

# How to create Emails using Content AI?

Writing emails with Content AI offers several benefits, including generating content faster and more efficiently, tailoring Content to specific business needs, and saving time for other tasks. Content AI can generate different email contexts and variations, including promotional emails, introduction emails, coupons/discounts, recurring newsletters, testimonials, cold outreach, and content/giveaways. It can also be used to create subject lines and variations.

## Covered in this Article

### Content AI in Emails

- Who is this feature going to be useful for?
- The benefits of using Content AI for Emails.
- How to Enable Content AI?

**How to get started with Content AI for the Email Text block?**

**How to get started with Content AI for button blocks?**

**How to get started with Content AI for the subject line?**

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## Content AI in Emails

Writing assistant Content AI helps generate 10X faster, more effortless, and better Content. Content AI in Emails generates outlines, introductions, specific sections, and variations for different email contexts, including promotional emails, introduction emails, coupons/discounts, recurring newsletters, testimonials, cold outreach, and content/giveaways. It can also be used to create subject lines and variations. Using Content AI in Emails makes creating email content faster and more efficient while allowing for tailored Content based on specific business needs.

### Who is this feature going to be useful for?

The Content AI feature in emails can be helpful for businesses of all sizes that engage in email marketing. It can benefit individuals, small businesses, and larger organizations by providing a fast and efficient way to create the email content. The feature can help companies with limited resources, allowing them to create professional-quality emails without hiring a dedicated content writer or marketing specialist.

### The benefits of using Content AI for Emails.

- **Faster and more efficient content creation:** Content AI can generate outlines, introductions, and specific sections for emails, which can save time and reduce the effort required to create content from scratch.
- **Tailored Content:** Content AI can help businesses tailor their email content to specific contexts, such as promotional emails,

introduction emails, coupons/discounts, recurring newsletters, testimonials, cold outreach, and content/giveaways.

- **Variations for A/B testing:** Content AI can create variations of email content, including subject lines, which can be used for A/B testing to determine the most effective Content.
- **Usage-based pricing:** Content AI is charged with usage-based pricing per word usage, making it a cost-effective solution for businesses of all sizes.
- **User-friendly interface:** Content AI is easy to use, with a drag-and-drop interface that allows users to create emails quickly and efficiently.

## How to Enable Content AI?

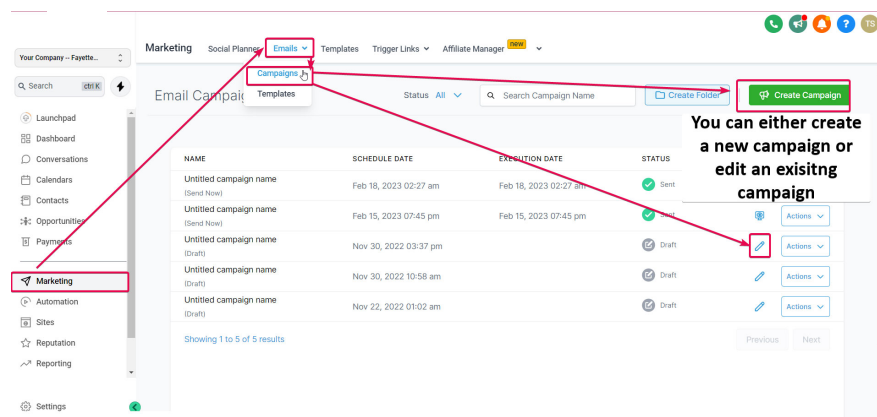
To enable Content AI, please submit a ticket that you are requesting to enable Content AI, and we will add it to your Media Shield account.

