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The Complete Guide to AI for Content Strategy (2023)

Unlock the power of AI for content strategy and discover how to use AI to create engaging content and stay ahead of the competition in our guide.

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Your content strategy is the guidepost that ensures you create the right content and distribute it across the right channels. And while your experience and industry knowledge play a big role in crafting your content marketing strategy, there's still room to improve efficiency.

With the help of artificial intelligence (AI), you can improve your content strategy creation process. By using AI to start brainstorming and laying out your strategy, you can save time better spent on optimizing content, identifying opportunities, and analyzing data for insights.

Let's look at some ways you can use AI for content strategy, its benefits, and how Jasper AI is one of the best AI tools for strategy.

What role does AI play in content strategy?

Why you should use AI in content strategy

8 Ways to use AI in content strategy

How Jasper helps improve your content strategy creation process

AI for content strategy FAQs

Optimize your content strategy with Jasper

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What role does AI play in content strategy?

Depending on how you use it, AI can play a significant role in content strategy. AI tools help you summarize and analyze data, do SEO research, identify trends, and even brainstorm content topics.

Specialized AI tools even provide insights into the types of content that work best for your audience, when and where you should publish that content, and how best to optimize it for engagement.

Why you should use AI in content strategy

Using AI for content strategy has a number of benefits, including:

- **Improves content performance:** AI helps you identify high-performing content and update your content strategy based on those insights.
- **Increases engagement:** AI helps you personalize your content and identify ways to make it resonate with your audience, which improves engagement.
- **Saves time:** You can use AI to automate parts of the content creation and distribution process so you and your marketing team can focus on other aspects of your strategy.
- **Saves money:** AI also helps your team save money on labor and potentially other expenses such as automation and content production software.

8 Ways to use AI in content strategy

Sold on using AI for content strategy? Here are 10 different ways you can add AI to your content strategy creation process.

1. Research content topics

AI analyzes search engine data and social media trends to spot relevant topics that appeal to your target audience.

By providing AI with a description of your buyer persona and their needs, it can brainstorm dozens of topics in a matter of seconds. Pick and choose those that best match your content strategy and add them to your editorial calendar.

2. Optimize your content

You can use AI to research SEO keywords and metadata based on your content topics. Take it up a notch further by asking the AI to write meta titles, headlines, and meta descriptions for you—even if the AI doesn't strike gold, you can riff off what it generates.

AI can also analyze content performance data. By using AI to aggregate your analytics and pull out key insights, you'll likely save yourself hours of work digging through the numbers on your own.

3. Create content

Use AI to write content outlines, headlines, and even articles. By using machine learning algorithms and natural language processing, AI can easily create even a full blog post in under five minutes. (Just be sure to edit and add your human touch to any AI-written content to avoid potential issues like [Google flagging your content](#).)

Other AI, like Jasper, take this a step further by offering a full-suite content editor. Along with generating outlines and content, Jasper also adds custom AI-generated art to save you time spent searching for featured images.

4. Curate content

Some AI tools specialize in curating relevant content from sources across the internet. This is helpful if you use content curation to share relevant information and thought leadership pieces your target audience might enjoy.

5. Personalize your content

AI has access to huge amounts of online data, and that can include information about your target audience and current customers. By analyzing data like demographics, browsing preferences, needs, and interests, AI can recommend different methods and strategies for personalizing your content.

P.S. Hop into one of our live [Jasper 101 bootcamps](#) to learn how to use AI to create personalized content for multiple channels in no time.

6. Distribute content

You can use AI's analytics power to pinpoint the best days of the week and best times to distribute your content. Better yet, you can use AI to analyze engagement across all your distribution channels to spot trends and the best channels to post to for maximum reach and impact.

7. A/B test your content

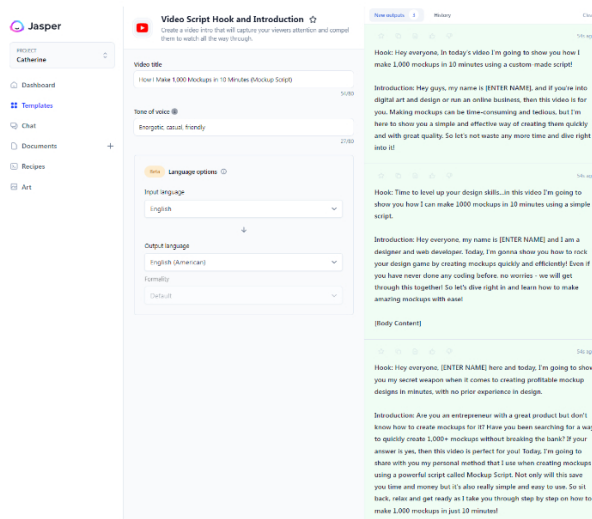
A/B testing allows you to test different designs, page structure, and even copy to see what resonates best with your audience. Use AI to brainstorm and generate variations to test—or use it to analyze the results and discover insights.

