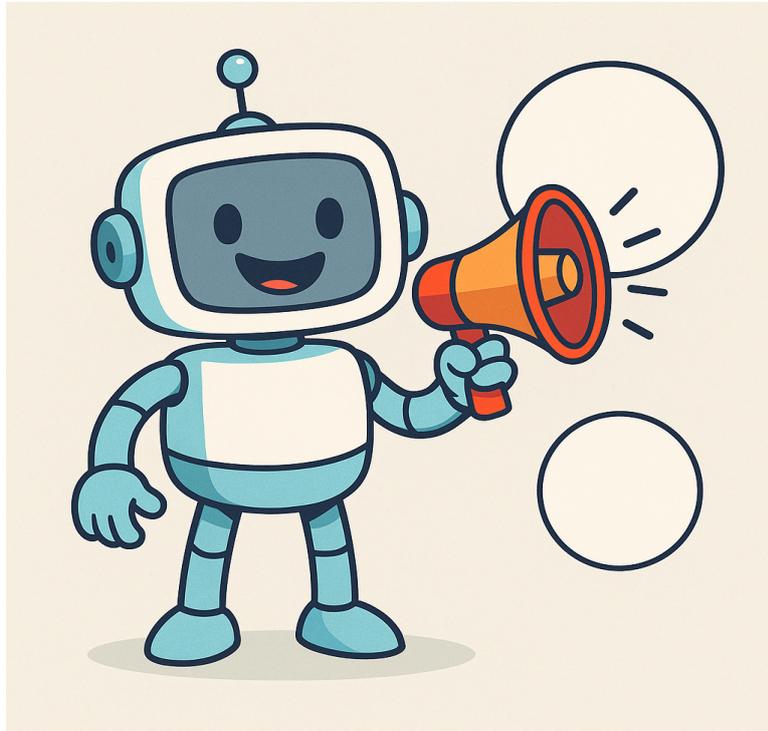


# Smart AI Marketing

## Your Guide to Digital Alchemy



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Always test workflows in your own environment and consult a professional where needed.

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## G'day, mate!

I'm Dan, and I'm juggling five books while running a blog—so I know time's tight and brains are full. That's why I wrote *Smart AI Marketing: Your Guide to Digital Alchemy*. Not some techy nightmare, but a real-world, dead-simple guide to using AI to market smarter, not harder.

It all started when I stumbled across this thing called *vibe marketing*. Fancy name, right? Sounds like a dance trend, but it's actually about building a vibe around your product using AI workflows and agents. But here's the kicker—nobody was explaining it in plain English. Some folks were gatekeeping, some were paywalling, and most guides just made it more confusing.

So I rolled up my sleeves and took a deep dive. What I found was gold. Literal digital alchemy—AI tools like ChatGPT, Gum Loop, and String that can automate customer research, content creation, social posts, emails, even cold outreach... all while I sip a flat white and do actual creative work.

If you're a blogger like me, a creator, a side hustler, or a startup junkie—you're gonna love this. We'll go step-by-step through easy-to-set-up workflows, smart tools (mostly free), and practical ways to get your first customers with zero overwhelm. Plus, I'll give you my exact prompts and the secret sauce that made this all click for me.

So let's cut through the fluff and turn AI into results. Ready to market smarter?

