

The Marketer's Guide to Choosing the Right AI Model

ChatGPT · Claude · Gemini · Perplexity

Not all AI models are built the same. This guide breaks down which tool to reach for — and when — so your team spends less time guessing and more time driving results.

4

AI Models Covered

7

Use Case Recommendations

1

Clear Comparison Table



THE CHALLENGE

Which AI Should You Use?

I discovered ChatGPT thinking it would be a great copywriting assistant. Fast-forward: I now use ChatGPT, Claude, Perplexity, and Gemini across my daily workflows — from building campaign frameworks to saving myself from writing yet another 15th email nurture sequence.

Here's the question every marketer asks: Which AI model should I actually use?

Spoiler: there's no one-size-fits-all. Like most marketers, I started by asking the same question to all four: 'Help me write copy for this campaign.' The results? ChatGPT gave me punchy headlines, Claude wrote me a novel, Gemini asked for my spreadsheet, and Perplexity cited three competitors doing it better. It took a while, but I finally learned the strengths of each AI model — and it all made sense.

THE TOOLS

Your AI Teammates, Explained

CHATGPT

The Creative Copywriter Who Never Stops

STRENGTHS

- Crisp, fast content creation
- Great for brainstorming headlines, ad copy, and social content
- Seamless integration with Canva, Notion, and HubSpot

WATCH-OUTS

- Can drift into polished-but-generic language without clear tone direction
- Sometimes prioritizes sounding 'smart' over sounding human
- Struggles with clean, accurate text in images and graphics
- Can default to a 'safe' brand voice unless pushed for authenticity

BEST FOR

Campaign brainstorming and creative development
Social media calendars and post drafts
Quick persona sketches to get the team unstuck

SCENARIO

It's 10 p.m. and you're staring at an empty presentation for tomorrow's quarterly review. Have ChatGPT build out the story flow, come up with clever slide titles, and write talking points while you grab your third coffee.