8. Engage customers with chatbots

Chatbots are an easy way to engage with your customers and assist them with problems in real time. Rather than having your audience sift through forum posts or how-to guides, a chatbot can analyze a question and deliver an appropriate response.

How Jasper helps improve your content strategy creation process

strategy creation process



We used Jasper to generate a YouTube video script hook and introduction for a video about creating design mockups.

Jasper AI boosts your content strategy by automating some of the key tasks involved in creating and implementing your strategy. These automations include:

- Brainstorm new topic ideas to add to your editorial calendar
- Brainstorm headline ideas
- Create outlines for copy briefs, including headers and bullet points
- Write meta titles and descriptions
- **Generate social media content**
- Craft email subject lines and newsletter content
- Create custom images to use in content
- Write first drafts for both short- and long-form content
- Write landing page copy and calls to action (CTAs)

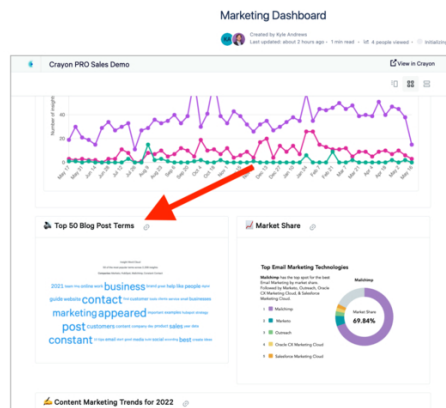
Jasper can also be trained to write in your brand voice and style. This means there's one less thing to check on when Jasper generates ad copy, headlines, or blog posts.

As you can see, Jasper is your best brainstorming buddy, writer, and designer. Think of Jasper like a coworker—ready to help with whatever aspect of your content marketing strategy you're working on.

5 More AI for content strategy tools

Looking for more AI-powered ways to boost your content strategy? Check these tools out.

1. Crayon



Crayon uses AI to help you analyze competitors' content and optimize your own content strategy based on data.

Source: Crayon.co

Crayon is an AI-powered competitive intelligence tool that tracks your competitors' online content, branding and positioning, and more. By interacting with Crayon, it continues to learn more about the insights and data you value most. All this helps you create a competitive content strategy.

Crayon doesn't publish its pricing or plans, but you can request a demo and pricing info.

2. Outranking

Topic	Vol.	CPC	Diff.	Funnel	CL size	Position	Action
content brief	480	7.67	16	11			In planner → See cluster
seo content brief	110	10.56	22	3			Add to planner → See cluster
content brief generator	30	8.01	17	0			
video content brief	10	40	10				

Cluster	Keywords	Vol.	CPC	Diff.	Funnel	Position	Primary
content briefs	content briefs	480	7.67	16			
how to create a content brief	how to create a content brief	10	4.74	0			
how to write a content brief	how to write a content brief	40	11.44	20			
content brief obtain	content brief obtain	10	0	0			
content series brief	content series brief	0	0	0			
content brief questions	content brief questions	0	0	0			
how to make content brief	how to make content brief	0	0	0			

Outranking's AI researches keywords and organizes them into semantic topic clusters to automate your content planning.

Source: Outranking.io

If you're spending hours on SEO keyword research, give **Outranking** a look. This tool uses AI to automate your content planning based on topical keyword clusters and search engine rankings. It also analyzes your existing content to spot any content gaps or areas of the customer journey lacking supporting content.

Pricing for Outranking starts at \$7 for the first month and goes up to \$49 a month for your second month onward.

3. Clearscope

Content grade: A-
Word count: 1,693 (Typical: 2,000)
Readability: College (Typical: College)

What is content marketing automation?

The process of content marketing automation involves software that simplifies content marketing tasks ranging from creation to distribution. Content marketing automation takes repetitive, manual tasks off your hands so you can focus your time and efforts on creating high-quality content for your target audience.

