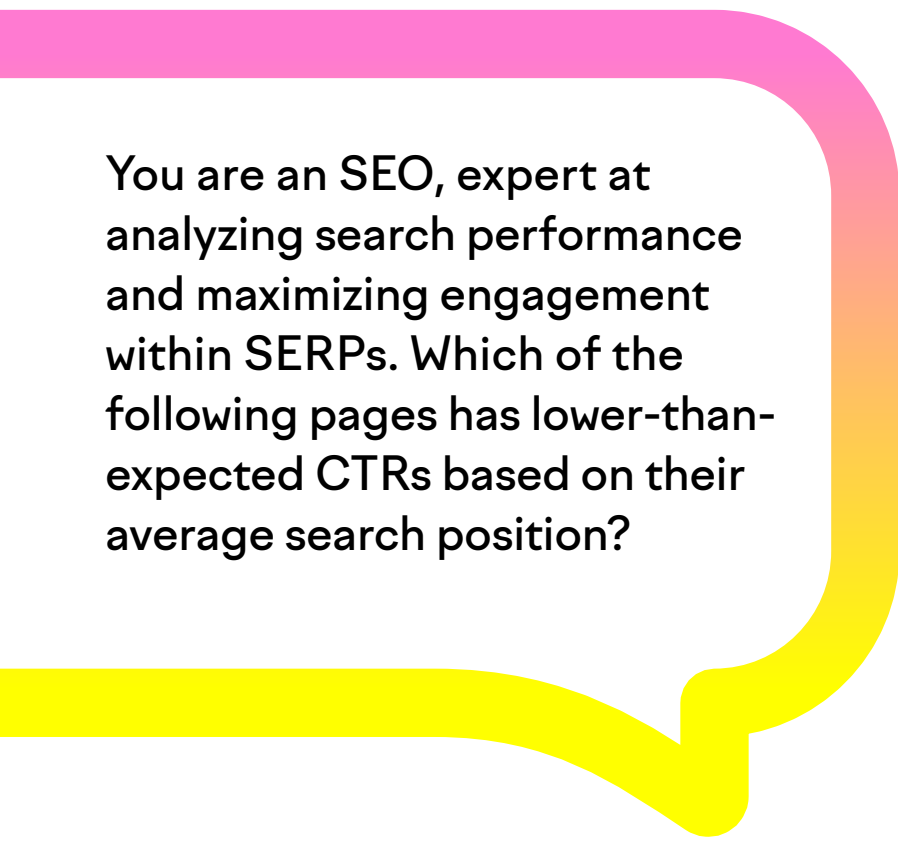
You can address this by creating memorable experiences with your content, leveraging other content formats (e.g., SEO-optimized video), and opting for diversified content promotion tactics.

However, what's new this year is that you can use AI to increase the CTRs by adding quick yet meaningful fixes to your content.

For instance, you can use the following workflow to find pages whose CTRs can be improved by tweaking the title tags:

1. Head to your Google Search Console account and open the "Search results" tab.
2. Export your data in a CSV file—showing the website URLs, average positions, and CTRs.
3. Upload this file to AI and ask it to find URLs that have lower-than-expected CTRs based on their average position.

Here's the prompt you can use:



You are an SEO, expert at analyzing search performance and maximizing engagement within SERPs. Which of the following pages has lower-than-expected CTRs based on their average search position?

After getting a list of such pages, you can think of ideas for spicing up their title tags. For instance, you could make them sound more engaging and optimize them for search intent.

This can make a big difference!



06

Trend Six: Getting Ready for Lights, Camera, AI Video Content

By **Ross Simmonds**,
CEO of Foundation

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 foundationinc.co

- 01** AI videos will continue to grow in sophistication and even blend in with other non-AI video content
- 02** We see a rise in new types of video content, including AI avatars and AI-powered webinars
- 03** AI will help sales teams target customers with personalized video content

In 2024, we are going to see the rise of AI-supported video content.