## How to get started with Content AI for the Email Text block?

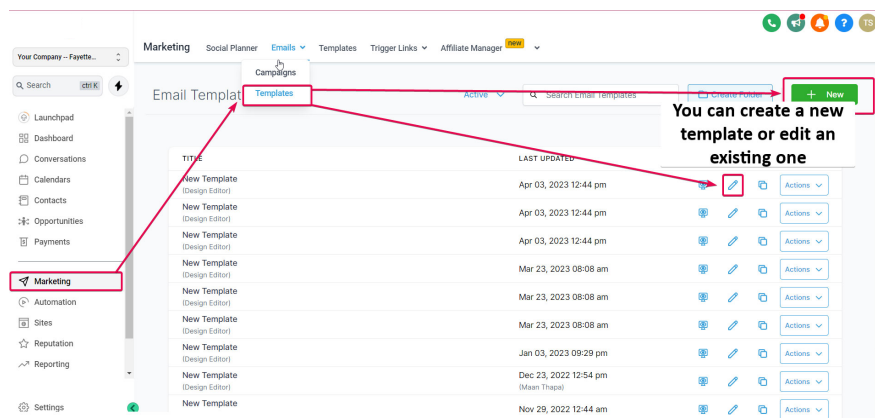
Go to **Marketing > Emails > Email Campaigns > Create Campaign** or **Edit an existing campaign**.

### Please Note:

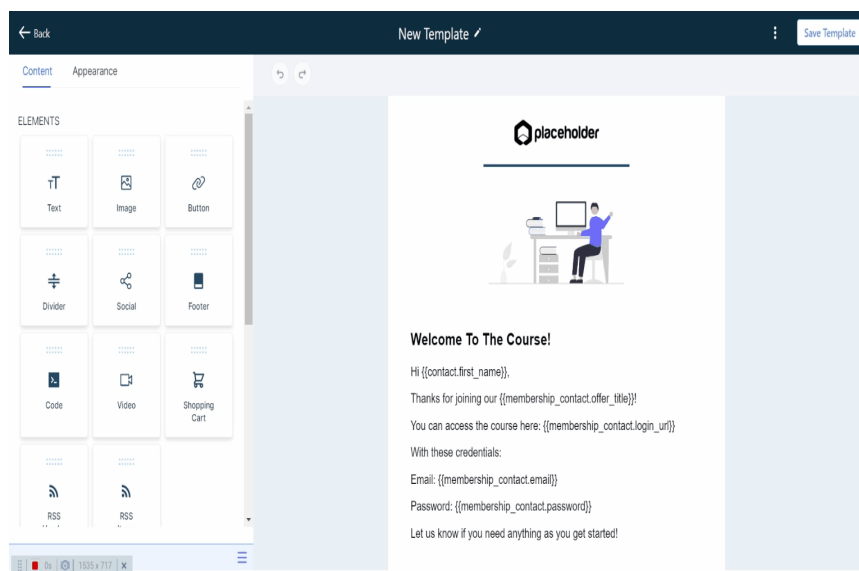
Content AI is available in Email Templates as well as and Email Campaigns.



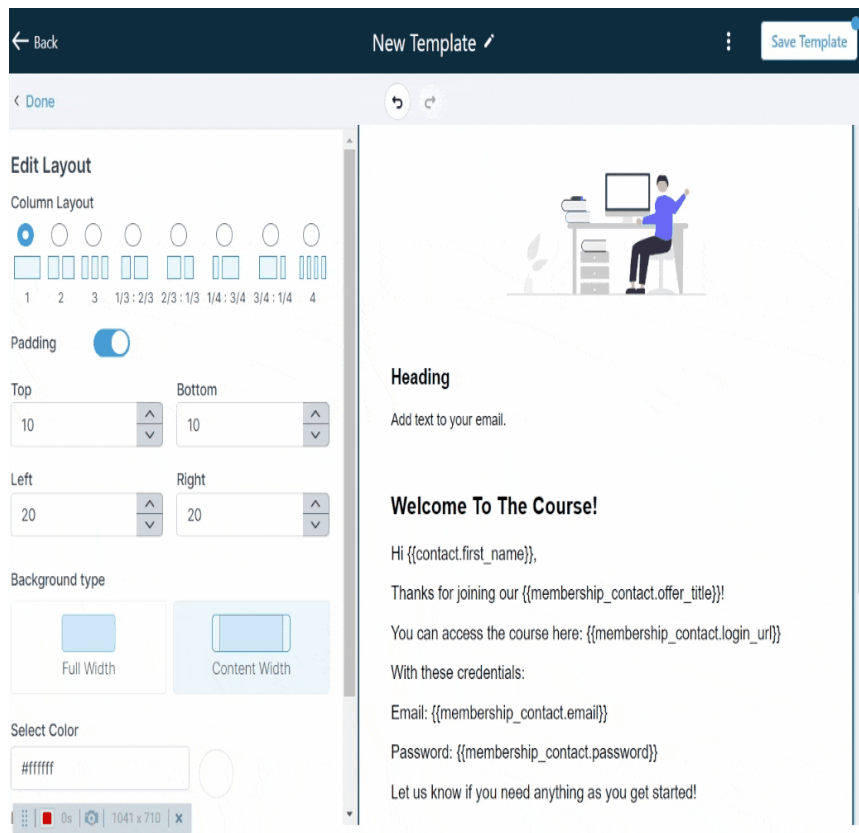
For Email Templates, head to **Marketing > Emails > Templates > New**, or **Edit an existing template**