It's no surprise that content marketing automation, when used correctly, can save you and your team time, reduce costs, and improve the effectiveness of your content marketing strategy.

But let us clear something up quickly: While automation can include articles and videos created with artificial intelligence (AI), we're focusing on content marketing automation that enables your team to consistently craft content that resonates with your customers. While AI may save you time, it still requires time and effort to shape its results into messages that appeal to your audience.

Terms (65): target audience, landing pages, A/B testing, search engine, segmentation, google analytics, inbound marketing, hubspot.

Clearscope uses AI to aggregate and group topical keywords and suggest SEO optimizations for your content.

Source: Clearscope.io

Clearscope is an AI-powered content analysis tool that looks for ways you can boost SEO performance for every piece of content you publish. By aggregating competitor content based on keywords and pulling keywords based on popularity, Clearscope makes optimizing your content easy. Additionally, you can use its competitor analysis to find starting points for outlines and commonly asked questions.

Clearscope pricing starts at \$170 a month for the Essentials plan.

4. Drift

influx of new leads, increased pipeline, and improved ROI

Connect financial data and take control of spending

By connecting existing processes your business can efficiently capture critical revenue and increase productivity.

Connect Concur | Connect Intuit | Add a new integration

POWERFUL INTEGRATION!

Most SaaS companies know the struggle of putting together SAP Concur's arsenal, their team can enjoy better productivity, and robust customer insights. In addition to Drift, we have a whole platform of tools, many Adobe products, Tealium, Demandbase, and others like our CRM. And Drift was able to implement and integrate all of these, so that was a huge win for you.

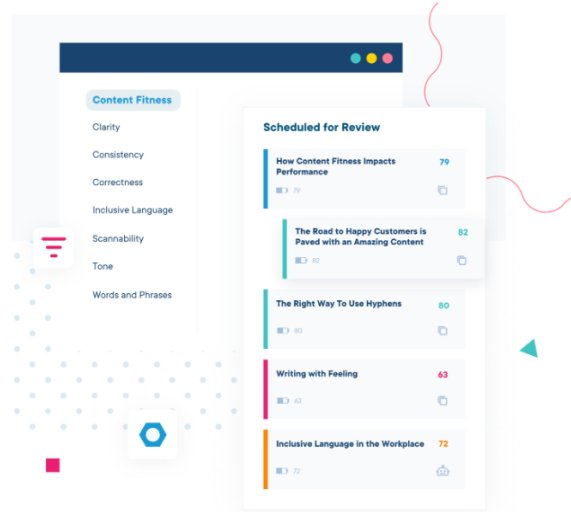
Drift's AI chatbot supports both open-ended questions and pre-selected answers to help your sales and marketing teams deliver the best user experience.

Source: Drift.com

Need a way to help your audience and delight them 24/7? An AI chatbot like **Drift** can help. Drift's chatbot uses machine learning and natural language processing to provide answers and learn from each conversation. Drift's Visitor Intelligence helps you personalize your chatbot experience and collect data for further AI chat personalization. Additionally, Drift can send your sales team real-time notifications while new leads or existing customers engage with it.

Pricing starts at \$2,500 a month for Drift's Premium plan.

5. Acrolinx



Acrolinx's Content Cube looks for optimization opportunities based on your content strategy and quality standards.

Source: Acrolinx.com

Acrolinx takes AI-driven grammar and spelling checks to a new level by allowing you to set targets for your branded content. These targets include style, clarity, tone, and more—and Acrolinx provides guidance to help your content creators meet your quality standards. Acrolinx also includes Content Cube, a feature that spots optimization opportunities, schedules them, and recommends improvements for quick and easy updates.

Acrolinx doesn't list pricing, so you'll need to contact the company to get a quote.

AI for content strategy FAQs

Can AI be used for content marketing?

Yes, AI has multiple uses when it comes to content marketing. Along with writing content for multiple platforms, AI helps content marketing teams create effective content strategies, optimize content for SEO, and even curate content from relevant sources across the web. Check out dozens of [business-ready AI prompts](#) to try with Jasper.

What are the benefits of AI for content strategy?

AI has multiple benefits when it comes to content strategy, including:

- Boosting content performance
- Increasing engagement and personalization
- Saving time and money through automation
- [Brainstorming new content topics](#)
- Pinpointing best practices for distribution

Can I use AI for content writing?

Yes, you can [use AI for writing content](#), and AI content creation is already influencing digital marketing worldwide. But we feel it's best to rely on AI as a brainstorming buddy and not a full-fledged writer.

