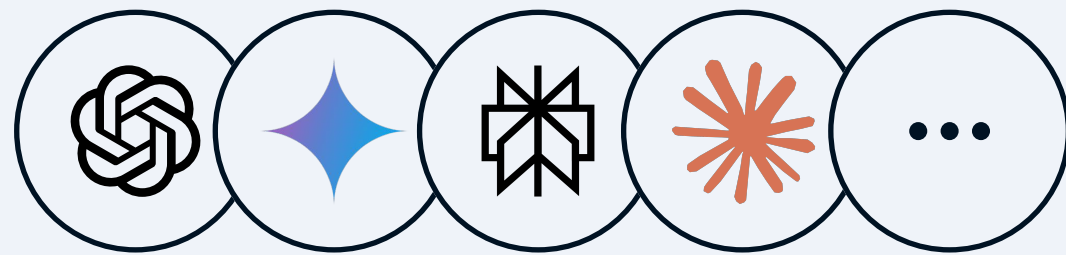


# How Are Marketers Using AI in Their Work?

How do marketers really use AI? MySignature survey reveals which tools they trust most, how often they use them, and whether they fear being replaced by AI anytime soon.

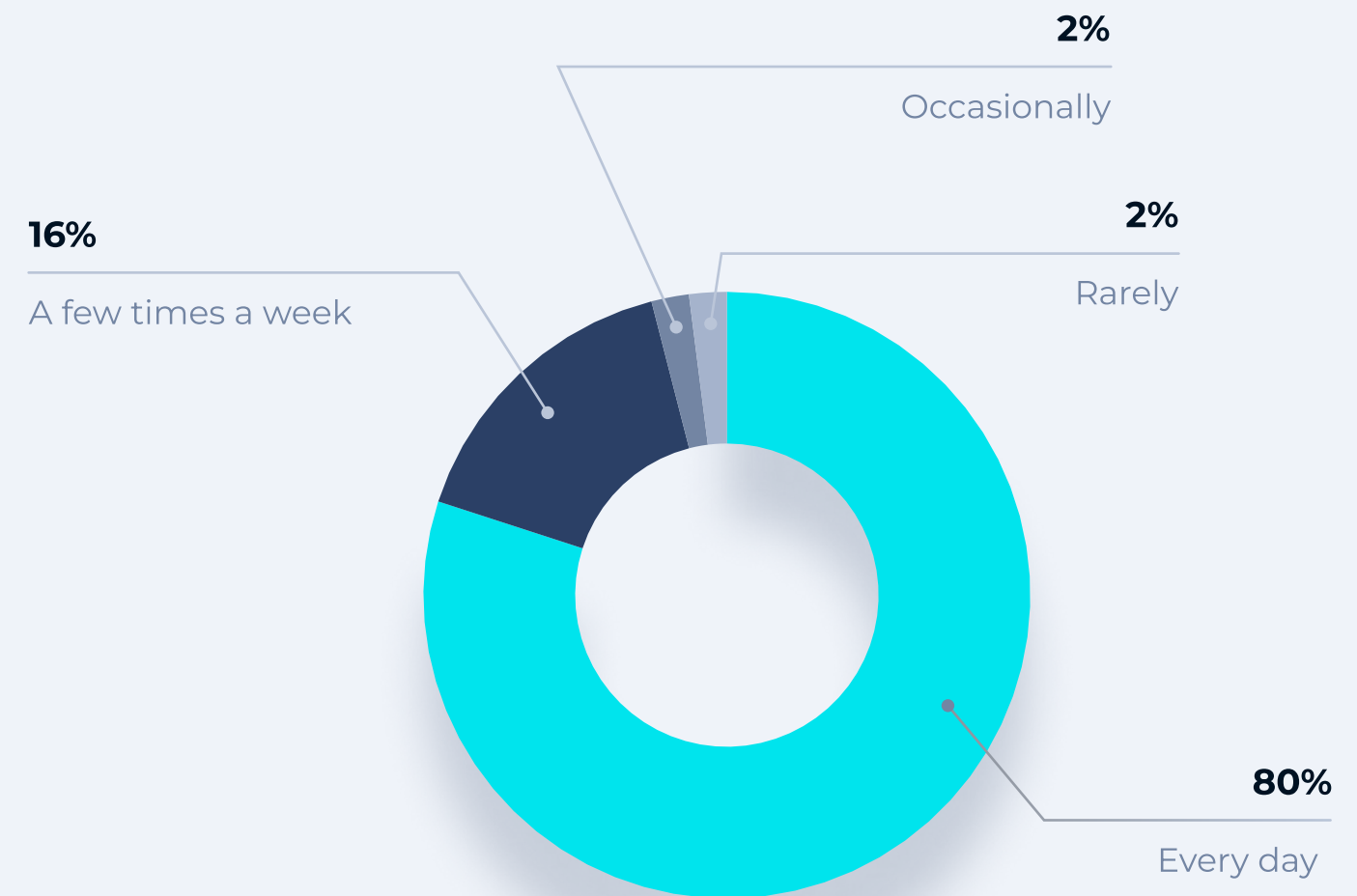


**Results of the Survey**    ↓

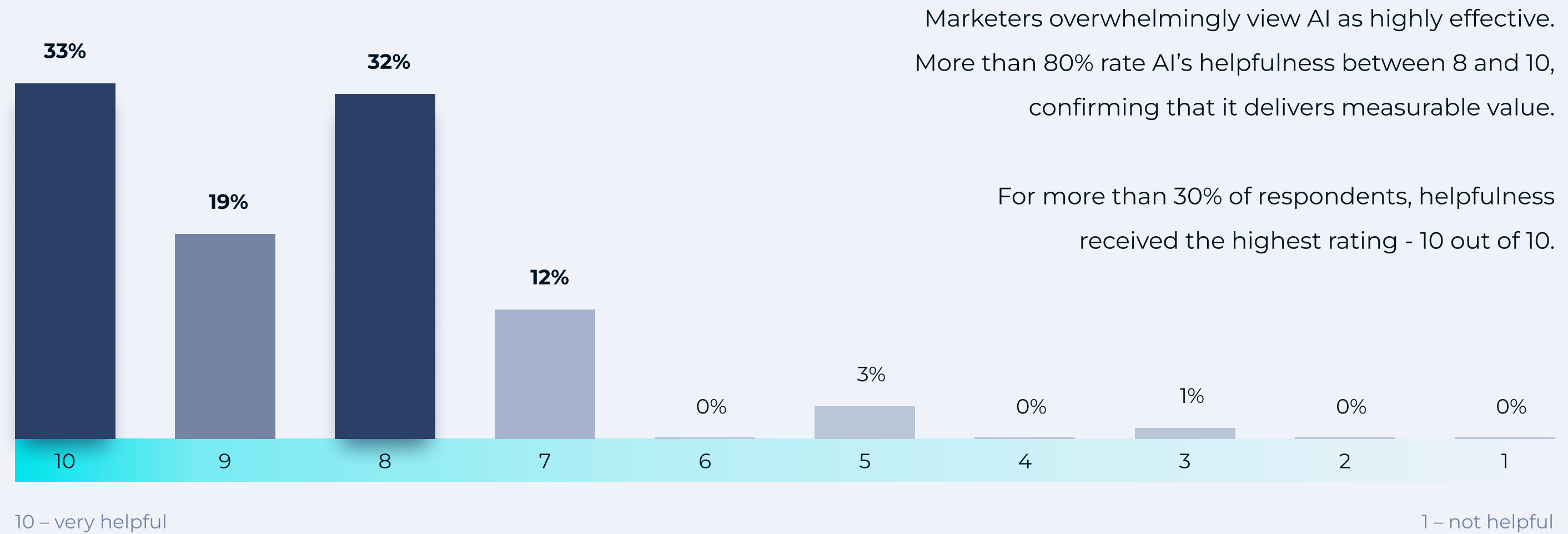
# How often do marketers and professionals use AI tools in their work?

