

How AI Reduces Copywriting Expense

A White Paper by
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Introduction

High quality copywriting is expensive. Presently, average hourly rates range from \$60 – \$120 for experienced copywriters and \$120 – \$200 for genuine copywriting gurus.

This level of expense was not much of a problem back in the pre-digital age because pre-digital marketers did not require massive amounts of copy.

But today, here in the digital age, competitive marketing does require massive amounts of copy. And that makes the high and continuously increasing cost of copywriting a problem.

The **Good News** for digital marketers is that today Artificial Intelligence (AI) enables producing large volumes of high quality copy faster and at dramatically lower cost.

While many experienced copywriters are still being paid at a **\$60 - \$120** per hour rate, AI Powered Copywriters do well for themselves, and for their employer, working at **\$25 - \$40** per hour.

But the **Not so Good News** is that very few copywriters are currently taking advantage of AI technology. And, whether working on-staff or freelance, copywriters who are not taking advantage of AI, are costing their employers a great deal of money.

In this White Paper, we will look at several ways that AI solutions can help copywriters do better, faster and substantially less expensive work. And we also look at several ways that employers can help copywriters do better, faster and less expensive work by providing them with access to AI copywriting solutions.

How Copywriters Can Leverage AI To Better Serve Their Employers

To start producing more quality copy, faster and more economically, copywriters can utilize AI to:

1. Better Understand Audiences

Artificial Intelligence can be a powerful tool for gaining deeper insight into target audience preferences and for crafting compelling copy.

By feeding AI with demographics and psychographics of target audiences, a copywriter can quickly and easily analyze vast amounts of search data and online conversations to reveal audience interests, pain points, preferred language, and online behavior.

By providing AI with relevant keywords or competitor content, a copywriter can quickly identify evolving search trends and emerging topics to keep up to date on what is resonating with audiences.

2. Craft More Compelling Copy

When AI is provided with a seed concept or a product description it can utilize its deep knowledge to suggest creative content formats for web pages and blogs, articles, social media posts and captions, and talking points that will resonate with audiences.

AI can also analyze draft content for clarity, flow, and adherence to target audiences preferred language style. And AI can generate multiple headline and tagline suggestions.

3. Better Focus on Benefits

AI can be a powerful tool for shifting copy focus, away from product features and toward the benefits that products provide. Using AI, a writer can quickly analyze customer reviews, social media comments, and survey data to identify emotional responses and desires.

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AI can also segment customers based on their demographics, interests, and past purchases to help tailor benefit focused messaging that resonates with the specific benefit needs of different segments of customers.

4. Evolve a Stronger Brand Voice

When copywriters provide AI with sample copy that is written in the desired tone, AI can analyze the text and suggest improvements to better align benefit statements and tone with target audience expectations.

5. Manage Brand Voice Consistency

AI can evaluate continuing copy production to suggest areas where the brand voice and tone may be deviating from the brand's personality.

6. Maintain Consistency Across Channels

AI allows writers to create large volumes of brand-consistent content for various channels (like social media, email marketing, and website updates) ensuring that the brand voice remains uniform across all customer touchpoints.

How Employers Can Leverage AI To Better Support Their Copywriters

To help their copywriters produce more quality copy, faster and more economically, employers can utilize AI to:

1. Better Understand The Brand

Before a copywriter writes anything, their employer can utilize AI to better understand their brand's voice and tone and target audience expectations.

2. Plan Copywriting Workflow

An employer can make the copywriting process more cost-effective and efficient by utilizing AI to create a clear production plan that structures and schedules copy requirements.

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3. Discuss First Drafts First

Discussing AI generated first drafts, before copywriters dive into finishing them, prevents perfectionism from bogging the copywriting process down.

4. Provide the Right AI Toolkit

Employers need to provide copywriters with AI software that offers features like copy outlines and templates, grammar checks, style guides, and plagiarism checkers. These tools can save a great deal of time and money.

5. Build Long Term Partnerships

Employers may be well served by considering long-term partnerships with a few highly skilled on-staff or freelance writers. Their increasingly deeper knowledge of business objectives, customer requirements and marketing strategies can be a big factor in continuously improving financial return on copywriting investments.

6. Remember 80/20

Keeping the 80/20 Principal in mind can dramatically improve financial return on copywriting investments. The 80/20 Principal holds that, in a remarkably wide range of situations, something like 20% of efforts frequently generate about 80% of results. Put another way, sometimes "good enough" is sufficient.

By focusing on efficiency, exploring alternative solutions, and optimizing the copywriting process, an employer can manage growing content needs without breaking the bank.

Some AI Copywriting Platforms

Whether you are a copywriter or an employer, it is important to be aware of new and continuously evolving AI copywriting solutions. Some leading platforms you may want to be aware of include:

- **Jasper** is a popular and feature-rich AI copywriting tool that can help you create a variety of content. It offers a wide range of templates and features to help AI copywriters get started.

Jasper offers a free trial, but it is not exactly a completely free version. The free trial allows you to test out the platform and its features for a limited time (currently 7 days) before committing to a paid plan. jasper.ai

- **CopyAI**, is a well-known AI copywriting tool that offers a variety of features to help create marketing copy for a wide variety of media. It's known for its user-friendly interface and its ability to generate different creative text formats.

This platform offers a generous free plan with access to their core features for generating various marketing copy formats. There's a limit on the number of words you can generate per month, but it's a good option to try out AI copywriting. copy.ai

- **Writesonic** is a powerful AI copywriting tool that helps you create a wide variety of content, including long-form content, short-form content, and even code. It offers a number of features to help you improve your content, such as a plagiarism checker and a grammar checker.

Writesonic offers a free version with some limitations which include Limited Credits to test out platform capabilities, limited access to core features, and limited functionality. In addition, free plans may have limitations on the length or complexity of content generated.

writesonic.com

- **Longshot AI** is a great option for generating factually accurate content. Longshot comes with integrations for a number of popular tools such as WordPress, Semrush, and HubSpot, and offers a variety of templates. Longshot also offers a free trial. longshot.ai

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- **Anyword** is a data-driven AI copywriting platform that can help you create high-performing marketing copy. It uses machine learning to analyze your target audience and competition, and it generates copy that is likely to resonate with them. Anyword offers a free plan according to their website. anyword.com
- **ChatGPT** and **Google Gemini** are large language models; but they are not specifically designed to provide AI copywriting support. Both ChatGPT and Gemini offer free version that have several limitations.

The free version of ChatGPT provides restricted access to the most advanced features and capabilities of the model. Users may experience higher wait times for processing requests compared to paid plans.

openai.com/chatgpt

The free version of Gemini allows users to access search results through Google Search, answers questions, and generates creative text formats. Some advanced features may be unavailable.

[Google Gemini](https://gemini.google.com)

If you are looking for a tool that is specifically designed to help copywriters create marketing copy, then an AI copywriting software platform would be a good solution. However, if you are looking for a less expensive (or free) more general purpose tool, then ChatGPT or Google Gemini may be a good option.

Thank You!

I appreciate your time and interest in reading this White Paper.

Please know that, if your organization could benefit from a little (or maybe a lot of) AI Powered Copywriting, I would enjoy sharing more.

Please contact me at drbobcopywriter.com.