

The Top 10 AI Powered Copy Writing and Document Generation Tools

Content is king. In the AI era, the ability to efficiently create, optimize, and collaborate on text and documents is more crucial than ever. Recognizing this, we've explored the best AI-powered copy, text, and document generation tools available. Our goal? To find solutions that streamline the content creation process and enhance its quality and effectiveness.

We're excited to share our findings on the top tools in this space, each offering capabilities to revolutionize how we can handle text and documents. From Visme's AI Document Generator, which dramatically simplifies document creation, to Merlin's ChatGPT Assistant for Chrome, which brings AI-powered efficiency directly to your browser, these tools are game-changers.

We've focused on their practical applications, emphasizing the time-saving features, ease of use, and the ability to produce high-quality, SEO-optimized content. Additionally, we provide details on free trials and pricing for each tool, enabling you to make an informed decision based on your specific needs and budget.

Discover how they can streamline your content creation journey, and feel free to share your experiences or insights with these tools. Your feedback is invaluable to us and others navigating the dynamic world of digital content creation.

In 2023, we've explored and tested over a hundred and fifty AI-powered tools. The following blog is one of six articles we created to cover the best fifty AI tools in various categories. Want to pick the right tools for jobs you or your company want to make more efficient and effective? We have done the heavy lifting and tested them out, and we invite you to check the other five articles.

4.1 Visme - AI Document Generator, a powerful tool to streamline documents creation process

[Linke to Visme](#)

Key Features:

1. **Rapid Document Creation:** Generate first-draft documents from a text prompt, significantly reducing the time and effort required to start a project.
2. **Diverse Document Types:** Create a wide range of documents, including business proposals, reports, newsletters, ebooks, one-pagers, magazines, training manuals, marketing playbooks, press releases, sales playbooks, whitepapers, and catalogs.
3. **Customization Options:** Fully customize every aspect of your document, including color themes, text, images, videos, and graphics. This feature allows for brand alignment and personalization.
4. **AI-Powered Design:** Leverage AI to generate text, images, and icons, ensuring a high-quality and visually appealing output.
5. **Interactivity and Data Visualization:** Enhance documents with interactive elements and data visualizations, making them more engaging and informative.
6. **Brand Integration:** Easily incorporate your brand's color palette, fonts, logo, and other assets to maintain brand consistency.
7. **Multiple Sharing Options:** Share your documents online with a flipbook effect, download in various formats, or share on social media. You can also set documents as private projects with password protection.



8. **Extensive Asset Library:** Access Visme's library of royalty-free assets, including photos, videos, graphics, and AI-generated visuals.
9. **Additional AI Tools:** Utilize other AI tools like image generator, touch-up tools, brand wizard, and AI writer for enhanced content creation.

Benefits:

- **Efficiency in Content Creation:** Quickly generate initial drafts for various document types, saving time and resources.
- **Enhanced Visual Appeal:** Create visually stunning documents with AI-generated images and designs.
- **Brand Consistency:** Maintain a consistent brand image across all documents.
- **Interactive Reports and Proposals:** Produce interactive and data-rich documents for clients and internal use.
- **Versatility:** Generate a wide range of document types, catering to different needs and projects.

Cost of basic subscription (as of December 2023, per month): **\$20** (free trial available)



4.2 Bit.ai - Document Collaboration for The New Era

[Link to Bit.ai](#)

Description: Bit.ai is an AI-powered document collaboration platform designed to create, manage, and organize documents, notes, and wikis with advanced design options, robust search, document tracking, and more. It's built for teams and individuals to create fast dynamic documents, wikis, knowledge bases, projects, client deliverables, technical docs, training guides, and client portals, integrating across the apps they work with.

Key Features:

1. **AI Writing Assistant:** Enhance productivity and writing skills using Bit's AI Genius, creating content in seconds.
2. **Smart Docs & Wikis:** Create interactive documents with various content and media formats for more context and understanding.
3. **Team & Guest Collaboration:** Work in real-time with multiple users and guests from around the world.
4. **Multiple Sharing Options:** Share work via shareable links, trackable links, and website embeds.
5. **Folder Hierarchy:** Organize knowledge in workspaces, folders, documents, and wikis.
6. **Rich Media Integration:** Enrich documents with digital content like files, videos, maps, charts, presentations, forms, and more.
7. **Smart Search:** Instantly search across workspaces, folders, documents, or content inside documents.

Potential Use:

- **Document Creation and Management:** Create and manage a variety of documents, from technical documentation to training manuals.
- **Collaboration:** Collaborate on projects and documents with team members, clients, and external partners.
- **Content Integration:** Seamlessly integrate content from various sources into documents for richer, more informative content.
- **Knowledge Sharing:** Build and share knowledge bases and wikis within and outside the organization.
- **Client Portals and Data Rooms:** Create custom workspaces for secure data sharing and effective collaboration.

