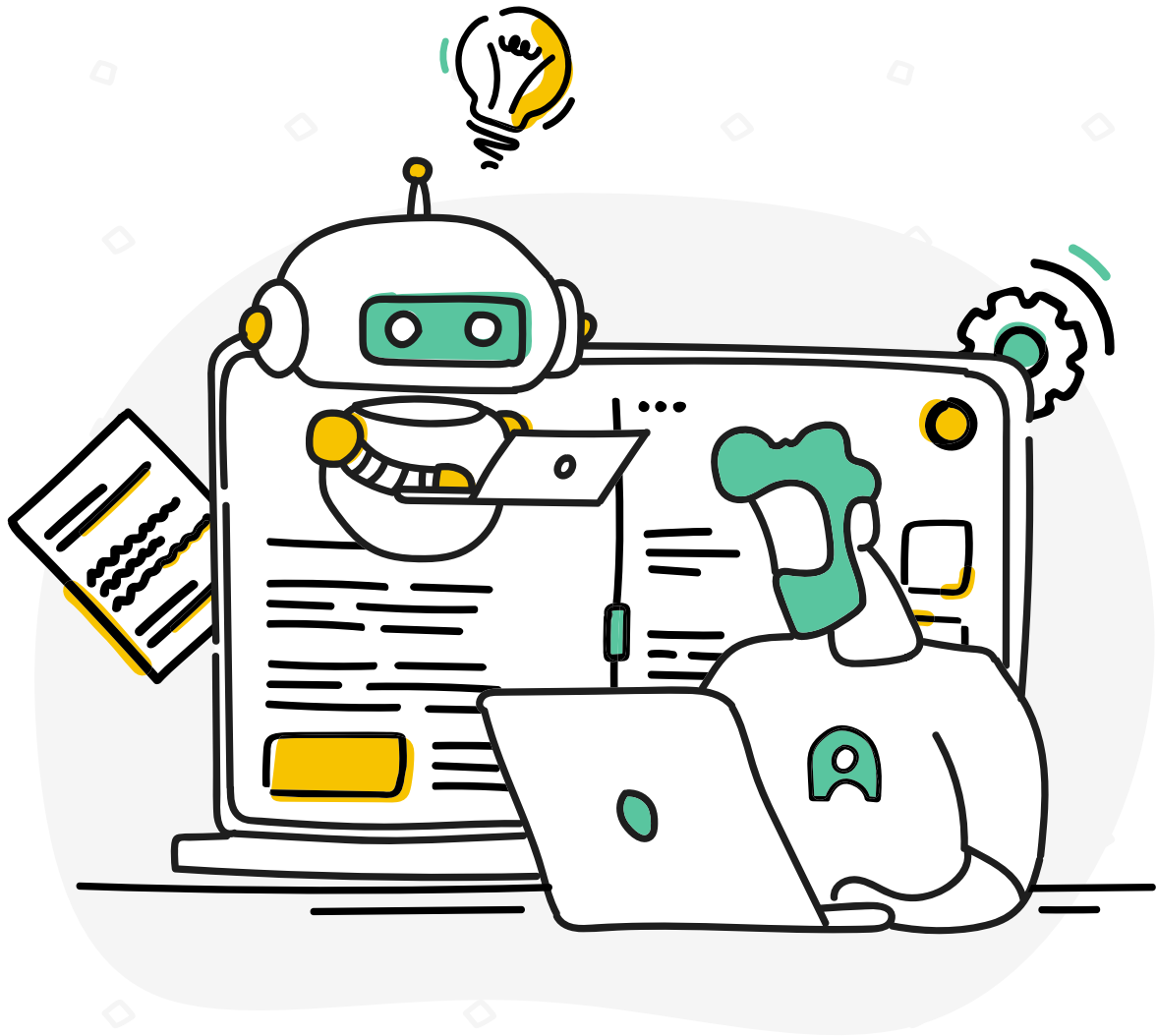
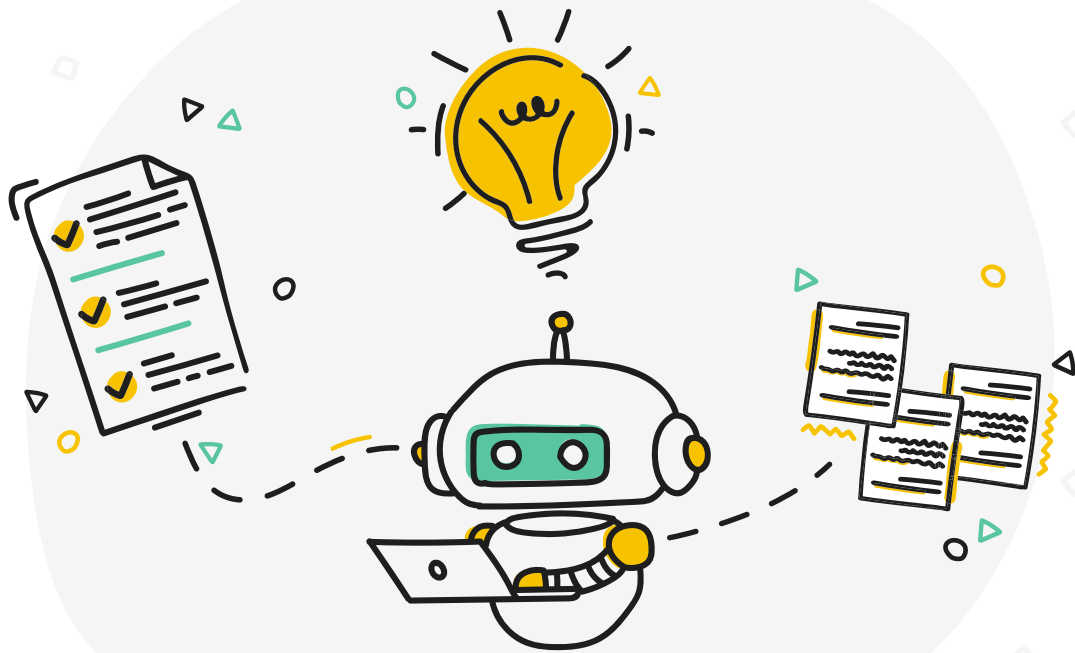