AI has become a daily habit for most marketers - 80% use it every day.

Four out of five respondents integrate AI into their workflows daily, and nearly all use it at least weekly. This shows that AI has moved beyond experimentation and is now part of the core marketing toolkit. Below, we'll share which AI tools are most commonly used by marketers, designers, and other professionals in their work



# How helpful do marketers and professionals find AI tools for their daily tasks?

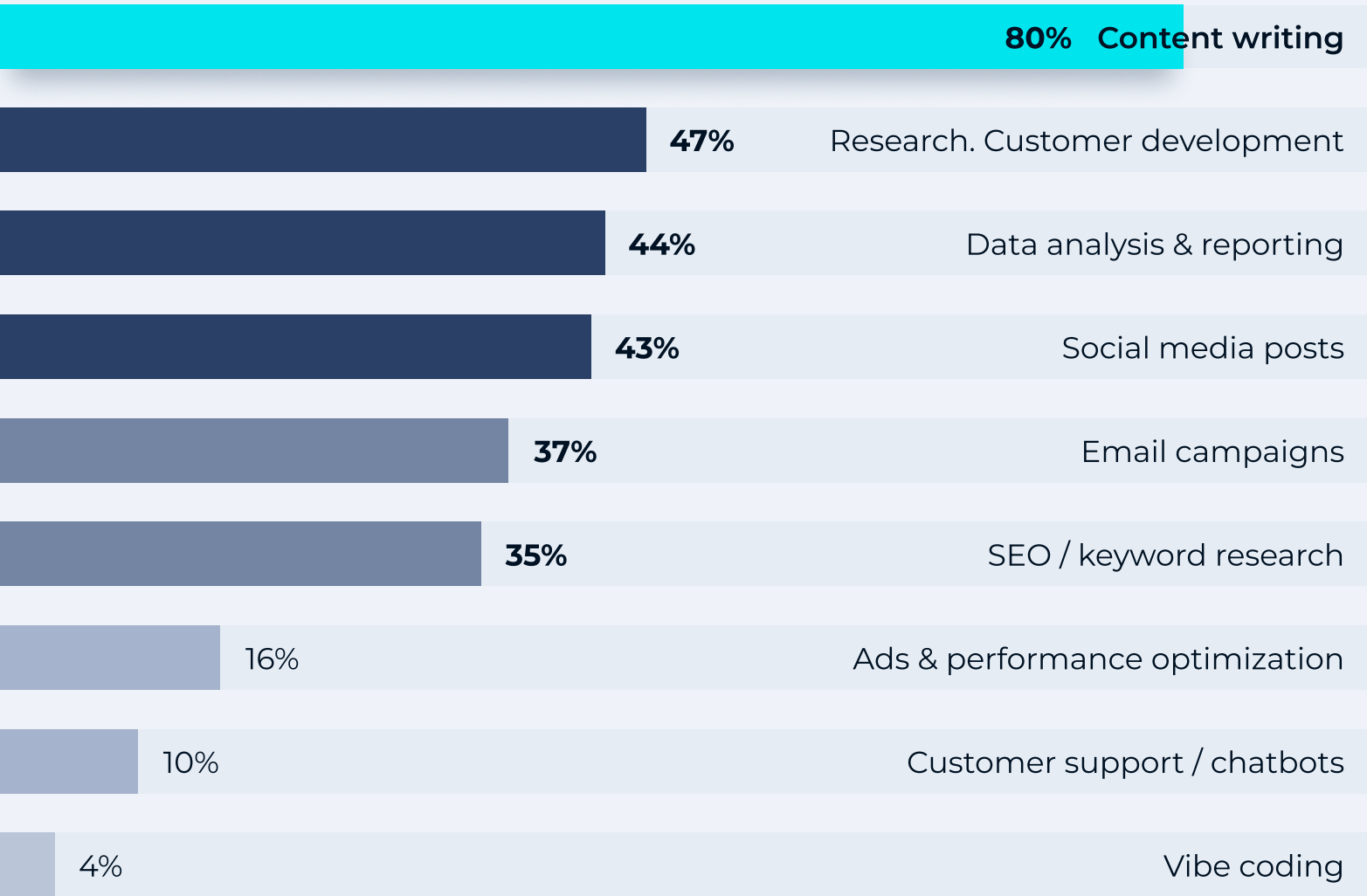


# Key marketing areas enhanced by AI

The majority use AI for content creation - from blog posts and ad copy to marketing materials, making text generation the most widely adopted capability.

Nearly half also use AI for data analysis and customer research, blending creativity with insight. AI now helps professionals decide what to write and who to target, not just how to phrase it.

Ad optimization and chatbots ranked lower, possibly because these are already automated in platforms like Google Ads, Meta, and HubSpot, leaving fewer opportunities for direct “manual AI” involvement.