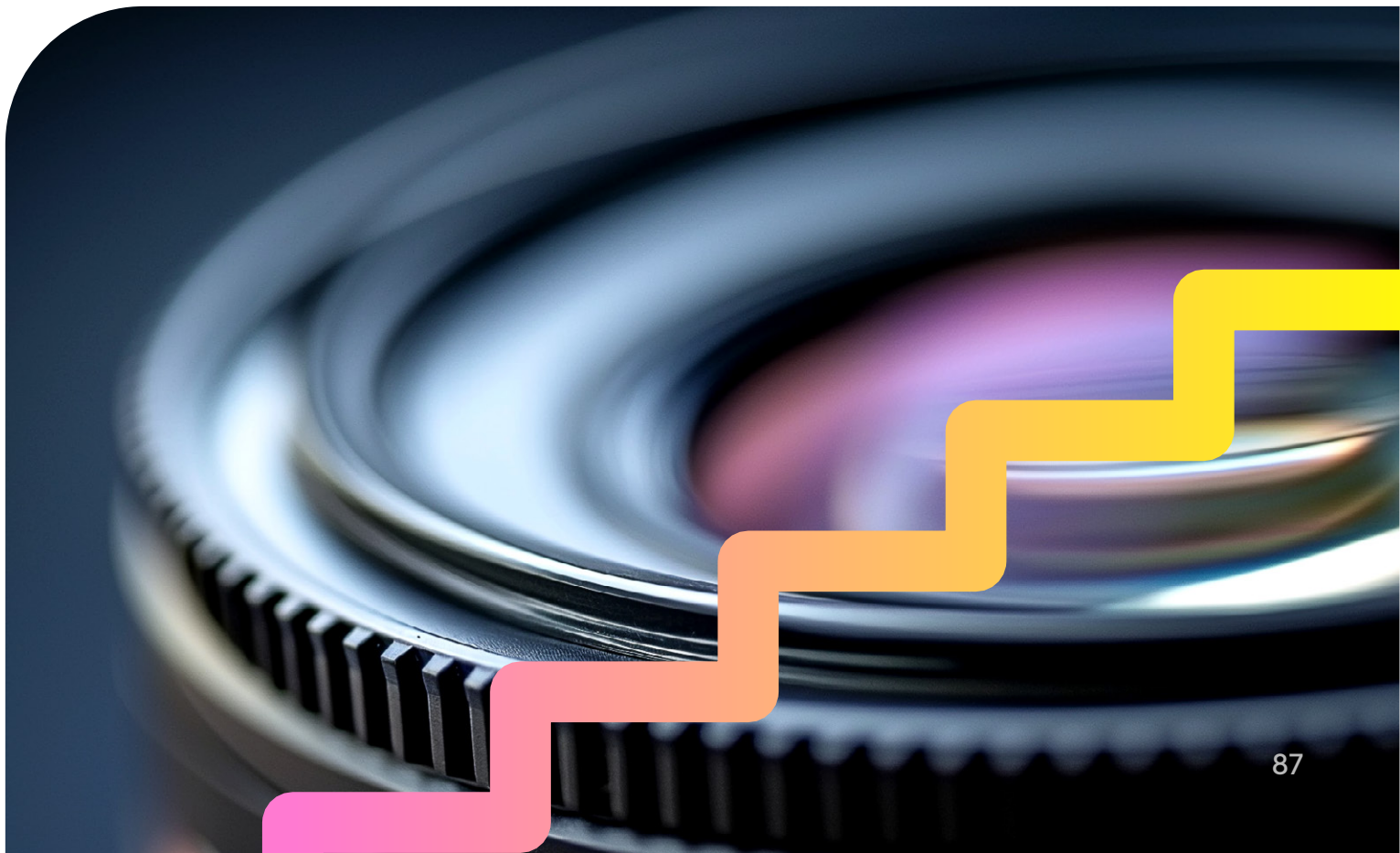
A lot of people might read that and immediately think I'm talking about AI animation and AI-supported effects on the back of Midjourney.

But in reality, I'm talking about top-to-bottom AI-created video experiences that include everything from talking head videos that are actually synthetic avatars using synthetic voice to AI-powered webinars.

AI video content is possible thanks to the technologies allowing us to create our very own 'deep fake' that acts, talks, and shows up as us in different formats and channels.

AI-powered video is already taking over content channels like YouTube, Spotify, and TikTok.

But very few are aware that the content they love is nothing more than artificial intelligence.



In B2B, I think the rise of AI-driven video will have a huge impact on sales teams and executives who send mass communication to target customers.

Imagine a video in your inbox with a talking head, but instead of being an actual person in the bottom corner, it is an avatar that uses synthetic human audio.

This avatar might say things associated with a personalized experience such as “Hey [Insert Your Name Here], How are you?”

This is coming to an inbox near all of us very soon.

Brands and people will need to act accordingly.

Video supported by AI is here, and it’s about to explode.





07

Trend Seven: AI Can Help Attract More Listeners to Your Podcast

By **João Amaro**,
Co-Founder of Podsqueeze

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 podsqueeze.com

- 01 AI is transforming other areas of content marketing—including audio content
- 02 Podcasting continues to grow and is becoming a useful content marketing tool for brands of all sizes
- 03 Organic ranking can be a challenge, but AI tools can help repurpose content for SEO

Podcasting is one of the fastest-growing media formats in the world, with over 4 million podcasts available as of 2023.

Podcast listeners are also highly engaged, spending more than 7h per week listening to podcasts.

However, creating a successful podcast can be quite demanding.

Planning, producing, and editing your podcast on a regular basis requires serious commitment.

And, growing a fan base and reaching your audience can be an even more challenging task.

Podcasts are discoverable on search, as Google can parse the spoken words within podcasts and surface relevant episodes based on the user's query—alongside text and video results.

But Google does not index every podcast episode that exists on the web.



It only indexes podcasts that have a valid RSS feed that describes the show and its episodes. They should also be accessible to Google without requiring a password or any other restriction.

Creating written content can significantly help podcasters rank higher on Google and other search engines:

- A study by play3media found that just transcribing podcast episodes led to a 6.68% boost in search traffic.
- The team at Moz noticed a 15% rise in organic traffic and, impressively, up to a 50% increase in keyword rankings after incorporating transcripts into the Davis Phinney Foundation podcast website.

Here's where AI content repurposing tools like Podsqueeze come in.

They automatically repurpose podcast episodes into transcripts, show notes, blogs and social media posts, newsletters, video clips, and more.

According to Ana Xavier, Podcast Marketing Expert at The Podcast Space, small business owners have been especially keen on using AI for podcasting.

Xavier shared with us how before 2023, about 75% of audited podcasts' show notes averaged 200-300 characters—providing little to no context to the episode.

Today, that figure has surged to 2,500, a change they discovered was linked to the use of AI tools.



08

Trend Eight: AI Will Further Promote Niche Content Marketing

By **Vanhishikha Bhargava**,
Founder at Contensify

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 contensifyhq.com

- 01 Niche content marketing is set to become a significant trend in 2024
- 02 Focus on creating content for a specific audience, not just for traffic
- 03 AI can facilitate researching and structuring targeted niche content

As we step into 2024, the content marketing landscape is undergoing a transformative shift.

Gone are the days of generic content aimed at driving traffic.

The key focus? Speak to one, not to everyone.

Here's what's unfolding:

- Firstly, while high-quality content is great, its impact is diluted if it doesn't cater to a specific niche. Broad-spectrum content strategies are seeing diminishing returns, evident in the decreasing conversion rates, despite hefty investment.
- Secondly, the success of targeted ad campaigns has thrown the spotlight on the importance of focused messaging in content marketing. The internet's cacophony demands that content speaks directly to an individual's needs, goals, and challenges.



