

AI TOOLS FOR MARKETERS

WRITING TOOLS

NAME	FUNCTION	PRICE
Tone of Voice checker (CHATGPT)	A custom GPT that enables content writers to generate content and promptly assess its alignment with Tone of Voice (TOV) guidelines.	\$20-\$25 a month.
Consensus	Consensus uses AI to democratise access to expert knowledge, allowing writers to find information on specific topics and access related citations and articles.	\$8.99+ a month.

IMAGE GENERATION TOOLS

NAME	FUNCTION	PRICE
Leonardo AI	An advanced art generator for creating visual art effortlessly. Offering an intuitive platform where users can generate images, animations, and even 3D models	FREE - \$48 a month.
Dall-E 3	DALL-E creates diverse images, from photorealistic scenes to emojis. It rearranges objects and designs compositions without explicit instruction.	\$0.040 per image.

VIDEO CREATION TOOLS

NAME	FUNCTION	PRICE
Pika Labs	Pika Labs is a video generator that turns text or images into short videos. It simplifies creating engaging content, offering creative possibilities for storytelling and visual enhancement.	FREE - \$58 a month.
Sora	Sora is OpenAI's upcoming AI model for text-to-video generation. It creates videos from scratch, extends existing ones, and fills in missing frames.	TBC