

The Marketer's Guide to AI

A practical look at AI tools for marketing and creative teams.



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integreon

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A few years ago, generative AI felt like a novelty, something marketers might play with after-hours but not rely on for serious work. Today, it's moved from the sidelines into the standard playbook of marketing operations. AI isn't just a new gadget, it's an essential part of how marketing teams develop, plan, execute, deliver, and measure marketing initiatives.

Through our journey of adopting AI tools internally and collaborating with clients and other marketing professionals across industries, our conviction has only deepened: **AI is no longer optional, it's an operational necessity for modern marketing.**

Three major trends support this belief:

1. Marketing is a growth engine.

Marketing is more than just a support function – it's essential to business growth and a strategic driver of enterprise value. The CMO of a major bank which operates across retail, commercial, and brokerage, recently explained that marketing is regarded as the bank's fourth business unit. Why? Well, what does a bank really do? It takes deposits, gives loans, and processes transactions. Every bank offers these services, so what makes customers choose your bank? *Marketing.*

2. Marketing is inherently generative.

Marketing has always been generative in nature – continuously adapting, taking insights, trends, and stories, and turning them into something that informs, engages, and inspires. That's exactly the kind of work generative AI is built to assist.

Today's consumers expect more than polished sales brochures; they want to be educated and engrossed. Meeting this expectation often means distilling complex, cross-functional insights into compelling, audience-specific content. If you've used ChatGPT or Microsoft Copilot, you've already seen how generative AI can help with the hard work of translating intent and data into targeted, human-centric output.

3. AI is transforming marketing.

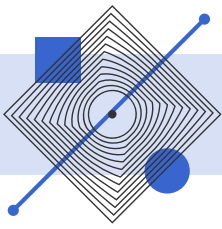
The real power of AI isn't just a boost in productivity. The invention of the elevator didn't only help us move faster, it enabled skyscrapers and modern cities. The use of AI is reimagining how marketing departments operate, collaborate, and scale. It doesn't just make tasks faster, it transforms what's possible.

This guide is for marketers who understand AI's potential but aren't sure where to start.

Drawing on our own real-world experiences and lessons we've learned working with marketing teams around the world and across industries, we've organized a practical, category-by-category breakdown of AI tools for creative professionals.

You'll find what each type of tool does, how it can fit into your workflow, and tips to help you integrate these new technologies without losing the human spark that makes marketing work.





Design & Images

Strong visuals are the backbone of modern marketing, but creating them requires long lead times and specialized skills. AI can help teams generate professional, on-brand images in less time, supporting everything from campaign concepts to final production.

What AI can do:

- Generate original, high-quality images from text prompts.
- Create brand-aligned templates for campaigns and social media.
- Remove backgrounds, enhance images, and adjust layouts automatically.
- Scale production of visual assets without sacrificing quality.



Tips for integration:

Set brand guardrails inside your AI tools by uploading colors, fonts, and logos, so every output starts on-brand.

Keep a creative lead involved for the final pass to make sure the work feels intentional, culturally relevant, and aligned with your campaign's tone.

Tools to explore:

Generative images and vectors

Adobe Firefly: Creates original, high-quality images from text prompts, with fine control over style, lighting, and composition.

Vector Magic: Converts raster images into clean, scalable vector graphics - ideal for logos and illustrations.

Brand-aligned design templates

Canva: Offers thousands of templates with AI-assisted resizing, layout suggestions, and brand kit integration.

Adobe Express: Simplifies the creation of branded graphics with AI-powered design assistance.

Pitchly: Centralizes and manages branded templates so every asset stays consistent.

Image editing

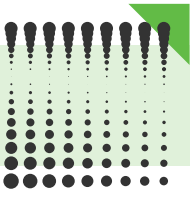
ClipDrop: Removes backgrounds, upscales resolution, and swaps objects instantly.

Luminar Neo: Adjusts lighting, removes distractions, and enhances photo quality automatically.

GoCharlie: Generates, resizes, and edits marketing visuals for different channels.

Workflow fit:

These tools can fit throughout the creative process. Generative image platforms help visualize concepts early, branded templates enable non-designers to produce campaign-ready assets, and AI-powered editing tools speed up revisions during review cycles. Together, they can reduce turnaround times without overloading design teams.