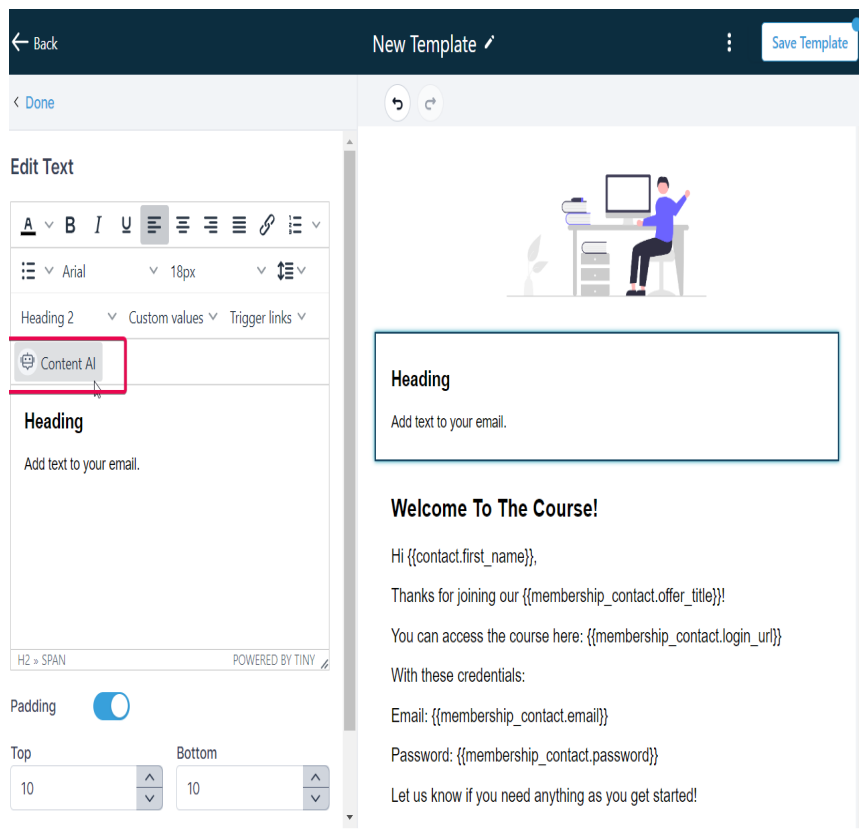
Inside the Email Builder, You can either drag and drop a new Text Block:



Or you could edit an existing Text Block:



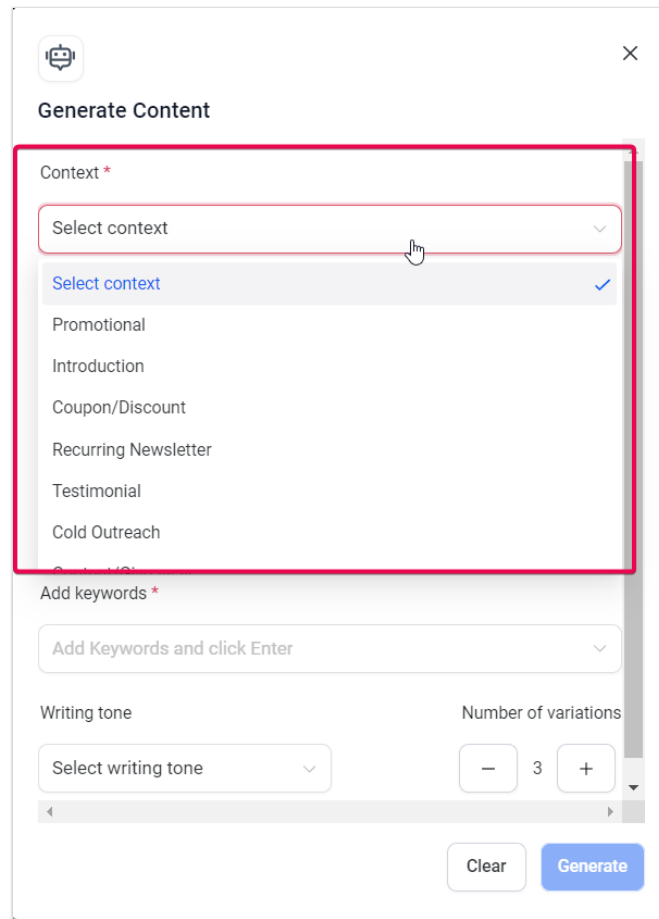
Click on the **Content AI** button above the text editor block:



It would be best to start by Selecting the context in the **Select Context** dropdown. It will ask you to choose the option of

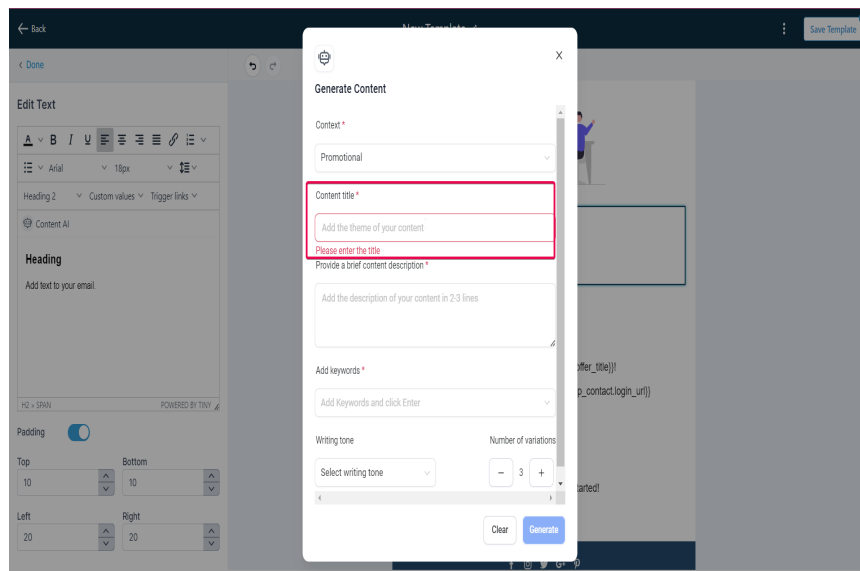
contexts like:

- promotional email
- introduction email
- coupon/discount
- recurring newsletter
- testimonial
- cold outreach
- content/giveaway
- other, if the email context is not mentioned in the dropdown and you'd prefer a broader category.