Get  Copywriter



AI vs. AI and writer vs. professional writers:
the ultimate comparison



AI copywriting

Have you ever dreamed of being able to write a blog post at the touch of a button? AI copywriting tools promise to do just that (but there are caveats, as we'll explain later!) This form of automated content creation is powered by natural language processing algorithms, enabling you to create text that sounds similar to something a human would write in much less time.

AI writing tools have been around for a number of years now. One well-known example is Grammarly, which can detect grammatical errors and suggest corrections.

However, in the last couple of years, AI writing assistants have become increasingly sophisticated and can now generate entire paragraphs based on a simple prompt or instruction for a human.

The new breed of AI copywriting tools such as ChatGPT and Jarvis claim to offer an accessible alternative to hiring a professional copywriter. But is the content they produce up to the standard you'd expect from a human?



Pros of AI copywriting

✔ It's quick

AI tools can speed up the content creation process. This makes it a cost-effective way to scale up content production for websites, blogs, and other channels.

✔ It's useful as an idea generator

AI tools can be used to brainstorm ideas for blog posts, email campaigns, social media captions, and other content. They can also help come up with creative titles, headlines, and leads that will grab the reader's attention. This makes them a helpful tool to get started, but a writer will still need to put in the work to come up with the final product.

✔ It can be helpful for content structuring

AI writing tools can also be useful for creating blog post outlines and article structures.

✔ It's cheap

AI copywriting tools are cheaper than hiring a professional writer and can be useful if you have limited resources.

✔ It's an effective way to overcome writer's block

These tools can be especially helpful if a writer feels stuck for ideas or overwhelmed by the task of writing. AI tools can help kickstart creativity and give a starting point so a copywriter is not staring at a blank screen.

✔ It can help with translation into other languages

AI writing tools can be used to quickly translate content into other languages.

✔ It's a quick way to summarize information

AI can be used to summarize long-form content such as articles, blog posts, and webpages quickly without losing any of the key points.





Cons of AI copywriting



❌ **Content length is limited**

AI tools cannot yet generate long-form content without human intervention. Most AI tools available today can generate pieces of content up to approximately 400-600 words.

❌ **Poor writing quality**

AI copywriting tools can generate content quickly, but the quality of writing is usually not comparable to that of a professional human writer. Sentences may sound robotic or unnatural, and the copy generally lacks the depth, personality, and nuances of content written by a human copywriter. For example, ask ChatGPT to write a description of rain and it will come back with something like "Rain is a type of precipitation that occurs when water droplets in clouds become large enough to fall to the ground due to gravity." While this explanation might not be out of place in a textbook, it's probably not what you're after if you're looking for an engaging blog post.

❌ **Lack of originality (plagiarism)**

AI tools are typically programmed to generate content based on existing sources, so there is a risk of plagiarism. AI tools can copy sentences from Google word for word, and they may repurpose existing content from other websites with very few changes. So it's not recommended to use the content they produce without significant editing and checking for plagiarism.

❌ **You don't own the copyright of AI-produced content**

US law currently states that for a piece of content to be eligible for copyright protection, "the work must be the result of original and creative authorship by a human author." This means that you do not own the copyright for any content you create with an AI tool. There is also a risk of copyright infringement if the content is derived from existing works.

❌ **Significant issues with accuracy**

AI tools are known to provide inaccurate facts and other data. OpenAI currently only has "limited knowledge of world events after 2021" and may simply make up quotes or facts that are not accurate. Therefore, you must double-check any information the AI tool provides before you use it.

❌ **Incorrect grammar and punctuation**

Unless they're trained to be grammatically correct, AI writing tools will replicate common mistakes and punctuation errors they find on the web. This results in errors such as incorrect use of hyphens, colons, and apostrophes. AI may also use an incorrect homophone such as "complementary" instead of "complimentary."

❌ Localization issues

AI tools are inconsistent in their language use when it comes to spelling and word choice. For example, an article produced with AI may end up with a mixture of UK and US spelling. These tools are also not skilled at recognizing or replicating local nuances and cultural references. If you're targeting a specific audience, it's best to use human copywriters who understand the language and culture of your target audience.

❌ Limitations on subject matter

For ethical reasons, AI copywriting tools are often programmed to avoid topics that may be sensitive, controversial, or offensive. This limits their ability to produce content on certain types of topics, and certain words given in prompts may trigger a warning or may not be accepted at all. For example, if you ask ChatGPT how to cure cancer or to create an argument for making abortion illegal, it will refuse to do so, stating that it is not qualified to provide medical advice or recommendations, and it cannot create content that promotes harmful or discriminatory viewpoints.

❌ Built-in bias

AI tools have been known to replicate existing biases and stereotypes in their output, so they may end up reinforcing discrimination or promoting negative stereotypes.

❌ Possibility of AI-generated content penalty

Tools are already available to detect AI-generated content. Google and other search engines may eventually penalize websites with significant amounts of AI-generated content, so it's important to edit thoroughly and add a unique spin to any content created with these tools.

❌ Lack of creativity

Ultimately, artificial intelligence cannot match the emotion, feeling, and creativity of human expression. AI-generated content is often missing the spark or inspiration that comes with a human touch, and these tools are unable to replicate the original ideas of a real copywriter.



Appropriate content tasks for AI

Bearing in mind all the points outlined above, we recommend using AI copywriting tools for the following tasks:



Generating initial ideas



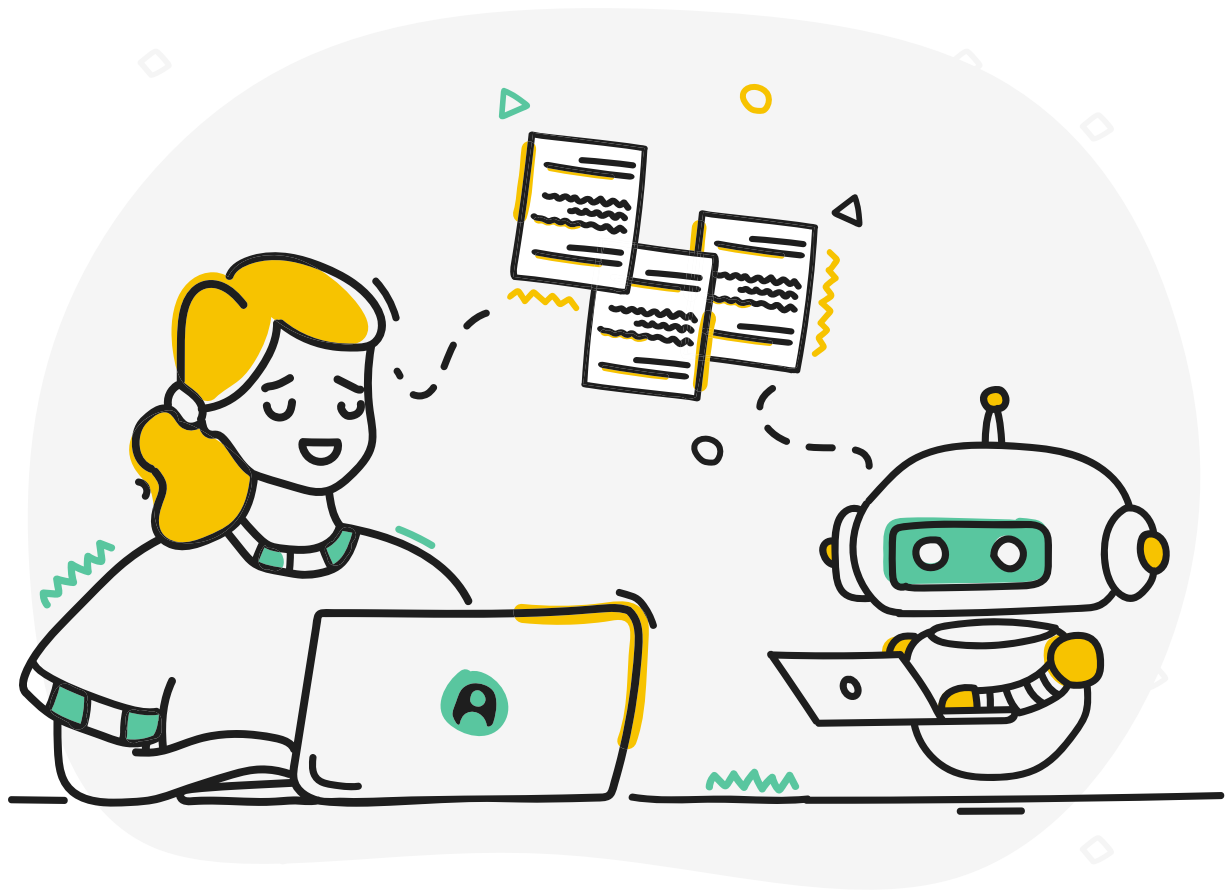
Summarizing existing content



Structuring an article or creating a detailed brief to give to a writer



Generating formulaic content such as product descriptions where uniqueness and creativity are not essential



AI and writer

It's important to understand both the potential and limitations of AI-generated content. While some tasks can be completed by AI with great speed and accuracy, there are certain drawbacks that must be taken into account when using these tools for writing purposes.

One solution to overcome some of the downsides of AI copywriting tools is to combine AI with human expertise. With this approach, a professional writer edits and fact-checks content produced by AI. This allows businesses to benefit from the speed and efficiency of AI tools while ensuring that the content is accurate and reads well.



Pros of copywriting by AI and writer

✓ Ready-to-use copy, on-demand

Short product descriptions and SEO copy can be produced quickly with AI, while a copy editor provides the final polish and ensures all details are correct.

✓ Information is accurate and up to date

Because a human writer is involved in the process, any references and data used in the copy can be verified and checked for accuracy.

✓ Better writing quality

A human can fine-tune the content generated by AI to ensure it reads naturally and is free from grammar and spelling mistakes.