Data Visualization & Storytelling

Data isn't persuasive - the story you tell with it is. AI can help transform raw numbers into visuals and narratives that inspire action. For marketers, that often means pulling together campaign metrics, market research, and customer insights into reports or presentations that engage both the analytical and emotional sides of your audience.

What AI can do:

- Automatically turn spreadsheets into charts and dashboards.
- Identify trends and insights worth highlighting.
- Create audience-specific narratives from the same dataset.
- Format reports and presentations with less manual design work.



Tips for integration:

Let AI handle the heavy lifting of chart creation and formatting but always review the narrative.

A human perspective ensures the visuals highlight the right story, avoid unnecessary noise, and guide the audience toward clear takeaways.

Tools to explore:

Data storytelling

Piktochart: Converts data into infographics, reports, and presentations with simple drag-and-drop editing.

Storyd: Generates data-driven slide decks with narratives tailored to your audience.

Interactive dashboards and charts

Tableau: Builds interactive dashboards with AI that suggests key insights.

Vizzlo: Produces professional charts and diagrams, recommending the best formats for your data.

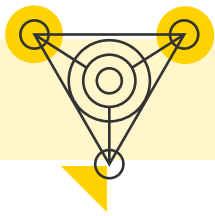
Slide-based data transformation

Beautiful.ai: Formats and designs slides automatically as you add content.

Zoho Show: Creates charts, adjusts layouts, and integrates with other Zoho tools for smooth workflow.

Workflow fit:

AI visualization tools work well in campaign reporting, strategic planning, and pitch development. Marketers can transform raw analytics into polished dashboards or slides, then layer in human insights to focus on the most meaningful trends for a specific audience.



Content & Automation

One of AI's strong points for marketing departments is helping teams work faster and more consistently. From drafting first-pass copy to automating repetitive tasks, there are AI tools – beyond the more common solutions like ChatGPT, CoPilot and Gemini – that focus on content creation and automation to help free up time for higher-value creative thinking.

What AI can do:

- Draft first-pass content for blogs, social posts, and email campaigns.
- Ensure tone, grammar, and formatting stay on-brand.
- Automate formatting in PowerPoint and Excel.
- Organize and manage templates and creative assets.



Tips for integration:

Utilize AI tools to clear bottlenecks in production but treat the output as raw material.

Editors, copywriters and brand managers are essential to the process and should always refine the content for accuracy, tone and personality, so it still feels uniquely yours.

Tools to explore:

PowerPoint and Excel add-ins

Efficient Elements: Automates PowerPoint slide formatting, saving hours on design tweaks.

SlideLizard: Adds interactive polls and Q&A directly into your presentations.

Template and asset management

Templafy: Stores and distributes approved templates to ensure brand consistency.

Brandfolder: Organizes brand assets with AI-powered tagging and search.

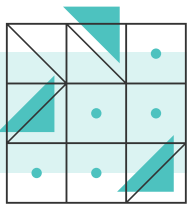
Content generation

INKForAll: AI writing assistant that optimizes copy for SEO while maintaining brand voice.

Grammarly: Enhances clarity, grammar, and tone with AI-driven suggestions.

Workflow fit:

AI can generate drafts of blogs, newsletters, and social posts, while asset management tools store templates and approved content for easy access. Presentation and spreadsheet automation can be slotted into regular reporting and pitch preparation, cutting hours of repetitive formatting work.



Presentations & Slides

Presentations remain a core marketing deliverable, whether for sales pitches, investor decks, or internal reporting. AI tools can save hours here and improve the quality of your slides.

What AI can do:

- Turn text-based outlines into slide decks.
- Format and design slides automatically.
- Enable real-time, collaborative storytelling.
- Keep decks on-brand with less manual effort.



Tips for integration:

AI can give you clean on-brand slides quickly, but it can't replace a crafted narrative arc.

Have a presenter or strategist review pacing, emphasis, and key points so the final deck builds connection as well as credibility.

Tools to explore:

Natural language to slide generation

Gamma: Turns plain text into professionally designed presentations.

Tome: Creates interactive, multimedia-rich decks from a single prompt.

Slide formatting and design automation

Auxi.ai: Applies brand formatting to PowerPoint slides instantly.

LooksGoodAI: Automatically reformats slides into polished, professional layouts.

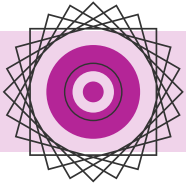
Real-time collaboration and storytelling

Puzzle Labs: Generates concise, AI-driven summaries to enhance knowledge sharing.

Deckopus: Supports collaborative editing and updates in real time.

Workflow fit:

Slide-generation tools can produce a starter deck from a text outline, while automation platforms apply brand formatting and layouts instantly. Real-time collaboration features make it easier for marketing, sales, and product teams to work on the same deck without version chaos.



Video & Multimedia

Video is central to many marketing strategies - from quick social clips to immersive webinars. AI tools make it possible to produce high-quality video content without massive budgets or production teams.

What AI can do:

- Edit and repurpose long videos into short, platform-specific clips.
- Create animated explainers and cinematic presentations.
- Add AI-generated voiceovers, music, and motion graphics.
- Build interactive, audience-driven video experiences.



Tips for integration:

Use AI to scale production - creating multiple formats, lengths, and languages .

But keep human creatives in charge of pacing, tone, and message to preserve authenticity and emotional impact.

Tools to explore:

3D and cinematic presentations

Prezi: Creates dynamic, zoomable presentations that feel more immersive.

Renderforest: Produces animated videos, intros, and explainers with AI-powered templates.

Video editing and repurposing

Descript: Text based video editing, AI-enhancements and easily cut short clips optimized for social channels.

Lumen5: Turns blog posts or articles into video content with animations and stock footage.

Interactive audience engagement

Sendsteps: Adds polls, quizzes, and real-time feedback to live or recorded presentations.

Genially: Creates interactive presentations, infographics, and microsites with embedded media.

Music, voice, and motion graphics

VoicePen: Converts audio and video into transcripts, captions, or blog posts.

Media.io: Offers AI-powered audio editing, voice cloning, and auto-subtitling.

Workflow fit:

Video AI tools can streamline both creation and repurposing. A flagship video can be cut into short clips for different channels, webinars can be turned into interactive assets, and blog posts can be reimagined as animated explainers.

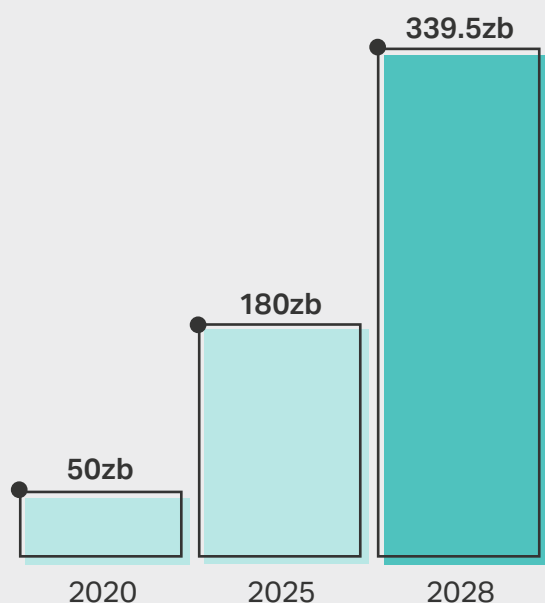


Reimagine the Operating Model

Corporate marketing data has been expanding at 20–30% annually, much of it unstructured. Historically, managing this data required heavy manual effort: drafting, reviewing, summarizing, classifying, and archiving. Human capacity scales linearly, while unstructured data grows exponentially.

The result? Vast amounts of untapped knowledge, fragmented staffing models, and widened cybersecurity and third-party risk exposure.

Figure 1: Global data is projected to grow to 393.9 zettabytes by 2028.

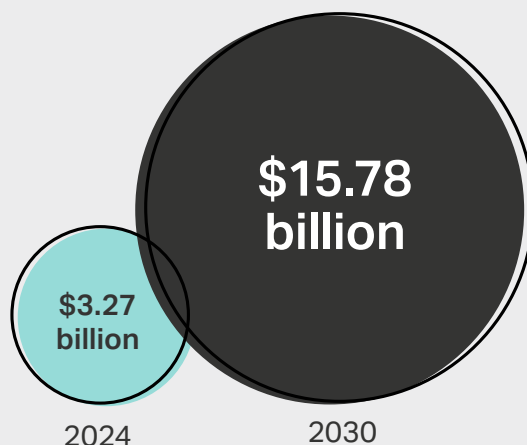


Source: Worldwide IDC Global DataSphere Forecast

AI changes the equation. With automation at scale for drafting, summarizing, and classifying, AI creates the opportunity to re-architect enterprise marketing data governance. Instead of fragmented silos, companies can now build next-generation semi-centralized architectures that unify structured and unstructured marketing data.

This shift doesn't just transform data architecture; it redefines outsourcing strategy. Increasingly, companies are retaining high-value creative and strategic work while consolidating outsourced ecosystems to AI-enabled service providers. The outcome: exceptional marketing services delivered faster, better, and at lower cost.

Figure 2: Global spending on AI governance software will reach \$15.8 billion by 2030.



Source: Forrester



Final Thoughts

AI isn't just about working faster - it's about working smarter and creating better content.

The tools we've covered can help marketing teams scale output, stay on brand, and explore creative possibilities that simply weren't feasible before.

But adopting AI can feel overwhelming. Which tools are right for your workflow? How do you ensure brand consistency while introducing new tech? How do you integrate AI into existing processes without disrupting the business? How do you extract the most value from these new solutions as quickly as possible?

That's where we come in. We don't just advise businesses on AI adoption; we use AI every day in delivering B2B services to Fortune 500 companies. Across the Integreon operating environment, we have deployed hundreds of active AI agents and have seen measurable results: cycle times reduced by 20–50% and productivity gains exceeding 80% in targeted use cases. As Large Language Models (LLMs) advance toward Artificial General Intelligence (AGI), we expect steady - and eventually rapid - improvements in accuracy, throughput, and ease of use, greatly expanding applications while reducing the need for complex prompt engineering.

We believe that organizations that embed AI early and practice it across their workforce will gain a sustained competitive advantage that late adopters will struggle to close once AGI is achieved. That's why we advise our clients: *when it comes to AI, manage it early - don't wait until it's late.*

Whether you need high-volume creative production, presentation design, branded content, or data storytelling, we choose and implement the best technology for your specific needs. Our clients don't have to worry about evaluating dozens of tools or managing complex integrations – we handle it all, delivering work that blends AI efficiency with the human creativity and strategic insight that only experienced marketers and creatives can provide.

The marketers who thrive in this new era will be those who experiment, adapt, and embrace AI's potential - and with Integreon as your partner, you can move forward with confidence, knowing you have both the technology and the expertise working for you.

AI Tools at a Glance

We've explored AI's potential across key marketing functions - from design and storytelling to content automation and video production. But with hundreds of platforms on the market, knowing where to start can still be daunting.

To make it easier, we've compiled an AI tool comparison chart to give you a side-by-side look at 50 leading AI tools. You'll see their core functions, primary use cases, platform type, and starting costs - all in one place. Think of it as your quick-reference guide for exploring AI options without getting lost in the noise.





50 AI tools at a glance.

Legend

Online Desktop App PPT Add-in Presentations/Slides Design/Images Data Viz Video Content