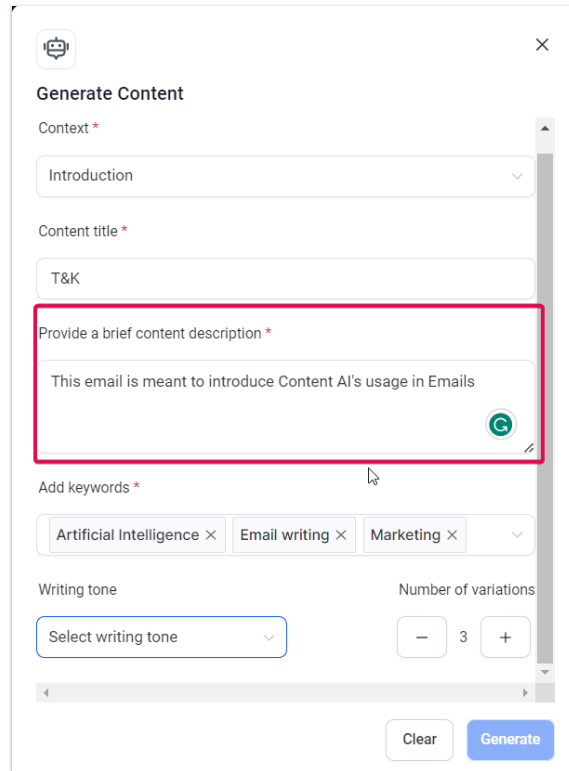
The screenshot shows a 'Generate Content' modal window. At the top is a robot icon and a close button. Below is the title 'Generate Content'. A red rectangle highlights the 'Context' section, which includes a dropdown menu labeled 'Select context' and a list of options: 'Promotional', 'Introduction', 'Coupon/Discount', 'Recurring Newsletter', 'Testimonial', and 'Cold Outreach'. The 'Select context' option is currently selected. Below the context section is the 'Add keywords' section with a text input field and a 'Generate' button. The 'Writing tone' section has a dropdown menu labeled 'Select writing tone'. The 'Number of variations' section has a numeric input field set to '3' with minus and plus buttons. At the bottom are 'Clear' and 'Generate' buttons.

You can then add the **Content Title**.



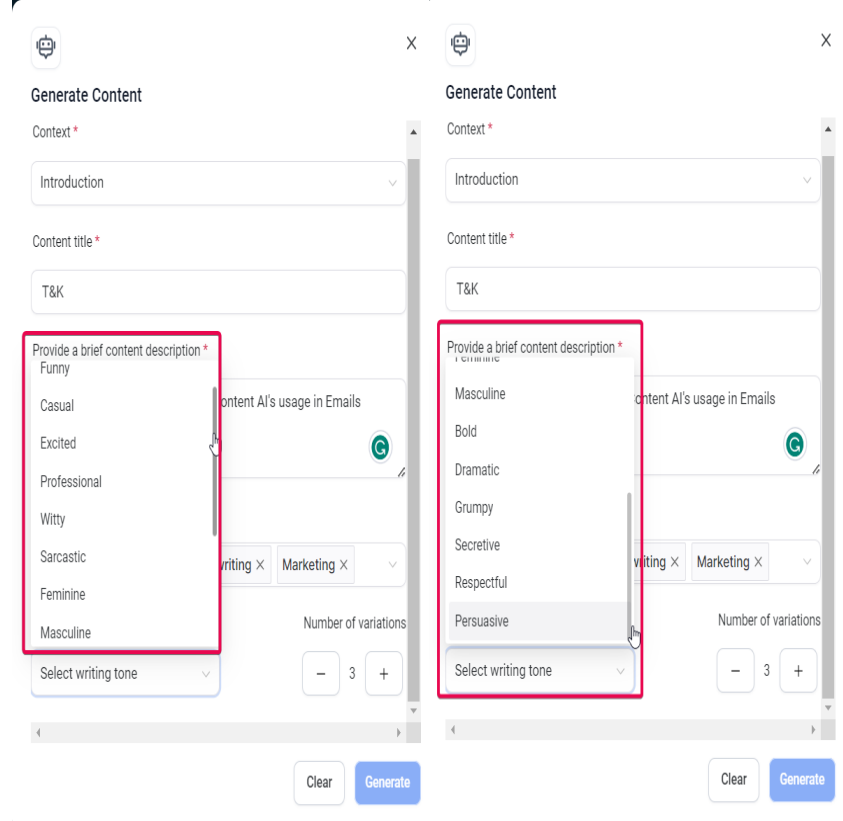
This screenshot shows the 'Generate Content' modal form overlaid on a background of an email editor. The 'Context' dropdown is set to 'Promotional'. A red rectangle highlights the 'Content title' section, which includes a text input field labeled 'Add the theme of your content' and a placeholder text 'Please enter the title'. Below this is a text input field labeled 'Provide a brief content description' with a placeholder text 'Add the description of your content in 2-3 lines'. The 'Add keywords' section is visible below the description field. The 'Writing tone' and 'Number of variations' sections are also visible. At the bottom are 'Clear' and 'Generate' buttons.

