



Mai Launches the Spellbook - An AI Content Toolkit for Marketers to Create High-Quality Content Faster and Smarter

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Singapore - Mai, an AI writing software built for digital marketers, is thrilled to announce the launch of the Spellbook - an integrated AI-powered content creation and optimization toolkit focused on helping marketers generate, manage and optimize high-quality content faster, smarter, and at scale.

With economic uncertainty looming and marketing budgets under scrutiny, marketing teams face increasing pressure to do more with less. Marketers must find ways to streamline their processes to continue delivering high quality content at the ongoing velocity that is required to stay ahead of the competition.

With Spellbook's advanced AI capabilities, marketers can now accelerate key parts of their content processes in minutes rather than hours or days. Spellbook provides an end-to-end solution for creating and optimizing content at scale through AI.

Spellbook's content creation capabilities allow marketers to generate a wide range of engaging content formats across articles, social media, blogs, ads and more instantly. Marketers can choose from 10+ AI

content brewers that are fine-tuned for many content types such as Instagram posts, Google Ads, Facebook Ads, product descriptions, and educational content. Each content brewer leverages state-of-the-art natural language generation technology to produce original, high-quality content tailored to the selected content type.

Spellbook's Researchers - powered by AI agents - allow marketers to look for critical statistics & information from the web & from books in seconds. AI Researchers can analyze large volumes of text or web data instantly making it tremendously easier for marketers to conduct research, competitive analyses and optimize their content. Researchers are able to draw key insights, find compelling statistics, quotes or examples that support particular arguments or points - all through the use of advanced natural language processing and extraction techniques.

Spellbook also enables marketers to manage all their generated and existing content in one place through an intuitive content management system. Organize and plan content calendars, set review and approval workflows, collaborate with team members, and track key content KPIs to gain valuable insights. "With Spellbook's end-to-end approach, we see companies improve team productivity by up to 2x, while also delivering higher quality content," said Kenn Costales, Founder of Mai.

Kenn's digital marketing agency, Monolith Growth Consulting, has been using Mai to improve not just the quality of content and productivity but also seeing major improvements in clients' conversion rates. "The combination of AI-generated and optimized content, along with integrated management tools represents a monumental leap forward in productivity for digital marketers," added Kenn. "Spellbook has already helped hundreds in-house marketing teams and agencies like Monolith Growth Consulting easily scale their content operations."

With its suite of advanced AI-powered tools, Mai Spellbook is set to revolutionize how marketers generate, optimize and manage content at scale - helping them navigate economic uncertainty and drive results for their business.

About Mai:

Founded in 2023 in Singapore, Mai is a SaaS software that helps businesses create high-quality content faster and more efficiently through the power of advanced AI technology. The company's mission is to help businesses thrive in today's digital landscape by providing them with the tools and resources they need to create engaging and effective marketing campaigns that drive results.

For more information, please visit maiwriter.com or email support@maiwriter.com.

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Mai

Mai is an AI marketing team designed to help you double your output and conversions. Our specially trained marketing AI chatbots are fine-tuned to deliver better output than the average marketer, providing you with strong defaults for your next campaign.

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