

# 30+ Top Generative AI Tools For B2B Marketers

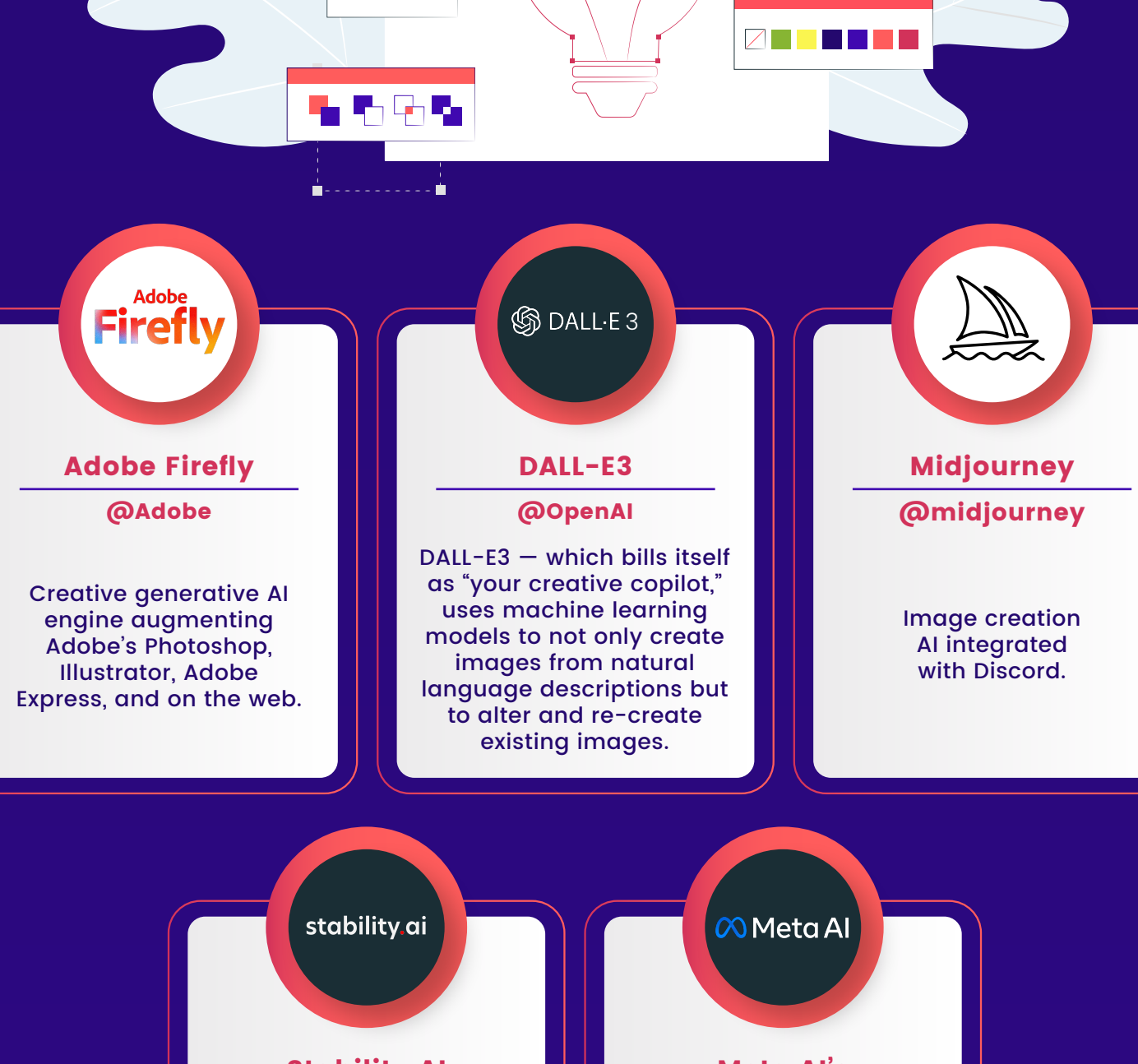
What are the latest and most relevant generative artificial intelligence (AI) tools for B2B marketers as we head towards 2024?