Then write a Content Description of up to 3 lines.



The screenshot shows the 'Generate Content' form. The 'Context' dropdown is set to 'Introduction' and the 'Content title' is 'T&K'. The 'Provide a brief content description' field is highlighted with a red box and contains the text 'This email is meant to introduce Content AI's usage in Emails'. Below this, the 'Add keywords' section shows 'Artificial Intelligence', 'Email writing', and 'Marketing' as selected tags. The 'Writing tone' dropdown is set to 'Select writing tone' and the 'Number of variations' is set to 3. At the bottom are 'Clear' and 'Generate' buttons.

You also need to **Select the Writing tone.**



Two side-by-side screenshots of the 'Generate Content' form. Both show the 'Provide a brief content description' field highlighted with a red box. The left screenshot shows the 'Select writing tone' dropdown menu open, displaying a list of tones: Funny, Casual, Excited, Professional, Witty, Sarcastic, Feminine, and Masculine. The right screenshot shows the same dropdown menu open, but with 'Masculine' selected. Both screenshots show the 'Add keywords' section with 'Artificial Intelligence', 'Email writing', and 'Marketing' tags, and the 'Number of variations' set to 3. At the bottom are 'Clear' and 'Generate' buttons.

And then finally, you would need to choose the **Number of Variations** you want to create before you click on **Generate**.

**Generate Content**

Promotional

Content title \*

Content AI in Emails

Provide a brief content description \*

Content AI is going to a game changer in writing all sorts of emails

Add keywords \*

Content AI × Marketing × Artificial Intelligence ×

Content Generation × Automated ×

Writing tone

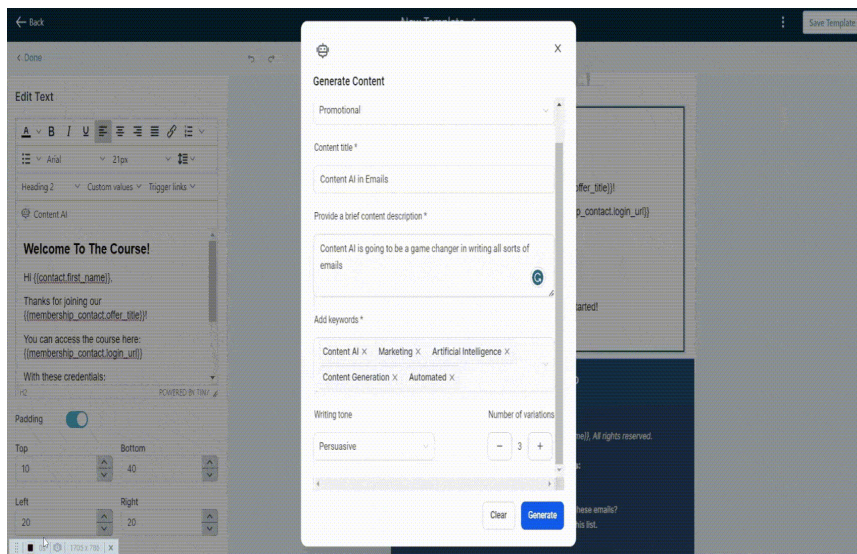
Persuasive

Number of variations

– 3 +

Clear Generate

Once you click on **Generate**, it should generate the desired variations, which may take five to ten seconds, depending on the Number of Variations. It will then ask you which of the Variations you want to use. Click on **Copy** next to the one you want to use, and then click **Continue**.