Cost of basic subscription (as of December 2023, per month): **\$8** (free trial available)



4.3 Copy.ai - AI-Powered Copywriting Tool

[Link to Copy.ai](#)

Description: Copy.ai is an AI-driven platform designed to assist users in generating high-quality copy for various marketing and content needs. It offers a suite of tools that leverage AI to produce compelling copy, from blog posts to ad campaigns, in a fraction of the time it would take manually.

Key Features:

1. **AI Content Generation:** Produce high-converting copy for campaigns with just a few clicks, eliminating the challenge of a blank page.
2. **Diverse Content Types:** Whether it's emails, social posts, long-form blog posts, or more, Copy.ai has you covered.
3. **Contextual Inputs:** Provide a bit of context about your brand and products, and let the AI generate multiple options for your campaign.
4. **Editing and Polishing:** Use Copy.ai's editor to refine the generated content, ensuring it aligns with your brand voice and message.
5. **90+ Tools and Templates:** Streamline content production with a vast array of tools and templates tailored for different content needs.
6. **User Testimonials:** Numerous users, from bloggers to entrepreneurs, have praised the platform for its efficiency and the quality of the generated content.
7. **Security and Compliance:** Copy.ai is SOC 2 Type II compliant, ensuring that your data is managed with the highest standard of security.

Potential Use:

- **Content Creation:** Leverage Copy.ai to generate diverse types of content, from blog posts to ad campaigns, tailored to your brand.
- **Content Repurposing:** Use the generated content as a base, and repurpose it for different platforms and audiences.
- **Content Analysis:** Monitor the performance of the AI-generated content and refine your strategies based on engagement metrics.
- **Content Posting:** Quickly generate and post content across various channels, ensuring consistent brand messaging.

For a more detailed overview and to explore their products:

[Copy.ai: The only AI platform purpose-built for outcomes](#)

Cost of basic subscription (as of December 2023, per month): **\$49** (freemium)



4.4 Spin Rewriter - Article Rewriter with Content Spinning A.I.

[Link to Spin Rewriter](#)

Description: Spin Rewriter is an AI-powered article rewriter designed for SEO specialists. It offers a suite of tools that leverage AI to produce high-quality, unique articles from a given piece of content. The platform is optimized for creating content that ranks higher on Google, making it a valuable tool for content marketing and SEO campaigns.

Key Features:

1. **AI Content Generation:** Produce high-converting articles for campaigns with just a few clicks, eliminating the challenge of a blank page.
2. **Diverse Content Types:** Whether it's emails, social posts, long-form blog posts, or more, Spin Rewriter has you covered.
3. **Contextual Inputs:** Provide a bit of context about your topic, and let the AI generate multiple options for your article.
4. **Editing and Polishing:** Use Spin Rewriter's editor to refine the generated content, ensuring it aligns with your desired tone and message.
5. **Bulk Article Spinning:** Generate up to 1,000 unique versions of your original article at once.
6. **ENL Semantic Spinning:** Uses the power of convolutional neural networks to extract the meaning of articles, ensuring human-quality readable content.
7. **Side-by-Side Comparison:** Easily compare your original article with the spun articles to ensure uniqueness.
8. **Works on All Devices:** Cloud-based platform that's accessible from desktops, laptops, tablets, and phones.

Potential:

- **Content Creation:** Use Spin Rewriter to generate diverse types of content, ensuring uniqueness and quality.
- **Content Repurposing:** Convert existing content into multiple unique versions suitable for different platforms and audiences.
- **Content Posting:** Quickly generate and post content across various channels, ensuring consistent messaging.
- **Content Analysis:** Monitor the performance of the AI-generated content and refine your strategies based on engagement metrics.

Cost of basic subscription (as of December 2023, per month): **\$47** (free trial available)



4.5 WordAi - AI-Powered Article Rewriter

[Link to WordAi](#)

Description: WordAi is an AI-driven platform designed to assist users in generating high-quality rewritten articles. It offers a suite of tools that leverage AI to produce unique and human-like content from a given piece of text. The platform is optimized for creating content that ranks higher on Google and passes as human in AI detectors.

Key Features:

1. **AI Content Generation:** Produce high-converting articles with WordAi's advanced machine learning models, ensuring content is indistinguishable from human-written text.
2. **Complete Sentence Restructuring:** WordAi understands the meaning of each sentence and rewrites it from scratch, optimizing for uniqueness and readability.
3. **Bulk Rewrite:** Upload multiple articles at once for efficient content generation.
4. **Control:** Adjust how creative WordAi is, making it more conservative or adventurous based on your needs.
5. **Avoid AI Content Detection:** WordAi humanizes your content, improving its quality while allowing it to pass as human in AI detectors.
6. **Extended Functionality:** Features like API access, HTML compatibility, bulk download, and Article Forge integration enhance the platform's capabilities.
7. **Pricing Plans:** Various pricing plans cater to different user needs, from starters to enterprises.