Enter AI, the game-changer.

Far from being just a tool for mass content production, AI is now steering towards enabling niche content creation.

It simplifies researching and crafting content tailored for a very specific audience, ensuring every word resonates and adds value.

The trending conversations around the EEAT (Experience, Expertise, Authoritativeness, and Trustworthiness) framework are confirming this shift.

It's about prioritizing relevance and context over sheer content volume.

Looking ahead:

- 2022 and 2023 were the experimental years for AI in content marketing, creating a lot of noise.
- 2024, however, is poised to be the year where AI cuts through this noise.

It's not about creating for search engines anymore; it's about crafting for your audience.

The goal? To create content so compelling and targeted that it draws the audience in—not because they stumbled upon it, but because it speaks directly to them.

This is the essence of niche content marketing—a trend that's set to redefine content strategies in 2024.

Stay tuned as we watch this exciting trend unfold, leveraging AI to create more meaningful, engaging, and impactful content than ever before.

Humans Go Head to Head Against AI Writers

Can AI copy truly resonate with our customers?

We tried a fun experiment, pitting humans against machines to see who would come out on top when it came to writing copy.

Let's see what we found out.



Got questions?

Or would you like a summary of this section? Our AI chat is here to help you dive deeper into the report. Ask away!

[Open the AI Chat](#)

We surveyed over 700 consumers in the US, showing them different versions of content in different formats, with two versions per format.

One version was written by a human writer and the other by AI.

People were simply asked to select the version of the text that resonated with them more; they did not know one version was written by a machine.

We used ChatGPT and ContentShake AI and worked with several writers to create the copy.

When working with ChatGPT, we were sharing detailed prompts—similar to a brief that a writer would get.

For example, the guidelines on the tone of voice, length, readability, the objectives for each content piece, and so on.

In many cases, we had to write 2-3 additional prompts to get the result we wanted. For example, we had to specify the text structure requirements.

We didn't work with an editor to check human or AI-generated copy.

Who Did We Survey?



We had a very even distribution of respondents identifying as males and females (50.2% versus 49.5% respectively).

38% of the respondents were in the age group of 25-44, 12%—18-24, 18%—45-54, and 32%—55 and older.

And What Were the Results of the Head to Head?

Battle #1

The task Write an intro for a blog post about the best cat food for indoor cats.

Human result

From midnight zoomies to sun-drenched naps, you love every whisker of your furry feline.

And if your cat lives strictly indoors, they need fewer calories and more lean protein than their free-range cousins.

Below, we've herded up the best cat foods for indoor cats, with just the right recipes for affordability and nutrition. You'll find choices that are easy on the stomach, preservative-free, immune-supporting, vitamin-rich, and even hairball-proof!

So, grab your laser pointer and cuddle your kitty close as we discuss the finest indoor cat foods this side of the windowsill.

46%

AI result

Are you looking for the best cat food for your indoor feline friend?

We've got you covered!

In this article, we'll explore the top options for indoor cat food that will keep your kitty healthy and happy.

Whether you're concerned about weight management, hairball control, or overall nutrition, we have the perfect choices for you.

Let's dive in and find the best cat food for indoor cats that will meet all your furry friend's needs.

54%

The score: The AI-generated copy won, 54% vs. 46%

Battle #2

The task Write a short social media ad to promote a family-friendly resort in Spain.

Human result

Save 15% on family-friendly luxury

A relaxing family vacation?
It IS possible. Experience Blue Lagoon's new restaurants, pools, and more. Book now for 15% off.

Book my trip!

30%

AI result

Blue Lagoon Resort: Your Family Paradise in Spain!

Enjoy the ultimate vacation with family-friendly activities, brand-new amenities, and a serene beachside experience. Now offering a special 15% discount for a limited time!

Click to Book Your Dream Getaway Today!

70%

The score: The AI-generated copy won, 70% vs. 30%

Battle #3

The task Write a blog post paragraph about why indoor cats need a special diet.

Human result

Why Do Indoor Cats Need a Special Diet?

While your indoor cat leaps across your living room like a cheetah, they shouldn't eat the same high-calorie diet as their wilder cousins.

Why?

- **They're less active**

Unlike outdoor cats, indoor cats don't roam and hunt, so they burn fewer calories. A diet that fits their lifestyle can keep them trim and happy.

- **They get more hairballs**

More time for indoor grooming means your little buddy swallows extra fuzz. A high-fiber diet

can help it pass through to the litter box.

- **They need more nutrients**

Since indoor cats aren't outside eating everything from grass to inchworms, they need a diet fortified with special nutrients—like fatty acids and vitamins D and B.

- **Urinary health**

Indoor cats experience more urinary problems. A tailored diet can help keep them comfortable and healthy.

40%

The score: AI-generated copy won, 60% vs. 40%

Battle #3

The task Write a blog post paragraph about why indoor cats need a special diet.

AI result

Why Do Indoor Cats Need a Special Diet?

Indoor cats require a special diet to ensure their optimal health and well-being. Here are the key reasons why indoor cats need a special diet:

- **Sedentary lifestyle**

Indoor cats tend to lead a more sedentary lifestyle compared to their outdoor counterparts. This reduced activity level can result in weight gain and obesity. A special diet can help control calorie intake and prevent excessive weight gain.

- **Lower calorie requirements**

Since indoor cats are less active, they have lower calorie requirements compared to outdoor cats. A special diet formulated for indoor cats can provide the right balance of nutrients while keeping calorie intake in check.

- **Muscle maintenance**

Indoor cats may have less opportunity for physical exercise, which can lead to muscle loss. A diet rich in high-quality protein can help maintain lean muscle mass and support overall muscle health.