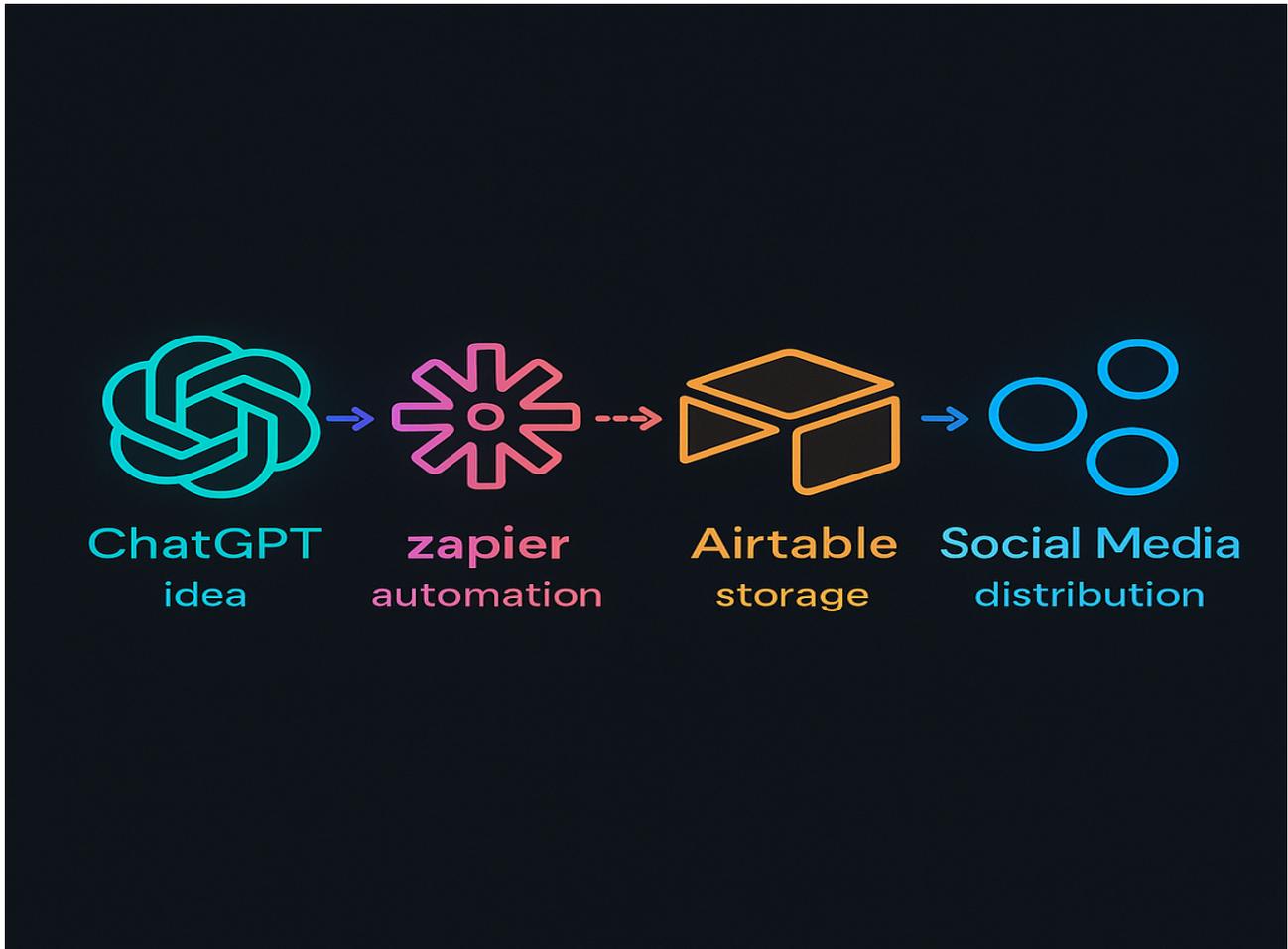
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# Chapter 1: What Is Smart AI Marketing?



**Imagine having a digital teammate who writes posts, finds leads, crafts emails, and tracks your progress—while you chill with a coffee.**

That's Smart AI Marketing.

It's not just about using tools—it's about building **workflows** that work for you. This chapter breaks it down from the top.

---

**So... What Is Smart AI Marketing?**

Smart AI Marketing is the art of combining simple AI tools into clever, automated workflows that do the heavy lifting in your marketing.

We're not talking about complicated, enterprise-level systems. This is for solo creators, bloggers, startup founders, and side hustlers who want real results without wasting time.

Think of it like this:

- **AI Tools = Assistants**
- **Workflows = Playbooks**
- **Your Job = Creative direction**

Instead of manually posting to X (formerly Twitter), writing outreach emails, or scraping for leads, you set up a system once—and let it run on autopilot.

