



How AI Changed Content Creation for Technical Founders

Automating Marketing Without a Team

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Problems



Problem 1

Founders struggle with content creation.



Problem 2

Limited time, expertise, and consistency.



Problem 3

Marketing feels like a distraction from building the product.

Enter AI – The Game Changer

- AI automates writing, design, and strategy.
- Tools like ChatGPT & MidJourney simplify the process.
- Quality & speed have improved significantly.



ChatGpt

AI-Powered Writing (ChatGPT, Claude, Gemini)

- ✓ AI writes blog posts, social media captions, and emails.
- ✓ Creates engaging, SEO-friendly content.
- ✓ Can adapt to different tones & styles.



AI for Visuals (MidJourney, DALL·E, Canva Magic Design)



MidJourney

Generates
high-quality images
& graphics instantly.



DALLE

No design
skills needed,
AI handles it.



Canva Magic Design

Perfect for
social media &
presentations.

AI for Video & Audio

(Synthesia, ElevenLabs, Descript)



● **Synthesia**

AI tools like Synthesia generate realistic video avatars that can deliver your script in multiple languages

● **ElevenLabs**

ElevenLabs creates natural-sounding AI voiceovers, eliminating the need for professional recording.

● **Descript**

Descript makes video and podcast editing as easy as editing a text document.

Automating Social Media (Buffer, Hootsuite, ChatGPT for Scheduling)



**AI suggests
and schedules
posts.**



**Optimized for
engagement
based on data.**



**Automates
repurposing of
content.**



Platforms like **Buffer** and **Hootsuite** allow you to schedule posts in advance, while ChatGPT can suggest post ideas based on your audience's interests.

AI for SEO & Growth (Surfer SEO, Clearscope, ChatGPT for Keyword Research)



AI helps optimize content for search engines.



Finds trending topics and keywords.



Analyzes competitors for strategic insights.

AI in Email Marketing (ChatGPT + Mailchimp, HubSpot AI, Copy.ai)



- AI writes personalized email campaigns.
- Predicts the best send times for engagement.
- A/B tests subject lines and content automatically.



The infographic features a large central circle with a blue-to-purple gradient and a dotted white border. Inside this circle, the title 'How Founders Are Using AI (Real Examples)' is written in white. Three smaller speech bubbles, also with blue-to-purple gradients, are positioned around the central circle. Each bubble contains a white number (01, 02, 03) and is connected to the central circle by a thin white line. To the right of each bubble is a paragraph of text in black font, providing details for each example.

How Founders Are Using AI (Real Examples)

01

Founders have utilized AI tools to rapidly scale their blogs. For instance, a case study demonstrated how a website grew from zero to **750,000** monthly visitors within **12 months** using AI-generated content.

02

AI-powered tools are being employed by professionals to automate LinkedIn content and enhance personal branding. For example, Supergrow, an all-in-one LinkedIn personal branding tool, has been used by professionals like Sarra Richmond, a ghostwriter, who reported a **50% increase in productivity.**

03

Founders are also leveraging AI to create engaging video content. While specific case studies on AI-powered video series for product demos are limited, AI tools like Synthesia enable users to create videos with AI avatars, **simplifying the production of product demonstration videos.**

AI + Human Creativity = Best Results

- AI accelerates creation, but human touch adds authenticity.
- Use AI as a co-pilot, not a replacement.
- Editing and strategy still require human input.



Future of AI in Content Creation



Better personalization with AI.



Real-time AI-generated video content.



AI-driven marketing strategies that adapt on their own.

Conclusion

- Founders no longer need a full marketing team.
- AI helps you create, distribute, and grow effortlessly.
- Start experimenting with AI tools today !



**Thank
you**