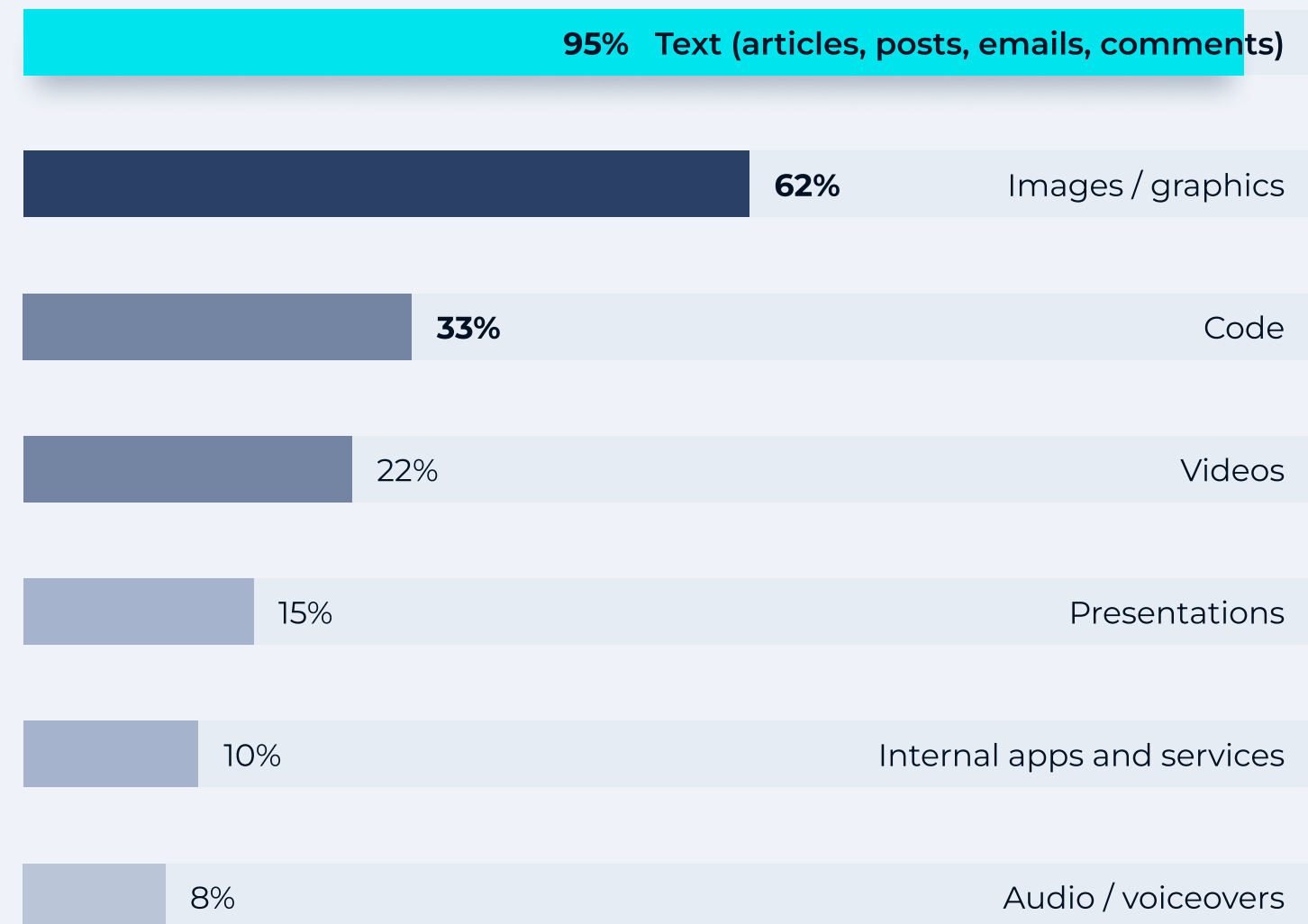
# Types of content created with AI

Almost all marketers now rely on AI for written content, confirming its dominance as a writing assistant.

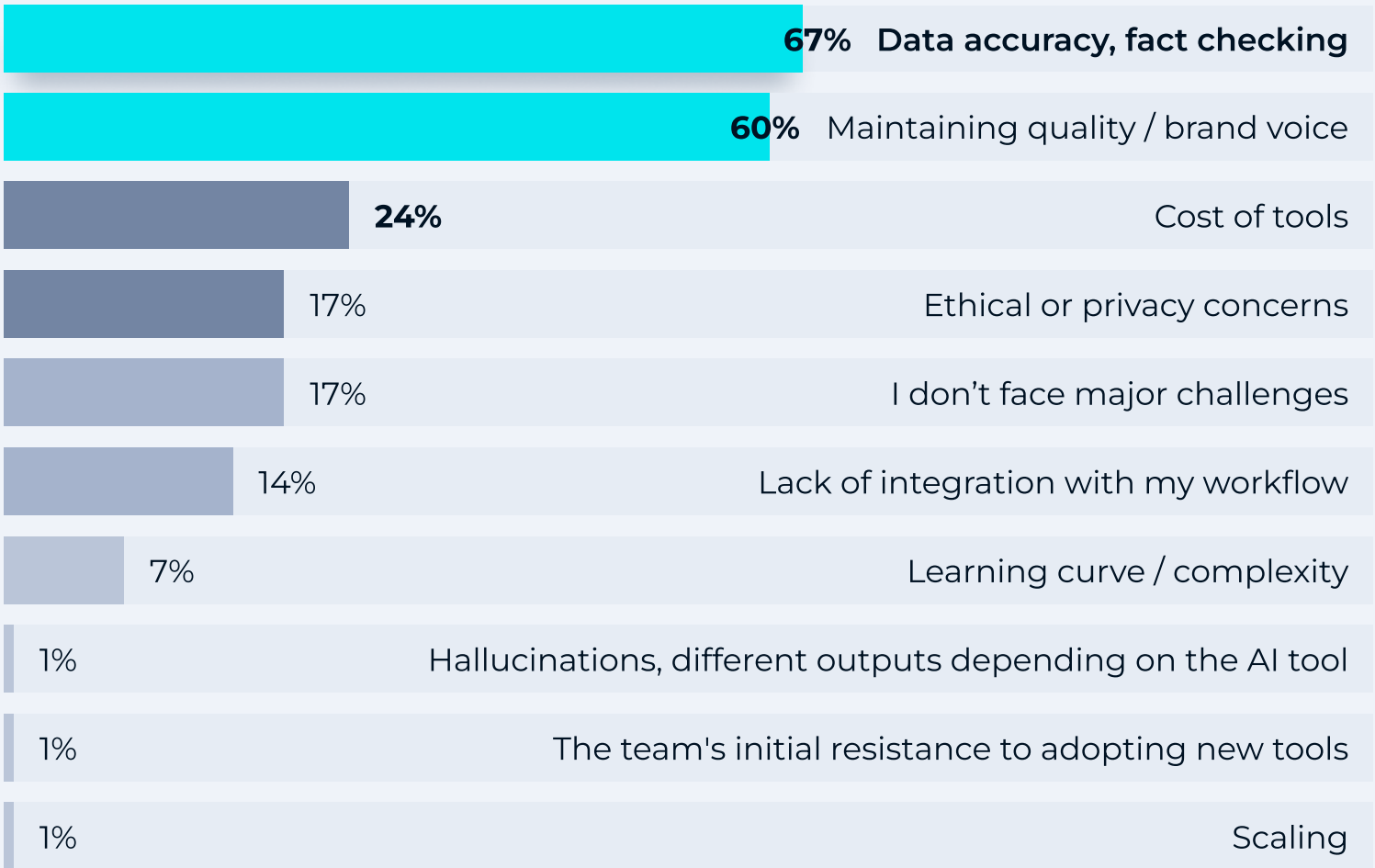
Visual creation is the second strongest trend - two-thirds use AI to produce images and graphics, reflecting the rise of tools like Midjourney, DALL·E, and Canva Magic Studio.

A notable 33% use AI for code generation, often to automate repetitive website or analytics tasks - highlighting the rise of technical marketers who extend their skills through automation and scripting.

Other uses like video and audio production are still niche but steadily growing as multimodal AI becomes more capable.



# What are the biggest challenges marketers and professionals face when using AI tools?



Despite heavy daily use, marketers still struggle to fully trust AI outputs. Nearly three-quarters identified data accuracy and fact-checking as their biggest issue, proving that human oversight remains essential.

The second most common challenge is maintaining quality and brand voice - marketers value consistency as much as speed.

Concerns around cost, ethics, and privacy are present but secondary, showing that the focus has shifted toward improving reliability and brand fit.

# Do marketers and professionals use AI tools for personal or professional branding?

More than 34% of marketers are actively experimenting with AI for personal or professional branding - generating ideas, planning content, and shaping their online identity.

Another 45% use AI occasionally for content ideas, writing, or visual design, but not on a regular basis.