While AI can help you write headlines, outlines, and even full articles thanks to natural language processing, using human eyes throughout the content creation process leads to better high-quality content. And you run a lower risk of potential plagiarism or red flags from Google.

P.S. Did you know Jasper has Grammarly built into its AI content editor to help you edit and avoid plagiarism?

Will AI replace content creators?

It's [unlikely AI will replace content creators](#). While AI is good at some aspects of content creation, it still struggles to match the creativity and storytelling abilities of human writers.

There are also plenty of nuances when it comes to content creation that AI may never be

able to comprehend fully. This can include ethics, accessibility, and even context added by certain audiences, industries, or scenarios.

And at this time, AI-generated content still lacks the ability to fully mimic voice and tone like human writers, though natural language generation does help AI create a friendlier customer experience.

Optimize your content strategy with Jasper

Using AI to develop and optimize your content strategy has numerous benefits. From improving your content's performance to saving you time on repetitive tasks, AI like Jasper can provide valuable insights that drive results.

Whether you're a marketing team of one or a whole department, rely on Jasper to tackle elements of your content strategy like copy brief outlines, topic ideation, and headline writing. Thanks to built-in features like Grammarly and Surfer SEO, as well as a user-friendly interface that doesn't require you to learn prompt writing, Jasper makes your content creation strategy almost effortless.

If that sounds like a sigh of relief, [give Jasper a free try](#) for five days and see how it can improve your content strategy.

Meet The Author:

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Content Writer, B2B and Tech

Catherine is an accomplished writer with expertise in tech and the internet. She's been writing for 10+ years and has published on sites like Reviews.org, HighSpeedInternet.com, IoT for All, and BetaNews. She currently writes articles about AI, productivity, and Notion on Medium and is a managing editor for All About Cookies.



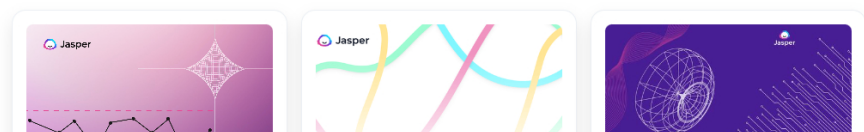
Marketing Strategy

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More from the Jasper blog:



AI Meets ROI: Performance Data in AI Is the Missing Link for Marketing Leaders

AI in marketing needs to transition from a cost saver to a business driver, providing actionable insights and performance-based recommendations.

[Read more](#)

Musings from an MIT Study: Navigating the Intersection of Human Creativity and AI in Marketing

The study found that AI-generated marketing content can rival or surpass human-created content in perceived quality and effectiveness.

[Read more](#)

What Marketing Leaders Actually Need From AI in 2024

Experienced marketing experts share what AI needs to deliver maximum ROI this year

[Read more](#)

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Features

The Jasper AI Copilot

- Company Knowledge
- Team Acceleration
- AI-Assisted Content
- Analytics & Insights

The Jasper Platform

- Security
- Ethics & Responsible AI
- Ethics - AI Policy Template
- Enterprise
- Jasper Everywhere
- Browser Extensions
- Integrations
- The Jasper API

More features

- Brand Voice
- Campaigns
- Art
- 50+ AI Templates
- Chat
- Languages
- Tools & Generators

Resources

On Generative AI

- Blog
- The Prompt
- Getting Started with Generative AI

Learn Jasper

- Jasper Academy
- Get Started - Live
- Jasper Jumpstart
- Jasper 101

Comparisons

- Jasper vs. ChatGPT
- Jasper vs. Writer
- Jasper vs. Copy.ai

Solutions

By use case

- Integrated Marketing Campaigns
- Blog Writing
- Copywriting
- SEO
- Content Strategy
- Social Media Marketing
- Email Marketing

By industry

- Technology
- eCommerce & Retail
- Media & Publishing
- Insurance
- Real Estate
- Healthcare

For partners

- Become an Affiliate Partner
- Become an Solutions Partner
- Become an Tech Partner
- Hire a Partner

Company

Information

- Pricing
- Press
- Careers
- Reviews
- Business
- Style Guide
- Swag

Customer Stories

- BestPlaces
- CloudBees
- 2x
- Pilot Company
- Amplitude
- Goosehead Insurance
- Bloomreach

Support

- Contact Support
- FAQs & Help Center
- Report Vulnerabilities or Misuse