60%

The score: AI-generated copy won, 60% vs. 40%

Battle #3

The task Write a blog post paragraph about why indoor cats need a special diet.

AI result

- **Hairball control**

Indoor cats tend to groom themselves more frequently, which can lead to hairballs. A special diet with added fiber can help facilitate the passage of ingested hair through the digestive system, reducing the occurrence of hairballs.

- **Dental health**

Indoor cats may lack access to rough materials, such as grass, that help naturally clean their teeth. A diet with a crunchy texture can promote dental health by reducing plaque buildup and maintaining gum health.

- **Overall well-being**

A special diet designed for indoor cats takes into consideration their unique nutritional requirements. It provides essential nutrients, vitamins, and minerals to support their immune system, promote healthy digestion, and maintain a shiny coat.

60%

The score: AI-generated copy won, 60% vs. 40%

Battle #4

The task Write a social media post with tips on how to choose a skydiving provider.

Human result

Ready to get your air legs? Here are our top 3 tips for a happier landing

- **Pick your instructor wisely:** Your first dive should be their 1000th. Make sure they're USPA certified.
- **Do your homework:** Check online reviews to see how it went for other divers.
- **Don't haggle on safety:** If the price sounds too good to be true, it is. Do your due diligence before you pay.

What are your tips for first-time fliers? Comment below.

35%

AI result

Choosing Your Skydiving Provider: Quick Tips!

Hey adventurers! Picking the right skydiving provider is key for an amazing experience. Here's a short guide:

- **Safety First:** Make sure they have a clear safety record. Safety protocols are non-negotiable!
- **Experienced Instructors:** Look for instructors with plenty of jumps and proper certification.
- **Quality Gear:** The equipment should be modern and regularly maintained.
- **Positive Reviews:** Check out what others are saying online.
- **Scenic Location:** The view makes the jump extra special!

A little research goes a long way for a safe, thrilling dive!

65%

The score: AI-generated content won, 65% vs. 35%

Battle #5

The task Write a social media ad promoting an app for social media management and planning.

Human result

SocialPlan is social media made easy!

Automate your posting, track performance, and find new ways to boost engagement.

Sign up for a FREE trial now, and tame your social game!

#SocialMediaGrowthHacks

#EngagementStrategies

#ContentCreationTips

47%

AI result

Streamline Your Social Media with Ease!

Plan, post, and analyze your content effortlessly with SocialPlan.

Discover insights to boost your strategy.

Start Your Free Trial Today

53%

The score: AI won, 53% vs. 47%

Battle #6

The task Write a product description of an app for simplified video generation.

Human result

Create video like a pro, even if you're not.

Whether you're making an impromptu TikTok or a promo for your latest business venture, the VideoGenius app helps you create unlimited custom, high-quality videos based on the content you provide.

No need for complicated tools or expensive videographers. Let VideoGenius serve as your own personal video editor with the click of a button.

Turn your brilliant ideas into high-quality videos with VideoGenius.

35%

AI result

Introducing VideoGenius: the ultimate app for effortless, high-quality video creation!

Tailored for both individuals and businesses, VideoGenius transforms your ideas into stunning visual stories with just a few taps.

Simply input your information, and watch as the app crafts unlimited, customized videos—no technical skills required.

Whether for personal memories or professional branding, VideoGenius ensures a seamless and creative video-making experience.

Elevate your video content game with VideoGenius, where simplicity meets quality.

65%

The score: AI-generated content won, 65% vs. 35%

These results show that AI-written content can be effective and resonate with your customers.

If you prompt your AI tools well enough, you can create engaging and high-quality marketing copy.

However, our experiment does not suggest that AI is enough for content writing.

First, the real-life engagement with this content could be different.

Second, to get the best results, we advise combining AI with human writers and editors. It's important for a few reasons:



The quality of AI prompts determines the content output



To make your copy truly effective, it needs a human touch and a review by an experienced writer



The human writers should ensure that tone of voice, product messaging, storytelling, and other elements are on point



The truly creative tasks also require—and always will—a human brain

Besides, human oversight is even more important when it comes to longer-form content and to SEO.

What can human writers learn from these results?

We can take a snapshot and make a quick comparison of two of the human and AI texts:

Human

From midnight zoomies to sun-drenched naps, you love every whisker of your furry feline.

And if your cat lives strictly indoors, they need fewer calories and more lean protein than their free-range cousins.

Below, we've herded up the best cat foods for indoor cats, with just the right recipes for affordability and nutrition. You'll find choices that are easy on the stomach, preservative-free, immune-supporting, vitamin-rich, and even hairball-proof!

So, grab your laser pointer and cuddle your kitty close as we discuss the finest indoor cat foods this side of the windowsill.

AI

Are you looking for the best cat food for your indoor feline friend?

We've got you covered!

In this article, we'll explore the top options for indoor cat food that will keep your kitty healthy and happy.

Whether you're concerned about weight management, hairball control, or overall nutrition, we have the perfect choices for you.

Let's dive in and find the best cat food for indoor cats that will meet all your furry friend's needs.

In the human-written copy, we can see some colorful imagery, an understanding of what it is like to be a pet owner, and some emotional language.

However, the language could be considered more difficult to understand.

The AI-written text immediately gets to the point and explains what the reader will learn in the article. There's no room for confusion.

The AI copy also lists the worries of the reader more clearly than the human-written version, in a more concise way. In fact, it spells it out:



AI: Whether **you're concerned about** weight management, hairball control, or overall nutrition, we have the perfect choices for you.



Human: Below, we've herded up the best cat foods for indoor cats, with just the right recipes for affordability and nutrition. **You'll find choices that are** easy on the stomach, preservative-free, immune-supporting, vitamin-rich, and even hairball-proof!