✓ You own the copyright of your content

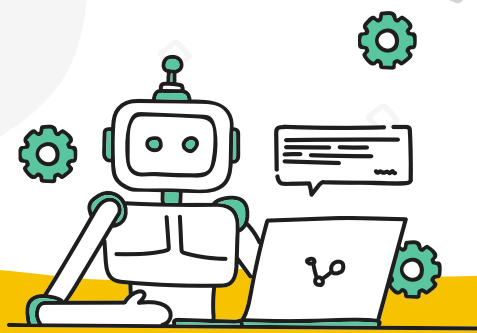
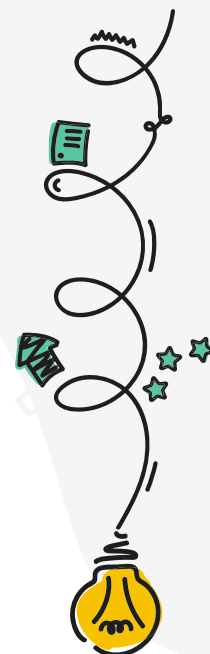
The human involvement in the process means you can own the copyright since it's edited.

✓ Cheaper than hiring a professional writer

While you'll still need to hire someone to edit the content produced by AI, this approach can be significantly cheaper than hiring a professional copywriter.

✓ Faster than hiring a freelance copywriter

AI-generated content can be produced quickly, so businesses can get the copy they need and edit it in-house in a fraction of the time it would take to find and hire a freelancer.



AI+Human from Get A Copywriter

Enhance your content with Intelligence
and be sure it's appealing to humans

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Cons of AI+Human copywriting

❌ No deep research into a topic

AI tools essentially regurgitate existing knowledge and don't have the ability to conduct deep research into a complex topic. While an editor can check basic facts, you'll need to hire a professional writer if you need in-depth research and unique insights.

❌ Not suitable for long-form content needs

As AI tools are limited in the length and complexity of content they can produce, they are only suitable for shorter content pieces. If you need a long-form content page or an in-depth blog post, you'll need to hire a skilled writer who can research and create the copy from scratch.



Suitable copywriting tasks for AI and writer

Copywriting by AI and writer can be very helpful for certain simple tasks, particularly if time and budget are tight. But to get the right balance between cost, speed, and quality, it's best to stick to the copywriting tasks that are most suited to this approach:



Short product descriptions



News updates and announcements



Simple SEO content including meta tags and descriptions



FAQs and help sections



Short copy for search ads



Basic press releases



Social media posts



Creating content at scale that's readable but doesn't need to be particularly original or thought-provoking



Professional writers

While AI is improving all the time, it still has a long way to go before it can match the quality of content produced by a skilled writer. For longer, more complex copywriting tasks, or to create content with your unique brand voice, you still need to hire a professional writer. The combination of human creativity, research skills, and storytelling ability is something that AI simply can't replicate.



Pros of hiring a professional writer



✔ No word limit

A human writer will write as much as you need them to, whether it's a single-page blog post or a lengthy e-book.

✔ Expert and original content

Professional writers have the expertise to research and write content with unique insights and thought-provoking analysis.

✔ Natural and native-speaker quality

If you need content written in a foreign language or you need to ensure your English copy doesn't come across as unprofessional or stilted, only a human writer has the ability to ensure accuracy and fluency.

✔ Protect your copyright and brand reputation

You own the copyright of any content you hire a professional writer to produce. You also won't put your brand at risk of plagiarism or other copyright infringement that's a risk of using AI tools.

✔ Accurate and up-to-date information

Professional copywriters have skills that go beyond the written word. They'll also carry out extensive research to ensure facts are correct, data is accurate, and any citations and references are recent and relevant.

✔ Make your web copy algorithm-proof

High-quality, original, human-written content will be rewarded with a high ranking on Google and other search engines. Professional copywriters also understand the technical aspects of SEO and online writing, so they can make sure your content is optimized without being keyword-stuffed.

✔ Unique opinions and original insights

Artificial intelligence cannot think for itself (yet!). Only a human writer can create thought leadership pieces or articles that challenge the reader's preconceived ideas and offer a unique perspective.

✔ High-quality, engaging copy

Experienced writers understand how to craft copy that captures attention, resonates with an audience, and tells a compelling story. They can turn simple facts into creative, inspiring content that engages and converts.