Potential Use:

- **Content Creation:** Use WordAi to generate diverse types of content, ensuring uniqueness and quality.
- **Content Repurposing:** Convert existing content into multiple unique versions suitable for different platforms and audiences.
- **Content Posting:** Quickly generate and post content across various channels, ensuring consistent messaging.
- **Content Analysis:** Monitor the performance of the AI-generated content and refine your strategies based on engagement metrics.

Cost of basic subscription (as of December 2023, per month): **\$27** (free trial available)



4.6 Castmagic - Turn Audio Into Content

[Link to Castmagic](#)

Description: Castmagic is designed to transform audio content into various formats, making it easier for content creators to repurpose their audio recordings.

Key Features:

1. **Community Prompts:** Featured prompts to guide content creation.
2. **Coaching Tools:** Generate worksheets, plans, and summary reports for coaching sessions.
3. **Meeting Summaries:** Extract themes, topics, and action items from meetings.
4. **Podcast Repurposing:** Convert podcast recordings into emails, blog posts, social media posts, and more.
5. **Sales Call Summaries:** Quickly generate summaries and follow-up emails from sales calls.
6. **YouTube Content Extraction:** Find clips, hooks, and quotes from YouTube videos swiftly.
7. **No Code Required:** User-friendly interface that doesn't require any coding knowledge.

Potential Use:

- **Content Creation:** Use Castmagic to transform audio recordings into written content for blogs, emails, and social media posts.
- **Content Repurposing:** Convert podcast episodes into multiple formats for wider distribution.
- **Content Analysis:** Extract key points from meetings and sales calls to inform content strategy and follow-ups.
- **Content Posting:** Use extracted clips and quotes for social media teasers and promotions.

For a more detailed overview and to explore their products:

[Castmagic Presets - Turn Audio Into Content](#)

Cost of basic subscription (as of December 2023, per month): £ (freemium)



4.7 Apollo.io - AI Social Content Generator by Semrush

[Link to Apollo.io](#)

Description: Apollo.io's AI Social Content Generator, powered by Semrush, is an AI-driven tool designed to supercharge social media content creation. It offers capabilities to generate content and videos at a rapid pace, ensuring businesses can maintain an active and engaging online presence. The platform emphasizes its ability to provide endless content ideas, create trending videos, and deep dive into competitors' data, making it a comprehensive solution for social media marketers.

Key Features:

1. **AI-Powered Content Generation:** Generate unlimited posts, captions, and hashtags with the AI content generator.
2. **Video Creation:** Convert one-line text input into ready-to-use videos for platforms like IG reels, TikTok, YouTube, and more.
3. **Competitor Analysis:** Gain insights into the best performing posts and timings of competitors.
4. **Content Variety:** Generate videos, carousels, and posts for platforms like Facebook, Instagram, TikTok, and more.
5. **Brand Identity:** Create posts that align with your brand's color palettes and language, ensuring consistency.
6. **Competitor Insights:** Dive deep into competitors' data to understand their strategies and derive actionable insights.
7. **Affordable Pricing:** The tool offers a free trial and then is priced at \$35/month.

Potential Use:

- **Content Creation:** Use Apollo.io to generate a plethora of content ideas and convert them into engaging social media posts.
- **Content Automation:** Automate the process of content generation and video creation, ensuring a consistent online presence.
- **Content Analysis:** Monitor the performance of your content and adjust strategies based on insights derived from competitors.
- **Content Collaboration:** Collaborate with team members to align content strategies with brand guidelines and objectives.

For a more detailed overview and to explore their offerings, you can [learn more about Apollo.io's AI Social Content Generator here](#).

Cost of basic subscription (as of December 2023, per month): **\$39** (free trial available)



4.8 Semrush - AI Social Content Generator

[Link to Semrush's AI Social Content Generator](#)

Description: Semrush's AI Social Content Generator is an AI-powered tool designed to enhance social media content creation. It offers the ability to generate content and videos at a rapid pace, ensuring that businesses can maintain an active and engaging online presence. The platform emphasizes its capability to provide endless content ideas, create trending videos, and offer insights into competitors' data, making it a comprehensive solution for social media marketers.