When you write marketing copy, try to:

- 01 Get to the point quickly
- 02 Highlight value propositions or reader concerns clearly
- 03 Aim for better readability ratings
- 04 Be concise and avoid more complex vocabulary
- 05 Use AI to streamline your workflow

A caveat

AI writing tools simply cannot compete with humans without human help. Your prompts need to be specific and include the details you want to include. You may need to edit the output through prompts too, asking for changes or additional steps.

Spread the word!

Share this report with your network.
Click to share on social media.



The AI Prompts Library for Content Marketing and SEO

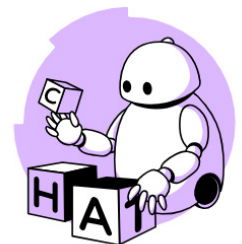
In this section, we cover tips for writing AI prompts you can use to perform various content and SEO-related tasks.

We then share a list of ready-to-use prompts to try out for your content and SEO strategy and campaigns. These tips and prompts can be used with various AI chats. For instance, we were testing them with the AI chat in [ContentShake AI](#).

ContentShake AI chat

Get inspired, explore ideas, and create text with a single click. Begin with one of the suggestions below or start typing your text.

- Generate titles for this content
- Generate Introductions for this content
- Get images for this content
- Generate structure for this content



This research was carried out by a data scientist, a content strategist, and AI—all working together.

We started by listing key categories for AI prompts.

We then had several rounds of generating prompt ideas, testing the results, and repeating this process until we got the desired results.

We manually checked dozens of texts to come up with tips for writing the prompts.

Finally, we created an extensive prompt library for each category and made sure these prompts can help you get the best results, in the easiest way possible.

Top 3 Tips for Crafting AI Content Prompts

First, we identified data-driven tips for writing effective content marketing prompts.

1. State What You Want Using Simple Vocabulary
2. Be Simple and Concise When Asking AI to Act as an Expert
3. Share Examples and Writing Samples to Guide the Tool

Tip #1

State What You Want Using Simple Vocabulary

Success, when prompting AI, is all about clear communication.

In that sense, it's very similar to working with human writers.

It's therefore important to create a detailed prompt with all the necessary information.

But, if you want AI to understand you correctly, you will have to strive for clear structure and avoid ambiguous language.

- Only include necessary instructions and context
- Avoid repeating yourself
- Use unambiguous language and simpler vocabulary where possible

See for yourself in the example below. In the "Good" version, notice that the prompt avoids unnecessary words and phrases like "for my upcoming..." and sticks to the point.

Good

Write a captivating introduction section for a blog post based on its title and target keywords.

Title: '[Your title]'

Keywords: '[Your keywords]'

Introduction section:

Less effective

Craft a compelling opening paragraph for my upcoming blog post titled '[Your title]' that includes these essential keywords: '[Your keywords]'.

Tip #2

Be Simple and Concise When Asking AI to Act as an Expert

Adding context helps AI to better understand the assignment. However, when doing so, avoid overwhelming it with unnecessary details.

- Balance what you want to see in the output with what is genuinely helpful for the AI
- There's no need to overstate what you want the tool to achieve
- Keep your sentences short and concise

See what this looks like in the example below. The additional information in the "Less effective" example does not add real information or help the tool improve its performance in any way.

Good

Act as an experienced content marketing expert.

Less effective

I want you to pretend like you're the world's best marketer. You're skilled in every single aspect of marketing. There's no one better than you. Companies pay you millions to help them with their marketing.

Tip #3

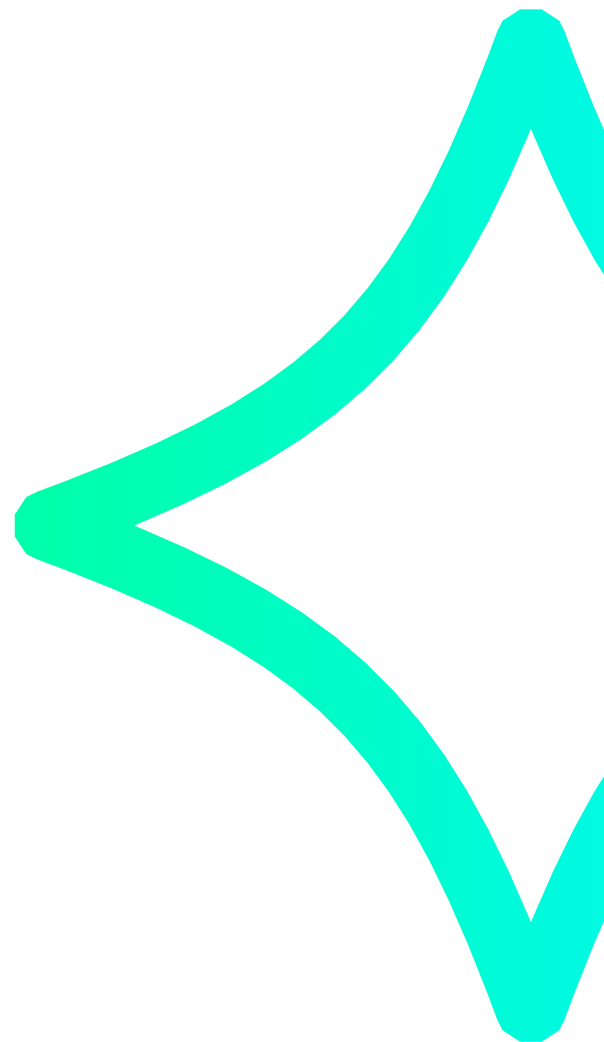
Share Examples and Writing Samples to Guide the Tool

Examples and writing samples help AI tools understand how they should process your requests.

The term for this type of prompting is “few-shot learning”.