---

## The “Unfair Advantage” of Early AI

Here's the secret sauce: **you're still early.**

Just like Facebook marketers in 2008 or App Store developers in 2010, today's AI marketers have a huge edge—if they move now.

Vibe marketing (yep, that's a real term) taps into this. It's the sweet spot between tools like ChatGPT, Gum Loop, and Runway ML, paired with AI agents and automations that **vibe** with your audience.

Right now, very few people understand:

- Which tools to use
- How to chain them together
- How to actually get leads or customers from it

You're going to learn all of that.

---

## Smart AI Workflows in Action

Here's a taste of what's coming:

- **Create short-form videos** from Reddit threads with [Runway ML](#) + [VO3](#)
- **Automate CRM entries** with a browser extension + [Airtable](#)

- **Sell with voice AI agents** using [Twilio](#) + [Vapy](#)
- **Build daily content podcasts** with [String](#) + [11 Labs](#)

You'll get real examples and workflows that you can steal, tweak, or scale. Whether you want more blog readers, email signups, app downloads, or paying customers—**this guide's got you.**

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## Why It Matters

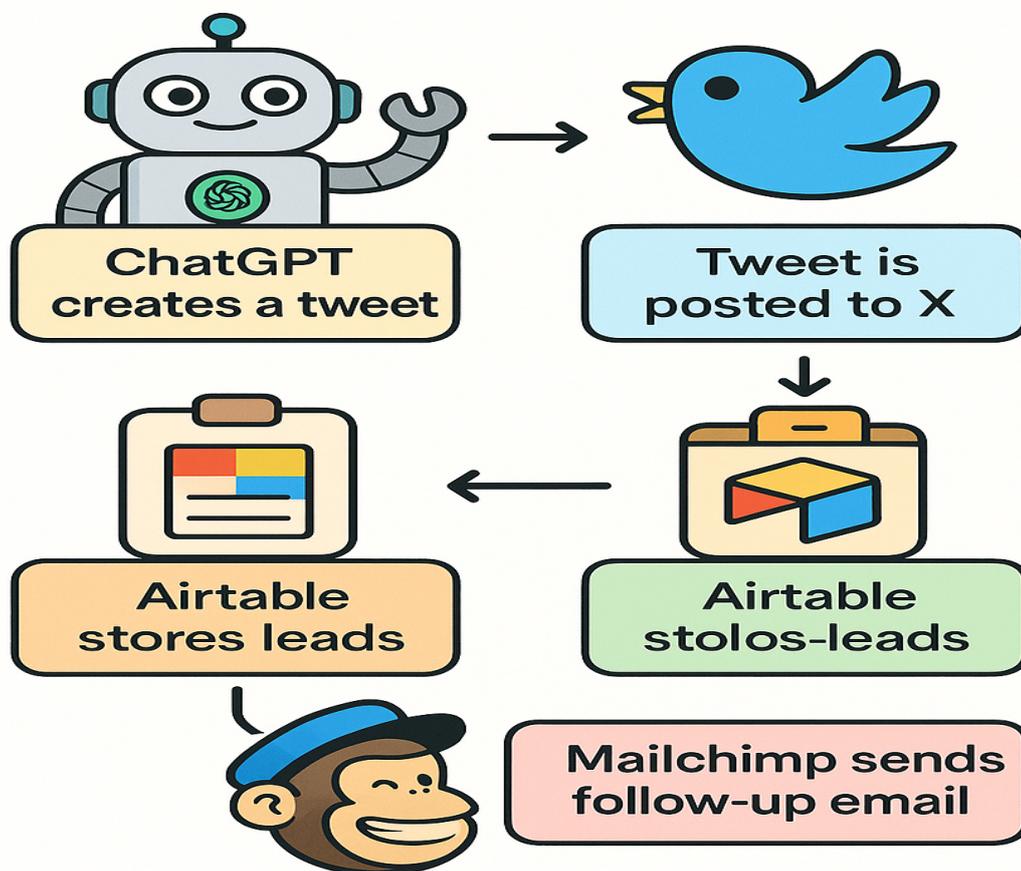
- Saves 10+ hours a week
- Grows your online presence automatically
- Builds trust faster with the right audience
- Turns your startup (or blog) into a system, not a burnout machine

If marketing ever felt overwhelming, Smart AI Marketing is your shortcut to sanity—and results.