Key Features:

1. **AI-Powered Content Generation:** Generate unlimited posts, captions, and hashtags with the AI content generator.
2. **Video Creation:** Convert one-line text input into ready-to-use videos suitable for platforms like IG reels, TikTok, YouTube, and more.
3. **Competitor Analysis:** Gain insights into the best performing posts and timings of competitors.
4. **Content Variety:** Generate videos, carousels, and posts for platforms like Facebook, Instagram, TikTok, and more.
5. **Brand Identity:** Create posts that align with your brand's color palettes and language, ensuring consistency.
6. **Competitor Insights:** Dive deep into competitors' data to understand their strategies and derive actionable insights.
7. **Affordable Pricing:** The tool offers a free trial and then is priced at \$35/month.

Potential Use:

- **Content Creation:** Use Semrush's AI Social Content Generator to generate a plethora of content ideas and convert them into engaging social media posts.
- **Content Automation:** Automate the process of content generation and video creation, ensuring a consistent online presence.
- **Content Analysis:** Monitor the performance of your content and adjust strategies based on insights derived from competitors.
- **Content Collaboration:** Collaborate with team members to align content strategies with brand guidelines and objectives.

For a more detailed overview and to explore their offerings, you can [learn more about Semrush's AI Social Content Generator here](#).

Cost of basic subscription (as of December 2023, per month): **\$250** (freemium available)



4.9 Semrush - SEO Writing Assistant (SWA)

[Link to Semrush's SEO Writing Assistant](#)

Description: Semrush's SEO Writing Assistant (SWA) is a tool designed to optimize content for search engines. It provides real-time feedback on the SEO-friendliness of written content, helping writers ensure their content is both engaging for readers and optimized for search engines. The tool integrates with various platforms, including Google Docs and WordPress, making it easy for content creators to receive instant recommendations as they write.

Key Features:

1. **SEO Recommendations:** Get real-time suggestions to improve the SEO score of your content.
2. **Readability Score:** Understand how readable your content is and get suggestions to make it more user-friendly.
3. **Tone of Voice:** Ensure your content aligns with the desired tone of voice for your brand or audience.
4. **Plagiarism Checker:** Ensure your content is original and avoid potential copyright issues.
5. **Keyword Integration:** Receive recommendations on keyword usage and density to improve content visibility in search results.
6. **Link Checker:** Verify the validity of external links in your content.
7. **Content Length:** Get insights on the optimal content length based on top-performing pages for your target keywords.

Potential Use:

- **Content Creation:** Use the SWA to craft SEO-optimized content that resonates with both search engines and readers.
- **Content Analysis:** Analyze existing content to identify areas of improvement from an SEO perspective.
- **Content Collaboration:** Collaborate with SEO teams to ensure content aligns with SEO goals and strategies.
- **Content Review:** Before publishing, review content to ensure it meets SEO standards and is free from plagiarism.

For a more detailed overview and to explore its features, you might want to visit [Semrush's SEO Writing Assistant page](#)

Cost of basic subscription (as of December 2023, per month): \$ (freemium available)



4.10 Merlin - ChatGPT Assistant for Chrome

[Link to Merlin](#)

Description: Merlin is a browser extension powered by ChatGPT, designed to assist users directly within their browser. It offers a range of features, from summarizing videos and articles to assisting with content creation on platforms like Gmail, LinkedIn, and Twitter. With the power of GPT-4, Claude2, and Llama 2, Merlin aims to enhance productivity and provide instant AI assistance.

Key Features:

1. **ChatGPT Integration:** Access ChatGPT directly within your browser, making it easier to get AI assistance on the go.
2. **Youtube Summarizer:** Quickly summarize YouTube videos, extracting key insights without watching the entire content.
3. **Article Summarizer:** Condense long articles into concise summaries, ensuring you capture the main points efficiently.
4. **Integration with Popular Platforms:** Use Merlin on Gmail, LinkedIn, Twitter, and Google, enhancing your content creation and communication capabilities.
5. **WebChat by Merlin AI:** Engage in real-time chats powered by AI, ensuring quick and accurate responses.
6. **DocChat with Merlin AI:** Collaborate on documents with the assistance of AI, streamlining content creation and editing.
7. **Best-in-Class Security:** Merlin prioritizes user security with certifications like SOC2, GDPR, and ISO 27001.
8. **Free GPT-4 Access:** Users can access GPT-4 for free through the Merlin extension, making advanced AI capabilities more accessible.

Potential Use:

- **Content Creation:** Use Merlin to craft compelling content directly within platforms like Gmail, LinkedIn, and Twitter.
- **Content Repurposing:** Convert existing content into concise summaries suitable for different platforms and audiences.
- **Content Posting:** Quickly generate and post content across various channels, ensuring consistent messaging.
- **Content Analysis:** Monitor engagement and refine content strategies based on insights from the platform.

Cost of basic subscription (as of December 2023, per month): **\$14** (free trial available)