**45%**

I sometimes use AI for content ideas, writing, or visual design, but not regularly

**11%**

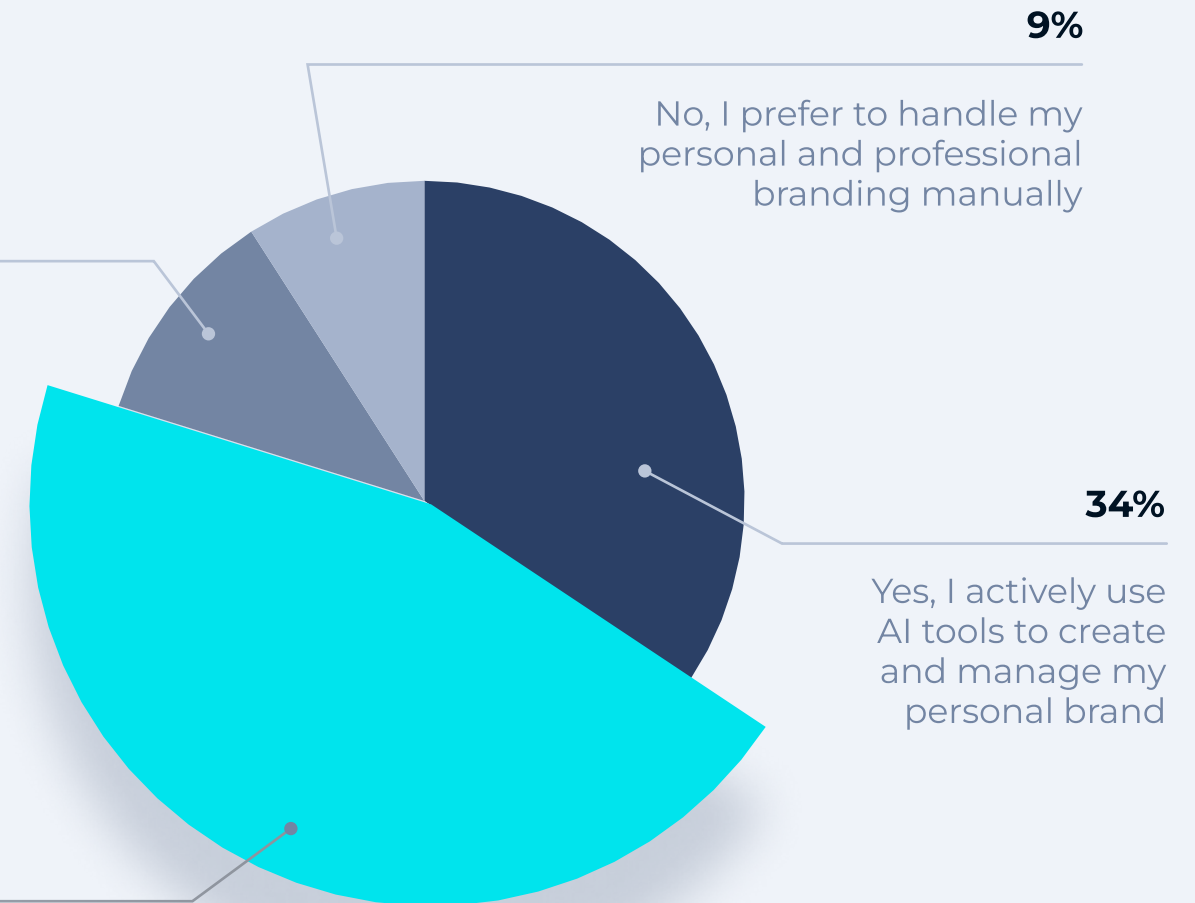
Not yet, but I'm interested in exploring how AI could help with branding

**9%**

No, I prefer to handle my personal and professional branding manually

**34%**

Yes, I actively use AI tools to create and manage my personal brand

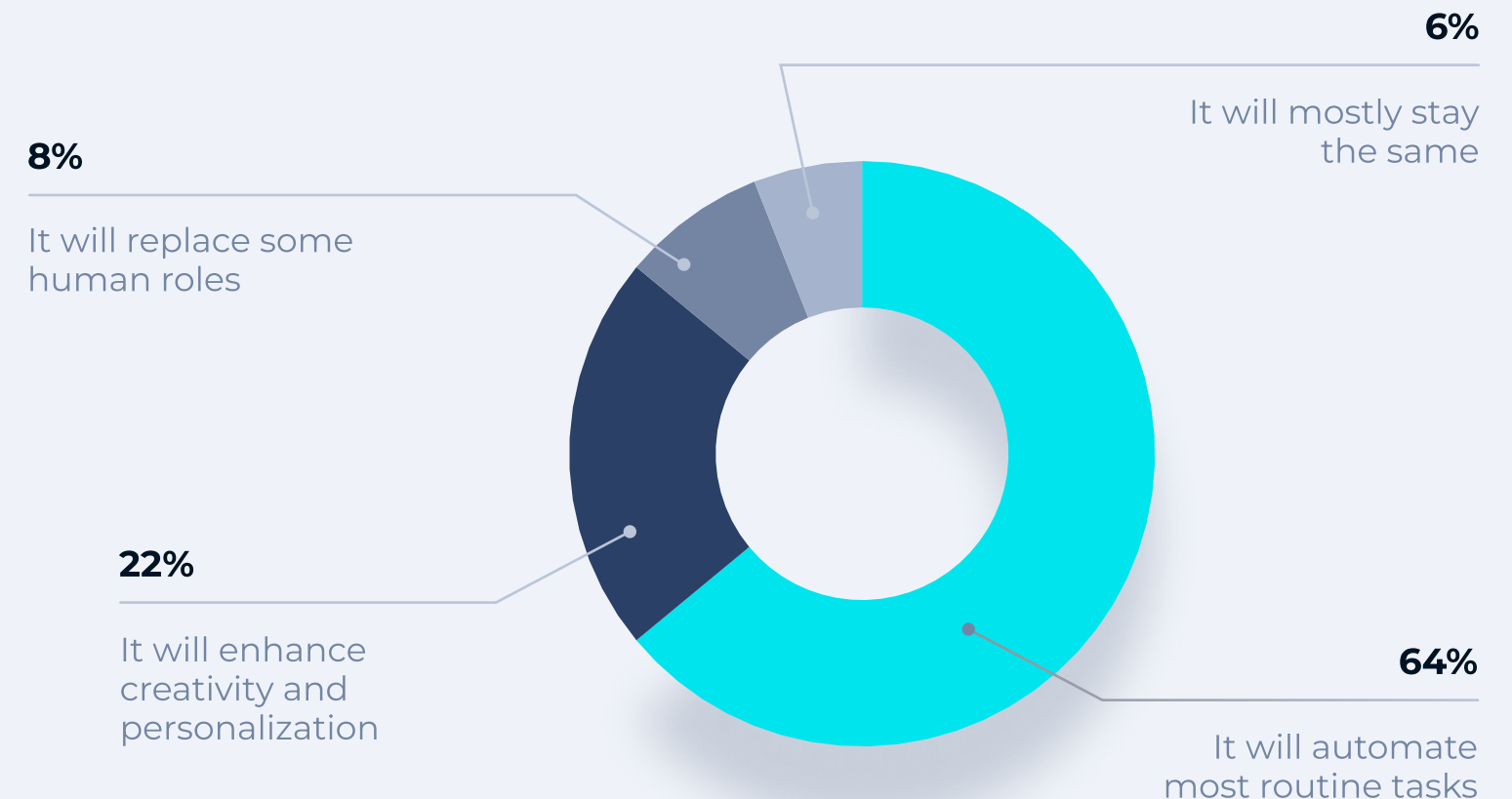


# How do marketers expect AI to change their work in the next 12 months?

Most marketers (64%) believe AI will automate routine tasks, reinforcing its role as a productivity driver.

