

# The AI Tools Stack for Marketers — 2025 Edition

Curated by use case. Updated quarterly. No affiliate links.

TAYEEB — [dmarketertayeeb.com](https://dmarketertayeeb.com)

This list covers only tools I use or have tested in real client work. Each entry includes what it's genuinely good at and one honest limitation. Pricing is as of Q1 2025.

## CONTENT CREATION

### Claude 3.5 Sonnet (Anthropic)

Best for: long-form drafts, briefs, editing

Limitation: no real-time web access (use Projects for context)

### ChatGPT-4o (OpenAI)

Best for: ideation, short copy, image generation via DALL-E

Limitation: tendency to over-hedge; needs firm prompts

### Jasper

Best for: teams needing brand voice consistency across writers

Limitation: expensive (\$49+/mo); built on same models as above

## SEO & KEYWORD RESEARCH

### Ahrefs AI Features

Best for: AI-assisted keyword clustering, content gap

Limitation: AI layer is early-stage; core tool remains the main value

### Surfer SEO

Best for: on-page optimisation scoring against SERP competitors

Limitation: can over-optimize; treat scores as guidelines not targets

### Perplexity Pro

Best for: research with cited sources, topic mapping

Limitation: not a writing tool; good for research phase only

## AUTOMATION & WORKFLOWS

### n8n

Best for: complex multi-step automations, self-hosted, free

Limitation: requires basic logic skills; no visual drag-and-drop like Zapier

### Make.com (formerly Integromat)

Best for: visual workflow builder, 1000+ app integrations

Limitation: pricing gets expensive at high operation counts

### Zapier

Best for: simple 2-step automations, widest app library

Limitation: expensive at scale; limited logic vs. n8n/Make

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Analytics, Design, and AI-Native Platforms

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## ANALYTICS & INSIGHTS

### Google Analytics 4 + Gemini

Best for: AI-powered anomaly detection, natural language queries

Limitation: steep learning curve vs. UA; data sampling at scale

### Hotjar AI

Best for: heatmap summaries, auto-generated session insights

Limitation: summaries are high-level; still need to review sessions manually

### Triple Whale

Best for: e-commerce brands needing attribution across paid channels

Limitation: e-commerce focused; not suited for service businesses

## DESIGN & VISUAL

### Midjourney v6

Best for: brand imagery, editorial illustrations, concept visuals

Limitation: no direct editing; requires prompt mastery for precise results

### Adobe Firefly

Best for: commercial-safe images, editing existing photos

Limitation: quality ceiling lower than Midjourney for stylised work

### Framer AI

Best for: generating initial website layouts from prompts

Limitation: code output needs significant cleanup for production use

## AI-NATIVE PLATFORMS WORTH WATCHING

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