By using generative AI technology to humanize, organize, strategize and personalize your B2B marketing, your tactical tool-belt will be more ready than ever to tackle a wide range of online marketing tasks.

Let's jump right in and take a look at 30+ of the top generative AI tools that are available to B2B marketers.

## 5 VISUAL AI TOOLS



**Adobe Firefly**  
@Adobe

Creative generative AI engine augmenting Adobe's Photoshop, Illustrator, Adobe Express, and on the web.



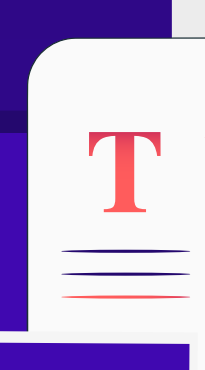
**DALL-E3**  
@OpenAI

DALL-E3 – which bills itself as "your creative copilot," uses machine learning models to not only create images from natural language descriptions but to alter and re-create existing images.



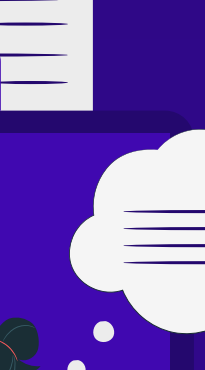
**Midjourney**  
@midjourney

Image creation AI integrated with Discord.



**Stability AI**  
@StabilityAI

A variety of open-source AI tools.



**Meta AI's Make-A-Video**  
@MetaAI

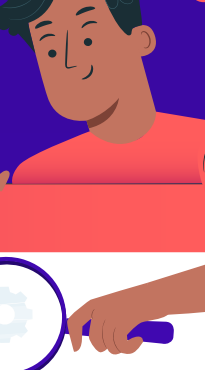
Meta's beta video generation from text prompt project, based on learning what the world looks like and how it's described.

## 5 WRITING AI TOOLS



**Jasper.ai**  
@heyjasperai

Jasper.ai – which bills itself as a top AI content platform for business, offers an array of social media content generation features from image creation to written content.



**Anthropic's Claude 2**  
@AnthropicAI

Beta version of AI writing tool with an application programming interface (API).



**Grammarly**  
@Grammarly

AI writing and communication assistance going beyond grammar and spelling.



**Smartwriter**  
@smartwriter\_ai

A selection of email-focused AI writing assistance tools.



**Writer**  
@Get\_Writer

Enterprise generative AI purpose-built for business teams.

## 5 SEARCH & SEO AI TOOLS



**Market Brew**  
@mktbrew

SEO software made by search engineers, with an AI platform for SEO teams.



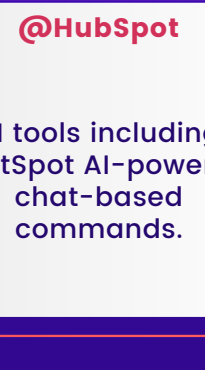
**Frase.io**  
@fraseHQ

AI writer and SEO research tools that transform content creation.



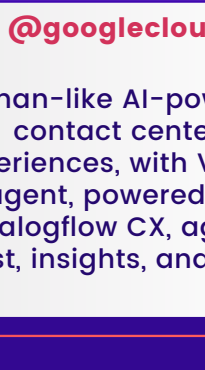
**Albert**  
@albertaimktg

An autonomous platform that uses AI to execute seamlessly across all channels, paid and non-paid, including email, mobile, social, search and display.



**Surfer SEO**  
@surfer\_seo

SEO-specific intelligence tool, with writing and optimized content in multiple languages.



**Future Forge**

AI-powered search engine for finding AI tools

## 5 PRODUCTIVITY, SOCIAL & ANALYTICS AI TOOLS



**Salesforce Einstein GPT**  
@salesforce

AI integration within Salesforce, with a layer of artificial intelligence that delivers predictions and recommendations based on your unique business processes and customer data.