Others expect AI to enhance creativity and personalization, while only a small minority foresee major role replacements.

This indicates a pragmatic view: AI is transforming how work gets done, not necessarily who does the work.



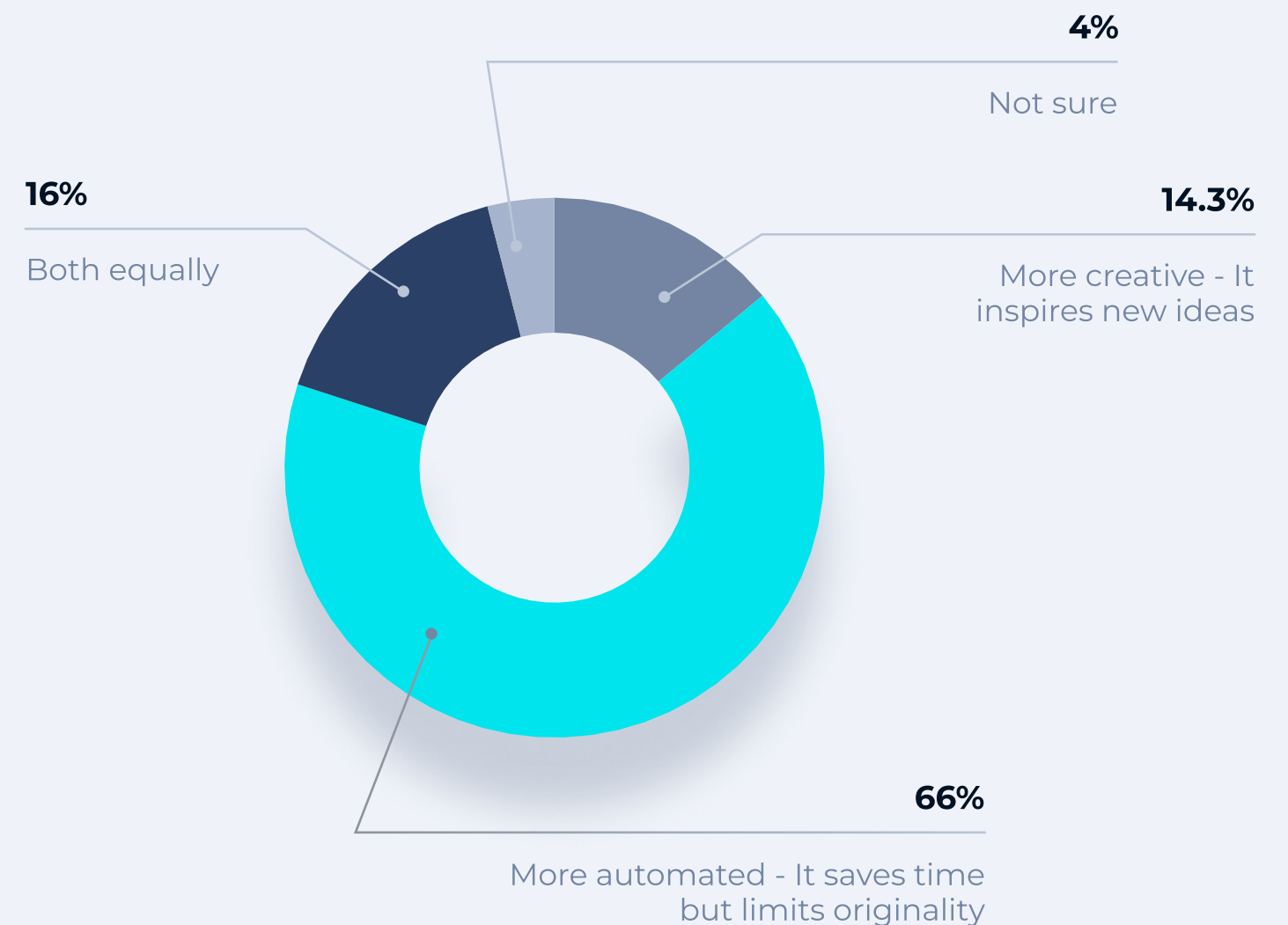


# Creativity vs. automation: how AI shapes modern marketing

66% of marketers feel that AI makes marketing more automated than creative. This shows that while AI can boost productivity and efficiency, overusing it can make creative work feel repetitive or similar.

A smaller group (14.3%) sees AI as a creativity booster, using it to spark new ideas, reframe messages, and speed up brainstorming.

Meanwhile, 16% believe AI offers both benefits equally, suggesting that the best use of AI in marketing is finding the right balance between automation and originality.