---

## Chapter 2: Quick Start for Beginners

### Lead-Gen Workflow



**Let's get you your first win.**

We're going to build a simple but powerful AI workflow that drives traffic, collects leads, and automates the hard bits—all without needing a coding background or hours of setup.

This is the exact workflow that helped me get my first 50 blog visitors in under a week, and it can work just as well for your project, business, or newsletter.

---

## The Goal

We'll use free AI tools to turn a single X post (formerly Twitter) into a **lead-generation machine**.

### Workflow Summary:

- Use [ChatGPT](#) to write a viral-style post
  - Add a lead magnet or offer
  - Use [Zapier](#) to collect leads automatically in [Airtable](#)
  - Send the offer or resource via email
  - Optional: Tag leads for future marketing
- 

## Tools You'll Need (All Free or Have Free Tiers)

Tool	Purpose
ChatGPT	Write your post & prompts
Zapier	Automate workflows
Airtable	Store leads
<a href="#">Mailchimp</a> / <a href="#">Kit.com</a>	Send follow-up emails

-----

## Step-by-Step: From Social Post to Lead Collection

### Step 1: Write a Post With a Hook

Let's say you want to grow your blog audience.

#### Prompt ChatGPT:

“Write a 280-character X post for entrepreneurs wanting more blog traffic. Include a call-to-action to comment ‘GROW’ to get a free blog traffic guide.”

ChatGPT might give you:

“Trying to grow your blog but stuck at 5 visitors/day? Comment ‘GROW’ and I’ll send you my exact traffic playbook. ”

Why this works: The post is short, clear, and offers instant value with low friction.

---

## Step 2: Set Up Lead Collection in Zapier

1. Use Zapier to monitor X for new replies with the keyword “GROW.”
  2. Save each reply’s username to **Airtable** (name, handle, timestamp).
  3. Optional: Add a tag column to track lead source.
- 

## Step 3: Send Your Lead Magnet via Email

Using **Mailchimp**, **Kit.com**, or another free email service:

- Send a short email with the download link.
- Thank them for responding.
- Invite them to join your newsletter or follow your socials.

### **Bonus:**

You can create **different email sequences** depending on which post they came from. That means you can tailor your follow-ups based on their interest!

---

## Step 4: Track and Improve

Use X analytics and Airtable to track:

- Number of comments
- How many emails you collected
- Which post formats got the most engagement

Once you’re comfortable, experiment with new hooks, new lead magnets, and new audiences.

---

## Pro Tip: Test One Post First

You don't need to go big. Start small—one post, one goal, one week. Tweak and learn from real data. Then scale.

---

## Common Mistakes to Avoid

- **Skipping the lead magnet:** Always offer something valuable.
  - **Forgetting to check platform rules:** Make sure your automation doesn't violate X's terms.
  - **Overcomplicating:** Keep it simple. One tool at a time.
- 

# Chapter 3: Scaling Your Efforts

**So, you've dipped your toes in—now it's time to swim with the smart marketers.**

Scaling isn't about doing more work. It's about **letting AI do the heavy lifting** so you can focus on what matters: creativity, strategy, and growth.

Let's walk through some intermediate workflows that have helped me—and others—go from one-off wins to consistent results.

---

## 1. Automate Social Content Creation

**Goal:** Turn a single post idea into consistent, platform-ready content.

**Workflow Example:**

- [Zapier](#) monitors a Google Sheet for new ideas.

- [ChatGPT](#) rewrites each idea as a tweet, LinkedIn post, and IG caption.
- [InVideo](#) or [Runway ML](#) turns top posts into short-form videos.
- [Zapier](#) posts the content on a schedule to your social channels.

This multiplies your reach without needing a social media team.

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## 2. The One-Click CRM (Gum Loop + Airtable)

**Use Case:** You're scrolling X or LinkedIn and find a perfect client, guest, or partner—but don't want to stop and do manual research.

**Enter:** *The One-Click CRM Agent*

- Click the [Gum Loop](#) browser extension
- It scrapes the profile, pulls relevant info
- It stores the person in [Airtable](#)
- Generates a **personalized outreach message** using ChatGPT
- Optional: Sends you a **weekly summary email** of new prospects

Use it for:

- Podcast guest booking
  - B2B sales
  - Recruiting
  - Strategic partnerships
- 

## 3. Daily Podcasts with [String.com](#)

**Workflow:**

- Every day at 9 a.m., **String** visits your blog (or a content feed like [IdeaBrowser](#)).
- It scrapes the latest post or idea.

- Uses **ChatGPT** to summarize it into a short script.
- Converts it to audio using [11 Labs](#).
- Optional: Adds intro/outro music, uploads to Spotify.

**Result:** Daily content in your audience's ears = faster trust + higher retention.

---

#### 4. Voice AI Agents ([Vapy](#) + [Twilio](#))

Selling while you sleep? Yeah, that's real now.

- Set up a **voice AI agent** using [Vapy.ai](#)
- Integrate it with **Twilio** to create a 1-800 number
- Script the agent to answer product questions, collect feedback, or offer discounts
- After every call, get a **summary** + **transcript** emailed to you

Pro Tip: Start your agent's message with

"I'm an AI—but don't hang up, I might save you time."

Great for inbound sales, customer feedback, or warm leads.

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#### 5. AI-Powered Ads with Arc Ads

If you're spending money on ads, use AI to **reverse-engineer what's working**.

- Use **Arc Ads** to input top-performing competitor ads
- Let it analyze what works (hooks, angles, Call to Action CTAs)
- Generate video ads tailored to your own product
- Save assets in **Google Drive** + post updates in [Slack](#) for team review

Huge ROI booster—learn from millions of dollars of ad spend without spending it yourself.

---

## Your Turn: Combine & Stack

Now that you know a few intermediate workflows, here's your challenge:

**Pick two workflows and combine them.**

Examples:

- Lead-gen tweets + CRM agent
- Short-form videos + AI ads
- Voice agent + podcast feedback loop

Once you're confident, you can stack workflows to build an AI marketing system that runs like a mini startup machine.

---

# Chapter 4: Measuring Success and Avoiding Pitfalls

**So, you've set up your workflows... but how do you know if they're actually working?**

Smart AI Marketing isn't just about building automations—it's about tracking outcomes, improving over time, and avoiding the rookie mistakes that can mess things up.

Let's break it down.

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## What Does Success Look Like?

It depends on your goal—but here are some metrics to watch:

Goal	Key Metrics
Blog traffic	Page views, time on page, bounce rate
Lead generation	Email sign-ups, comments, replies

<b>Goal</b>	<b>Key Metrics</b>
Outreach	Open rates, response rates, CRM growth
Sales	Conversion rate, revenue, funnel drop-off
Content performance	Likes, shares, saves, engagement rate

**Tip:** Use tools like:

- [Google Analytics](#) for traffic
- [Airtable](#) for leads
- **Social platform analytics** (X, IG, etc.)
- [PostHog](#) or [Mixpanel](#) for deeper user behavior

---

## A Simple Weekly Review Template

Take 20 minutes every week to answer:

1. What's working?
2. What's not?
3. What's worth testing next?

Even the best workflows need tuning. AI isn't magic—it still needs your guidance to optimize and evolve.

---

## Common Pitfalls to Watch Out For

### 1. Blind Automation

You've got a slick AI agent firing off emails... but are they actually landing? Always review your outputs. Look for errors, tone issues, or broken links.

### 2. Spammy Vibes

Don't let automation turn you into "just another bot." Personalize where it counts—especially in outreach and content. A human touch goes a long way.

### 3. Platform Violations

Automating actions like scraping or bulk messaging? Always check the **Terms of Service** (especially on X, LinkedIn, Reddit). Some workflows can get accounts restricted or banned.