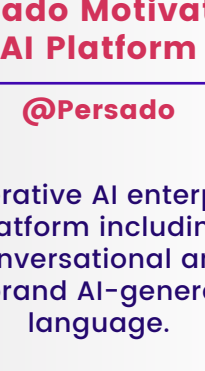
**IBM Watson AI / WatsonX**  
@IBMWatson

Suite of AI tools with open application programming interface (API) functionality.



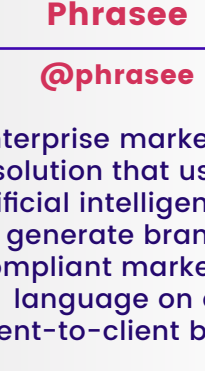
**Adobe Sensei / Sensei GenAI**  
@albertaimktg

Generative AI tools integrated into Adobe products.



**HubSpot AI Tools**  
@HubSpot

AI tools including ChatSpot AI-powered, chat-based commands.



**Google Contact Center AI**  
@googlecloud

Human-like AI-powered contact center experiences, with Virtual agent, powered by Dialogflow CX, agent assist, insights, and more.

## 5 INFLUENCER MARKETING, ABM, CONTENT & SALES AI TOOLS



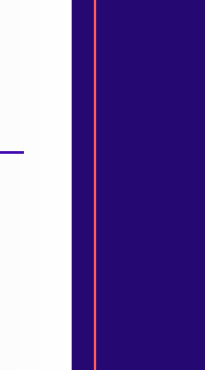
**CaliberMind**  
@calibermind

Connects, unlocks, and activates data to help high-growth B2B SaaS organizations to acquire new buyers, grow revenue, and improve the customer experience.



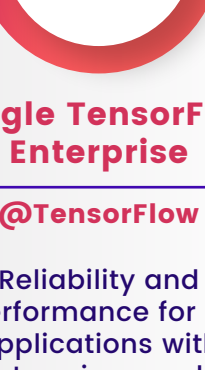
**Demandbase**  
@Demandbase

A comprehensive set of ABM solutions driven by artificial intelligence: platform, targeting, engagement, conversion.



**Emarsys, An SAP Company**  
@Emarsys

Understand each individual customer and execute highly personalized campaigns at scale with AI solutions.



**Persado Motivation AI Platform**  
@Persado

Generative AI enterprise platform including conversational and on-brand AI-generated language.



**Phrasee**  
@phrasee

Enterprise marketing solution that uses artificial intelligence to generate brand compliant marketing language on a client-to-client basis.

## 5 GENERAL AI & DEVELOPMENT TOOLS



**OpenAI's ChatGPT**  
@OpenAI

Popular generative pre-trained transformer AI chatbot technology.



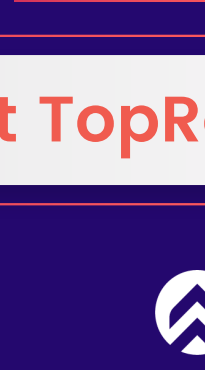
**Google Bard**  
@GoogleAI

Experimental conversational AI service for helping generate ideas or learning about new topics.



**Llama 2**  
@MetaAI

Open source array of AI language models with commercial licensing.



**Google TensorFlow Enterprise**  
@TensorFlow

Reliability and performance for AI applications with enterprise-grade support and managed services.



**xAI**  
@xai

Initiative aimed at using artificial general intelligence to understand the universe.

The future of B2B marketing is poised to feature a uniquely human touch optimized with AI for creative storytelling.

Dig deeper into the benefits of AI tools for B2B marketers by checking out our "BIGLIST of 100+ Generative AI Tools For B2B Marketers" at [TopRankBlog.com](https://toprankblog.com).

Ready to elevate your B2B marketing?  
Visit [TopRankMarketing.com](https://toprankmarketing.com)