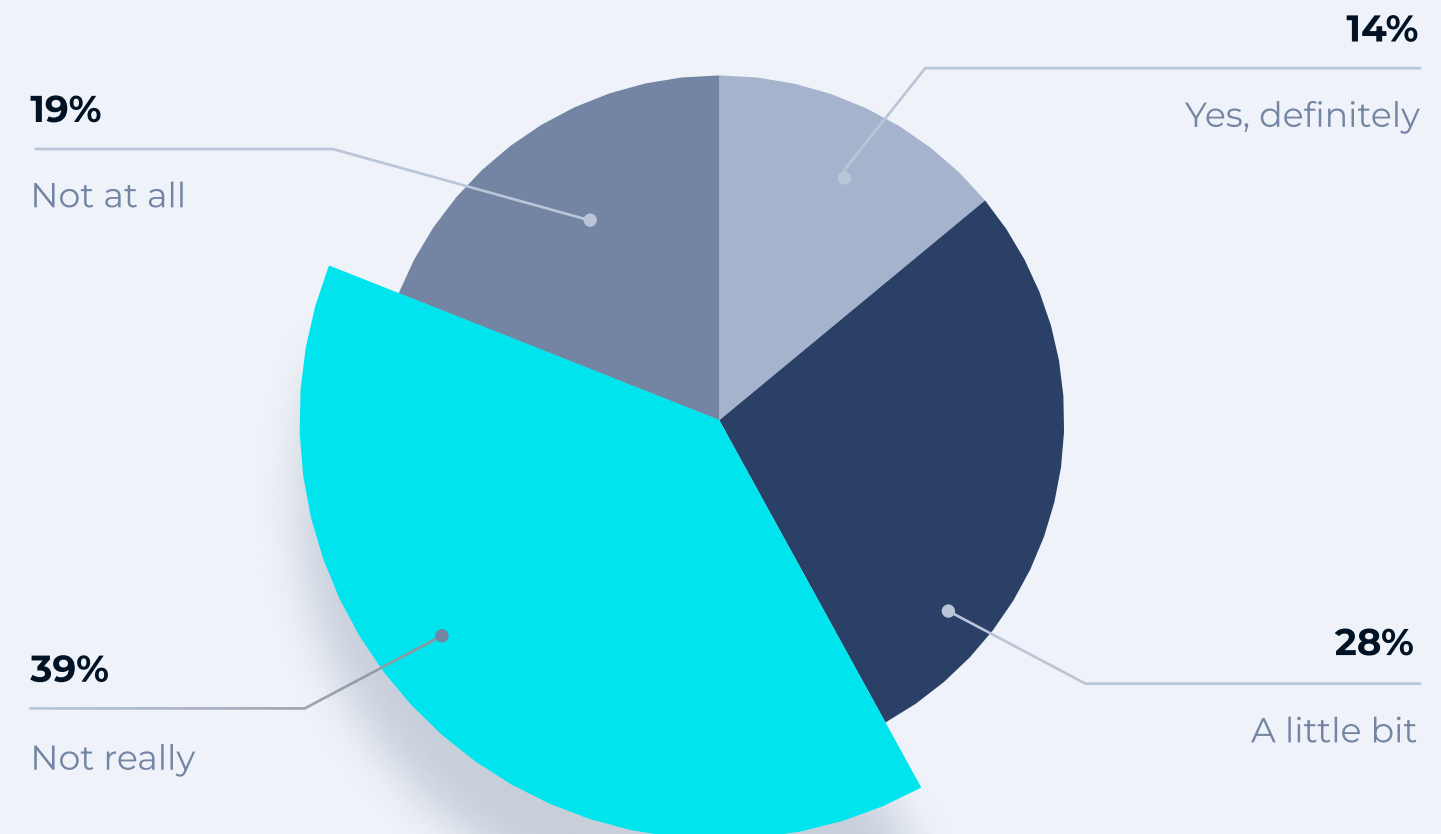


# Are marketers worried that AI might replace parts of their jobs in the next 2–3 years?

A majority of professionals (58%) feel little or no concern about AI replacing their jobs.

While 28% admit mild worry, only 14% are seriously concerned.

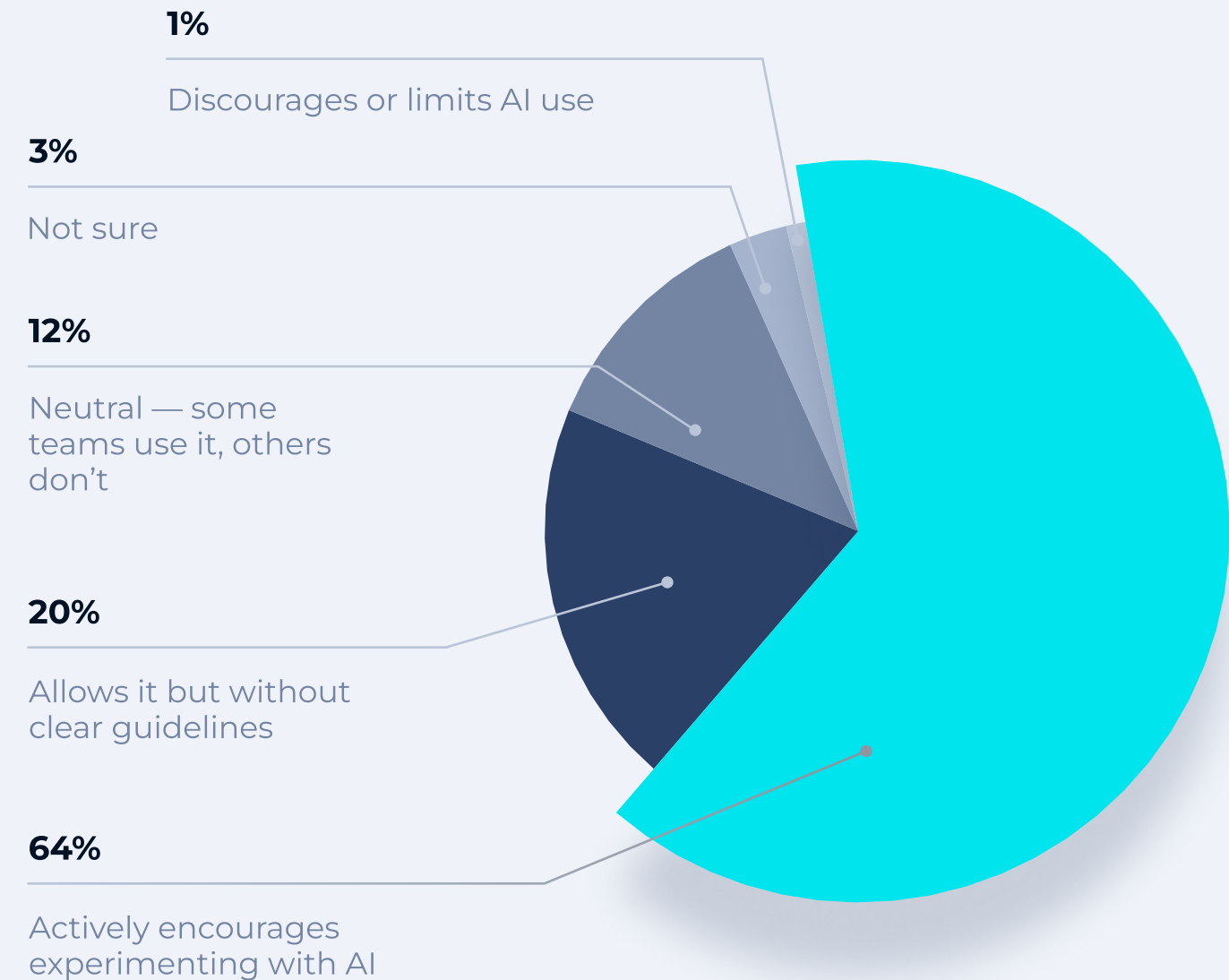
This balance reflects optimism and adaptability - most professionals expect to evolve alongside AI rather than compete with it.



# How do organizations approach the use of AI in marketing?

Most organizations are no longer hesitant - nearly two-thirds encourage teams to explore AI.