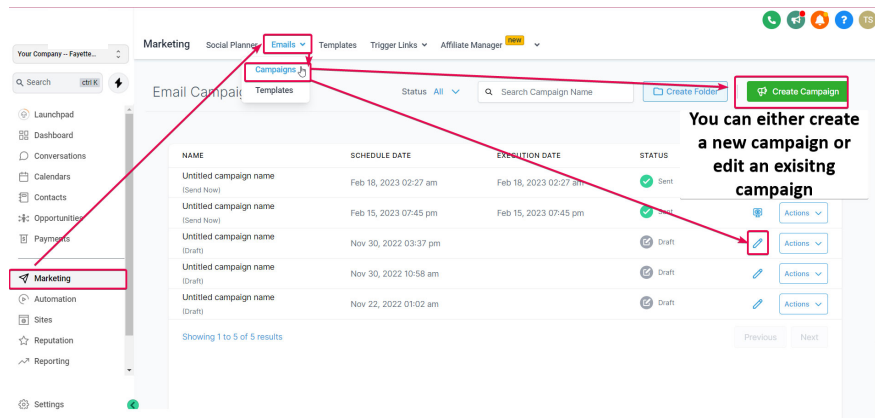


## How to get started with Content AI for button blocks?

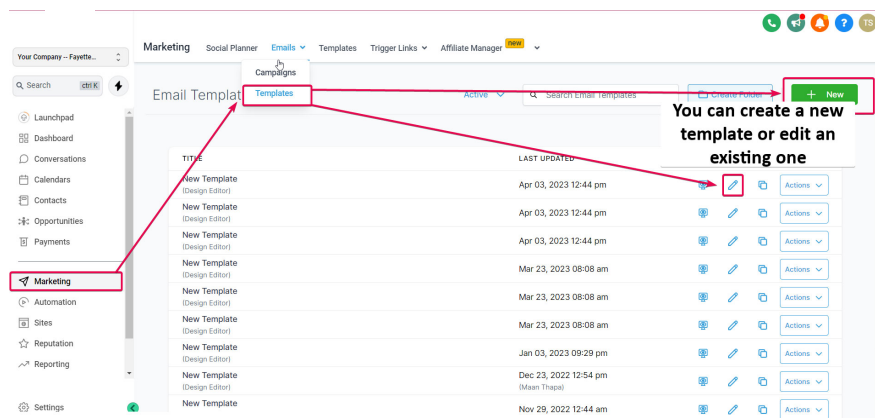
Go to **Marketing > Emails > Email Campaigns > Create Campaign** or **Edit an existing campaign**.

### Please Note:

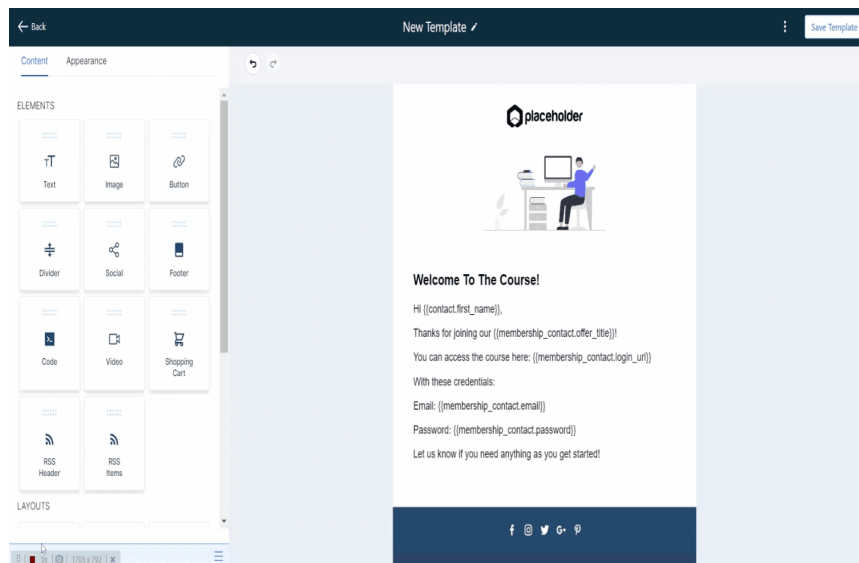
Content AI is available in Email Templates as well as and Email Campaigns.



For Email Templates, head to **Marketing>Emails>Templates>New**, or **Edit** an existing template

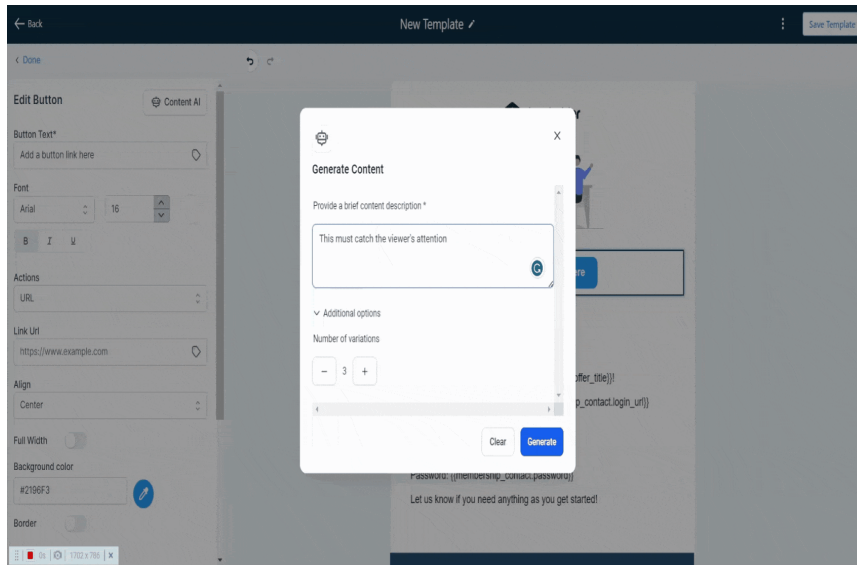


Drag and drop a **Button Element** into the Email body, then click on **Content AI**.



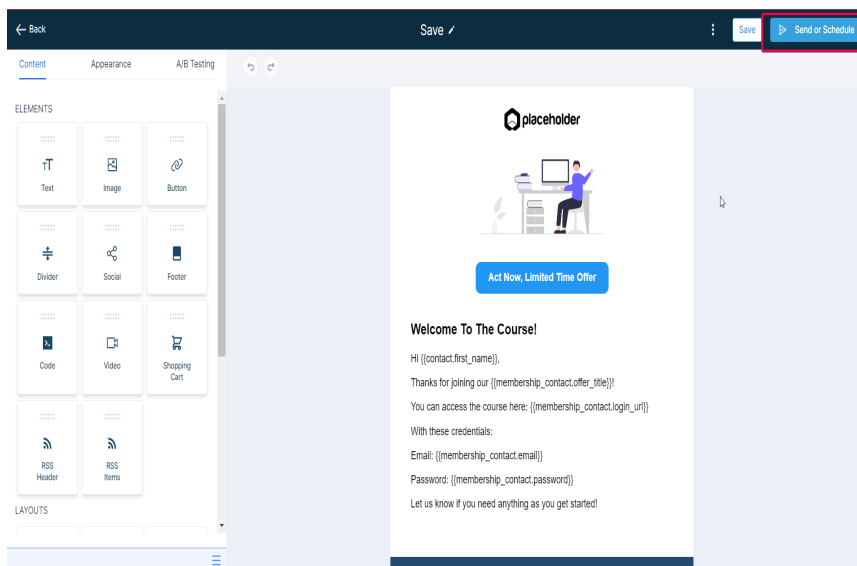


Enter **Content Description** to describe what kind of text you want to generate; choose the **Number of Variations** you wish to create, and then click on **Generate**. It will then ask you which of the Variations you want to use. Click on **Copy** next to the one you want to use, and then click **Continue**.



## How to get started with Content AI for the subject line?

Once the Email Campaign content is created, Content AI is available in the subject line in the **send and schedule** screen.



You will then need to provide a **Content Description**, Choose the **Writing tone**, and the **Number of Variations** you want to generate, and then click **Generate**.

It will then ask you which of the Variations you want to use. Click on **Copy** next to the one you want to use, and then click **Continue**.

#### Please Note:

Content AI is charged with a usage-based pricing per word usage. The pricing is **\$0.9/1000\* words**. The first 500 words are **FREE**.