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Cons of hiring a professional writer

✗ Higher price

There's no question that hiring a professional writer will cost more than using an AI tool. But the adage "you get what you pay for" holds true. Quality content is worth the extra expense, as it will generate more interest and ultimately result in better returns on your investment. And it's certainly possible to get high-quality content at a reasonable price. Get A Copywriter prices start at \$59 for a blog post, which still works out cheaper than some of the commercial AI tools if you're only publishing once a week, for example.

✗ Time-consuming process

Working with a professional writer will take more time than using an AI tool. Apart from the time it takes to find a writer in the first place, you'll need to provide a brief, and you may need to give feedback on drafts before the final article is ready for publication. However, while an AI tool can definitely produce more content in a short amount of time than a human writer, getting the same quality is far from guaranteed.

✗ Difficulty finding a writer with experience in your industry

Sometimes, if you need a writer for a specific niche or content topic, you may struggle to find someone with the right level of expertise.



Best tasks for professional writers

While there are a few drawbacks to using professional writers, in most cases the pros far outweigh the cons. You can hire a human copywriter for any type of content, and know that you're going to get the best quality.

While some businesses may prefer to use AI or a combination of AI and writer for less critical content, there are certain types of copy that you should always choose a professional writer for. These include:



Research-intensive pieces



Creative copywriting tasks that require storytelling skills



In-depth reports and white papers



Landing pages and product pages with persuasive copy



Long-form SEO content writing



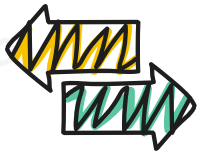
High-stakes content such as legal documents or safety information



Technical and industry-specific content



Any content with a lot of data or facts that need to be accurate and up-to-date



AI, AI+Human and professional writers comparison table

AI-generated content can be useful for generating ideas and overcoming writer's block, but it's definitely not a tool you want to rely on for all your business copywriting needs. Without human assistance, AI content can lack the accuracy and uniqueness that you need to make your mark online.

	AI	AI + Human	Human
copy quality	Poor	Basic	Premium
words limit	200-600 words	1000+ words	No limit
ownership	Can't be copyrighted	You own the content and copyright	You own the content and copyright
Tone of voice	Robotic	Generic	Unique, with a clear personality
Accuracy	Poor, may include incorrect facts	Facts are corrected	Accurate, up-to-date information
originality	Unoriginal. May be plagiarized from other sites.	Human editors must check carefully to avoid plagiarism	100% original ideas, wording, and information
Research into subject	No real research. Information is obtained from other sites.	Limited research to check accuracy	In-depth research from many different sources
Price	Cheap (although some AI services cost \$500 a month or more)	Low cost, depending on the skill of the editor	Most expensive option, but the benefits of working with a professional make the ROI of bespoke content excellent. Moreover, at GAC, prices start from just \$59 for 400 words, which is a bargain considering the quality of content and value of service.

	AI	AI + Human	Human
Time to complete	Very fast (within minutes)	Fast (within hours)	Longer (within days)
Potential SEO impact	Negative. AI-generated content may be penalized.	Neutral. But sufficient editing is needed to avoid detection.	Positive. High-quality, unique content can boost SEO.
Best for	Idea generation, helping with content structuring and overcoming writer's block	Short, non-critical copy such as product descriptions and social media updates	Blog posts, articles, landing pages, sales copy, and all types of long-form content

While AI-generated content has its limitations, it can be a valuable tool when used in conjunction with human writers.