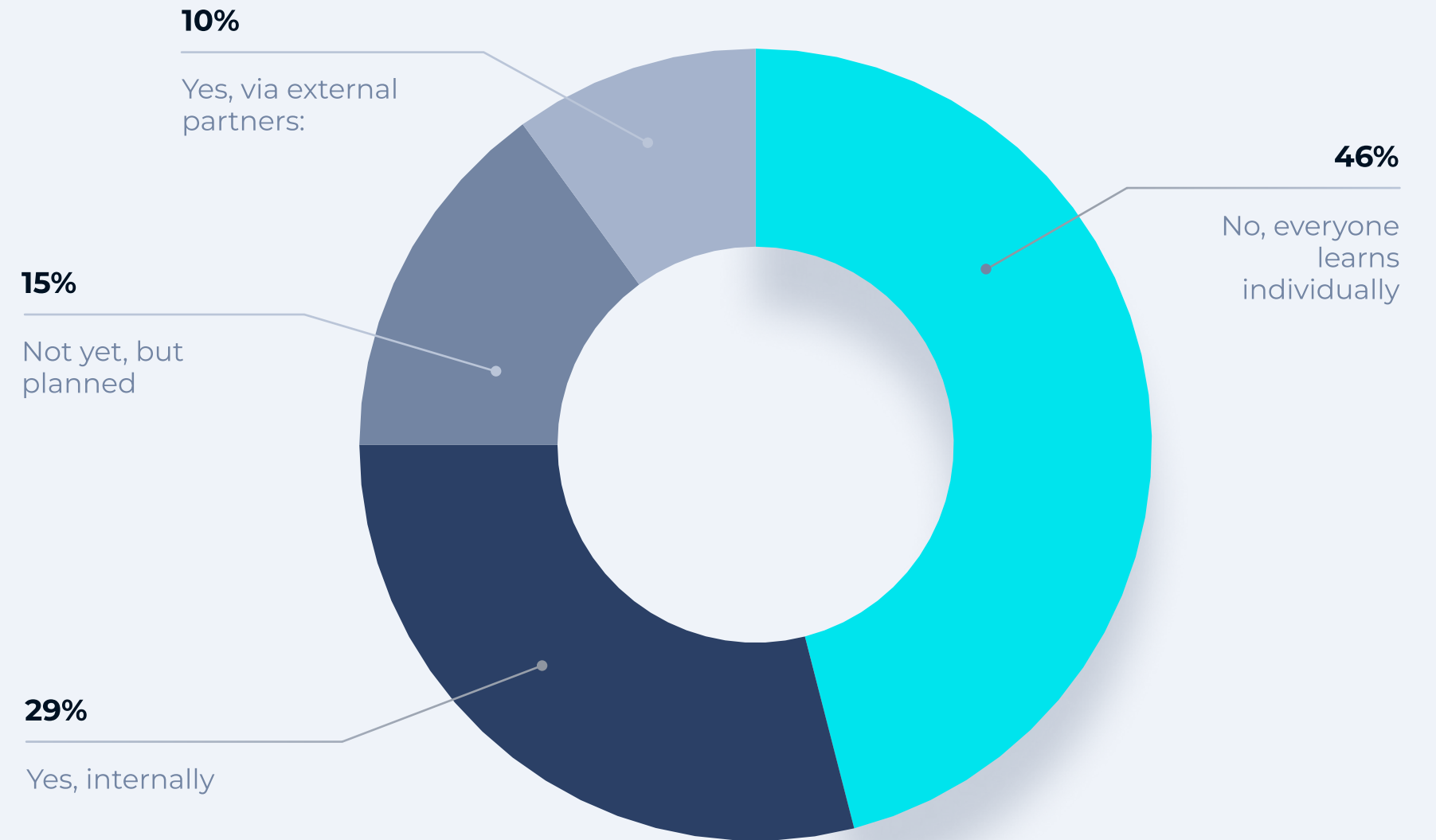
Around 20% allow AI use but lack clear policies, showing that enthusiasm often precedes governance.



# Has the company provided AI training or workshops?

Half of marketers report learning AI skills independently through trial, peers, or online tools.

Only a third have access to internal training, while 10% rely on external workshops.

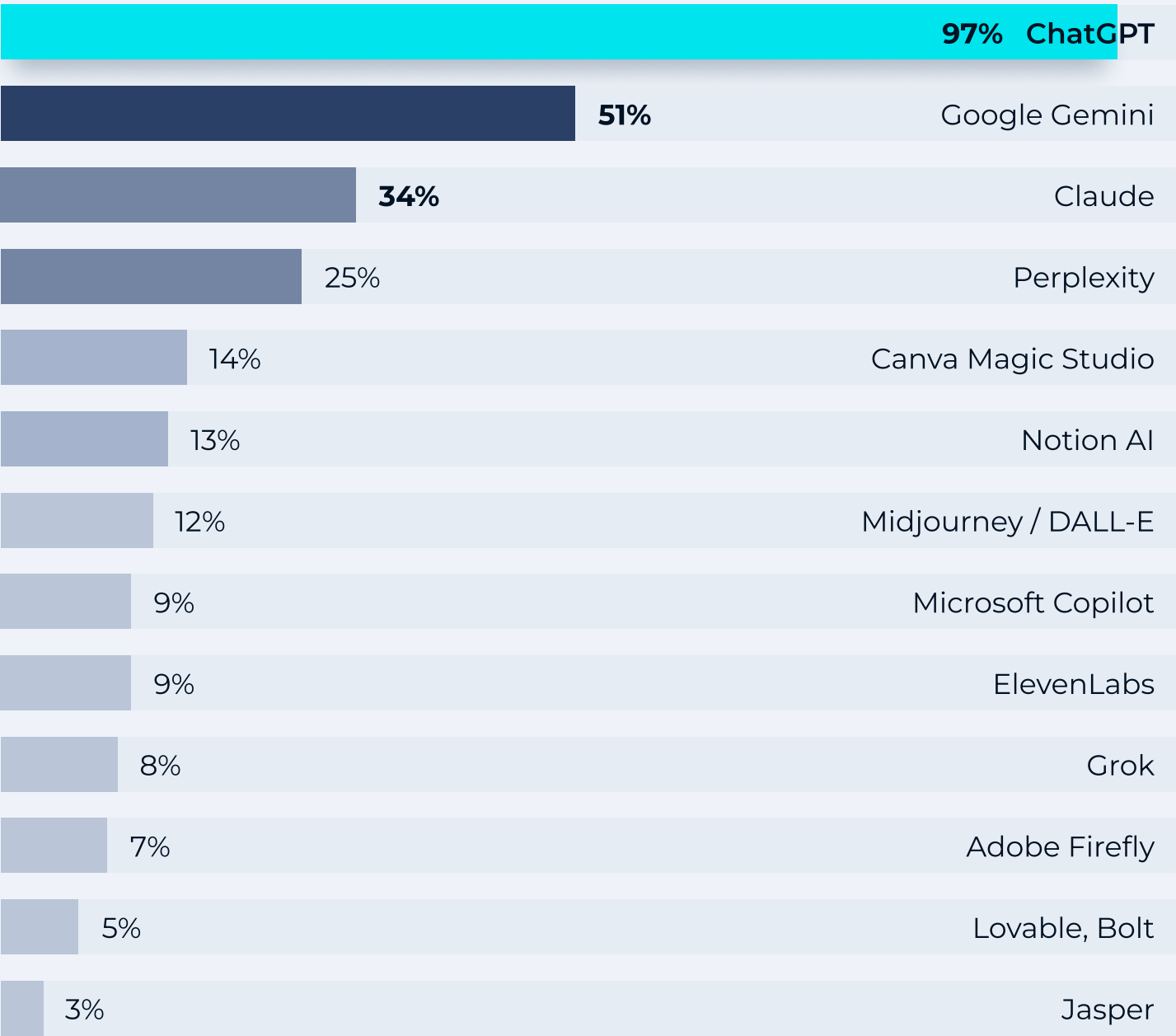


# What AI tools do marketers, designers, and other professionals use most often?

ChatGPT dominates, with 97% of respondents using it regularly - the go-to tool for writing, brainstorming, campaign planning, and quick research.

