ACROSS THE TABLE

BUSINESS CONSULTING

BUSINESS JOB 07 · EPISODE 7

Jasper vs Copy.ai vs Writesonic

Three tools for writing marketing at volume — and when a free assistant does the job instead

Knowledge Article 07

AI Stack Series · acrossthetable.biz

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THE JOB THESE THREE DO

You need words constantly. Website pages, emails to your list, social posts, the description of a service you have explained a hundred times out loud but never written down.

Writing them takes longer than it should, so they do not get written, so your marketing stays thin.

These three generate marketing copy. Before you read further, know that a general assistant like ChatGPT also writes copy, free. These three earn their price only in specific situations, and the article is honest about which.

WHO EACH ONE IS

Jasper — the brand one

What it is: Brand-trained marketing copy across campaigns and channels.

Best for: Marketing teams keeping one voice across a lot of output.

Watch out for: Needs brand training to beat a general assistant.

Jasper is trained on your brand so everything it writes sounds the same. That only matters if several people are producing marketing and it currently sounds like several people.

Copy.ai — the sales one

What it is: Go-to-market copy and workflow automation.

Best for: Sales and marketing content at volume.

Watch out for: Quality varies by template.

Copy.ai is built around sales and marketing processes rather than one-off pieces — sequences, outreach, repeatable campaigns.

Writesonic — the search one

What it is: SEO-leaning content generation and optimization.

Best for: Blog and landing-page programs.

Watch out for: Edit hard — SEO output reads like SEO output.

Writesonic leans toward content meant to be found in search. Useful if you are running a blog to attract customers, irrelevant if you are not.

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HOW THEY COMPARE

	Jasper	Copy.ai	Writesonic
Best for	Brand-controlled marketing	Go-to-market workflows	SEO and content
Ease of use	Beginner	Intermediate	Beginner
Small-business fit	High	Medium / High	High
Larger-business fit	High	High	High
Its main job	Marketing creation	Revenue workflows	Search-focused content
Choose this if	Brand consistency matters	You want structured GTM processes	Search traffic is a priority
Price	Paid per seat/month.	Free tier; paid per seat/month.	Free tier; paid per month.

Be honest about the first row. If brand consistency across a team is not your problem, search traffic is not your plan, and you have no outbound process, none of these beats a free general assistant.

HOW A BUSINESS ACTUALLY USES EACH ONE

A business with three people writing

Everything used to sound like whoever wrote it. Jasper trained on the brand means the website, the emails and the posts sound like one company.

A company doing outbound

Copy.ai builds the sequence rather than the single email — first touch, follow-up, final note — so a process exists rather than a one-off.

A business betting on search

Writesonic drafts the blog posts. The hard rule: edit heavily. Search-optimised output reads like search-optimised output, and customers can tell.

WHAT IT COSTS

Copy.ai and Writesonic have free tiers. Jasper is paid only, and it is the most expensive of the three.

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The honest comparison is not between these three. It is between any of them and the free assistant you may already be using. Try the job in ChatGPT first. If the result is good enough, you have saved yourself a subscription.

WHERE THIS SITS IN YOUR STACK

Your marketing AI can become part of a much larger marketing engine. Store approved company and brand information in your knowledge system. Jasper, Copy.ai or Writesonic helps produce the marketing content. Canva creates the visual campaign. Webflow can become the website publishing destination. HubSpot manages the leads generated by the campaign. And automation connects the steps. Now AI content isn't the end product — it's one component of a customer-acquisition system.

The pieces around it:

- Canva — creative production
- HubSpot — marketing and customer management
- Webflow — website publishing
- Google Drive — brand and company information
- Zapier / Make — automation

THE CEO DECISION

- Is your problem that marketing does not get written, or that it reads inconsistently? Only the second one needs these tools.
- How many people write marketing in your business? If the answer is one, brand training is solving a problem you do not have.
- Have you tried the job in a free assistant first?
- Who edits what comes out? Unedited AI copy is recognisable, and customers notice.

APPLY IT TO YOUR BUSINESS

Take the last piece of marketing you wrote and the last one you meant to write and never did. Give the second one to a free assistant and see what comes back.

If it is usable with editing, your problem was starting, not quality, and you do not need to buy anything. If it comes back generic in a way you cannot fix, that is when a brand-trained tool earns its money.

YOUR QUICK REVIEW

- [ ] How much marketing did I mean to write last month, and how much exists?

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- ☐ How many people write for my business?
- ☐ Does our marketing sound like one company or several?
- ☐ Have I tried this in a free assistant first?
- ☐ Who edits the output before anyone sees it?
- ☐ Is search traffic actually part of my plan?

ADDITIONAL RESOURCES

Tool	Where to find it	What it is for
Jasper	www.jasper.ai	Marketing teams keeping one voice across a lot of output.
Copy.ai	www.copy.ai	Sales and marketing content at volume.
Writesonic	writesonic.com	Blog and landing-page programs.
Across the Table AI Assessment	acrossthetable.biz/#assessment	Fifteen minutes. Tells you which of the twenty jobs to start with.
The Scaling Edge	acrossthetablebiz.substack.com	Weekly newsletter for owners without a business background.

CONTINUE LEARNING

This is Business Job 07 of twenty. Episode 8 is Fill the Pipeline — HubSpot, Apollo and Clay.

Episode 1, ChatGPT vs Claude vs Perplexity, is worth reading first — it may be all you need here.

READ AND CONNECT WITH ACROSS THE TABLE

Across the Table website: https://acrossthetable.biz

The Scaling Edge newsletter: https://acrossthetablebiz.substack.com

YouTube: https://www.youtube.com/@AcrossTheTableConnie

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