AI TOOLS

AI Tools for Marketing: Choose by Job

Start from the work, trial for one week against a baseline, and protect your data.

Swipe →

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SELECTION METHOD

Five questions before any trial

1. **The job**
   One sentence describing the task and its output
2. **The input data**
   Is any of it personal or confidential?
3. **The review step**
   Who checks it, and before which gate?
4. **The failure impact**
   What happens if a wrong output slips through?
5. **The exit route**
   How you stop and keep your work

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THE ORDER

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Choose the job first, then the data, then the checker, then the tool.

Fluency is never evidence of accuracy.

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KNOW THE LIMITS

What each category does badly

CHAT	Fluent text whether or not it is true
IMAGES	Legible text, consistent characters, accurate real products
SOCIAL	Knowing consent, tone problems, when silence is better
ANALYTICS	Knowing whether the underlying data is clean

Treat every number quoted as unverified until traced to the source.

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ONE WEEK TRIAL

6 criteria

Scored from 1 to 5 on the scorecard

Set the pass mark before the trial begins, so enthusiasm cannot move it.

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ADOPTION ORDER

Start low risk, finish regulated

1. **Internal, repeatable work first**
   Meeting summaries, research briefs, report commentary
2. **External drafts with a named checker**
3. **Regulated and sensitive jobs last**
   Only after legal and IT agree the rules

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DATA PROTECTION

The never-paste list

- Names and contact details of customers or leads
- Health information or identifiable stories
- Anything about children
- Passwords and customer system exports
- Confidential board, legal or financial papers

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TOOL SPRAWL

Keep tools under control

- ✔ One approved tool per job
- ✔ A simple register with named owners
- ✔ Same five questions for every request
- ✔ Quarterly review, or the tool is retired

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READ THE FULL GUIDE

Choose by job, not hype

- Five questions and a one week trial
- Data protection and human review
- A register to prevent tool sprawl
- gauravphogat.com/ai-tools-for-marketing

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