Here’s the process:

1. First, show the model a few good examples inside the prompt
2. Emphasize that it is an example by separating it with special symbols. This will help the model understand it is not a direct instruction.
3. Express how you want it to behave. It will then try to mimic this behavior for future requests.



Top 70 Prompts

After talking about the importance of great prompts, it would be remiss of us not to share some of our favorites with you.

- Researching content and topic ideas
- Creating a content marketing strategy
- Creating content outlines
- Writing content from scratch
- Rewriting and paraphrasing text
- Audience research
- Expanding text and adding more content ideas
- Optimizing copy for target keywords

For a complete list of **600+ AI prompts**—covering even more areas of content marketing and SEO—head over to our full AI prompt library.

[Explore the AI Prompt Library](#)

Researching Content and Topic Ideas

Research, ideation, and looking at what your competitors are doing is time-consuming.

These prompts will help you speed things up and find the ideas that will work for your business.

Generate Blog Topic Ideas

Based on the provided focus area, generate a list of 5 potential blog topics that would be interesting and relevant to the target audience.

Focus Area: {focus_area}

Target Audience: {target_audience}

1

Run a Content Gap Analysis

2

Identify potential content gaps based on the provided list of existing content titles. Suggest 3 topics that would fill these gaps.

Existing Content Titles:

{existing_content_titles}

Focus Area: {focus_area}

Target Audience: {target_audience}

Suggest Questions for Audience Engagement

3

Based on the main topic, suggest 5 questions that could be used to engage the audience on social media platforms.

Main Topic: {main_topic}

Target Audience: {target_audience}

Develop a Content Series Outline

4

Create an outline for a content series including main themes and individual post titles based on the overarching subject.

Overarching Subject:

{overarching_subject}

Target Audience: {target_audience}

Analyze Competitor Content Topics

5

Given a list of competitor content titles, analyze and suggest 3 unique content topics that would differentiate our brand.

Competitor Content Titles:
{competitor_content_titles}

Identify Trending Topics in a Niche

6

Based on the provided niche keywords, identify and list 3 trending topics that could be of interest to the audience.

Niche Keywords: {niche_keywords}

Target Audience: {target_audience}

Evaluate Topic Relevance

7

Given a topic, evaluate its relevance to the current market trends and audience interests, and provide a brief explanation.

Topic: {topic}

Current Market Trends:

{current_market_trends}

Audience Interests:

{audience_interests}

Creating a Content Marketing Strategy

When you need to align your content marketing strategy with your business goals, AI can support you.

Check out the prompts below and see how AI can supercharge your efforts.

Generate a Content Marketing Goal

8

Based on the company's overall objectives, define a specific, measurable content marketing goal.

Company's Overall Objectives:
{objectives}

Identify the Target Audience

9

Describe the ideal target audience for a content marketing campaign, including demographics, interests, and behaviors.

Product/Service: {product_service}

Content Performance Metrics

10

List the key performance indicators (KPIs) that should be tracked to measure the success of the content marketing strategy.

Content Marketing Goals: {content_marketing_goals}

Content Type Recommendation

11

Suggest the most effective types of content (blog posts, videos, infographics, etc.) for the given target audience and marketing goals.

Target Audience: {target_audience}
Marketing Goals: {marketing_goals}

Content Distribution Channel Plan

12

Outline a plan for content distribution channels that would be most effective for reaching the target audience.

Target Audience: {target_audience}
Content Types: {content_types}

Content Calendar Template

13

Create a template for a content calendar that includes columns for content title, type, target audience, distribution channel, the assigned writer, its status, and publication date.

Develop a Content Marketing Plan 14

Draft a basic content marketing plan for the next quarter. Include goals, target audience, content types, distribution channels, and key performance indicators (KPIs).

Goals: {goals}

Target Audience: {target_audience}

Content Types: {content_types}

Distribution Channels:

{distribution_channels}

KPIs: {kpis}

Create a Brand Story 15

Write a compelling brand story that connects emotionally with the audience. Highlight the brand's origin, mission, values, and vision for the future.

Brand Name: {brand_name}

Origin: {origin}

Mission: {mission}

Values: {values}

Vision: {vision}

Creating Content Outlines

Once you get into content production, outlines are essential for writing effective, well-structured,

and comprehensive copy. Check out the prompts below:

Generate a Blog Post Outline

16

Create a detailed outline for a blog post or article based on the provided title, description, and keywords.

Title: {title}

Keywords: {keywords}

Target Audience: {target_audience}

Article Description: {description}

Outline for a How-To Guide

17

Develop an outline for a step-by-step how-to guide. Include an introduction, steps with explanations, and a final summary.

Guide Title: {title}

Keywords: {keywords}

Article Description: {description}

Target Audience: {target_audience}

Outline for a Listicle

18

Craft an outline for a listicle. Provide a catchy introduction, a list of points/items with brief descriptions, and a conclusion.

Listicle Title: {title}

Keywords: {keywords}

Article Description: {description}

Target Audience: {target_audience}

Outline for a Case Study

19

Formulate an outline for a case study. Include a background section, the challenge, the solution implemented, the results, and a conclusion.

Case Study Title: {title}

Case Study Description: {description}

Target Audience: {target_audience}

Outline for a Comparison Article

20

Generate an outline for a comparison article. Include an introduction, criteria for comparison, individual product/service analysis, and a summary with recommendations.

Comparison Title: {title}

Keywords: {keywords}

Article Description: {description}

Target Audience: {target_audience}

Outline for a Research Summary

21

Construct an outline for summarizing research findings. Include an abstract, methodology, results, discussion, and conclusion sections.

Research Title: {title}

Research Description: {information about the research}

Keywords: {keywords}

Target Audience: {target_audience}

Outline for an Industry News Update

22

Create an outline for an article that provides an update on the latest news in a specific industry. Include an introduction, key news points, implications, and a conclusion.

