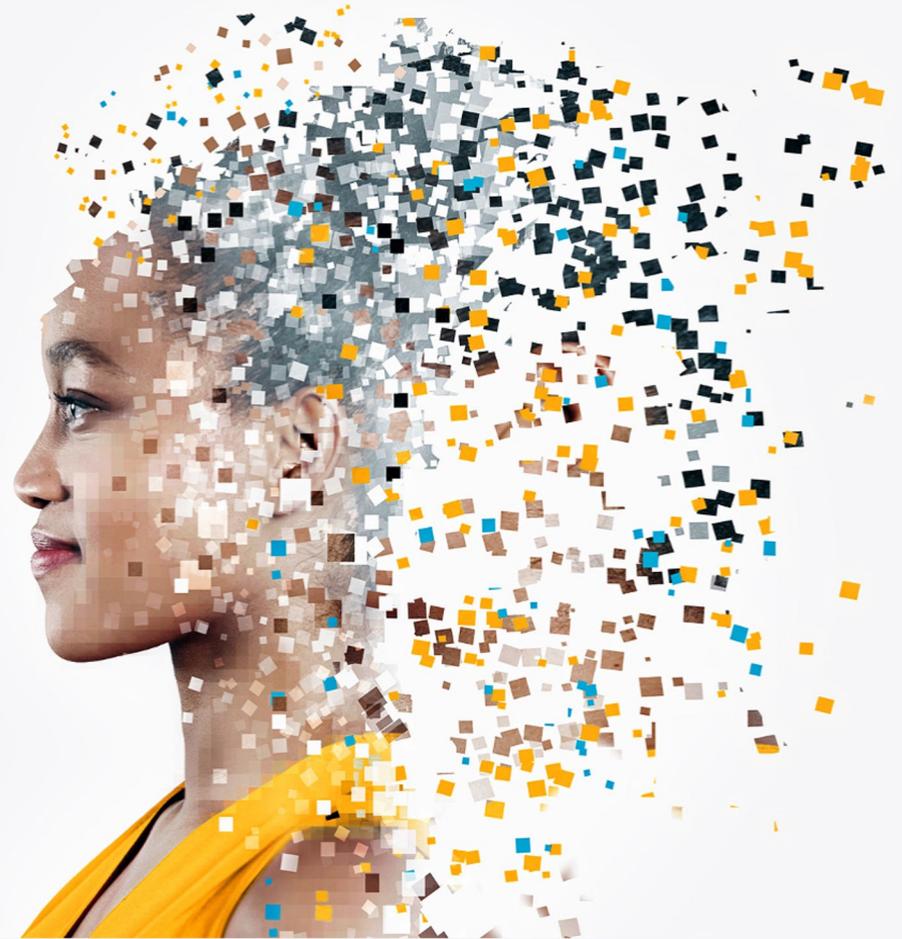


# Praxis-Demo: Das KI-Content -Tool JASPER im Einsatz

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# JASPER ist ein Tool, was auf ChatGPT aufbaut – es hilft massiv bei der Content-Erstellung

2.1

AIDA Framework	Email Ad	Landing Page	Thought Leadership Article
Before-After-Bridge Framework	Email Sequence	LinkedIn Article	TikTok Caption
Blog Post	Facebook Post	LinkedIn Post	Transactional Email
Cold Email	FAQ (Frequently Asked Questions)	Listicle	Tweet
Content Improver	Follow-up Email	Media Advisory	Twitter Thread
Content Rewriter	Headlines	Media Pitch Email	User Guide/Manual
Content Share Email	Instagram Caption	Meta Title and Description	Video Ad
Content Summarizer	Instagram Thread	Newsletter	Video Description
Crisis Communication Statement	Instructional Post	Opinion Piece	Video Outline
Ebook Outline	Keywords		Video Script

# Du kannst dort einfach deine individuelle Wissensdatenbank anlegen

Search by name, description, or tags

/

+ Add knowledge

NAME <span>▼</span>	CREATED BY	CREATED AT	TAGS		
<a href="#">GROW Agenturzusammenarbeit Ratge...</a>		13.7.2023	People information		
<a href="#">GROW Marketingbudget Ratgeber</a>		13.7.2023	People information +1		
<a href="#">Kernkompetenz GROW</a> 		13.7.2023	Company information		
<a href="#">Über uns GROW</a>		13.7.2023	Company information		

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< 1 >

# JASPER lernt auch deinen individuellen Schreibstil kennen / Tone-of-Voice Funktion



## Brand Voice



Your Brand Voice enables Jasper to access information unique to what you are writing, as well as your specific voice(s) and style(s).

You have 1 Voices remaining. Need more? [Upgrade now](#)

## Your voices

Help Jasper learn how your brand communicates.

VOICE <span>▼</span>	CREATED BY	CREATED AT	
GROW Ratgeber ⓘ		13.7.2023	⋮
Help-Content-GROW ⓘ	<span>CT</span> Chris T.	18.3.2024	⋮

# Schauen wir das Tool in der Praxis an

CT Chris Tembrink

+ Create content

Dashboard

Your content

Campaigns

Art

Chat

Brand Voice

- Knowledge Base
- Voice

Favorites

- Unique Value Proposi...

## Dashboard

### What do you want to create?

Specify a writing task Create

<b>Tweet</b> sharing product updates	<b>Pinterest pin description</b> for a series of motivational quotes
<b>Product description</b> for a new skincare product	<b>Blog post</b> about how AI will evolve in the future

## Recent content