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AI Tools for

TOFU , MOFU, BOFU



TOFU

Attract & Engage

Tool

Purpose

How It Helps

Surfer SEO

AI-powered SEO content

Drives organic traffic with keyword-optimized content

Jasper

AI content creation

Creates compelling marketing content for top-of-funnel outreach

Mutiny

Website personalization

Personalizes landing pages based on visitor segments

Taplio

LinkedIn content & outreach

Builds personal brand and engages new leads on LinkedIn

Tidio

AI chatbot

Captures and qualifies site visitors in real time

Ocoya

Social media AI scheduler

Creates and schedules AI-powered social content

Lately.ai

Social media content generation

Turns long-form content into dozens of social posts

ClickUp AI

Marketing planning assistant

Helps plan TOFU campaigns and content workflows

Copy.ai

Ad and headline generator

Crafts scroll-stopping ad creatives and copy

Writesonic

Landing page generator

Builds SEO-friendly landing pages in minutes

MOFU

Educate & Nurture

Tool	Purpose	How It Helps
HubSpot + ChatSpot	CRM + AI assistant	Centralizes leads and creates AI-powered nurture workflows
Seventh Sense	Email delivery optimization	Sends emails at the best time for each recipient
Clearbit	Lead enrichment	Fills in firmographic and behavioral data for segmentation
Fireflies	Meeting transcription AI	Captures and analyzes key moments from sales calls
Typeform + VideoAsk AI	Interactive lead engagement	Qualifies leads through AI-enhanced forms & video
Notion AI	Content hub management	Builds and manages internal marketing wikis and playbooks
Lavender	AI email coach	Enhances email tone and structure to improve engagement
Autobound	AI sales enablement	Generates personalized outbound sequences mid-funnel
Bardeen	Workflow automation	Automates research, data collection, and lead nurturing tasks
Descript	AI video editor	Creates explainer videos and tutorials for nurturing leads

BOFU

Convert & Close

Tool

Purpose

How It Helps

Gong

Conversation intelligence

Analyzes call data to spot buying signals and coach reps

Chorus

Sales call analysis

Surfaces insights from sales conversations to improve close rates

Regie.ai

AI sales copywriter

Builds persona-based closing sequences and follow-ups

Clay

Automated lead enrichment & outreach

Customizes and automates outreach with real-time data

Copy.ai Sales

Cold outbound personalization

Builds sequences and AI replies for closing

Close.com

CRM + AI productivity

Handles pipeline management, forecasting, and follow-ups

Drift

Conversational marketing

Connects hot leads to sales instantly via chat or meeting links

Salesforce Einstein

AI CRM assistant

Prioritizes deals and recommends next steps to close

Outplay

Sales engagement platform

Multichannel follow-ups powered by AI insights

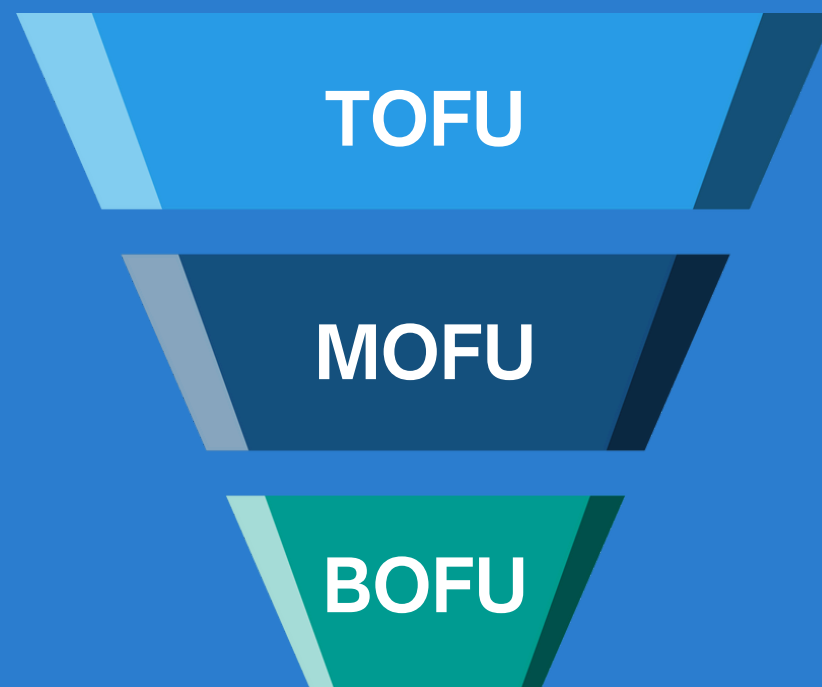
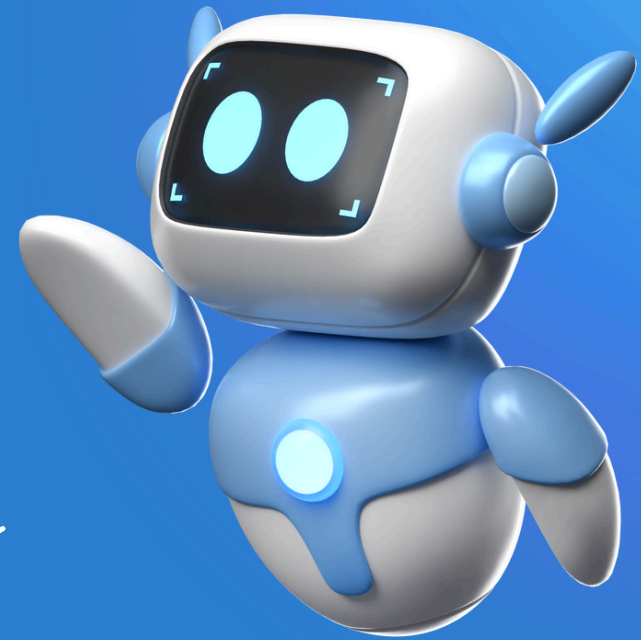
Attention

Real-time AI sales assistant

Guides reps during live calls with prompts and intel



Reimagine Your Funnel with the Power of AI.



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