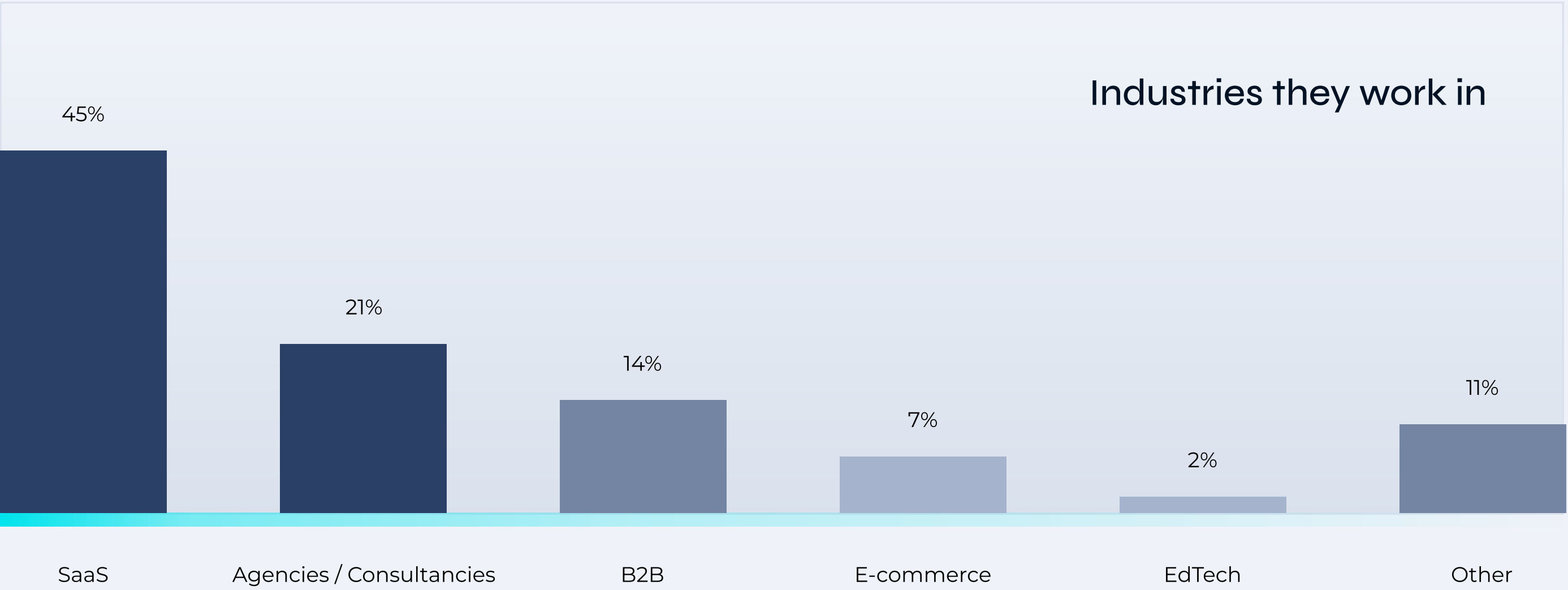
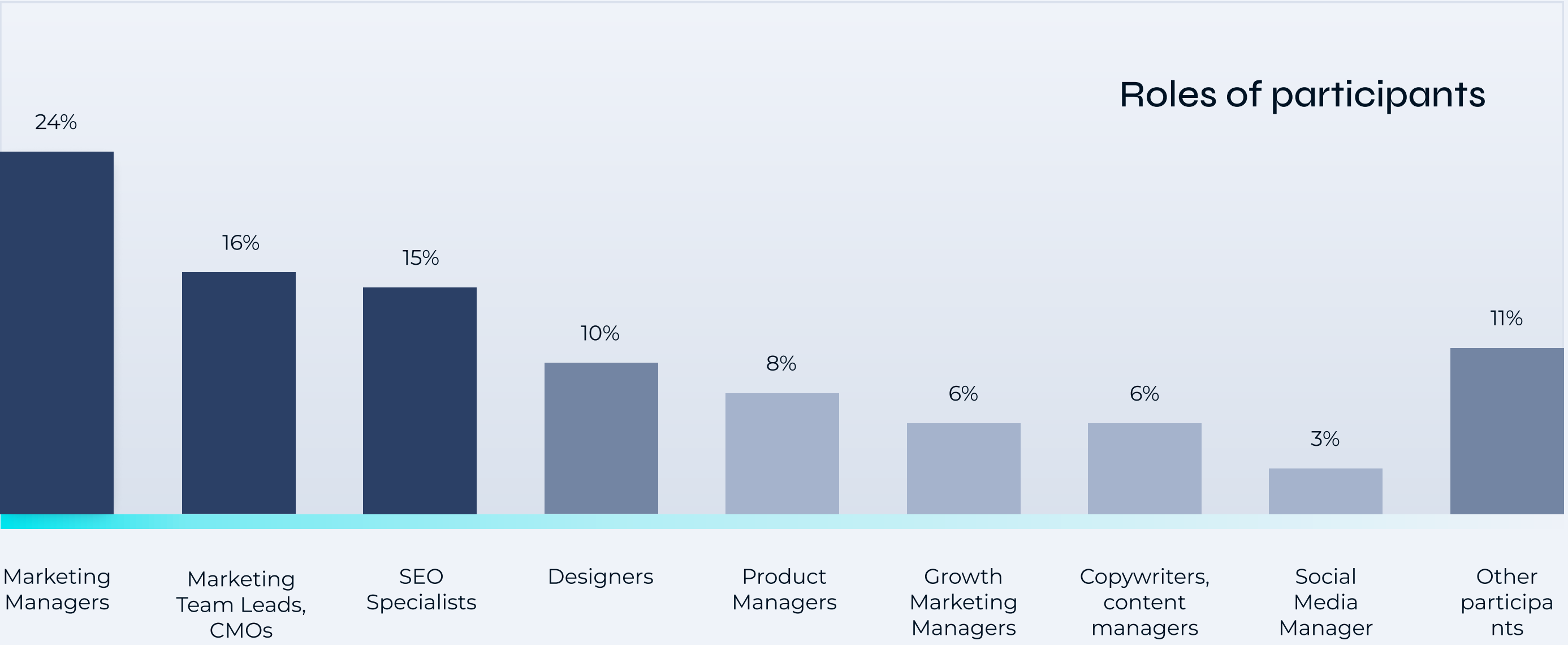
Google Gemini follows (51%), valued for its deep integration with Google Workspace.

Claude (34%) and Perplexity (25%) are gaining traction as knowledge assistants for higher-quality reasoning and research.



# Who took part in our survey

Our survey gathered insights from professionals, mainly from the US, UK, and Eastern Europe.



## Some companies that took part in the survey and would like to be mentioned:

Stripo, MacPaw, NORDLEAF, FlexiFunnels, Quoleadly, BeleaeV Caviar House, Pixel ML, LinksToro, Non-Stop Agency, SapientPro, Collaborator, Novo Marketing, Lasker.ai, Atom.com, Litslink.com, Psychology of Ads, PDFinity, O-CMO, ClaspO, Mockplus, Sitechecker, V-Click, Arttechnoweb, Branding Marketing Agency, Cloudvertex.com, Mailtrap, Spalah, ApollonGuru, Cambridge, Dealfront, Growth Kitchen Agency, Rankin AI, Commas SMM Agency, Xoxoday.com, GrowthMate, Hutshub, Duda.co, DIDO Agency, Askgamblers.com, Uamaster, Mailmodo, LLMHERO, SuperDinero.es, Efrox, Creately, KrispCall, Avoma, Digital Olympus, Aiscreen.io, Freepik, DID Global, VH-info, Macaia Digital Marketing, Visihunt, Stripo, LymLyt.pro, LinksToro, Saleshandy.