### 4. Data Privacy Slip-ups

If you're collecting emails or personal data, be transparent. Add opt-ins, privacy disclaimers, and respect data laws (like GDPR or CAN-SPAM).

### 5. Overbuilding

Don't automate for the sake of it. If a workflow saves you 30 seconds but takes 2 hours to build, it's probably not worth it—yet.

---

## Mindset Shift: It's an Iteration Game

Smart AI Marketing is like training a muscle.

Every workflow you build is a test. Track it. Learn from it. Tweak it. Then build the next one better.

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# Chapter 5: How to Use This Guide

**By now, you've got the tools, the workflows, and the mindset.**

But this guide isn't just about following steps—it's about **adapting them** to your unique goals, business, or creative journey.

Smart AI Marketing is a toolbox. Now let's show you how to pick the right tools for your project.

---

## Pick Your Path

**For Bloggers (like me):**

- Use lead-gen workflows to grow your email list

- Automate tweets and repurpose posts into podcasts
- Track which content themes bring the most traffic

Try: ChatGPT + Zapier + Mailchimp + String

---

### **For Startup Founders:**

- Use voice AI agents to qualify leads
- Set up weekly Slack reports with metrics from Stripe, Posthog, etc.
- Use CRM automations to identify your ideal customer profile

Try: Vapy + Twilio + String + Airtable + Slack

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### **For Creators:**

- Convert blog posts into videos or audio daily
- Post automatically across X, IG, LinkedIn
- Track engagement and adjust content type by performance

Try: ChatGPT + Runway ML + InVideo + Zapier

---

### **For Freelancers & Agencies:**

- Use browser agents to research leads in one click
- Create personalized email outreach on autopilot
- Track opens, replies, and conversion rates

Try: Gum Loop + ChatGPT + Airtable + Hunter.io

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## For Experimenters:

- Build side projects with smart prompts
- Create landing pages, collect emails, test ideas
- Run short-form content loops to test what sticks

Try: Code + Agents + Reddit scrapers + VO3 or Creatomate

---

## The Real Power? Sharing It.

This guide is yours—but it's even more powerful when passed on.

Share a workflow with a friend.

Try building one together.

Post about it and link to your free lead magnet.

Help someone else ditch the grind and work smarter.

---

## Remember This

Don't get overwhelmed by what's possible.

Just start with what's useful.

Automate one post. Track one result. Refine one system.

You don't need to become an expert overnight—you just need to **start**. The rest unfolds as you build.

---

# From Ideas to Action

You made it—nice one!

You now know more about Smart AI Marketing than 90% of people online.

You've got the tools. You've seen the workflows. You've learned how to turn posts, podcasts, agents, and automations into **real results**—without needing a team or spending a fortune.

Here's what I want you to remember:

- Start simple.
- Tweak often.
- Automate what drains your time.
- Focus on what brings the most energy and results.

This guide was just a starting point. The gold comes when you **test these workflows** for your own needs, your audience, and your voice.

Whether you're launching a startup, building a blog, or just vibing your way into the future—**you've got the blueprint now.**

And I'm here for it.

---

## What's Next?

Try a workflow this week.

Track it for 7 days.

Share what worked (or didn't) with someone who's on the same path.

Let's grow smarter—not harder.

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# Appendix: Your Smart AI Marketing Toolkit

## Copy-Paste Prompts

Use these as a base, then tweak to fit your tone or product.

### X / Twitter Post Prompt:

“Write a 280-character post for [target audience] that offers value and includes a CTA to comment [KEYWORD] in exchange for a free [resource].”

### Outreach Email Prompt:

“Write a personalized cold email for [type of person] with [pain point] and offer [your solution]. Make it sound casual and valuable.”

### Podcast Script Prompt:

“Summarize this blog post into a 2-minute podcast script in a conversational tone for creators and founders.”

### Daily Report Prompt:

“Check analytics in PostHog and Stripe. Create a short business health summary with key stats: visitors, signups, revenue, and conversions. Send it to Slack.”

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## Tool Index

Tool	Purpose
<a href="#">ChatGPT</a>	Content creation, prompts, emails
<a href="#">Zapier</a>	Workflow automation
<a href="#">Airtable</a>	Lead storage, CRM
<a href="#">String.com</a>	AI agent builder (daily podcasts, reports)
<a href="#">11 Labs</a>	AI voice generator
<a href="#">Gum Loop</a>	Browser-based scraping + CRM workflows
<a href="#">Runway ML</a> / <a href="#">VO3</a>	AI video content + stitching
<a href="#">Twilio</a> + <a href="#">Vapy</a>	Voice AI agents
<a href="#">Arc Ads</a>	Create and analyze AI-driven ads

<b>Tool</b>	<b>Purpose</b>
<a href="https://kit.com">Kit.com</a>	Email newsletters and tagging

## Workflow Checklist

- Set your goal (e.g., leads, traffic, outreach)
- Pick 2–3 tools from the toolkit
- Write your prompts in ChatGPT
- Build a basic workflow (e.g., X post → Zapier → Airtable → Email)
- Track the results (weekly review)
- Optimize or scale when you're ready
- Share what you learn!

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## Bonus No.1

# Smart AI + Hootsuite Workflow Setup

**Goal:** Automatically generate and schedule social media content (X, IG, LinkedIn, Facebook) based on blog updates or campaign goals.

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### Use Case:

You publish a new blog post → ChatGPT writes promo content → Canva creates visuals → Hootsuite schedules and publishes posts on all platforms.

---

## Tools Needed:

Tool	Purpose
<a href="#">ChatGPT</a>	Generate post copy
<a href="#">Canva</a> (or Designer)	Create post visuals
<a href="#">Zapier</a>	Bridge apps together
Google Sheets / <a href="#">Airtable</a>	Manage content calendar
<a href="#">Hootsuite</a> - ( <a href="#">Others</a> )	Schedule + publish content

## Step-by-Step Workflow

### Step 1: Set Up a Content Sheet

Create a Google Sheet or Airtable table with columns like:

- Blog URL
  - Topic/Title
  - Target Audience
  - Preferred Platforms (X, IG, etc.)
  - Post Status (e.g., “Idea,” “Drafted,” “Scheduled”)
- 

### Step 2: Use ChatGPT to Generate Posts

For each row, use a prompt like:

“Write a tweet, Instagram caption, and LinkedIn post to promote this blog post: [URL].  
Make it catchy, informative, and end with a call to action.”

Paste the responses into your sheet or Airtable.

---

### Step 3: Create Visuals (Optional)

Use Canva to:

- Generate a thumbnail or quote graphic
- Export in square (IG), landscape (X), and vertical (Stories/Reels) formats

Store the links to your visuals in the same row of your content sheet.

---

#### **Step 4: Set Up a Zap (or Use Hootsuite Composer)**

If using **Zapier**, create a Zap like this:

**Trigger:** New row added in Google Sheets (or updated “Status” column)

**Actions:**

1. Pull post text and image
2. Schedule post in **Hootsuite** (via Hootsuite's integration or Webhook/Post API)

Note: If Zapier doesn't support your Hootsuite plan, you can use Hootsuite's built-in **Bulk Composer** to upload multiple posts via CSV (from your sheet).

---

#### **Step 5: Review & Publish**

Inside Hootsuite:

- Preview scheduled posts
  - Adjust timing for best performance
  - Monitor analytics to see what's working
- 

#### **Tips for Success**

- Use emojis and hashtags—ChatGPT can generate them on command.

- Vary your CTAs (comment, download, DM, etc.)
  - Track post performance using Hootsuite's built-in analytics.
  - Repurpose top-performing posts into videos or carousel content.
- 

## Bonus No. 2

# Unlock Your Personal Workflow

Copy the prompt below into your AI tool and generate a system built around your exact goals. It's like hiring a strategist—without the hourly rate.