News Update Title: {title}

Keywords: {keywords}

Industry: {industry}

Target Audience: {target_audience}

Outline for a 'Top Trends' Article

23

Formulate an outline for an article discussing the top trends in a particular field. Include an introduction, a list of trends with explanations, potential impacts, and a conclusion.

News Update Title: {title}

Keywords: {keywords}

Industry: {industry}

Target Audience: {target_audience}

Outline for a 'Frequently Asked Questions (FAQ)' Article

24

Develop an outline for an FAQ article that addresses common questions on a topic. Include an introduction, a series of questions and answers, and a conclusion with additional resources.

FAQ Article Title: {title}

Keywords: {keywords}

Article Description: {description}

Target Audience: {target_audience}

Outline for a 'Beginner's Guide' Article

25

Craft an outline for a comprehensive beginner's guide on a specific subject. Include an introduction, basic concepts, step-by-step instructions or tips, common pitfalls, and a conclusion with further learning resources.

Beginner's Guide Title: {title}

Keywords: {keywords}

Article Description: {description}

Target Audience: {target_audience}

Outline for a 'Product Launch' Announcement 26

Create an outline for an article announcing a new product launch. Include an attention-grabbing introduction, product features, benefits, launch details, and a conclusion with a call-to-action.

Product Launch Title: {title}

Product: {product}

Article Description: {description}

Target Audience: {target_audience}

Create a Podcast Episode Outline 27

Develop an outline for a podcast episode. Include the episode title, a brief summary, main talking points, guest names (if any), and a closing statement.

Episode Title: {episode_title}

Summary: {summary}

Main Talking Points:

{main_talking_points}

Guest Names: {guest_names}

Closing Statement:

{closing_statement}

Writing Content from Scratch

Beyond outlines, you can generate entire content pieces using AI.

Remember to treat this content just like any other. Make sure you have an editor to ensure the writing is on point and aligns with your objectives.

Tools like ContentShake AI can generate ready-to-publish articles that are automatically tailored to your audience's search intent and needs.

Generate a Listicle

28

Create a listicle based on the provided topic. Include a catchy title, an introduction, and at least 5 list items with a brief description for each.

Topic: {topic}

Keywords: {keywords}

Article Description: {description}

Target Audience: {target_audience}

Craft a How-To Guide

29

Write a step-by-step how-to guide on the given subject. Begin with an introduction that explains the importance of the task and then list the steps in a clear, concise manner.

Topic: {topic}

Keywords: {keywords}

Article Description: {description}

Target Audience: {target_audience}

Develop a Product Description

30

Write a compelling product description for the following item. Highlight its features, benefits, and the unique selling points.

Product Name: {product_name}

Features: {features}

Benefits: {benefits}

Unique Selling Points:
{unique_selling_points}

Compose an Email Newsletter for a Product

31

Write an email newsletter based on the product's description.

Product's Description: {subject_line}

Target Audience: {target_audience}

Create a Case Study

32

Write a case study that showcases a problem, the applied solution, and the results. Start with an overview, then detail the case, and conclude with key takeaways.

Company Name: {company_name}

Problem: {problem}

Solution: {solution}

Results: {results}

Write an Event Description

33

Craft a description for an upcoming event. Include the event's purpose, details, target audience, and information on how to register or participate.

Event Name: {event_name}

Purpose: {purpose}

Details: {details}

Target Audience: {target_audience}

Registration Information:
{registration_information}

Create a Webinar Script 34

Write a script for a webinar that educates the audience on a specific topic. Include an introduction, key points, examples, and a Q&A section.

Topic: {topic}

Webinar Description: {description}

Target Audience: {audience}

Compose a Video Script 35

Write a script for an informational video. Include a hook to grab attention, key messages, visual descriptions (if necessary), and a call-to-action.

Hook: {hook}

Target Audience: {target_audience}

Key Messages: {key_messages}

Visual Descriptions:

{visual_descriptions}

Call-to-Action: {call_to_action}

Rewriting and Paraphrasing Text

Much of our time is spent diversifying content, changing up blogs, and adapting copy for social media or landing pages.

These prompts will help you shift the tone, reword, or rework text for new audiences and objectives.

Paraphrase for a Different Audience

36

Rewrite the given text to suit a different target audience while maintaining the original message.

Original Audience: {original_audience}

New Audience: {new_audience}

Text: {text}

Update the Text with a Modern Twist

37

Modernize the language in the text to appeal to a contemporary audience without changing the core information.

Text: {text}

Convert First-Person to Third-Person

38

Change the perspective in the text from first-person to third-person narrative.

Text: {text}

Transform Text into Bullet Points

39

Condense the text into clear, concise bullet points that summarize the main ideas.

Text: {text}

Rewrite Text for Social Media

40

Adapt the text to be suitable for a social media post, making it engaging and shareable.

Text: {text}

Paraphrase Using Industry Jargon

41

Rewrite the text by incorporating industry-specific jargon appropriate for professionals in the field.

Industry: {industry}

Text: {text}

Translate Technical Text to Layman's Terms

42

Simplify the technical text to make it understandable for a non-expert audience.

Text: {text}

Convert a List into a Paragraph

43

Transform the provided list into a well-structured paragraph.

List: {list}

Rewrite for SEO Optimization

44

Rewrite the text to improve its search engine optimization, focusing on the included keywords.

Keywords: {keywords}

Text: {text}

Adapt Text for a Different Format

45

Convert the text from its current format into a new format specified by the user.

Current Format: {current_format}

New Format: {new_format}

Text: {text}

Condense Text into an Executive Summary 46

Create a brief executive summary that encapsulates the key points of the text.