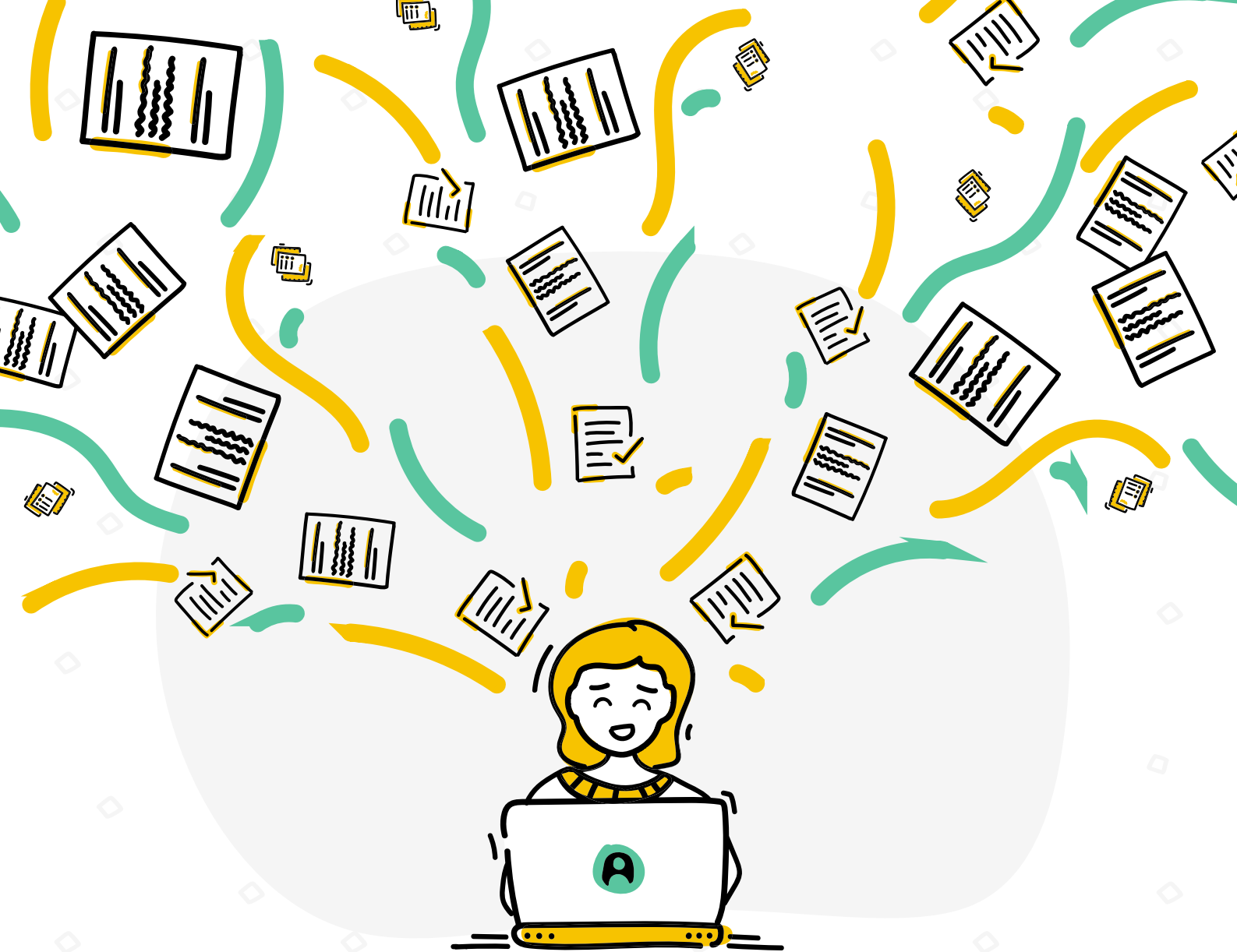
By combining the strengths of AI with the skills and expertise of human writers, businesses and agencies can create certain types of short-form content with greater speed and efficiency.

But for longer articles, and any project that requires in-depth research, AI simply can't replicate the knowledge and creativity of a human writer.

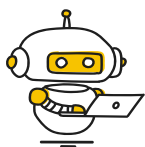
Professional copywriters bring a wealth of expertise, research skills, and imagination to the table — all of which are essential for creating high-quality content that will engage readers and drive conversions.

Ultimately, working with a professional writer gives you peace of mind that you're investing in the best quality content for your business. It may cost more upfront, but it will yield better results in the long run and ensure that you get the returns you want from your website and other marketing channels.

Get A Copywriter gives you direct access to a team of experienced writers at competitive rates. Whether you want a professional writer to create original, thought-provoking long-form content, or the speed and affordability of AI content with human editing, we'll work with you to provide the best copywriting solution for your needs and budget.



Explore what Get A Copywriter has to offer for your content



AI+Human

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