I want to build a smart AI marketing workflow that suits my goals. Please help me design a step-by-step setup based on the following details:

1. **My goal:** [e.g., grow email list, get more blog traffic, automate outreach, sell digital products]
2. **My audience:** [e.g., startup founders, wellness coaches, creators, SaaS users]
3. **Platforms I use:** [e.g., Instagram, X (Twitter), LinkedIn, TikTok, my blog]
4. **AI tools I have access to:** [e.g., ChatGPT, Zapier, Canva, Airtable, Hootsuite, String.com]
5. **My skill level with tech/automation:** [Beginner / Intermediate / Advanced]

Please:

- Recommend a clear workflow using my tools
- List the steps in plain English
- Suggest prompts I can use with ChatGPT or other tools
- Warn me of any common pitfalls I should watch out for

Optional: Add tips to scale or improve this workflow once it's running.

Keep it clear and easy to follow. Thanks!

---

# Bonus No. 3

## Smart AI Tools

A curated list of AI tools to power up your marketing workflows—from writing to automation to voice agents and more.

---

### Content Creation & Copywriting

Tool	What It Does	Link
ChatGPT	Write posts, emails, blogs, scripts, prompts	<a href="https://chat.openai.com">chat.openai.com</a>
Copy.ai	AI-generated marketing copy & content	<a href="https://copy.ai">copy.ai</a>
Jasper	Long-form content with AI templates	<a href="https://jasper.ai">jasper.ai</a>

### Automation & Workflow Builders

Tool	What It Does	Link
Zapier	Connects apps and automates workflows	<a href="https://zapier.com">zapier.com</a>
Make (Integromat)	Visual automation builder	<a href="https://make.com">make.com</a>
String	Natural language workflow builder + agents	<a href="https://string.com">string.com</a>

### Data, CRM & Storage

Tool	What It Does	Link
Airtable	Smart spreadsheets for lead tracking, content planning	<a href="https://airtable.com">airtable.com</a>
Notion AI	Organize ideas + generate content	<a href="https://notion.so">notion.so</a>
Google Sheets	Spreadsheet-based tracking & automations	<a href="https://sheets.google.com">sheets.google.com</a>

### Visuals & Video Content

Tool	What It Does	Link
Canva	Drag-and-drop graphic design tool	<a href="https://canva.com">canva.com</a>
Runway ML	Create & edit AI-generated video content	<a href="https://runwayml.com">runwayml.com</a>
Creatomate	Automatically stitch together media	<a href="https://creatomate.com">creatomate.com</a>
Pika Labs	Text-to-video generation	<a href="https://pika.art">pika.art</a>

<b>Tool</b>	<b>What It Does</b>	<b>Link</b>
<b>11 Labs</b>	Realistic AI voiceovers from text	<a href="https://elevenlabs.io">elevenlabs.io</a>

## Scheduling & Distribution

<b>Tool</b>	<b>What It Does</b>	<b>Link</b>
<b>Hootsuite</b>	Schedule & publish to X, IG, LinkedIn, etc.	<a href="https://hootsuite.com">hootsuite.com</a>
<b>Buffer</b>	Easy post scheduling for solo creators	<a href="https://buffer.com">buffer.com</a>

## Voice AI & Agents

<b>Tool</b>	<b>What It Does</b>	<b>Link</b>
<b>Vapy.ai</b>	Voice-based AI sales agents	<a href="https://vapy.ai">vapy.ai</a>
<b>Twilio</b>	Connects phone numbers, texts, calls	<a href="https://twilio.com">twilio.com</a>
<b>Tavus</b>	Create talking head AI personas	<a href="https://tavus.io">tavus.io</a>

## Ads & Outreach

<b>Tool</b>	<b>What It Does</b>	<b>Link</b>
<b>Arc Ads</b>	AI-powered ad generation from top performers	<a href="https://arcads.ai">arcads.ai</a>
<b>Hunter.io</b>	Find and verify email addresses	<a href="https://hunter.io">hunter.io</a>
<b>Gum Loop</b>	Browser extension for AI outreach workflows	<a href="https://gumloop.com">gumloop.com</a>