Text: {text}

Audience Research

You shouldn't write a thing if you don't know your audience and their challenges and goals. These prompts

will help you get some of the insights you need to get started:

Identify Audience Pain Points

47

Based on the provided audience demographic data and industry, identify potential pain points that the audience might be experiencing.

Demographic Data:

{demographic_data}

Industry: {industry}

Generate Audience Personas

48

Create detailed audience personas, including age, interests, job roles, and challenges based on the provided market research data.

Market Research Data:

{market_research_data}

Determine Content Preferences

49

Analyze the provided audience feedback and summarize the types of content (e.g., blogs, videos, podcasts) that the audience prefers.

Audience Feedback:
{audience_feedback}

Suggest Questions for Audience Surveys

50

Generate a list of 10 questions that could be used in a survey to understand the audience's needs and preferences better.

Industry: {industry}
Target Audience: {target_audience}
Goals: {survey_objectives}

Predict Audience Trends

51

Using the provided historical data of audience behavior, predict upcoming trends that might interest our target audience.

Historical Data: {historical_data}

Craft Audience-Specific Messages

52

Write a message tailored to the provided audience persona that addresses their specific needs and interests.

Audience Persona:
{audience_persona}

Evaluate Audience Feedback for Insights 53

Examine the provided audience feedback and extract key insights that could inform content strategy.

Audience Feedback:
{audience_feedback}

Identify Audience's Frequently Asked Questions 54

From the provided customer service transcripts, identify the questions most frequently asked by the audience.

Customer Service Transcripts:
{customer_service_transcripts}

Assess Audience's Language and Tone Preferences 55

Analyze the provided sample of audience communications to determine the language and tone that resonates best with them.

Audience Communications Sample:
{audience_communications_sample}

Map Audience's Buyer Journey 56

Outline the typical buyer's journey stages for our target audience based on the provided customer interaction data.

Customer Interaction Data:
{customer_interaction_data}

Expanding Text and Adding More Content Ideas

If your copy is too short or doesn't quite hit the mark, these prompts will help you expand on your ideas.

Elaborate on Key Points

57

Expand on the key points provided, adding more depth and detail to each one.

Key Points: {key_points}

Add Supporting Facts

58

Introduce relevant supporting facts or data to strengthen the main argument of the text.

Main Argument: {main_argument}

Supporting Information Provided: {supporting_information}

Incorporate Expert Opinions

59

Weave in expert opinions or quotes to add authority to the text.

Topic: {topic}

Experts: {experts}

Develop Subtopics

60

Create subtopics related to the main topic and provide a detailed paragraph for each.

Main Topic: {main_topic}

Target Audience: {target_audience}

Include Examples and Case Studies

61

Provide examples or short case studies that illustrate the main points of the text.

Main Points: {main_points}

Integrate Related Research Findings

62

Incorporate findings from related research to give the text an informative edge.

Research Topic: {research_topic}

Key Findings to Include: {key_findings}

Enhance with Analogies and Metaphors

63

Enrich the text with analogies or metaphors to make complex ideas more relatable and understandable.

Complex Ideas: {complex_ideas}

Suggest Further Reading or Resources

64

Recommend additional reading material or resources that complement the text.

Topic: {topic}

Current Text Summary:

{current_text_summary}

Incorporate Customer Testimonials

65

Add customer testimonials that relate to the topic to build trust and credibility.

Topic: {topic}

Testimonials to Include: {testimonials}

Optimizing Copy for Target Keywords

Finally, we're getting to the SEO. These prompts will help you start to optimize your articles and content to attract an audience via search engines.

Remember that specialized content tools like ContentShake AI

automatically find and incorporate target keywords in your content.

Some AI tools like ChatGPT can't source keywords based on real-time data.

However, there are more related tasks you can perform with AI chats.

Incorporate Keywords into an Existing Paragraph 66

Rewrite the following paragraph by naturally incorporating the provided target keywords without altering the original meaning.

Paragraph: {paragraph}

Target Keywords: {keywords}

Optimize a Product Description for SEO 67

Enhance the following product description by including the target keywords in a way that improves search engine optimization while maintaining readability.

Product Description: {description}

Target Keywords: {keywords}

Create a Keyword-Rich Meta Description 68

Write a compelling meta description for a webpage that includes the target keywords. The description should be between 150 and 160 characters long.

Webpage Content: {content}

Target Keywords: {keywords}

Generate a Keyword-Focused Title Tag 69

Create an SEO-friendly title tag for a webpage that includes the target keywords. The title tag should be concise and not exceed 60 characters.

Webpage Content: {content}

Target Keywords: {keywords}

Enhance a Blog Post with Target Keywords 70

Edit the following blog post excerpt by weaving in the target keywords in a way that feels natural and enhances the post's SEO.

Blog Post Excerpt: {excerpt}

Target Keywords: {keywords}

A Bigger, Better 2024 for Businesses Using AI

AI tools can give marketers, small business owners, and content creators the power to improve their content workflow.

As the report covers, AI can help you produce more content at a higher level of quality.

Our survey of more than 2,600 SMBs shows us that those using AI for content marketing see multiple advantages:

We're excited that 68% of businesses report an increased ROI in content marketing.

- It's awesome to see that 65% saw better SEO results.
- And it's worth sharing that 76% of businesses report having their AI-generated content rank at least once.

Spread the word!

Share this report with your network.
Click to share on social media.

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If you are keen to try out AI in your content marketing in 2024, now's the time to explore Semrush's ContentShake AI.

Speed up quality content idea generation and SEO research based on your niche and audience needs

Create SEO-rich, ready-to-publish articles in one click

Improve your drafts with an integrated AI chat and content optimization tips

Take advantage of top collaboration and publication tools—like sharing via Google Drive and publishing to WordPress.

And lots more!

Try ContentShake AI for free