

THE NON-OBVIOUS GUIDE TO USING AI FOR MARKETING

AI Tool Selection Worksheet

Objective: Use this worksheet to evaluate and compare AI tools for marketing and business applications based on key criteria such as functionality, usability, cost, and alignment with business goals.

Step 1: Define Your Needs

What marketing task(s) do you need AI to assist with?

What are your primary goals for AI adoption?

Step 2: Identify AI Tool Candidates

Tool Name	Description	Key Features	Pricing	Free Trial? (Y/N)
Tool 1				
Tool 2				
Tool 3				

Step 3: Evaluate Key Criteria

Criteria	Tool 1	Tool 2	Tool 3
Ease of Use (1-5)			
Integration with Existing Tools (1-5)			
Scalability (1-5)			
Customizability (1-5)			
Data Security & Compliance (1-5)			
Cost-Effectiveness (1-5)			

Step 3: Evaluate Key Criteria

Criteria	Tool 1	Tool 2	Tool 3
Customer Support & Resources (1-5)			
Overall Score			

(Rate each criterion on a scale of 1 (Poor) to 5 (Excellent))

Step 4: Decision Factors & Final Selection

Which tool aligns best with your business objectives?

Does the tool provide sufficient ROI potential? (Yes/No)

Are there any deal-breakers (e.g., missing integrations, cost concerns)?

Final tool selection:

Next Steps: