

AI Toolkit - Tadeusz Żórawski - eMarketing 16.09.2025

Narzędzia AI, które wykorzystuję:

- ChatGPT (Open AI): <https://chatgpt.com/>
- Prompt Optimizer do ChatGPT: <https://platform.openai.com/chat/edit?optimize=true>
- Gemini (Google): <https://gemini.google.com/app>
- Claude AI (Anthropic): <https://claude.ai/new>
- Claude Code (Anthropic): <https://www.anthropic.com/claude-code>
- Perplexity AI (z dostępem do modeli: GPT-5 , GPT-5 Thinking, o3, o3-pro, Gemini 2.5 Pro, Claude Sonnet 4.0, Claude Sonnet 4.0 Thinking, Claude Opus 4.1 Thinking, Grok 4, Sonar): <https://www.perplexity.ai/>
- Poe (z dostępem do modeli tekstowych: OpenAI: GPT-4o, o1-preview, GPT-4, Anthropic: Claude 3.5 Sonnet, Claude Instant, Claude 2, Google: Gemini 1.5 Pro, Gemini Flash, PaLM, Gemini, Meta: Llama 3.1, Llama 3.2, Mistral: Mistral-Medium, do tworzenia obrazów: OpenAI: DALL-E 3, Stability AI: Stable Diffusion 3.5, Other Providers: FLUX1.1, Ideogram 2.0, Playground v3, Recraft v3, Imagen3, wideo i audio: Runway, Luma Labs, Hailuo, Pika, ElevenLabs): <https://poe.com/>

Polskie modele LLM:

- Bielik: <https://bielik.ai/>
- PLLuM: <https://pllum.org.pl/>
- Qra: <https://huggingface.co/OPI-PG/Qra-13b>
- Trurl: <https://voicelab.ai/>

Specjalistyczne narzędzia do tworzenia multimediów (obrazy, wideo, audio), poza ChatGPT

- Google AI Studio: zawiera narzędzia do tworzenia obrazów: Nano Banana (Gemini 2.5 Flash Image), Imagen, wideo: Veo, generator mowy: Gemini Speech Generation, tworzenie muzyki: Lyria RealTime - https://aistudio.google.com/prompts/new_chat
- Midjourney: narzędzie do tworzenia obrazów: <https://www.midjourney.com/auth/signin?callbackUrl=%2Faccount>

Narzędzia do tworzenia prezentacji wykorzystujące AI:

- <https://gamma.app/>
- <https://www.beautiful.ai/>
- <https://pitch.com/product>
- <https://www.slidesai.io/pl>
- <https://piktochart.com/ai-presentation-maker/>
- <https://app.storyd.ai/>
- <https://copilot.microsoft.com/>
- <https://powerpoint.cloud.microsoft/>
- <https://app.presentations.ai/>
- <https://slidebean.com/>
- <https://slidesgo.com/ai/presentation-maker>
- <https://www.canva.com/>

- <https://prezi.com/pl>

Przykładowe materiały i prezentacje pod hasłem 'AI vs HI'

- Gamma:
<https://gamma.app/docs/AI-vs-HI-Sztuczna-i-Ludzka-Inteligencja-w-Marketingu-0fddgjysjlc0jg0>
- NotebookLM: źródła na temat AI vs. HI:
<https://notebooklm.google.com/notebook/ce18225c-286a-44cc-82f0-4291a560f839>
- Perplexity AI: pliki w folderze

Strona twórcy modułów AI: Generowanie prezentacji agencji / Ocenianie prezentacji agencji

- <https://www.heuristica.pl/uslugi.html>

Narzędzie do korekty tekstów AI / HI:

- <https://ikorektor.pl/>

Źródła wiedzy na temat 'AI vs. HI' wskazane przez Perplexity AI:

- <https://blog.hurree.co/measuring-the-roi-of-ai-in-marketing-key-metrics-and-strategies-for-marketers>
- <https://www.digitalsilk.com/digital-trends/marketing-automation-statistics/>
- <https://superagi.com/ai-vs-human-a-comparative-analysis-of-sales-and-marketing-performance-in-2025/>
- <https://www.synthesia.io/post/ai-statistics>
- <https://www.solveo.co/post/ai-powered-marketing-in-2024-a-benchmarking-report-for-2025-planning>
- <https://www.optimonk.com/ai-marketing-campaigns/>
- <https://www.invoca.com/blog/outstanding-examples-ai-marketing>
- <https://enhancer.com/blog/ai-vs-humans-who-wins-in-the-marketing-battle>
- <https://foundationinc.co/lab/best-ai-marketing-tools>
- <https://www.marketermilk.com/blog/ai-marketing-tools>
- <https://3qcode.com/10-best-ai-marketing-tools-in-2024/>
- <https://www.avidlyagency.com/blog/the-best-ai-tools-for-marketing>
- <https://blog.marketingblatt.com/en/ai-tools-marketing>
- <https://jetfuel.agency/ai-vs-human-marketers-who-wins-the-future-of-marketing/>
- <https://www.webfx.com/blog/ai/artificial-intelligence-vs-human-intelligence/>
- <http://m1-project.com/blog/ai-vs-human-creativity-in-marketing-finding-the-balance>
- <https://www.m1-project.com/blog/generative-ai-for-marketing-tools-examples-and-case-studies>
- <https://www.papirfly.com/blog/ai/ai-marketing-vs-human-creativity/>
- <https://iterable.com/blog/15-stats-roi-ai-marketing/>
- <https://www.contentgrip.com/ai-marketing-tools-case-studies-success-stories/>
- <https://digitaldefynd.com/IQ/ai-marketing-campaigns/>
- <https://www.sap.com/resources/ai-in-marketing>
- <https://www.smartosc.com/real-life-ai-in-marketing-examples-and-use-cases/>

- <https://professional.dce.harvard.edu/blog/ai-will-shape-the-future-of-marketing/>
- <https://team-gpt.com/blog/chatgpt-prompts-for-marketing/>
- <https://www.airops.com/prompts/free-marketing-prompts-ai>
- <https://www.optimonk.com/chatgpt-prompts-for-marketing/>
- <http://everworker.ai/blog/ai-prompts-for-marketing-a-playbook-for-marketing-teams>
- <https://storychief.io/blog/ai-marketing-prompts>
- <https://blog.hubspot.com/marketing/chatgpt-prompts>
- <https://www.atlassian.com/blog/artificial-intelligence/ai-prompts-for-marketing>
- <https://www.klaviyo.com/blog/ai-tools-for-small-businesses>
- <https://www.apsis.com/blog/8-marketing-automation-statistics-explained>
- <https://www.msl.mgt.tum.de/en/dm/news/article/new-working-paper-ai-in-disguise/>
- <https://firework.com/blog/marketing-roi-statistics>
- <https://www.linkedin.com/pulse/ai-generated-vs-human-written-copy-comparative-performance-anant-goel-9x6ec/>
- <https://thecmo.com/marketing-operations/marketing-automation-statistics/>
- <https://www.salesforce.com/eu/marketing/automation/benefits/>
- <https://www.insightly.com/blog/marketing-automation-metrics/>
- <https://www.solveo.co/post/ai-powered-marketing-in-2024-a-benchmarking-report-for-2025-planning>