Pepper Content boosts content marketing community with Pepper AI
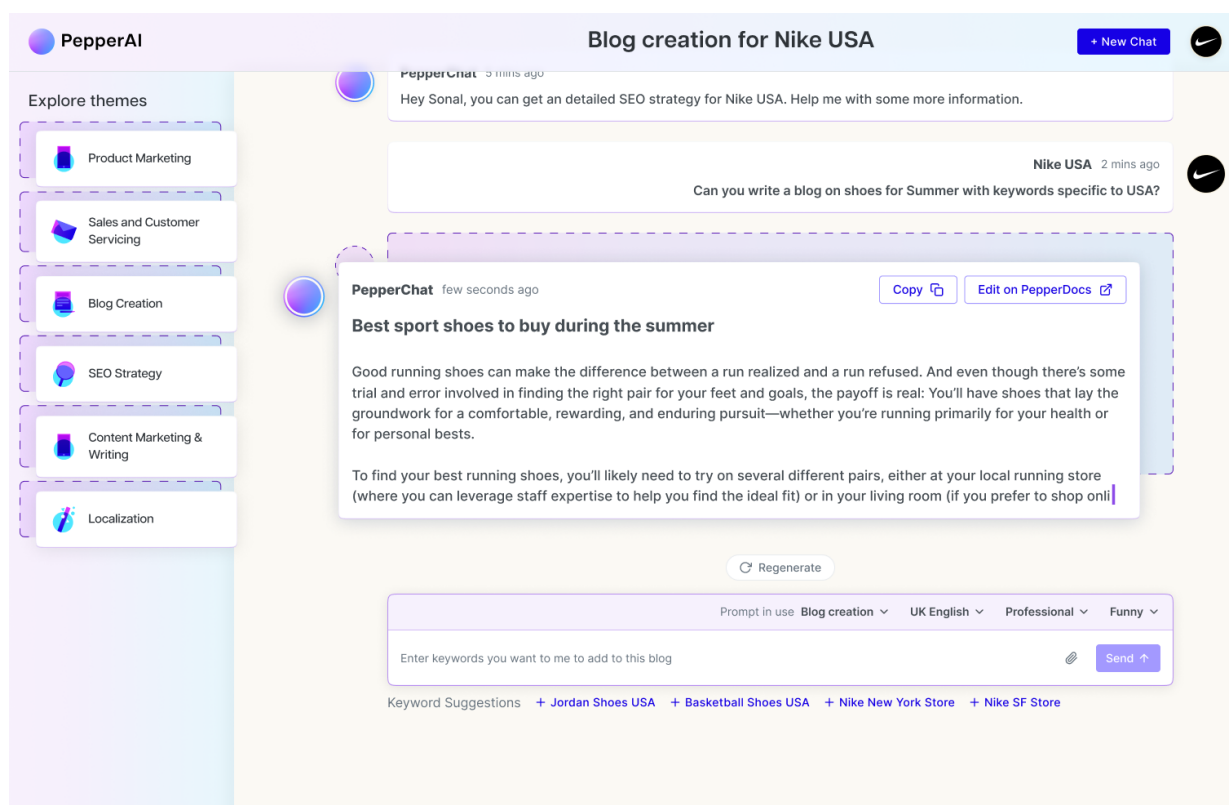
peppercontent

PepperContent has launched a revolutionary AI content creation and ideation tool for marketers to usher in the next phase of content marketing, built on top of ChatGPT.

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Ahead of the release of its much awaited Content Marketing Platform, **Pepper Content**, is all set to launch its AI-powered chatbot modeled on ChatGPT, but specifically for content marketers.

Pepper AI is designed like an assisted chat-like interface but its capabilities go far beyond that of ChatGPT. While the latter solves wide ranging problems and is known for its generic advice on matters, Pepper AI is powered by data that is specific to the content marketing niche, making it a subject matter expert, available at the tap of a few buttons for content marketers familiar with the field. The final objective is to offer curated solutions to content marketers and assist them in day-to-day tasks.

Modeled on ChatGPT: Pepper AI in action

Pepper is a content company at its heart and understands the marketing world inside-out. Its deep focus on technology has allowed the pivot into the fast-trending generative AI space, making its

latest product the one to watch in the content marketing space.

"We believe that our expertise in content and technology that enables marketers and our large network of global content talent has set us up to be frontrunners in this race to revolutionize content marketing" says **Rishabh Shekhar, Co-Founder and COO, Pepper Content.**

Pepper Content founders: (L to R) Anirudh Singla and Rishabh Shekar

The sweet spot between AI, content and human expertise

Pepper AI is set at the intersection of AI and human creativity, playing to each others strengths. It leverages AI's speed and ability to learn and combines it with human creativity and excellence through a global talent platform, so as to bring out the best of both worlds.

A Personalized Chatbot for Content Marketers

Features and the Pepper AI advantage

Pepper AI is essentially a chatbot modeled along the pain points of content marketers. The interactive AI-assisted chat experience leads you down a tree-based categorization system with meaningful workflows. The overall idea is to not just provide information and insights, but to make them actionable and fit them intuitively into your content marketing workflow.

Key features include

- *Personalized inputs that understand you and your business*:Unlike generic statements, our AI-assisted chatbot takes into account data from external sources like your

company website to provide a highly contextual output that is tailored to your business needs, saving you the time and effort to set context every time. A feature we believe will be immensely useful for enterprise and growing SMBs.

- *Workflow-first approach*: Instead of working in siloes where a tool simply assists in AI writing or one aspect of the content marketing process, **Pepper AI is built into a content marketing workflow**, a platform that manages the entire content marketing process.

- *Content marketing templates curated by in-house experts*: Key pain points have been identified and presented as single-click templates to help content marketers act fast in addition to templatizing useful prompts to help avoid the blank page blues.

"We launched Peppertype.ai two years ago - an AI content writing platform that has grown to over 450,000+ users. This was way before generative AI and ChatGPT were the talk of the town. I believe this early adopter advantage has given us deep insights into the possibilities of AI when it comes to content marketing. Pepper AI is just another step in that direction." says **Anirudh Singla, Co-founder and CEO, Pepper Content**

ChatGPT vs Pepper AI: What gives Pepper AI the edge?

ChatGPT is a powerful technology that has opened up a world of possibilities in the generative AI space in the past few months. However, its limitations like its inability to provide highly personalized responses and the onus it puts on the user to derive maximum value from the tool, leaves marketers wanting more. This is where Pepper AI can fill in the gaps - it utilizes multiple data sources and APIs of tools like Google Analytics and SEMrush to name a few, to produce an output that is personalized to your business and its needs.

ChatGPT is a great starting point but can only take your content creation efforts 30% of the way. Pepper AI on the other hand, with its workflow-first experience enables marketers throughout the process, with content creation being a very small part of the larger content marketing puzzle.

About Pepper Content

Pepper Content is a content marketing stack that combines a powerful Content Marketing Platform with an expert-led, global talent marketplace. It enables enterprises and SMBs to streamline their content marketing efforts with the help of state-of-the-art AI-powered tools that supercharge every aspect of the content marketing workflow, from content creation to operations and analytics.

AI + Human creativity

Pepper makes content marketing easy through its unique approach to the entire content marketing process. It leverages technology and talent to create high-quality content at scale with the objective of helping businesses scale organic growth and prove content marketing ROI, in a hassle-free manner.

Global expert talent

With a network of over 150,000+ content creators Pepper caters to 2500+ global brands like Amazon, Adobe, Google, to name a few.

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