Tool (in alphabetical order)	Year Est.	Type	Use Case		Starting Cost
Adobe Express	2015			All-in-one editor for creating social posts, images, videos, presentations and more.	Free
Adobe Firefly	2023			Create and generate images, videos, audio, and vector graphics for commercial and creative use.	Free
Auxi	2020			PowerPoint add-in for fast, intuitive slide creation tailored to consultants and analysts.	\$\$\$\$
Beautiful.ai	2016			Automates slide design and formatting to help teams create professional, on-brand decks quickly.	\$\$\$\$
Brandfolder	2012			Manage and distribute brand assets, and track use and performance over time.	n/a
Bubbi	2020			Suite of tools to make image generation and editing faster, easier and more fun.	\$\$\$\$
Canva	2013			All-in-one platform for creating visuals, documents, presentations, and marketing content.	Free
ClipDrop	2020			Image editing and background removal tool for designers and content creators.	Free
Copy AI	2020			Writing assistant for generating marketing copy, blog posts, and social media content.	Free
Decktopus	2019			Presentation builder for creating interactive decks with content and design automation.	\$\$\$\$
Descript	2017			Text-based video editing with AI features for video and audio enhancements, easy exports.	Free
Efficient Elements	2005			Automate PowerPoint slide formatting and design for brand-compliant, professional presentations.	n/a
Emaze	2009			Build presentations, websites, and digital media using customizable templates.	\$\$\$\$
Flair	2022			Generate branded product photography and marketing visuals from text prompts.	Free
Gamma	2021			Presentation and content platform for creating visual documents, decks, and web pages.	\$\$\$\$
Genially	2015			Interactive visual content including infographics, presentations, and gamified experiences.	\$\$\$\$
GoCharlie	2021			Generate marketing copy, images, and social media content.	Free
Grammarly	2009			AI writing partner for fast, professional content generation, integrates with common apps.	Free
Illustroke	2023			Customizable vector illustrations from text prompts for use in web, branding, and marketing.	\$\$\$\$
INKForAll	2019			Writing assistant for SEO-optimized content, copywriting, and marketing automation.	\$\$\$\$
Juicebox	2005			Interactive data storytelling for building dashboards and visualizations.	\$\$\$\$
LooksGoodAI	2020			One-click slide formatting for streamlining and automating PowerPoint presentations.	Free
Ludus	2014			Presentation tool for creating creative, animated slide decks with design flexibility.	\$\$\$\$
Lumen5	2017			Video creation platform for turning blog posts and scripts into engaging videos.	\$\$\$\$
Maverick	2021			Video personalization and customized video messages at scale for marketing and sales.	\$\$\$\$
Media.io	2018			Multimedia editor for generating and enhancing video, audio, and image content.	\$\$\$\$
Piktochart	2012			Infographic and visual content generator that transforms text and data into engaging visuals.	\$\$\$\$
Pitchly	2018			Data-driven content creation platform for building branded pitch decks and marketing visuals.	n/a
PowToon	2012			Video creation platform for making animated explainer videos and presentations.	\$\$\$\$
Prezent	2021			Create hyper-personalized, branded presentations using storylines, templates, and automation tools.	Free
Prezi	2009			Presentation platform for transforming ideas into dynamic, non-linear visual stories.	\$\$\$\$
Puzzle Labs	2022			Knowledge base and documentation assistant for organizing and generating technical content.	Free
Renderforest	2013			Videos, animations, and logos with templates and AI tools for branding and marketing.	\$\$\$\$
Sendsteps	2023			Interactive presentations with quizzes, polls, and audience engagement features.	Free
Slidebean	2014			Presentation builder that creates pitch decks and business slides from text input.	\$\$\$\$
SlidesAI	2023			Presentation generator for transforming text into Google Slides presentations.	\$\$\$\$
Slidzo	2022			Presentation editor for creating cinematic 2D and 3D slides with automated formatting.	\$\$\$\$
Stockimg	2022			Image generator for stock photos, illustrations, and concept art from text prompts.	Free
Storyd.ai	2022			Storytelling platform for creating data-driven business presentations.	Free
Tableau	2003			Business intelligence and data visualization for creating interactive dashboards and analytics.	\$\$\$\$
Templafy	2014			Document automation for creating compliant, branded documents across departments.	n/a
Tome	2020			Storytelling platform enabling interactive, multimedia-rich presentations and narratives.	\$\$\$\$
Unbounce	2009			Landing page and conversion optimization for marketers.	\$\$\$\$
Venngage	2012			Infographic and visual content maker for creating reports, presentations, and visuals.	\$\$\$\$
Vidyo.ai	2021			Video editing for repurposing long-form content into short clips for social media.	\$\$\$\$
Visme	2013			Design suite for presentations, infographics, documents, and social media content.	Free
Vizzlo	2015			Data visualization tool for creating charts and infographics with PowerPoint integration.	\$\$\$\$
VoicePen	2022			Convert audio content into blog posts and articles using speech-to-text and summarization.	\$\$\$\$
Wonderslide	2020			Slide designer for creating decks quickly and easily, integrates with PowerPoint.	Free
Zoho Show	2019			Generate and design slides, infographics and content, compatible with PowerPoint.	Free



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